

ARTIFICIAL INTELLIGENCE & EMPLOYEE COMMUNICATION 2025 DATA REPORT

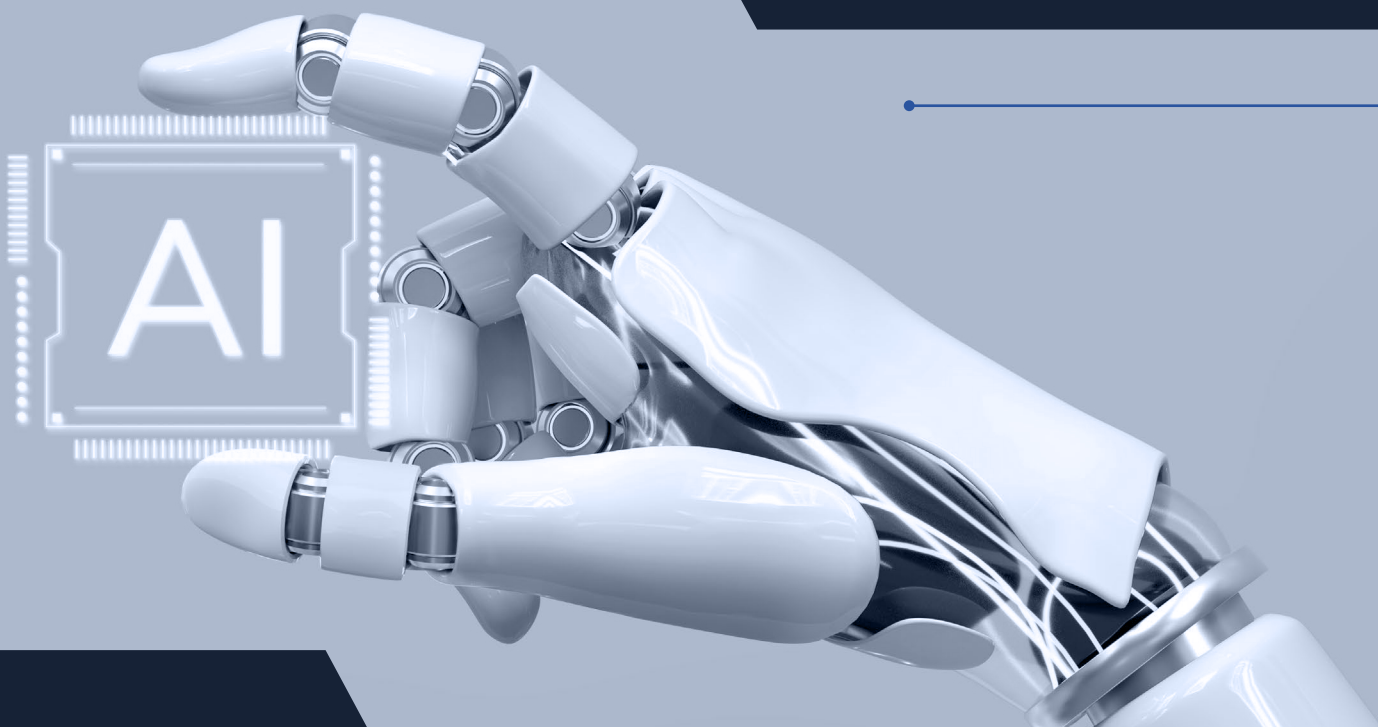


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Executive Summary

Summary

Now in its third-full-year of availability to the global employee communications community, AI has advanced its reputation as a valued tool to deliver efficiency. Our third annual global survey of communications shows that AI's role in engaging internal stakeholders remains largely defined by saving time and automating core tasks.

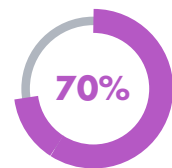
Asked to describe AI's value to employee communications, for the second consecutive year, professionals identified "efficiency" as the word of the year to describe their connection to it, followed by "automation" and "learning."

EFFICIENCY • AUTOMATION • LEARNING

Last year, "helpful" and "fast" were the second and third most entered words, so we are seeing a slight change in thinking where people talked more about the functionality of AI this year and not how it affected their jobs in 2024.

We've moved as a global community from dipping a toe into the AI waters in 2023 to diving into the deeper end this year. Arguably, we could say today that, "We're mostly all in." Only **2%** of those surveyed said they weren't using AI in any way with their employee communication efforts. In fact, **70%** now report using AI for employee communications (**35%** somewhat agree, **35%** strongly agree and the rest uncommitted).

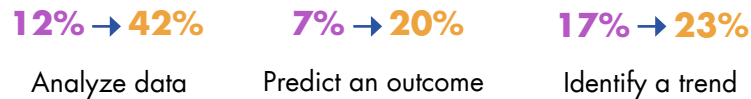
Communicators understand not only what AI delivers for the function, but what it requires more broadly for our organizations and internal stakeholders. Looking more broadly at how AI affects employees in their organizations, **78%** believe that AI requires significant change management communications in their organizations (compared to **74%** in 2024) and **81%** agreed that change management is a new competency for employee communications professionals to acquire (compared with **73%** in 2024).



70% using AI
for **employee
communication
efforts**

But there's more good news that goes beyond productivity and efficiency. While 2025 survey numbers show increasing use of AI for productivity, there is increasing use of the technology for more strategic applications, too. Between 2024 and 2025, the number of participants who reported using AI to analyze data rose from **12%** to **42%**; using AI to predict an outcome rose from **7%** to **20%**; and using AI to identify a trend rose from **17%** to **23%**. And the vast majority report they are using tools that are widely available, Co-Pilot for those on the Microsoft platform (for security and behind the firewall), and ChatGPT – its technology parent.

Participant's AI Use for Strategic Applications - Change from 2024 to 2025



As encouraging as this trend is, there is an important “need” communicators have identified to help them increase AI’s strategic application. Seventy-five percent said they believed they’d need to engage with machine learning to use AI in more strategic ways to solve business problems. The issue for almost half of us is learning how to use AI – with **48%** indicating so.

We’re seeing advances in leadership of AI within our organizations as well. The majority of survey participants this year said their companies had an AI policy (**62%** in 2025 vs. **45%** in 2024) and **48%** said their company was using AI for other business processes, but not communications at this time. An overwhelming **70%** of respondents said their company had them or someone from the employee communications function actively engaged in shaping how AI is being used. That’s a huge jump from the **45%** who said this in 2024.

There’s more work to do with leadership, as **44%** indicate that explaining AI’s value for employee communications to leadership is a significant issue. As a community, we’re looking for more business cases, practical case studies and ROI examples to do so.

The rest of the survey results in this annual survey report paint a picture of a discipline in transition. The increasing use of AI for efficiencies corresponds to increase intent to focus time savings on more strategic pursuits. We’re getting there slowly.

Methodology and Analysis



To learn more about the knowledge, attitudes, beliefs and usage of artificial intelligence by employee communicators, we created a **30-question survey** using Qualtrics. The survey questions took various forms, from 5-point Likert scales (strongly disagree to strongly agree), to open-ended and multiple choice. The first nine questions were related to demographics, to learn the makeup of the respondents.

The survey was sent out using a snowball sample via the researchers' networks on LinkedIn, as well as through personal invitations to communications professionals and teams in corporate, educational, government and agency organizations.

