

# Employee Communication Trends for 2020



## 1 Internal communications are getting more attention — and bigger budgets.

- Employers are beginning to understand the importance of employee communications and its positive impact on the bottom line. According to *The Wall Street Journal*, businesses enjoying the largest, sustained growth are the ones with the most positive employee engagement.<sup>1</sup>
- Nearly 20% of internal communication managers expect their budgets to increase in the coming year.<sup>2</sup> The 2019 Internal Communicator Index shows 75% are spending more on engagement than they did two years ago.<sup>3</sup>

→ **BLUE TIP:** To best engage employees, approach employee communication campaigns in the same way branding and marketing agencies approach external campaigns.

<sup>1</sup> Source: <https://www.wsj.com/articles/a-companys-performance-depends-first-of-all-on-its-people-1534125840>

<sup>2</sup> Source: <https://www.snapcomms.com/blog/importance-of-internal-communication>

<sup>3</sup> Source: <https://www.socialchorus.com/blog/comms-heroes/new-research-reveals-what-you-need-to-know-about-internal-communications/>



## 2 The value of employees as brand advocates is skyrocketing.

- 3.2 billion people worldwide are currently active on social media daily, with more than 90% of millennials regularly using at least one of these platforms.<sup>4</sup>
- Company social media posts are shared 24 times more when distributed by employees.<sup>5</sup>

→ **BLUE TIP:** Establish communications campaigns that allow your employees to serve as internal champions for organizational change, wellness programs and other important initiatives that are important to your culture. Stay connected, build authenticity and leverage your employees' use of social media — they're already there!

<sup>4</sup> Source: <https://www.entrepreneur.com/article/343863>

<sup>5</sup> Source: <https://www.snapcomms.com/blog/internal-communications-trends-2020>

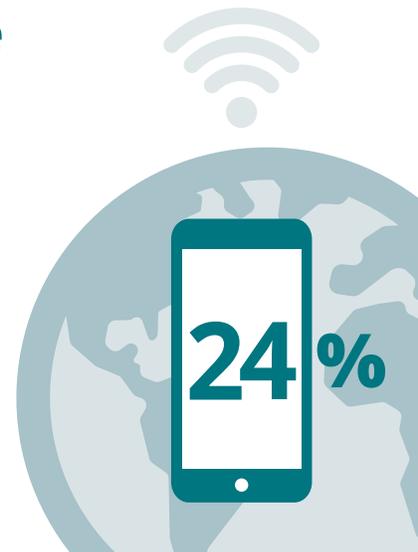


# 3 More people are connecting via mobile devices from wherever they are.

24% of all media consumption in the world happens on mobile devices — this amount is expected to jump to 28% in 2020.<sup>6</sup>

→ **BLUE TIP:** Create a seamless user experience for your audience — no matter where they are. While strategies must be tailored to all channels you are using, there shouldn't be obvious differences in a campaign that shows up on one's laptop versus their mobile device.

<sup>6</sup> Source: <https://www.employeechannelinc.com/insights/blog/internal-communication-strategy-tips-for-2020-and-beyond>



# 4 More people are listening to podcasts — and more often, too.

For the first time, more than half (51%) of the U.S. population has listened to a podcast, up from 44% last year.<sup>7</sup> An estimated 90 million people, or nearly one-third (32%) listen monthly, up from 26%.<sup>7</sup>

→ **BLUE TIP:** Podcasts are a cost-efficient way to inform and engage employees — plus, a great way to tell stories that won't fit into shorter content formats.

<sup>7</sup> Source: <https://marketingland.com/u-s-podcast-audiences-keep-growing-62-million-listening-weekly-258179>



# 5 Quick “bites” of information with creative visuals are most effective.

- 49% of readers stop reading your message at 111 words.<sup>8</sup>
- On average, people only have time to read 28% of the text on a web page during a visit.<sup>9</sup>

→ **BLUE TIP:** Send less content more often, and use more images. Infographics are memorable and shareable, enabling readers to quickly skim information. And they can be easily exported to presentations, posters and other communication materials.

<sup>8</sup> Source: Kristin Graham, principal for culture and communications at Amazon.com, Inc.

<sup>9</sup> Source: <http://www.nngroup.com/articles/how-little-do-users-read/>



Use our imagination™

Blue • 7083 Hollywood Blvd. • Hollywood, CA 90028 • 323.466.7500 Ext. 727 • [bluecommunications.com](http://bluecommunications.com)

© Blue. All rights reserved.