

Internal Communication

Communications & Media

Staff are a public, and the one most likely to be quoted.

Sequencing and substance.

Sequence

Tell staff before or as the news breaks

Brief managers first, with answers

Give a channel for questions back

Repeat: once is never enough

Say what you cannot yet say, and why

Fails when

Staff learn from the news

Internal claims contradict external ones

Only good news travels downward

No route for dissent or correction

Anything said to all staff is effectively public. Write it to be accurate when it is screenshotted, because it will be.