



# The essential guide to internal communications

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Tips and tools for Internal Communications leaders



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1

# Revolutionise your internal communications strategy with Slack



# Revolutionise your internal communications strategy with Slack

This guide is packed with insights and best practices to help Internal Communications (IC) leaders maximise the effectiveness of their communication strategies using Slack. Whether you're looking to boost engagement, streamline processes, or build a stronger organizational culture, we've got you covered. With this guide, you'll learn:

01

## The importance of effective internal communication in large enterprises

Strong internal communication is crucial in large, international organisations with diverse and dispersed teams. It ensures everyone, from multilingual teams to retail staff, gets the same message. We'll share how to unite your workforce and keep everyone on the same page throughout the business.

02

## How to Solve IC leader-specific challenges

IC leaders face unique challenges like ensuring message clarity, engaging a diverse workforce, and maintaining open lines of communication. This guide will help you tackle these challenges with practical advice you can put to use right away.

03

## What you should expect from a good internal communications tool

A great internal communications tool should make communication engaging, transparent, and efficient. Discover how Slack facilitates open dialogue, cuts down on message overload, and ensures everyone is aligned with company goals – whether working in office, remotely or hybridly.

# 2

## Key benefits of effective internal communications



# Key benefits of effective internal communications

Businesses need effective internal communications to thrive because it ensures everyone is involved, creating high-performing teams. Two-way communication fosters better teamwork, creativity, and productivity.



## Improves information flow and transparency

Effective internal communication keeps employees informed and aligned with company goals, **fostering trust and a cohesive, productive workforce.**



## Creates a collaborative work environment

Open communication fosters collaboration, breaks down silos, and encourages teamwork, leading to **diverse perspectives and innovative solutions.**



## Improves employee engagement and morale

Good internal communication boosts engagement and morale by making employees feel heard, valued and informed – and therefore, **more likely to be committed to their work and the business.**



## Streamlines communications and reduces email reliance

Modern communication platforms reduce the reliance on traditional emails, which can be slow and cumbersome. Tools (like Slack for example) make it easier for employees to find information and communicate effectively, **thereby boosting overall productivity.**



## Supports remote and hybrid work models

Robust communication tools keep remote employees connected and engaged, **enabling seamless collaboration in today's flexible work environment.**

# 3

## Recognising the challenges you face as an IC leader



# Recognising the challenges you face as an IC leader

As an IC leader, you are at the heart of shaping company culture and seamless communication – but aligning employees with the company’s mission and fostering collaboration is not without its challenges:



## Lack of time and capacity

It’s difficult to get the right message to the right people at the right time because you’re navigating various communication channels and ensure messages are tailored to diverse audiences. 35% of IC leaders cite lack of time and capacity as their top barrier to success.



## Making message content more engaging

Employees are bombarded with information on a daily basis, making it hard to capture their attention. Crafting compelling and relevant messages that resonate with a diverse workforce requires creativity and a deep understanding of what motivates and interests employees.



## Engaging teams on the business strategy and vision

70% of IC leaders are accountable for Strategy Awareness as a success indicator but translating complex strategic goals into clear, relatable messages is challenging. Strategic alignment requires continuous communication and reinforcement, which can be tough to maintain across diverse teams and roles.



## Reinforcing trust across the business

Ensuring transparency and consistency in messaging requires continuous effort and honesty. Building credibility involves not just sharing successes but also openly addressing challenges, which can be difficult in a dynamic and sometimes politically sensitive work environment.



## Measuring impact and effectiveness

It’s hard to quantify intangible outcomes like improved morale and teamwork, and they have to gather fragmented data from different sources. Plus, without standard metrics and facing cultural and tech barriers, it makes the process even tougher.

# 4

Unlock your  
communications  
potential and  
achieve your goals  
with Slack



# Unlock your communications potential and achieve your goals with Slack

Slack for internal communications increases employee trust and efficiency by becoming the single source of information, with native features and use cases integrated where your employees are already working and chatting.

## 01 Streamline strategic discussions

Strong internal communication is crucial in large, international organisations with diverse and dispersed teams. It ensures everyone, from multilingual teams to retail staff, gets the same message. We'll share how to unite your workforce and keep everyone on the same page throughout the business.

## 02 Reach the right people at the right time

Slack helps internal communications leaders get the right message to the right people by using dedicated announcement channels and native video clips. These tools ensure updates reach the right audience efficiently, allow teams across time zones to engage at their convenience, and keep transcripts searchable for transparency.