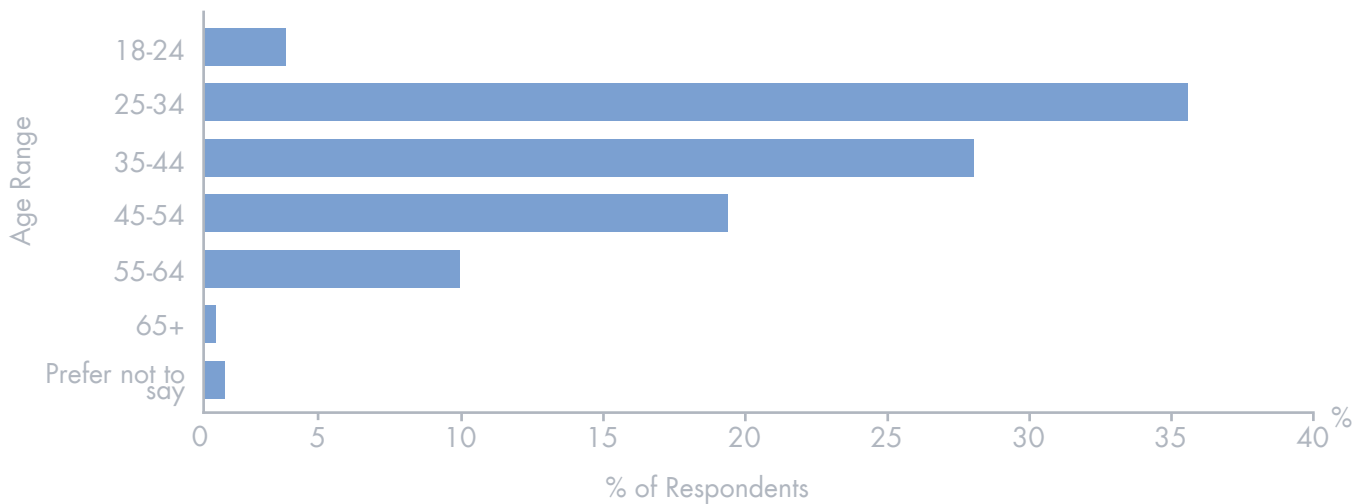
The survey was open for two weeks, launching on Sunday, February 15, 2025 and closing on Sunday, March 1. A total of **193** individuals completed the survey.

Due to the total number of respondents, data will only be shown for each question in the aggregate as providing responses based on gender, age, ethnicity or other demographic characteristics would not be statistically significant.

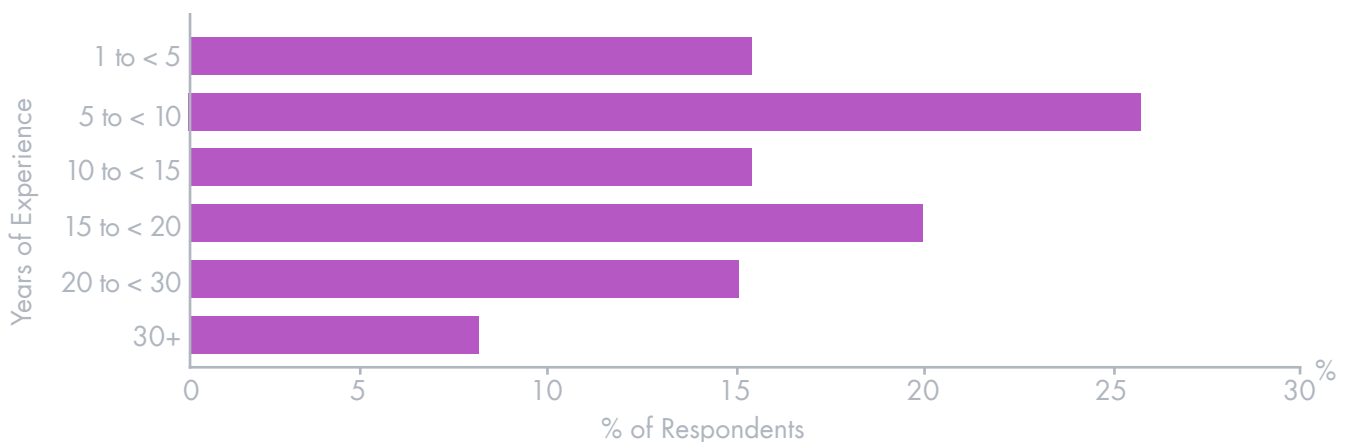
Survey Data Report

Demographics

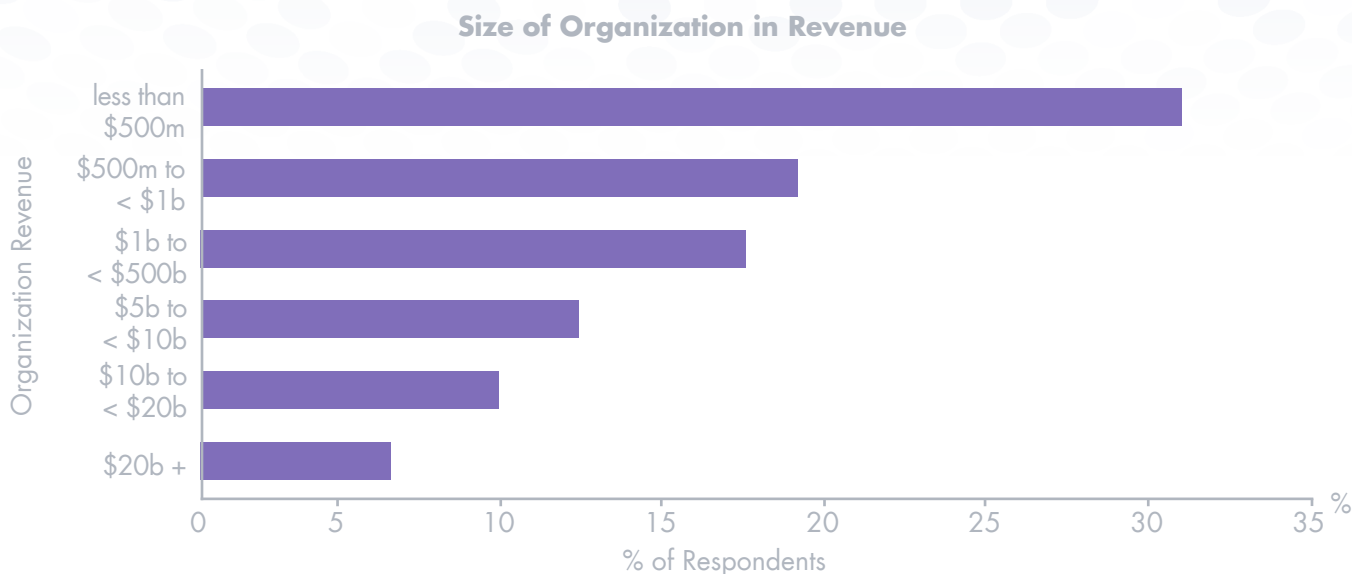
The pool of respondents was primarily made up of millennials (35% 25-34, 28% 35-44) and Gen X (20% 45-54, 10% 55-64), almost evenly split between male and female (male 46%, female 52%) and mostly white (61%).



