

**2025**

Internal Comms  
Insights Report

# Executive Summary

## Which channels are performing strongest?

Our Critical Manager Newsletter and OnePMI remain PMI's strongest-performing communication channels. Manager open rates exceed 70%, while OnePMI traffic nearly doubled YOY.

All Hands and Live with Pierre events led in live participation, and smaller Viva Engage communities achieved the most meaningful engagement rates.

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## What content types or topics drive the most engagement?

Leadership transparency, process clarity, and actionable updates continue to drive the highest engagement across all channels.

Campaign-based recognition and tool/resource announcements outperform general awareness or compliance content. Furthermore, **employees are most responsive when communications directly relate to how they work or grow.**

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## How are employees responding?

Employee sentiment remains positive, with strong engagement in leadership and operational content. Readers seek clarity, purpose, and tangible value—favoring concise, relevant updates over repetition. Recognition and wellness content still resonate but need evolving formats to sustain interest

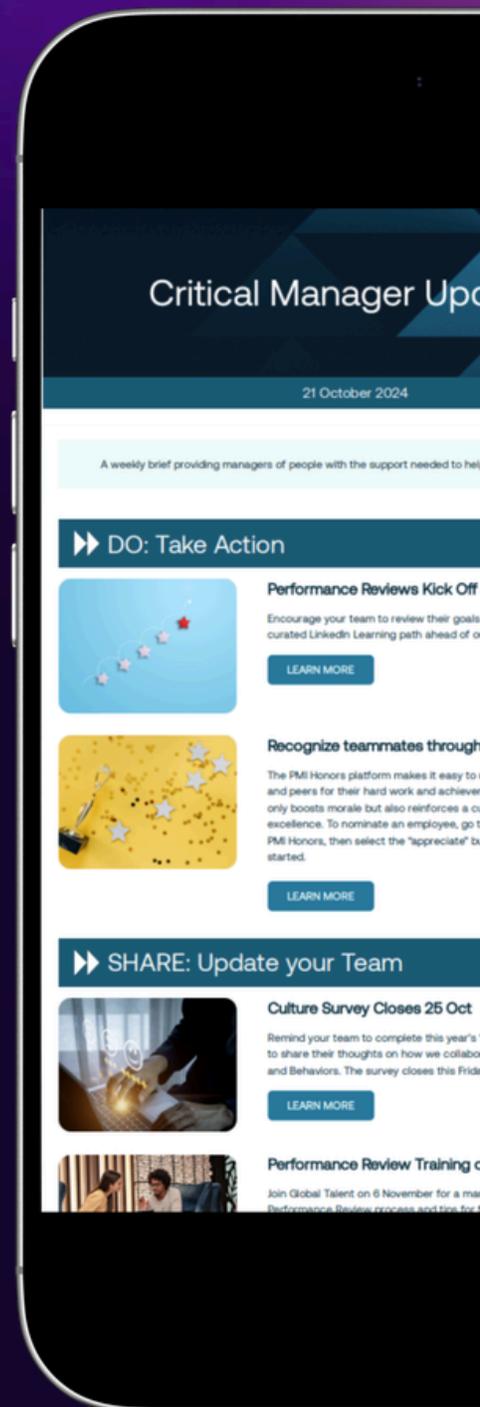
# Critical Manager Insights

## First Half (Jan–Jun 2025)

- Top-performing content focused on leadership clarity and manager action items.
- Event-based updates (e.g., Austin Manager Meeting agenda and resources) achieved the highest clicks.
- Compliance and survey reminders underperformed due to repetition and low perceived urgency.
- Managers responded most to actionable communication that provided direction or deadlines.

## Second Half (Jul–Nov 2025)

- Recognition campaigns and engagement initiatives performed best.
- Training and policy updates maintained consistent readership, though leadership messages lost some traction compared to the first half.



# Critical Manager Content Ranking

Rank	Content Category	Engagement Driver	Performance Summary
1	<b>Leadership &amp; Strategic Guidance</b>	Clear direction and accountability from executives (e.g., How We Work, manager expectations)	Highest engagement; managers respond to clarity and purpose.
2	<b>Event &amp; Action-Required Communications</b>	Immediate relevance—meeting prep, deadlines, surveys	High click-throughs when tasks were time-sensitive or required confirmation.
3	<b>Training &amp; Policy Updates</b>	Mandatory learning or policy refreshes	Steady engagement, especially when concise and time-bound.
4	<b>Engagement &amp; Recognition Campaigns</b>	New tools or reward programs (e.g., Achievers)	Short-term spikes; works best when integrated with team goals.
5	<b>Surveys &amp; Reminders</b>	Routine check-ins, repeated prompts	Lowest engagement; fatigue evident by late year.

