



4 Reasons No One Reads Your Employee Newsletter

and How to Do It Better

1. “There’s too much to keep up with. I’m pretty positive I’ve missed something.”

It’s no wonder your newsletter gets buried: an employee receives an average of **120 emails a day**.¹ Employees save it to read for later, or they lose it among meeting invites and deliverables and check-ins.

Do it better:

Skip the traditional model that relies on employees to seek information on their own. Instead, try using a communication tool that supports personalized notifications. Allow for smart mobile alerts and digestible emails to make sure they never miss important news, information, or updates.

2. “Don’t send mass communications that aren’t relevant to me.”

It’s frustrating to take the time to carefully read a long email only to discover it has **nothing to do with you**. When newsletters don’t target a specific audience, your employees receive everything. Much like the boy who cried wolf, sooner or later, everyone tunes him out.

Do it better:

What’s the largest, single factor that influences employees to open or click? Targeted messaging.² Designate messages for specific people, teams, departments, or regions. Allow users to tailor their newsfeed to their interests.

3. “You’re talking at me...and there’s no way for me to respond.”

In a recent survey, **90% of employees said leadership teams are out of touch**—and they don’t even know it.³ And is it any wonder when most corporate newsletters are one-way conversations?

Poor internal communications are the main reason leaders lose touch. Even with mass emails to employees, there’s no way to react, to ask questions, or to guide conversation. All of this undermines a company’s culture and sense of community.

Do it better:

Employees are happier when they can build authentic relationships with supervisors and leaders. To build these connections, try moving your newsletter into a space where conversations can happen, where readers can like and comment on posts. Encourage readers to ask questions and to guide the conversation. Not only will this clue you into whether a message is being interpreted correctly, it also allows for you to revise/edit/nip things in the bud when a communication falls flat or is misinterpreted.

4. “I don’t have to read this—and no one will ever know.”

It’s funny how hard we all strive to track the open rates of direct email campaigns, but **when it comes to internal communications, a lot of us are still in the dark**. When are employees opening messages? What content makes them click or share? Well...how will you know any of this if you’re not measuring?

Do it better:

Measure! Choose a method that allows for real-time metrics to show who’s reading messages and who’s not, how communications are resonating, and how you can improve them for greater impact.

Interested in sparking more meaningful conversations within your company? See how Jive Interactive Intranet can help you connect with confidence.

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(1) The Radicati Group, Inc., “Email Statistics report, 2012-2016,” www.radicati.com

(2) Forbes, “What Moves You To Open an Internal Email?,” www.forbes.com/sites/kenmakovsky/2014/06/19/what-moves-you-to-open-an-internal-email/

(3) American Management Association®, “Poor Internal Communications: Why Many Leaders Lose Touch,” <http://www.amanet.org/news/10427.aspx>