

# Sample Internal Comms Plan for Frontline Workers



workvivo

by zoom

The key is to make sure your plan supports your organization's business strategy, incorporates insights from your frontline into what they need, and that you know the metrics you want to track.

## January

- Weekly face-to-face team meeting with manager (including Q&A):
- Strategic updates from HQ, and what this means for our team.
  - What's working, what's not, what are we learning?
  - Focus areas for coming week.
- Intranet stories – with option to personalise content: Accessible via mobile employee experience platform.
- Digital signage/kiosks: Key company-wide initiatives and/or local priorities – Q1.
- Print (magazines, posters, leaflets):
- Featuring frontline workers – what are they looking forward to in 2025?
  - Spotlight different teams each issue.
- AMA with CEO: Accessible via mobile version of employee experience platform – available on demand.

## February

- Weekly face-to-face team meeting with manager (including Q&A):
- Strategic updates from HQ, and what this means for our team.
  - What's working, what's not, what are we learning?
  - Focus areas for coming week.
- Intranet stories – with option to personalise content: Accessible via mobile employee experience platform.
- Digital signage/kiosks: Key company-wide initiatives and/or local priorities – Q1.
- Print (magazines, posters, leaflets): Frontline Heroes Magazine Takeover.
- AMA with CEO: Accessible via mobile version of employee experience platform – available on demand.

## March

- Weekly face-to-face team meeting with manager (including Q&A):
- Strategic updates from HQ, and what this means for our team.
  - What's working, what's not, what are we learning?
  - Focus areas for coming week.
- Intranet takeover month – Meet Our Frontline Heroes making Q1 performance possible: Accessible via mobile employee experience platform.
- Digital signage/kiosks: Key company-wide initiatives and/or local priorities – Q1.
- Print (magazines, posters, leaflets): Featuring frontline workers – what's been their highlight of Q1?
- Senior Leadership Team Roadshow (face-to-face) - Strategic Updates, Q1 Performance, Q2 Priorities, Q&A: Focus on featuring leaders closest to the frontline (Operations etc).

## April

- Weekly face-to-face team meeting with manager (including Q&A):
- Strategic updates from HQ, and what this means for our team.
  - What's working, what's not, what are we learning?
  - Focus areas for coming week.
- Intranet stories – with option to personalise content: Accessible via mobile employee experience platform.
- Digital signage/kiosks:
- Key company-wide initiatives and/or local priorities.
  - Q1 highlights.
  - Q2 priorities.
- Print (magazines, posters, leaflets): Featuring frontline workers – what are they excited about for Q2?
- AMA with CEO: Accessible via mobile version of employee experience platform – available on demand.

## May

- Weekly face-to-face team meeting with manager (including Q&A):
- Strategic updates from HQ, and what this means for our team.
  - What's working, what's not, what are we learning?
  - Focus areas for coming week.
- Intranet stories – with option to personalise content: Accessible via mobile employee experience platform.
- Digital signage/kiosks: Key company-wide initiatives and/or local priorities – Q2.
- Print (magazines, posters, leaflets): Featuring frontline workers
- AMA with CEO: Accessible via mobile version of employee experience platform – available on demand.

## June

- Weekly face-to-face team meeting with manager (including Q&A):
- Strategic updates from HQ, and what this means for our team.
  - What's working, what's not, what are we learning?
  - Focus areas for coming week.
- Intranet frontline community month – showcase the frontline communities on the platform: Accessible via mobile employee experience platform.
- Digital signage/kiosks: Key company-wide initiatives and/or local priorities – Q2.
- Print (magazines, posters, leaflets): Featuring frontline workers – what's been their highlight of Q2?
- Senior Leadership Team Roadshow (face-to-face) - Strategic Updates, Q2 Performance, Q3 Priorities, Q&A: Focus on featuring leaders closest to the frontline (Operations etc).

## July

- Weekly face-to-face team meeting with manager (including Q&A):
- Strategic updates from HQ, and what this means for our team.
  - What's working, what's not, what are we learning?
  - Focus areas for coming week.
- Intranet stories – with option to personalise content: Accessible via mobile employee experience platform.
- Digital signage/kiosks:
- Key company-wide initiatives and/or local priorities.
  - Q2 highlights.
  - Q3 priorities.
- Print (magazines, posters, leaflets): Featuring frontline workers – what are they excited about for Q3?
- AMA with CEO: Accessible via mobile version of employee experience platform – available on demand.

## August

- Weekly face-to-face team meeting with manager (including Q&A):
- Strategic updates from HQ, and what this means for our team.
  - What's working, what's not, what are we learning?
  - Focus areas for coming week.
- Intranet stories – with option to personalise content: Accessible via mobile employee experience platform.
- Digital signage/kiosks: Key company-wide initiatives and/or local priorities – Q3.
- Print (magazines, posters, leaflets): Featuring frontline workers
- AMA with CEO: Accessible via mobile version of employee experience platform – available on demand.

## September

- Weekly face-to-face team meeting with manager (including Q&A):
- Strategic updates from HQ, and what this means for our team.
  - What's working, what's not, what are we learning?
  - Focus areas for coming week.
- Intranet Site-Specific Spotlight – highlighting the frontline workers at one operation: Accessible via mobile employee experience platform.
- Digital signage/kiosks: Key company-wide initiatives and/or local priorities – Q3.
- Print (magazines, posters, leaflets): Featuring frontline workers – what's been their highlight of Q3?
- Senior Leadership Team Roadshow (face-to-face) - Strategic Updates, Q3 Performance, Q4 Priorities, Q&A: Focus on featuring leaders closest to the frontline (Operations etc).

## October

- Weekly face-to-face team meeting with manager (including Q&A):
- Strategic updates from HQ, and what this means for our team.
  - What's working, what's not, what are we learning?
  - Focus areas for coming week.
- Intranet stories – with option to personalise content: Accessible via mobile employee experience platform.
- Digital signage/kiosks:
- Key company-wide initiatives and/or local priorities.
  - Q3 highlights.
  - Q4 priorities.
- Print (magazines, posters, leaflets): Featuring frontline workers – what are they excited about for Q4?
- AMA with CEO: Accessible via mobile version of employee experience platform – available on demand.

## November

- Weekly face-to-face team meeting with manager (including Q&A):
- Strategic updates from HQ, and what this means for our team.
  - What's working, what's not, what are we learning?
  - Focus areas for coming week.
- Intranet stories – with option to personalise content: Accessible via mobile employee experience platform.
- Digital signage/kiosks: Key company-wide initiatives and/or local priorities – Q1.
- Print (magazines, posters, leaflets): Featuring frontline workers.
- AMA with CEO: Accessible via mobile version of employee experience platform – available on demand.

## December

- Weekly face-to-face team meeting with manager (including Q&A):
- Strategic updates from HQ, and what this means for our team.
  - What's working, what's not, what are we learning?
  - Focus areas for coming week.
- Intranet – Yearly Frontline Employee Recognition Awards: Accessible via mobile employee experience platform.
- Digital signage/kiosks: Key company-wide initiatives and/or local priorities – Q4.
- Print (magazines, posters, leaflets): Special edition – Yearly Frontline Employee Recognition Awards, posters about winners.
- Senior Leadership Team Roadshow (face-to-face) - Strategic Updates, Q4 Performance, 2026 Priorities, Q&A: Focus on featuring leaders closest to the frontline (Operations etc).