

Communications Procedure

Type: Policy / Best Practice 19-Mar-2024 | Lauren McPherson Simonsen

Background

This procedure addresses activities concerned with the sharing of Omega 365 communications with both internal and external stakeholders.

The procedure covers formal communication methods performed on behalf of Omega 365.

Communications objectives

Omega 365's objective in all corporate communications is to create a favorable point of view and uniform image of the company on all channels. The way in which the company is presented will be in keeping with this procedure, the company's core values, and brand manual (visual profile).

Core values - Open, Engaged, Generous, Humble, Solution Oriented

Brand manual - Available on the corporate website (<https://omega365.com/media-resources/brand-manual>)

Improve awareness

Ensure consistent, persistent, and memorable interactions that help stakeholders get to know and remember Omega 365.

Create loyalty

Ensure that the company's stakeholders are informed, involved, feel empowered, with the goal of securing stakeholders as ambassadors.

Control impact

Provide reliable communications and maintain Omega 365's solid and long-standing reputation, which helps to minimize threats and amplify the positive.

Communications strategy

Omega 365 aims to achieve these objectives by employing a strategy that ensures quality and uniformity, whilst also allowing room for individuality and innovation, across five key communications areas that reach all key stakeholders.

Corporate identity

Create and protect the attributes or features that are unique to, and aptly describe, Omega 365.

Tactics and channels to achieve this strategy include:

- Core values
- Slogan
- Corporate websites
- Corporate language/s
- Culture

Corporate branding

Design and construct quality elements that create an engaging and recognizable impression of Omega 365, and its products and services.

Tactics and channels to achieve this strategy include:

- Brand name
- Logo
- Visual profile
- Look and feel
- Tone of voice

Internal communications

Ensure that internal stakeholders, across all companies and locations, are well informed, whilst also providing these audiences with information worth sharing.

Tactics and channels to achieve this strategy include:

- What's Up
- Screens
- Blogs
- Employee newsletters
- Videos
- Gatherings

External communications

Communicate with and build relationships with individuals or businesses outside Omega 365 to ensure that all parties understand one another, build recognition and trust, and maintain existing partnerships.

Tactics and channels to achieve this strategy include:

- Inside (corporate news)
- Blogs
- External campaigns
- Websites and external content
- Events and conferences

- Social media
- Community service
- Client communications

Media relations

Provide reliable media outlets with newsworthy and timely information about Omega 365 as a basis for quality editorial content and long-term relationships.

Tactics and channels to achieve this strategy include:

- Press releases
- Interviews
- Information dispersion (e.g., social media)
- Media monitoring

Communications culture

Omega 365's strategy builds on a long-standing communications culture that supports organic and sustainable growth, fueled by the open channels of quality information and broad information ownership.

"Inside Out" communications

- Communications instead of marketing
- Open, accessible, content worth sharing
- Long-term focus and investment
- Internal communications as available as possible to all stakeholders
- Taking time to tell the "small enough" stories

Sustainable quality communications

- High-quality and impeccable service creates news naturally
- Building on the brand stakeholders know
- Communicate what the company has achieved, not what the company has said it will achieve
- Sustainable information management

Scalable communications

- Content database that can share information in many channels
- Ability for all team members to contribute to communications in a controlled environment
- Focus on communicating and sharing expertise
- Creating effective source channels
- Best practices utilizing the Omega 365 system solution

Communications management system

Communication activities are consolidated in the Omega 365 operating system to allow for effective information sharing, quality assurance, tracking, archiving, evaluation, and collaboration.

Communications published in external channels are documented as much as possible in the Omega 365 system solution ahead of external release.

The approval of communications activities takes place within the Omega 365 system solution, in written communications, or meetings.

Key communications roles

CEO (Group) - Ultimately responsible for all communications, including all communications to media; Media spokesperson; Authorizes additional media spokespeople

Corporate Communications Manager - Responsible for internal and external communications channels; Media spokesperson; Authorizes additional media spokespeople; Brand approval

QHSE Manager - Responsible for content in internal and external communications; Responsible for provision of HSE information

CFO - Responsible for provision of financial information

General Manager (Company) - Responsible for communications within Company; Media spokesperson within Company

Academy Manager - Responsible for the communication of training and development

Advantage Manager - Responsible for the communication of the Advantage welfare system

Department Manager/Client Manager – Responsible for client/employee on assignment communications

Admin Responsible – Responsible for administrative correspondence

Communication Coordinators – Communications representative for Omega 365 Group service providers (companies within the Omega 365 and NSB-Omega Groups)

Target Audiences

Key internal stakeholders

Candidates; internal employees; employees on assignment; managers; board members; owners/shareholders; Omega 365 Group service providers (companies within the Omega 365 and NSB-Omega Groups).

Key external stakeholders

Clients; suppliers; local community; regulators; media; future generations.

Communications matrix

Internal stakeholders' communications

Stakeholder	Description	Channel	Owner
Candidates	Job notifications; Job-related correspondence; News articles and updates; Key company information; Training courses; Presentations; Visual profile	Intranet; Corporate websites; Email; Meetings; Academy; Phone; Social media; Interviews; Media; Events; Video channel; Blogs	Corporate Communications Manager; QHSE Manager; General Manager (Company); Department Manager; Academy Manager; Recruitment Responsible
Internal employees	News articles and updates; Training courses; Presentations; Reports; Policies; Employee Handbook; Welfare program; Key company information; Correspondence; Employee review; Contracts; Merchandise; Event participation; Competitions; Campaigns; Safety inspections; HSE information; Working environment; Content creation opportunities; Recognitions;	Intranet; Corporate websites; Email; Meetings; Academy; Newsletters; Phone; Instant messaging; Social media; Events; Webinars; Video channel; Information screens; Conferences; Team events; Media; Blogs	Corporate Communications Manager; QHSE Manager; General Manager (Company); Department Manager; Admin Responsible; Employee Representatives; Academy Manager; Advantage Manager; Communication Coordinators

