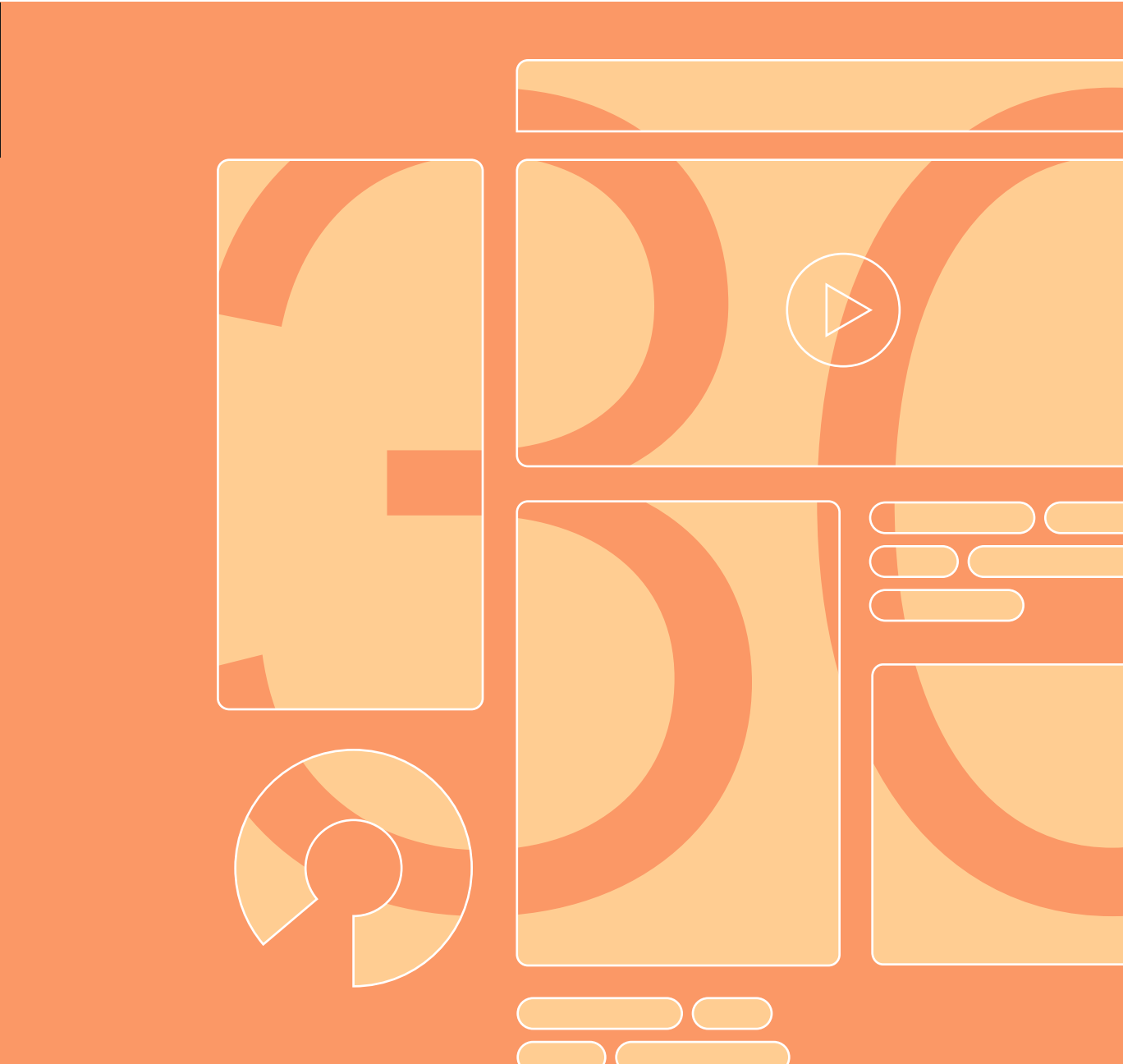


30 Must-have elements and ideas

for your employee newsletter



SIMPPLR EMPLOYEE NEWSLETTER



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Introduction: How the employee newsletter is evolving



Simpplr Research has found that email remains the leading channel for company communications. Unfortunately, it is ineffective when it comes to aligning a workforce, boosting engagement, or strengthening brand voice. And any negligible benefits it does offer are not enjoyed by everyone.

