

Properly executed, the employee newsletter remains one of the most potent tools for promoting employee engagement. The challenge is to provide content that will make your employees want to actually open and read it.

Here are 20 content ideas that will capture employees' attention, keep them coming back for more and promote employee engagement.

- 1 MESSAGE FROM THE CEO/ TOP EXECUTIVE**
A letter from the CEO or a top executive is a wonderful tool to clearly communicate where the company is heading, the strategy for getting there and what is expected of employees as they work together along the way. Avoid sterile language, add a dose of humanity and thank employees for their contributions.
- 2 LEADERSHIP SPOTLIGHT**
Spotlights are a great way to get to know company leaders as human beings. They are also very easy to execute and digest when presented in a question and answer format. Be sure to include information about the leader's family, hobbies and interests outside of work
- 3 "FRONT-LINE" EMPLOYEE SPOTLIGHT**
Who is Suzy from HR? What is she really good at? What makes her an outstanding team member? What are her interests? Spotlighting "regular" employees not only makes those being recognized feel appreciated, but it also makes readers feel more connected to them.
- 4 TEAM SPOTLIGHTS**
Who is working on an exciting new initiative? Who has reached or exceeded their sales goals? Highlight a new team or department in each issue, letting everyone else in the company know who they are and what they are accomplishing.
- 5 NEW HIRE PROFILES**
Warmly welcome new hires and jumpstart the onboarding process with brief profiles. Not only will the new employee feel appreciated, but his or her coworkers will feel more inclined to reach out after learning a little bit about the new hire.
- 6 DEPARTMENT OR LOCATION FEATURE/UPDATES**
Was a new product released? Did a new location just open? Be sure to highlight the achievements/news of each department within your employee newsletter.
- 7 ANNIVERSARIES, MILESTONES AND NEW HIRES**
These items may not seem very exciting, but they are a very effective way to recognize a large number of employees and make them feel special.
- 8 ACHIEVEMENTS, RECOGNITIONS OR AWARDS**
One of the simplest ways to make employees feel appreciated while also inspiring readers is to regularly highlight individual achievements, recognitions or awards.
- 9 GIVING BACK**
Most companies give back in some way, and many provide opportunities for employees to volunteer. If your company is doing good things for the communities in which it operates, then your employees need to hear about it - to learn about your corporate citizenship and also about how they can become involved.



10

COMPANY ACHIEVEMENTS

Did your company achieve a big win? Never miss an opportunity to celebrate successes with employees so everyone feels like they are part of the company's triumphs.

11

CHANGES OR UPDATES TO COMPANY PRODUCTS/SERVICES

Transparency is important to employees, and the company newsletter is a great vehicle to keep everyone in the know about significant internal and external changes.

12

IN THE NEWS

Highlighting positive press your company has received is another excellent way to help employees understand the impact of their work. It can also make them feel more connected to the company, its overall goals and their colleagues.

13

CUSTOMER SUCCESS STORIES

Show off positive stories from customers who have had great experiences with your products or services. These types of stories make employees feel more connected, and their work more meaningful.

14

TESTIMONIALS

Let everyone enjoy a well-deserved pat on the back by sharing positive testimonials received from customers.

15

HEALTH AND BENEFITS UPDATES

The employee newsletter is the perfect place to educate employees about their health and wellness benefits on a regular basis.

16

REMINDERS

Everyone is busy these days, and it's easy to forget important dates/events. Use your newsletter to remind employees about everything from flu shots to upcoming holidays to 401k deadlines.

17

CONTESTS

A simple and very effective way to promote in-depth reading is to ask specific questions about the newsletter. Readers can send their answers, which are entered into a drawing for a prize(s).

18

JOB POSTINGS

Let employees know about any internal job openings - this is an easy and cost-free way to promote from within.

19

UPCOMING EVENTS

The company newsletter is an obvious place to promote upcoming company-sponsored events to maximize attendance and participation.

20

TRAINING OR PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Encourage ongoing education and help employees advance their careers by providing information about online courses, workshops, webinars, conferences or any other training opportunities available.



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