



MANAGED BY Q

Internal Communications Guide for Workplace Teams



Why thoughtful communication is important

When you're delivering an important message to your entire office, you want to make sure you get it right.

At its best, thoughtful messaging gives people what they need to do or continue their work, provides a sense of care, and makes everyone feel in-the-know and respected. At its worst, poor messaging instills fear, encourages rumors, and distracts people from doing their work.

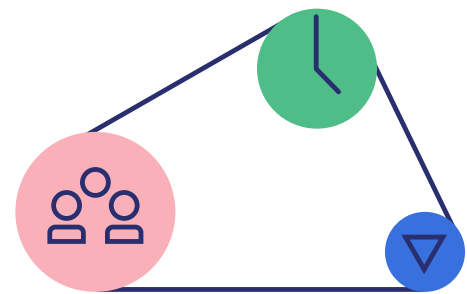
Setting a standard for communication in cadence, structure, and tone is extremely important to the long-term health and day-to-day operations of an office. If you follow a consistent messaging strategy, you will start to build trust within your company. Your coworkers will know what to expect when they hear from you.

Having a set of guidelines to follow will benefit you, too. You will spend less time laboring over how to get your point across and when. That's particularly important when a company is growing or your own role expands. You'll feel confident that everyone has what they need—including you.

This guide will help you think about the structure, timing, and purpose of your internal communication. You'll find examples of what clear, effective messaging looks like to inspire you to rework or update your communication strategy. It will also provide templates for common workplace announcements, so you can copy/paste and start setting the bar for effective emails and messaging right away.



Components of communication



AUDIENCE

Regardless of what you're writing, who you are writing to should be top of mind. Ask yourself: who will be reading my message? You may find, especially when you think about various departments in your company, that certain information may be relevant to some and not others. Depending on the scope and urgency of the message, it may be useful to draft several similar messages with bespoke details in each.

If you're transitioning to a new office, for example, and the Engineering department moves into the space before anyone else, it makes sense to send two different emails: one to the Engineers and one to the rest of the company. In other words, by tailoring your message (even if the bulk of it is the same), you are safeguarding against confusion.

If your office is big, you may need to leverage others for communication. Utilize key leaders across departments to filter your message through them to their team. This helps in a few ways: your message immediately gains traction because people are hearing the important information through their manager—a person they are used to hearing directives from—and it's easier to schedule a time to meet with fewer people.



TIMING & CADENCE

What comes before sending a message? Creating an effective email doesn't necessarily start with perfecting a draft. You also need to think about when to communicate. That includes time of day, day of the week, and if there are other office announcements.

Another way to think about timing is by considering the frequency of communication versus the depth. If you're prepping for a big move or if you're trying to hype people up for an office party, you will want to start with an initial email, sent several weeks out, detailing high-level points: date, time, location.

