



INTERNAL COMMUNICATION



COMMUNICATING WITH STAFF

- Hold weekly or bi-weekly meetings to keep staff informed
 - Keep staff informed of everything, good or bad
 - Make sure staff understands overall vision
- Staff should hear news from you first – not others





COMMUNICATING WITH MEMBERS

- **Newsletters** – Create a weekly, bi-weekly or monthly newsletter. Make content relevant
- **Social Media** – Post on social media daily. Be responsive to comments
- **Meeting times** – Designate time during the week to make yourself available to members





CRISIS COMMUNICATION

- Crisis Communication
 - Please refer to [this document](#) when dealing with crisis communication.





TAKEAWAYS

- ✓ Keep staff informed
- ✓ Staff are key advocates in sharing messages with members
- ✓ Use newsletters and social media to keep members informed