

Inside out – communication strategies to engage internal audiences from the common room to the canteen

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Chair: Peter Anderson



A bit of background...

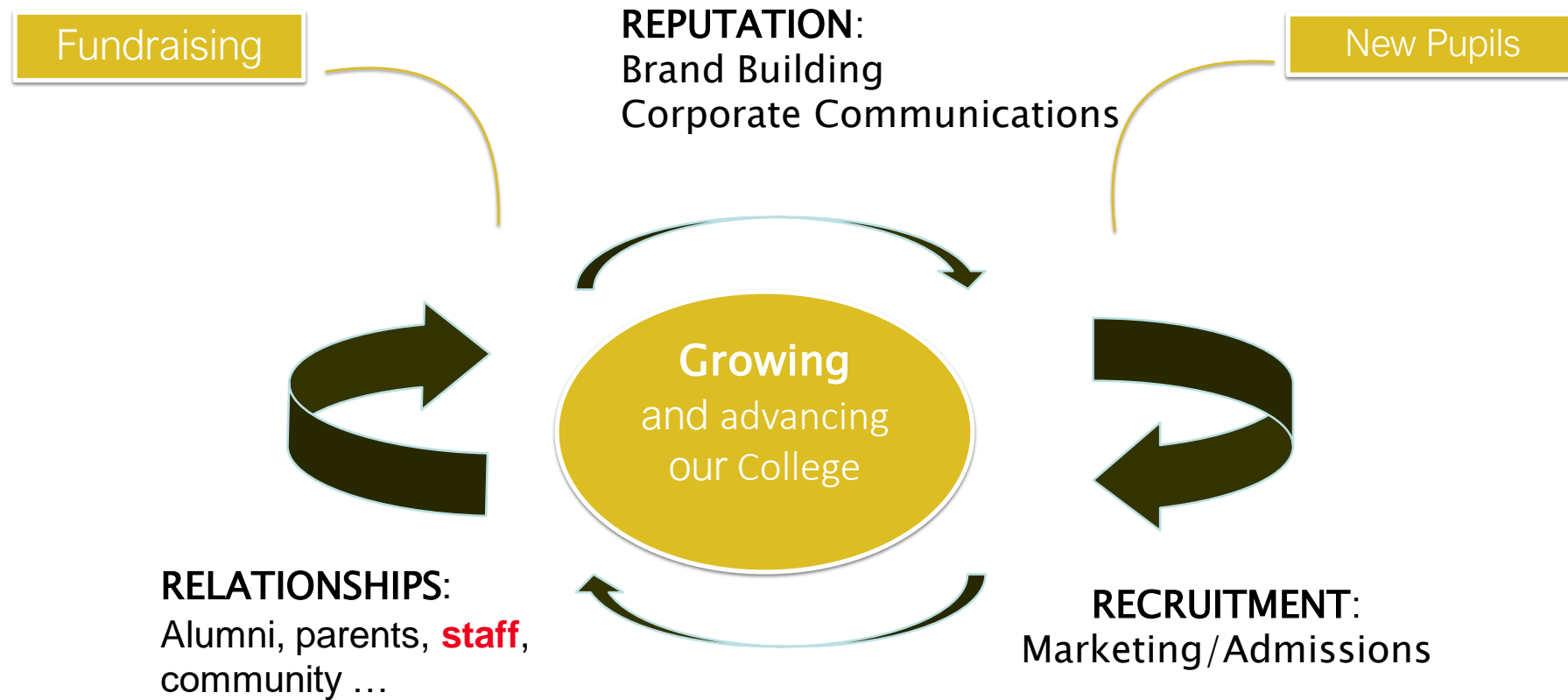
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Development Role



Internal Communications – The Theory

“The transmission of information between organisational members or parts of the organisation. It takes place across all levels and organisational units of an organisation.”

Internal Communications – The Reality

In other words...

...talk to each other!



‘Schools are different...

... the same principles apply.’