### 03 **Open up conversation between execs and employees**

IC leaders are conduits between senior execs and employees. Slack helps you break down barriers by ensuring leaders and managers are part of an ongoing dialogue. Slack integrates seamlessly with Zoom, Teams, Google Meet, and WebEx, along with other employee recognition and communication integrations. Q&A sessions or Ask Me Anything channels make it easy for employees to comment or feedback – and it reduces the demand on IC leaders to answer Qs themselves.

### 04 **Create a culture of trust**

Open conversation in turn leads to transparency as a digital open-door policy with Slack. The Q&A sessions, dedicated announcement channels and searchable archives mentioned above also ensure consistent, clear communications – contributing to a culture of trust and integrity within the organisation.

### 05 **See the impact of your communications strategies**

Measure the impact and effectiveness of your communications with our analytics and reporting tools, which track engagement levels, message reach, and interaction rates. Integrated polls and feedback tools also help gather employee insights, allowing you to make data-driven decisions to improve your communication strategies.



**6%** increase in  
employee satisfaction.\*

**32 minutes**  
saved per Slack user per day.\*

\*Source: 'The Total Economic Impact of Slack for Sales Teams', a commissioned study conducted by Forrester Consulting on behalf of Slack, April 2021.

# 5

## Customers who transformed their communications with Slack



# Customers who transformed their communications with Slack

Internal communications are a discipline that often goes unsung – but these global customers say Slack has a critical role to play in their overall employee experience.



**“With Workplace retiring, the timing couldn’t have been better. I’m so happy we made the decision when we did without rushing. We know Slack is the right choice for us.”**

**Cornelia Bjørke-Hill**

Head of Group Communications and PR, Simployer

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**s:mployer**



**“It’s where all of our critical conversations and discovery processes take place, streamlining our communication and making teamwork more efficient.”**

**Jonathan Hill**

Regional Vice President, High Tech, Salesforce

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**“Slack enhances lean communication flows within our growing organisation. It allows us to efficiently share relevant business information, but also recognition and success.”**

**Corentine Aronica**

Corporate Communications, Trivago

[READ MORE](#)



