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?

3. **Internal Relationships**
   What are employees' expectations of HR and what type of relationship do you need to foster?

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?

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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