How can mass communication strategies align ideas and actions to facilitate breakthroughs that influence, persuade, and guide stakeholders towards desired outcomes?

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# Chapter 5

 Strategic communication is a critical topic for the development of businesses in their respective fields. Once the communication factor has been developed thoroughly, the organization can achieve success effectively with a minimal need of external resources. This dissertation aims to be helpful in the provision of effective strategic communication techniques.

 This study is structured such that the answers to appropriate questions regarding strategic communication are provided. This section is meant to ultimately conclude the study by providing discussion about the obtained results in the previous section, enabling the appropriate understanding of strategic communication and its real-time utilization in organizations.

 In a broad sense, the concept of strategic communication is meant to provide a strategy for the conveyance of specific content among the individuals in the organization in an effective way. Utilization of the particular course of action is meant to lead the firm toward the desired outcome. By the utilization of qualitative analysis, this study has enabled the readers to focus on the utilization of strategic communication in the present by enabling employees to present the techniques used by them in real-time. The primary aim of this dissertation is to identify ways strategic communication can enable an organization to align ideas and actions by an effective transaction of critical information among the stakeholders such that the firm ends up attaining faster progress toward the desired goal.

 For this study, the researcher used a qualitative approach because of the need of the researcher to have further exploration in the concerning topic, which was not possible by using the quantitative methodology. In this study, telephone interviews were used to initiate the procedure of qualitative methodology such that appropriate answers could be obtained concerning the research hypothesis. 25 employees from YouTube were involved in this study.

 The results are an essential part of the study. It contains the main themes recognized during the interview procedure this chapter is meant to provide a brief outline and summary of the results that can provide systematic strategies concerning the utilization of strategic communication factors. This will give readers the ease of studying strategic communication and its related ways that can further provide the organization with the benefit of effective transfer of critical information among the members.

 Chapter 5 is organized such that results can be understood concisely. The first section contains a summary of the obtained findings that have been described in the previous section. The summary will articulate the section to determine the appropriate answers. The general discussion of the summarized findings will be presented. It will determine the reader's appropriate answers and what the researchers think about it. Later, in this section, the limitations and conclusion will be determined then followed by limitations and the conclusion section based on the findings.

# Summary of the findings

 It was observed by employees that YouTube has an organized way of utilizing strategic communication within the organization. Some of the employees stated that the communication factor involved the provision of better search engine services that can enable consumers to find their favorite videos instantly. Additionally, the report section and helpline number enable consumers to get connected with the organizational members. The employees mentioned that they have to be accustomed to providing a faster reply to the consumers to keep them satisfied.

 Social media and the official website are other factors of communication available to the organization. Effective communication with customers has been one among many primary factors that have been utilized by the organization to provide better services and customer satisfaction and to attain organizational goals that involved the larger number of consumers and viewers throughout the world. Today, YouTube has been able to become a well positioned company thanks to the growing number of customers and viewers online. This was possible because of effective communication with the consumers. The members would be involved in posting regular updates about the organization and add-ons on the YouTube social media.

The employees also provided answers concerning the communication ways used with the clients, which included the suppliers and other critical companies that further enable the firm to attend faster progress, such as advertisers. YouTube shows ads between videos to fulfill the objectives of both companies. Employees need to have effective communication with the clients in order to accomplish this. The importance of better communication with the client is mentioned herein by many employees. Others stated that employees often attempt their communication with the client using various face-to-face meetings, Skype, emails, and phone calls. For the organization, the convenience of the client matters the most. Such factors indicate that the employees and the organization are concerned with the betterment of the client and customers.

The client list also involves the television channels such as Fox News, MSNBC, and RT America that are involved in enabling the organization to attain many customers.

The engagement of users is the most critical part of the findings. The organization engages users such that the company attains competitive advantage faster. This was done by using effective strategic communication. Employees stated that they were involved in ensuring that customers are given effective services such as faster loading and fewer advertisements. This also involves the provision of the effective suggestion to the users that often involve a series of strategic communication factor between the users and the organizational members.

Internal and external communications are critical factors that enable the firm to attain higher growth. The factor of external communication with the employees depends highly on the aspect of internal communication. The employees were found to have effective communication with each other and showed a special connection with each other. It was also stated that the employees could have an effective connection and free communication with the seniors, which is certainly a critical factor in the growth of the company. The employees are able to share innovative ideas within the organization with each other and the seniors.

