

# How To Create an HR Communication Strategy

## 1. HR Employee Segments



Employee segmentation helps you to identify different employee groups in the organization to increase the relevance of your communication.

## 2. HR Communication Channels



How will you communicate with the various employee segments and what channels will you use?

## 4. HR Value Proposition



Determine your communication goals and what value you will bring to employees.

## 5. Key HR Activities



Which are the best activities to deliver important messages to your internal customer?

## 3. Internal Relationships



What are employees expectations of HR and what type of relationship do you need to foster?

## 6. Resources



What resources do you require to best deliver your message?

## 7. HR Value Drivers



What value does the business and its employees most appreciate from HR?

## 8. HR Cost Drivers



Determine the costs associated with the HR communication strategy and create a budget.

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