



Public Relations: Internal Communications

Session 1

Lesson 1, Part 1: Overview of Internal Communications: What it is and Various Types of Internal Communications

Lesson 1, Part 2: Internal Communications Vehicles: Ways to Deliver Your Messages to Internal Audiences

Lesson 2, Part 3: Writing an Article / Blog Post for an Internal Audience for Print or Intranet

Assignment: Write an article / blog post for internal audience.

Session 2

Lesson 2, Part 1: Best Practices for the Intranet

Lesson 2, Part 2: HR Communications and its Importance

Lesson 2, Part 3: Crafting Messages to Employees and When They Are Needed

Assignment: Craft a message to employees with a scenario that includes HR-related change or an internal crisis situation.

Session 3

Lesson 3, Part 1: Mission Statements and Company Core Values

Lesson 3, Part 2: Serving as an Employee Advocate: What Creates Happy Employees and Making It Happen

Lesson 3, Part 3: Planning Employee Meetings

Assignment: Outline a plan for an employee meeting including talking points / short speech for the lead executive.

Session 4

Lesson 4, Part 1: All About Employee Surveys

Lesson 4, Part 2: Managing Change via Employee Communications

Lesson 4, Part 3: Internal Communication Plans

Assignment: Draft an employee communications plan on a hot topic issue.