

Social Welfare Department - Non-governmental Organisations  
**Seminar on Best Practice Manual – Session 4**

# **Communication in the New Information Era**

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## **The New Information Era**

- Highly-developed information & communication
- Changing information environment

## **e-Information & Communication**

- Having the right tools
- Managing e-Information & communication

# The New Information Era

## Highly-developed information & communication

- Information and communication technology (ICT) common & easy to use
- Convenient to search, collect, disseminate information & express opinions
- Ability to master ICT on the rise, regardless of age
- Large volume of online information & growing, can spread fast and far in split of second
- Mixed-mode products & services on the rise, with integration of online information - communication & offline physical delivery

# The New Information Era

## Changing information environment

- Emphasis on right to know, demand for transparency & timely response to legitimate information requests
- Individuals well-informed, organisations need to communicate proactively, for better results
- Insufficient quality assurance of online information, timely official dissemination better-protects interests
- High volume information flow, data protection is crucial

# e-Information & Communication

## Having the Right Tools

- Integrate online & offline information & communication to supplement traditional channels, enhances quality and efficiency
- Consider the needs of stakeholders, information & communication needs, operating environment, scale of operation, direction of development ...
- Holistic planning needed
- Choose the appropriate tools

# e-Information & Communication

## Managing e-Information & Communication

- Content management, new media / multi-media
- ICT platform
  - Inhouse systems / outsourcing / public platforms
  - Management of resources and suppliers
  - Quality Assurance & risk management
    - to protect operation
    - to protect personal data
    - & important information of organisation

# Communication in the New Information Era *(Conclusion)*

- The New Information Era – both **opportunities & challenges**
- Choose the **right tools** – consider nature and scale of operation, stakeholders and their needs, complement traditional communication channels
- e-information & communication is **mission-critical** – manage properly for operational efficiency & data protection.

**Thank you**