

Do you have an internal communications program?

Many companies devote almost all of their communications/marketing resources to EXTERNAL communications, that is, the customer facing communications like ads, press releases, and so forth. It seems like far fewer companies take the time to invest in INTERNAL communications.

Internal communications are the information exchanges you have with your internal audiences: your staff, board of directors, volunteers and any other group internally affiliated with your organization. Many companies communicate company news to employees via internal email or a staff meeting. There is nothing wrong with that, but perhaps you could do more.

An internal communications program should be:

Timely. Your staff should never find out about a company decision from outside sources.

Complete. Provide all the necessary details—more than you would provide the media.

Regular. Even if you have no major announcements, you should communicate with your internal audiences on a regular basis.

What kind of information should you share? Here are some ideas:

- Staff changes and promotions—including dismissals
- Company earnings and market reports
- Competitive information
- Any external communications: press releases, ads, blog posts
- News reports on your organization
- News reports on your field

- Calendar events
- Policies—including any changes

When your internal audiences know less about your organization than the general public you risk a downgrade in morale. Having a good internal communications program will keep your internal audiences informed.

If you do have an internal communications program, what is your preferred form of communication? If not, why not?