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Internal Communications

Staff Audiences

Teaching:

Head,
Senior Leadership Team,
Heads of Department,
Departments,
Common Room

Non Teaching:

Classroom assistants, Dev
Office, Facilities, Estates,
Buildings, Bursar's Office,
Canteen, Security, House
Mothers, Gappies
FoH



One team working towards a common goal

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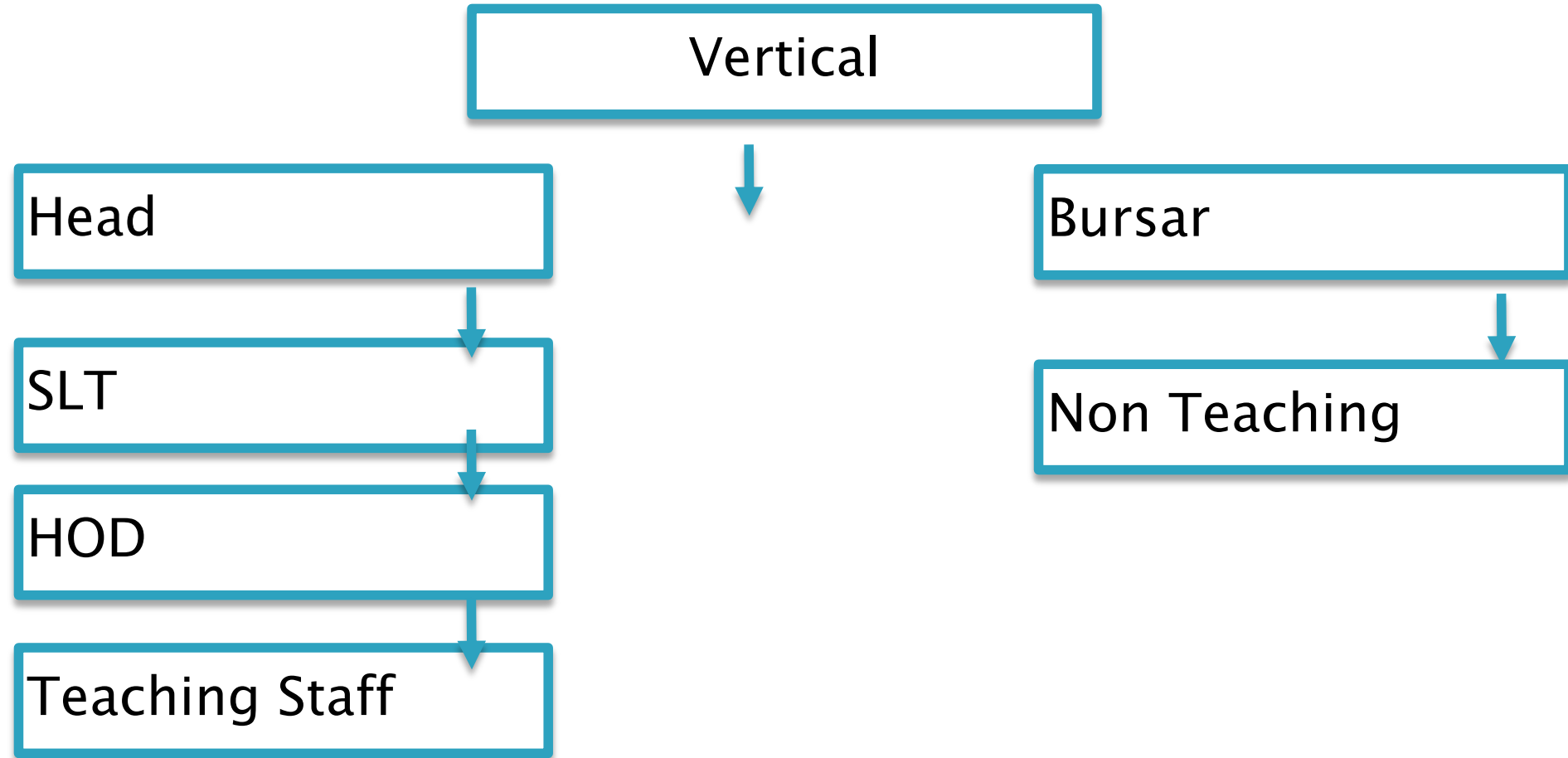


‘Communication starts from the inside out.’

