

**New Report Now Available!**

peppercomm



INSTITUTE FOR  
PUBLIC RELATIONS

**SPECIAL REPORT:  
How Companies Are Engaging Employees During COVID-19**



# 8-out-of-10

said the **communication function** is “**very involved**”  
in communicating internally about COVID-19.

Special Report:

**How Companies Are Engaging Employees During COVID-19**



**55%**

said their company is not planning on laying off employees, but only **31%** have made a commitment not to do so in the future.

SPECIAL REPORT:

**How Companies Are Engaging Employees During COVID-19**



**Safety guidelines, COVID-19 updates, and new organizational policies and procedures** were the top three topics communicated to employees.

SPECIAL REPORT:

**How Companies Are Engaging Employees During COVID-19**





19%

of companies are communicating information focused on **diversity, equity, and inclusion** to their employees.

SPECIAL REPORT:

**How Companies Are Engaging Employees During COVID-19**



**Internal sources** and **federal agencies** were the top sources where communication executives were referring their stakeholders to for more information.

Special Report:

**How Companies Are Engaging Employees During COVID-19**



**Informal feedback** and **listening tools** were the top methods communication executives used to track internal communication, but nearly **1-in-4** were not tracking at all.

Special Report:  
**How Companies Are Engaging Employees During COVID-19**



The COVID-19 pandemic has had **positive outcomes** on **employee engagement, collaboration, and trust in companies**, but

**25%** have seen a **decrease**  
in **productivity**

Special Report:  
**How Companies Are Engaging Employees During COVID-19**





**61%**

of companies have **implemented initiatives to help external stakeholders** affected by COVID-19 and have engaged employees directly in these initiatives.

Special Report:

**How Companies Are Engaging Employees During COVID-19**



On average, **13%** of employees worked from home before COVID-19, compared to **77%** during COVID-19, and an estimated **23%** following COVID-19.

Special Report:  
**How Companies Are Engaging Employees During COVID-19**



**60%**

of respondents had **not started planning for the return** or did not know about return-to-office preparations.

Special Report:  
**How Companies Are Engaging Employees During COVID-19**

peppercomm



INSTITUTE FOR  
PUBLIC RELATIONS

**74%** of respondents had **not discussed any changes** to the physical work environment.

Special Report:  
**How Companies Are Engaging Employees During COVID-19**