Most organizations using email have not changed their approach to addressing the modern work environment, which requires more than one communication channel. To them, the employee newsletter is the same old tool for “keeping employees up to date” with the employer.

But this is no longer true. Departments that are heavy communicators – e.g., IC, HR, and executives – are recognizing the need for a dynamic internal newsletter that is both sophisticated and easy to create. But even then, they need exciting elements and ideas that employees can engage with.

What should be in an employee newsletter?



Simply put, an employee newsletter should contain information that interests or impacts most employees who receive it. It can be a niche mailing that resonates with specific teams, locations, or job functions. Either way, its content should be quick to create, easy to consume, and complementary to other communications.

Must-have elements and ideas

Below are newsletter ideas you can incorporate into your next issue. Note that not every element needs to be in every newsletter. Understanding the needs and expectations of your employees can help you determine the degree of frequency for your newsletter and how often the elements should appear.

Before we get started, this list of newsletter element categories may help you remember the ideas or develop your own:

- ↘ Employee-focused content
- ↘ Customer-focused content
- ↘ Product-focused content
- ↘ Company-focused content
- ↘ Leader-focused content
- ↘ Community-focused content

And the ideas are...



1



Job openings

Frequently, the best talent comes from within the organization. And the opportunity for career advancement boosts employee morale and loyalty. The company newsletter is a great way to inform employees of new open positions.

By encouraging employees to apply for roles internally, you show them they are valued for their current contributions and potential. Having employees move and grow within a company can increase engagement and overall job satisfaction.

Even when the employees are not qualified or interested in the positions, having first access can still be important to them as they can refer their family and friends outside the organization.

2



Values in practice (VIPs)

The bridge between organizational aspirations and lived practice can be as simple as highlighting good examples from within. The internal newsletter can be a way to show how employees are adopting company values and applying them to their daily life.

Notable examples can come from all corners of the organization. For instance, an employee challenging an executive decision can be a chance to demonstrate VIPs instead of chastising the individual. Other examples could be seen in the personal initiative, self-sacrifice, authentic behavior, etc.

By showing their colleagues putting company values into practice, you encourage other employees to do the same. Recognizing employees for their personal values motivates them to champion organizational aspirations.



3



Employee recognition

One of the main contributors to employee satisfaction is being held in high esteem by peers. And being acknowledged for exemplary performance is the best way to earn this respect. Hence, the company newsletter can be a great tool to recognize employees and elevate them in the eyes of their peers.

For the employer, employee recognition reinforces desirable attitudes and behaviors that ultimately lead to the accomplishment of the mission. Thus, recognition in the newsletter can go beyond hard results to include attempts and improvements.

Employees can be recognized for other things, such as their tenure and special occasions, including birthdays, weddings, etc. Of course, the recognition itself must be meaningful to the individual and their peers. One way to ensure this is to allow employees to nominate their colleagues – and you can include the call for submissions in the newsletter.

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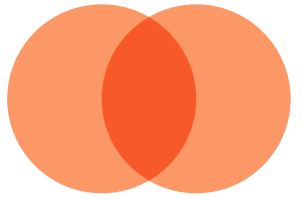


Resources

Even with a rigorous onboarding process, it can be challenging for employees to keep track of all the company resources available to them. Besides, frequent changes to these resources mean that most cannot keep up. The newsletter is a great way to remind people and update them on changes.

The newsletter can feature sections such as “Did you know we have...” and “Update notice!” that draw attention to specific aspects of the organization. For instance, education reimbursement, referral programs, mental health resources, and mentorship opportunities are all resources employees would love to know and be reminded about.

Your company resources are only valuable if they are accessible, and the newsletter can be used to spread awareness and provide access to employees.



5



Leader spotlight

Employees are also more engaged when they see their leaders in action. This is a rare sight for many large organizations as the leaders are too far removed and the communication channels inefficient. With a company newsletter, you can spotlight leaders in turn.

For instance, you can have a “Day in the life” section to show what it’s like holding different positions in the organization. Similarly, you can recognize leaders just like you do employees to show their role in the success of a particular project.

Leader spotlight helps employees understand their leaders better as individuals as well as the positions they hold. Further, it can motivate them to reach for those positions, enhancing your employee retention strategy.