One of the employees stated that the focus of having internal and external communication has customer satisfaction. It was observed that the customers get frustrated because of a large number of advertisements between the videos. Since the organization needs to attain the benefit of providing free services to the consumers, the availability of advertisements is critical. Therefore, the customers are provided with a limited number of ads in the videos that can make them less frustrated. Sometimes it has even been reduced to one ad in a video. For the attainment of this information, the company used a small feedback session.

Many employees agreed to the fact that an effective relationship among professionals is a critical aspect of strategic communication. The leaders provide higher growth opportunities to the employees, in turn, providing better services to the consumers.

# Discussion of the findings

The primary purpose of strategic communication involves the integration of the firm’s plans, programs, advocacy efforts, and public education. In this, the organization is often involved in long-term planning. Strategic planning helps the organization to use the presently available resources such that the benefit can be attained at a faster rate.

This particular dissertation has identified effective strategic communication factors to readers. The first part of the findings talks about the benefits, need, importance, and procedure used for effective communication with the customers. It shows that the primary factor of communication and its strategies have higher priorities in the organization. Furthermore, the utilization of strategic communication for the development of the organization is certainly the primary aspect that can lead the firms toward higher growth. Firms are supposed to be centered on customer satisfaction. It would provide the firms with the opportunity of having higher growth.

Three primary themes had been recognized in this study, namely the communication factor, consumer engagement, and internal and external tools for communication. These factors will be analyzed and discussed in the literature section.

## Communication strategy

The primary aspect of communication occurs entirely between the consumers and the organization. Communication factors between the organization and the customer are important since they determine the ability of the organization to listen to the user’s desire or complaints.

The organizational world has changed, and many firms are able to have effective communication with consumers. Thanks to the use of technology at the larger scale, along with the utilization of communication technology such as social media and emails, companies are able to have a direct connection with consumers. The consumers are able to take direct reviews and information about the particular product with the aid of communication media that has been used by many individuals worldwide. Similarly, the company YouTube has been able to use the search engine in a similar way for the satisfaction of the consumers such that their desires can be ultimately satisfied.

The regular updating of the news on the social media about the company is critical for the organizational development since it helps the firm to have effective communication with the customers. For instance, if a particular company is able to communicate with customers and keep them updated about the newest software of technology, consumers are likely to get first-hand knowledge about the product, and they may also feel cared about by the organization. The loyalty of the organizational members is observed to promote increment of the firm that acts like the success pill for the organization.

However, the most critical factor behind effective communication with the customers is the active involvement of the organizational members (Conrad and Terry 2015). In YouTube, the customer service team members are readily available to hear the demands and complaints of the viewers with the help of comments, reports, helpline numbers, social media, and emails. As a result, the company achieves satisfied viewers with better recommendations in their feeds. The company worked and designed the system based on the desires of the viewers that enabled the firm to maintain the satisfaction of the users and attain competitive advantage. It means that listening to the consumer's desires and the complaints are the critical factor behind having effective and strategic communication in the organization.

Similar findings have been observed by Coombs (2015) that tells the example of how the organizations can achieve strategic communication factor by enabling the factor of effective communication with customers. The organization that is centered on the consumers and actively participates in satisfying their demands has achieved greater success. Furthermore, customers feel they have been able to be connected with the organization, which also leads to satisfaction. Humans have an innate need to have a sense of belonging, which can further be obtained by the efforts of the organization to ensure effective communication with the users.

Furthermore, social media also plays a vital aspect in the development of the organization and the attainment of customer satisfaction at large. Zerfass & Holtzhausen (2014) stated that social media has made it easier for the organization to get a hold of the consumers and have a direct connection with them. It also helps the organization to have a real-time review of the products that can either satisfy or frustrate the users. Earlier, such aspects were harder to find and thus, the organization can now have effective benefits of strategic communication than the companies of previous generations. Thus, one can see the benefit obtained by YouTube is much greater than any organization centuries ago just because of the rise of media around the world.

