Day 2| Session 3
Internal Communications

Table of Contents

- INTRODUCTION OF INTERNAL COMMUNICATION

- THE IMPORTANCE OF INTERNAL COMMUNICATION

- INTERNAL COMMUNICATION CHANEL

- INTRODUCTION TO INTRANET
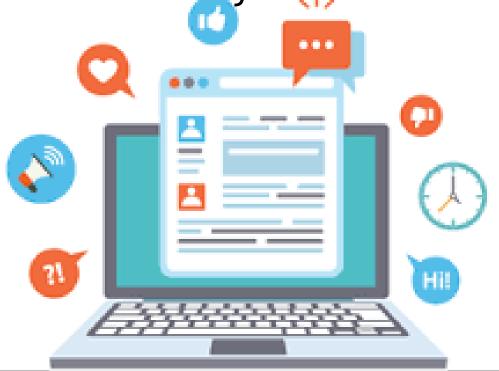
- ADVANTAGES OF INTRANET

- DISADVANTAGES OF INTRANET

- Internal communication is the transmission of information between organizational members or parts of the organization. It takes place across all levels and organizational units of an organization.

- The drive for purpose
- Remain in control of the message and it's origin
- Empower and support middle management
- Keep the brand promise and satisfy your customers
- In a crisis, internal communication rules
- Greater engagement
- Create a better work environment
- Job satisfaction
- Limit rumours and enhance transparency

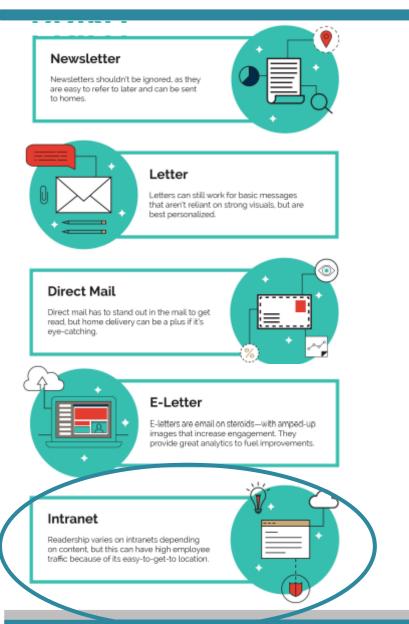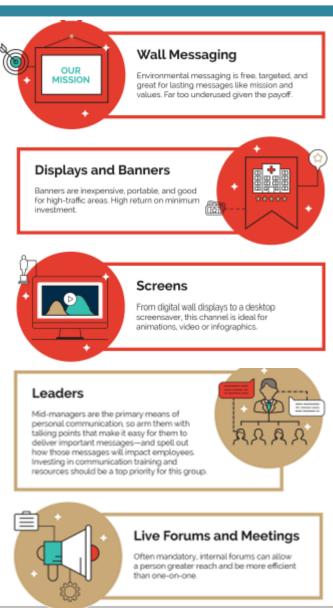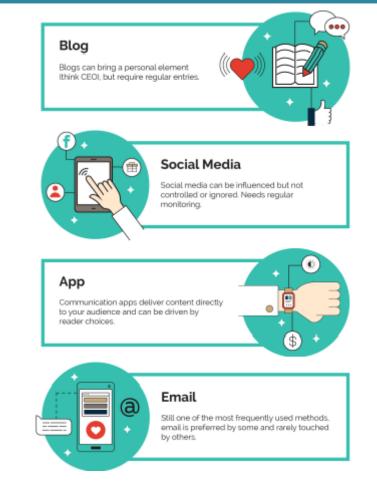| Dimension	Level	Direction	Participants	Content
1. Internal line management communication	Line managers / Supervisors	Predominantly two-way	Line managers-employees	Employees' roles Personal impact e.g. appraisal discussions, team briefings
2. Internal team peer communication	Team colleagues	Two-way	Employee-employee	Team information e.g. team task discussions
3. Internal project peer communication	Project group colleagues	Two-way	Employee-employee	Project information e.g. project issues
4. Internal corporate communication	Strategic managers / top management	Predominantly one-way	Strategic managers-all employees	Organisational / corporate issues e.g. goals, objectives, new developments, activities and achievements

Welch and Jackson (2007)

The PR Academy

Newsletter

Newsletters shouldn't be ignored, as they are easy to refer to later and can be sent to homes.

