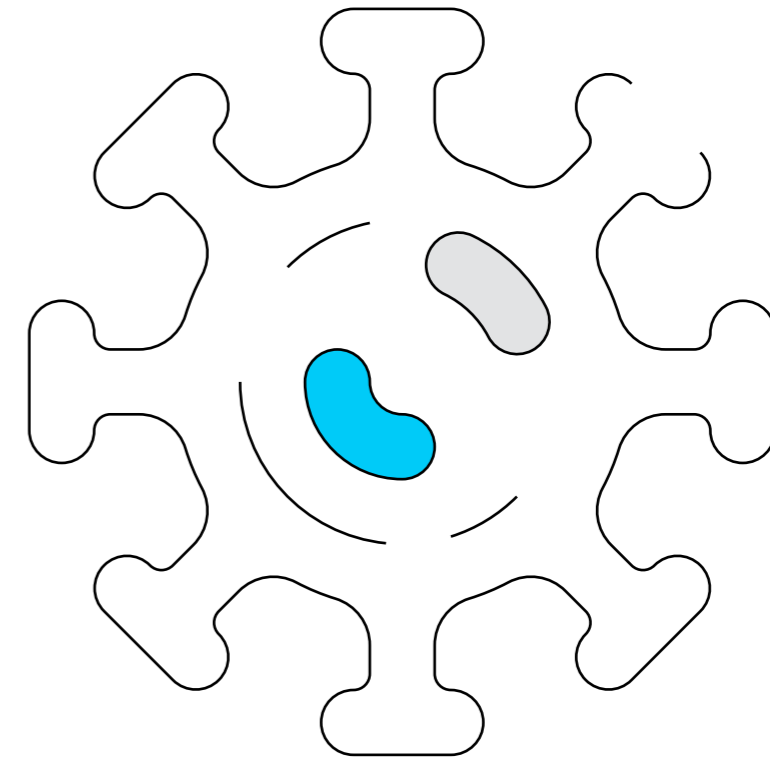


Internal Comms in the time of COVID-19

Internal communication is a crucial part of employee morale and engagement under COVID-19 lockdown and social distancing.

DOTMENT has been getting a lot of questions from clients about how to go about it, so here are the six most common ones we've answered:

1. What's on my employees' minds?
2. What should we communicate?
3. What is expected from the leadership team?
4. What should our communications look like?
5. What channels can we use?
6. What are global brands doing?



1

WHAT'S ON MY EMPLOYEES' MINDS?

They need clarity:

With companies still unsure of their ways forward, employees lack clear guidelines on what is expected of them.

They are concerned:

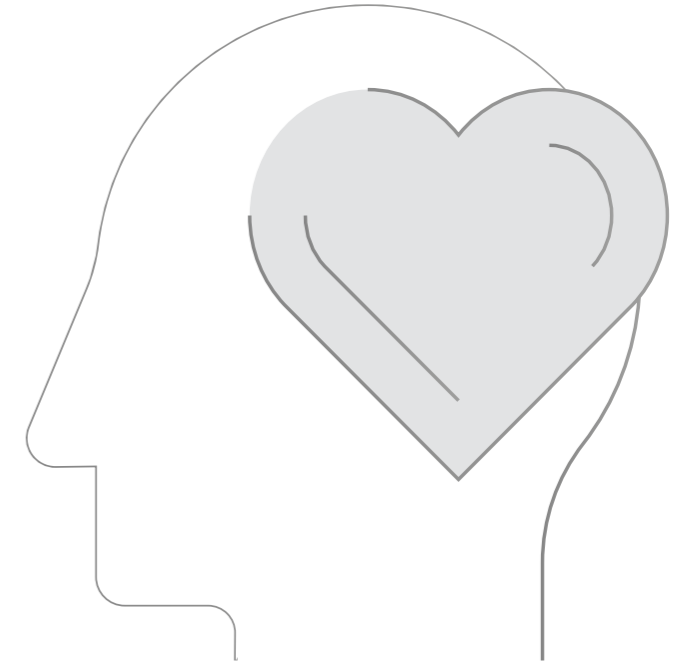
They may not have the physical and digital tools and resources they need to be able to work from home.

