



Content – Internal Communications

External communications involve the interaction of an organization with the public, community organizations, clients, perspective clients nationally and internationally. But, internal communications involve connecting employees, managers and owners within an organization. A successful company or agency boasts successful communications: inter-departmental between employees in the same department and infra-departmental between employees of different departments. Communications include: memos, letters, instructions, notices, meeting and conference information, newsletters, articles, awards, announcements, orders and VIDEO!

A scriptwriter creates effective, original scripts for internal communications videos to: explain new processes, illustrate new policy, persuade and reduce resistance, encourage positive outcomes, change old ideas, support engagement.

According to political scientist and communications theorist Harold Lasswell, internal communications fall into four categories: PRINT, including magazines, newsletters, brochures; FACE-TO-FACE, including team meetings, conferences, round-table discussions, town meetings; WORKSPACE, notice boards, plasma and LCD screens, window decals.

The last category in Lasswell's breakdown is: ELECTRONIC, communications accessed through the computer, telephone, cell phone, television or other devices. Video communications scripted by a talented scriptwriter are transmitted by email, Intranet, video and webcasts, and DVDs. And, include: all-team meetings, training and e-learning, CEO messaging, safety training and video newsletters.

According to David Jackel, partner at Boston-based corporate video production company Shave Media says that employees will opt to watch a short video over reading a long document. Jackel says, "Video is a powerful tool for internal communications because it allows companies to engage with their entire organization through uniform messaging which is more compelling than an email. Recipients of internal communications videos are more likely to absorb a message than through traditional media.

Employees download corporate online videos to their computers and TVs, and stream the videos to smartphones, tablets, and iPads, so only videos with high-production value will keep the employee audience engaged and entertained.