

# Internal Communication

# Overview

- ❖ Blogs can be used internally within the company to improve its business processes and its on going management in the following ways:

Brain Storming & Ideas Generating

Projects Management

Internal Communication

Administrative Communication

# Brain Storming & Ideas Generating

- ❖ Using inner company blogs anyone can suggest any idea related to any aspect of the company.

Special dedicated blogs for ideas generating and brain storming can be set up.

Trying to find good ideas using more people will always be more effective.

- ❖ Having an internal blog accessed by every employee enable an efficient overview of new ideas that were proposed in the executive level.

Allowing everyone to comment allows spotting holes in the original ideas in a better way.

# Brain Storming & Ideas Generating

- ❖ Having special blogs for ideas generating is also a great way to communicate with all employees on an equal basis showing them the company value them.
- ❖ Special blogs for ideas generating can also be a way to catalyze all employees to take part.

# Projects Management

- ❖ Having a dedicated blog for each project allow us a better on going management of the project.  
Everyone can interact and update via the blog. That saves usage of other communication means as emails and phone calls.
- ❖ Using the blog it is possible to avoid endless and impossible to track emails.  
All that generates less noise in the system.

# Internal Communication

- ❖ Using the blog it is possible to avoid endless and impossible to track emails.

All that generates less noise in the system by leading to less emails and less phone calls. All that improves the overall communication.

# Administrative Communication

- ❖ Using memos as a communication mechanism, whether as hard copies or by email, doesn't guarantee that each message will reach the right person at the right time.

Using blogs this problem is solved. Each message is posted in the right blog. People get updated via the blogs.

- ❖ Unlike lost emails and lost hard copy documents, using blogs the information is never lost.

All posts in our blog are kept organized on the server.

# Administrative Communication

- ❖ Having administrative info communicated via blogs is less boring.

People can post their comments on the blog. The blog can include rich media such as photos and video clips. In addition, it can also include links to other relevant resources.

- ❖ Having the blogs implemented with categories mechanism and a built in support for search engine we can easily find what we are looking for.



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