

5 Unique Ways to Use Emojis at Work

About: Once thought of as unprofessional, emojis are becoming a normalized and successful way to improve business communications with team members and customers.

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*Includes 5
creative tips
too!*

What are emojis and why are they powerful?

“An emoji is a pictogram, logogram, ideogram or smiley embedded in text and used in electronic messages and web pages. The primary function of the emoji is to fill in emotional cues otherwise missing from typed conversation.” Wikipedia

Because emojis are processed by the brain as non-verbal information, it gives the power to enhance the message of whatever you're trying to convey. This is especially powerful when working remotely or selling to customers digitally.

92%

92% of the online population
uses emojis daily

ADWEEK

10 billion

Over 10 billion emojis are sent
each day.

 Brandwatch

3 reasons to encourage your team to use emojis

The shift to remote & hybrid work has required us to become professional at informal written communication. Why? To prevent miscommunication, of course!

01

We have an international team and emojis (happiness, sadness, etc.) are universal. 🌍

02

You can connect to your team on an emotional level (emojis are meant to convey feelings after all). 🧡

03

It makes work more fun, casual...real. We use emojis outside of work – why wouldn't we use them at work? 🐱🐱

Fun Fact: The most popular emoji is 😂

Keep scrolling to learn

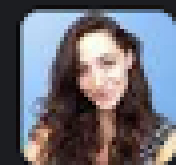
5 unique ways + 5 tips on how to use use emojis at work

Sometimes a message with a positive emotion (heart, smiley, sparkles, etc.) can make a big difference in internal and customer culture!



1. Emojis as a voting system

Emojis are a great way to vote on questions! For example, thumbs up and down emojis can be used to answer simple yes or no questions.

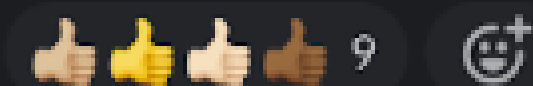


Lee Rubin (she/her) 10:55 AM

I saw one of the SOP/notion pages Games Teams made and they made that page "The Simpsons" themed and it made me think maybe other SOP/Notion Pages can have themes too to make it a bit more fun? Also maybe 'memorable' for those who have more of a visual memory.

Vote 👍 if you like it or 👎 if you don't.

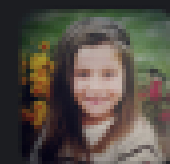
@kay FYR



Tip: If you don't have pay for an internal polling tool, this is a great hack.

2. Emojis as a “got it/read it system”

Have employees confirm updates with emoji reacts. To make it a little extra fun, we like to add little icebreaker prompts, like 'emoji react with your Monday mood to confirm you've read this.'



delaney 12:35 PM

@channel as a heads up! some of the common TEs you use may be moving folders this week and you'll see some of those new folders already in your textexpander app. the short codes and use cases **have not** changed though so i don't see this impacting your day to day. matt will be giving you an update when this is all complete so you can disregard for now and keep using TE as you do -- just wanted to give you a warning in case anyone does indeed search by folder. lmk if you have any questions/concerns in the meantime!

emoji react with your monday mood so i know you saw this! ❤️



Tip: You can standardize the meaning of certain emojis so they can stay consistent.



