Internal Communication – Essential Component of Crisis Communication

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Subject(s): Social Sciences
Published by: Accent Publisher
Keywords: organizational crisis; crisis communication; internal communication; internal publics; crisis communication plan
Summary/Abstract: In "normal", day-to-day circumstances, internal communication is vital to the proper functioning of an organization. For the effective management of
In crisis situations its role is all the more so. Indeed, the lack of accurate, adequate, timely and fluent information during a crisis dramatically affects the trust people have in their own organization, thus endangering the commitment they should show in cooperating to crisis resolution. Meanwhile, the lack of accurate information could determine organization members to be open to rumors – one of the enormous threats in times of crisis – as well as to circulating defeatist declarations. This is how a crisis situation affecting one or more organizations becomes dangerous not only due to the apparent consequences it produces (victims, breakdowns, damages, losses, serious threats to the organizational structure, dramatic changes of the organizational purposes, goals and strategies etc.), not only due to its media impact, but also because of the negative influence to their own personnel's morale, efficiency and capability of intervention, as a result of inadequate communication. At the same time, the limited concern to accurately, adequately and timely inform own organizational members adulterates their quality as image multipliers: instead of taking action as carriers of positive image to organizational stakeholders, they will – to a greater or lesser extent – make their worries, doubts, fears and suspicions, as well as rumors coming from collateral sources public. All of these factors affect organizational credibility, and credibility is exactly what constitutes one of the most important assets to be used in crisis management. Organization members thus ought to preferably find out about a crisis from internal sources. However, because of the unpredictable progress of a crisis, chances are that mass media will gain primacy to internal information. Even then, the organizational management must be aware of the need to rapidly, accurately and satisfactorily communicate with own members and to apply the plan previously prepared in this respect.
Crisis communication isn't one way. In those situations where there are potential threats to safety, it's essential your staff are not only able to get in touch with managers, but that your crisis team can get instant status visibility and identify those who may be at risk. The ability to send a mass communication along multiple channels simultaneously and understand who has received, read, and acknowledged it is vital. Interact Broadcasts is designed to facilitate emergency communication efficiently when it matters. Templates that prompt you to include all the vital information when drafting an internal communication can prove invaluable in a stressful or time-sensitive situation. When we're under pressure, it's amazing what can be unintentionally missed. Response matters. Crisis communications is an essential part of public relations. Special Olympics has the potential to encounter many situations which may be damaging to the reputation of the global movement. Potential crisis situations can range from cancelled events to the death of a participant. A crisis situation can happen at any time, yet, despite their unpredictable nature, they can be planned for and communicated professionally.

Introduction. • roles and responsibilities of the Crisis Communications Team; • internal reporting procedures; • messaging and dealing with the media and public; and • communications flow for Special Olympics key staff or volunteers, constituents and the news media. Crisis communication is an initiative which aims at protecting the reputation of the organization and maintaining its public image. It is essential for the employees to sense the early signs of crisis and warn the employees against the negative consequences of the same. Crisis not only affects the smooth functioning of the organization but also pose a threat to its brand name. What is Crisis Communication? Crisis Communication refers to a special wing which deals with the reputation of the individuals as well as the organization. Crisis communication is an initiative which aims at protecting the reputation of the organization and maintaining its public image. Various factors such as criminal attacks, government investigat