State of the Sector 2018

The ninth edition of the Internal Communication & Employee Engagement Census

TOP THREE MOST EFFECTIVE DIGITAL CHANNELS

1. 79% Email announcements
2. 78% Videos
3. 75% Electronic newsletters

THE MICROSOFT OFFICE 365 EFFECT IS GAINING MOMENTUM

1/2 OF RESPONDENTS HAVE IMPLEMENTED OFFICE 365
AND 21% PLAN TO DO SO

56% SHAREPOINT AND YAMMER DOMINATE THE SCENE ALMOST TO THE EXCLUSION OF ALL OTHER TECHNOLOGIES.

1/2 OF RESPONDENTS WORKING FOR ORGANISATIONS WITH OFFICE 365 NAMED TECHNOLOGY AS A BARRIER

47% Vs. 61% OF THOSE WITH IT Vs. OF THOSE WITHOUT IT

IMPACT MEASUREMENT STILL ISN'T A PRIORITY

12% DON'T MEASURE THE IMPACT OF THEIR COMMUNICATION

LINE MANAGERS ARE STILL THE BATTLEGROUND

56% SAY A LACK OF LINE MANAGER COMMUNICATION SKILLS IS A BARRIER TO SUCCESS

17% HAVE NO DEDICATED CHANNELS AIMED AT THIS AUDIENCE

3/4 WANT TO INCREASE USAGE OF MOBILE APPS, SOCIAL ENTERPRISE NETWORKS AND CHATBOTS

BUT COMMUNICATORS ARE INCREASINGLY RELYING ON DIGITAL CHANNELS

37% SAY THAT DEVELOPING AN IC STRATEGY WILL BE A PRIORITY IN 2018

0.37

50%

TOP 3 ACTIVITIES

1. 89% CORPORATE ANNOUNCEMENTS
2. 88% HELPING EMPLOYEES UNDERSTAND THE STRATEGY
3. 86% EMPLOYEE ENGAGEMENT

EUROPE AND NORTH AMERICA ARE FOLLOWING DIFFERENT TRAJECTORIES

69% Vs. 80% IN EUROPE

LONG-TERM PLANNING: HAVE LONG-TERM IC PLANNING IN NORTH AMERICA

DIFFERENT PRIORITIES:

Europe: Improving Line Manager Communications
North America: Bettering Leadership Communications

Get the full report at: www.gatehouse.co.uk/signup