



		Reich- weite	Aktu- alität	Inter- aktion	Mess- barkeit	Story- telling	Medien- vielfalt	Standort- bezogen	Kosten
Offline - Kommunikationskanäle	Brief	●	●	●	●	●	●	●	●
	Versammlung	●	●	●	●	●	●	●	●
	Teamtreffen	●	●	●	●	●	●	●	●
	Persönliches Gespräch	●	●	●	●	●	●	●	●
	Schwarzes Brett	●	●	●	●	●	●	●	●
	Plakat	●	●	●	●	●	●	●	●
	Mitarbeiter-Event	●	●	●	●	●	●	●	●
	Mitarbeiter-Magazin	●	●	●	●	●	●	●	●
Online - Kommunikationskanäle	E-Mail	●	●	●	●	●	●	●	●
	Intranet	●	●	●	●	●	●	●	●
	Social Intranet	●	●	●	●	●	●	●	●
	Interne Social Media	●	●	●	●	●	●	●	●
	Messenger	●	●	●	●	●	●	●	●
	Online-Magazin	●	●	●	●	●	●	●	●
	Mitarbeiter-App	●	●	●	●	●	●	●	●
	Interner Corporate Blog	●	●	●	●	●	●	●	●
	Wiki	●	●	●	●	●	●	●	●
	Interner Newsletter	●	●	●	●	●	●	●	●
	Digital Signage	●	●	●	●	●	●	●	●
	Podcast / Videocast	●	●	●	●	●	●	●	●