



CM2010: COMMUNICATION MANAGEMENT

# CSA-EUR

## Employee communication

Chimène van Mil (615544)

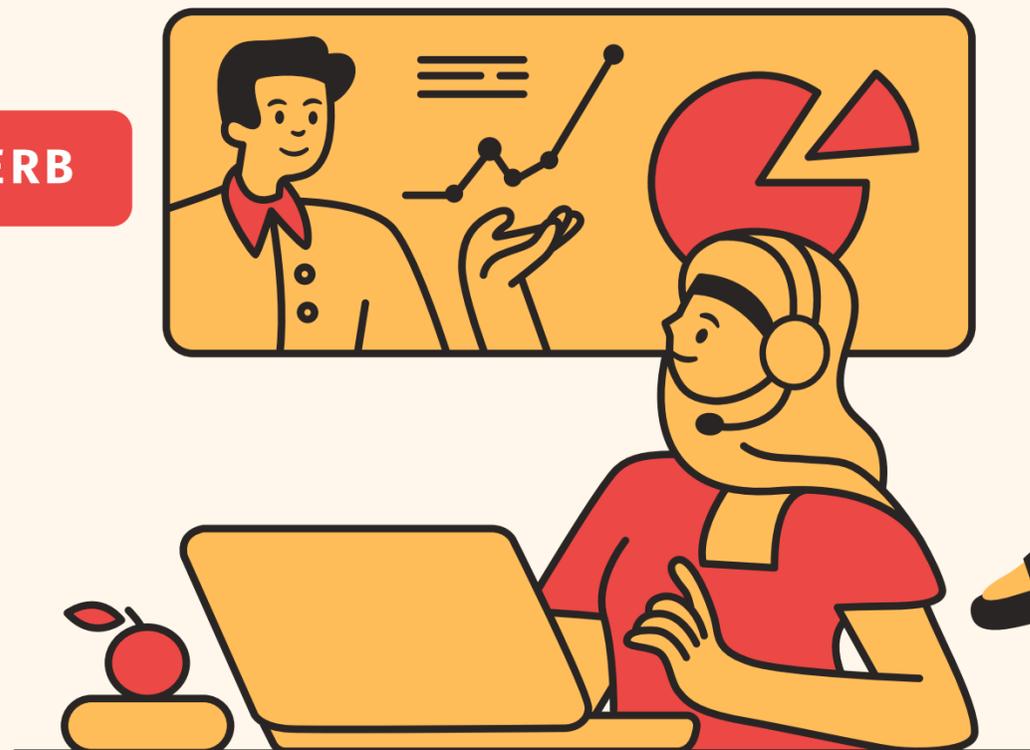
Daria Oboymova (605444)

Renee Chen (674330)

Szisi Szilágyi (610892)

"Teachers open the door, but you must enter by yourself."

CHINESE PROVERB



# Research Question

How can an internal Instagram account assist the transparency between the Board and Active Members in CSA?

# Why Instagram?

**Instagram is one of the most popular social networks that has become the main platform for online communication and marketing for organizations.**





# Instagram posts

- Use Instagram effectively -





# Heads up posts

## HOW AND WHY?

- Visually appealing and engaging
- Important to distribute information also in a written form
- Repetition
- Once a week
- Good way to raise attention