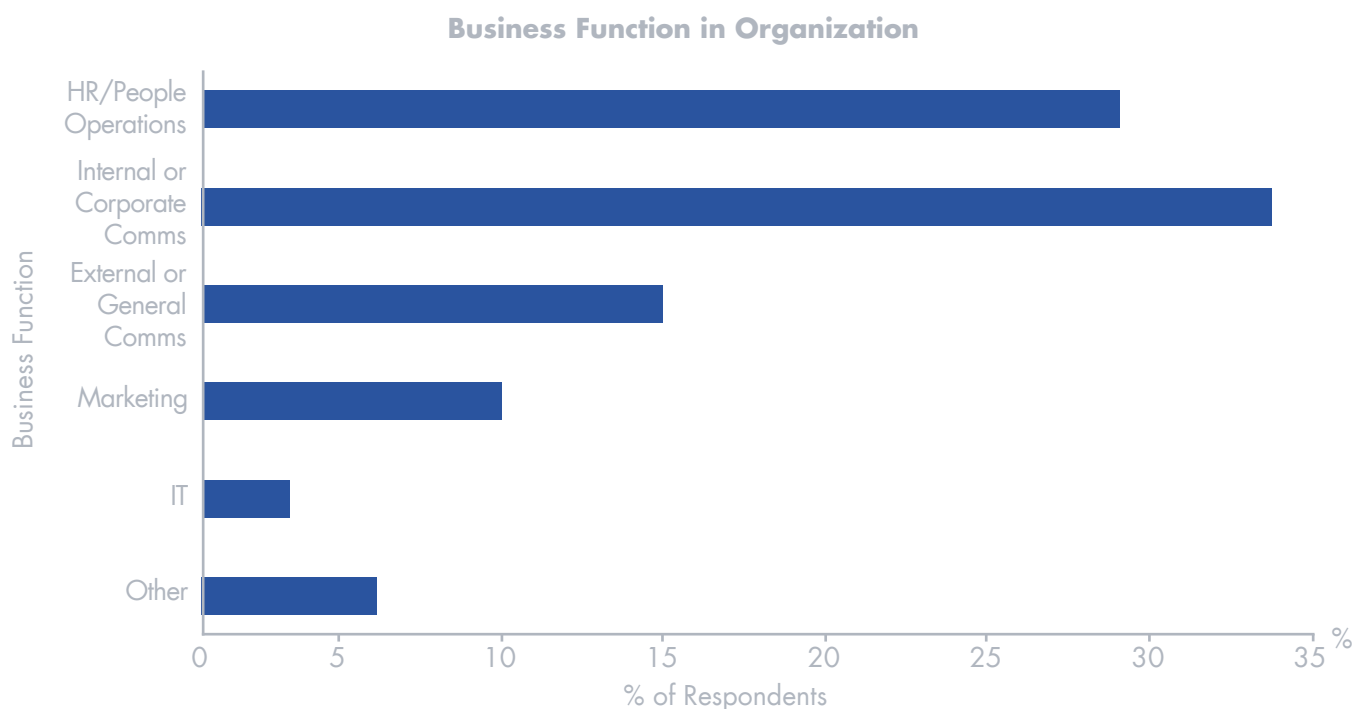
The range of experience as a professional communicator was split relatively evenly, although the majority had been working in this field for 5-10 years (26%), followed by 15-20 years (21%), 1-5 years (15.5%), 10-15 years (15.5%), 20-30 years (15%) and 30+ years (7%).



The size of the organizations in revenue our respondents worked for was primarily under \$500 million (31%), followed by \$500-\$1 billion (20%) and \$1-5 billion (18%). The size of the organizations (by number of employees) tended to be 0-500 (26%), followed by 1,001-5,000 (17%), 501-1,000 (16%), 5,000-10,000 (15%) and 10,001-30,000 (12%).

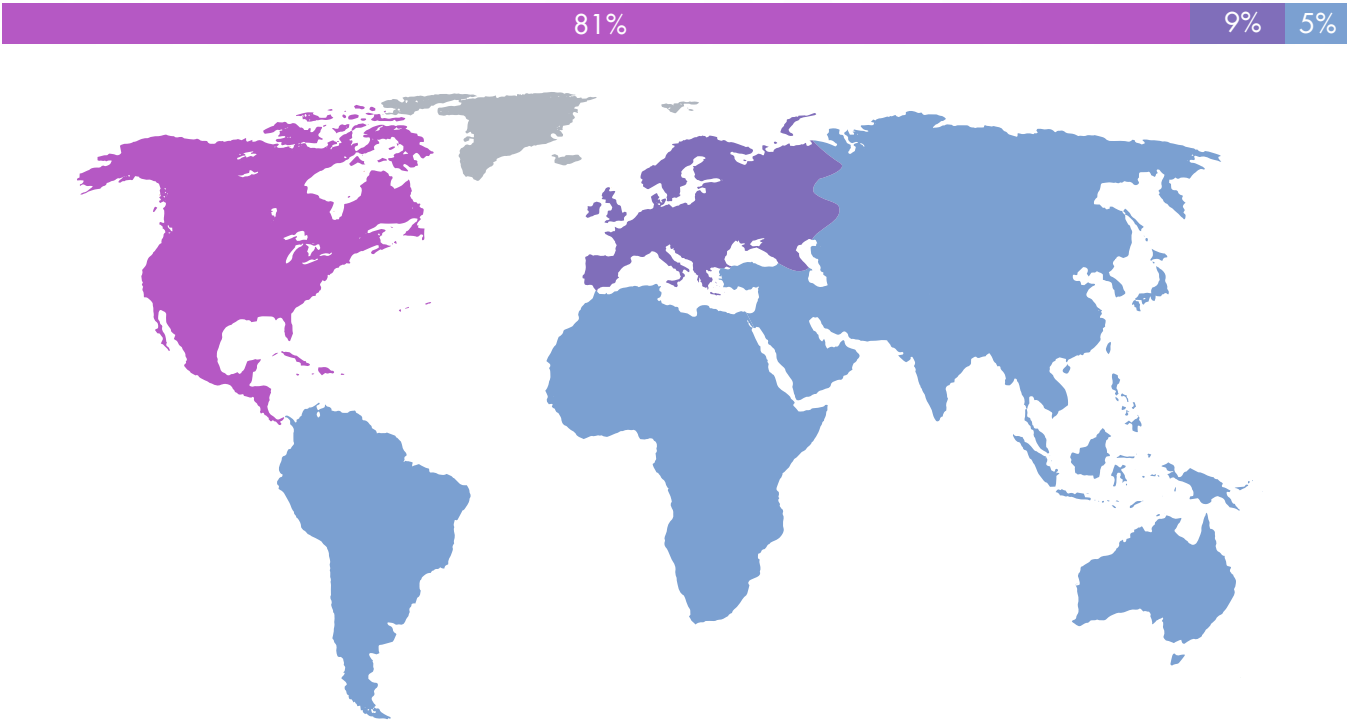


When asked which business function their departments were in, the majority were in corporate or internal communication (35%), followed by HR/people operations (29%), external or general communication (16%) and marketing (10%). The remainder were either in IT (4%) or another area (6%) such as research or operations.



Finally, respondents tended to be managers (41%), directors (22%) or VP-level (16%), with the remaining 21% being a nearly even split of C-level employees (11%) and non-managers (10%). Geographically, respondents were primarily from North America (81%), followed by Europe (9%), with five percent or less each from Asia, Africa, South America and Australia/Oceania.

Respondent Demographic % by Geographic Region



Feelings about AI

When asked the top three words that came to mind when thinking about AI, “efficiency” was the top word, the same as in 2024, with “efficient” as the second most popular. This year “automation” and “learning” were the next two most listed terms as compared with 2024 when “helpful” and “fast” were the second and third most entered words. This reflects a slight change in thinking where people talked more about the functionality of AI this year and not how it affected their job in 2024.

Related to this, our respondents were asked a series of Likert scale questions (strongly disagree to strongly agree) to learn more about their knowledge and feelings about AI. These questions showed continued comfort respondents had with AI along with more knowledge about both what it was and how it could be used compared with 2024.