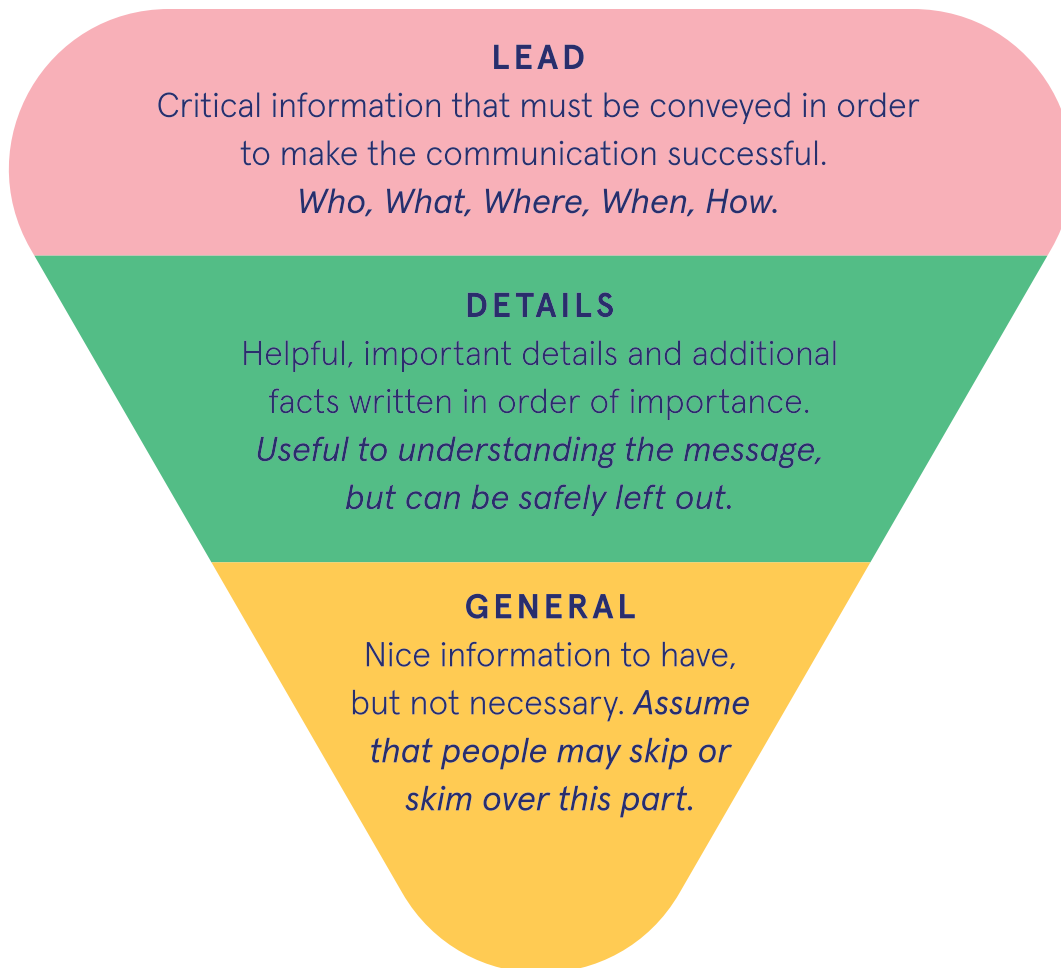
Next, plan out a cadence for follow-ups. For an office party, for example, you could get creative and send weekly emails with fun details leading up to the event to get people excited. For big announcements and changes, you may want your follow-up to be a short, in-person presentation. Whatever cadence and message delivery method you decide, keep your audience and purpose top of mind—you don't want your coworkers to feel email fatigue.



STRUCTURE & FRAMING

Now that we've touched on the who and when of your message, it's time to look at the what. Along with wording, the framing of your message is crucial. Prioritize and start with the most critical information. As they say in journalism, don't bury the lead!

A great way to ensure you're leading with the most relevant information is by using the inverted pyramid:



Here is an example of the same message, structured in two different ways.

Purpose: To alert everyone that we are hosting an in-office event and offer alternatives for where to work

Weak example:

Hi team!

We are hosting a roundtable discussion on culture in the workplace on September 12. We are expecting ~50 guests and will be using the speaker system, so the office may be loud.

We will have Conference Room 5 & 6 open as another place to work. The event will start at 4PM and end around 6.

Please let me know if you have any questions.

Strong example:

Hi team!

This **Wednesday, September 12 at 4PM** the Marketing Team will be hosting a roundtable discussion in the Presentation Space.

LEAD

What this means for you: if you need quiet space from 4PM on, Conference Rooms 5 & 6 will be open and set up as alternative work spaces.

DETAILS

We are expecting ~50 guests and will be using microphones and our speaker system. The event is slated from 4-6PM, though networking is encouraged and guests may choose to stay after the discussion.

GENERAL

Please reach out if you have any questions.

