


HANDBOOK FOR INTERNAL COMMUNICATION USING SMARTSIGN





Good internal communication helps create willingness to change, motivation and participation. These are key drivers for inventing new products and doing your best to sell, persuade, teach and provide service and knowledge. The result is a satisfied customer or citizen and a profitable business.

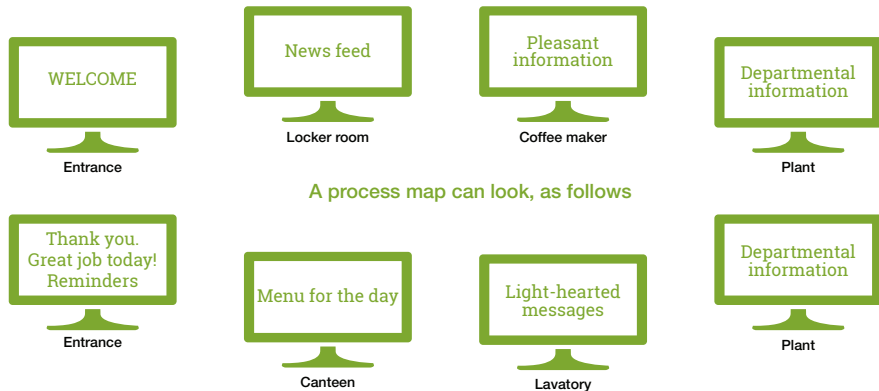
Smartsign can provide a package that is designed to solve the challenges of internal communication and that contains both internal communication tools and communication and leadership competence.

The purpose of this handbook is to help you plan and craft messages using Smartsign's templates on your screens.

1.

PLANNING AND PLACING THE SCREENS

Where are people easiest to access? Design a process map for a regular working day based on different working groups. Figure out the best places for placing various messages. Would it be at the coffee maker, in the canteen, on the production floor or perhaps even in the locker room. Once you have a plan in place for the week, you can prepare messages and define times for automating your communications for the entire week. You can naturally adjust these as the week goes by.



2.

CREATING ROUTINES

Many people think that the hardest part of internal communication is identifying messages which are relevant to communicate. Start therefore from the meetings where you discuss the business and make decisions.

Set up a routine where you conclude your meetings with the questions:

Routine questions

- What must be communicated?
- To whom?
- Who is responsible for this?



3.

IDENTIFYING INFORMATION

There is always SOMETHING to communicate. The information can sometimes be “at this particular time, we have no information about the issue, but we will have some in a couple of weeks”. Keep in mind that speculations and lack of information cost money. That employees waste their time worrying rather than doing their jobs. That on the other hand, communicating something personal can work wonders. “At the meeting today, we talked about how wonderful things are going at the moment, and we’d like to thank you for all of your hard work!”

Examples of relevant information

- Anything relating to may daily round (workplace, routines, leadership, colleagues, finances, business development)
- Something new is happening (visitors, something new at the job, new order/project)
- Something important is happening (which needs to be communicated directly)
- Something funny is happening (any form of pep-talk and gratitude that would make me feel good)
- Human resources issues (benefits, training/activities, invitations, keep in mind, etc.)

4.

OUTREACH ANGLES

Tonality

Decide the tone that you want to use. Companies often lay down the tone they are supposed to use in their graphic profile. The advice for internal communication is to be personal. Write the way you talk.

Style guide

- Always write in second-person singular, whether you turn to an entire department or not and avoid writing "you" with a capital Y.
- NEVER write in CAPITAL LETTERS, it is the same thing as shouting.
- Be brief and do not use particles. We tend to write long and complicated.



5.

WORTH KEEPING IN MIND

Ask yourself who it is that you are communicating with. Think about the mood that you want to convey with the information. Is it happy, neutral or serious? It is already with the mood that the recipient will get a signal of what the message is about.

Main message (What is happening?)

Write down briefly what you want to convey based on what it means for the business and for you. Start with a comprehensive and descriptive title.

Surrounding world (Why is it happening here?)