In this round of questioning, respondents felt confident that they knew what AI was (**43%** somewhat agree, **47%** strongly agree), a vast majority had seen examples of how AI has been applied to business processes (**40%** somewhat agree, **44%** strongly agree) and had seen examples of how AI is being used for employee communications (**44%** somewhat agree, **34%** strongly agree). Additionally, most respondents believed that AI delivers value for employee communication efforts (**41%** somewhat agree, **35%** strongly agree) and most were currently using AI for employee communications (**35%** somewhat agree, **35%** strongly agree).

Skepticism of AI continued to drop in this year’s survey (**46%** disagree, **32%** agree, **22%** neither agree nor disagree) compared with the results in 2024 (**36%** disagree, **40%** agree, **24%** neither disagree or agree) and 2023 survey where **55%** agreed (**36%** somewhat, **19%** strongly) they were skeptical. Similarly, when asked if AI was good for society **61%** agreed with another **27%** neither agreeing nor disagreeing, showing that employee communicators generally feel positively about the technology. The data was almost exactly the same when respondents were asked if AI was the future of employee communication (**59%** agreed, **26%** neither agreed nor disagreed, **15%** disagreed).

When it came to concerns about whether AI would eliminate communications jobs respondents were somewhat evenly split with **32%** disagreeing, **26%** neither agreeing nor disagreeing and **42%** agreeing.

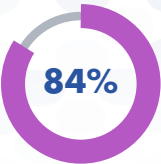
There is a strong belief that using AI to complete work assignments is ethical with **70%** agreeing (**44%** somewhat, **26%** strongly) with another **20%** neither agreeing nor disagreeing. This is a jump from the 2024 results when **59%** agreed (**42%** somewhat, **17%** strongly) with another selecting **20%** neither agree nor disagree.

AI and Competencies

In a battery of questions about competencies, it was very clear that AI is a new competency that professional communicators need to learn with **84%** agreeing with that statement. This is a decline from 2024 when **93%** agreed with the statement. This could be attributed to the belief that AI is no longer new to many respondents. Additionally, **78%** agreed that AI will require significant change management communications in their organizations (compared with 74% in 2024) and **81%** agreed that change management is a new competency for employee communications professionals to acquire (compared with 73% in 2024).

When it comes to an understanding of machine learning, **73%** agreed that they understood the concept and **75%** agreed that they believed they'd need to engage with machine learning to use AI in more strategic ways to solve business problems.

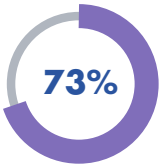
Survey respondents:



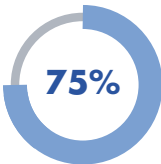
agreed that professional communicators will need to learn AI



agreed that AI will require significant change management comms



understand the concept of machine learning

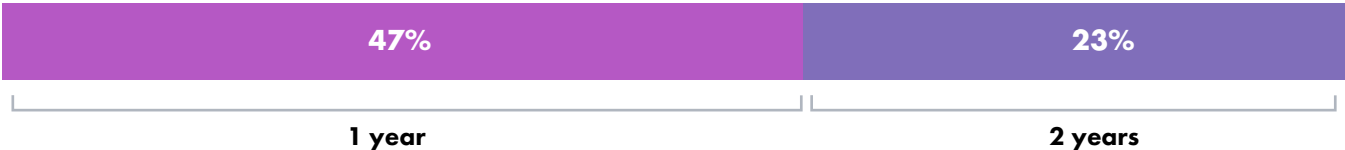


believe they'd need to use machine learning to use AI more strategically

Value of AI for employee communicators

When asked how long after starting to use it do you believe it takes for AI to deliver value for employee communications, respondents were more measured than in 2024. While the majority still believed value would come within the first year (**47%**) it was a marked decline from 2024 (**69%**). The percentage for the value within the first two years was the same this year with **23%** selecting that option.

How long will it take for AI to deliver value?



Participants were then provided with a list of 16 possible ways AI could provide value for employee communications, along with an option that “I don’t believe AI can deliver value for employee communications.” They could select all that applied to them. The top two responses this year were the same as 2024 with saving time drafting materials placing first (10% 2025 vs. 11% 2024) and saving time researching (9% 2025 vs. 10% 2024). However, the bulk of the responses were all within a few percentage points with the third most selected option being saving time drafting speeches (8%), saving time drafting blogs (8%), helping with content ideation (8%), saving time drafting news items for digital content (7%), saving time creating videos (7%), saving time creating podcasts (6.5%), saving time finding visuals or videos to support content in digital channels (6.5%), and delivering analytics/insights that they don’t currently receive (6%). It’s notable that like in 2024, no one (0%) said they didn’t believe AI could deliver value for employee communications.

Respondents were also asked an open-ended question, having them complete this sentence “AI can deliver value for me in my work by...” The key idea that arose from this, as in 2024, was the time that could be saved by using AI. Concepts like improving efficiency also were prominent in the responses.

“AI can deliver value for me in my work by...”



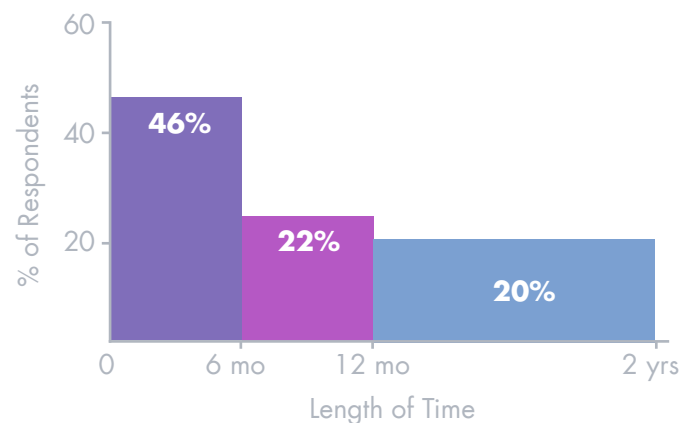
Potential of AI for employee communications

When asked about how AI could potentially be useful for employee communication for the individual or their company/organization, responses were almost identical to 2024 which also showed AI being used primarily for content generation (internal communication channels 13%, discussion guides for managers 13%, Q&A for key issues 13%, messaging documents 11%), along with more mundane tasks (executive summaries 12%, cover notes 10%). Additionally, 10% saw translating content into other languages as having potential and 10% said using AI to create video scripts. Only three respondents (0.26%) said “I don’t see AI being potentially useful to employee communicators.”

Current AI use among employee communicators

It was important to get a sense for what employee communicators were actually doing with AI. Respondents were asked when they expected to be using AI for employee communications and most said within the next year (**46%** in the next six months, **22%** 6-12 months). These were significantly lower than in 2024 (**58%** in the next six months, **32%** 6-12 months). Another **20%** said within the next 1-2 years (double that **10%** that answered this way in 2024). Only **5%** said they didn’t expect to be using AI in the foreseeable future, similar to the **3%** who selected this in 2024 and still far below the **17%** from 2023.

When do you expect to be using AI for employee communications?