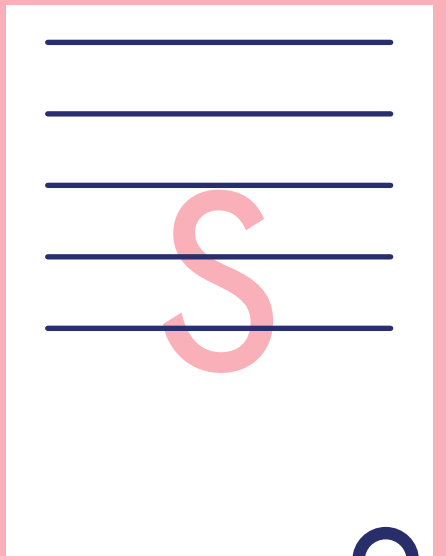
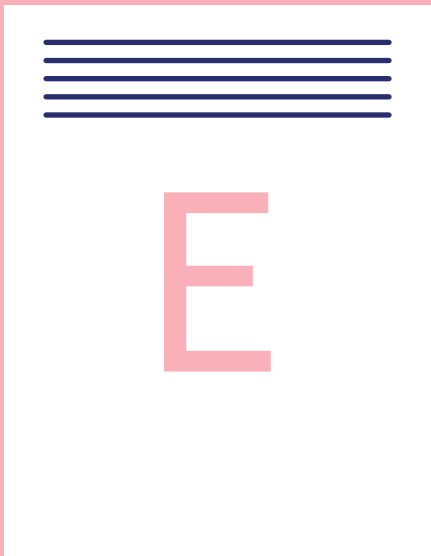
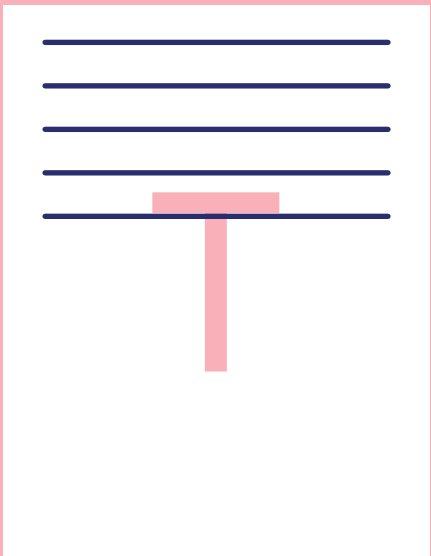
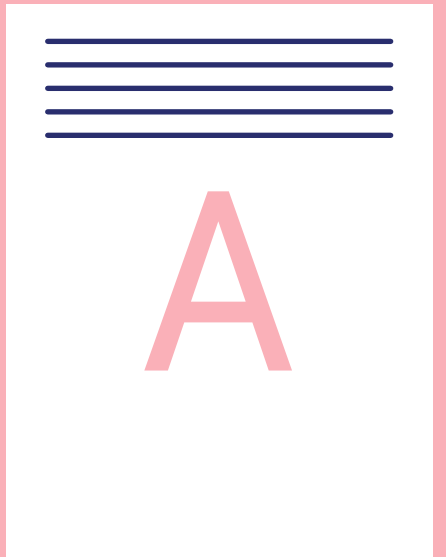
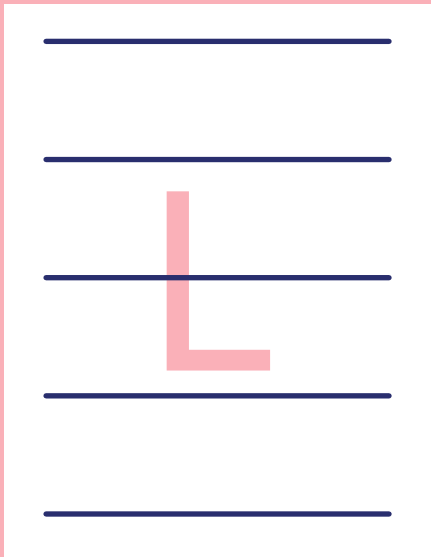
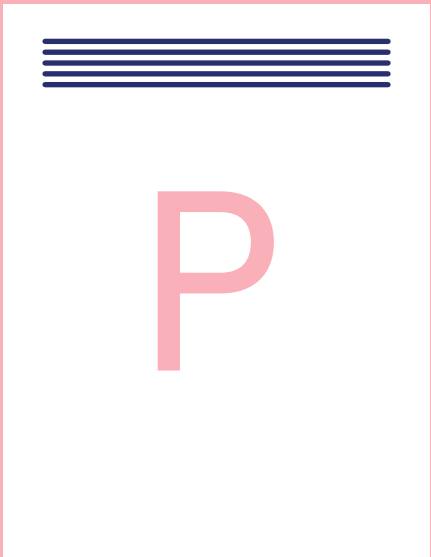
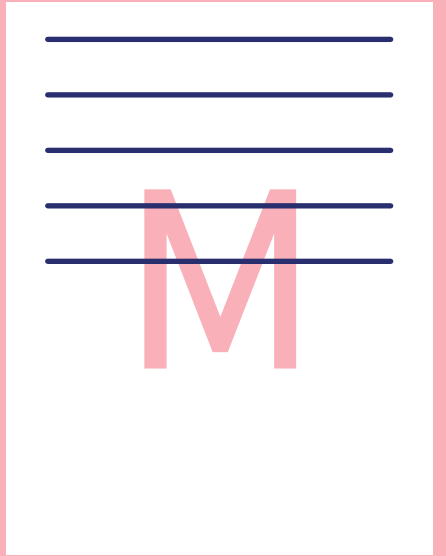
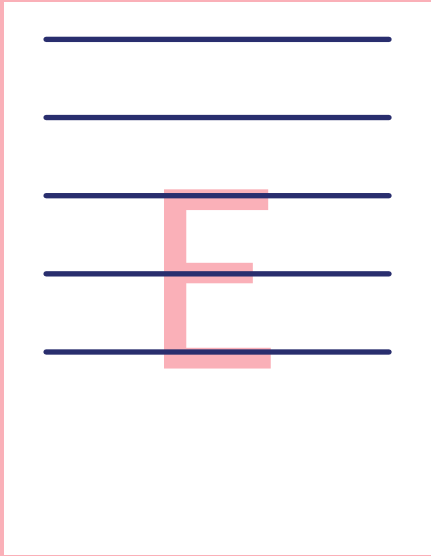
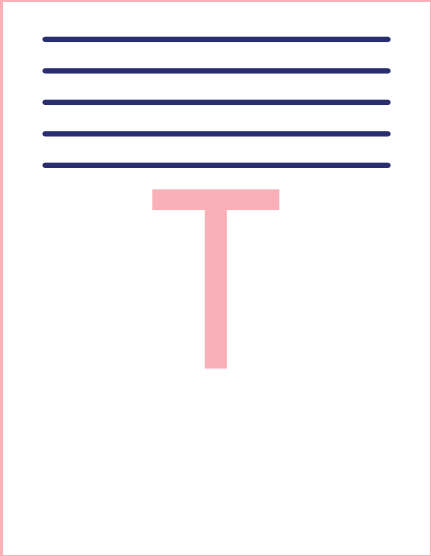




