



# Help employees build a stronger community in the new normal

## Adapt communication strategies to encourage connectivity

Think back before the COVID-19 pandemic. Remember those days? In the workplace, a sense of community used to happen organically, with in-person meetings and conversations in hallways.

Employees still crave that social connection but find it difficult to replicate the natural communication that comes with working in the same place. So how can we help employees connect in remote, socially distanced and hybrid work environments?

Here are seven ways to adapt employee communication to build community in the new normal.

Category	Once upon a time	What's next
<b>Channels</b>	In-person town halls focused on multiple topics and updates with time for Q&A	Short, virtual town halls focused on building connections rather than providing business updates
<b>Social</b>	Spontaneous, natural conversations in shared spaces	Scheduled virtual experiences such as coffee breaks, happy hours and team-building exercises
<b>Leaders</b>	Visible through on-site visits and small group meetings	Online presence through “selfie” video blogs; candid, unproduced leader comments
<b>Manager communication</b>	Frequent face-to-face conversations	Regular check-ins—to discuss progress and obstacles—using digital collaboration tools
<b>Meetings</b>	One hour+ in-person meetings covering several topics	Short, virtual meetings to solve a specific problem or brainstorm solutions
<b>Company events</b>	Face-to-face activities and celebrations	Themed virtual meetings (i.e., costumes, trivia, show and tell, etc.)

Want to learn more about communicating in the new normal? Check out our [“What’s next: 9 ways to reinvent employee communication”](#) e-book.