**Instagram stories**

# Day in my life



## WHY?

- Engaging with the audience
- Better understanding of what the board does

-> **Storytelling**



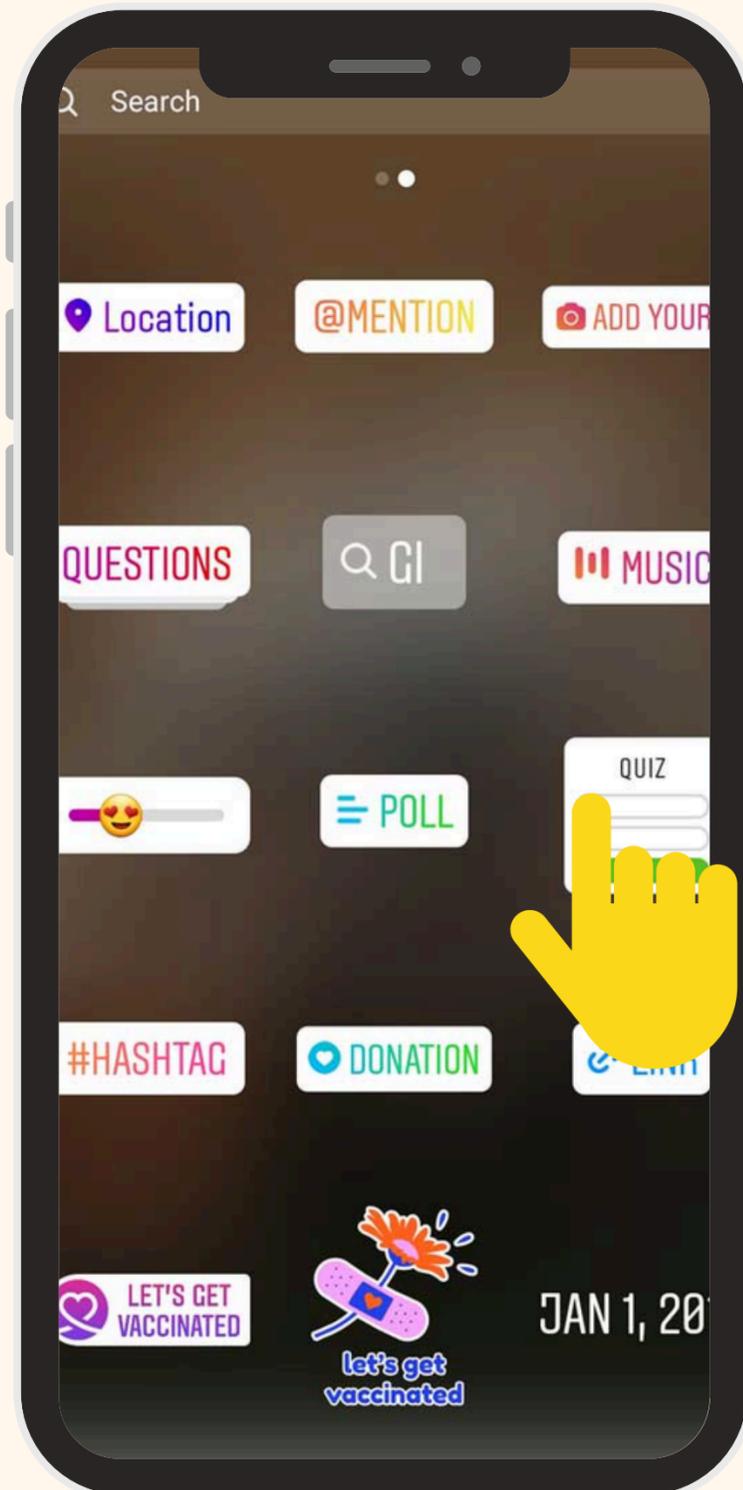
# Online meetings via live and stories



## WHY?

- Give feedback and suggestions
- Better understanding of what the board does

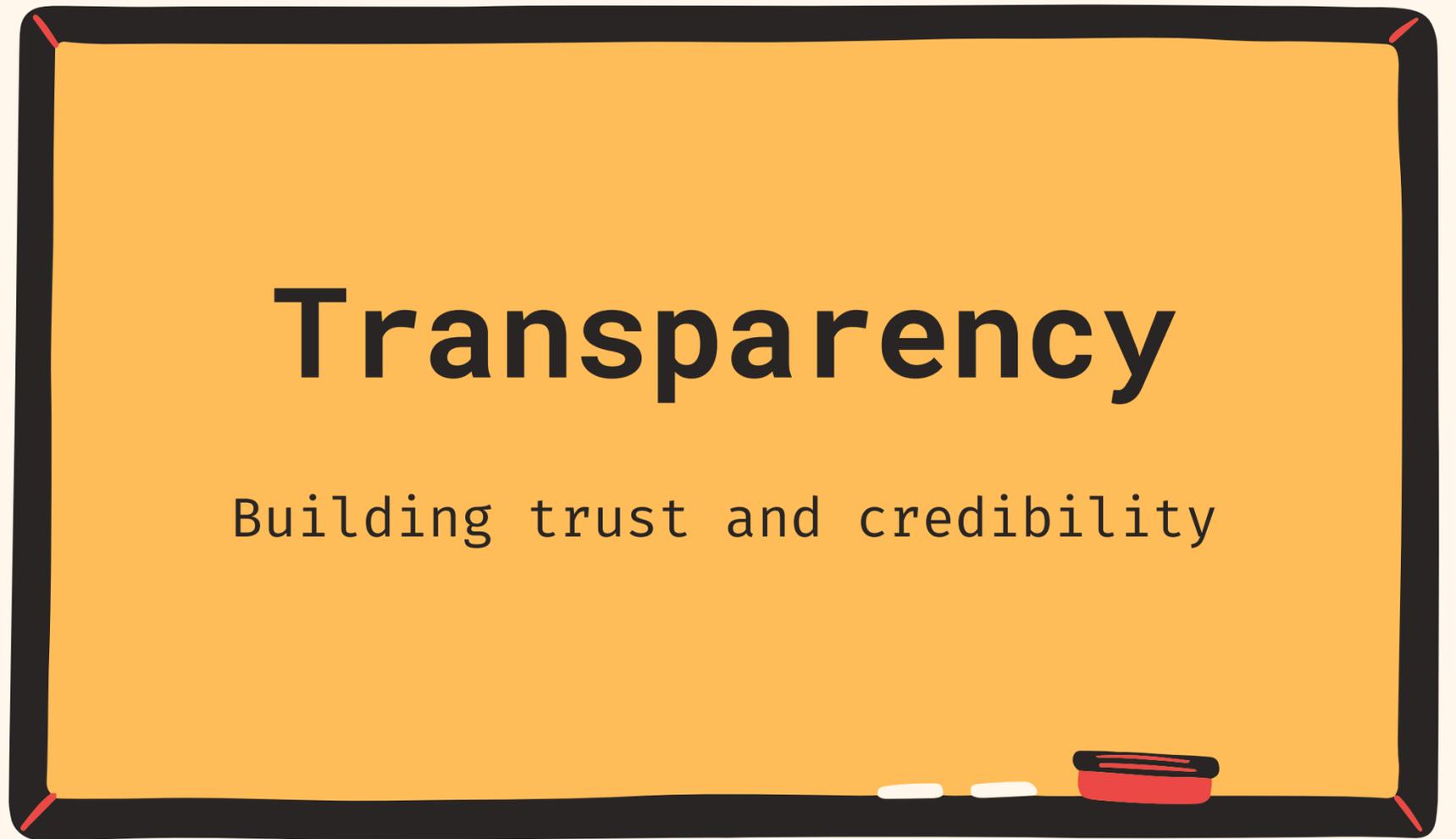
# Use Instagram stickers



## WHY?

- Give feedback and suggestions
  - Interaction with active members
  - Participation in decision making
- > **Symmetrical communication model**

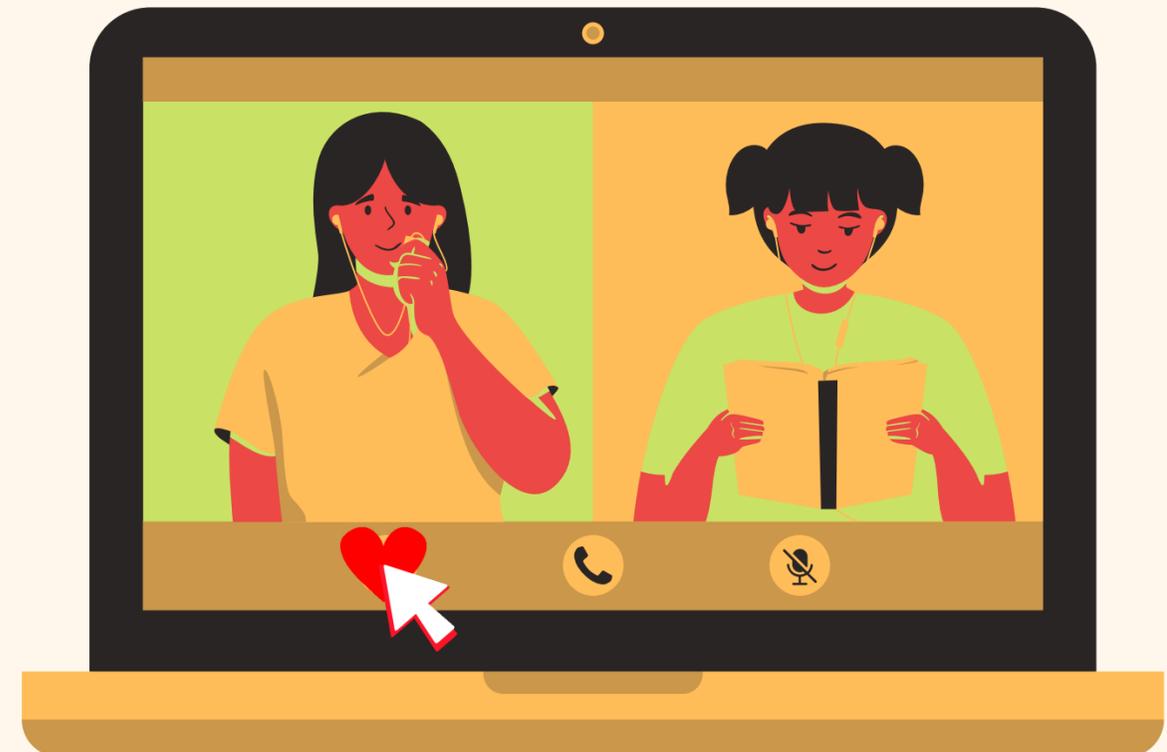




# Distributing of agenda and relevant documents

(WITHIN CONFIDENTIALITY LIMITS)

Share a simplified agenda with bullet points about what you will discuss





# Benefits

**TRUST, UNDERSTANDING, CONFIDENCE,  
INCLUSIVITY, EMPOWERING**

**Backed by the symmetrical  
communications model (Men & Yue,  
2019) -> provide better culture  
and communication within the  
association**

**Consistency is key!**

# Conclusion

- **Create visually appealing and engaging content**
- **Engage your audience!**
- **A need to have Transparency and Consistency!**



Thank You  
For Listening!

# References

**Men, L. R., & Yue, C. A. (2019b). Creating a positive emotional culture: Effect of internal communication and impact on employee supportive behaviors. Public Relations Review, 45(3), 101764.**

**<https://doi.org/10.1016/j.pubrev.2019.03.001>**

**Phillips, A. (2012). A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms. 1st ed., McGraw Hill.**

