

NIGERIA GOVERNORS' FORUM COMMUNICATIONS ACTION PLAN 2014

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Introduction

The NGF Communication Strategy 2013-2015 provides overall direction for communications work at the NGF. The strategy sets out the communications goal, objectives of communications, key messages and target audiences for developing NGF Communications Action Plans for each year.

Communications Action Plan 2014

The NGF Communications Action Plan 2014 identifies the communications activities that will be undertaken during the year to achieve effective communications with all Nigeria Governors' Forum members and stakeholders. The plan covers both internal and external communications activities in 2014. For each activity, the plan specifies the target audience or audiences, messages, key deliverables, timeframes, and indicators for monitoring and evaluation.

Human and financial resources

The NGF Communications Action Plan 2014 has been developed to make optimal use of current human and financial resources allocated to NGF communications. The action plan will be carried out by the NGF Knowledge Management Unit.

	Activity	Target audience/s	Message/s	Deliverable/s	Timeframe	Person responsible	Indicator/s
1	Develop a communications strategy to support NGF's strategic objectives	NGF staff	The communications strategy provides a framework and methodology for designing and implementing communications activities	NGF Communications Strategy 2013-2015	31 January 2014	Myani Bukar	NGF Communications Strategy 2013-2015 produced and delivered to all NGF staff by 31 January 2014
2	Develop the communications action plan 2014	NGF KM staff	Realistic plans are essential for effectively implementing communications	NGF Communications Action Plan 2014	31 January 2014	Myani Bukar	Communication Action Plan 2014 developed and implemented by 31 January 2014

	Activity	Target audience/s	Message/s	Deliverable/s	Timeframe	Person responsible	Indicator/s
			activities				
3	Establish and maintain a distinctive 'brand' for the NGF	NGF staff	Consistent application of NGF style guidelines raises NGF's visibility and strengthen the NGF brand	NGF style guidelines	30 June 2014		NGF style guidelines developed and distributed to NGF staff by 30 June 2014. 100% of NGF communications adhere to the NGF branding guidelines by 31 December 2014
4	Ensure the content, direction and approval of external messages present NGF appropriately	NGF staff		Protocols for external communications	31 March 2014		100% of external messages appropriately reflect NGF by 31 December 2014
5	Provide easy access to information and knowledge resources on governance best practices	Governors, media, civil society organisations, citizens, ministries, departments and agencies, development partners, private sector		SPRM reports, documents on state best practices, lessons learned, tools and other knowledge collected, classified and posted on the NGF Hub	Ongoing		NGF knowledge resources in the Hub increase by 10% over 2013 by 31 December 2014
6	Carry out an audit of the current situation of knowledge management in NGF	NGF management/SPARC		Knowledge audit report and recommendations	30 September 2014		Knowledge audit report and recommendations produced and distributed throughout NGF by 30 September 2014
7	Promote NGF knowledge resources	Governors, media, civil society organisations, citizens, ministries, departments and	NGF has useful resources that are easily accessible	Monthly emails with a link to every new resource posted during the month	First Monday of every month	Virtuous Igbodika	Monthly emails sent out Statistics on access to information in the Hub and document downloads show an

	Activity	Target audience/s	Message/s	Deliverable/s	Timeframe	Person responsible	Indicator/s
		agencies, development partners, private sector					increase of 10% over 2013 by 31 December 2014
8a	Share knowledge	NGF stakeholders. state government officials	Sharing information, experiences, skills and expertise promotes improved governance	Respond to internal requests, requests for information from state government partners	Daily	KM Unit, NGF Secretariat	Data on requests received and information provided
8b	Share knowledge	State government officials	Sharing information, experiences, skills and expertise promotes improved governance	Share fair for XX, XX and XX States	30 June	KM Unit, NGF Secretariat	ShareFair held successfully List of attendees Report of ShareFair produced and distributed throughout NGF, and to states and development partners
9	Build capacity	Sub-national civil servants	Knowledge produced by NGF can be applied to state activities to improve governance	Seminar Workshop	31 March 30 June	KM Unit, NGF Secretariat	List of attendees at the seminar and workshop each Reports of the seminar and workshop produced and distributed throughout NGF, and to states
10	Document NGF progress			NGF annual report 2013			
11	Produce NGF knowledge products			Policy brief on XXXX issue			