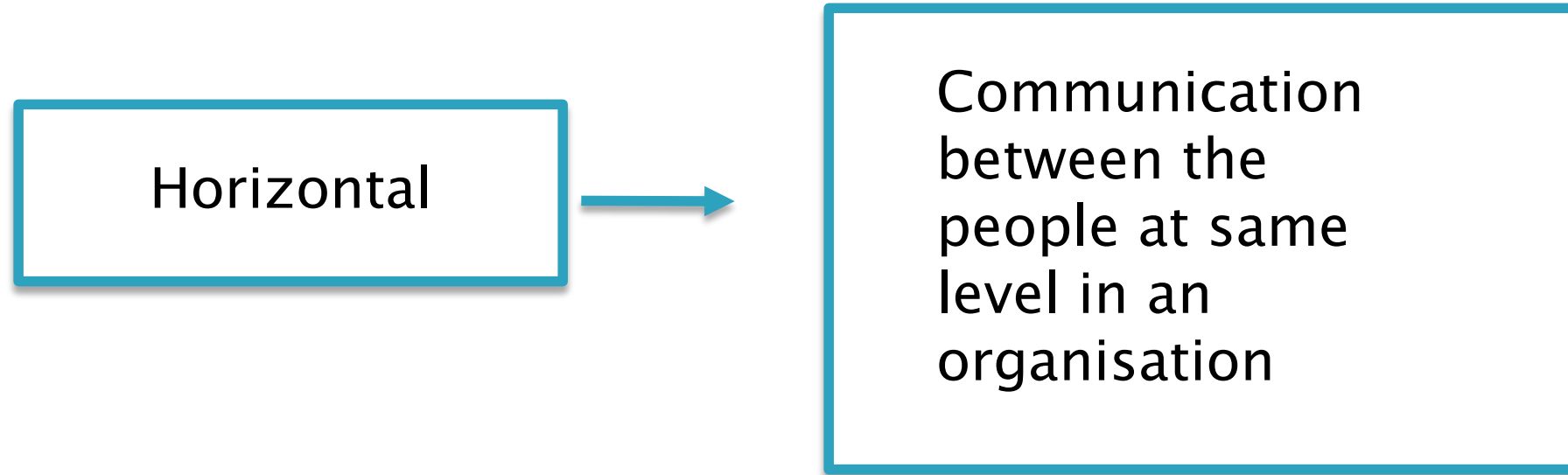
**Staff should always be the first to hear anything.
In good times and bad, sickness and in health!**

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Internal Communications – The Theory



Internal Communications – The Theory



Internal Communications – The Reality

The way we communicate has changed drastically in the last decade. Communication happens instantly and the key is to control it from the start.

Social media means internal communication has to be fast, immediate and circular.



Communication is a two way street

It is a conversation involving every member of staff from the canteen to the Common Room.

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Tactic #1

- ▶ Start with a problem to solve
- ▶ Create a shared sense of purpose
- ▶ Refreshing our brand



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Est 1894

Tactic #2

- ▶ Involve everyone in the solution
- ▶ Focus groups, surveys, one to one interviews
- ▶ Feedback sessions



Tactic #3

- ▶ Change internal physical structures
- ▶ Remove the 'them and us'
- ▶ Not always possible
- ▶ Accept differences



Tactic #4

► Bring everyone together physically
...teaching and non teaching

- ❑ Staff Development Days
- ❑ Announcements
- ❑ Christmas Secret Santa
- ❑ Friday Briefings



Tactic #5

- ▶ Development Office – pivotal
- ▶ Bridge the gap
- ▶ Get involved on all sides



Tactic #6

- ▶ Every crisis is an opportunity
- ▶ Clear flow of information
- ▶ Unite staff



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Statement from Mr Robert Robinson, MBE, Headmaster, Campbell College.

"We recently suspended 6 of our pupils due to two isolated incidents involving cannabis. Our policy around misconduct, especially concerning drugs, is robust and we work in very close collaboration with the Education Authority, Social Services, Education Welfare and, in particular, the PSNI to ensure we act appropriately and in the interest of the safety of all our pupils.

We wrote to parents before Easter to inform them of the suspensions and we will continue to work in collaboration with parents and the relevant bodies to help educate and support all our pupils as to the dangers of drugs.

As a school we believe in tackling these issues head on and we are not alone in this. All schools are working hard to support young people as they navigate their way through very difficult terrain. We are facing a very real societal problem at present with young teens exposed to a multiple of evils, mostly fuelled via social media.

Recent news reports have highlighted the increasingly challenging world in which our young people exist and the PSNI and the Education Authority have both witnessed a surge in drugs related incidents across the board for teenagers. Hence, the increasing need for all of us - schools, parents and the many organisations that work in this arena - to work together as we guide our young people towards making good choices.

To this end we are working closely with a number of East Belfast Schools to deliver a programme of education and support and have already delivered workshops for parents and pupils on areas of concern.

We as a school will continue to take a strong stand against misconduct involving drugs and will work collaboratively to help guide our young people through the ever increasing challenges they face. That is our role and as society throws more challenges at us we all have a duty to step up to the mark."

