

THE GUIDE TO
**CREATING
A STRATEGIC
INTERNAL
COMMUNICATIONS
PLAN**

WITH INSIGHTS TO BOOST YOUR
DIGITAL SIGNAGE IMPACT





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A WELL-STRUCTURED INTERNAL PLAN IS ESSENTIAL FOR STRONG EMPLOYEE ENGAGEMENT.

This guide is designed for experienced HR and internal communications leaders who already understand the fundamentals – but want a fresh take that includes smart, high impact digital signage usage.

Here, we revisit the classic components of an internal communications plan and highlight where digital signage can enhance visibility, consistency, and real time updates without taking center stage.



01

START WITH A SITUATION ANALYSIS

Start with creating a clear picture of your current internal communication landscape: how information flows, how employees engage with messages, and what challenges exist across teams or locations.

CONSIDER:

- **Organizational priorities**
- **Employee needs, expectations, and communication preferences**
- **Current communication channels and effectiveness**
- **Leadership goals and internal brand perception**



Digital signage gives your message the attention it deserves. You can ensure that every employee receives the same information by placing your screens in high-traffic areas, such as the entrance or cafeteria.



02

DEFINE YOUR AUDIENCE SEGMENTS

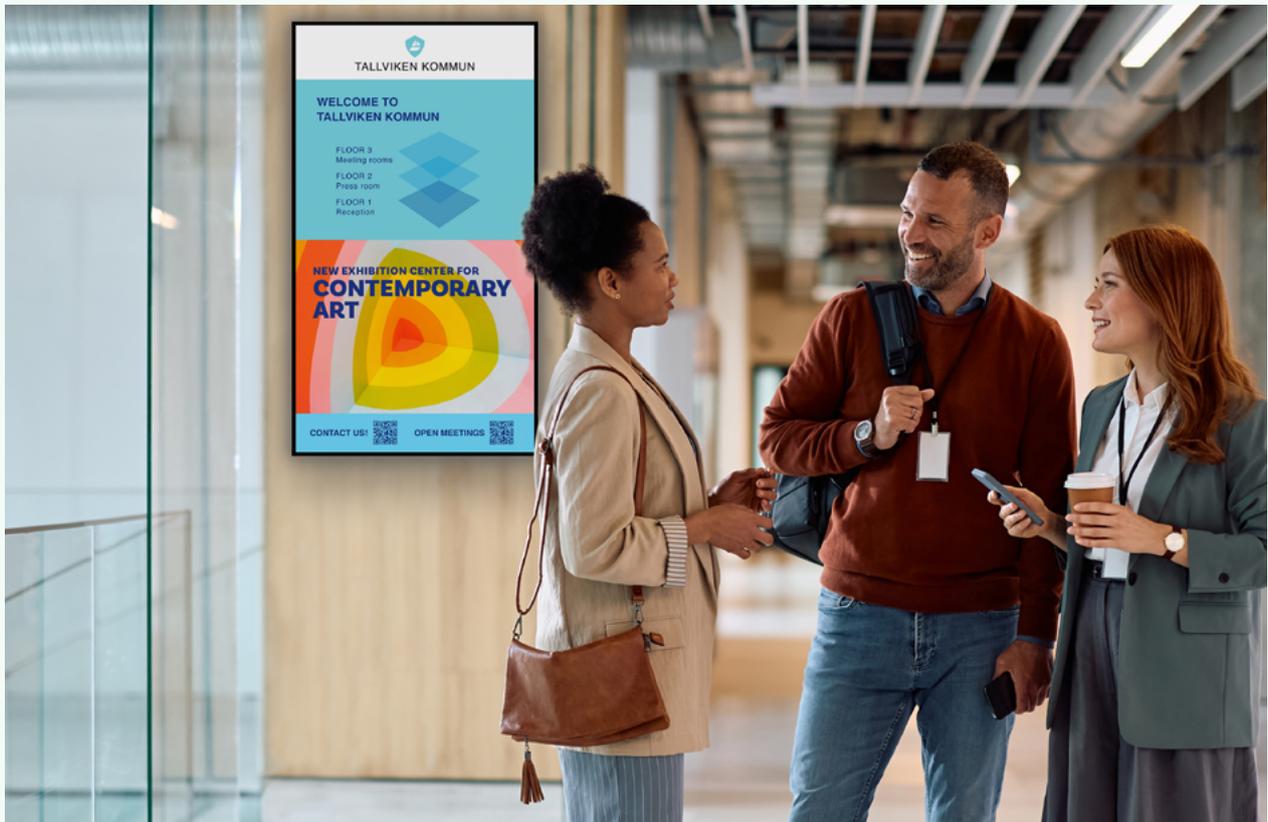
As an HR manager, your role is about engaging people, building culture, and keeping everyone informed – not chasing emails or struggling with clunky tools. Not all employees consume information the same way. Clarify your internal audience segments to tailor messaging effectively.