TIPS

- When drafting a message, always start with clarifying the purpose then list out all the details and prioritize them from need-to-know to nice-to-know.
- Put power behind your message by utilizing managers for help with communicating information to their teams.
- Ask yourself, “How should I send this information?” Consider the different avenues to convey your message: email, Slack, calendar invite, PDF, presentation, print-out, in-person announcement.
- For emails, make your subject line searchable, succinct, and easy to read (e.g. All Hands Agenda: September 2019).
- Read your emails out loud before you press send. This may sound silly, but it’s the best way to avoid typos and fix wonky wording.
- When emailing an entire distribution list, don’t forget to BCC!
- Visuals (charts, graphs, photos) can help you break down complicated info.
- Consider creating a weekly or monthly company newsletter. This is a great way to set a cadence for comms. You can include important as well as fun information.





ONBOARDING WELCOME EMAIL TEMPLATE

Purpose: Provide a new hire with all necessary information to prepare for their first day

Tone: Warm, excited

Audience: One person—the new team member

Subject: Welcome to the Team!

[Name],

We hope you're as excited as we are for your first day at [Company]! We can't wait to see you on [Date + Time].

Our office is located at [Address] on the 12th Floor. The elevators are on the right side when you walk into the vestibule. A keycard is not necessary to get into the building or onto the elevator.

You won't need to bring anything special! We'll provide all tools and tech when you arrive. Our dress policy is casual—you can read more about it [here](#).

On your first day, you'll learn about our company history, get to know your team, and begin your new hire journey.

If you have any questions in the meantime, please don't hesitate to reach out!

We look forward to you joining the team!

Have a great day,

[Your Name]

Include any logistics info: entering the building/office, parking, directions, etc.

A line or two about what to bring and wear can be super helpful in making a new hire feel comfortable! Include any links to policies or resources that the new hire can read before they start.

Giving a little preview of day 1 can help ease nerves, too.



GETTING A SIGNATURE TEMPLATE

Purpose: To get a signature from [x] by [deadline]

Tone: Clear, authoritative

Audience: One person

Subject: Design Proposal for your Signature

Hello [Name],

Attached you'll find the Design Proposal for updating the conference rooms from Martin Designs.

Please sign and send back to me by EOD Wednesday, September 20th.

Let me know if you have any questions.