Letter

Letters can still work for basic messages that aren't reliant on strong visuals, but are best personalized.

Direct Mail

Direct mail has to stand out in the mail to get read, but home delivery can be a plus if it's eye-catching.

E-Letter

E-letters are email on steroids—with amped-up images that increase engagement. They provide great analytics to fuel improvements.

Intranet

Readership varies on intranets depending on content, but this can have high employee traffic because of its easy-to-get-to location.

Wall Messaging

OUR MISSION

Environmental messaging is free, targeted, and great for lasting messages like mission and values. Far too underused given the payoff.

Displays and Banners

Banners are inexpensive, portable, and good for high-traffic areas. High return on minimum investment.

Screens

From digital wall displays to a desktop screensaver, this channel is ideal for animations, video or infographics.

Leaders

Mid-managers are the primary means of personal communication, so arm them with talking points that make it easy for them to deliver important messages—and spell out how those messages will impact employees. Investing in communication training and resources should be a top priority for this group.

Live Forums and Meetings

Often mandatory, internal forums can allow a person greater reach and be more efficient than one-on-one.

Blog

Blogs can bring a personal element (think CEO), but require regular entries.

Social Media

Social media can be influenced but not controlled or ignored. Needs regular monitoring.

App

Communication apps deliver content directly to your audience and can be driven by reader choices.

Email

Still one of the most frequently used methods, email is preferred by some and rarely touched by others.

- An intranet is like your company's website, accessible only to your employees. More than just information, you can access files, find and collaborate with colleagues and read company news.
- An intranet is a private network that is contained within an enterprise. It may consist of many interlinked local area networks and also use leased lines in the wide area network. Typically, an intranet includes connections through one or more gateway computers to the outside Internet.
- The main purpose of an intranet is to share company information and computing resources among employees. An intranet can also be used to facilitate working in groups and for teleconferences.
- Modern intranets integrate social features.

Parameter	Internet	Intranet
Usage	Public	Private
User Types	Any user having dial up of Internet access line.	Organization employees and Internal company departments
Usage	Access all kind of information	Internal employee communication , telephone directories etc.
Security	Low security. Configured under 0 security level in firewall	High security. Configured under 100 security level in firewall
Regulated by	Internet Architecture Board (IAB): Oversees the technical and engineering development of the IETF and IRTF. Internet Corporation for Assigned Names and Numbers (ICANN).	It is regulated by an organization.
Coverage	Wide Area	Within an organization
Access	Large number of users	Limited number of users
System failure	Unpredictable	System availability is high since system is monitored by authority

Internet

- This is a *network* that is accessible to a person who knows their **IP** address.
- **It** is global communication accessed through the Web and literary world wide.

Intranet

- This is a network that is not available to the world outside of the Intranet.
- **It** is shared content accessed by members within a single organization.

Extranet

- This is actually an Intranet that is partially accessible to authorized outsiders.
- **It** is shared content accessed by groups through cross-enterprise boundaries.

- Intranets offering workforce productivity which can help user to find and observe information very fast.
- Intranet permits business companies to share out information to employees according to their need or requirements.
- Web publishing permits burdensome corporate knowledge to be continued and effortlessly access all through the company
- Intranet offering business operations and administration solutions because it also being used as a platform of mounting and organizing applications across the internet world.
- It is time saving because there is no need to maintain physical documents
- Intranet offer improve teamwork through which teamwork is enabled and all certified users

- Management does need to stop control of specific information, this problem can be minimized but with appropriate prudence.
- Security issue
- Intranet gathered everything in one location which is really good but if it is not prearranged then you will spoil everything.
- The cost of intranet is very high but has lots of advantages after implementing.

INTRANET
@dosm.gov.my

Jabatan Perangkaan
MALAYSIA

Selamat Datang,
Wan Siti Zaleha Binti Wan Zakaria

Selasa, 19 Mac 2019   12:21:08 ptg

UTAMA **KALENDAR ▾** **TEKS UCAPAN ▾** **AKTIVITI ▾** **DASAR SEMASA ▾** **SUMBER MANUSIA ▾** **MUAT TURUN** **DIREKTORI**

BERITA JABATAN

Bacaan Yassin Bulanan BPPA

Friday, 01 March 2019 @ 8:30 am | Oleh : Pentadbir Bahagian Perangkaan Perdagangan Antarabangsa