The organization can also bring about higher benefit by focusing largely on the clients since they enable the firm to attain customer satisfaction on a larger scale. The more the clients are successfully satisfied, the better the results that will be obtained by the organization at large. Several aspects have been used by the organization to have effective communication with the clients so that they may enable the firm to have customer satisfaction at large.

Zerfab et al. (2014) observed that customers are highly satisfied with the efforts of the organization to maintain the quality of the product or service. In the case of YouTube, the service is the provision of effective videos and recommendations by taking care of hateful and blasphemous content. Such goals are attained by the acquiring higher quality raw materials. Certainly, the more effective raw materials the organization has been able to collect, the better chances are that the firm can ensure higher development by the provision of better products. YouTube uses clients such as Netflix and other movie producers to get money by which the company can pay professionals to have innovative ideas for the production of the service. For that, strategic communication is critical for the company.

## User engagement

Strategic communication is directly or indirectly centered on the engagement of users. If consumers are found to be positively engaged in the organization's products or services, the firm can attain higher growth through the provision of more products or services. The more products are loved by the customers, the higher production obtained by the firm at large.

However, amid the flickering focus of customers, organizations have raised the level of user engagement and satisfaction, which has certainly caused many firms to have problems regarding the attainment of competitive advantage. However, user engagement has been observed to be attained by the organization by getting a live review of the services. Feedback sessions have helped the organization attain information about customer satisfaction, which has shaped the services to be offered to the consumers.

Businesses using strategic communication to engage users can effectively attain the benefit of satisfied consumers. Other than that, customer support stands as a major factor behind the engagement. The engagement of the users can be effectively done with the help of organizations that often strive to maintain the support to be given to the organizations at large. For instance, YouTube had provided the support of the faster response to the customers.

Other than that, organizations with the ability to measure a product or service engagement can attend the benefit of making services according to the desires of the consumers. Such measurements enable the firm to analyze what customers think about individual products. YouTube has been able to measure the suggestions by every click. If the consumers desire to watch a particular video, it would be directly be done by the firm by using the suggestion feature on the official website.

Similar findings have been observed by Rossmann, Ranjan, and Sugathan (2016) in their study. The observations were made regarding how the communication factor has helped the organization to engage the users by the utilization of the customer support factor. The competitive advantage around the business world has raised the bar of the organizational development. With that, many companies have enabled customer satisfaction by ensuring that the firm managers utilize the developmental aspect so that consumers can become loyal to the firm.

## Internal and external communication tools

The internal (among managers and employees) and external (among company and employees) communication are critical since they allow the company to plan for the achievement of customer satisfaction on a larger scale. Internal communication is equally important as the external with the consumers is stated by the findings of this study. Internal communication comes from having motivated and satisfied employees who ensure a better production rate in the organization. The primary tool that can be observed in the satisfaction aspect of consumers involves the motivation of the employees.

Such aspects can be done by enabling the senior members of the firm to have effective communication and total transparency with employees. When the organization has better communication with the employees, the firm is able to attain the benefit of dedicated and open employees. That means the individuals would likely to ensure total reciprocation of the efforts made by the organization.

In this context, it has also stated that the managers of the organizations should also be able to attain the benefit of having effective communication among each other. However, the mere availability of effective communication is not always enough to have better leaders and managers. For that, the organization should train the individuals concerning the management of the employees so that they can be effectively engaged to make strategic communication beneficial (Wenzel & Koch, 2018).

Heath et al. (2018) observed that the organization’s main priority should be to initiate strategies that can motivate employees to work harder. The strategic communication was analyzed as the main factor behind the motivation and driving force that the workforce needs in order to have innovative ideas about the satisfaction of the consumers. In this way, the organization can ensure customer satisfaction by making sure that effective communication strategies have been designed.

Strategic communications have profound impacts on employee motivation. This information is conveyed with more clarity that eliminates the possibilities of misunderstandings. Firms that adopt effective communication techniques are more likely to build a positive workplace environment that increases productivity and growth. Integration of Google's YouTube will allow the company to improve interaction between employs and leaders. This will provide a competitive advantage to the company against rival firms. Videos are practical tools for replacing face-to-face communication.