With digital signage, you can update screens directly, in multiple languages and accessible formats, ensuring transparency and inclusion across the organization.

QUESTIONS TO EXPLORE:

- What teams or roles have unique communication needs?
- How does information reach deskless workers vs. office-based employees?
- Are there pain points in information access or clarity?



03

SET CLEAR, STRATEGIC GOALS

Define what your internal communications should achieve; whether it's building culture, supporting change management, improving transparency, or boosting engagement.

YOUR OBJECTIVES CAN INCLUDE:

- Strengthening understanding of organizational priorities
- Supporting onboarding and continuous learning
- Improving cross-team alignment
- Enhancing employer brand internally



Digital signage can support these goals by helping you get the right message out at the right time, with tools that make communication consistent, and engaging.

04

STRATEGY

Your strategy outlines how you will connect with employees in the best way.

STRATEGIC CONSIDERATIONS:

- Tone and style of communication
- Themes and narratives for the year
- Leadership visibility and messaging
- Which channels best serve each employee group



Include digital signage in your strategy by considering where your screens should be placed for maximum reach and relevance. Think about which content belongs where – and for whom – to create a purposeful flow across your locations.



And remember

Digital signage isn't just a broadcast channel. It also enables interaction, for example through QR codes that invite viewers to take action or continue the conversation on their own devices.



05

TACTICS

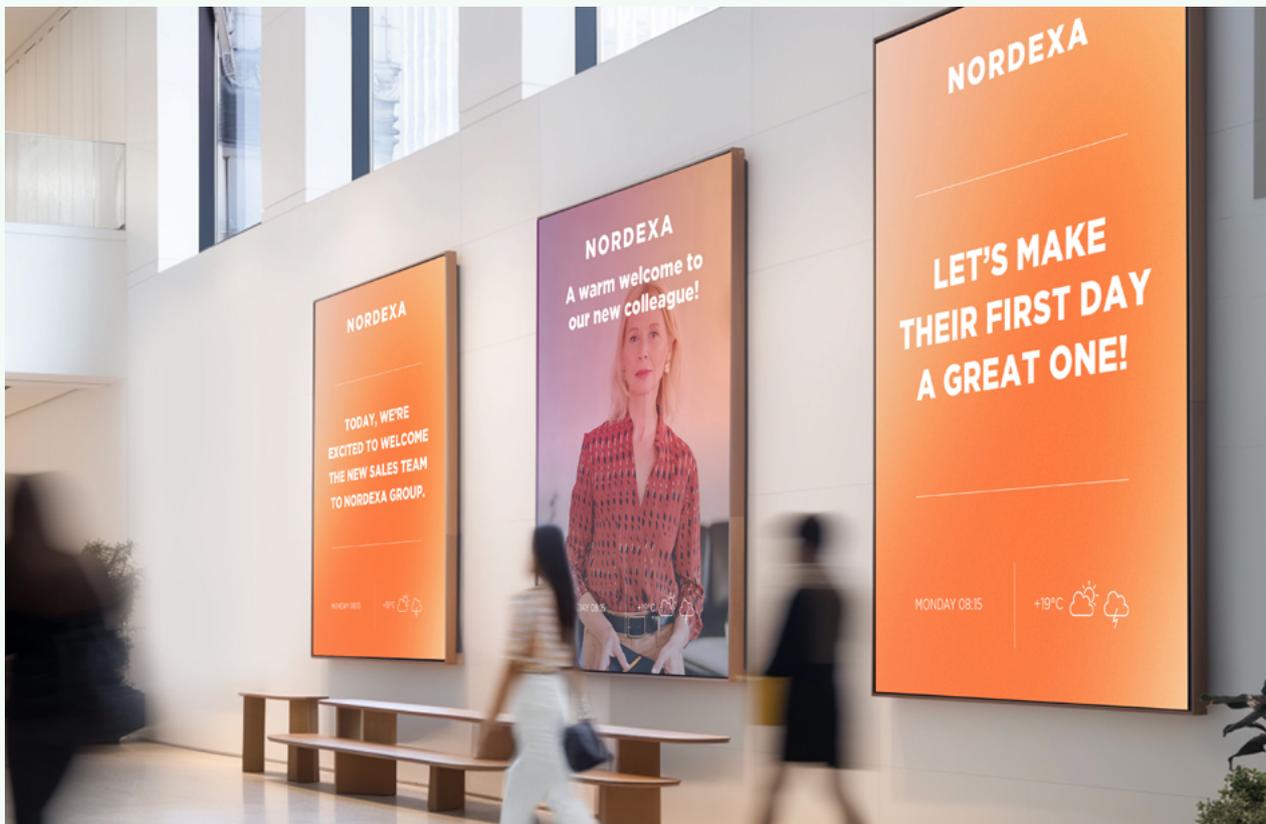
Tactics translate your strategy into concrete actions.

