Video
Video is exploding in popularity because it is so engaging. It's a must-have.

Microsite
A microsite is a mini-website that can be personalized into a highly engaging experience.

Blog
Blogs can bring a personal element (think CEO), but require regular entries.

Social Media
Social media can be influenced but not controlled or ignored. Needs regular monitoring.

App
An app can be an internal communication channel that is driven by the user’s needs.

Email
Email is still one of the most frequently used methods, despite its varying levels of preference.

Podcast
Podcasts are growing in popularity. They fill a gap between text and video and can be listened to while engaging in other activities.

Microsite
Microsites make it easy for readers to get just what they're looking for.

Intranet
Readership varies on intranets depending on content, but this can have high employee traffic because of its easy-to-get-to location.

Wall Messaging
Environmental messaging is free, targeted, and great for lasting messages like mission and values. Far too underused given the payoff.

Displays and Banners
Displays and banners are inexpensive, portable, and good for high-traffic areas. High return on minimum investment.

Screens
From digital wall displays to a desktop screensaver, this channel is ideal for animations, video or infographics.

Leaders
Mid-managers are the primary means of personal communication, so arm them with talking points that make it easy for them to deliver important messages—and spell out how those messages will impact employees.

Live Forums and Meetings
Live forums and meetings are effective for direct communication and can be mandatory or optional.

IN-PERSON PRESENTATIONS
In-person communication is the best means of communication, but not as efficient as other channels, since the communicator must be present. It should be in the mix of any good internal communication plan.

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