IT Communication Strategy

EXECUTIVE SUMMARY

The IT Communication Strategy provides guidance and structure to all communications that occur under the IT umbrella. This strategy will detail how to organize and structure the IT Communications program to facilitate efficient and effective communications.

In Scope	Out of Scope
IT Communications to end-users IT Transformation, IT Updates, IT Outage Reports Messages delivered from the IT Communication Mailbox Any communication that is delivered to end users from an IT authority figure Any communication for a project or program managed through IT's PMO	Messages from organizations and groups that are not IT
Internal IT (IT to IT) Strategy and update communications | IT Portal and IT Portal News Enhancing opportunities for Collaboration within the IT Organization	Transactional messages from IT personnel

Communication Strategy Maturity

Phase 1: May '17 – March '18
- Ad-hoc communications
- Development of templates

Phase 2: March '18 – Dec '18
- Communication Request Management (Process, Education, Delivery)
- Communication Strategy (Vision, Mission, Objectives, Voice, Key Messages)

Phase 3: Jan '19 – Sep '20
- Communication Strategy (Standard Work)
- Improve IT to IT Communication and Collaboration

Phase 4: Oct '20 – Beyond
- Communication Automation
- Track and Measure

VISION
XXX employees aligned and engaged with the IT Transformation.

MISSION
Establish a recognized and respected voice for the IT Organization to foster positive relationships with the business and create informed users.

OBJECTIVES

- Support and echo corporate messages
- Align with other Internal Communication initiatives
- Develop and share high-level IT Transformation messages
- Coordinate IT messages at a program level
- Establish a concrete cadence for IT updates to develop expectations and build trust
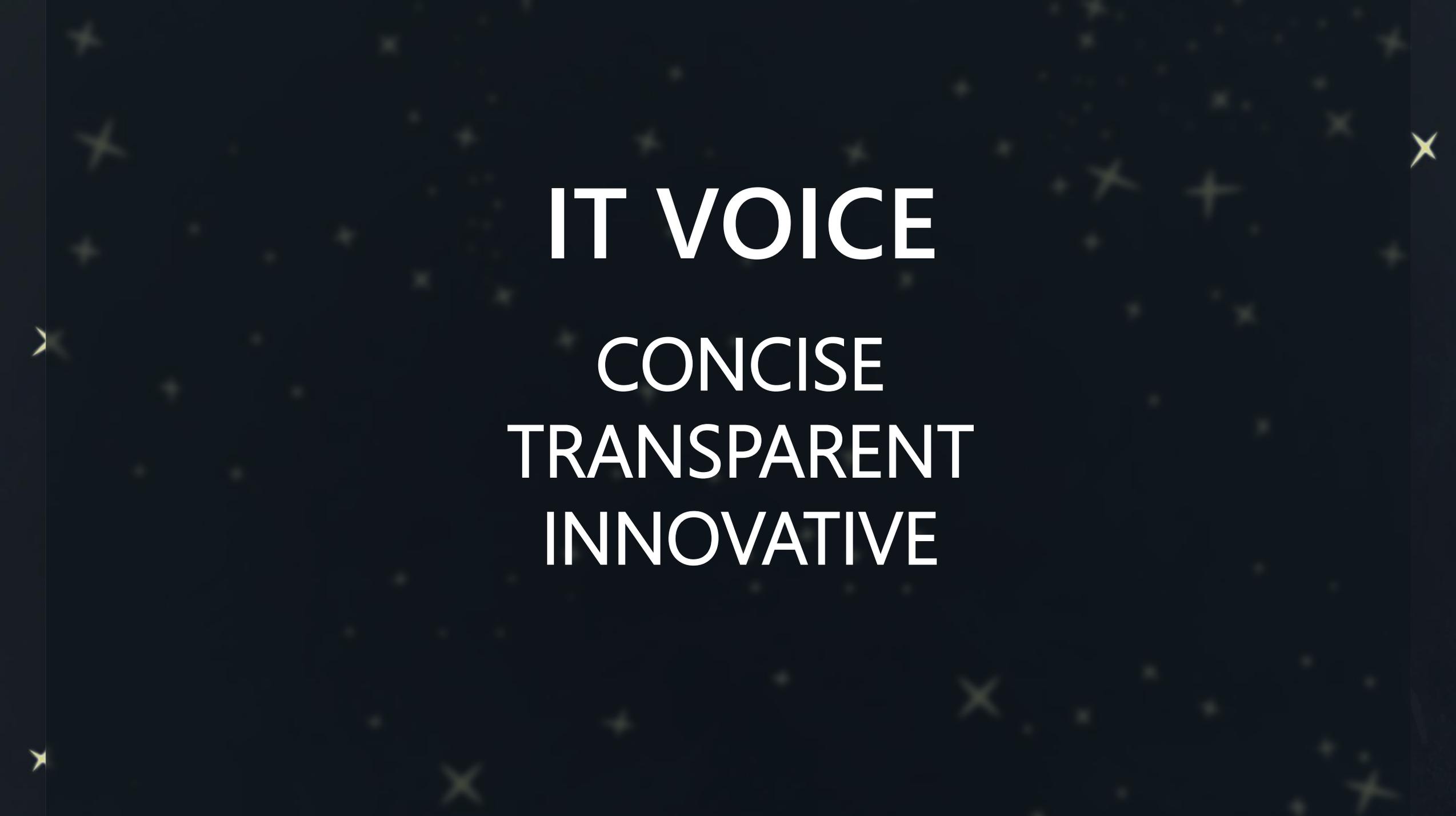
CONCISE

Description	Do	Do Not
Clear, succinct, crisp, direct, strong, action-oriented	Use simple, grade 5-8 vocabulary. Avoid ambiguity, get straight to the point. The fewer words, the better.	Don't create confusion by drafting a message that is too simple. Make sure that your message is understandable first and then work to simplify if possible. Don't use "techy" words or names of technology, this creates confusion and anxiety for the average user who does not understand technical jargon.