CORE HR COMMUNICATION TACTICS:

- Onboarding journeys and training rollouts
- Engagement surveys and follow up communication
- Wellbeing and benefits awareness
- Recognition programs
- Change management initiatives
- Leadership updates and CEO messages

DIGITAL SIGNAGE CAN ENHANCE TACTICS BY:

- Informing, engaging and inspiring through visuals and video
- Showcasing recognition and employee spotlights
- Lift key dates, events, or deadlines
- Sharing wellbeing reminders and safety updates
- Highlighting company wins or cultural moments



06

ACTION PLAN

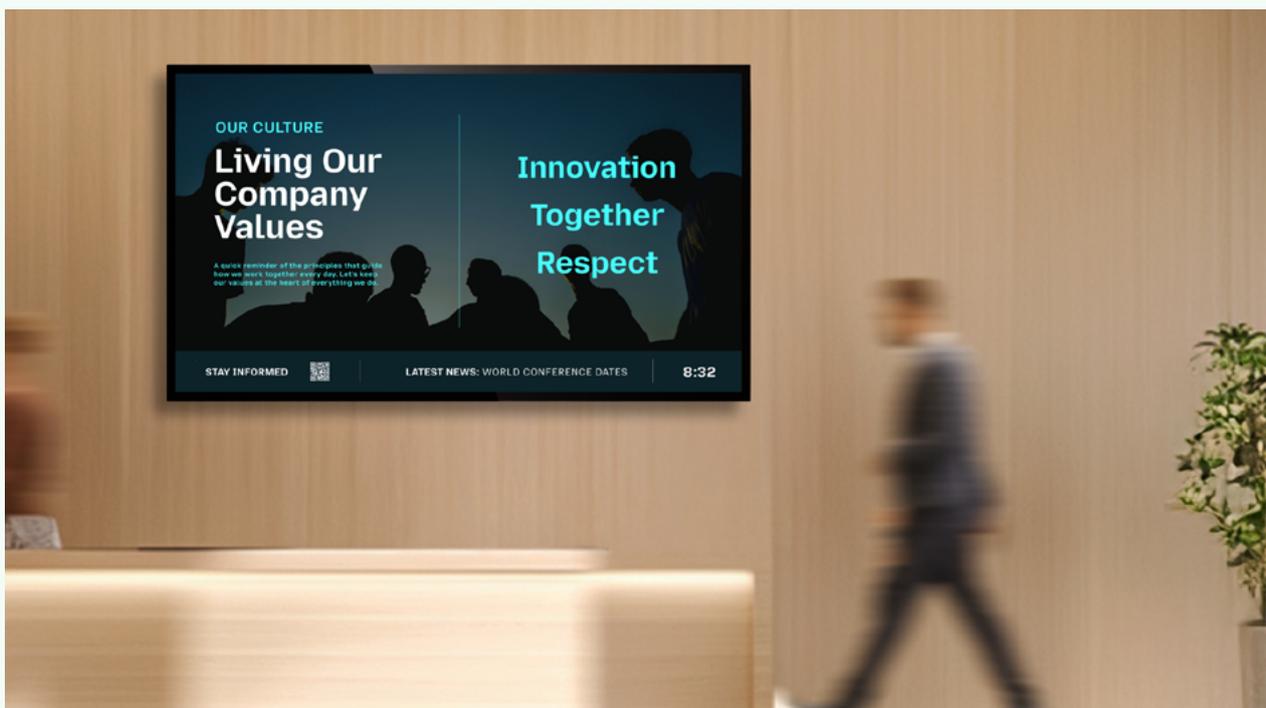
With clear workflows and responsibilities, you can ensure consistent execution.

KEY COMPONENTS:

- Ownership across HR, communications, and leadership
- Message creation → approval → distribution workflows
- Resources and tools needed

USE DIGITAL SIGNAGE TO:

- Build consistent, visual design templates for internal messaging
- Automate your content – just create once and publish everywhere by integrating any data source of your choice.
- Schedule your content to be published on your screens at the right time.
- Publish your content to specific channels to ensure your message reaches the right screens.
- Use RSS to show formatted newsfeeds designed to suit your business, with thousands of RSS sources available.



