Day 2 | Session 3
Internal Communications
<table>
<thead>
<tr>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION OF INTERNAL COMMUNICATION</td>
</tr>
<tr>
<td>THE IMPORTANCE OF INTERNAL COMMUNICATION</td>
</tr>
<tr>
<td>INTERNAL COMMUNICATION CHANEL</td>
</tr>
<tr>
<td>INTRODUCTION TO INTRANET</td>
</tr>
<tr>
<td>ADVANTAGES OF INTRANET</td>
</tr>
<tr>
<td>DISADVANTAGES OF INTRANET</td>
</tr>
</tbody>
</table>
• Internal communication is the transmission of information between organizational members or parts of the organization. It takes place across all levels and organizational units of an organization.
The Importance of Internal Communication

- The drive for purpose
- Remain in control of the message and it’s origin
- Empower and support middle management
- Keep the brand promise and satisfy your customers
- In a crisis, internal communication rules
- Greater engagement
- Create a better work environment
- Job satisfaction
- Limit rumours and enhance transparency
<table>
<thead>
<tr>
<th>Dimension</th>
<th>Level</th>
<th>Direction</th>
<th>Participants</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Internal line management communication</td>
<td>Line managers / Supervisors</td>
<td>Predominantly two-way</td>
<td>Line managers-employees</td>
<td>Employees’ roles Personal impact e.g. appraisal discussions, team briefings</td>
</tr>
<tr>
<td>2. Internal team peer communication</td>
<td>Team colleagues</td>
<td>Two-way</td>
<td>Employee-employee</td>
<td>Team information e.g. team task discussions</td>
</tr>
<tr>
<td>3. Internal project peer communication</td>
<td>Project group colleagues</td>
<td>Two-way</td>
<td>Employee-employee</td>
<td>Project information e.g. project issues</td>
</tr>
<tr>
<td>4. Internal corporate communication</td>
<td>Strategic managers / top management</td>
<td>Predominantly one-way</td>
<td>Strategic managers-all employees</td>
<td>Organisational / corporate issues e.g. goals, objectives, new developments, activities and achievements</td>
</tr>
</tbody>
</table>

Welch and Jackson (2007)  

The PR Academy
**Internal Communication Channel**

**Newsletter**
- Newsletters shouldn't be ignored, as they are easy to refer to later and can be sent to homes.

**Letter**
- Letters can still work for basic messages that aren't reliant on strong visuals, but are best personalized.

**Direct Mail**
- Direct mail has to stand out in the mail to get read, but home delivery can be a plus if it's eye-catching.

**E-Letter**
- E-Letters are email on steroids—with amp up images that increase engagement. They provide great abilities to track improvements.

**Intranet**
- Leadership varies on intranet depending on content, but this can have high employee traffic because of its easy-to-get-to location.

**Wall Messaging**
- Wall messaging is free, targeted, and great for acting messages like mission and values. Far too underestimated given the payoff.

**Displays and Banners**
- Banners are inexpensive, portable, and good for high-traffic areas—high return on minimum investment.

**Screens**
- From digital whiteboards to desktop screen savers, this channel is ideal for animations, video or infographics.

**Leaders**
- Mail messages are the primary means of personal communication, so jam mailboxes with messages—just make sure they're important, messages—and will want how these messages will impact tenure. Investing in communication training and resources should have top priority for this group.

**Live Forums and Meetings**
- Online mandatory/optional forums can allow everyone to feel part and become more efficient than one-on-one.

