

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

Channel	The biggest advantages	The biggest disadvantages
The personal dialogue	<ul style="list-style-type: none"> <li>- Promotes personal relationship &amp; trust</li> <li>- immediate feedback</li> </ul>	<ul style="list-style-type: none"> <li>- Inhibitions in conversations</li> <li>- not efficient due to difficult documentation</li> </ul>
E-Mail	<ul style="list-style-type: none"> <li>- universal</li> <li>- recording information and decisions</li> </ul>	<ul style="list-style-type: none"> <li>- Information overload possible</li> <li>- low effectiveness for urgent and time-critical communication</li> </ul>
Intranet	<ul style="list-style-type: none"> <li>- Centrally bundled resources</li> <li>- uniform access supports standardisation</li> </ul>	<ul style="list-style-type: none"> <li>- mostly only accessible as desktop version</li> <li>- no interaction options</li> </ul>
Social Intranet	<ul style="list-style-type: none"> <li>- Promotes interactions</li> <li>- platform for informal exchange</li> </ul>	<ul style="list-style-type: none"> <li>- Complexity and excessive demands</li> <li>- updating problems</li> </ul>
Instant Messaging & Chat-Apps	<ul style="list-style-type: none"> <li>- Direct collaboration in real time</li> <li>- fast feedback</li> </ul>	<ul style="list-style-type: none"> <li>- Information gaps, as archiving documents is not possible</li> <li>- loss of information possible</li> </ul>
Schwarzes Brett	<ul style="list-style-type: none"> <li>- Employees on site can be reached</li> <li>- central contact point</li> </ul>	<ul style="list-style-type: none"> <li>- No interaction options</li> <li>- updating problems</li> </ul>
Mitarbeitermagazin	<ul style="list-style-type: none"> <li>- offers detailed insights</li> <li>- strengthens corporate culture through interesting articles</li> </ul>	<ul style="list-style-type: none"> <li>- Update problems</li> <li>- costs</li> </ul>
Mitarbeiter Apps	<ul style="list-style-type: none"> <li>- All employees are reached</li> <li>- bottom-up communication</li> </ul>	<ul style="list-style-type: none"> <li>- may require familiarisation</li> <li>- personal exchange</li> </ul>

# Internal communication channels in comparison

✓ = good   — = average   ✗ = bad

Channel	User friendliness	2-way communication	Actuality	Platform concept	Data protection & security	Measurability	Costs
The personal dialogue	✓	—	✓	—	✓	✗	✓
E-mail	✓	—	✓	✗	✓	—	✓
Intranet	✗	✗	✗	—	✓	✗	—
Social Intranet	—	✗	✓	✓	✓	✗	—
Instant Messaging & Chat-Apps	✓	—	✓	✗	✗	✗	✓
Notice board	✓	✗	✗	✗	✓	✗	✓
Employee magazine	✓	✗	✗	✗	✓	✗	✗
Employee apps	✓	✓	✓	✓	✓	✓	—