The findings reveal that a powerful communication strategy involves electronic meetings. This will provide opportunities for virtual meetings where information's can be shared immediately. Different platforms like Skype provide inclusive platforms for arranging meetings. Electronic meetings build a collaborative environment where employees and leaders can share their views and concerns (Bishop, Press, Mendelsohn, & Casalino, 2013). This communication strategy offers many benefits to the organizations including openness.

People can communicate form long distances that mean such technology is advisable for saving time and cost. Employees or leaders across different branches or cities can communicate through electronic meetings. Electronic communications offer to sharp of screenshots, videos or photos that make the meeting more inclusive. The features like downloading and commenting are used for providing opportunities for retaining a copy of meeting to the employees (Bishop, Press, Mendelsohn, & Casalino, 2013). The costs of electronic meetings are very low compared to live meetings. High-quality conferencing software can be installed that can be rented or purchased. The company saves travel costs because the software connect all people. Electronic communications are also time-saving because the company don't need to organize meetings. The people can connect on one click indicating that actions can be taken immediately. This is a useful tool that addresses employees needs by allowing them to download the video and use it according to their requirement.

Communications are also maintained with clients through online platforms. This allows companies to build a positive relationship with their clients. This technology is used for taking feedbacks or listening to the client's concerns. This also effective strategy for building customers loyalty. The video feature or online communication is available to the customer for the whole day. This allows them to connect to the company at any time and place an order or give feedback. The electronic platform allows clients to save time and money. They don't need to travel due to the availability of the online platform. The findings reveal that employees and customers exhibit a high level of satisfaction for electronic and online communications (Gordon Bowen, 2014).

Social media is used by the company as an aggressive marketing tool. This is an effective tool for targeting a larger customer base across the world. Different social media channels are used for persuading customers. The popular social media sites used by the company include Twitter and Facebook. The company manages to get high customer base on these platforms (Schaupp & Bélanger, 2014). This allows maintaining constant communications with the followers. Different posts are added for making the advertisement more appealing. These sites allow the feature of additional symbols that increase customer base.

An effective strategy for promoting selling on social media is by generating attractive content. The company add photos of celebrities that are eye-catching. SEO optimization is used for increasing the visibility of the company's official webpage on social media sites. Community building involves conducting direct online conversations which followed over these platforms. The company also responds to the posts of followers for improving the relationship with customers. Cross-channel campaigns are also used on these platforms for grabbing customers (Oinas-Kukkonen, Lyytinen, & Yoo, 2010). Brand campaign strategies include sharing of powerful quote or story.

# Limitations and implications

## Limitations

Even though the study identified factors showing the benefit of strategic communication and the ways in which the organizations can utilize them, the limitations of the study made findings extremely explorative rather than accurate the very fact that the utilization of qualitative approach was not chosen shows that the study had been rather provided the facility to gain information instead of the accuracy of information. This factor is the primary setback of the study since it reduced the accuracy of the findings observed. It is because in general, the qualitative study is all about the exploration of a certain topic whereas the quantitative aspect is the analysis of the results in the statistical form that can provide accuracy.

With the use of quantitative approach, the author could have attempted to find the factors where the strategic communication affects the most and what are the possible aspects that are mostly the influential factors behind the success by using the strategic communication in the firms; However, the study did achieve the benefit of the provision of hands-on details about the utilization of strategic communication in the organization in many ways.

## The implication of the results

The results have enabled the organization to change the overall strategies accordingly such that the firms start to attain higher growth. The results were able to give an effective pathway to the organizations concerning individual growth. Additionally, individuals who desired to open a firm would get more information about the management of both customers and employees at large. Furthermore, individual, organizational members would get the benefit of additional information about the nature and utilization of strategic communication in the organization so that they can have better and effective results.

Furthermore, the study implicated that the results provided in this study would be able to ensure that the organizations can make effective policies for the development of the organization regarding communication with both internal and external aspects. The study indicated that strategic communication does have the ability to turn the tables around and ensure that the firm is able to promote the higher satisfaction of the customers.

# Recommendations for future research and conclusion

The primary purpose of this research is to ensure that information about strategic communication can aid in producing desired outcomes to organizations, along with the satisfaction of both internal and external factors within the organization such as employees and customers. This section is meant to provide effective recommendations for future researchers to ensure that appropriate and accurate results are obtained. Practitioners should carefully read the following five outlines to identify the ways by which the individuals can attempt to have better results.