**Blog**
- Blogs can bring a personal element (like CEO), but require regular entries.

**Social Media**
- Social media can be influential, but not controlled or ignored. Needs regular monitoring.

**App**
- Communication apps deliver content directly to your audience and can be driven by reader choices.

**Email**
- Still one of the most frequently used methods, email is preferred by some and rarely forgotten by others.
• An intranet is like your company’s website, accessible only to your employees. More than just information, you can access files, find and collaborate with colleagues and read company news.
• An intranet is a private network that is contained within an enterprise. It may consist of many interlinked local area networks and also use leased lines in the wide area network. Typically, an intranet includes connections through one or more gateway computers to the outside Internet.
• The main purpose of an intranet is to share company information and computing resources among employees. An intranet can also be used to facilitate working in groups and for teleconferences.
• Modern intranets integrate social features.
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Internet</th>
<th>Intranet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Usage</strong></td>
<td>Public</td>
<td>Private</td>
</tr>
<tr>
<td><strong>User Types</strong></td>
<td>Any user having dial up of Internet access line.</td>
<td>Organization employees and Internal company departments</td>
</tr>
<tr>
<td><strong>Usage</strong></td>
<td>Access all kind of information</td>
<td>Internal employee communication, telephone directories etc.</td>
</tr>
<tr>
<td><strong>Security</strong></td>
<td>Low security. Configured under 0 security level in firewall</td>
<td>High security. Configured under 100 security level in firewall</td>
</tr>
<tr>
<td><strong>Regulated by</strong></td>
<td>Internet Architecture Board (IAB): Oversees the technical and engineering development of the IETF and IRTF. Internet Corporation for Assigned Names and Numbers (ICANN).</td>
<td>It is regulated by an organization.</td>
</tr>
<tr>
<td><strong>Coverage</strong></td>
<td>Wide Area</td>
<td>Within an organization</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td>Large number of users</td>
<td>Limited number of users</td>
</tr>
<tr>
<td><strong>System failure</strong></td>
<td>Unpredictable</td>
<td>System availability is high since system is monitored by authority</td>
</tr>
</tbody>
</table>
### Internet
- This is a *network* that is accessible to a person who knows their **IP** address.
- **It** is global communication accessed through the Web and literary world wide.

### Intranet
- This is a network that is not available to the world outside of the Intranet.
- **It** is shared content accessed by members within a single organization.

### Extranet
- This is actually an Intranet that is partially accessible to authorized outsiders.
- **It** is shared content accessed by groups through cross-enterprise boundaries.
Advantages of Intranet

- Intranets offering workforce productivity which can help user to find and observe information very fast.
- Intranet permits business companies to share out information to employees according to their need or requirements.
- Web publishing permits burdensome corporate knowledge to be continued and effortlessly access all through the company.
- Intranet offering business operations and administration solutions because it also being used as a platform of mounting and organizing applications across the internet world.
- It is time saving because there is no need to maintain physical documents.
- Intranet offer improve teamwork through which teamwork is enabled and all certified users.
• Management does need to stop control of specific information, this problem can be minimized but with appropriate prudence.
• Security issue
• Intranet gathered everything in one location which is really good but if it is not prearranged then you will spoil everything.
• The cost of intranet is very high but has lots of advantages after implementing.
BERITA JABATAN

Bacaan Yassin Bulanan BPPA

Friday, 01 March 2019 @ 8:30 am | Oleh: Pentadbir Bahagian Perangkaan Perdagangan Antarabangsa

Bacaan Yassin Bulanan BPPA 2019

PENGUMUMAN

Selamat Datang Ke Intranet @dosm.gov.my »

Untuk makluman semua pegawai dan kakitangan Warga DOSM, AJK Laman Web dalam proses merekabentuk Intranet yang baru demi meningkatkan lagi mutu penyampaian maklumat yang tepat dan berkesan. Harap Maklum.

www.dosm.gov.my  Facebook Twitter Instagram @StatsMalaysia
## Teks Ucapan Ketua Perangkawan

