**Internal Communications: Tools and Techniques to
Connect and Engage With Your Employees***Instructor: Meghaan Evans,* *Meghaan.Evans@nreca.coop*

**Learning Objectives:**

Now more than ever, it is important to engage and connect with your employees. This webinar will focus on unique and simple ways to spotlight your employees; share fun and important news; and create meaningful connections with your colleagues, no matter your co-op's size or budget.

**Key Takeaways:**

1. **Top Internal Communications Trends**
2. Email is king when sharing essential employee communications. Meetings and recurring newsletters are next in line.
3. Utilize your managers to spread your messages. Employees trust and talk more with their managers, making them great cheerleaders for your internal communications initiatives.
4. Employees want more focus on operational changes, organizational goals, and people operations (benefits and DEI initiatives).
5. **Create Meaningful Connections**
6. Focus on communicating the ways your employees contribute to the overarching mission and goals of the co-op.
7. Make sure your messages are CLEAR and CONCISE. Your messages need to cascade down from leadership to field staff without losing their effectiveness.
8. Recognize employees and teams who are bringing the co-op’s values to life.
9. **Sharing Fun and Important News**
10. Make your intranet and employee portals fun and engaging for your audience, but don’t sacrifice user experience. Make sure important news and tools stand out and are easy to find.
11. Use graphics and short videos to highlight engagement opportunities. Share photos and employee experiences to get others engaged and interested in the fun things you are doing.
12. Reuse external content to share important co-op news with your employees.
13. **Work Smarter, Not Harder.**
14. Take advantage of free or nearly free tools: Canva for graphic design and video; Microsoft Teams or other collaboration software for connecting with employees no matter where they are.
15. Let your coworkers do (some) of the work for you. Ask your staff to take photos while out in the field or community and feature them and their photos in your newsletter. Identify your most engaged employees/teams and ask them to help you get others involved.
16. NRECA has LOTS of internal communications content and resources to help you! Visit the Straight Talk page of cooperative.com or explore our YAME 2 resources.

**Notes:**

**Helpful Resources:**

* [Axios 2023 State of Essential Communications](https://www.axioshq.com/hubfs/Axios%20HQ%20%7C%20The%202023%20State%20of%20Essential%20Workplace%20Communications.pdf?hsLang=en)
* [PRSA Strategies & Tactics April 2023](https://mydigitalpublication.com/publication/?i=787327)
* [Straight Talk](https://www.cooperative.com/programs-services/communications/straight-talk/Pages/Secure/Latest-Content-Full-Archives.aspx?FilterSTDocumentCategories=Internal%20Communications%20Resources)
* [YAME 2](https://www.cooperative.com/programs-services/communications/young-adult-member-engagement/onboarding/Pages/Secure/default.aspx)
* [Internal Communications Toolkit](https://www.cooperative.com/programs-services/communications/toolkits-and-samples/Pages/Secure/Internal-Communications-Toolkit.aspx)
* [Internal Communications Working Group](https://community.cooperative.com/communities/community-home?CommunityKey=d7cc0d8a-d22a-42f5-a861-0c0bca0a5a58)