

Can internal communication channels spark joy?

They can when you have a tidy system where every channel plays its role.

Let's face it: the world is a messy place. From a dramatic shift in work arrangements to health concerns and social upheaval, there are more obstacles than ever in the way of employees trying to get day-to-day work done.

Communication can and should help clear the way. Just as Marie Kondo promises to “spark joy” by helping you tidy up your home, an organized internal communication system can help you make the most of your channels to keep employees focused.

But first, you need to understand the ideal role each channel plays in internal communication. Here's a quick overview to help you organize:

Email

Love it or hate it, email is an effective way to reach a large group of people and **build awareness** of your message.



Sparks joy

Use for quick, actionable content, such as open enrollment or training dates.



Stifles joy

Don't use for complicated or emotionally charged content.



Workplace channels

Essential for non-wired workers and appreciated by all onsite employees, workplace channels are great ways to **reinforce key messages**.



Sparks joy

Use channels such as posters and digital screens to reach onsite employees with quick reminders or at-a-glance overviews of topics.



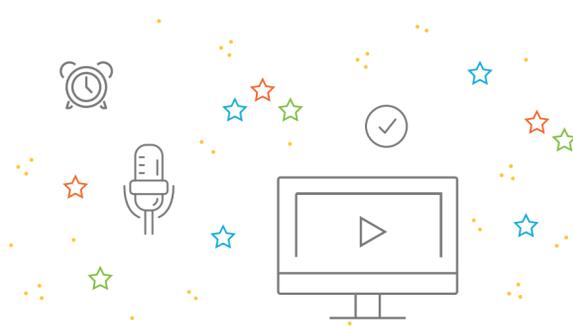
Stifles joy

Don't use these channels to communicate details or context.



Videos and podcasts

Videos and podcasts are fresh, engaging channels that will **inform and inspire** employees.



Sparks joy

Use short videos (no more than two minutes) and podcasts (no more than 10 minutes) to deliver the highlights of a topic.



Stifles joy

Don't use these channels for heavily detailed, complex content.



Intranet

Managed well, your intranet can **serve as an information hub** for employees across locations and time zones.



Sparks joy

Use for comprehensive information employees need to do their jobs—such as reference materials and digitized work processes—and provide easy, accurate search.



Stifles joy

Don't use as the only source of time-sensitive content—employees may miss it if they don't visit the intranet every day—or ignore the need for user-friendly search.



Internal social media

When collaboration is key, internal social media is the perfect channel for employees to **share ideas and insights**.



Sparks joy

Use social media for topics that are participative and collaborative, such as introducing information and then asking employees for feedback.



Stifles joy

What doesn't work on social media? Static, one-way information.



Brochures/guides

Brochures and guides can help **build deep knowledge** by presenting all the facts employees need to understand in easy-to-read, easy-to-reference formats.



Sparks joy

Use pieces such as brochures or guides to convey more detailed content, especially when the topic is personal and employees need to take action.



Stifles joy

Don't use for breaking news and other time-sensitive issues.

