

# Differences between Internal and External Communication

Basis for comparison	Internal Communication	External Communication
Meaning	Internal communication implies a communication that takes place between the members of the organization.	The type of communication that occurs between the organization and external party/organization is known as external communication.
Form	Both formal and informal.	Mostly formal.
Objectives	To transmit information between various business units and departments.	To maintain relationship or exchange information with the outside parties.
Participants	Employees and Management.	Customers, shareholders, investors, clients, general public, suppliers, creditors, etc.
Frequency	High.	Comparatively low.
Flow	It flows within the organization.	It flows in the vast business environment.

## Key differences:

The differences between internal and external communication can be drawn clearly on the following grounds:

1. Internal Communication refers to the communication which takes place among the participants within the business organization. On the contrary, external communication is a communication that occurs between the organization and other individuals, groups or organizations.
2. Internal communication can be formal or informal but external communication is mostly formal and highly documented.
3. Internal communication aims at transmission of information between various business units and departments. Conversely, external communication focuses on maintaining relationship or exchanging information with the parties external to the business.
4. The participants of internal communication are employees and the company's management. As against this, the parties to external communication include customers, shareholders, investors, clients, general public, suppliers, creditors, etc.
5. Both internal and external communication are regular but the frequency of internal communication is relatively higher than that of external communication.
6. Internal communication flows within the organization, whereas the external communication flows in the vast business environment.

*Taken from keydifferences.com*

**Make a list of all the internal and external communication processes you can find in your organization:**

**INTERNAL**

**EXTERNAL**

---

---

---

---

---

---

---

---

---

---

---

---

---

---