Let's Talk Web...

Communication Systems– A Good Time for Reviewal

Merging and restructuring departments and businesses brings about a busy year for communicators; with many changes there's much re-writing of websites, intranets and internal documentation to be done.

However, when a department or organisation goes through a major change, typically the operational aspects get re-focussed fast, but there is frequently a need for more skill and help within the communication department.

1. Review Lines of Communication & effectiveness of Communication Activities.

Has internal communication adapted to reflect and meet the organisation's new shape and needs?

Does the website content and external communication channels reflect organisational changes?

How the communication department and its systems function make a big difference to the effectiveness of its outcomes. It is worth analysing how the new communication systems are structured and organised:

Do they allow the information to flow?

Are the communication lines and expectations still appropriate for individual jobs or department tasks?

If communication has become more decentralised, do all lines still tap into a central point correctly?

During organisational restructuring, communication problems can be found and remedied. Over or under reporting, the production of documentation, intranet and website content are all areas worth assessing.

2. Review Communication Department & consider your Staff!

If you're asking yourself the question, how effective is our communication department currently, then it's a good time to review. Measure the activities and results achieved by the department against the given strategic goals. However, if the organisation has a new focus, then the communication department will need to renew its goals.

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Typically the importance of communication departments and staff has grown over the years. During growth periods it is typical to employ new staff when and where necessary. However, in a time of a formal reviewal, it's important to employ more of the right staff.

- Is there a range of skills within the staff and are job specifications up-to-date?
- Where is there a need for further training of existing staff to help meet new department goals?
- What resources do you have?
- Can you shift your department and staff training further toward electronic focus?

Looking at your publishing capacity can be daunting as websites and intranet systems are expected to be up-dated regularly with news and new information. Content management systems have their quirks in function and design and take time to learn and be managed. Social media marketing and use of digital technology techniques are developing and are advancing fast.

If you need help with your content management or editing your website: -
Using a tool kit of media possibilities, we will tailor build a strategy that will help your internal or external communication, profile your resources, services or products and provide the initial information customers need to contact you. For more information see
www.writeup.com.au

No time to write? Email us at contact@writeup.com.au