

Internal PR – The importance of communicating with your employees

Does internal communication play a role in your organization and day to day business practices? Does it matter to you if your employees are kept well-informed, are engaged and fully committed to the success of the business? Through strong internal communication practices, employees truly feel a part of the business and tend to dedicate themselves even more to making your business or organization a success.

Public relations and communications is all about building and creating an understanding between an organization and the general public through a variety of strategic tactics that aim to influence opinions. Effective internal communication is just as important as it helps to establish roles and responsibilities for employees and maintain organization and clarity within an establishment.

Not sure how? Let's take a look at why keeping employees informed benefits business. When keeping employees informed of latest business goals, up-and-coming products or services, employees feel involved and engaged in the process of daily work. Your employees are your ambassadors; they feel important that they are helping to make a difference.

Internal communication tools that work

Meetings – It is important to meet with your staff and share news face to face. It allows management to express important company information while allowing staff to ask questions.

Email updates and newsletters – Depending on the size of your organization, providing employees with weekly email updates or monthly newsletters demonstrates management's commitment to keeping staff informed at all levels. Newsletters can include company information, latest projections, new staff members and more.

Employee feedback – Instilling a formal employee feedback process through survey's and focus groups allows evaluation and continual measurements of successful employee communications.

Internal communications enhances the credibility of both the communication process and management's decisions. If employees feel like they can voice their opinions or concerns or ask questions in a comfortable environment, they have a tendency to continue working hard for you and contributing to your bottom line.

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