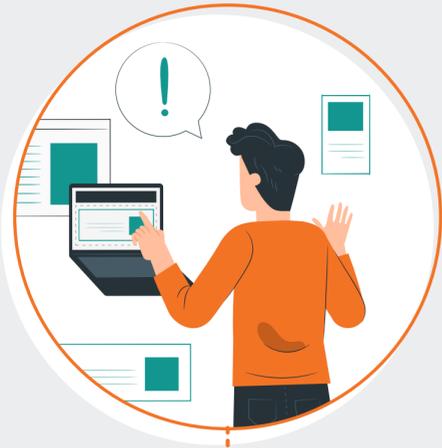


How To Create Messages Staff Really Want To Read (Deconstructing The Perfect Internal Comms)



Consistency Is Key

Delivering content in a consistent style and manner helps employees create a mental 'short cut', which increases recognition and readership.



Messages presented consistently are up to **4 times more likely** to be recognized by staff.¹



People prefer things they're familiar with – which increases their **likelihood to take action**.²

Let's Get Visual

Visual information helps employees learn. They process information faster by recognizing and recalling content associated with the visual.



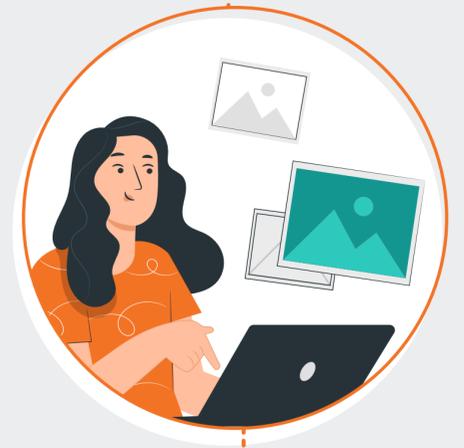
People retain 10-20% of written or spoken information, but almost **65% of visual information**.³

Use of visuals improves learning by **up to 400%**.³



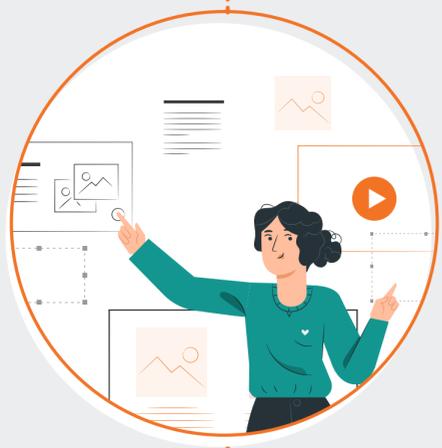
77% of US employees find visual content easier to **digest and understand**.⁴

Videos are processed up to **60,000 times faster** than text.⁵



Careful Construction

Content construction influences communication effectiveness. Messages of optimal length and composition have greater readership.



49% of people will stop reading a message after **111 words**.⁶

Stories are up to **22 times more memorable** than facts alone.⁷



Combining **text and visuals** improves information comprehension and retention by **9%**.³



The best time to send Desktop Alerts is **10am-12pm or 2pm-3:30pm**.⁸

Reinforce It

Reinforcement is important to redress natural memory erosion over time. Repetition through multiple channels is more effective.



Repeated message exposure **embeds knowledge** by encouraging **memory retrieval**.⁹



Repetition through **multiple channels** reinforces the message and **builds cut-through**.¹⁰

Sending a message **four times** can achieve almost **80% readership**.⁸



Sources: 1. Lucidpress 2. Sage Journals 3. Shift eLearning 4. Collective Technology 5. 3M 6. Ragan/Statista 7. Stanford University 8. SnapComms data 9. APA 10. PubsOnLine.