Communications Activities Schedule 2014

Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1 Develop a communications strategy to support NGF's strategic objectives												
2 Develop the communications action plan 2014												
3 Establish and maintain a distinctive 'brand' for the NGF												
4 Ensure the content, direction and approval of external messages present NGF appropriately												
5 Provide easy access to information and												

knowledge resources on governance best practices												
6 Carry out an audit of the current situation of knowledge management in NGF												
7 Promote NGF knowledge resources												
8a Share knowledge												
8b Share knowledge												
9 Build capacity												
10 Document NGF progress												
11 Produce NGF knowledge products												

Communications Activity Implementation Plans 2014

For each activity, a *communications activity implementation plan* will be developed identifying:

- “Who” the target audience or audiences are
- “What” messages need to be communicated
- “When” the activity will take place

- “Why” the activity will achieve the desired outcome
- “How” the communication will be delivered, and
- “By whom”, who will be responsible for implementing the activity

Example: Communications Activity 7 2014 Implementation Plan

Activity 7 Promote NGF knowledge resources			
Target audience			
	Primary	Governors, ministries, departments and agencies, development partners	
	Secondary	Media, civil society organisations, citizens, , private sector	
Message		NGF has useful resources that are easily accessible	
Desired outcome		Access to information in the Hub and document downloads increase by 10% over 2013 by 31 December 2014	
Resources		XX days (give approximate days per person involved) NXXXX (give costing breakdown)	
	Deliverable	Person responsible	Date due Date delivered
	Email with a link to every new resource posted in the Hub in January	Myani Bukar	3 Feb
	Email with a link to every new resource posted in the Hub in February	Myani Bukar	3 Mar
	Email with a link to every new resource posted in the Hub in March	Myani Bukar	7 Apr
	Etc...		
	Facebook posts weekly		
	Etc		

Example: Communications Activity 8b 2014 Implementation Plan

Activity 8b Share knowledge	ShareFair		
Target audience	State government officials in XX, XX and XX States		
Message	Sharing information, experiences, skills and expertise can help you improve governance		
Desired outcome	State government officials from XX, XX and XX States share information, experiences, skills and expertise		
Resources	XX days (give approximate days per person involved) NXXX (give costing breakdown)		
Deliverable	Person responsible	Date due	Date delivered
ShareFair for XX, XX and XX States organised: <ul style="list-style-type: none"> • Location set • Date set • Invitation list agreed • Invitations sent out • Presenters arranged • etc 			
Press release announcing ShareFair produced and distributed			
Media interviews organised for key participants			
Interviews with participants posted on YouTube			
Press release on results of ShareFair produced and distributed			
Report of ShareFair produced and			

distributed to: <ul style="list-style-type: none"> • all participants • Governors • development partners • other key stakeholders 			
Report of ShareFair posted in NGF Hub, NGF website			

Communication culture

The KM Unit is responsible for NGF organisational communications. However, all involved in NGF have a responsibility to communicate information about NGF activities, information and achievements as part of their daily work. This is particularly important as face-to-face, mobile phone and social media interactions provide many opportunities to communicate, share information and knowledge, and learn. Channels such as SMS, blogs, e-forums, Facebook, Twitter, Flickr, YouTube, Slideshare, wikis and LinkedIn have the advantage of informal two-way communication which encourages sharing and exchange of information.

In both formal and informal communication, everyone should be guided by the communications strategy and communications protocols to ensure communications are appropriate and present clear, consistent messages about NGF.

Monitoring and evaluation

The Annual Communications Action Plan 2014 provides the basis for monitoring and evaluating the effectiveness of communications during the year. Each activity can be assessed against its indicator. Assessment methods could include:

- Keeping records of participants at events
- Questionnaires or surveys to solicit feedback on events such as ShareFairs, workshops or seminars
- Monitoring and analysing website statistics for the Hub and NGF website
- Analysing social media interactions

- Monitoring and analysing media coverage (newspaper and print media, radio and TV)
- Conducting stakeholder perception surveys, focus group discussions and in-depth interviews

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