TRANSPARENT

Description	Do	Do Not
Authentic, trustworthy, responsible, dependable, genuine	Create roadmaps to show where you have been and where you are going. Define the "Why" and the "What's in it for you." Provide detail by creating linkable and searchable resources.	Don't clutter your message with extra definition. Utilize FAQs and resource documentation to provide clarity. Don't promise things that you can't deliver. Work really hard to understand what is changing for the end user, and then communicate that clearly. Don't wait until you have all of the details, this can be viewed as hiding information. Communicate often about your progress.

INNOVATIVE

Description	Do	Do Not
Next gen, forward thinking, ground-breaking, creative, unique, novel, engaging	When possible, use messages that create wonder and excitement for the future. Be pioneers in the delivery and language of your communications.	Don't get lost in the quest for the future. Always tie your messages back to the tangible of what we can deliver. Don't forget about your audience. If you have an audience that is change-adverse, keep the innovative messaging to a minimum.

KEY MESSAGES

IT is undergoing major transformation that will allow the business to operate more efficiently and effectively.

> This transformation begins by keeping the lights on. We will continue to improve the infrastructure, application, and collaboration tool foundation. Next, we will optimize executing project roadmaps, and building critical predictive analytics. Finally, we will focus on innovation by developing strategic roadmaps and designing a digital data strategy.

IT supports One XXX by facilitating standardization and collaboration across the company.

IT partners with leadership at all levels of XXX to ensure that we discover mutually-beneficial collaborations and pursue a constant evolution of systems and processes.

IT respects XXX's financial restrictions by investigating multiple factors of value to provide the most appropriate recommendations for XXX's technical environment.

IT employees relentlessly search for global solutions that solve business critical problems.

STANDARD WORK

	Monday	Tuesday	Wednesday	Thursday	Friday
First week			Planned Outages ✉️ *Submissions due the Monday before delivery*	Leadership Soundbites ✉️ *Content due the last Monday of previous month*	
Second Week		IT Policy Update 🚀 *IT Policy draft submitted first Thursday of the month*	Planned Outages ✉️ *Submissions due the Monday before delivery*		
Third week		IT PD Update 🚀 *PD Metrics submitted fifteenth day of the month*	Planned Outages ✉️ *Submissions due the Monday before delivery*		
Fourth week		IT Portal News ✉️ *Shares SP news articles submitted before fourth Tuesday of the month*	Planned Outages ✉️ *Submissions due the Monday before delivery*		

Audience

XXX End Users

- Leadership Soundbites
- (q) XXX Quarterly Presentation
- Planned Outages
  - SAP Planned Outage
  - MS Patching
  - TAS System Maintenance

IT Organization

- IT Portal News
  - IT Policy Update
  - IT PD Update
  - Monthly Roundup (MS)

✉️ Shared by Email   🚀 Posted in IT Portal

Leadership Soundbites

Section	Details	Responsible
IT Tip of the month	Feature one new or helpful technical tip	XXX
IT Security Update	Review how the IT security team is working to make our environment more secure and what the end users can do about it	XXX
Project Feature	Feature at least one project that we have recently completed or that is coming soon	XXX
GSD Feature	Feature at least one thing that will help the end user experience the GSD and GSD Portal	XXX

	Monday	Tuesday	Wednesday	Thursday	Friday
Third week		Content due to Brianna		Brianna sends to teams for review	
Fourth week	Brianna Sends Content to Emma				

Needs and Expectations

Communications to XXX End Users

- Leadership Soundbites
  - Each responsible party delivers their content according to Leadership Soundbites calendar
  - All new additions and submissions delivered to Brianna by the 15th of each month
- (q) XXX Quarterly Presentation
  - The Corporate Communications team will reach out if they need more content from IT
- Planned Outages
  - These emails will be sent each Wednesday - If your team has a planned outage it must be submitted on Monday to be included in that week's distribution (This does not include Unplanned Outages)

Communications to the IT Organization

- IT Policy Update
  - The IT Policy team completes and shares the IT Policy communication template the first Thursday of the month
- IT PD Update
  - The IT PD team completes and shares the IT PD communication template the fifteenth day of the month
- IT Portal News
  - Brianna adds any communications delivered to ALL IT to the IT Portal News section (ad hoc and standard)
  - Any news shared to the IT Portal outside of standard work will be included in each month's email

Next Steps

1. Review Standard Work with MS
2. Update Documentation and materials on IT Portal
3. Deliver Standard Work schedule to EITL with expectations and responsibilities