KEY MESSAGING

1. INTERNAL CONTINUITY

Key messaging internally is developed to keep everyone within the organization or team on the same page. It keeps misinformation from spreading within the internal boundaries of a project or event.

2. EXTERNAL COMMUNICATION

Key messaging is known primarily for its use in external communication. It allows the messenger to communicate their message effectively by staying on topic when speaking to their stakeholders.

3. COMBATING MISINFORMATION

Key messaging to combat misinformation is used both internally and externally. Key messaging can be developed to directly address the misinformation that is spread through social media, news, and conversations. The process of discovering and combating misinformation can consume precious resources. Yet it is vital to maintaining company reputation.

4. INTERACTIVE DIALOGUE

Key messaging can be viewed as restrictive, but is the exact opposite. It removes the fear of saying too much or too little and allows for strategic and interactive dialogue that points to the heart of the company and will, in turn, lead to better business.