



## Top 5 Tips

to maximise employee engagement  
in a digital world

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# Top 5 tips

## to maximise employee engagement in a digital world

### Why does employee engagement matter?

If your employees love their job, it will shine through in their work. They will be committed to delivering a better service and helping to drive your organisation forward. Engaged employees are wholly involved and enthusiastic about their work and your company.

When an employee is truly committed to your organisation it gives you a competitive advantage. It directly affects brand image, service levels, staff job performance and therefore your bottom line.

**Employee engagement is good for your business.**

### Communication is essential

It might sound obvious but it's amazing how many organisations don't link effective communication with improving employee engagement.

Poor communication is one of the major factors in a disengaged workforce. A lack of internal awareness can leave staff unsure of what is going on within the company and unaware of how any changes may impact

them. Ultimately this can lead to an unhappy workforce.

**Regular communication is essential.** It helps employees to understand the role they play in the bigger picture and in turn, they feel a greater sense of worth. Good communication can result in a more effective, productive and successful organisation.

### Embrace the digital world



# Top 5 tips

## to maximise employee engagement in a digital world

In today's fast paced, digital world, everyone is constantly in touch.

The traditional '9 to 5' doesn't exist anymore. Digital technology provides employees with great flexibility to relax the boundaries between their work-life balance. It also removes the physical barriers once caused by having employees located in different sites. Today's workforce can be connected both in and out of the office.

Digital communication can have a big impact on engagement. It offers unparalleled access to the most up-to-date news, information and opinions via a wide range of devices. Employers should be using everything in their digital communication toolkit to motivate employees to directly improve engagement levels. Getting creative with your employee

engagement strategy is essential at a time when screens and networks dominate our time.

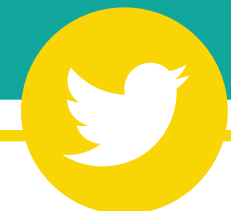
**Digital communication can help you achieve employee engagement.** You just need to deliver the right information, to the right person, using the right method, at the right time. Sound complicated? We've made it simple with these top tips to help you maximise your employee engagement.



# 1 Use social media to interact with your staff

Social media has fast become a core marketing activity. Whilst many organisations have embraced social media to connect with their current and potential customers, few have realised the potential for engaging with their staff in this way.

The likelihood is your employees are already active on social media, regularly using sites such as LinkedIn, Facebook, Twitter, Google+, Instagram, and the list goes on! You can use social media to your advantage to improve your employee engagement.



# 1 Use social media to interact with your staff

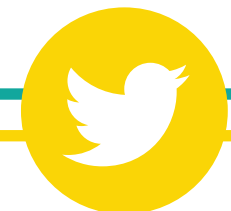
## Social media can be a highly successful employee engagement tool

When your employees feel that they can make a real impact upon the direction of the company, they will be actively engaged. And, they'll throw themselves fully behind the cause.

With the ever growing need for multi-location collaboration, employers can build a community for employees. Encouraging creative thinking knowledge sharing, mentoring, collaboration and networking. Social media can be used as a platform to support open, honest communication, empowering your people and enhancing employee advocacy.

There is a clear opportunity for HR teams to take the step to engage with their workforce in this way. So it's crucial to understand the strong connection between social media and employee engagement.

Employees know how to use their networks to their advantage. They can quickly and easily find answers and make connections, resulting in a more confident and engaged workforce. They want to interact with their peers and seniors. The more they connect, the more they engage.

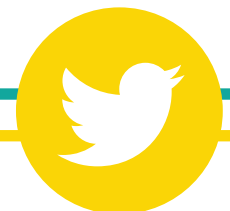


# 1 Use social media to interact with your staff

## Top tips:

With the right strategy in place there is an opportunity for employers to enhance their engagement with social media. There are a few points to be aware of to ensure it's used as an effective tool:

- **Create clear social media guidelines and communicate this to your organisation.** It's essential to provide clear information on what is and is not appropriate. Put measures in place to monitor usage and activity regularly.
- **Provide the necessary tools and support.** Don't expect your staff to jump into social media without the right training. Don't presume they know how it all works. It's important to ensure that your employees understand the differences between personal and corporate use.
- **Set realistic expectations** - show your people what you want to achieve from social media.
- **Encourage collaborative thinking via social media.** Invite conversation on key areas within your business and get your employees' thoughts and ideas.
- **Know when to take it offline** - sensitive issues or confidential information should be handled in the correct way according to your HR policy.
- **Test what works for you** - there are LinkedIn groups, Facebook communities and internal tools like Yammer. Understand how your workforce want to connect and use the tool that best suits your audience.