Bacaan Yassin Bulanan BPPA 2019

LIVE STREAMING VIDEO

❮ ❯

PENGUMUMAN

Selamat Datang Ke Intranet @dosm.gov.my »

Untuk makluman semua pegawai dan kakitangan Warga DOSM, AJK Laman Web dalam proses merekabentuk Intranet yang baru demi meningkatkan lagi mutu penyampaian maklumat yang tepat dan berkesan. Harap Maklum.
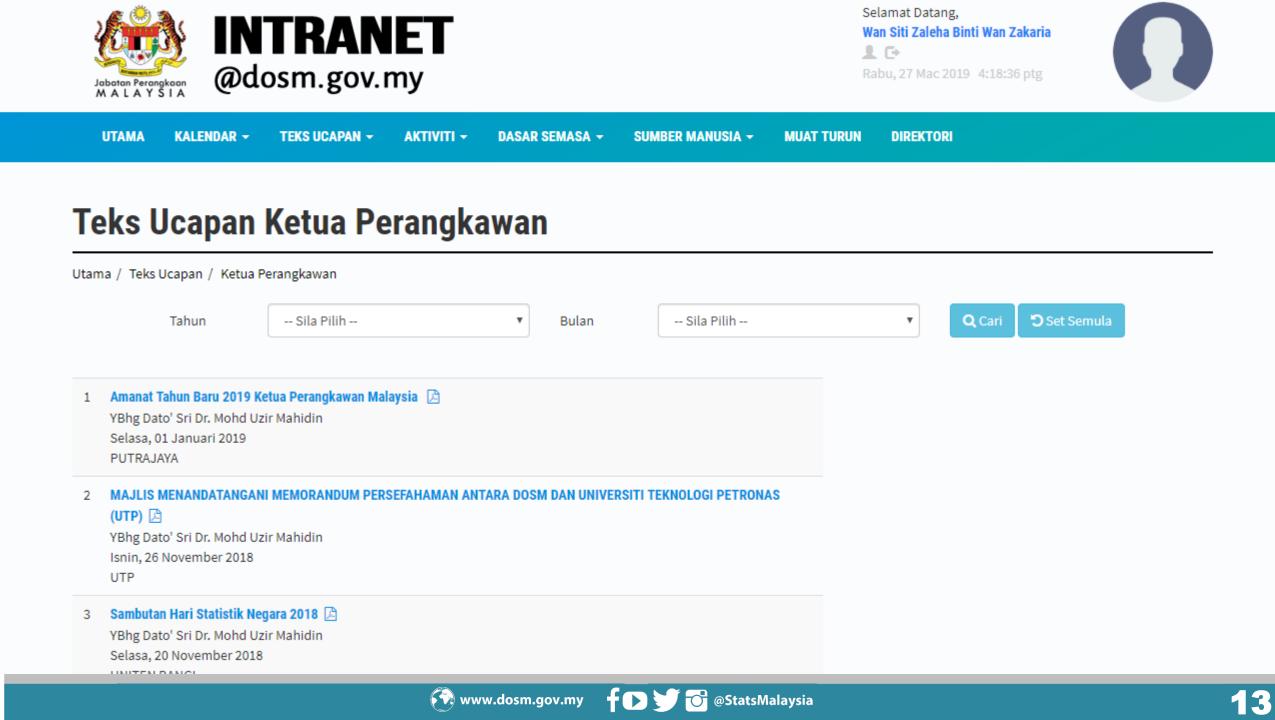
PELAN TRANSFORMASI JABATAN

INTEGRITI

INTRANET
@dosm.gov.my

Jabatan Perangkaan MALAYSIA

UTAMA   KALENDAR ▾   TEKS UCAPAN ▾   AKTIVITI ▾   DASAR SEMASA ▾   SUMBER MANUSIA ▾   MUAT TURUN   DIREKTORI

Teks Ucapan Ketua Perangkawan

Utama / Teks Ucapan / Ketua Perangkawan

Tahun   -- Sila Pilih -- ▾   Bulan   -- Sila Pilih -- ▾   🔍 Cari   ↻ Set Semula

1   **Amanat Tahun Baru 2019 Ketua Perangkawan Malaysia** 📄
    YBhg Dato' Sri Dr. Mohd Uzir Mahidin
    Selasa, 01 Januari 2019
    PUTRAJAYA

