What is internal communication (IC)?
Internal communication refers to the almost constant interactions within your organization that convey meaning. Therefore, internal communication encompasses both overt communication like meetings, memos etc. and more casual forms of communication such as gossip and body language.

How significant is internal communication?
IC is significant in any organization because it is the building block of the organizational culture. The organizational culture is the atmosphere of the organization based on its values, mission and work processes. When every member of the organization holds the same values, understands the work policies and procedures in the same way, and is focused on the same mission, the organizational culture promotes much more effective use of resources then under a culture that is more diffuse in its interpretation.

Benefit of internal communication?
- Employees can make more decisions themselves since they have the tools and knowledge to know the “right” decisions in line with the organization’s goals;
- Staff can identify better with the goals, mission and procedures of the organization, which can result in a sense of “making a difference” and increase effort and efficiency;
- Programs and departments share more resources and information resulting in less duplication of work and stronger impact as a whole organization;
- Day-to-day conflict can be reduced since a lot of conflict is the result of conflicting ideas on what is important to the organization.

Basic Principles of internal communication?
- Develop a long-term focus
- Identify clear values for your organization
- Define the specific goals for your internal communication strategy
- Use comprehensive, pervasive methods
- Be consistent in your messages

The Process of internal communication?
1. Taking a close look at your organization
2. Developing a strategy
3. Monitoring and evaluation

The Process of internal communication?
1. Taking a close look at your organization
   - What are your organization’s mission and goals?
   - What is your organization’s structure?
   - Who makes up your organization?
   - What characterises your organizational culture and internal communication?
   - What communication tools are used within your organization?
   - What are your internal communication needs?
   - How do you answer these questions?
The Process of Internal Communication?

2. Developing a strategy
- Determine your goal
- Determine your objectives
- Identify your key messages
- Define your audience
- Identify tools and tactics
- Develop an implementation plan
- Finalize your strategy

3. Monitoring, evaluation and updates
You may have completed and implemented your internal communication strategy, but that does not mean that your work is done and you can file your strategy away. As with any organization or communication strategy, an internal communication strategy requires continual evaluation and up-dates.

Tools and Tactics of IC

Tools and Tactics of IC

In-Person Communication

Advantages:
- It is personal, direct and conducive to two-way communication.
- Body language and other social conventions are visible.
- Fast in getting feedback from your audience.
- More informal and have more social aspects then many other forms.

Disadvantages:
- Audience must be physically present in one location.
- Time consuming
- Staff may not be honest - because they can not be anonymous and therefore may feel 'unsafe' and they may not want to loose face.
- Office politics can also often play a large role in in-person communication and can therefore provide additional complications to tactics that use this medium.

In-Person Communication

1. All staff meetings (if your organization is small).
2. Individual meetings (communicate sensitive issues).
3. Recognition program (Recognizing the contribution and achievement of staff).
4. Social events (Birthday celebrations, Shared Lunches & Friday afternoon social outings)

Printed Communication

Advantages:
- Easy way to communicate large amount of information.
- Audience can access in their own time.
- Long lasting communication.
- People can access whenever they are in the office.
- Can be posted in strategic locations to attract the maximum of attention.
- Can reach around the world, even to those who do not have access to internet and email.
- Printed communication plays in meeting legal requirements and other tasks such as contracts, invoices and accounts.
Tools and Tactics of IC

Printed Communication

Disadvantages:
➢ Printing and disseminating communication in print can be costly in any large quantity.
➢ Audience has the option to simply discard communication process as soon as they lose interest.
➢ A lengthy process and time consuming.
➢ Conducive to one way communication.
➢ Can carry more weight than more casual communication.
➢ Can have legal implications and can create issues of privacy.

Tools and Tactics of IC

Printed Communication

An ideal way to communicate information such as new staff, changes in policies and procedures, program updates and organizational developments.
In creating a newsletter the following questions need to be considered:
➢ What information will it include?
➢ Who is responsible for writing the content?
➢ Who is responsible for compiling and editing all the stories?
➢ How will you disseminate it?
➢ How frequently will it go out?
➢ Who will be responsible for approving the content?
➢ And many more...

Tools and Tactics of IC

Printed Communication

➢ Staff handbook – used as resource that staff can turn to when they have a question about the organization’s policies and procedures. It is a good tactic to use to ensure that staff are clear on their rights, entitlements and responsibilities, and can help ensure a smooth relationship between staff and the organization.
➢ Resource library.
➢ Notice board.
➢ Email
➢ Monthly or bi-weekly e-newsletter.
➢ Tele/video conferencing.
➢ Intranet/Website.