

NATIONAL WEATHER SERVICE INSTRUCTION 1-404

February 15, 2018

**Administration and Management
Human Capital NWSPD 1-4**

Internal (Employee) Communications

NOTICE: This publication is available at: <http://www.nws.noaa.gov/directives/>.

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SUMMARY OF REVISIONS: This directive supersedes NWSI 1-404, "*Internal (Employee) Communications*" dated April 12, 2012. Changes were made to reflect the NWS Headquarters reorganization effective April 1, 2015.

Changes made;

- Provides submission procedures for articles, photos, and employee milestones to **NWS Insider**.
- References from the former *NWSNews* to the current *NWS Insider*.

Signed _____

2/1/2018 _____

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Date

Internal (Employee) Communications

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1. Objective. The objective of the national internal communications program is to communicate news to help employees, contractors, and managers stay aware of information relevant to their jobs and help the agency meet performance goals. The program helps employees understand and clearly communicate the NWS mission, vision, goals, policies, and priorities. Through this program, employees can voice issues and share information.

2. Overview. Keeping communication lines open between employees and managers is an important function of any successful organization. The National Weather Service’s national internal communications program shares news and information within the organization, encourages cross-fertilization of ideas and best practices, and encourages information flow between all levels of the organization and with NOAA Headquarters.

- 2.1 Roles of the Communications Division. The Communications Division provides writing/editorial assistance, management, and counsel on communication strategies message development, and tactical execution.

Social media and social networking Web sites and other emerging technologies offer new ways for employees to interact as never before possible. General social media technology includes blogs, Facebook, Twitter and YouTube. The Communications Division will use these and other new technologies as appropriate for internal communications purposes.

The Communications Division develops and manages employee communications vehicles, including online news and information Web site *NWS Insider*, "**All Hands**" and "**Manager's Memo**" correspondence distributed via e-mail to help employees and management communicate better with each other. The Communications Division will determine information content and will establish, maintain, and measure the

effectiveness of the national internal communications program. The NWS Headquarters offices, Regional Headquarters offices, national centers, and field offices will share information and topics of interest with their employees, and will identify information and topics of interest to an NWS-wide audience and share this information and story suggestions with W/COS2. Appendix – NWS Insider Submission Guidelines, provide guidelines for submitting information, articles, story ideas, and photographs to *NWS Insider*. **Appendix – SOP – Developing and Distributing NWS All Hands Memo(s)** provides a link to updated processes and procedures.

3. Measurement. The NWS Communications Division will use a variety of research methods, including feedback from offices and centers, surveys, Internet “hit” statistics, and employee comments to gather and analyze the effectiveness of *NWS Insider* and other internal communications methods. Research findings will be shared with employees and management as appropriate.

Appendix – NWS Insider Guidelines for Submitting Articles, Photos and Employee Milestones

(Complete Submission Guidelines and Submission Form are available at <https://sites.google.com/a/noaa.gov/nws-insider/editorial-guidelines>)

Please use these guidelines when submitting articles and photos for the NWS Insider stories.

1. Submit one written article in Microsoft Word, Arial, 12 pt, 300 words or less.
2. Submit one separate photo (JPEG or PNG) and include a caption.
3. State in the article the who, what, when, where, and why along with a conclusion.
4. Send an attachment of both the written article and one separate photo to the email address: nws.insider@noaa.gov.
5. Please submit the NWS Insider Article Submission Form.

Articles and photos will go out in the Mailer as an NWS All Hands at the end of the week or the beginning of the following week.

COMMS will its best to post articles and photos as soon as they come in.

Questions regarding article and photo submissions should be submitted to nws.insider@noaa.gov.

The NWS Communications Division also provides a vehicle for employees to provide comments and feedback via an easy-to-use Google form:

https://docs.google.com/a/noaa.gov/forms/d/e/1FAIpQLSfguMWOIYzjfPig45dLSVB5x8Z_si46xbKbXdIIwPSzkI95Fw/viewform#responses

Appendix – SOP – Developing and Distributing NWS All Hands Memo(s):

https://docs.google.com/document/d/1_f-2muuODNwf4LxP-IZCAAFtFibnM3g-DBtLQouKZeE/edit