

Revamping Workplace Communication with Digital Signage – Effectively and Efficiently



Effective communication is a major contributor to the success of any organization. Traditional methods of workplace communication such as emails, newsletters, and bulletin boards often fall short in engaging employees and disseminating information efficiently.

In a fast-paced corporate world where whiteboards and plywood notice boards are giving way to digital signage, communication has become effective, efficient, and easy to understand. Communication via digital signage ranges from digital displays in meeting rooms and break rooms, to tablets or interactive kiosks in areas that witness high employee movement.

Good employee communication helps improve an organization's operation and overall performance. It also helps with great team engagement, enhances team collaboration, and keeps everyone on the same page.

Digital signage involves the usage of screens such as LCDs, LEDs, or projection screens across your workplace to showcase information related to company policies, news, corporate announcements, team updates, and other relevant organizational updates.

Investing in a versatile communication tool as a digital signage helps improve workplace communication. However, we go ahead with other details, let us understand what a digital signage is.

Digital signage for better communication

With advancement in technology, digital signage has seen an evolution over the years. From being a mere static display showcasing basic announcements and program lists, digital signage has developed into interactive and personalized screen hubs that cater to a vast range of communication needs within an organization.

Let us take a look at some of the major applications that encompass digital signage within a workplace:

1. Declutter the mailbox

Yes, you read that right!

Many employees spend a considerable amount of time reading through numerous internal mails which are not relevant to them or their department. Most of these emails are related to HR-related information or a company update on key performance

indicators (KPIs). reading through these communications leads to a loss of productive time for employees.

This is where digital signage comes into picture. Rather than bombarding the mailbox with an avalanche of emails, the information can be showcased in a clear and concise manner using digital signage.

2. Encourages employee interaction



Internal communication via digital signage encourages two-way interaction. In this digital era, studies indicate that almost [50% of the workforce](#) post about their employers online. This is a great opportunity for an organization to engage and interact with its employees.

Displaying company social media feeds using digital signage is a great way to interact with the employees. Displaying employee responses to social media posts not only helps build your internal brand but also helps monitor employee morale.

3. Departmentalized communication

If you are someone who dislikes irrelevant mass mailers, you are not alone! Having departmentalized communication via digital signage can help deliver communications that are relevant and appropriate.

For example, the HR head can share an HR-specific message only with the HR team — across the organization which can be displayed on the digital signage placed near the HR bays of the company.

4. Communication is more accessible

Employees usually tend to delete or overlook internal emails. However, messages, updates, and other key information when displayed on a digital signage is more visible to employees and far more accessible to a larger audience.

In fact, a combination of visual, sound and text-based content, makes the message on digital signage accessible for visually- and hearing-impaired team members. If need be, the content can be presented in multiple languages if you have a multilingual workforce.

5. Helps train staff members



A digital signage can also be used for in-house training programs. This helps bring teams together to develop their skills and improve the team bonding. These trainings can be in the form of presentations and stream live training sessions. Digital signage is also a great way to connect with employees and team members who are spread across offices in multiple countries.

6. Real-time updates



Thanks to the real-time update ability of digital signage, presenting correct and timely communication becomes easy. For instance, sharing important announcements across the organization becomes simpler via digital signage than relying on email communication.

Due to the flexibility of adjusting content as per the situation, sharing real-time updates on emergency and crisis communication becomes easier. Also, if administered from a central location, digital signage ensure a consistency in the messages, avoiding any form of misinformation.

7. Saves time

Apart from streamlining the communication process, digital signage also helps save valuable time for both the management and employees. Regular communication over digital signage can help reduce the need to call for frequent meetings to pass on announcements. This would help employees spend less time on seeking information and more on productive tasks.

Seamless integration of digital signage into your workplace

It is essential that you integrate your [communication](#) plan within your organization in a smooth and efficient manner. Here are a few tips to get the game right:

i. Asses your needs

It is imperative that you understand your digital signage needs before nose diving into them. identifying your communication goals is the first step to this. Post this consider your target audience — who would be viewing it. Deciding on the type of content that needs to be displayed is the next step. Planning the resource allocation, budget, and manpower would be the final step.

ii. Right location



The placement of the screen will make or break its effectiveness. Ensure the screen is placed in a high traffic area which sees regular movement of employees. It should be placed in a manner so that it is easily visible. Apart from placing it in a strategic location, also make sure that it is placed at a level that is easy on the eyes.

iii. Appropriate content

Like they say — Content is king, it is essential that you use eye-catching and relevant content when it comes to digital signage. Also, ensure that the content aligns with the organization's brand voice and style. Having a regular, updated mix of text, images, and videos makes your content diverse and up-to-date.

iv. Quality hardware and software

Similar to appropriate content, having the right hardware and software is also important for the smooth running of your digital signage. Ensure that you have a durable screen

that can withstand continuous usage with reliable customer support and warranties. While looking for a compatible [digital signage solution](#), look for one that is hardware compatible, scalable, and ready for future upgrades.

v. Regular content updates

Keeping the content fresh and relevant is crucial. Rotating the content to maintain interest and relevance is another way to keep the employees engaged. You can also use scheduling digital tools to plan content in advance.

vi. Measuring impact

Measuring the impact that your communication has on the employees is essential to understand if it is effective. This can be done through surveys and focus groups that provide valuable insights into the perception of digital signage content and its impact on communication on the employees.

Making use of analytical tools such as heatmaps and audience analytics also helps track engagement metrics. A combination of these metric data helps an organization determine improvement areas in content delivery and screen placements.



Parting thoughts

As we wrap up, it is obvious that workplace communication using digital signage is more than just a tool. By leveraging digital signage, organizations can greatly enhance internal communication, boost employee engagement, and work towards a more connected and informed workforce. Digital signage can help businesses overcome communication challenges, streamline information sharing, and drive success.