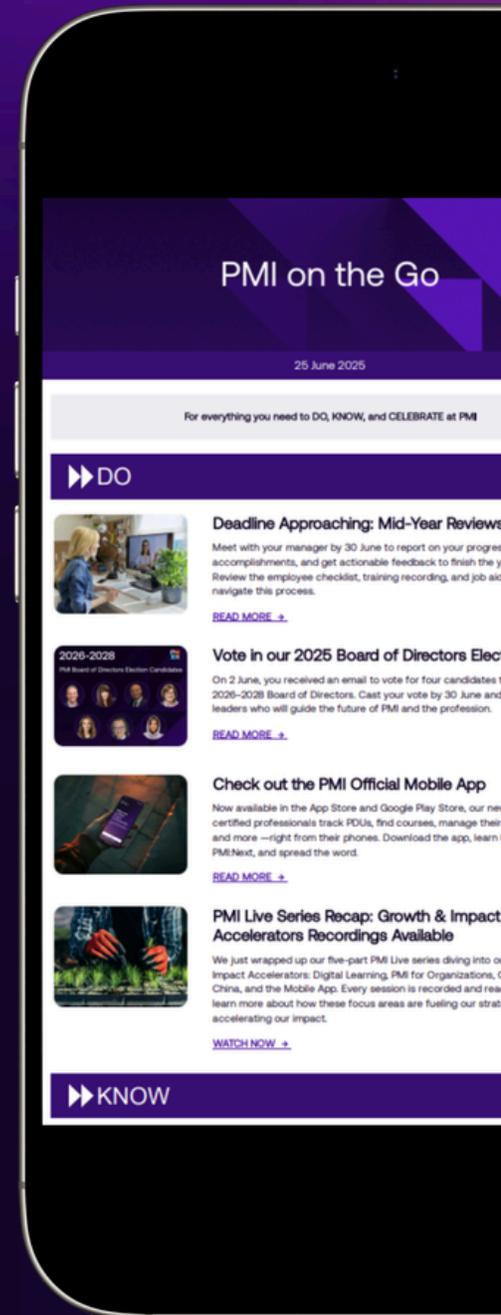
# PMI OTG Insights

## First Half (Jan–Jun 2025)

- Employee recognition and cultural celebration posts remained the strongest performers, followed by program and product launches.
- While consistent, engagement began to plateau for general awareness topics and site launches.

## Second Half (Jul–Nov 2025)

- Recognition and employee engagement campaigns led the second half.
- Operational updates, tool launches, and learning and development-related content rose in engagement.
- Observance and awareness posts were the weakest category in both halves, but the overall click rates across editions remained steady at 8%.



# PMI on the Go Content Ranking

Rank	Content Category	Engagement Driver	Performance Summary
1	<b>Recognition &amp; Celebrations</b>	Emotional connection, celebrations of new hires, anniversaries, and new roles	Consistently strong engagement; reinforces belonging and positivity but showing saturation from repetition.
2	<b>Operational / Employee Tools and Resources</b>	Practical updates about resources, platforms, and tools that improve work efficiency and are relevant to their role.	Employees value content that directly helps them do their jobs better, has direct relevance to their role, and/or requires employee action.
3	<b>Leadership &amp; Organizational Updates</b>	Clarity and transparency (e.g., strategy refresh, goal setting, team member expectations)	Moderate engagement; effective when tied to outcomes but lower when generic.
4	<b>Awareness / Observance Content</b>	Cultural moments, wellness reminders	Lowest performance across the year; minimal interaction



# OnePMI Insights

## First Half (Jan–Jun 2025)

OnePMI delivered exceptional engagement, driven by:

- Leadership communications, process, and policy rollouts, and new tools or employee programs that offered practical value.
- Top posts including Team Member Expectations, goal-setting, and org change announcements.
- Governance updates and routine recognition posts ranked lowest.

## Second Half (Jul–Nov 2025)

- Intranet performance remained strong, shifting toward operational efficiency and campaign-driven updates.
- Observance and awareness articles performed least effectively.
- Overall, the channel maintained strong traffic with a total year-over-year growth of +97% in page views and +10% in daily users.

# Internal Meetup Insights



PMI's Internal Meetups remain the organization's most powerful touchpoint for real-time connection. All Hands and Live with Pierre sessions continue to achieve the highest attendance, while PMI Live sessions deliver steady mid-level participation tied to relevance of topics.

## First Half (Jan–Jun 2025)

- Participation peaked early in the year with the January All Hands (661 attendees) and the launch of the new PMO certification.
- Strategic updates, leadership visibility, and major announcements sustained interest across Q1–Q2.

## Second Half (Jul–Nov 2025)

- Attendance declined slightly as the year progressed, but content focus improved.
- Employees increasingly favored sessions with direct connection to their work, such as organizational transformations, efficiency campaigns, and certification updates.

# Viva Engage Insights



Engagement on Viva Engage varies widely by community type. Smaller, purpose-driven groups far outperform larger, auto-joined communities, indicating some diluted engagement due to broad membership.

Here's a snapshot of our communities with the highest engagement rates over the last 90 days:

41%

PETS OF PMI

33%

PRIVACY

20%

STRATEGY

12%

THRIVE WELLNESS  
& RESEARCH

10%

ALL PMI TEAM



# Cont'd High-Level Channel Insights

## What's improved since the last half-year?

Engagement stabilized across channels with growth in specific segments. OnePMI's traffic surged, and Viva Engage's Strategy and Research communities doubled in participation. Content maturity improved across newsletters and events, emphasizing relevance and structure. Live engagement sustained consistent attendance throughout 2025.

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## What do we need to adjust next cycle?

Recognition and observance content should be refreshed into more dynamic, meaningful spotlight formats.

There's also a need for more interactive storytelling and leadership participation, beyond generic posts about days of recognition/observances or awareness content.

Every internal message (whether a newsletter, intranet post, or event) should do two things at once:

- Show that leaders are present, transparent, and guiding the organization.
- Give employees something tangible or useful that **really** helps them in their **daily work**.

**In other words, don't just tell employees what leadership is doing — show them how it affects their work or benefits them directly.**

# Future Outlook

In 2025, Internal Communications built stronger alignment, clearer leadership visibility, and consistent engagement across every channel.

The focus now is to keep that momentum by making each message even more practical, relevant, and connected to the employee experience.

# THANK YOU

for reading this report!