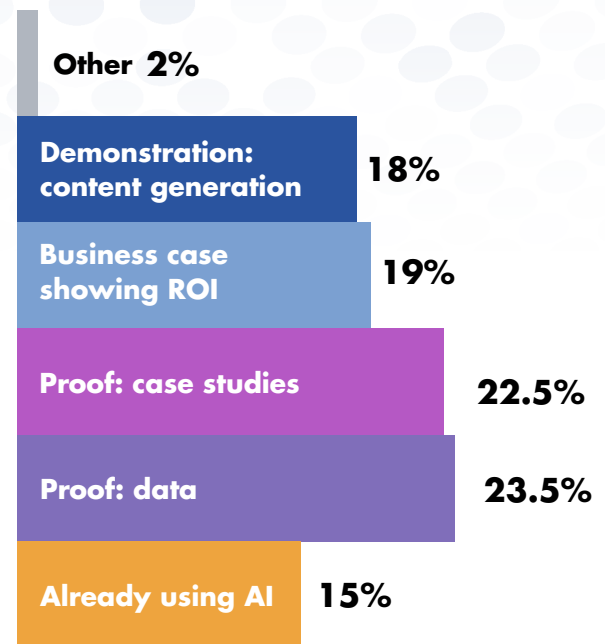
Digging into the hesitancy of AI usage, respondents were asked to select from four options to complete the statement *“In order for me or my organization to use AI for employee communications, I need...”* They could select all that applied, along with an “Other” option as well as a choice if they were already using AI for their work.

Among the six options, respondents were relatively split:

- Proof in the form of data that there is a measurable productivity benefit (**23.5%**)
- Proof in the form of case studies that show its practical use (**22.5%**)
- A business case that clearly shows return on investment (**19%**)
- Demonstration on AI for content generation in my business environment (**18%**)

Another **15%** said they were already using AI and only **2%** selected the “Other” option.

In order for my organization to use AI for employee communications, I need:



AI Policy in the Workplace

Related to this, respondents were asked about various aspects of AI from policy to generalizations of how AI was being used at their companies.

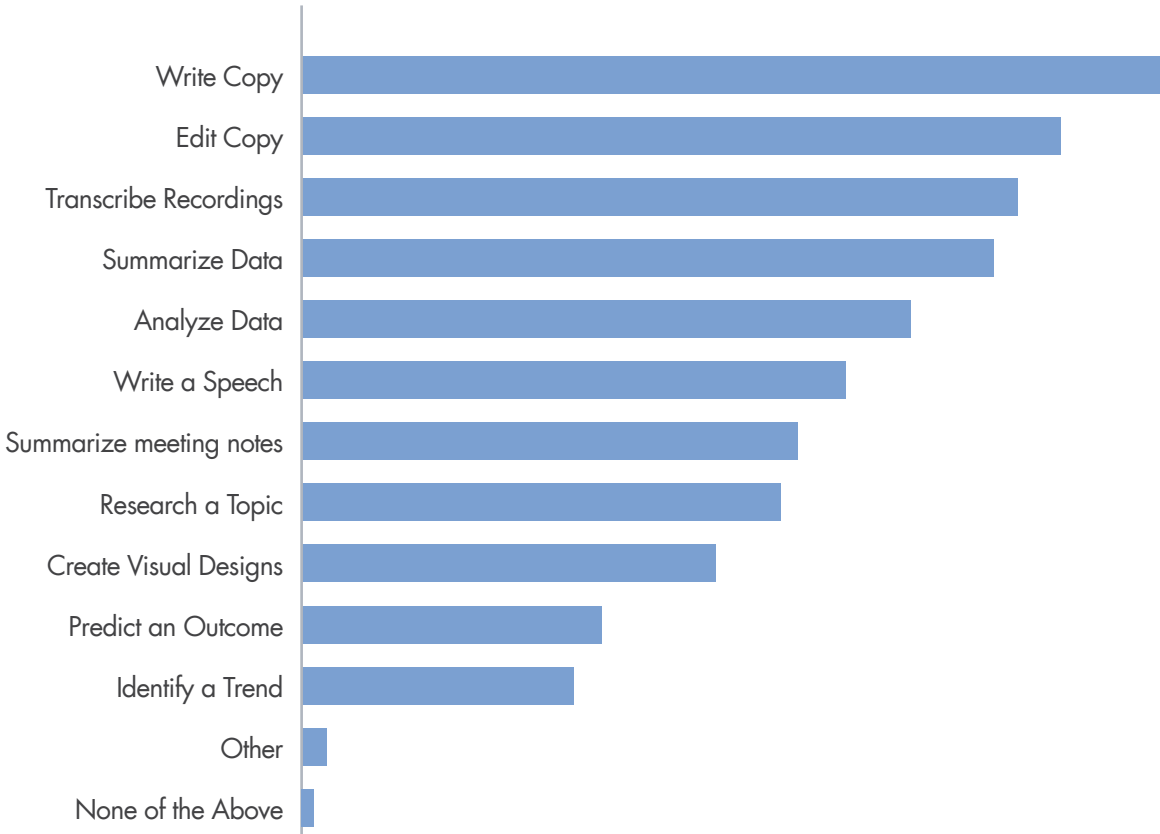
While some companies had policies forbidding the use of AI (**16%** forbid it), most of the other options had a clear result, unlike in 2023 when results were more split, or respondents were unsure. For example, **47%** said their organizations were using AI for HR purposes related to processes, transactions or compensation and benefits communication with another **34%** who were unsure. This year, **49%** had its own generative AI platform behind a firewall that could be used (compared with **31%** who didn't have one vs. **48%** from 2024). The majority this year said their companies had an AI policy (**62%** in 2025 vs. **45%** in 2024) and **48%** said their company was using AI for other business processes, but not communications at this time. In a bit of good news, an overwhelming **70%** of respondents said their company had them or someone from the employee communications function actively engaged in how AI was being used. That's a huge jump from the **45%** who said this in 2024.

As for what groups in an organization were part of the decision-making process when choosing AI products, there was a big change from 2024. This year, HR was tied for the top response with IT (both **24%**) whereas in 2024 HR wasn't in the top three. As with 2024, legal (**23%**) and security (**20%**) both placed highly.

To learn more about what tools/platforms they were using by name, respondents were provided a list of 12 options, including an "Other" option and "none of these." Based on those possibilities, it was clear that ChatGPT was dominant in the field with a little over **39%** using ChatGPT 3.5 or 4, although this was a drop from the **50%** who used the ChatGPT tools in 2024. Microsoft Copilot was selected by another **18%** of respondents, followed by GitHub (**9%**), customized GPT from my company (**7.5%**) and JasperAI (**6%**). No other option was being used by more than 4% of participants. A total of **7%** did select "Other" and among those the most popular write-in options were Google's Gemini and Claude, followed by MidJourney, Perplexity and Canva.

