



Content – Internal Communications (copy)

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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, and, often compliment video releases.

According to renowned 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, speeches; and WORKSPACE, notice boards, etc.

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 transmit by email, Intranet, video and webcasts. And include: all-team meetings, training—including safety training and e-learning, CEO and one-on-one messaging and e-newsletters.

Employees download intra-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.