

Internal Communication

Mexican Tax Administration Service's

2019



GOBIERNO DE
MÉXICO

HACIENDA
SECRETARÍA DE HACIENDA Y CRÉDITO PÚBLICO



General

- 1. Strengthen organizational culture.**
2. Encourage sense of belonging.
3. Increase the pride towards the institution.

Specific

- 1. Promote institutional values.**
2. Establish and guard the correct use of the institutional image.
3. Disseminate strategic information within SAT.





25

Campaigns on average each year

Permanent campaigns

5

20

Temporary campaigns

- Strategic Plan
- SAT Identity
- Trustworthiness and values policies
- War on corruption
- Information security

- Training and development
- Annual declaration of taxes
- Asset declarations
- Efficient use of resources
- Job equality
- Service culture
- SAT's anniversary
- **Honor wall**
- Civic or historical dates
- Traditions
- Annual sport games
- Women's Day
- Civil Protection
- Mother's Day
- Father's Day

Identity

Ethics and values

Professional development

Human development



Audiovisual means

Media	Reach	Regularity	Production	Segmentation
IntraSAT	85% SAT community (15% does not own a computer)	Daily On line	Multimedia Banners, minisites, photo galleries, infographies, videos or podcast	Limited All community or by area
SAT Avisa	95% SAT community (5% does not own an institutional mail)	Daily By mail	Multimedia Audios, videos, images or texts	Broad All community by area, region or gender
RadioSAT	Between 5% and 10% SAT community	Daily On line and on demand	Audio On line transmission, recorded products	Broad All recorded products can be delivered to all community by area, region or gender
TVSAT	95% SAT community (5% does not own an institutional mail)	Weekly By IntraSAT, mail and TV screens	Multimedia Audios, videos, images or texts	Broad All community by area, region or gender
WhatsApp	* Development	Weekly	Multimedia Audios, videos, images or texts	Broad All SAT community

WhatsApp



Digital means

Media	Reach	Regularity	Production	Segmentation
TV screens in office buildings	90% SAT community  148 buildings  282 screens	Weekly	Multimedia Videos and animated banners	Broad All SAT community in general, region or building
Digital calendar	85% SAT community (15% does not own a computer)	Daily On line	Graphics Design with links	None Only those who own a computer can reach it
Wallpaper	85% SAT community (15% does not own a computer)	Weekly On line	Graphics Design	None Only those who own a computer can reach it
Screen protector	85% SAT community (15% does not own a computer)	Weekly On line	Graphics Design	None Only those who own a computer can reach it
Phone screens	85% SAT community (15% does not own a computer)	Weekly On line	Graphics Design	None Only authorities have acces