* Quantitative approach

The researchers can ensure to utilize quantitative study approach such that the concept of strategic communication can be clearer for the other organizations getting help from the researches like this. This recommendation is essential because it would ensure that the organizations get accurate results about the strategic communication such that the attainment of the success can be ensured. Such efforts can be made by using the quantitative methodology.

* Face-to-face interviews

Face-to-face interviews allow the researcher to gain more information about strategic communication, for this, the study can make use of mixed research, involving both quantitative and qualitative studies. The quantitative approach would provide accuracy while the qualitative nature would be providing the details about the concepts.

* Better data collection technique

In this aspect, the authors can use actual recording technologies related to the interviews and other SPSS (Statistical Package for the Social Sciences) tool for the analysis of the data appropriately. The authors can ensure the utilization of more tools such as a voice recorder and transcriber such that the answers can be revived to make effective findings for the benefit of the organizations and the business world.

* Ample time

This factor is needed because in this study; ample time proved to be a facilitator. It can be attained by proper and strategic ways to get answers.

* More respondents

Since this study had been about the utilization of strategic communication, the researcher can include more than one organization and or conduct a focus group to triangulate study. Such efforts can be undertaken by having more cooperation to get permission from other organizations. More respondents can provide accuracy of the results and different ideas about the subject matter.

This study is about strategic communication and how it leads organizations toward the desired outcomes. In short, it is meant to provide effective ways by which it can promote the betterment of the organizations at large. The findings supported that the aspect had been able to provide effectiveness to customer satisfaction. However, the effective utilization of strategic communication is similarly critical for the development of the organization with respect to the internal and external factors. Both the employees and the customers need to be included in the strategic communication factor. Lastly, the use of strategic communication is effective in enabling the organization to get appropriate approaches to deal with different situations. This study as a whole was meant to highlight the fact that an organization can be able to attain the benefit of having strategic communication as a whole.

The strategies are the plans to align certain ideas and actions for the directions and persuasion of stakeholder to some objectives. Mass communication has diversified and influential role in promoting the well-being of any business. The products, services, ideas, and the program are designed in a proper way to enhance marketing activities. The plan for enhancement of business is based on the centrality of customer who is considered as boss and partner of any market. There is no reason for any organization to exist without their customer. In the contemporary world of economics and marketing, customer is placed at the center of market activities. Several reasons and support is there as the development of products are fast growing with particular focused on the business models. Various services and products are offered in the markets which are significantly absent from the conventional models.

 A critical aspect of macro factors is central in the operations of the business environment and they're focused on the micro aspects. To align these issues and points there is always a need for some plan to move and work. Because of the maturity and abundance of products in the market, stakeholders have special attention for enhancing the services through distinct models. Performance became the central phenomena in devising a strategy and for the saturation of rising private labels of retailers. For example, the analysis of the plan reflects that the oversupply of products has considerable influence over the choices of a customer. There is a fundamental shift in marketing which drives from transactional to relationship-based business. The present customer is well informed and aware all about the ingredients included in the particular product. The broad knowledge and the critical skills are generally required in the devising of policy for a particular group of people or the organization.

**Discussion**

 Under the direction of mass communication, there is a strategy that explains what strategic communication is. Various companies across the regions have their value based communication framework which is employed to interact with the stakeholders like investors, partners, customer, prospects, and employees (Andrews & Shimp, 2017). There is great value of communication among these individuals. Further, the value of a customer is also important because it is the solution to a problem for the exchange of products. All the ideas, guidance and influence are part of the plan and the goal of marketing. The perception of controlling and changing the behavior is the central part of exchanging objectives. For the extension of companies, managers choose to exchange certain strategic message. It is the tool which explains the guidelines and ideas.

During the composition of a plan there are some questions that need to be addressed. Like the purpose, objectives and the existence of organizations. One must start with why, for the success of ideas and the vision driven next to the services and products. Why would be the vision and how to reflect that companies are organizing their values in a proper way. The use of what would incorporate the format, channels, and strategies for the delivery of the message. A major factor that drives the person to highlight strategic channels is the enhancement of stakeholders and the audience. The transformation of great strategy is challenging work (Belasen & Belasen, 2018). There are various people who achieved their objectives through strategic communication but there are only few who invest for making it long and sustainable.