Utama / Teks Ucapan / Ketua Perangkawan

<table>
<thead>
<tr>
<th>No.</th>
<th>Teks Ucapan Ketua Perangkawan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Amanat Tahun Baru 2019 Ketua Perangkawan Malaysia</td>
</tr>
<tr>
<td></td>
<td>YBhg Dato' Sri Dr. Mohd Uzir Mahidin</td>
</tr>
<tr>
<td></td>
<td>Selasa, 01 Januari 2019</td>
</tr>
<tr>
<td></td>
<td>PUTRAJAYA</td>
</tr>
</tbody>
</table>

| 2   | MAJLIS MENANDATANGANI MEMORANDUM PERSEFAHAMAN ANTARA DOSM DAN UNIVERSITI TEKNOLOGI PETRONAS (UTP) |
|     | YBhg Dato' Sri Dr. Mohd Uzir Mahidin |
|     | Isnin, 26 November 2018 |
|     | UTP |

| 3   | Sambutan Hari Statistik Negara 2018 |
|     | YBhg Dato' Sri Dr. Mohd Uzir Mahidin |
|     | Selasa, 20 November 2018 |
|     | UTP |

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# Kalender Pengurusan Atasan

Perhatian!
Kalender yang dipaparkan adalah berdasarkan tarikh dan jam komputer anda. Tarikh dan jam anda sekarang adalah 27/03/2019 @ 4:14:46 PM

<table>
<thead>
<tr>
<th>Hari</th>
<th>Ahad</th>
<th>Isnin</th>
<th>Selasa</th>
<th>Rabu</th>
<th>Kamis</th>
<th>Jumaat</th>
<th>Sabtu</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td></td>
<td></td>
<td>26</td>
<td>28</td>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>8.00 am - 5.00 pm</td>
<td>Lebaran Kajie PO Muar</td>
<td>9.30 am - 11.00 am</td>
<td>Perbincangan Penubuhan Majlis Statistik Negara @ JPM Parcel A</td>
<td>9.00 am - 5.00 pm</td>
<td>Mesyuarat PPSN B1, 2/2019</td>
<td>8.30 am - 9.15 am</td>
<td>Doalan Write up PPN dan iPLN (Januari)</td>
</tr>
<tr>
<td>9.30 am - 11.30 am</td>
<td>Perbincangan Majlis Statistik Negara Bersama YAB TPM @ Pejabat TPM</td>
<td>9.00 am - 9.15 am</td>
<td>Pembentangan Data Sektor Pertanian oleh Puan Siti Zakiah</td>
<td>9.00 am - 9.30 am</td>
<td>Laporan IS/WSC 2019 @ Blik Dahlah</td>
<td>12.00 am - New York</td>
<td>12.00 am - New York</td>
</tr>
<tr>
<td>8.30 am - 9.30 am</td>
<td>Dossiers Trade Puan Jamalan Jaafar</td>
<td>9.30 am - 11.00 am</td>
<td>Mesyuarat MyCENSUS 2020 @ War Room, Aras 4</td>
<td>9.00 am - 10.30 am</td>
<td>Mesyurat Persidangan Perpindahan ke Parcel F</td>
<td>9.00 am - 12.00 pm</td>
<td>Mesyurat Jawatan Kuasa Raji Gender Mainstreaming Project Strengthening And Enhancing 10h Inclusiveness of Women Towards An Equitable Society In The 11th Malaysia Plan 2016 - 2020 En, 12/2019</td>
</tr>
</tbody>
</table>

Petunjuk:
- Ketua Perangkawan
- Timbalan Ketua Perangkawan (Ekonomi)
Aktiviti Jabatan

Kunjungan muhibbah Jabatan Perangkaan Malaysia ke Agensi Remote Sensing Malaysia (ARSM)

Tuesday, 26 March 2019 @ 2:30 pm
Pentadbir Bahagian Perangkaan Penduduk dan Demografi

Baca berita »
Peperiksaan Perkhidmatan Subjek Jabatan


Jadual Peperiksaan

Utama / Kompetensi Jabatan / Jadual Peperiksaan

JADUAL PEPERIKSAAN PERKHIDMATAN JABATAN PERANGKAAN MALAYSIA TAHUN 2019
Welcoming 62nd
ISI WORLD STATISTICS
CONGRESS 2019

18 - 23 AUGUST 2019  |  KUALA LUMPUR

THANK YOU

TOWARDS
POPULATION & HOUSING
CENSUS MALAYSIA 2020

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