

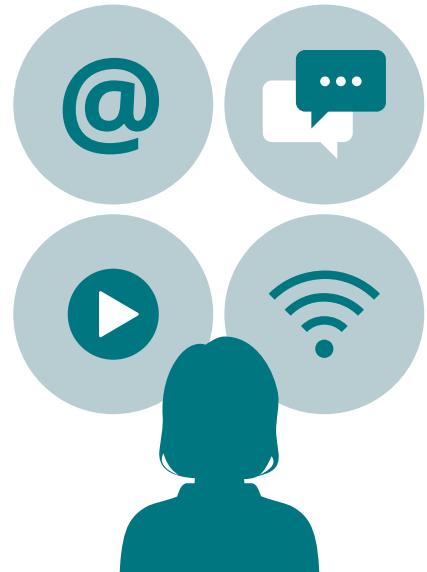
Employee Communication Trends for 2021



1 Transparency and trust help build strong, human connections.

- Employees are craving open, honest and empathetic conversations with their employers.
- Organizations are adopting a transparent model of communication with their employees to avoid burnout, stress and complacency.

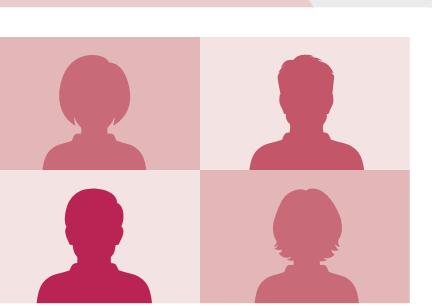
→ **BLUE TIP:** It starts with leadership. Send frequent communications, like monthly email updates or an engaging video message, from leadership to let employees know what's happening within the organization. Offer the opportunity for questions and concerns to be addressed.



2 The new office is the home office and virtual communication is key.

- As of February 2020, 33% of the U.S. workforce, or 4.7 million U.S. employees, were working remotely. When COVID-19 forced social distancing measures to be put in place, the number increased dramatically to 61% remote workers.
- Remote workers are lonely. The State of Remote Work Report 2020 notes that 20% of employees struggle with loneliness working from home; video communication can help reduce this. Video communication tools like Zoom, Slack and Microsoft Teams can help you and your team stay connected and close while working from home.

→ **BLUE TIP:** Studies show that 41% of Americans don't feel like they have the right equipment or software to successfully collaborate with their teams from home. Adopt successful communication tools like Slack, Microsoft Teams and Zoom to collaborate, connect and increase productivity among your virtual workforce.



3 Greater emphasis on employee well-being.

- The need to communicate about well-being has never been more important. A recent study from [Mental Health America](#) shows that 75% of people experience burnout at work, with 40% of that burnout specifically tied to the pandemic.
- 37% of employee respondents claimed that they feel stressed due to increased work hours since the pandemic started.

→ **BLUE TIP:** Increase employee engagement and access to well-being resources by sending updated benefits information and reminding employees about their Employee Assistance Program (EAP). The time to [communicate about well-being](#) is now.



4 Encourage employee-generated content to drive engagement and boost morale.

- More than [86% of companies](#) today use user-generated content as part of their overall marketing and communications strategy.
- Encourage your employees to take part in the conversation. When you allow [employees to become content creators](#), you're supporting a community that promotes a peer-to-peer level of communication, as opposed to the traditional top-down culture of typical company communication.

→ **BLUE TIP:** User-generated content is not just for external communication efforts. Infuse this strategy when communicating with your employees. Ask them questions, share their stories and create a community of engagement to boost morale. Employee-generated content creates a greater level of authenticity and trust among your workforce than communication tactics directly from management do.

5 Video is here to stay.

- Studies show that people will spend [100 minutes a day](#) watching online videos in 2021.
- Employees are [75% more likely](#) to watch a video than read text.

→ **BLUE TIP:** Video can create and foster that face-to-face connection that your employees crave. Creatively use video to share important business updates, onboard and train new employees; livestream town halls or companywide meetings and schedule frequent [face-to-face communication](#) with your remote team to build stronger bonds, productivity and loyalty.



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