## **1. Integrate video into your internal communication strategy.**

However, many organizations still rely on lengthy emails to communicate with internal departments. Such organizations fail to realize the power that video has both inside and outside an organization.

To keep your teams updated on new developments and changes within your company, you need to be engaging... and video is the perfect solution. Video is way more interactive and personable for your team than reading a long email.

If you are wondering how to integrate video into your internal communication strategy, consider some of the following:

* Online training and how-to videos
* Weekly or monthly company newsletters
* A presentation from your CEO
* Employee contributions to boost moral
* Company-wide meetings
* Important updates to company procedures
* Interview your employees about a topic

## **2. Launch an internal social network.**

Prioritizing internal social networking into your [internal communications strategy](https://axerosolutions.com/blogs/timeisenhauer/pulse/246/the-importance-of-having-a-robust-social-intranet-for-your-corporate-communications-strategy) encourages people to connect with each other. It also helps your company search, source, identify, and consolidate employee skill sets.

Take a step back and think about it: social media is so powerful that it revolutionized human behavior. So, there are tactics here that you can use to engage employees with their work. Deploying an internal social network is one way to incorporate social media features into your organization. Empower users to comment, like, and interact with colleagues and work-related content. Users also receive notifications and can view an activity stream of everything relevant in the intranet.

Most employees are already active on social platforms, so implementing an internal social network will be easy. Ultimately though, the power and success of social media in your strategic communication plan will depend on the enthusiastic participation of everybody within the organization.

## **Set up a wiki for sharing and building a knowledge base.**

Wikis are excellent tools for documenting personal information, knowledge base articles, or anything pertaining to projects, tasks, and teams. These tools are great for information sharing, [building a knowledge base](https://axerosolutions.com/blogs/timeisenhauer/pulse/262/intranet-knowledge-management-made-easy-effective), and for responding to queries from employees.

Wikis are especially encouraged within an organization or departments that thrive on creativity and shared ownership. They establish platforms where everyone, including senior management, can search and locate contributions from the team.

## **Deploy intranet software as part of your internal communication strategy.**

Intranets empower people with information and encourage two-way communication between employees and their company. They increase productivity and enhance internal communication with [collaboration tools](https://axerosolutions.com/blogs/timeisenhauer/pulse/180/how-online-collaboration-tools-benefit-your-business) that help people work together; and social features that create dialogue.

Executives and management can use [intranet software](https://axerosolutions.com/solutions/social-intranet-software) to disseminate information, post company news, and connect the entire organization. Simultaneously, employees can communicate directly with management on the intranet and share their opinions, thoughts, and insights on published content. This type of [digital workplace software](https://axerosolutions.com/solutions/digital-workplace-software) enhances and encourages open communication, something that all organizations should strive to achieve.

## **Check on staff regularly.**

Want to retain valued employees? Stay interviews are one of the most effective internal communication ideas to keep the people you want on your staff. Employees meet one-on-one with managers, HR personnel, or even your CEO to discuss what they like about their jobs and what needs improvement. Sometimes conducting a routine [stay interview](https://axerosolutions.com/blogs/timeisenhauer/how-come-nobody-is-asking/943/what-the-hell-is-a-stay-interview) could be the solution to a problem you weren't fully aware of.

If you want to prioritize your people, you need to talk to your people. And most importantly in a stay interview... you need to listen.

## **Publish a monthly company newsletter.**

Publishing a monthly newsletter gives you an opportunity to reach your employees and increase awareness about your company, its products, and its services. This is especially important for new employees who need to get acquainted with your company's processes and procedures. A newsletter can also be an effective business communication tool for updating employees about recent developments and metrics.

Since it's published once a month, it is likely that it will not be pushed aside as noise (spam) and will be an important communication tool. (But you still need to make decisions that ensure more people read it.)

You could go through the trouble of having a paper newsletter designed, formatted, printed, and dispersed... or you could dedicate a blog on your company intranet to be the newsletter. If you go digital, your employees will always be able to access it... plus, as we discussed in point #9, you can collect comments and feedback as well.