## 2 Communicate across the generations

Baby boomers (those born during the post World War II baby boom, between the years of 1946 and 1964) are currently the largest generation of active workers, closely followed by the millennial generation (born between 1982 and 2000). Baby boomers are not only the largest sector, they are also the most engaged. In contrast, the millennial workforce has the lowest level of employee engagement.

In the coming years, as the baby boomers leave the workforce and the millennial numbers increase, HR professionals will need to consider how they engage with their changing workforce. Employers will need to communicate effectively across generational differences to reach all employees.





# 2 Communicate across the generations

## Digital natives

One of the key characteristics of the millennial generation is that they have grown up in a digital world. They are fluent in digital technology and are used to finding answers online in seconds. In contrast, baby boomers have had to adapt to these changes.

Having a larger number of older employees does not mean that the use of digital communication to increase employee engagement will fail. Although technology usage does decrease in age, it would be a mistake to think that only millennials know how to use it to their advantage. Online, mobile and social communication tools have the power to reach all ages.

The challenge is how to get your message to everyone. Organisations wishing to motivate and engage their employees need to understand a single approach may not always work. People are all different.



# 2 Communicate across the generations

## Top tips:

- **Understand your workforce.** Look at the generational differences and ask your employees what they want.
- **Employee engagement across generations may be driven by different factors** - for example, training and development, career progression, company ethos and the benefits available.
- **Generational gaps do exist, but not always as you think.** Consider how you can reach all your staff using different methods - both online and offline.
- **Enhance the employee digital experience** - create a two way conversation, get feedback and encourage creative thinking.
- **Try a range of activities** - traditional methods like posters and email; participation encouraging events like roadshows; use video or social media; and try a dedicated communication portal.



# 3 Develop multi-channel communications

In today's connected workplace, everywhere you look there will be a range of devices. Most of your employees will own a mobile phone, a tablet or a laptop and they'll be used to surfing the net, chatting on social media and catching up on news on the go.

With so many advances in technology have also come developments in the way we work. It's commonplace now for people to regularly work from outside of the office and to take advantage of working flexible hours. It's important to consider the impacts these have on employee engagement and to ensure your communication can reach all people, using all devices, in all places.



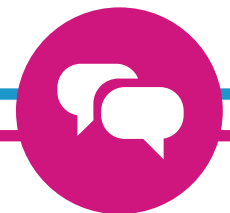
# 3 Develop multi-channel communications

## Create a sense of belonging

The key is to make your staff feel they belong, no matter their location. They need to be able to connect with their colleagues and be able to contribute and share ideas.

But it's not all about technology. Depending upon your workforce and their location, some traditional communication methods may be more effective. For example, for engineers on the go or factory workers on the floor, it will be more difficult to make use of technology and digital communication. You may want to consider offline methods

such as posters, or letters and brochures sent to their home address, include information on their payslips, giveaways and activities. This will ensure they feel included in the workforce and ultimately more engaged.



# 3 Develop multi-channel communications

## Top tips:

- **Embrace mobile technology.** Consider mobile functionality and make your communications responsive to ensure sure your staff can have the same viewing experience when using a mobile device.
- **Make the most of conference calling.** With the range of video and conference calling technology available now, bouncing ideas around when your teams are not in the same location is easier than ever. Your people can even use a tool like Skype on their smart phones when they're out and about to stay connected.
- **Don't only focus on digital.** Remember that there are employees your digital communication won't be able to reach. Take time to think about how all your workforce will receive your messages and create a strategy to reflect this.
- **Pay a visit.** Your employees will appreciate management taking the time to visit remote offices. While digital communication has an important role to play, this cannot replace face-to-face interaction.



# 4 Measure effectiveness and engagement

It's great to think about new activities and things you can do to improve your employee engagement, but how do you know how your staff actually feel?

Employers are increasingly turning to metrics to understand their engagement levels and the impact they can have on business outcomes. You can use these to set benchmarks to improve against as the foundation for your improvement.



