Sticky
Communication

**Effective Communication Strategies
for "Internal" Messages**

Your not talking to who you think you are

- A single Slack message at best will only reach 20% of members and only 15% of users of a specific channel
  - Not all interested people are on slack at the same time
  - People don't back read for fun
  - Not all members are on slack

- Your audience is constantly changing
  - We have a 7% member turn over rate every month

- We have a kick ass open rate on MailChimp
  - 20% over industry average

- No one platform is read by everybody all the time

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People don't read

Seriously. It is true.

- Decoding is work… and people are lazy & busy
  - Long paragraphs don't work
  - Chunk ideas up to 2 or 3 sentences
  - Use pictures where ever you can

- When you decide to communicate what do you want?
  - Craft your message to serve that outcome

- Announcements are not conversations;
  Conversations are not documentation

- Use the right platform for the right messages

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Location, location, location

		Newsletters	On-site Notices	Slack	Wiki	Status Tool	Social Media	Direct Email
Announcements	• Changes • New Things • Policies Changes • Information Releases	✔	✔		✗	✔	✗	✔
Reminders	• Queues for desired behavior • Reminders about processes/policy • Set expectations	✔	✗	✔	✗			
Status Updates	• Set expectations when conditions change • Keep members informed • Brag about your fellows awesomeness		✔	✔		✔		
Conversations	• Brainstorming • Getting buy-in • Creating engagement • Geeking out	✗		✔		✗	✗	
Asks	• Asking for help • Asking for expertise • Asking for good • Asking for money	✔				✗	✔	
Documentation	• Capturing key learning • Sharing learning in the future • Creating trust • Providing detail and deep dives			✗	✔			

Repeat everything

- On average people need to hear a message 3-5 times to actively recognize it, up to 8 times to believe it

- Repeated messages are more trusted, even from a single source

- Be realistic about your expectations

- Make it visual and auditory when ever possible

- Make it memorable

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Timing is everything

- Send your message out when it has the best chance of being seen

- Send messages out one at a time

You are not talking to yourself

- Recognized that people learn differently

- Accommodate learning styles other than your own

- Your audience has a deep range from beginners to experts

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There are resources

- Regular Editorial cycles

- Copy editor on "staff"

- Image banks on DropBox

- Graphic designer on "staff"

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