

Exploring Internal Communication

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Internal communication is finally getting to grips with data. However, it is only when outcome measures such as attitude and behaviour change are measured as well as outputs such as views, reads, opens, clicks and likes that the full value of internal communication is realised.

New edition of Exploring Internal Communication - PR Academy

The fourth edition of Exploring Internal Communication is now published. This edition retains core chapters from previous editions which have been revised and updated. And it includes new chapters on project management, applying psychology to communication, channels, content, measurement and the use of internal digital platforms.

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She specialises in internal communication, taking an inside out view of communication to help workplaces work better for business success. Katie loves the complexity found in

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organisational communication and interpreting the dynamics that can be found between leadership and employees, then designing simple and creative solutions for different challenges.

Inside

“ Internal communication is the communication discipline concerned with employees, enabling employee engagement and helping to deliver change ” – Ann Pilkington, Director, PR Academy. Ann ’ s fellow PR Academy Director Dr Kevin Ruck is the author of an excellent book, Exploring Internal Communication (Gower, 2015).

What is internal communication? - All Things IC

This edition explores internal communication leadership, excellent practice, strategic planning processes, content and channel management and the digital workplace. One reason I value this publication is the variety of contributors who share their expertise in areas that perhaps as someone #newtoIC might not have considered.

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