

Institutional communication

Institutional communication can be defined as the type of communication carried out in an organized way by an institution and its representatives, and is aimed at people and social groups that develop its activity. Its objective is to establish quality relationships between the institution and the public, with which it's affiliated, acquiring social notoriety and an appropriate public image according to its intentions and activities.

Institutional communication is related with marketing, publicity, the press, and public relations, but goes beyond the functions carried out by them; it looks to transmit the personality of the institution, the image, and the values that fund it. You cannot separate the identity of an institution and its values, and the way to communicate. Its identity must be in harmony with its content, in order to communicate.

There are three possible images that don't always coincide in the communication of an institution: the image that it wishes to give, the real image of the institution, and the image that is perceived. A good institutional communication looks for harmony between the three images, prioritizing to identify and trying to avoid that the image that is conveyed doesn't correspond with reality or that the institution be perceived in a wrongful way.