

# CCO Quick Guide: Closing Generational Gaps in Internal Communication Channels

Update your internal communications strategies to evolving generational needs.

Communication from direct managers remains a top preference for employees, but shifting generational behaviors are reshaping how other channels are used and valued. Use the data in this one-pager to understand how internal communications are shifting and adapt your internal communications channel strategies to evolving generational needs.

Mobile apps are now the primary channel for Gen Z, but older employees still rely on intranets.



## Channel preference by generation type:

Gen Z

Boomers/Gen X

All



Mobile apps



Intranet



Messaging apps

## Top 3 take-aways for chief communications officers:



Explore these additional complimentary resources and tools for communications leaders:

Webinar

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Guide

**Communications Leader's Guide to Reducing Information Overload**

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Tool

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