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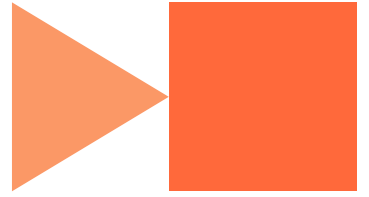


Development opportunities

Career development has been noted as one of the most important factors for employees joining new organizations and throughout their tenure. Any company can draw up grand plans for employee development programs, but not as many can implement those plans.

For instance, many organizations want to develop their employees’ skills so they can perform their jobs better. Additionally, they also want to groom future leaders. Further, they want to improve life skills that can be important in the work environment and the individual’s daily life, e.g., conflict resolution.

Sharing development opportunities empowers employees and holds the organization accountable for their implementation. Be sure that employees will be watching out for how committed you are to their development.



7



Employee-led activities

Employees should be encouraged to take the initiative through their groups and activities that aren't necessarily company-wide. This is not to promote isolation. Far from it, it boosts camaraderie and, ultimately, employee engagement.

For instance, a section of employees could organize weekend sporting events while other groups participate in humanitarian efforts, book clubs, etc. The role of the newsletter isn't to funnel them to one or the other activity, but it can be an important tool to support them by drawing the attention of unoccupied colleagues.

Highlighting employee-led groups and activities is a way to strengthen connections within the organization and improve the employee experience.

8



Practical tips

Employees will appreciate practical tips on how to be more efficient at their jobs. Sharing these tips will contribute to establishing the newsletter as a great resource, and applying them will boost employee productivity. Even better, let the recommendations come from the employees themselves.

For instance, with the meaning of "office" under transition, employees need guidance on how to make their "office" an optimal work environment. How can the individual's work environment be set up to prevent loss of productivity and promote good health?

Guess what? Your employees have figured it out in bits and are ready to share. Someone has found an improved physical setup – physical ergonomics. Another has figured out how to keep a clear head for extended periods (cognitive ergonomics), and another is great at developing daily plans, i.e., organizational ergonomics.



9

CSR initiatives

Corporate Social Responsibility initiatives help improve the employer's brand image through the causes it supports and the values it promotes. Increasingly, organizations involve their workforces in CSR activities rather than simply making cash donations.

Employees can help with identifying needs in the community as well as partners for the CSR program. They can also take part in community service through volunteering and fundraising. Further, organizations need employees to promote awareness of different opportunities to give back.

Involving employees in the company's CSR initiatives allows them to support the community on an individual level, which is more fulfilling. This translates to a happier and, consequently, more productive workforce.

10

New employees

Like new leaders, new employees should be welcomed and celebrated. Putting new employees front and center creates a sense of belonging as they join the organization. And it gets the existing team acquainted with the newcomers.

Your communications platform can pull together information provided by the employees to create comprehensive bios. You can also ask them to introduce themselves in their own words in various ways, including video, photos, and text.

If you're bringing in droves of employees every week, you might need to be creative to ensure the newsletter remains efficient. However you design and present it, the goal is to make new employees feel they are part of a great team and culture.



11



Event notifications

In a typical month, there are so many company events that employees cannot be expected to keep track of them all. Additionally, not all events are for all employees. It is up to IC to keep reminding the workforce of upcoming events.

The newsletter can have a calendar section highlighting company events such as trade shows, product launches, workshops, team-building activities, meetings, employee birthdays, etc. With the ability to personalize newsletter content, the event notifications can be delivered only to the relevant individuals.

Newsletter notifications may remind employees and motivate them to participate in relevant events.

12



Company celebrations

Company celebrations are a way to create memorable experiences for employees, improving their feelings of connection to the organization. They can spotlight individual employees, groups of employees, or the whole organization.

For instance, marking employee milestones is essential for the organization, but it's also a big deal for the employees who look forward to it. Similarly, employees look forward to an office party as it allows them to unwind and connect with each other socially, whether they are in a holiday mood or celebrating a new company acquisition.

Build up anticipation for company celebrations by sharing them in your newsletter. You can create a countdown to major celebrations to keep them top-of-mind for employees. You can also create some mystery around them, such as unveiling a new program or person.