They are preoccupied:

With children home schooling and elderly parents at high risk, employees are unable to focus on work 100%.

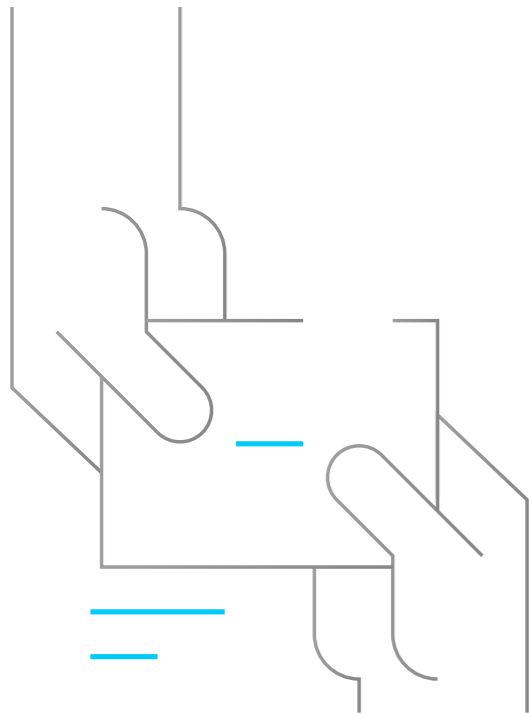
They need reassurance:

Whether it's about health, the status of their work and the company, their financials, or the future of the economy, like you, employees are anxious.



2

WHAT SHOULD WE COMMUNICATE?



New business realities:

Be transparent about changes in the business under these new circumstances.

Work-from-home dynamics:

Working remotely is new to the majority of us. Explain the dynamics clearly and simply.

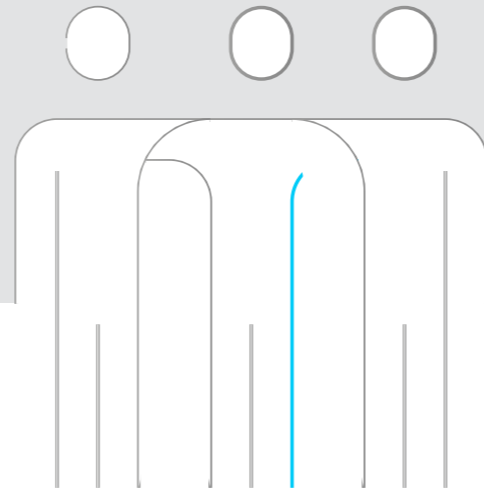
Wellbeing during lockdown:

Help employees maintain their physical, mental and financial wellbeing while homebound.

Reliable news resources:

Recommend channels employees can rely on for facts on the global situation. Rumors and fake news are everywhere, and scary.

3



WHAT IS EXPECTED FROM THE LEADERSHIP TEAM?

Visibility: Emails from leadership may not suffice at times like these. A livestream, town hall or fireside chat would be more effective.

Interaction: Maintain an FAQ mindset. Employees have questions and leadership have some answers they can share.

Repetition: Employees under stress may not absorb information well. Important messages should be communicated multiple times.

Inspiration: Besides facts, employees need encouragement and support. Send brief messages of solidarity and reassurance.

Value demonstration: Now more than ever, it is crucial for leadership teams to embody the company's values to employees.

4

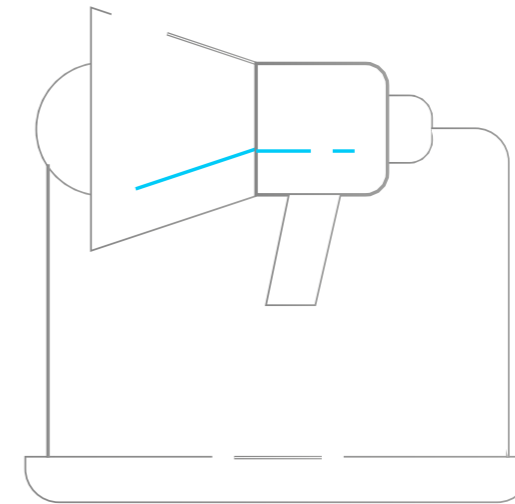
WHAT SHOULD OUR COMMUNICATIONS LOOK LIKE?