Best,

[Your Name]

Be specific and include the name of the document or contract here.

Add short, relevant details here: this serves as a gentle reminder to the signer and will be helpful in looking up/searching for this email in the future, if necessary.

Highlight the call to action with a bold typeface.



OFFICE EVENT / HOLIDAY PARTY TEMPLATE

Purpose: To save the date and get people excited for our holiday party

Tone: Fun, excited, perhaps mysterious or funny

Audience: Entire office

Subject: The BEST Holiday Party EVER

Hi team!

Mark your calendars for **Thursday, December 12** for—The BEST Holiday Party EVER!

I heard your feedback and took your suggestions, and this year we'll be spreading holiday cheer at [Venue]!

What to expect:

Door prizes!

Speciality cocktails created just for us!

Interactive food experiences!

LIVE MUSIC!

A mysterious special guest!

And of course, everyone quoting "Love, Actually!"

Attire is casual and plus ones are invited!

Cheers!

[Your Name]

You can throw a party, but if no one shows up to it, what's the point? You want this message to hype your coworkers up! Use this draft as a framework and add in your own style, inside-office jokes, and gifs!

Bonus idea: design and print out individual invites and hand deliver them!



WEEKLY OFFICE NEWSLETTER TEMPLATE

Purpose: To keep everyone up-to-date on this week at the office

Tone: Fun, but informative first

Audience: Entire office

Subject: This Week at [Company Name]: [Date]

Hey team!

I hope everyone enjoyed the beautiful weekend! Here is what is happening this week at [Company Name]:

Donut Day on Tuesday!

Time: In the morning

Where: Kitchen

Grab a donut from our favorite bakery!

Marketing Event on Wednesday in the Presentation Space

Time: 4PM

Where: Presentation Space

We are hosting a roundtable discussion about how to redesign your office space. We are expecting ~50 guests. *If you need quiet space from 4PM on, Conference Rooms 5 & 6 will be open and set up as alternative work spaces.*

Farewell Happy Hour for Tom on Thursday at [Venue Name]

Time: 6PM (immediately following All Hands)

Where: [Venue Name]

Please RSVP to the calendar invite so we can anticipate how many people will attend!

(continued...)

Note that the events detailed go in chronological order.

The is a great example of a message that can be sent in an additional way: either through a separate email, Slack, or both.

Make all call to actions italicized or even a different color: if you do this every time, the readers will get used to this format and look for it!



Add fun facts about the new hires
or a link to their LinkedIn profiles.

All Hands Thursday

Time: 5PM

Where: Presentation Space

This week we have a very special presentation! Get excited!

Welcome

We have two new hires! Please welcome:

Taylor Smith, Sales Executive

Linda Jones, Engineering Recruitment Lead

Want to add an event or announcement to this email? You can! Email me!

Have a great week!

[Your Name]



MOVING OFFICES TEMPLATE

Purpose: To give everyone the main details of our office move

Tone: No-nonsense, informative

Audience: Entire office

Subject: Office Move Information: [Move-in Date]

Hi Team,

We'll be moving to our exciting new office at [New Address] on [Move-in Date]!

What this means for you:

- You are responsible for bringing your own items to the new office. Please pack all of your items from [Current Office Address] by [Date before Move-in].
- Please label the boxes: FIRST NAME, LAST NAME, DEPARTMENT.
- Moving boxes, packing tape, and bubble wrap are available in [Area of Office with the supplies].

Access:

- Keycards to access the main entrance will be handed out the week before the move by the head of your department. Keycards are necessary for building entry.

(continued...)

Remember to BCC large lists of people!

Do not send a message with this much information too early—two weeks before the move-in date should be the earliest. Otherwise, people will forget!

Keeping the inverted pyramid in mind, lead with the critical info.



Parking:

- You must register your vehicle in order to use the building's parking lot. [Fill the registration form here.](#)
- For questions regarding parking and commuter benefits, please reach out to the People Team.

Perks:

- Roof deck access!
- Down the street from the best tacos in the city!
- Incredible natural light!

Look for more detailed information leading up to [Move-in Date]!

Best,

[Your Name]

If you have multiple bullet points, order them by the most important info first—especially if it's a call to action.

Schedule time during your company All Hands meeting, or schedule a mandatory company-wide meeting, to go over specifics in-person. This gives a chance for a Q&A session, too.