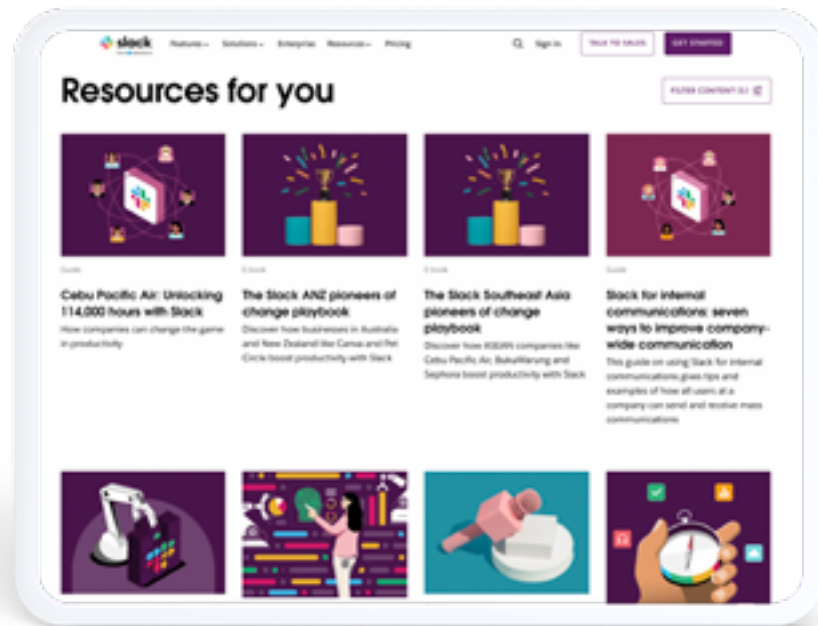
# 6

**Put internal  
communications  
at the centre of  
your business**



# Put internal communications at the centre of your business

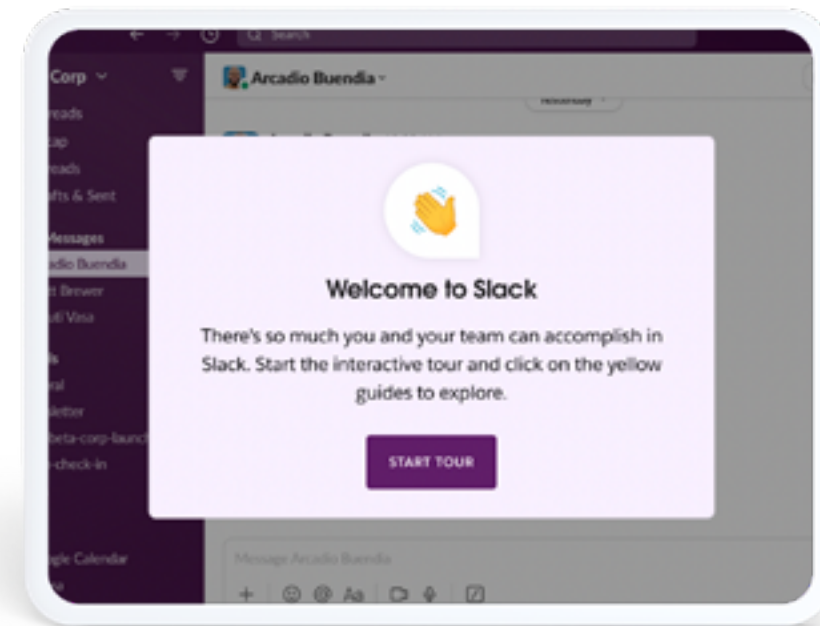
A solid internal communications strategy is the bedrock of high-performing teams.



## Find even more internal communications resources

Discover even more ways your business can use Slack to improve communications and create a better employee experience.

FIND OUT MORE



## Watch a demo

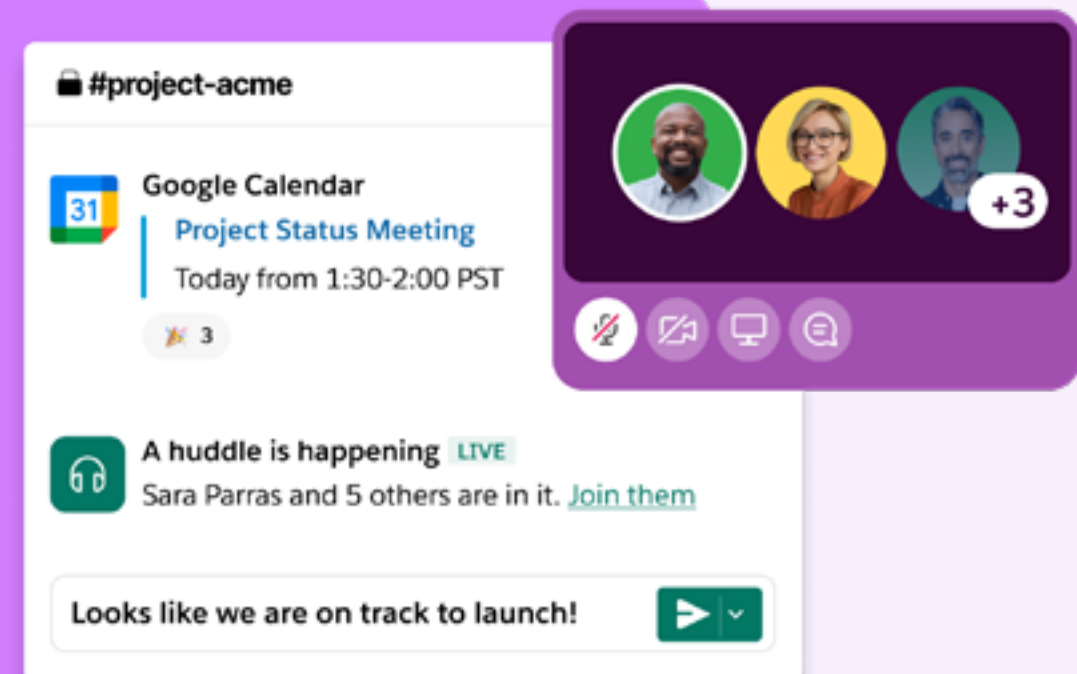
Want to see Slack in action? Head over to [slackdemo.com](https://slackdemo.com) to see how Slack has helped businesses.

WATCH DEMO

# About Slack

Slack is on a mission to make people's working lives simpler, more pleasant and more productive. It is the productivity platform for customer companies that improves performance by empowering everyone with no-code automation, making search and knowledge sharing seamless, and keeping teams connected and engaged as they move work forward together.

As part of Salesforce, Slack is deeply integrated into the Salesforce Customer 360, supercharging productivity across sales, service and marketing teams. To learn more and get started with Slack for free, visit [slack.com](https://slack.com) or connect with us @SlackHQ.





The preceding information is intended for informational purposes only, and not as a binding commitment. Please do not rely on this information in making your purchasing decisions. The development, release and timing of any product, features or functionality remain at the sole discretion of Slack, and are subject to change.

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