Give the background to your information. If it concerns a change, provide the background for why the change is supposed to happen.

Your world (How is it going to be done?)

Describe how it will affect the individual and how it is going to go.

Goal (What's it going to be like once we get there?)

Describe the goal and what it is supposed to lead to. This is an important step for anchoring new things.



6.

SHOWING IT ON THE RIGHT OCCASION

The timing of the message is important. Information about the operations stands to benefit from being displayed right next to the shop floor. Various messages should be timed to the passage of people, e.g. for coffee break, lunch, start and end of the day. Program in advance and be ready. Keep in mind that you have the opportunity to plant a good feeling and do it often.



7.

MAKING SURE THAT YOUR MESSAGE GOT THROUGH

Try this out by asking if the people you want to reach out to have really seen the message. Also add questions concerning internal communication in employee surveys in order to see if you have really managed to reach out to people in the places where they are receptive. If not—make adjustments.



8.

AVAILABLE TEMPLATES

The templates are available in various designs and are very flexible. You can change colours, texts and add your company's logo to each template. At the moment, there are information, menu, visitor and RSS news feed templates, and Smartsign is constantly developing new templates in order to expand your opportunities.



Information templates with several different variations

These templates are also called mood templates, as in addition to information, they show a symbol if the news is nice, serious or neutral.



Several "menus for the day" or menu templates

This is where you can easily publish the menu for the week for the canteen or for the catering of your favourite restaurant.



Various "daily visit" or meeting templates

These templates make it possible for you to easily and quickly publish the visits or meetings for the day.

9.

SUPPORT AND TRAINING COURSES

Smartsign offers first-class service and technical support. We invest a lot in developing together with our customers, and you can easily get answers to your questions from our support. We hold weekly online training courses, where you have the chance to learn how to use the tool. These online training courses will always be free of charge for you as our customer. Read more about how you contact our support or book a seat on our online training course.



10.

THE CORE IS SMARTSIGN DISPLAY MANAGER

Managing your digital signs should be easy, and the solution for digital signage is called Smartsign Display Manager. It gives you quick and easy control of digital signage for internal communication. Smartsign Display Manager makes it possible for you to control your message and to deliver it exactly as you want to. The platform is extremely stable and flexible and is well-suited to all lines of business. It is also user-friendly, which makes it possible for everyone at the company to use Smartsign to inform and inspire.



11.

THE PRODUCT

Smartsign Display Manager is available in two different versions. Standard and Pro. If you opt for standard, you will have your content displayed in full-screen mode. If you opt for the Pro version, you will be able to divide your content into multiple layers and areas on the screen.

Smartsign Display Manager	Standard	Pro
Display of content in multiple layers and areas	—	✓
Authorisation management for several layers and areas	—	✓
Adjustable screen layouts and touch features	—	✓
Display of content in full-screen mode	✓	✓
Unlimited number of users	✓	✓
Simple publication system	✓	✓
Calendar interface	✓	✓
Smartsign Sync*	✓	✓
Media library	✓	✓
Support for Smartsign's all file formats**	✓	✓
Cloud service through Microsoft Azure	✓	✓
Possibility for local installation	✓	✓
Support for Active Directory with local installation	✓	✓
Suitable for small and large installations	✓	✓

* Synchronising content in folders on your computer or server so it is automatically displayed on your screens.

** File formats include PDF, DOC, XLS, PPT, JPG, PNG, RSS, URL as well as most video formats.

12.

CONTACT US

Book a personal demo of Smartsign Display Manager

We will review step by step how you can use our smart solutions for your specific needs. When you book a demo, we will contact you and determine together what needs you have and a book an online demo. We often do this on the same day on the Internet.

Email your name, company and telephone number to info@smartsign.se, and we will get back to you about your personal demo.

Order Smartsign Display Manager today

Would you like to start using Smartsign Display Manager for your digital signs? Get in touch with us, and we will help you find the right dealer.

Write an email to sales@smartsign.se, and we will get back to you shortly, or call our switchboard on +46 (0)10 410 77 00



www.smartsignmanager.com