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MIKE CARNEY GROUP

## Mike Carney Group Communication Guidelines

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**MCG Communications Officer : Michael Blucher General Manager**

### **Purpose**

The Mike Carney Group (MCG) is committed to fostering effective communication within the organisation and with external stakeholders. These Communication Guidelines aim to provide employees with a framework for clear, consistent, and professional communication, both internally and externally.

### **Scope**

These guidelines apply to all MCG employees, including full-time, part-time, temporary, and contract workers. They cover various communication channels, including but not limited to email, phone, social media, meetings, and written documents.

## General Principles

### **Professionalism**

All communication, whether internal or external, must uphold a high standard of professionalism. This includes being respectful, courteous, and maintaining a positive and constructive tone.

### **Clarity**

Effective communication relies on clarity. Use simple and concise language, avoid jargon when possible, and ensure your message is easily understood by your target audience.

### **Accuracy**

Ensure the accuracy of all information communicated. Verify facts, figures, and data before sharing them, especially when they pertain to MCG's business operations.

### **Timeliness**

Respond to communication promptly. Acknowledge emails and messages within a reasonable timeframe, and meet deadlines for projects, reports, and requests.

## Internal Communication

### Email Communication

- Use email for work-related correspondence.
- Use clear and informative subject lines.
- Limit the use of the "reply all" function to messages that concern all recipients.
- Avoid sending excessive or unnecessary emails.
- Be mindful of the use of humour, sarcasm, or emotive language.
- Only use cc is absolutely necessary
- Use the example subject lines prefixed with:
  - Action Required
  - Information Only
  - Update Required
  - Decision Needed
  - Urgent Response Required
- Do not assume your email has been read the way it was written.
- Email communication is the worst kind of communication for delicate matters.

### Meetings

- Be punctual for meetings.
- Prepare an agenda and share it in advance.
- Encourage active participation and respectful discussion.
- Stay focused on the meeting topic.
- Follow up with meeting minutes and action items.

### Team Messaging

- Use team messaging platforms responsibly.
- Use designated channels for specific topics or teams.
- Respect individual preferences regarding notification settings.
- Avoid excessive use of emojis and gifs in professional discussions.

## External Communication

### Media and Public Relations

- Designate a spokesperson for media inquiries – Communications Officer or Media Team.

- Do not share confidential or sensitive information without proper authorisation.
- Coordinate media and public statements with the communication department.

## **Social Media**

- Follow MCG's social media policy when representing the company.
- Use separate personal and professional accounts.
- Be cautious about sharing personal opinions on MCG-related matters.
- Avoid engaging in online disputes or arguments.

## **Client and Partner Communication**

- Maintain professionalism and courtesy in all interactions.
- Respond to client and partner inquiries promptly.
- Keep clients and partners informed of relevant updates.
- Consult with supervisors or designated contacts when addressing critical issues.

## **Confidential Information**

Respect the confidentiality of sensitive company information, including but not limited to financial data, intellectual property, and client information. Only share such information with authorised individuals and in accordance with company policies.

## **Enforcement**

Violation of these communication guidelines may result in disciplinary action, up to and including termination of employment.

## **Review and Updates**

These Communication Guidelines will be periodically reviewed and updated as needed to ensure they remain relevant and effective.

By adhering to these guidelines, MCG employees contribute to a culture of effective communication, professionalism, and integrity within the organisation.