	Visual profile		
Employees on assignment	News articles and updates; Training courses; Presentations; Reports; Policies; Employee Handbook; Welfare program; Key company information; Correspondence; Employee review; Contracts; Merchandise; Event participation; Competitions; Campaigns; HSE information; Content creation opportunities; Recognitions; Visual profile	Intranet; Corporate websites; Email; Meetings; Academy; Newsletters; Phone; Instant messaging; Social media; Events; Webinars; Video channel; Conferences; Team events; Media; Blogs	Corporate Communications Manager; QHSE Manager; General Manager (Company); Department Manager; Admin Responsible; Employee Representatives; Academy Manager; Advantage Manager; Communication Coordinators
Managers	News articles and updates; Training courses; Presentations; Reports; Policies; Employee Handbook; Welfare program; Key company information; Correspondence; Employee reviews; Contracts; Merchandise; Event participation; Management meetings; Campaigns; Safety inspections; HSE information; Working	Intranet; Corporate websites; Email; Meetings; Academy; Newsletters; Phone; Instant messaging; Social media; Events; Webinars; Video channel; Information screens; Conferences; Team events; Media; Blogs	CEO (Group); Corporate Communications Manager; QHSE Manager; General Manager (Company); Academy Manager; Advantage Manager

	environment; Content creation opportunities; Recognitions; Visual profile		
Board members	News articles and updates; Presentations; Reports; Annual report; Policies; Key company information; Correspondence; Contracts; HSE information; Visual profile	Intranet; Corporate websites; Email; Meetings; Social media; You Tube; Conferences; Media; Blogs	Chairman (Group); Chairman (Company); CEO (Group); Corporate Communications Manager; QHSE Manager; General Manager (Company)
Owners/Shareholders	News articles and updates; Announcements; Annual report; Key company information; HSE information; Visual profile	Corporate websites; Email; Meetings; Social media; Video channel; Media; Blogs	Chairman (Group); Chairman (Company); CEO (Group); Corporate Communications Manager; QHSE Manager; General Manager (Company)
Omega 365 Group service providers	News articles and updates; Training courses; Presentations; Reports; Policies; Employee Handbook; Welfare program; Key company information; Correspondence; Contracts; Merchandise; Event participation; Management meetings; Campaigns; Safety inspections; HSE information;	Intranet; Corporate websites; Email; Meetings; Academy; Newsletters; Phone; Instant messaging; Social media; Events; Webinars; Video channel; Information screens; Conferences; Team events; Media; Blogs	CEO (Group); CFO; Corporate Communications Manager; QHSE Manager; General Manager (Company); Communication Coordinators

	Working environment; Content creation opportunities; Recognitions; Visual profile		
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External stakeholders' communications

Stakeholder	Description	Channel	Owner
Clients	Contracts; Bids; KPIs; Reviews; Presentations; Product updates; Negotiations; News articles and updates; Training courses; Reports; Key company information; Correspondence; Event participation; User community; Content creation opportunities; Client feedback; Campaigns; Visual profile	Intranet; Corporate websites; Email; Meetings; Academy; Phone; Social media; Events; Webinars; Video channel; Conferences; Media; White papers; Outside branding; Blogs	CEO (Group); Corporate Communications Manager; QHSE Manager; General Manager (Company); Department Manager; Client Manager; Admin Responsible; Academy Manager
Suppliers	Contracts; Reviews; Presentations; Negotiations; News articles and updates; Reports; Key company information; Correspondence; Event participation; Supplier feedback; Visual profile	Intranet; Corporate websites; Email; Meetings; Phone; Social media; You Tube; Conferences; Media; Blogs	CEO (Group); Corporate Communications Manager; QHSE Manager; General Manager (Company)
Local community	Sponsorship; Community service; Membership; News articles and	Corporate websites; Email; Phone call; Social media; Video channel; Media;	CEO (Group); CFO; Corporate Communications Manager; QHSE

	updates; Training courses; Presentations; Key company information; Correspondence; Contracts; Merchandise; Event participation; Board and group participation; Employee recognitions; Visual profile	Outside branding; Blogs	Manager; General Manager (Company); Communication Coordinators
Regulators	News articles and updates; Presentations; Lobbying; Reports; Key company information; Correspondence; Event participation; Due diligence	Corporate websites; Email; Meetings; Phone; Social media; Video channel; Media	CEO (Group); CFO; Corporate Communications Manager; QHSE Manager; General Manager (Company)
Media	Press releases; Interviews; Photo; Video; News articles and updates; Presentations; Key company information; Correspondence; Event participation	Corporate websites; Email; Meetings; Phone; Social media; Events; Video channel; Media	CEO (Group); Corporate Communications Manager; QHSE Manager; General Manager (Company)
Future generations	News articles and updates; Reports; Policies; Key company information; Event participation; Campaigns; Safety inspections; HSE information; Board and group participation; Visual	Corporate websites; Policies; Social media; Events; Webinars; Video channel; Media; Blogs	CEO (Group); Corporate Communications Manager; QHSE Manager; General Manager (Company); Communication Coordinators

Emergency communications

Omega 365's goal is to avoid incidents, injuries, and losses completely. In an emergency, Omega 365's Emergency Plan, including its communications roles and directives, takes precedence over the company's daily communications, as described in this procedure.

Evaluation

The content of this procedure will be evaluated on an ongoing basis and the document will be formally reviewed by the Corporate Communications Manager on an annual basis.

Distribution

This procedure is available to all employees in employee handbooks and is distributed to all employees via the company intranet annually.