

Abstract

How do organizations communicate to employees in the digital era? And how do they meet their specific needs? This work aims to map the complex knowledge of organizational communication in the context of current trends which have a major impact on organizational communication. Due to technological progress and new digital tools, internal communications are facing new challenges of losing interest and reach of their audience, i.e. employees.

In the theoretical framework of this paper, the attempt was to introduce the general idea of communication within an organization, its functions, objectives and strategy. In the following chapters I have introduced the channels which are widely used when reaching to employees. As evaluation of effectiveness plays an important role in this domain, I have pointed out the key metrics which communicators should focus on when measuring internal communications.

Communication in the digital era is no doubt a challenge and must change in order to meet the specific needs of the target group, however, what if the challenge lays not in the channel but in the target group? In the practical part I have introduced an example – a multinational company Siemens AG recently introduced a digital tool to share information with its employees – a mobile application. As a major part of Siemens employees are so-called blue collars, a hard to reach group, the company had an uneasy task to implement the new tool. Based on these observations I have suggested recommendations to penetrate employees with information even further.