Other opinions for the strategy are based on the work of documentation which outsources the industry and spends a lot of time for thinking about helping others. However, a great and reasonable strategic plan is the one which allows the enterprise to distribute and create effective communication on deadlines. It must be a positive and attractive experience for the clients and derive desire actions on the part of enterprises. The management of customer at the organizational level should be end to end, a web-based workflow tool that provides an auditable trail of printed documents. There would be streamlined in the creation of product and its compliance for the particular customer (Burger, 2016). While following such type of strategy, the business would bring entire strategic communication and execution plan into a single and uninformed way. There can be other ways of working on the plan and alignment of ideas or other factors. Those who are operating in regulated organizations like the financial services and health care industries required the connection which can help in removing the barriers that contributed to non-compliance of a plan.

The communication management solutions provide the vision into the printing and for a sustainable saving model. The aim of such types of models in the strategy is to reduce costs and enhance the profits included in it. Certain modules are applied to the plans which include production, compliance and the target. The target support for the maintenance and managing templates to access personalized utilizing cloud-based programs. It helps in the letters, marketing kits and sending of direct mails to the concerned individuals. The production system in the plan unfolded the access to our digital storefront that supports on-demand production of pre-approved facilities and material. The compliance is the tool that contains marketing managers and communications to create the templates with editable and locked content zones. The main purpose here is to ensure the prevention of errors and smooth support for compliance.

The annual notices about certain bills and the change of notices or policy outcomes are significantly supported by the compliance (Burger, 2016). Further, the management of communication can be streamlined through the optimization of documents that are part of the entire workflow. Through these modules and production or plan of compliance, the customer resulted in an improved experience. Markets and the organizations need to invest more and more for the attraction of new customers than satisfying the existing because there would be greater benefits. Growing the base for customer and product is a priority for many organizations (Hallahan, 2015). In the same way, the preferences and maintaining the relationships with the customer has promoted change to manage the communication and marketing of the organization.

Following these measures will eventually give rise to alternative marketing practices like the integration of communication, relationship with management, services, and marketing. It would be very important to consider the useful developments to include the traditional marketing mix and it will also restrict to the broad marketing communication domain. Various organizations are usually outsourcing the functions to the specialist suppliers and coordinate activities through brand ambassador or manager. To achieve the objectives of marketing and the implementations of plans these measures are essentially added in devising a strategy. Actions, ideas, and other tools in mass communication are incorporated through integrated marketing communication.

It recognizes the merit of various disciplines and combination plans to increase the communication that is encountered by consistency and clarity. There is a requirement of the juxtaposition of the discipline and differentiation like the appointed agencies of companies which presents postmodernism which is not influenced by customer biased perspective. The information of the product and the brand are exposed to the discipline of communication originated from touchpoint which is delivered to the customer (Hallahan, 2015). However, there is an effective solution for such types of hindrance like the approach of customer orientation by satisfying the needs and wants of the client. Most of them argue for the network of brand produced by a particular agency or the company to remain connected and satisfied with the work. The brand frames and references are the reflections of what is known and unknown for them in the market.

Experience of the client for any company or its network of brands suggests that there is positivity or negativity in the devised communication strategy. The advertising, corporate communication, product packaging and the word of mouth are a significant element of any plan. It helps the managers as for how the brand is attracting with various touchpoints and relevancy of the business communication in the market (Willis et al., 2017). Companies must be consumer-centric tools and they should use the outside-in planning along with the focus on the total experience of the customer. Objectives of the client must be matched with the corporation. Similarly, the behavior and treatment of purchaser should be appropriate because these are assets for the success of the business. Most of the organization drives their profit and earning through the clients. The convergence of traditional marketing service with a technologically based business will eventually raise the profit and activities of a particular brand.

**Conclusion**

 The alignment of strategies with the ideas and actions will influence the stakeholders for desired objectives. In the subject of mass communication, various elements are considered for effective conveying of business messages. A manager needs to highlight the customer-oriented approach which could result in the benefits of business and enhancement of brand. Without a customer, there would be no strategy and profits for the markets. The stakeholders must be careful in planning and executing strategies for their business communication.

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