

Some ideas to improve the use of noticeboards

Noticeboards are often thought to be the most passive and least significant means of sharing information in organisations, somewhere to display notices and social announcements, with a tendency to be a disorganised mess. However, if used well, we believe they can be a powerful employee communication channel. Try the following:

Responsibility – give specific people responsibility for organising notices, keeping them up-to-date, readable and tidy, controlling the layout and the type of information displayed

Location - the boards themselves must be in areas where the target audience will have easy and regular access.

Guidelines – be clear about what material is welcomed and who is responsible for updating etc.

Fit for purpose - material should be prepared specially for the boards and be visually interesting, informative and concise. Minutes of meetings or any other typewritten sheets running to several pages are unlikely to be read on the board. However, notices drawing attention to key points and where employees can find the full document would be ideal

Organising the information - use tape to section off subject areas – and give each a suitable heading - and use it to link notices to create more interesting displays. Avoid overcrowding.

Include a 'remove by date' – to help keep everything current and relevant – and inspire confidence in the readership

Layout - notices will only be read if they are interesting and relevant....

- Headlines will help gain attention and direct interest to specific areas
- Illustrations and humour will make notices more interesting - a standard range of illustrations can be developed to identify topics – pie and bar charts will help to explain financial information for instance
- Colour - perhaps use different colours for different subjects

Seek feedback - ask employees what they think of the boards and what they want to see there in future – and act on the feedback