



# Effective Management of Digital Communication

Dr. Emil Velinov, December 7th, 2021





# How to Improve Digital Communication at Work

- **Implement New Communication Platforms-** platforms integrate widely available programs and display company information in a centralized hub that presents pertinent news in a clear manner. Platforms can place departments or groups of employees into special categories that receive targeted data.





# How to Improve Digital Communication at Work

- **Train the employees to use digital platforms-** preparation to roll out detailed training to all employees who will be using the platform. Get everyone familiarized with the functions of the new technology and what areas will be specifically useful to certain departments. best way to make a training program that fits the needs of your company is to ensure your new platform is well-documented and supported. Training team needs to fully understand its capabilities.





# How to Improve Digital Communication at Work

- **Hold important communication face-to-face-** research shows that **face-to-face requests are nearly 35 times more likely to get accomplished.** Emails fall through the cracks and go unseen, while face-to-face meetings aren't forgotten so easily (Journal of Experimental Psychology, 2020).





# How to Improve Digital Communication at Work

- **Digital communication should be efficient and insightful** - before sending out a digital communication, consider whether it is necessary. Look through your scheduled daily communications and see if any reports can be consolidated or even eliminated. If you're using Intranet platform that has feedback capabilities, take advantage of surveys or comment boards and put the question out to your employees.





# How to Improve Digital Communication at Work

- **We should be straight-forwarded and professional** - the interaction seems more genuine when face-to-face. Try to keep general personal conversations (e.g., How was your weekend?) to face-to-face meetings when possible. If you start sending these types of personal communications, you'll start to have the same problem as you did above – over-communicating and overwhelming your employees.





# How to Improve Digital Communication at Work

- **Proper scheduling of communication at work-** Managers who regularly send out emails after working hours may be doing their employees more harm than good. Even if the manager doesn't expect a response until the next day, **workers could feel pressured to respond immediately anyway.**





# How to Improve Digital Communication at Work

- **Plan for urgent messages** - Sometimes, a project will need an urgent update or a more immediate response than usual. These **high priority communications should be differentiated from standard messages** in some way. Otherwise, they may be treated as common and put on the backburner. Use different channels, such as voice or video calls. This conveys a sense of importance that a red “tick” on the side of an email simply cannot.





# How to Improve Digital Communication at Work

- **Provide and obtain feedback regularly-** Communication is a two-way street. Managers and lower-level employees need to be on the same page. Research shows that **businesses that have consistent feedback policies experience nearly 15% less turnover** than those who do not. Consistency is the key. Managers should have weekly feedback sessions with their employees where they are encouraged to discuss thoughts on recent projects, issues, ideas and more.





# How to Improve Digital Communication at Work

- **Encourage connections among employees** - Teamwork helps develop employees' problem-solving and communication skills while providing opportunities for engagement with their peers. Encourage this mindset so that everybody is pushing together cohesively toward the common goal.





# How to Improve Digital Communication at Work

- **Align communications with company's goals- Be more transparent internally and communicate with your team about business goals.** Salespeople in the loop about important metrics are more motivated to meet them. Discuss roadblocks, updates on competitors and important achievements on a regular basis.





# Thank you for your attention

[emil.velinov@riseba.lv](mailto:emil.velinov@riseba.lv)

