

Internal Communications Improvement: Staff Newsletter Engagement & Redesign

Overview

Led a review of the internal Staff Newsletter to assess engagement, accessibility, and usability, following gaps in baseline readership analytics prior to implementation of tracking tools. The initiative combined survey feedback analysis with early engagement polling to inform redesign priorities and establish a foundation for ongoing measurement.

Context & Challenge

Prior to implementing structured tracking, newsletter readership data was limited. To establish a baseline, an October 2023 pulse poll was conducted alongside a broader feedback review.

The poll results indicated:

- 64% of staff read the newsletter regularly
 - 33% read it sometimes
 - 2% do not read it
- (n = 120 / 250 respondents)*

Despite moderate engagement, qualitative feedback highlighted significant barriers to usability and relevance, including:

- Excessive length and information overload
 - Readability issues (small font size, low contrast text, accessibility concerns)
 - Limited mobile/tablet usability
 - Broken or poorly functioning links (particularly in PDF format)
 - Lack of clear distinction between internal vs. corporate/government content
 - Visual accessibility issues (small or unclear group images)
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Key Insights from Staff Feedback

A July 2023 feedback survey reinforced that while staff valued the newsletter, it was not consistently user-friendly or targeted. Key content preferences included:

Most valued content types:

- Program updates and operational highlights
- Staffing updates and announcements
- RSBC events and engagement opportunities
- Work progress updates and initiatives
- Staff stories and human interest content

Additional desired content:

- Leadership updates and strategic vision from senior leadership
 - “Day in the life” style stories from leadership roles
 - Staff wellbeing, personal interest, and informal content
 - Industry and road safety news (local and global)
 - Learning opportunities and courses
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Actions Identified / Improvement Directions

Based on analysis, the following improvements were identified for implementation:

Format & Accessibility

- Reduce overall newsletter length with clearer structure and “TLDR” summary section
- Increase font size (minimum 12–14pt) and improve contrast for readability
- Improve mobile/tablet accessibility and layout design
- Enhance visual hierarchy with section highlights and clearer segmentation

Content Design

- Separate internal RSBC content from broader government messaging
- Introduce clearer categorization (e.g., updates, people, events, learning)
- Expand use of staff stories, human interest content, and leadership visibility

Digital Functionality

- Improve link usability (ensure full-page click functionality or alternative hosting solutions)
- Explore intranet integration of key content (e.g., events, job postings, announcements)
- Consider modular content reuse across intranet and communications channels

Engagement & Measurement

- Establish ongoing readership tracking and pulse surveys
- Reassess publication frequency (biweekly vs. monthly) based on engagement trends
- Continue iterative feedback loops with staff
- Introduce structured analytics reporting for leadership review

Outcome / Value

This initiative established the first structured approach to understanding newsletter engagement and user experience, shifting internal communications from static distribution to a feedback-informed, iterative model. It also created a foundation for ongoing measurement, accessibility improvements, and more targeted content strategy.