07

MEASUREMENT AND EVALUATION

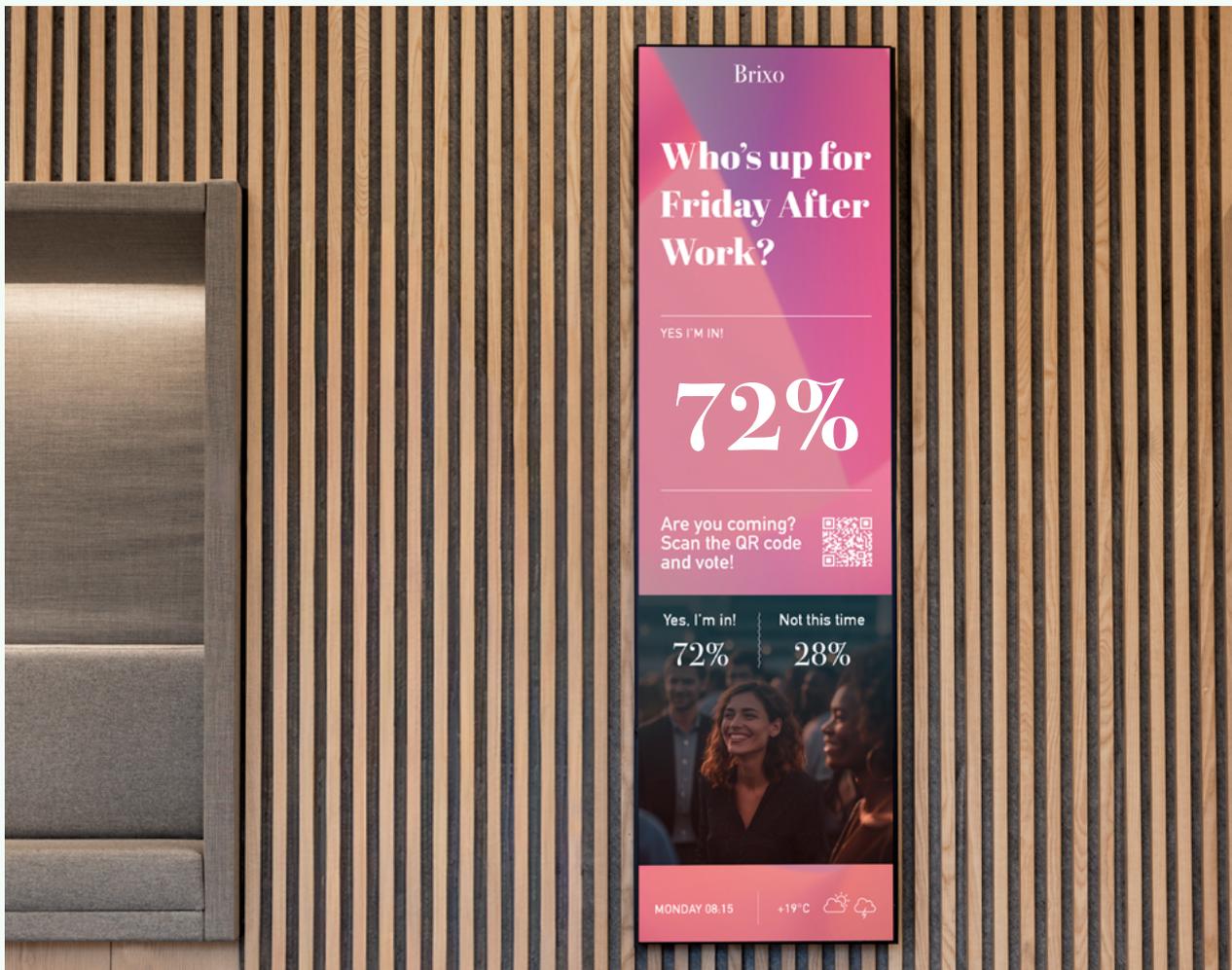
Every communication plan should include measurement of outcomes such as engagement and internal communication impact.

METRICS MAY INCLUDE:

- Employee engagement scores
- Participation in HR initiatives
- Message recall and understanding
- Pulse survey indicators



Digital signage is ideal for measuring engagement and gathering feedback. By using QR codes and digital surveys, you can easily turn on-screen messages into real insights from your employees.



08

SUMMARY

A strong internal communications plan helps employees feel informed, supported, and connected. Digital signage isn't the hero – but it's a clever sidekick that boosts visibility and engagement at the right place and at the right time.



Curious to see how Smartsign can help your marketing team boost campaigns, ensure message reach, and stay flexible – all from one platform?

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