



An unfiltered look at what's percolating now

Below are key themes that dominated corporate communications news in November 2024.

These insights feel especially timely as we reflect on the year in HAVAS Red's [2024 Word of the Year](#) and look ahead to the trends and priorities shaping next year, explored in our newly released [Red Sky Predictions 2025](#).

COMPANIES ARE RECALIBRATING PURPOSE IN A POLARIZED WORLD.

As the Trump administration reshapes the socio-political landscape in the U.S., companies are rethinking how they align their purpose with stakeholder expectations. [Axios](#) examined how regulatory pressures and shifting public sentiment are forcing corporate leaders to adjust their strategies while staying aligned with their core values. The [Financial Times](#) discussed the growing challenges of deciding when to engage on politically charged topics, with companies risking stakeholder alienation if they misstep. Meanwhile [PR Daily](#) highlighted how Chief Communications Officers (CCOs) are stepping up as trusted C-suite advisors, helping organizations navigate these complexities and align their purpose with both external and internal expectations. The role of CCOs has never been more critical, especially as companies face heightened scrutiny over ESG (environmental, social and governance) commitments — a topic further illuminated by coverage like [HuffPost](#)'s report on lawsuits targeting oil companies for their climate policies. Together, these insights emphasize how organizations are re-evaluating their purpose to respond to public expectations, regulatory shifts and evolving societal norms, all while maintaining stakeholder trust.

Bottom line: As discussed in HAVAS Red's [\(Re\)Defining Purpose](#) white paper, purpose must evolve to meet the realities of a polarized world. Communicators and marketers have a pivotal role in ensuring that strategies are authentic, agile and transparent. The growing influence of CCOs highlights their critical role in shaping these dynamics, balancing purpose-driven engagement with strategic adaptability.

THE CONVERSATION AROUND DEI CONTINUES TO EVOLVE.

Recent DEI (diversity, equity and inclusion) coverage reveals growing tension between maintaining meaningful efforts and responding to public and regulatory pressures. [Axios](#) highlighted how retail giant Walmart's decision to scale back its DEI policies impacts 1.6 million U.S. workers, underscoring the far-reaching implications of such shifts. [Fast Company](#) explored how these decisions reflect broader trends of reduced DEI prioritization, even as workplace inequities persist. [HR Dive](#) cautioned HR leaders about the growing risk of reverse discrimination claims, emphasizing the need for thoughtful implementation of DEI programs. Meanwhile [Forbes](#) illuminated the hidden costs of abandoning diversity initiatives, from lost innovation to reduced employee morale and retention. Finally, [Ragan](#) examined the future of DEI in a polarized environment, highlighting the need for more inclusive, actionable strategies that transcend politics and focus on measurable impact. Amid these challenges, a broader shift is underway: Many organizations are expanding their focus from traditional DEI goals to fostering a deeper sense of belonging. Belonging centers on creating environments where employees feel connected, valued and included—an approach that boosts engagement, talent attraction and retention.

Bottom line: As DEI evolves, the emphasis on belonging presents an opportunity to build stronger, more inclusive workplaces. By prioritizing engagement and connection, leaders can go beyond meeting targets to create lasting cultural and business impact. The business case for inclusivity remains as strong as ever, underscoring the importance of designing strategies that not only mitigate risks but also inspire trust, innovation and loyalty among employees and stakeholders.

BRANDS ARE NAVIGATING THE GREAT SOCIAL MEDIA MIGRATION.

Recent shifts in social media usage reveal a complex landscape where user migration and corporate engagement are evolving in distinct directions. Following the 2024 U.S. presidential election, platforms like Bluesky have experienced significant user influx, with reports indicating a 300% increase in daily active users, reaching 3.5 million, as examined by [Mashable](#). This surge is largely attributed to users seeking alternatives to X (formerly Twitter) due to concerns over content moderation and platform policies. Despite this apparent "X-odus," according to [Time](#), X also reported a 15.5% increase in new user signups on Election Day, highlighting that while some users depart, others are joining. In a related piece, [Digiday](#) discussed how several news publishers are diversifying their presence by exploring platforms like Bluesky while maintaining a foothold on X. Meanwhile [The Verge](#) explored Bluesky's rapid growth being indicative of the shifting landscape, but also underscoring the challenges of maintaining long-term user engagement. As brands navigate these trends, they must assess where their audiences are active and ensure their strategies are adaptable to platform-specific changes.

(cont.) **Bottom line:** The evolving social media environment requires brands to be agile and informed. Understanding the distinct behaviors of users and companies across platforms is crucial for effective engagement with consumers, business decision makers and potential talent. A diversified social media strategy can help navigate these shifts and ensure sustained connection with key audiences.

INTERNAL COMMUNICATIONS CAN HELP SHAPE THE FUTURE OF WORK IN 2025.

Internal communications are evolving to meet the challenges of a rapidly changing workplace, with trends focusing on employee engagement, advanced technology and empathetic leadership. A recent white paper by [LineZero](#) emphasized five critical steps to elevate the employee experience, including the integration of digital tools to foster connectivity, the importance of a unified platform for communications and creating a culture of continuous feedback. [Forbes](#) expanded on these themes, identifying trends set to disrupt workplaces in 2025, such as the rise of AI-driven personalization in communication and the growing emphasis on employee well-being as a cornerstone of engagement strategies. Similarly, a report by [PoliteMail](#) in collaboration with Ragan highlighted the growing issue of information overload, which is pushing organizations to adopt more streamlined and intentional communication practices. Together, these insights reflect a global shift towards more thoughtful, technology-driven and human-centered approaches to internal communications, equipping organizations to navigate the complexities of the modern workplace.

Bottom line: To stay ahead in 2025, communicators must focus on fostering connection and belonging through personalized, tech-enabled and empathetic strategies. A thoughtful internal communications plan can help align employees with organizational goals while maintaining engagement and morale.

SOCIAL MEDIA INFLUENCERS ARE CHANGING HOW WE CONSUME NEWS — AND TRUST INFORMATION.

Recent research by the [Pew Research Center](#) revealed that 1 in 5 Americans, including 37% of adults under 30, regularly obtain news from social media influencers. These "news influencers" are individuals with substantial followings who frequently discuss current events and civic issues on platforms like X, Instagram and TikTok. Notably, about 77% of these influencers lack formal journalism backgrounds, raising concerns about the reliability of the information they disseminate.

(cont.) [CNBC](#) also noted that this shift in news consumption is driven by convenience, as social media's ability to deliver information directly to users' fingertips has made it an accessible and habitual source. However, this convenience often leads to over-reliance on algorithms, which amplify similar content without verifying its credibility. Complementing these findings, [The Guardian](#) highlighted that 60% of online content creators do not verify the accuracy of their information before sharing it, underscoring the urgent need for fact-checking training among influencers to mitigate the spread of misinformation. These developments indicate a significant shift in news consumption patterns, especially among younger demographics, who increasingly turn to social media personalities for information.

Bottom line: The rise of social media influencers as news sources necessitates that communicators and marketers ensure the credibility and accuracy of information shared through these platforms. Collaborating with well-informed influencers who prioritize fact-checking can help maintain public trust and effectively engage target audiences.