

Sage marketing advice

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INTERNAL PUBLIC RELATIONS - *Many times in our industry, firms are so busy putting the brand messages "out there" that we tend to forget the internal public relations opportunities to the firm's employees. Below are a few industry tips to help the marketing department become an effective link in internal communications:*

- Make it two-way – that means listening and acting on it too.
- Make it face-to-face as much as possible.
- Explain your vision, values and messages – so that staff understand how their own work and individual services or projects fit into the bigger picture.
- Make it interesting and focused – staff bombarded with emails will switch off. Plan your internal communications and be imaginative.
- Be honest – tell the bad news as well as the good news – say when you can't give the full picture making it clear when more information will be available.
- Involve managers – staff like to find out about issues that affect them from their managers.
- Tie it in with external communications – staff feel valued if they know important news as soon as possible. Don't make them read about it first in the local paper.
- Find out how your staff prefer to be communicated with.