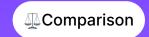




## Focus on the essential advantages and disadvantages of internal communication channels

Channel	The biggest advantages	The biggest disadvantages		
The personal dialogue	- Promotes personal relationship & trust - immediate feedback	- Inhibitions in conversations - not efficient due to difficult docu- mentation		
E-Mail	- universal - recording information and decisions	- Information overload possible - low effectiveness for urgent and time-critical communication		
Intranet	- Centrally bundled resources - uniform access supports standardi- sation	<ul><li>mostly only accessible as desktop version</li><li>no interaction options</li></ul>		
Social Intranet	- Promotes interactions - platform for informal exchange	- Complexity and excessive demands - updating problems		
Instant Messaging & Chat-Apps	- Direct collaboration in real time - fast feedback	- Information gaps, as archiving do- cuments is not possible - loss of information possible		
Schwarzes Brett	- Employees on site can be reached - central contact point	- No interaction options - updating problems		
Mitarbeitermagazin	- offers detailed insights - strengthens corporate culture through interesting articles	- Update problems - costs		
Mitarbeiter Apps	- All employees are reached - bottom-up communication	- may require familiarisation - personal exchange		





## Internal communication channels in comparison

Channel	User friendliness	2-way communica- tion	Actuality	Platform concept	Data protection & security	Measurability	Costs
The personal dialogue	V	_	V	_	V	X	V
E-mail	V	_	V	X	V	_	V
Intranet	×	×	×	_	V	X	_
Social Intranet	_	×	V	V	V	X	_
Instant Messaging & Chat-Apps	V	_	V	X	X	X	V
Notice board	V	×	×	X	V	X	V
Employee magazine	V	×	×	X	V	X	X
Employee apps	V	V	V	V	V	V	-