13



Leader messages

Regular communication from their leaders is a source of motivation for employees. Additionally, leaders communicate to keep the workforce aligned with the mission. Above all, leaders should keep in touch because it humanizes them, improving employee engagement.

You can create a section in the newsletter with messages from different leaders each month. The messages can cover various topics revolving around a common theme. For instance, the theme could be a commentary on trending topics with the CTO sharing cyber security tips one month, HRM sharing about 401k contributions the other, and CFO talking about personal finance in the next.

Leaders should keep in touch with employees while avoiding the dangers of too much familiarity. The company newsletter provides structure to leader communication.

14



Ask Me Anything (AMA)

Ask Me Anything sessions give a chance to employees to know their leaders better, from their personal life to their vision for the organization. Like other communications, AMAs humanize leaders to their employees and promote a desirable employer brand image.

To ensure the most critical questions are handled first, AMA sessions are conducted offline. Employees can submit their questions and have the answer in the next issue of the newsletter. However, AMAs can also be completed online. The newsletter can be used at all stages of the AMA, from sourcing questions for an offline session to inviting employees for a live session.



15



New leaders

When a new leader joins the organization, it's crucial for all employees to "meet" them, primarily if they work directly under them. This used to be a massive ask for organizations with many employees across multiple locations, but not anymore. Robust internal communications systems allow new leaders to quickly introduce themselves to the workforce through various ways, with guidance from IC on the most effective methods.

The newsletter is particularly effective as it allows IC to utilize the most engaging intro format. For instance, a quick intro video can be an excellent supplement to the leader's bio, showing a bit more of their personality than can be expressed through written words.

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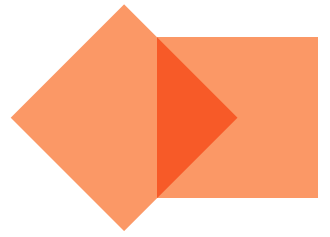


Objectives and Key Results (OKRs)

While being SMART, goals among many individuals and teams need to incorporate an additional "T" for transparency. The Objectives and Key Results framework allows companies to set, share, and monitor the attainment of their goals with the employees.

Employee participation in goal setting and monitoring improves engagement and investment in the organization's growth. Their job satisfaction rises off this alone, but the organization generally flourishes when a newsletter is added to the OKR framework.

A newsletter is a great way to provide a visual snapshot of how the organization tracks against goals. Employees won't have to wait until the town hall or quarterly business review to get this information. They can have it month after month and improve their efforts to surpass quarterly goals.



17



Customer spotlight

Customer spotlight builds employee pride and excitement at work, leading to higher job satisfaction. By celebrating the customer, the employer is celebrating all the employees that contributed to the customer's success. Hence, like many other elements on the list, this is a route to employee recognition.

The number of new customer acquisitions is a good idea for the customer spotlight segment. Positive customer testimonials, reviews, and social media mentions can also improve employee morale. Case studies on specific customer projects can be a source of insight and motivation for employees in R&D, for instance.

This could be a segment or shared in the newsletter as the positive messages roll in or after an awe-inspiring performance.

18

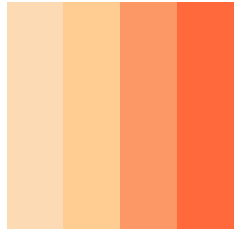


Product spotlight

Like the customer spotlight, the product spotlight keeps employees motivated about what they do. Think of the team that sends man to the moon. Everyone involved is proud of their work because of what it accomplishes when added to the work of others.

Similarly, showcasing the finished product to your employees makes every individual happier about their own work. Not only that but employees should also be kept in the loop about the product, no matter their department. For instance, IT should be aware of the product launch date despite this being a function of Marketing.

The internal newsletter is an effective way of keeping everyone looped in through regular updates on product development. Product spotlight can also be done after winning industry awards to remind the employees of what they have accomplished.



19

Internal podcast

The internal podcast is a communications channel, like the newsletter, that is being adopted by many organizations across the globe. In the face of digital transformation and work flexibility, constraining people to a specific time for a live meeting or announcement is counterproductive.

With internal podcasts, organizations can send all kinds of communications without inconveniencing a section of the workforce. From serious executive meetings to entertaining guests, the podcast is an excellent addition to IC.