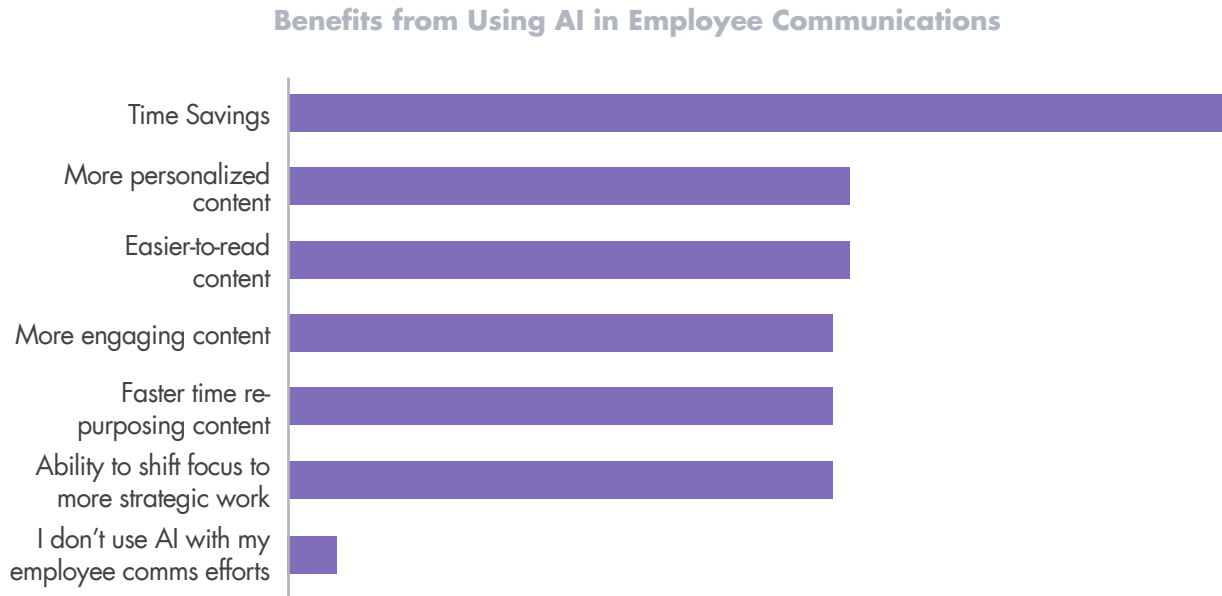
Respondents were also asked what issues or problems they had used AI tools to solve in the last six months. Of the 15 options provided, including "Other", several stood out – writing copy (**14%**), editing copy (**12%**) and researching a topic (**11%**), summarizing meeting notes/recordings (**11%**) and summarizing data (**10%**). Other notable responses were analyzing data (9%), transcribing recordings (**8%**), creating visual designs (**8%**) and writing a speech (**7%**). No other options that ranked above **5%**.

Reasons to Use AI to Solve Employee Communication Issues

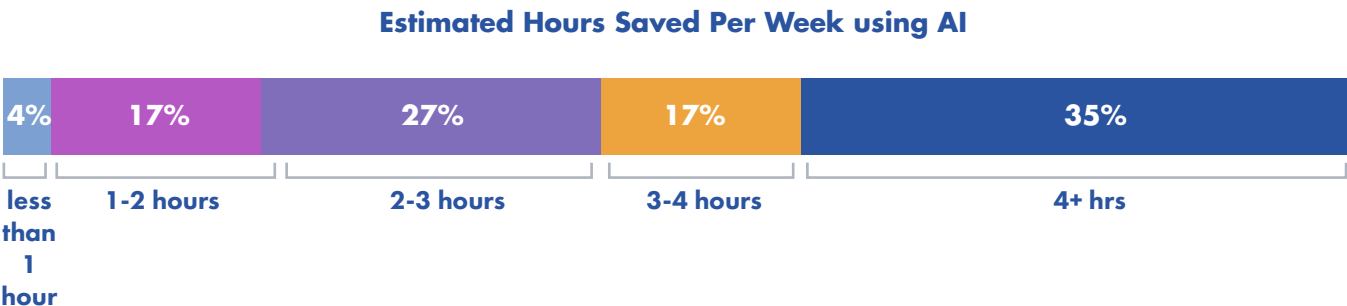


Benefits of AI in Employee Communications

The survey asked participants about the benefits they were seeing from using AI with their employee communication efforts. As one would expect, time savings was the top benefit (24%), followed by several other options that were bunched together: more personalized content (15%), easier-to-read content (15%), more engaging content (15%), faster time repurposing content across channels (14%) and ability to shift focus to more strategic work (14%). Only 2% said they weren't using AI with their employee communication efforts.



In a related question, respondents were asked how much time they estimated they were saving each week using AI. There were significant changes from 2024 showing that both more employee communicators are using AI as well as finding ways to use it effectively. This year, 27% were saving 2-3 hours and another 35% percent were saving 4 or more hours per week (21% 5+ hours and 14% 4-5 hours). This is a major change from 2024 when less than 6% were saving 4 or more hours per week. Other top responses were those saving 1-2 hours and 3-4 hours, each with 17%.



Respondents were also asked what tasks they were using AI for and given a list of 13 options where they could select any that applied, including “Other” and “I currently am not using AI for employee communications.” From this list, four uses stood out – ideation purposes (13%), delivering analytics/insights (12%), drafting news items for digital communication channels (12%) and drafting blogs (12%). Others that were notable were saving time finding visuals or videos to support content in digital channels (9%), creating videos (9%), creating podcasts (7.5%) and interviewing new employees (6%). No other option was selected at more than 4%.

Finally, we asked them to select from a list of 25 feelings based on this statement “When I think about using AI for employee communication, I feel...” Respondents could choose up to three words. From this list, the top response, same as 2024, was “Interest” at 18%. The word “Anxiety”, which topped the list in 2023 at 25% and dropped to 11% in 2024, continued to fall this year down to just 5%.

Barriers to AI adoption for employee communicators

Related to the barriers to using AI, participants were asked to complete a series of questions related to the statement “When thinking about using AI for employee communications, I struggle with...” The primary struggles for employee communicators were related to concerns about security (38% somewhat agree, 24% strongly agree) and accuracy (39% somewhat agree, 18% strongly agree). Affording the technology (33% somewhat agree, 21% strongly agree) was also an issue. Believing in the value AI could deliver was a struggle for employee communicators (25% somewhat disagree, 20% strongly disagree) and explaining that value to leadership (24% somewhat agree, 20% strongly agree) were also relative issues this year, along with learning how to use AI (28% somewhat agree, 20% strongly agree).

Additionally, when asked about blockchain, respondents primarily said they understood the technology (43.5% somewhat agree, 25% strongly agree), but didn’t personally support its use for paying full-time employees or freelancers, although a much lower levels of disagreement than 2024. This year 36% strongly disagreed with paying full-time employees in 2025 compared with 73% strongly disagreeing in 2024 and 33% strongly disagreed with paying freelancers in 2025 vs. 70% strongly disagreeing in 2024.

When asked about their primary concern with



Conclusion & Action Steps to Consider

Survey results can illustrate the state of what is, but they also can signal where to go. As a discipline in transition, our global community clearly is in a state of increasing adoption while needing to demonstrate its more strategic value.

Keep going—and growing—with productivity

There's no question that the lowest of the AI hanging fruit continues to be the plethora of existing and emerging applications that help us save time, be more creative, repackage and repurpose content, and increase our reach through automated translation and hyper-personalized content development. Given these are, and will continue to be, more easily accessible and cost friendly, employee communications professionals need to continuously explore, test and define the value for themselves and their organizations. North Star Communications' 2025 AI Landscape report – a yearly companion piece to this survey report – provides a comparative listing of those tools each year, and can be found at www.northstarcomms.com.

Find and Demonstrate Strategic Application

Clearly, demonstrating the strategic value of AI for internal stakeholder engagement is emerging as the next hill to take. It means that professionals will need to:

1

Engage more deeply in Machine Learning: exploring connections with Machine Learning Engineers, Computer Scientists and Data Scientists to pose “What if I need x?” questions.

2

Explore new partnerships with HR colleagues, IT partners and budget holders to define clearly how investments in AI for employee communications can solve a business problem, create a competitive advantage or capture an opportunity.

3

Articulate AI-related competencies specifically for employee communications. From prompt writing to data analytics and reporting to sentiment and custom sentiment analysis, our organizations will benefit from us thinking about the skills – and people – we need to identify and develop our specialized toolboxes, and before we're told to do so.

