

Quick Guide

Clear internal communication can help increase the use of Welsh in an organisation by making it a natural part of everyday work. This guide helps you do this.

1. Identify your aim and vision

Decide what you want to achieve in terms of increasing the use of Welsh and define a clear vision to guide your communications.

2. Analyse audiences

Identify the main staff groups e.g. new staff, learners, managers, HR, or staff who do not currently use Welsh.

3. Develop key messages

Keep messages simple and consistent, e.g.

- The Welsh language belongs to everyone
- Your Welsh doesn't have to be perfect
- Everyone has a role to play

4. Segment your audiences

Think about the different audiences you have identified. Not everyone needs the same message. Think about what they need to know.

5. Identify communication channels

Use channels that suit your audiences – email, Teams, intranet, meetings, training or informal sessions.

6. Ensure the support of leaders

Make sure managers and leaders understand the goal and lead by example.

7. Include the voice of staff

Use real examples from staff to normalise and encourage the use of Welsh.

8. Create a two-way channel

Give staff an easy way to share ideas, experiences or difficulties.

9. Monitoring and evaluation

Measure the impact of the plan e.g. staff engagement or feedback – and then adjust your communication as needed.

Remember: Communication about the Welsh language should be consistent and positive. Make it easy for staff to get involved, show that support is available, and remind everyone that they have a part to play.