

Collaborating With Everyone on Workplace

Digital transformation isn't just about technology. It's about information. That's why comms plays a crucial role in supporting change initiatives driven by the CEO. Workplace supports internal communications by **empowering everybody to work together** through two-way communication streams where feedback can be given and sentiment can be measured.



85% of Gen Yers say they'd feel more confident if they could have more frequent conversations with their managers¹

¹ FastCo, 'Here's What Millennials Want From Their Performance Reviews', 2015



59% of comms leaders do not regularly report on the impact of their communications²

² Gatehouse, 'State of the Sector 2019'

3 Ways Workplace Supports Comms Collaboration

Creating Two-Way Comms

Creating leadership dialogue is a hallmark of connected companies – but nobody ever hits 'Reply All' on a company-wide email. On Workplace, anybody can start a conversation by posting to the News Feed, or leave a comment on other people's messages.

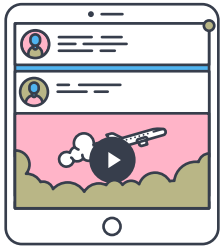
Real-time audience insight

On Workplace, it's easy to get real-time feedback on announcements or updates. Every post has an indicator to show how many people have read it, while likes, comments and Reactions offer immediate insight into how your message has landed.

Tracking Sentiment on Comms

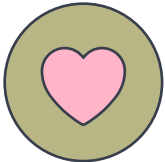
It's equally important to track how people are feeling over time. It's quick and easy to run polls on Workplace to measure sentiment or crowd-source hot topics for executives to tackle in Q&As. Integrations with apps like SurveyMonkey enable even deeper exploration and tracking of long-term trends.

Tools and Technology to Collaborate with Everyone



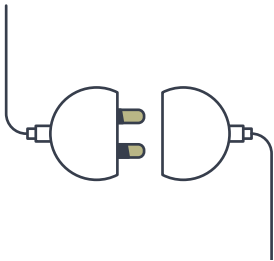
See What Matters First

News Feed uses advanced machine learning to create a personalized stream of updates and announcements. It brings conversations out into the open and encourages real-time comments and sharing.



More Ways to Express Yourself

Whether you love something, hate it or are laughing out loud, Reactions give people multiple ways to respond to posts with simple emojis. They're a great way to get the pulse of a conversation in a single glance.



Connected Technologies

Workplace connects with over 50 popular enterprise apps like SurveyMonkey, Workday and ServiceNow. So you can use more of the tools you love and automate manual processes.

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People get information faster and the way they work is more interactive. [Frontline] workers are more involved in what happens at other levels of the business. Management is more involved in what happens in the business at every level. It's helping us move forward.

Olafur Hand, Communications Manager, Eimskip

Take the next step on your Workplace journey

Comms professionals at over 30,000 organizations are using Workplace every day to collaborate with people across the organization. If you're ready to learn more about how they do it, check out these testimonials.

- How Eimskip uses Workplace to enhance two-way comms. [Learn more](#)
- How Virgin Atlantic uses Workplace to improve frontline comms. [Learn more](#)