

Strategic internal communication

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Abstract

Recent years have seen many changes in the communications environment, with new channels, such as social media, and new capabilities provided by advances in technology expanding the reach of our external communications. However, we must not forget the key role that internal communication can play: many external communication actions require good internal communication.

Internal communication has an important role to play in an organisation's strategic communication policy. Efficient internal communication benefits both staff and management by promoting two-way communication, empowering and engaging staff, helping them to understand their role in the institution, giving visibility to their work and getting them 'behind the message'.

Eurostat's internal communication section has developed a number of internal communication tools, many of which are linked to external communication tools. Eurostat's internal and external communication actions reinforce each other and present a consistent message, in line with the Commission's political priorities and Eurostat's mission and values.

This presentation will set out Eurostat's experience of the role of internal communication in strategic communications, and how it can complement and support external communication.

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