However, consuming podcast content can sometimes be time-consuming, leading employees to demand a summary. The newsletter can be used to provide podcast summaries that are sufficient for some, while others can be invited to listen to the full content.

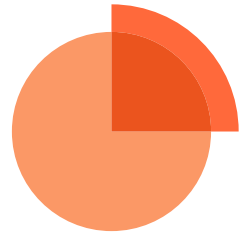
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Productivity tools

Organizations have access to a wide range of tools to empower their employees. However, before they can get used to different tools and systems designed to improve their efficiency at work, employees need to be reminded often, especially if they are new to the company.

If you have not fully implemented the company intranet, employees may need help finding useful tools and using them together to optimize performance.

You can use the internal newsletter to remind employees of the tools at their disposal and how they can use them and guide them to other resources to maximize their use. The newsletter is also great for introducing new tools and systems.



21



Surveys

Regular surveys are essential for organizations to improve the employee experience. Aiming for maximum participation, the survey should be delivered through the most effective communication channel. The newsletter is not only popular with employees but also allows content delivery in a variety of formats.

That said, the newsletter should be something other than a vehicle to send out a weekly survey. However, important employee pulse and engagement surveys should be included from time to time.

Most employee engagement surveys are sent to email accounts so that an employee can only take it once. Reminding employees about these surveys in the newsletter before they're sent and while they're live is a great way to increase employee participation.

22



Industry news

Industry news is an excellent source of information about the market for many decision-makers in an organization. As organizations aim for more cohesiveness with techniques such as the OKR framework, sharing industry news with employees is a no-brainer.

When employees know what is happening in the industry, including trends and competitor moves, they can more intelligently perform their duties. Informed employees are more engaged with the company and make fewer mistakes.

The newsletter should keep the workforce updated on relevant goings-on in the industry. It should be highly curated and summarized to keep the viewer's attention.



23



Media coverage

Companies may be mentioned in the media for the right or wrong reasons. Whichever the case, the employer should acknowledge media coverage along with commentary and the next steps.

Along with industry news, mentions of the organization in the media should be included in the newsletter. Positive mentions give employees pride, while negative ones give the organization a chance to improve.

The newsletter is the place to foster the right general attitude of the organization. Leaders can project confidence in the face of negative coverage and modesty in happier times.

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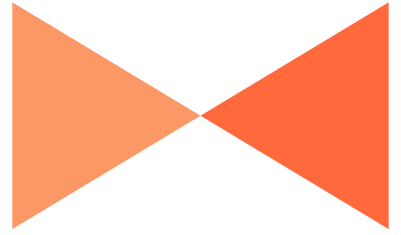


Business changes

Adjusting to business changes isn't always easy for employees. In fact, most change management programs fail primarily due to employee resistance. By involving the employees, sharing relevant information, and empowering them to navigate the transition, organizations can improve the outcome both in employee experience and organizational success.

In communicating change, you want to be transparent and avoid sugarcoating or unclear language. You also want to express empathy in addressing emerging concerns. Employees also want to know the next steps – let them know what to do.

Your internal newsletter is a reliable tool for creating a two-way change communication channel. Employees can ask questions, and they can have them answered comprehensively.



25

Recaps

In an organization, anything that should be remembered must be stated more than once. A recap repeats recently shared information in summary to get the attention of those who might have missed the original message.

An “In case you missed it” section is an excellent way to put important information front and center one more time for employees who might have missed it. It could be last week’s town hall recording, one last chance to take a survey, or a sign-up to volunteer for a CSR event happening next week.

This information has been featured in a previous newsletter, but you want to give employees one more chance to see it. The newsletter aims for maximum employee engagement with the message by repeating it.

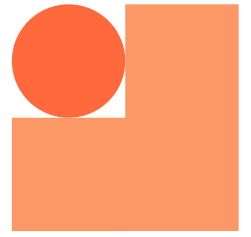
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Health information

The employee’s health includes physical and mental conditions, which inevitably affect their work performance. Increasingly, organizations are investing in employee health, ensuring both aspects are taken care of. A crucial part of this is effective communication.

The health section of the newsletter can share all kinds of information. This includes tips on how to live healthily and prevent illnesses, such as through frequent hand-washing. Further, it could include organizational guidelines on what to do in different health scenarios.

