



1 CEOs are increasingly visible as “the face” of an organization.

- This boosts a company’s reputation and helps build trust — even makes the organization more appealing to recruits.
- It also gives the company a voice and “brand recognition.”

→ BLUE TIPS:

- Use CEOs and other leaders in employee communications — especially in videos.



2 Videos are playing a more important role.

- Video continues to rise in popularity, accounting for 85% of internet traffic — although production values are often low (think YouTube).
- Print can be replaced or supplemented by video, so employees pay more attention.

→ BLUE TIPS:

- Videos don’t have to be high production value but should be professional.
- Use captions on video to allow the viewer to put it on mute and read.



3 There’s a greater emphasis on live video.

- This offers the ability to answer questions and address comments instantly.
- It creates a friendly, open environment to get key messages out.



→ BLUE TIPS:

- Identify opportunities for livestream events or discussions.
- Shaky cell phone video won’t do — be professional.

4 Companies are expanding their use of augmented reality (AR).

- AR is an emerging technology not yet used by many employers, which means you could be one of the first to implement it.
- The novelty of AR can intrigue employees and therefore enhance engagement.



→ BLUE TIPS:

- Consider appropriate and easy ways to use AR, such as on a poster that “comes to life” and reinforces key messaging or desired behaviors.
- Be aware of the perception that AR is expensive. In addition, employees will need to download an app to see AR features.

5 We are seeing more conversations via chatbots.

- Inspired by Amazon's Alexa and Microsoft's Cortana — chatbots are used to get information, perform transactions or just for entertainment.
- Employers are starting to include chatbots as a component in their internal communication plans.

→ BLUE TIPS:

- Incorporate chatbots where it makes sense, allowing employees to ask questions and receive fast answers.
- For example, chatbots can answer questions when employees elect their benefits during Open Enrollment.

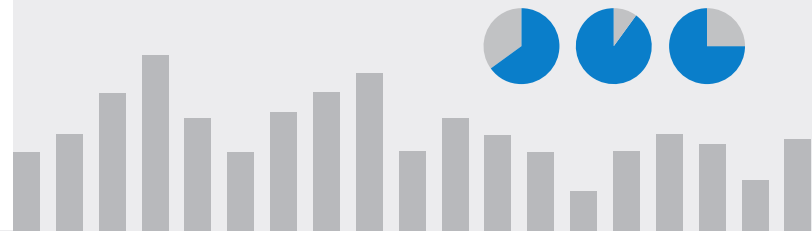


6 The focus on data and analytics continues.

- The good news is that we all have reams of data at our fingertips these days.
- The bad news is that it's not always easy to know how to actually use that data.

→ BLUE TIPS:

- Get to know your audience by both the data collected and how it's interpreted.
- Get more comfortable interpreting data/using dashboards, because they can show you how to have the greatest impact with your communications.



7 Storytelling is big.

- Social media is rooted in the premise that we get to tell our stories to our friends and family — and we get to see their stories, too.
- Internal communicators are using this same premise as a strong, real and personal way of connecting with employees.

→ BLUE TIPS:

- Be sure your storytelling uses an authentic voice. People recognize inauthenticity.
- Make the stories personal — for example, ask people to share relevant photos on social media to personify a wellness program.

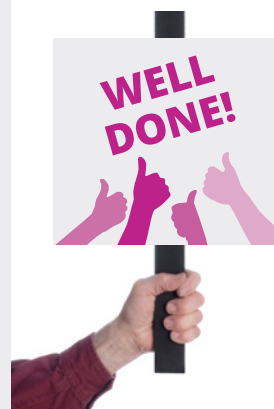


8 Having a purpose is powerful.

- Studies show that employees — and millennials in particular — want to be reminded that they're doing something that's meaningful, important and appreciated.
- Communicators are listening and including this information in their materials.

→ BLUE TIPS:

- Find ways to share the good work your employer is doing to give back, within the local communities or at even higher levels.
- Communicate to employees that they are valued and appreciated. It's okay for messages to go beyond the facts — they can be emotional, too.



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