# 4 Measure effectiveness and engagement

## Invite honest employee feedback

A great place to start is by sending out an employee survey. You can use the results to identify your employees' key engagement drivers, measure the impact of your company culture and current communication methods, check on areas for improvement and consider previous successes. Use the results to check your activities are aligned with your strategic objectives and to measure your engagement levels to see where you can improve.

A survey can help keep you on track and let you know whether your new initiatives are impacting your employee engagement. Remember that these can be time-consuming and dull for employees to complete, so

keep them concise and effective. Ensure you explain the reasoning behind to ensure buy-in from your staff. Then show tangible results to make them happier at work.



# 4 Measure effectiveness and engagement

## Top Tips:

If you're not sure how engaged your workforce is, consider how many of these **indicators of engagement** your employees regularly display.

- **Initiative** - if your employees show initiative, they are demonstrating their desire for the company to succeed, and are determined to make every effort to play their part in this success.
- **Feedback** - it's a two-way street. Employees who are able to give and receive positive feedback feel more engaged.
- **Dedication** - staff who regularly put in discretionary effort, such as working outside normal hours, completing projects ahead of time and have an extra attention to detail, demonstrate their commitment to your organisation.
- **Collaboration** - do your staff help one another even if they might not get any credit? Do they like to work together on projects to improve the outcome? Those that do are engaged and want to contribute to your overall success.
- **Build relationships** - do your employees spend time out of work with their colleagues? Those that do have a vested interest in being part of your overall community and demonstrate their desire to be with you longer term.





# 5 If you look after your staff, be sure to tell them about it

Offering competitive pay and employee benefits can play an important part in keeping your people engaged. Providing benefits that your staff value is a great way to demonstrate that you care about them, their families and their welfare.

Many employers now readily use the power of digital employee engagement tools to enhance their HR strategies. A communications portal provides an effective platform for employers to communicate messages in a range of formats for employees to absorb, at a time and place that suits them.



# 5 If you look after your staff, be sure to tell them about it

## Benefits help keep your employees happy

Are your employee benefits your best kept secret? If you offer a range of benefits but your staff don't know about them, then they won't appreciate them and you won't get a return on your investment. Taking the time to effectively communicate your employee benefits will have a big impact on your employee engagement.

Technology enables you to communicate your employee benefits with an employee benefits portal. A good employee benefits portal can help you to reduce the cost of HR service delivery, free up your time and increase employee productivity and efficiency.



# 5 If you look after your staff, be sure to tell them about it

## Top Tips:

- **Lose the jargon** - use simple, easy to understand language.
- **Make it accessible** - ensure your staff can access the information they need at the right time and level that's right for them on their smartphone, laptop or tablet.
- **Communicate the value of your employee benefits** - make sure your staff know you are investing in them.
- **Vary your methods** - use offline as well as digital, people absorb information in different ways – use noticeboards, email, videos, FAQ's, infographics, posters – get creative with it to bring your benefits to life!
- **Take advantage of technology** - use a high-impact, low-cost benefit communication tool, delivered by an organisation who really understands your needs, to help you deliver a rich, rewarding experience for your staff.



# About Mybenefitsatwork

## Client care + innovation = Mybenefitsatwork

### Here's the story

Over the years we designed and introduced successful pension and employee benefits schemes for hundreds of employers. Of all shapes and sizes. The biggest lesson we learned was that effective communication is vital. Today, communication is our passion. Why? Because, as every HR team knows:

### Employees only appreciate the value of their benefits when they understand them.

From that insight, Mybenefitsatwork was born.

First we listened hard to what our clients were saying. They told us they wanted a tool that:

- kept employees up to date and engaged with their benefits and pensions;
- made benefits and pensions, including auto enrolment, easy for staff to understand; and
- provided information via lots of easy-access channels.

Research completed, we drew on our award-winning expertise to create Mybenefitsatwork.



# About Mybenefitsatwork

## Cost-effective online communication tool



Growing numbers of companies, just like yours, now offer their employees a friendly, own-brand benefits website run by Mybenefitsatwork.



For a small monthly cost per organisation, their entire workforce accesses benefits information at the touch of a button.



Get in touch or  
request your free demo.

Visit: [mybenefitsatwork.co.uk](https://mybenefitsatwork.co.uk)

Email: [hello@mybenefitsatwork.co.uk](mailto:hello@mybenefitsatwork.co.uk)

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