Done



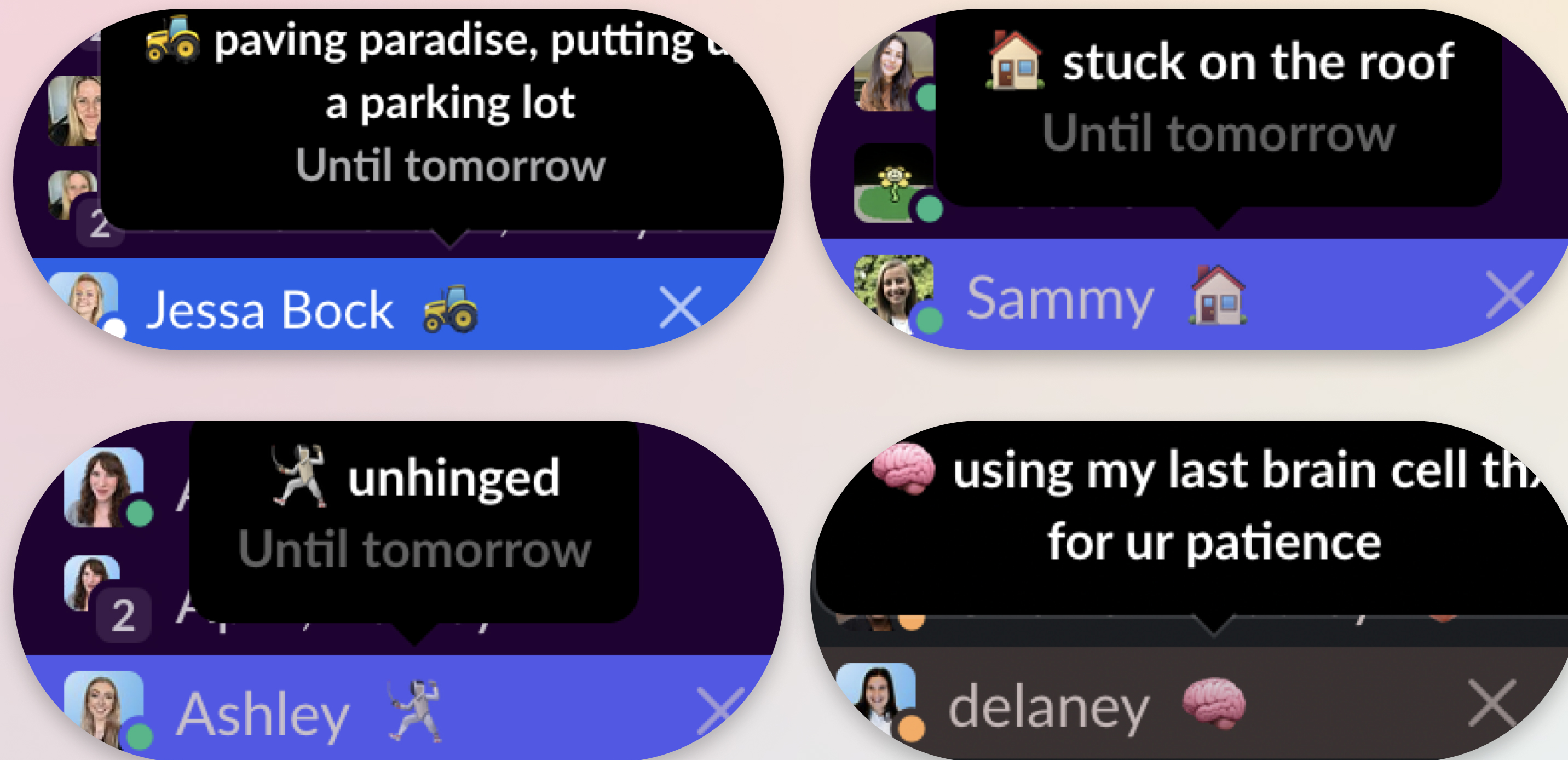
Seen



Lets jump on a call

3. Emojis as Slack statuses

You can create an internal emoji language guide, assigning key meanings to certain emojis. (i.e., if someone's status is the coffee emoji, it means they're on a short break!) Or you can just get a little silly with it, too.



Tip: Let your team turn their pets and silly screenshots into emojis.

4. Use emojis as a check-in system!

Emojis...emote! Use them to gauge people's feelings on small process changes or as a quick way to check in before meetings. It's especially great for all-hands meetings, where everyone may not have a chance to speak.



