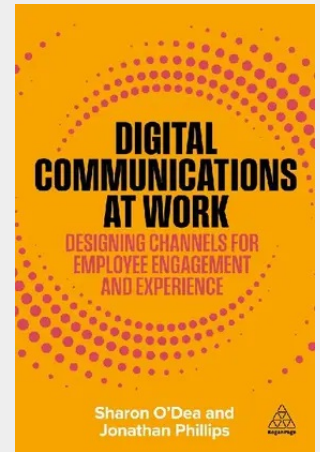


## Digital Communications at Work

Designing Channels for Employee Engagement and Experience

**Implement a digital communications strategy that boosts engagement, retention and productivity in a hybrid workplace.** *Digital Communications at Work* is the practical guide for internal communications managers, HR business partners and mid-level leaders who want to optimize how employees connect, collaborate and access essential information. Written by two leading digital communications experts, it combines proven principles, actionable frameworks and real-world examples help you deliver measurable results and strengthen your professional credibility. Drawing on examples including from universities, global banks, professional institutes and international charities, this book will enable you to: - Develop a tailored channel strategy aligned to business goals and culture - Build and present a compelling business case to secure leadership buy-in - Apply frameworks to select, integrate and optimize digital tools effectively - Implement content plans that sustain engagement and talent retention - Measure, analyze and refine for continuous improvement and ROI With step-by-step guidance and actionable tools, *Digital Communications at Work* equips you to navigate the planning, politics, finance and IT challenges and create a seamless digital employee experience that supports organizational performance. **Themes include:** *Internal communications strategy, hybrid workplace engagement, content planning, channel optimization, employee experience, communications ROI*

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