4

Attain change management skills and knowledge as we apply change management communications to how we “release” AI technologies into the wild of our own companies or organizations. Clearly, our survey results show we're aware of this need. The questions we must ask ourselves: “Do I know enough?” And “Am I keeping up with the demand for this skill set?”

5

As with productivity, our annual landscape paper will provide case studies to help. www.northstarcomms.com.

Extend our Leadership

While we're seeing a positive trend in employee communication representation with AI policy in this year's survey results, there's no question that what's ahead will take much more than showing up and contributing to discussions about AI use. This will include:

- Finding case studies that clearly show the ROI on AI's strategic application with internal audiences for communication.
- Delivering and executing our own internal communication AI strategies, and reporting on the results that demonstrate ROI.
- Ensuring governance – whether it's in place or still needs to be created – is a living, breathing mechanism that constantly assesses, adjusts and innovates to adhere to culture, values, policy, law and ethics on the inside and outside of our organizations. With ongoing communicator concerns about accuracy, privacy, bias and other drawbacks that come with AI, it will be as important as ever to understand how technologies evolve – good or bad – and ride the rails with them in real time.
- Driving vigilance and partnership with Government Affairs professionals – so that, as the legal and regulatory landscape around AI changes (and it most clearly will), we retain a seat at the proverbial table to ensure we fully understand what's happening, and represent the needs of internal stakeholders when changes are considered.

This trio of AI priorities – Productivity, Strategy and Leadership – continues to define the risk, the opportunity and the future of AI for employee communicators, and every communicator who wants to remain relevant as the largest technology wave in recent history reshapes both business, and communications.

Appendix A:

Survey question

Q3 What is your current age?

- 18 - 24 (1)
- 25 - 34 (2)
- 35 - 44 (3)
- 45 - 54 (4)
- 55 - 64 (5)
- 65 or older (6)
- Prefer not to say (7)

Q4 What gender do you identify with?

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to say (4)

Q5 What race/ethnicity do you identify with?

- White (1)
- Black or African American (2)
- American Indian or Alaska Native (3)
- Asian American (4)
- Hispanic/Latinx (5)
- Native Hawaiian or Pacific Islander (6)
- Middle Eastern/Arabic (7)
- Multiracial/multiethnic (10)
- Other (8) _____
- Prefer not to say (9)

Q6 How many years have you been a professional communicator?

- ☐ 1 to less than 5 years (1)
- ☐ 5 to less than 10 years (4)
- ☐ 10 to less than 15 years (5)
- ☐ 15 to less than 20 years (6)
- ☐ 20 to less than 30 years (7)
- ☐ 30+ years (8)

Q7 Which of the following best fits the role you are responsible for within your company?

- ☐ Internal communications (1)
- ☐ Employee communications (2)
- ☐ Communications (general) (3)
- ☐ Public relations (4)
- ☐ Human resources (5)
- ☐ Other (6) _____

Q8 What is the size of your company (in revenue)?

- ☐ Less than \$500 million (1)
- ☐ \$500 million - less than \$1 billion (4)
- ☐ \$1 billion to less than \$5 billion (5)
- ☐ \$5 billion to less than \$10 billion (6)
- ☐ \$10 billion to less than \$20 billion (7)
- ☐ \$20+ billion (8)

Q9 How many employees does your organization have?

- ☐ 0 - 500 (1)
- ☐ 501 - 1,000 (4)
- ☐ 1,001 - 5,000 (5)
- ☐ 5,001 - 10,000 (6)
- ☐ 10,001 - 30,000 (7)
- ☐ 30,001 - 50,000 (8)
- ☐ 50,001 - 100,000 (9)
- ☐ 101,000+ employees (11)

Q10 What is your level within your company?

- ☐ Non-manager (1)
- ☐ Manager (2)
- ☐ Director (3)
- ☐ VP-Level (4)
- ☐ C-Level (5)

Q11 What business function does your department sit in?

- ☐ HR/People Operations (1)
- ☐ Corporate or Internal Communications (2)
- ☐ External or General Communications (3)
- ☐ Marketing (4)
- ☐ IT (5)
- ☐ Other (6) _____

Q12 What geographical region do you work from?

- ☐ North America (1)
- ☐ Europe (2)
- ☐ Asia (3)
- ☐ Africa (4)
- ☐ South America (5)
- ☐ Australia/Oceania (6)

End of Block: IRB/screener block

Start of Block: Main question block

Q13 What are the three words that first come to mind when you think about artificial intelligence (AI) related to your work?

Q14 Please select your level of agreement/ disagreement with the following statements.	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I know what artificial intelligence (AI) is. (1)					
I have seen examples of how AI has been applied to business processes. (2)					
I have seen examples of how AI is being used for employee communications. (3)					
AI currently delivers value for employee communication efforts. (4)					
I am currently using AI for employee communications. (5)					
I am skeptical of AI. (6)					
AI is good for society. (7)					
AI is the future of employee communications. (8)					
I am concerned that AI will eliminate communications jobs. (9)					
It is ethical to use AI to complete work assignments. (10)					

Q15 Please select your level of agreement/ disagreement with the following statements.	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I believe AI is a new competency for professional communicators to learn. (10)					
I believe AI will require significant change management communications with my organization. (11)					
I believe change management is a new competency for employee communications professional to acquire. (12)					
I understand what machine learning is. (13)					
I believe I will need to engage with machine learning in order to use AI in more strategic ways to solve business problems. (14)					

Q16 How long after starting to use it do you believe it takes for AI to deliver value for employee communications?

- o Within the first year (1)
- o 1 to less than 2 years (2)
- o 2 to less than 3 years (3)
- o 3 to less than 4 years (5)
- o 4 to less than 5 years (6)
- o 5+ years (4)

Q17 In which of the following ways can using AI for employee communication purposes deliver value? (Select all that apply)

- ☐ Saving time drafting materials (1)
- ☐ Saving time creating podcasts (2)
- ☐ Saving time researching (3)
- ☐ Saving time creating videos (4)
- ☐ Saving time drafting blogs (5)
- ☐ Saving time drafting news items for digital communication channels (6)
- ☐ Saving time drafting speeches (7)
- ☐ Saving time finding visuals or videos to support my content in digital channels (8)
- ☐ Saving time translating content into different languages (16)
- ☐ Reducing need for future additional employees to create content (9)
- ☐ Delivering analytics/insights for me that I don't currently receive (10)
- ☐ Helping with content ideation (11)
- ☐ Assisting with the interview process for new employees (12)
- ☐ Creating smart contracts (13)
- ☐ Handling IoT (internet of things) security and data storage (14)
- ☐ I don't believe AI can deliver value for employee communications (15)

Q18 Which of the following AI platforms are you currently using? (Select all that apply)

- ☐ ChatGPT-3.5 (1)
- ☐ ChatGPT-4 (2)
- ☐ Five9 (3)
- ☐ GitHub (4)
- ☐ JasperAI (5)
- ☐ SoundbiteAI (6)
- ☐ Microsoft Copilot (11)
- ☐ Customized GPT from my company (12)
- ☐ Opera (7)
- ☐ AI Article Writer (8)
- ☐ Other (please specify) (9) _____
- ☐ None of these (10)

Q19 For which of the following have you used AI tools to solve an employee communications issue or problem in the last six months? (Select all that apply)

- ☐ Write copy (1)
- ☐ Edit copy (4)
- ☐ Create visual designs (5)
- ☐ Transcribe recordings (6)
- ☐ Summarize meeting notes/recordings (7)
- ☐ Summarize data (8)
- ☐ Research a topic (9)
- ☐ Write a speech (10)
- ☐ Analyze data (11)
- ☐ Predict an outcome (12)
- ☐ Identify a trend (13)
- ☐ Other (specify) (14) _____
- ☐ None of the above (15)

Q20 Please answer the following questions.	No (1)	Yes (2)	Unsure (3)
Related to HR, my employer is using AI for processes, transactions or compensation and benefits communications. (1)			
My employer is using AI for other business processes, but not communications at this time. (2)			
My organization has its own generative AI platform behind the firewall I can use. (4)			
My company has a clearly stated AI-use policy for all employees. (5)			
My company forbids the use of AI for my work. (6)			
I, or some from my organization's employee communications function, is actively engaged in shaping how AI is used in my company. (7)			

Q21 I expect to begin using AI for employee communications in the next...