matt 🖥️ 4:31 PM

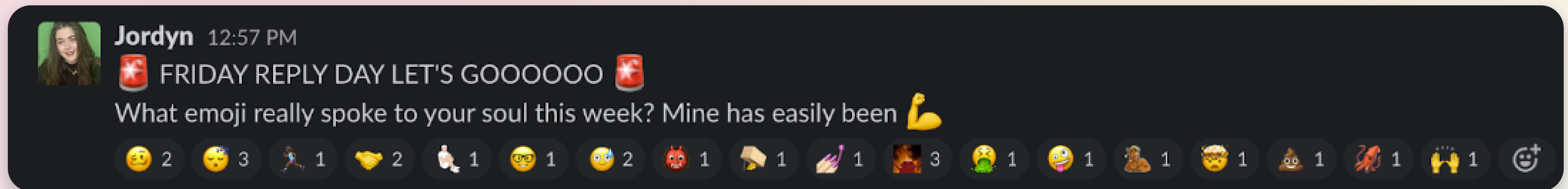
In the last 30 minutes of the day ... initial thoughts on the Intercom changes and how we're feeling
express yourself with emoji reacts



Tip: You can import new emojis of your choice and find new ones to express yourself on Slack [here](#).

5. Or even as a simple icebreaker, where you ask people to react to a question with an emoji!

Emojis are another way for your team to express themselves. We love incorporating them into icebreaker questions for that reason!



Tip: Here are some other examples!

“Pick one you can’t live without ☕ or 🍵”

”It’s the end of the world. Who did it? 🧛 or 🧟”

Which one would you rather receive? 🤔

“I’m feeling ok”

vs.

“I’m feeling ok 😊”

“I can’t figure out how to do XYZ. Can you help me?”

vs.

“I can’t figure out how to do XYZ 🤪.
Can you help me? 😄”

“Great work team”

vs.

“Great work team! 🚀🚀🚀”

70% of people believe the images express
their feelings better than words.

statista 

Light feedback is another area where you can use emojis!

Feedback ideally should always be given on the phone so there is full tone and context, but when things move fast, you may not always have the time. If you need to give light feedback and want to communicate it quickly, use the following to ensure “all is good, just take the feedback and let's continue crushing the day”:

- “Heyyy. How’s it going? Super quick note...[insert feedback]..... “thank you!!! 🙏”
- “Next time can we ...? 💖”
- “...Not a big deal at all! Just wanted to make sure we’re on the same page for next time 💪”
- “What’s your thoughts on doing Next time? 🤔” or “What's your opinion on... 🤔”
- “💡 Do you think we can” or “💭 I thought maybe...”

Tip: Leaving things in question form helps make it interactive and ease the anxiety of receiving feedback without knowing someone’s tone. 🧘

A research study proved that negative feedback coupled with a positive emoji can lessen the blow of the bad news.

[Read more](#)

Final thoughts about emojis in a business setting:

With the right approach, emojis can wildly improve our day-to-day online communications. The generations that grew up with emojis are going to ensure it stays and the world's biggest companies not only invented it, but use it in their branding efforts. Isn't that reason enough to hop on the bandwagon? 🤪 We encourage you to try it out with a colleague near you.

Tip: If you don't think your boss isn't an emoji-person, share these stats with them and have a careful and thoughtful conversation around emoji usage around the office before introducing it.

“78% of people say that using emojis makes you more likeable.”



“Have a careful and thoughtful conversation around emoji usage around the office before introducing it; 39% of senior managers believe it's unprofessional. On the other hand, 15% of older professionals think emojis improve workplace communications, so emojis reputations are improving.”

business.com

“50% of young professionals see an emoji-using coworker as more fun, approachable, and kinder than colleagues who use text only.”



Thank you for reading! Please feel free to use this presentation internally and share it.

About the Author



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Co-Founder & CEO of Confetti

Lee Rubin is the co-founder and CEO at Confetti. Lee is a visionary culture leader with a decade of experience in B2B sales. She's one of the world's experts on remote event planning. She's helped tens of thousands of companies, including Google, Facebook and Microsoft improve their culture.



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PS: Lee's favorite workplace emoji

About Confetti

www.withconfetti.com

Our platform empowers you to quickly discover, plan and book an engaging team event from a catalog of exclusive experiences that optimize corporate culture and professional growth.

From team bonding games and happy hours, to edu-tainment style workshops and professional development trainings that cover soft skills & DE&I initiatives. Choose from hundreds of experiences and dozens of collections!