The newsletter can improve employee engagement with the company’s wellness programs, participate in preventive care, and discourage an unhealthy work culture.



27



Diversity, Equity, & Inclusion (DEI)

Organizations that want to create a culture that appreciates individual differences are implementing the Diversity, Equity, & Inclusion framework. By promoting fair treatment and full participation of all employees, these organizations perform better than the rest.

With the growing emphasis on DEI in modern organizations, it is vital to display relevant information prominently to ensure employees see it. For example, a regular message from the CEO can help keep employees informed. It could include the importance of DEI, the organization's strides in creating a more diverse, equitable, and inclusive work environment, and relevant events and learning opportunities.

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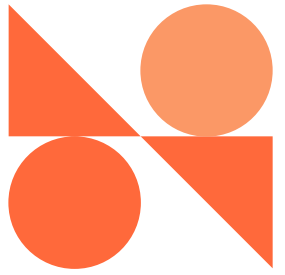


Tech tips

As organizations embark on digital transformation, IT will be expected to play a more significant role in helping employees acclimate to the new work environment. Consequently, IT will become a trusted partner of the employee on how to use the different tools, resolve issues, and optimize the performance of their toolkit.

here is a lot more that employees need to be taught about working with technology: How to protect their online privacy, avoid the traps set by cyber criminals, demand accountability from those who risk their online security, etc.

The newsletter allows IT to sensitize the workforce on these common issues that have the potential to harm both the employee and the company.



29



HR tips

There are usually two departments in any organization that get so many emails and calls that they need their own service center. One is IT, and the other is HR. No matter what an employee does at a company, they will interact with HR multiple times during their employment.

This is an excellent opportunity for you to partner with HR to help them get information out on common issues employees are experiencing. HR can come up with a few tips through their call logs and emails every week, month, or quarter.

30



Policy updates

As laws and new regulations are enacted, organizations must review their workplace policies to ensure they meet the current standards.

When communicating policy changes, transparency is critical. In addition to announcing the changes in a meeting, employees should be reminded frequently. When necessary, learning materials and training should be offered. Employees should sign off on the policies for changes requiring proof of communication. Getting feedback on how the new policies have impacted the work environment is also helpful.

The newsletter provides two-way communication ensuring both sides are heard.

Conclusion: Unify your workplace with Simpplr employee newsletters

IC at most organizations struggles to build polished, professional-looking email newsletters on deadline. They are still relying on outdated systems that complicate everything from audience management to collaboration to content creation.

As a result, valuable company resources are sunk into newsletter management with little to no net positive effect. Instead, employees disengage, change initiatives are put at risk, and the organization loses momentum.

With the modern dynamic company newsletter, content creation and sharing are easy. IC spends less time on formatting and more telling a story. Its superior technology improves employee engagement, aligning them with the mission and strategy. An improved culture helps the company keep its current employees and attract top-tier talent.

Simpplr Employee Newsletter is an employee communications application for IC, HR, and C-suites who want to maximize reach and engagement with meaningful content. It empowers you to create can't-miss company newsletters in minutes so you can get back to the more demanding tasks.

Streamline your newsletter communications and boost intranet adoption with a tool that allows you to create, collaborate, share, target, measure, and govern all from one central platform.

The Employee Newsletter provides analytics that helps you granularly understand behaviors across your audiences and content – so you can adapt and improve. If you'd like to see it in action, [request a demo today](#).

About Simpplr

Who we are

Simpplr is the modern intranet that transforms the work experience for all employees — wherever and however they work. Simpplr is the only platform that unifies employee engagement, enablement and services, leveraging state-of-the-art AI models to deliver a seamless, cohesive and personalized employee experience.

Trusted by over 700 global brands, including Moderna, Snowflake, Splunk, Penske, Eurostar and AAA, Simpplr customers achieve significant improvement in their employees' productivity, retention and overall satisfaction. Headquartered in Silicon Valley, CA, Simpplr is backed by Norwest Venture Partners, Sapphire Ventures, Salesforce Ventures, Tola Capital and Still Venture Capital. Learn more at simpplr.com

Benefits

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- ↘ Built for business users
- ↘ Unified, engaging experience across mobile and the web
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