- o Less than 6 months (1)
- o 6 months to less than 1 year (2)
- o 1-2 years (3)
- o 2+ years (4)
- o No time in the foreseeable future (5)

Q22 Please select from the following options to complete this statement:

"In order for me or my organization to use AI for employee communications, I need..."

(Select all that apply)

- o Proof in the form of case studies that show its practical use (1)
- o Proof in the form of data that there is a measurable productivity benefit (2)
- o A business case that clearly shows return on investment (3)
- o Demonstration on AI for content generation in my business environment (4)
- o Other (Please specify) (5) _____
- o I am already using AI for employee communications (6)

Q23 Please select from the following options to complete this statement:

"I can see AI potentially being useful for employee communication for me/my company/ organization in the following ways..." (Select all that apply)

- o Generating content for internal communications channels (digital and non digital) (1)
- o Creating discussion guides for managers (2)
- o Creating Q&A for key issues or business priorities (3)
- o Creating key messaging documents (4)
- o Creating cover notes (5)
- o Creating executive summaries (6)
- o Creating video scripts (7)
- o Translating content into other languages (10)
- o Editing approved content to meet different channel requirements (11)
- o Other (please specify) (8) _____
- o I don't see AI being potentially useful for employee communications (9)

Q24 In just a few words, please complete the following sentence that fits with your work situation.

"AI can deliver value for me in my work by..."

Q25 How are you using AI for employee communications currently? (Select all that apply)

- ☐ Creating podcasts (1)
- ☐ Creating videos (2)
- ☐ Drafting blogs (3)
- ☐ Drafting news items for digital communication channels (4)
- ☐ Drafting speeches (5)
- ☐ Saving time finding visuals or videos to support my content in digital channels (6)
- ☐ Delivering analytics/insights (7)
- ☐ Ideation purposes (8)
- ☐ Interviewing new employees (9)
- ☐ Smart contracts (10)
- ☐ IoT (internet of things) security and data storage (11)
- ☐ Other (fill in box) (12) _____
- ☐ I currently am not using AI for employee communications (13)

Q26 What benefits are you seeing from using AI with your employee communication efforts?

- ☐ Time savings (1)
- ☐ More engaging content (4)
- ☐ More personalized content (5)
- ☐ Easier-to-read content (6)
- ☐ Faster time repurposing content across channels (7)
- ☐ Ability to shift focus to more strategic work (8)
- ☐ I don't use AI with my employee communication efforts (2)

Display This Question:

If What benefits are you seeing from using AI with your employee communication efforts? = Time savings

Q27 In your position at work, how much time would you estimate you are saving each week using AI?

- ☐ Less than an hour (1)
- ☐ 1 hour to less than 2 hours (4)
- ☐ 2 hours to less than 3 hours (7)
- ☐ 3 hours to less than 4 hours (5)
- ☐ 4 hours to less than 5 hours (6)
- ☐ 5+ hours (8)

Q28 What groups in your organization are part of the decision-making process when choosing AI products? (Select all that apply)

- ☐ IT (1)
- ☐ HR (4)
- ☐ Security (5)
- ☐ Legal (6)
- ☐ Vendors (7)
- ☐ Other (2) _____
- ☐ None of the above (3)

Q29 Please select your level of agreement/ disagreement to the following statement: “When thinking about using AI for employee communications, I struggle with...”	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Understanding how AI can be used. (1)					
Believing in the value AI can deliver. (2)					
Selling the value AI can deliver to leadership. (3)					
Affording/budgeting to pay for AI. (4)					
Concerns about AI’s accuracy. (5)					
Concerns about AI’s security. (6)					
Learning how to use AI. (7)					
Concerns about whether AI can deliver a product or service that helps me. (8)					

Q30 When I think about using AI for employee communications, I feel... (Select up to three)

- ☐ Admiration (1)
- ☐ Adoration (2)
- ☐ Appreciation (3)
- ☐ Amusement (4)
- ☐ Anger (5)
- ☐ Anxiety (6)
- ☐ Awe (7)
- ☐ Awkwardness (8)
- ☐ Boredom (9)
- ☐ Calmness (10)
- ☐ Confusion (11)
- ☐ Craving (12)
- ☐ Disgust (13)
- ☐ Empathic pain (14)
- ☐ Entrancement (15)
- ☐ Excitement (16)
- ☐ Fear (17)
- ☐ Horror (18)
- ☐ Interest (19)
- ☐ Joy (20)
- ☐ Nostalgia (21)
- ☐ Relief (22)
- ☐ Sadness (23)
- ☐ Satisfaction (24)
- ☐ Surprise (25)

Q31 Please select your level of agreement/ disagreement with the following statements.	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I know what a DAO (decentralized autonomous organization) is. (1)					
I know what blockchain is. (2)					
NFTs are worthless for employee communications. (3)					
I understand what digital tokens are. (4)					
My company is using blockchain technology. (5)					
I am using blockchain for employee communications work. (6)					
I support using cryptocurrency to pay full-time employees. (7)					
I support using cryptocurrency to pay freelance employees. (8)					
I use smart contracts with freelance employees. (9)					

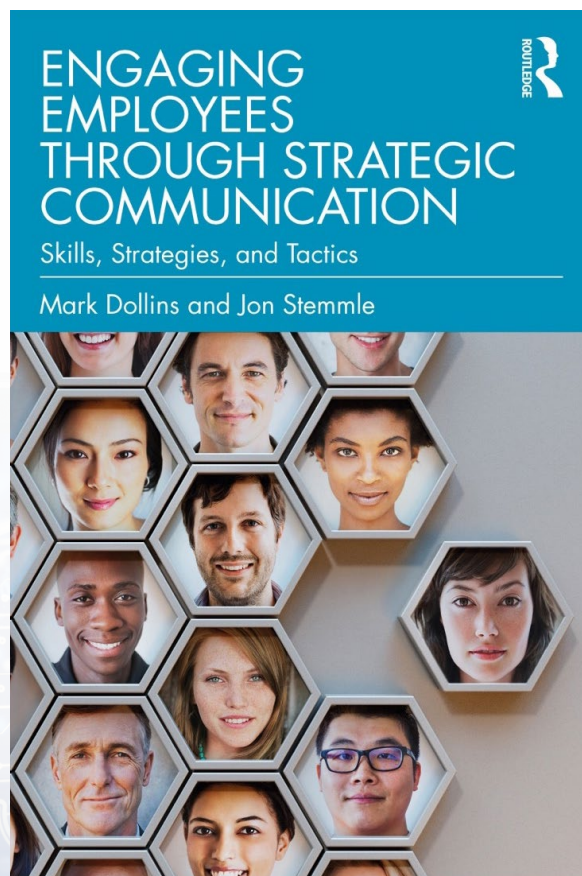
Q32 Please use one word or phrase to complete the following sentence: "My primary concern with using AI for employee communications is..."



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