

HOW TO MAKE A COMMUNICATIONS MANIFESTO

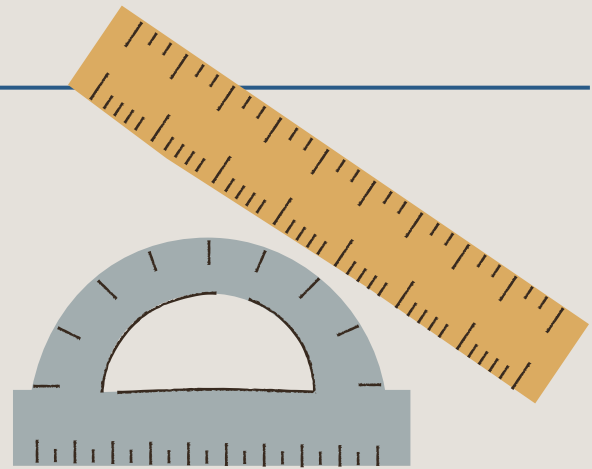


1) INTRODUCE THE DOCUMENT

Explain why this manifesto exists and how it can help improve the digital workplace experience

2) ADD GENERAL GUIDELINES

Share high-level principles and guidance on communication elements that transcend specific tools.



3) IDENTIFY PRIMARY TOOLS

Outline what applications employees can expect to use the most. Encourage operating within the defined tech stack

4) DEFINE BEST PRACTICES

Share the ways your company uses each tool listed above, creating uniformity of experience and shared expectations.



5) LEARN TOGETHER

Include links to resources that inform and empower your team to succeed together.

6) PREPARE FOR LAUNCH

Get creative with an internal marketing campaign to drive awareness and adoption



7) COLLECT FEEDBACK & ITERATE

Get creative with an internal marketing campaign to drive awareness & adoption.

NEED MORE HELP?

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