

How to give each internal communications channel its own identity

Each internal communication channel calls for its own distinct, specific messaging. A full communications plan needs to be strategic and intentional about where employees expect critical — or casual — updates to appear and when they will engage with them.

This worksheet offers space to take stock of your channels and your current strategy, and identify an opportunity to improve in each space. As you get started, picture your audience, what messages they expect to find in each space, and stick to that.

Recurring email newsletters

More focused, detailed, and essential than ad hoc emails, company and team newsletters provide an extra layer of trust and consistency. They're sent on a reliable cadence and contain essential information.

Audience	Your organization's strategy
<i>e.g. All corporate company employees</i>	<i>e.g. Execs each send ad hoc all-staff email with division news</i>
An area of opportunity: <i>e.g. Combine all exec updates into one recurring weekly newsletter</i>	

One-off emails

These are most often one-to-one or small group updates, rather than one-to-many communications. Use these strategically to synthesize progress, monitor issues, and relay opportunities so stakeholders stay informed.

Audience	Your organization's strategy
An area of opportunity:	

Instant messengers, Slack, Teams

These DMs — the ones you send on Slack or Teams — are fast-moving updates with a short shelf life. Think of the quick questions or clarifications that keep projects moving forward.

Audience	Your organization's strategy
An area of opportunity:	

Intranets

These long-standing systems that document processes can be great sources of historical context — if you know where to look. Updates here should have a long shelf life for a wide variety of readers.

Audience	Your organization's strategy
An area of opportunity:	

Employee apps

Apps put information in the palm of your employees' hands. When done right — and when adoption is high — essential information is accessible and always on for a dispersed workforce.

Audience	Your organization's strategy
An area of opportunity:	



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Company-wide and all-staff meetings

Bringing the whole group together builds trust and culture. Make space for folks to ask and answer questions. Communicate frequently and transparently.

Audience	Your organization's strategy
An area of opportunity:	

Team or division meetings

Whether done in-person or over Zoom, live chats are a powerful space for clarity, creativity, and collaboration. Offer a pre-read to prepare so you can use each connection to its fullest.

Audience	Your organization's strategy
An area of opportunity:	

Digital displays or office signage

These messages need to be quick, scannable, and relevant so they're eye-catching and accessible to employees whose roles aren't centered around the inbox.

Audience	Your organization's strategy
An area of opportunity:	



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