Ends

332 words

Further information: Cathy Law 0787 0550072

Tactic #7

- ▶ Use communications platforms
- ▶ Facebook/Twitter/Intranet/
- ▶ Share positive staff related stories
- ▶ Our Team...meet James



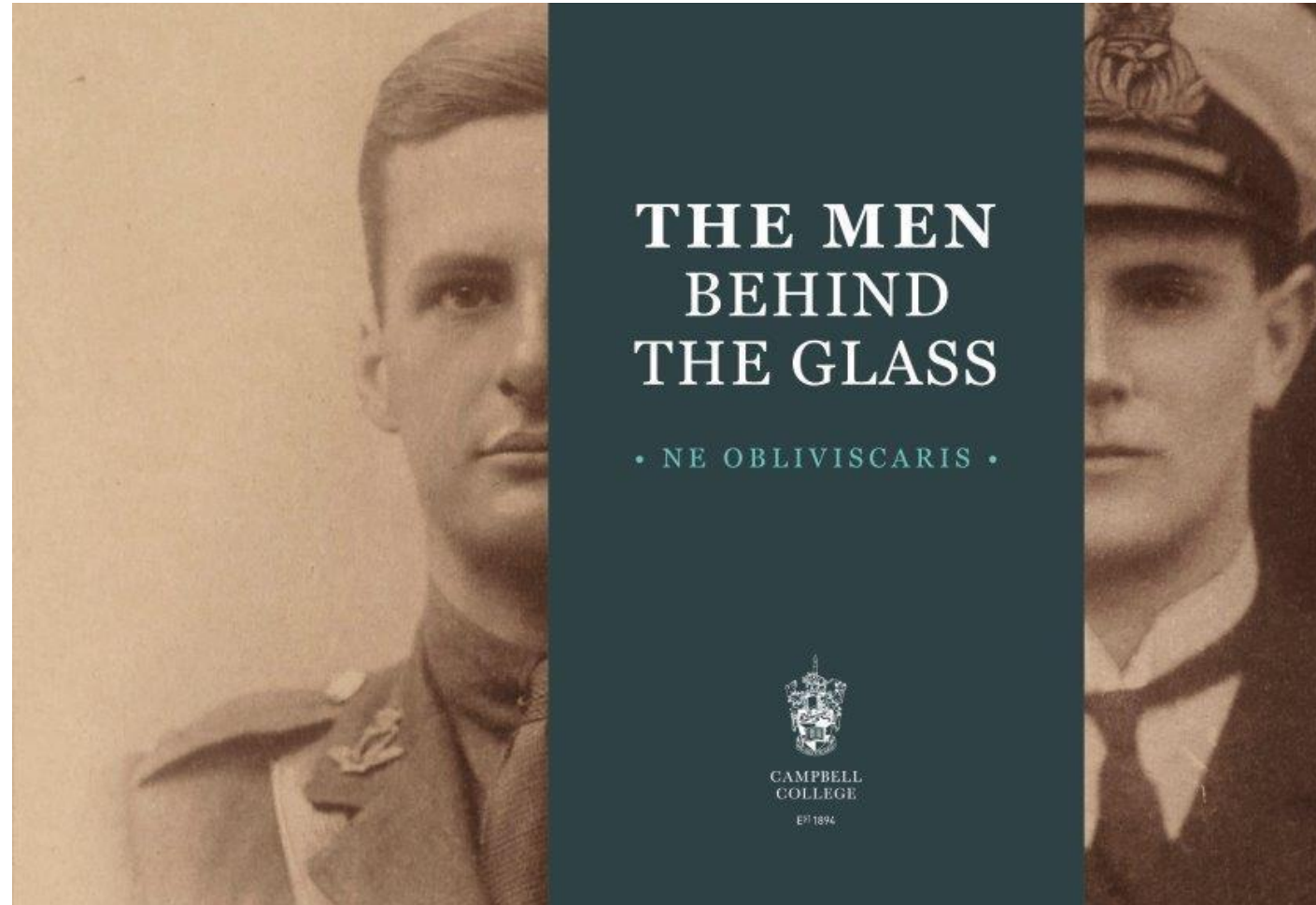
Tactic #8

- ▶ Build mutual understanding and respect



Tactic #9

- ▶ Create opportunities for collective thought and input



Tactic #10

- ▶ Measure effectiveness and don't stop





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