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# Employee Engagement

## Best Practices For 2019

Today, internal communications professionals understand success—marked by a highly engaged, motivated, and informed workforce—is increasingly driven by data. We studied the 2018 data on over 300 million SocialChorus user events in our platform to find out how communicators can plan for growth and progress.

**Here are eight key action items to incorporate into your workforce communications plan.**

### 1



### *Collaborate with your team.*

Strive to have at least 5 communicators regularly contributing to your communications plan. This ensures you have enough regular content to engage your audience.

### *Run more reports each month.*

Program managers that were shown to run an average of 10 or more reports a month not only published more content but also had higher click-through-rates (CTRs) on their content -- because they are using data to drive communications decisions.



### 2

### *Publish important content in the morning.*

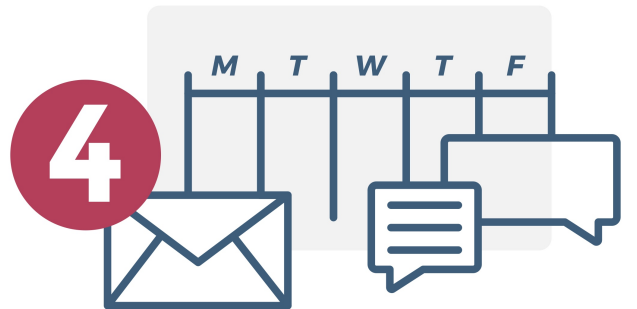
Rise and shine! Our research found that many employees are looking at content first thing in the early morning—but the majority of content is published in the early afternoon. Adjust this timing by scheduling in advance, and more often than just in the afternoon.



### 3

### *Maintain weekly activity in your channels.*

Overall CTRs are 25% higher when content is published on a weekly basis into channels, with personalized content streamed on specific topics. Also, if you take the time to create a channel, make sure you have a plan to update it regularly.



### 4

### *Expand your channels.*

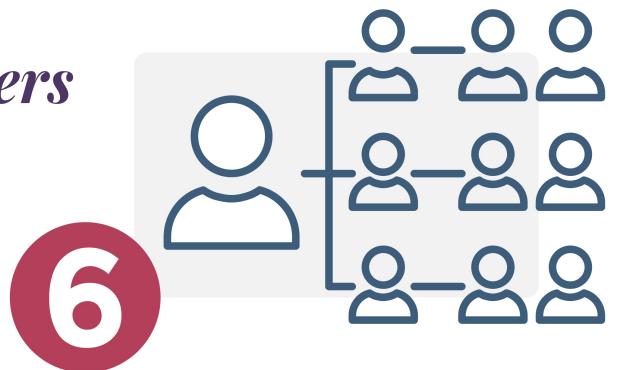
The best programs, with the highest relevancy\*, have 18 to 20 channels they post to regularly. Ensure your employees have a wide range of topics that they can follow that are relevant to them - by role, location, or other interests.



### 5

### *Encourage program managers to publish 70% of posts*

The best programs with the highest CTRs publish 70% from admins and 30% user-generated posts. Strike the optimal balance by planning your content in advance.



### 6

### *Create highly shareable content.*

Great content is viral content—and that increases employee engagement. The top-performing programs include between eight and 10 shareable posts a week. Give them something to talk about!



### 7

### *Create and post more videos.*

Video content has been shown to be 50% more relevant\* across all types of content, with the highest click-through rates (CTRs). Video should be a consistent part of your communications plan.



### 8

\*Relevancy Rate = Unique Action over Unique Impression

\*Action = Card click, like, share, comment, or bookmark