2   **MAJLIS MENANDATANGANI MEMORANDUM PERSEFAHAMAN ANTARA DOSM DAN UNIVERSITI TEKNOLOGI PETRONAS (UTP)** 📄
    YBhg Dato' Sri Dr. Mohd Uzir Mahidin
    Isnin, 26 November 2018
    UTP

3   **Sambutan Hari Statistik Negara 2018** 📄
    YBhg Dato' Sri Dr. Mohd Uzir Mahidin
    Selasa, 20 November 2018
    UNITEN BANGI

Jabatan Perangkaan MALAYSIA

UTAMA | KALENDAR ▾ | TEKS UCAPAN ▾ | AKTIVITI ▾ | DASAR SEMASA ▾ | SUMBER MANUSIA ▾ | MUAT TURUN | DIREKTORI

Kalendar Pengurusan Atasan

Utama / Kalendar / Pengurusan Atasan

Perhatian!
Kalendar yang dipaparkan adalah berdasarkan tarikh dan jam komputer anda. Tarikh dan jam anda sekarang adalah **27/03/2019 @ 4:14:46 PM**

🖨 Cetak

Papar semua kalendar ▾

Petunjuk :
● Ketua Perangkawan
● Timbalan Ketua Perangkawan (Ekonomi)

‹ › 　　　　Bulan | Minggu | Hari

Mac 2019

Ahad	Isnin	Selasa	Rabu	Khamis	Jumaat	Sabtu
24	25	26	27	28	1	2
8:00 am - 5:00 pm Lawatan Kerja ke PO Muar	9:30 am - 11:00 am Perbincangan Penubuhan Majlis Statistik Negara @ JPM Parcel A	9:00 am - 5:00 pm Mesyuarat PPSM Bil. 1 & 2/2018	8:30 am - 9:15 am Bacaan Write up PPLN dan IPLN (Januari)	12:00 am - New York	12:00 am - New York	
	9:30 am - 11:30 am Perbincangan Majlis Statistik Negara Bersama YAB TPM @ Pejabat TPM	9:00 am - 5:00 pm Mesyuarat PPSM bil. 2/2019	8:30 am - 9:00 am Laporan ISI WSC 2019 @ Bilik Dahlia	9:00 am - 9:30 am Laporan Mingguan MyCensus 2020	9:00 am - 12:00 pm Mesyuarat Jawatankuasa Pemandu Kebangsaan Bagi Gender Mainstreaming Project: Strengthening And Enhancing Teh Inclusiveness of Women Towards An Equitable Society In The 11th Malaysia Plan (2016 - 2020) Bil. 1/2019	
	9:30 am - 11:30 am Perbincangan Penubuhan Majlis Statistik Negara @ Pejabat TPM	9:00 am - 9:15 am Pembentangan Data Sektor Pertanian oleh Puan Siti Zakiah	9:00 am - 9:30 am Laporan Mingguan MyCensus 2020 @ War Room, Aras 4	9:00 am - 10:30 am Perbincangan Kos Sara Hidup (Pn. Siti & Pn Fuziah)		
		9:15 am - 9:30 am Data Prelim Trade - Puan Jamaliah Jaafar	9:00 am - 9:30 am Laporan MyCENSUS 2020 (TKP)	9:30 am - 10:30 am Mesyuarat Persediaan Perpindahan ke Parcel F		
		9:15 am - 9:30 am	9:30 am - 11:00 am	11:00 am - 1:00 pm Mesyuarat		

Selamat Datang,
Wan Siti Zaleha Binti Wan Zakaria

Rabu, 27 Mac 2019   4:17:45 ptg

UTAMA   KALENDAR ▾   TEKS UCAPAN ▾   AKTIVITI ▾   DASAR SEMASA ▾   SUMBER MANUSIA ▾   MUAT TURUN   DIREKTORI

📣 **Peperiksaan Perkhidmatan Subjek Jabatan**

Jadual Peperiksaan Perkhidmatan Jabatan Perangkaan Malaysia bagi tahun 2019 telah dikemas kini. Sila rujuk tab Jadual Peperiksaan untuk maklumat lanjut.

●

Jadual Peperiksaan

Panduan & Syarat Permohonan

Borang Permohonan

Laporan Keputusan

Hubungi Kami

Jadual Peperiksaan

Utama / Kompetensi Jabatan / Jadual Peperiksaan

**JADUAL PEPERIKSAAN PERKHIDMATAN
JABATAN PERANGKAAN MALAYSIA
TAHUN 2019**