Population by age



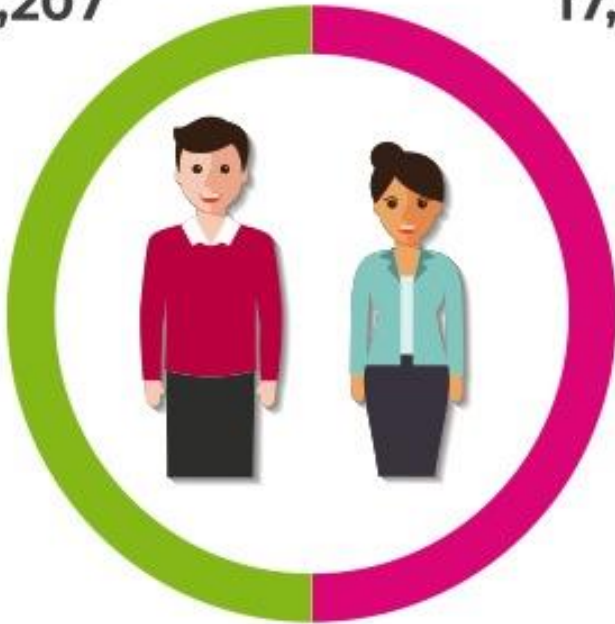
SAT Community
32,812

46%

15,207

54%

17,611

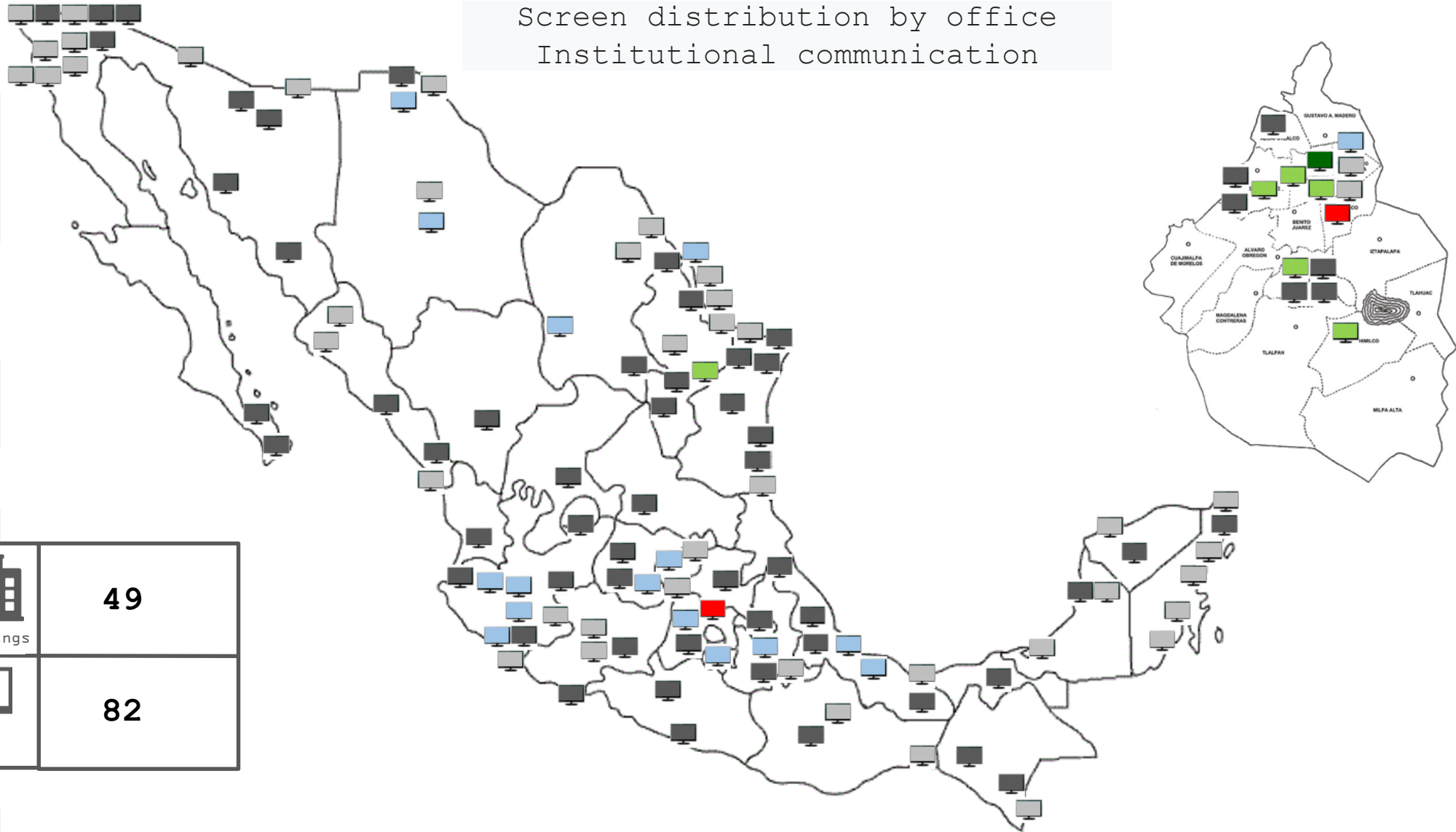




Population by gender

By areas

Headquarters	Tax collection	Customs and foreign trade	Audit office	Major taxpayers
6	5,548	1 7,814	7,059	1,414
Taxpayer services	Legal area	Planning and technology	Resources and evaluation	Internal control office
3,337	1,825	1,260	4,369	186

Screen distribution by office
Institutional communication



 Buildings	49
 TV SCREENS	82

The strengthening of communication within the SAT is giving results and this is how we have measured it through the Climate and Organizational Culture Survey through which more than 94% of staff say they feel identified with the institution and its values. Result that since its first measurement in 2010 has a permanent upward trend.

In the customs sector, the SAT has the challenge of continuing to integrate the staff and make it feel part of a single institution, the numbers in the focused survey also project progress in 2016 from 80% identification to 89% in 2018.

Thus, the efforts made in the production of audiovisual content, in the creation of internal media and constant innovation to attract the internal public have yielded results and the exploration of more and better content and channels will continue.





TVSAT



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