

RSBC Internal Communications Guide

*Prepared by Jillian Mitchell
Last updated: July 20, 2026*

1. Purpose of this Guide

Effective internal communication is a leadership responsibility. This guide supports strategic communications at RoadSafetyBC by providing a consistent approach for determining the purpose, audience, objective and appropriate channel for internal communications. The goal is to ensure communication is timely, purposeful and aligned with RoadSafetyBC priorities.

2. Communicate Strategically (*Why does communication matter?*)

Communication is a leadership tool—not simply an information channel. Effective communication answers:

What?	What is happening?
So what?	Why does this matter?
Now what?	What should staff understand, feel, do?

Before communicating, consider:

Purpose	Why are we communicating? What outcome is needed?
Audience	Who needs to hear this? Who needs to understand or act?
Objective	What do we want to achieve? Set direction, inform, support change, recognize, engage or reinforce priorities.
Channel	How should we communicate it? Select the channel that best supports the

	objective and audience. (i.e. ADM email, Town Hall, intranet, etc.)
--	---

>> See **Sections 3 and 4** for guidance on communication objectives and channels.

3. Plan with Purpose (*Should we communicate this?*)

Every communication should support strategic alignment and have a clear objective.

Strategic Alignment

Communications should align with government priorities, RoadSafetyBC strategic priorities and leadership intent.

RoadSafetyBC Strategic Priorities	
People First	Recognize staff, build belonging, celebrate success and support wellbeing.
Continuous Improvement	Explain change, share innovation, reinforce learning and service improvements.
Address High-risk Driving Behaviours	Connect staff to public impact and highlight prevention initiatives.
Internal Communications Vision (ADM Roadmap)	
Government priorities	"I understand how my work makes roads safer. I matter."
Staff engagement	"This is a great branch. I want to work here."
Meaningful Work	"I understand government and branch priorities and where my work fits in."
Branch Understanding	"I understand what we do at RoadSafetyBC."
Trust	"I trust my ADM as a leader and person."

Communication Objectives

Every communication should have one primary objective. Defining the objective helps determine the appropriate channel and approach.

Objective	Description
Set Direction	Establish priorities, provide or clarify strategic direction, or explain organizational focus.

Build Awareness	Increase general awareness or understanding. Immediate action is not required.
Recognize contributions	Celebrate staff, teams, milestones, or achievements.
Promote Learning & Reflection	Support learning, reflection, and awareness.
Support change	Prepare staff for change by providing context and clarity.
Encourage Engagement	Invite participation, dialogue, or feedback.
Inform	Provide timely facts, decisions, instructions, or actions required.
Reinforce priorities	Sustain visibility and understanding of priorities already established.

4. Choosing the Right Approach (*How should we communicate it?*)

The communication objective determines the most effective communication approach. Select the channel(s) that best support the audience, complexity, urgency and need for dialogue.

RoadSafetyBC's internal communications model uses three communication functions:

1. **Push:** Information is proactively delivered to staff.
2. **Pull:** Staff access information when they need it.
3. **Engagement:** Opportunities for dialogue, questions, feedback and shared understanding are incorporated throughout communications. Engagement is not a separate channel—it is an approach that can be applied across multiple channels.

Communication Channels

Each channel serves a different purpose and may support one or more communication functions. Select the channel(s) that best support the communication objective, audience, urgency and need for dialogue.

NOTE: *This list reflects the current Comms team capacity and available channels. Additional channels may be added as resources and capacity expand.*

Channel	Best used for
ADM Email	Strategic direction, significant announcements, leadership visibility, organizational change and staff recognition.
All-staff Email	Timely operational updates, required actions and information staff need to receive directly.
Intranet	The source of truth for detailed information, resources, ongoing initiatives and reference materials.

Town Hall (live)	Significant topics that benefit from leadership visibility, live discussion and opportunities for staff to ask questions and build shared understanding.
Coffee Chat (live)	Informal conversations that strengthen relationships, encourage listening and support open dialogue.
Dispatches (ministry blog)	Stories, campaigns and recognition with broader ministry relevance. Dispatches complements—but does not replace—branch communications.
Manager Discussions	Reinforcing key messages, providing team-specific context, answering questions and gathering feedback.

Channel Matrix

The communication objective determines the primary channel. Supporting channels should be used when additional context, dialogue or visibility is required.

If your objective is to...	Primary Channel	Supporting Channel(s)	Why
Set direction	ADM Message	Intranet, Town Hall	Establishes visible leadership direction. Supporting channels provide context, dialogue and ongoing reference.
Build awareness	Intranet	All-staff Email, <i>(consider Dispatches when broader ministry awareness is beneficial)</i>	Creates a central reference point while increasing awareness.
Recognize contributions	ADM Message	Intranet <i>(consider Dispatches for ministry-wide recognition)</i> .	Demonstrates leadership appreciation and celebrates staff, teams and milestones.
Promote learning & reflection	Intranet	Manager Discussion, Coffee Chat, Town Hall	Supports understanding through learning resources and discussion.
Support change	ADM Message	Intranet, Town Hall	Explains change, provides leadership context and creates opportunities for questions and alignment.
Encourage engagement	Town Hall or Coffee Chat	Intranet	Creates opportunities for participation, feedback and dialogue.
Inform	All-staff email	Intranet	Delivers timely operational information while providing a permanent reference.
Reinforce priorities	Intranet	ADM message, Manager discussions	Reinforces existing priorities and keeps them visible over time.

		(consider Dispatches for ministry-wide recognition).	
--	--	--	--

5. Communicate Effectively (*How do we deliver it well?*)

Selecting the right channel is only part of effective communication. Messages should be clear, purposeful and connected to staff understanding.

Effective communications:

Start with clarity	Explain: • What is happening • Why it matters • What staff need to know or do
Provide context	Connect information to: • Government priorities • RoadSafetyBC priorities • Staff work and impact
Create dialogue when needed	Incorporate engagement opportunities when staff need to: • ask questions • provide feedback • build shared understanding. This may include Town Halls, Coffee Chats, manager discussions or other opportunities for two-way communication.
Support leaders & managers	Provide leaders and managers with the information they need to reinforce messages and connect branch priorities to day-to-day work.

6. Plan Ahead (*When should we communicate this?*)

Planning is not about increasing communication volume or anticipating every communication need. It is about taking a thoughtful, proactive approach to recurring priorities while remaining flexible enough to respond to emerging issues and changing business needs.

The **RSBC Internal Communications – Year at a Glance** identifies recurring communication opportunities and supports quarterly communication planning. It also includes space to capture year-specific initiatives, milestones and emerging priorities. While not every communication can be planned in advance, the tool helps ensure planned communications are timely, purposeful and aligned with branch priorities.

Quarterly planning includes:

- Identifying priority communications and opportunities
- Confirming communication objectives and audiences
- Selecting appropriate channels and engagement approaches
- Aligning timing with branch priorities, milestones and key initiatives

Communication plans should be reviewed regularly and adjusted as priorities evolve. Unexpected events, Executive direction and emerging organizational needs may require communications that were not anticipated during planning.

Related resources:

- [RSBC Internal Communications- Year at a Glance.](#)
- Quarterly planning documents as available