



Green | Section 3 Channels

Great work! You have a solid suite of channels in place. Use audience feedback and analytics to optimise these channels, ensuring they work as effectively as possible.

Technology is rapidly evolving, particularly mobile applications. Schedule regular, formal reviews so that outcomes are tracked not merely outputs, such as opens, click and downloads.

Benchmark the characteristics and functionality of your channels – social, digital, face-to-face, and experiential – against best practices in internal communications and mainstream media. **Ask** our senior team to share their evaluation of the best digital platforms and apps on the market today.

Showcase and celebrate the success of your channels by entering them for awards. You'll find a comprehensive list of marketing and communication awards **here**.

Could you be using your channels to drive more productive dialogue and conversation? Use your channels to ask questions, instigate debate and generate ideas around the next big challenges for your organisation. Ensure your IC channels are giving leaders insight into how the workforce thinks and feels about the issues that matter.

Finding inspirational examples of internal channels from other organisations can be difficult. But we're happy to share some recent case studies – just email **Abi Terry**.

To help you build more conversation and feedback into your channels, **get in touch** to request your free copy of *From Cascade to Conversation - Unlocking the Collective Wisdom of your Workforce*, by Katie Macaulay. The book examines how organisations can shift from broadcasting messages to something more conversational, participative, and involving. Here's a short **film that captures the essence of the book**.

Research shows IC teams struggle most with face-to-face channels because these require resource-intensive training and support. Consult your colleagues in HR or Learning and Development about taking face-to-face communication to the next level by pooling your efforts.

While you have a clear understanding of what your channels need to deliver, do your colleagues have the same level of insight and expertise across the business? If they need some targeted training and support, **ask us** about AB's Channels and Platforms workshop. This gives valuable insight into creating a modern channels suite that reaches the right people in the right way. The workshop covers building a channel map, delivering the human touch in a digital workplace, and recognising your audiences as consumers. We also recommend great off-the-shelf solutions to take your channels from good to great.