Communicating Policies to Employees and Managers

[Author’s name]

[Institute’s name]

Communicating Policies to Employees and Managers

**Brief Review of Red Clay Renovations Company Profile**

           Red Clay Renovations Company is an internationally acclaimed organization that mainly focuses on the renovation and rehabilitation of residential buildings and dwellings. The primary objective of the management of this organization is to successfully update residents by applying the approaches of “smart home” and “Internet of Things” technological advancements. It is noteworthy to mention that the organization of Red Clay specifically obtained the approach of “Reality media Services” to successfully ensure the approaches of cybersecurity policy, plans, and programs. The core objective of this specific measure is to promote the services of the organization by successfully utilizing the channels of social media. Application of suitable communication paradigms between different stakeholders is characterized as one mandatory condition to effectively deal with all the security concerns (Nieles, Dempsey, & Pillitteri, 2017). It is vital for the management of the company to identify and examine different practices of communicating and distributing valuable strategies, policies, and programs within the organizational setting. This perspective is crucial for the management of the Red Clay Renovations to guarantees the appropriate delivery of the strategic message to the concerned entity.

**Strategy for Communicating a New “Social Media” Policy**

An extensive field of research work is important for the company’s Chief Information Security Officer (CISO) when it comes to the application of the most suitable strategy of communication. A comprehensive consideration in the form of a new “social media” policy is vital to ensure proper communication with all the field office workers and managers. The application of a suitable communicating approach in the form of a “social media” policy is critical to limit the freedoms of field offices. The active role of the company’s CISO is critical to ensure active communication between all the shareholders in order to meet the standards of information security effectively and efficiently.

           It is important for the company’s CISO to develop a suitable communication strategy according to the needs of employees and managers. The development of consensus is vital to achieving fruitful objectives from the core strategy of communication in the form of a “social media” policy. The adoption of digital transformation is a critical tool for the organization’s CISO to achieve the target of suitable communication and cooperation between all the partners. The primary aim of this consideration is to minimize the risk of data breaching that can be appeared in the case of an independent social media approach by field office managers and workers. Integration is one primary condition that requires in the scenario of successful application of communicating strategy. The role of CISO is critical to have a clear understanding of the entire form of risk associated with the application of a new communicating strategy in the form of a “social media” policy (IDG, 2016). The objective of technology involvement can never be achieved without the formulation and proper application of the communication strategy according to the needs of the organization.

**Consideration of the Strategy**

           A comprehensive situation analysis is imperative for the company’s CISO to successfully apply the most suitable form of communication approach as a “social media” policy. There are different practical options available for the CISO to meet the standards of better communication and cooperation between all the stakeholders. A successful governance strategy can never be ranked as complete without the selection of proper “social media” policy. The broad idea of IT governance is linked with the influential role of communication strategy. The main strategy of “social media” included the active application of different domains such as the timely distribution of printed copies of the policies and emails to all the field employees and managers (Governance, 2005). These practical applications help CISO to transmit all the instructions to the stakeholders in a prompt manner.

**References**

Governance, I. T. (2005). *Developing a successful governance strategy: A best practice guide for decision makers in IT*. ISACA.

IDG. (2016). The CIO/CSO Imperative: Strategic Conversations, Collaborative Partnership & Technology Involvement. Retrieved from:

<https://www.idg.com/blog/the-ciocso-imperative-strategic-conversations-collaborative-partnership-technology-involvement/>

Nieles, M., Dempsey, K., & Pillitteri, V. (2017). *An introduction to information security*. National Institute of Standards and Technology.