Fast and ongoing: Communicate facts promptly and frequently. Keep your employees informed at all times.

Short and simple: There is an information overload out there. To get the most engagement on your messages, make them very concise.

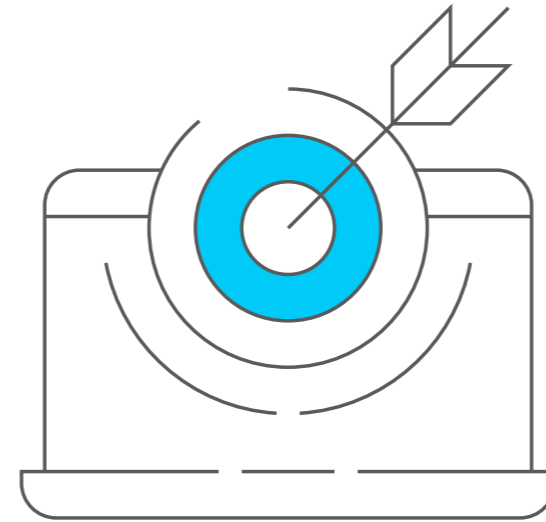
Interactive: Allow employees to ask questions and answer them promptly. Two-way communication is crucial.

Segmented: Speak to each target audience with the message relevant to them. One comm does not fit all.



5

WHAT CHANNELS CAN WE USE?



Videos:

Video is the most engaging form of communication, so use it often. A great and simple tool you can use is [Animato](#) online video maker.

Intranet:

Your intranet is your employee hub and club. [Jostle](#) is a good cloud-based intranet software that can help you boost employee engagement.

Mobile apps:

Communicate, notify, inform, publish and engage employees with a mobile app like [Staffbase](#).

Surveys:

An excellent method for measurement and data collection. [OfficeVibe](#) is a simple tool to help you.

Webinars:

Webinars allow for a level of interactivity that regular video does not. With [Livestorm](#), audiences can interact, ask questions and provide feedback live.

Podcasts:

A fresh way to deliver audio content in a human-centric and engaging way. [Storyboard](#) is a podcast tool designed specifically for internal comms.

Interactive online presentations:

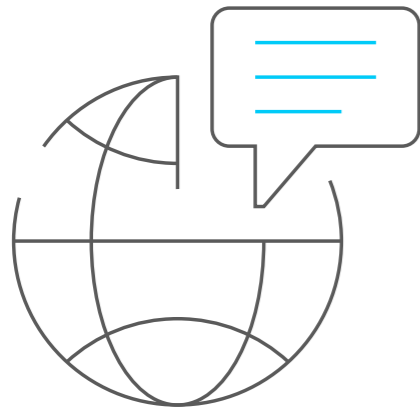
Meetings are going online, and [Slido](#) is not just an online presentation tool, it also allows you to create real-time polls for attendees.

Reward and recognition online:

Move your R&R online with a platform like [Bucketlist](#). You can also use it to get detailed reporting to assess your ROI.

6

WHAT ARE GLOBAL BRANDS DOING?



- Besides carrying out deep cleaning and enhanced sanitation measures to offices, [Facebook](#) held a training session for managers on how to supervise teams of remote workers. The social network is also holding a weekly question-and-answer session, led by Mr. Zuckerberg in person.
- [Intel](#) has created work-from-home and social distancing policies, while paying hourly workers in full. The company also repaid up to 15 days of care services for employees who need backup childcare and/or elder care.

There are ongoing changes in everyday norms as the COVID-19 situation unfolds. It's important to keep an open mind on how to keep moving forward and maintain a level of stability and normalcy in employees' lives. DOTMENT is always working to help you keep your internal communications functioning and effective, and we will be sharing new insights and tools with you as we go.

DOTMENT

is an employee engagement
consultancy firm.

We work with companies on genuinely
engaging their employees by
acknowledging the employee full
spectrum and making both you and
them go above and beyond.

THANKS