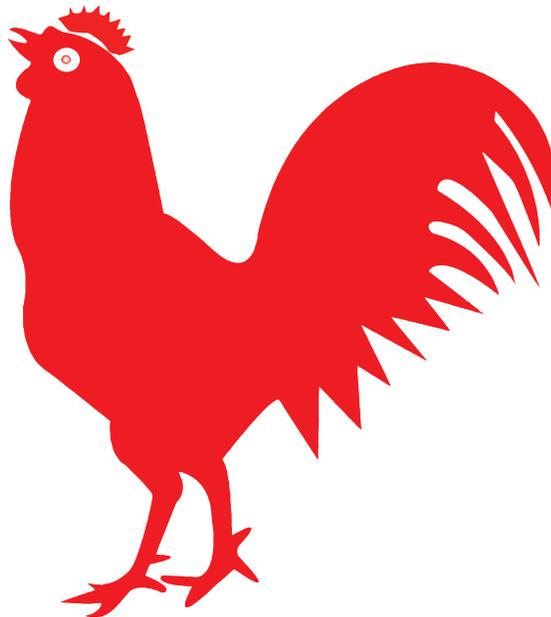


CONVENTION PEOPLE'S PARTY



INTERNAL COMMUNICATIONS POLICY 2016–2021



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STATEMENT BY THE DIRECTOR OF COMMUNICATION

As the Communication Director of our great party, I appreciate the fact that our democracy can flourish if we avail ourselves to partnerships based on amity and respect. A kind of partnership that aims at strengthening capacities and building strong institutions.

Without doubt political parties are institutions of governance. An effort to improve its systems must be accepted and encouraged. I have noticed with admiration the efforts made by the United Nations Development Program (UNDP) towards improving the lots of political parties in Ghana without discrimination. These efforts are immeasurably helpful to us as a party in our onwards march towards building capacities and strengthening our institutional framework.

This communication Policy and Strategy is an example of the effort and commitment of our party to work with other stakeholder to improve our internal processes and systems and to be able to communicate effectively from the national through the regional to the constituency and district levels

I am grateful for the continued support and I am thereby putting this communication policy and strategy forward.

Comrade Kadri Abdul Rauf Issifu,



Kadri Abdul Rauf Issifu
Director of Communication

June 2016

ACKNOWLEDGEMENT

The CPP would like to express her deepest appreciation to all those who provided the possibility to complete its first ever Communications Policy. In particular, the CPP would like to place on record its special gratitude to the UNDP's Joint Party Strengthening & Support (J-PASS) project, through whose funding support this publication was made possible.

Furthermore the CPP would also like to acknowledge with much appreciation the crucial role of the party's J-PASS project focal persons—Issifu Kadiri Abdul Rauf and Hajia Hamdatu Haruna, who were very central in the development of the Policy by coordinating the party's internal communication survey and reviewing the drafts until the Policy took the final shape you have in your hands.

Last but not least, many thanks go to Mr. Michael Ohene-Effah, the UNDP's consultant, who invested his full effort in guiding the CPP to develop this Policy. He tirelessly facilitated the various communication meetings and workshops, out of which information used in the Policy was generated.



EXECUTIVE SUMMARY

The Convention People's Party is gearing itself for interesting times ahead as it prepares for a general election in November 2016. The first internal communications policy has been developed as a result of an internal communications practices study conducted in February 2016, with the support of the UNDP.

The study pointed out that there is more work to do on internal communications to ensure Party members and staff feel better informed and engaged. This policy is a result of that observation. It is very important that that party members, departments, organs and stakeholders are fully engaged in and understand the purpose of the CPP, its messages, policies and programmes, and the role they will play in it.

The current focus of this strategy is to greatly enhance internal communication and amongst and between all sections of the Party until 2021.

The internal communications and engagement strategy is presented in six sections:

- **Where we are now**—two sections are dedicated to reviewing the CPP's guiding principles, ideology, pledge and purpose and organisational structure.
- **Where we want to be**—three sections are dedicated to developing the Party's internal communications policy and how the Party intends to communicate internally. They also show how our actions will support key drivers, such as our vision, strategic plan, member engagement and the overall Party strategies.
- **How we will measure success**—the last section is dedicated to monitoring and evaluation mechanisms and tools.



CHAPTER 1 | The CPP's Guiding Principles

1. The Convention People's Party also known as CPP was formed in 1949 during the struggle for independence. It became the main political vehicle in the struggle leading to independence in 1957, and was the governing party from 1957 until it was illegally overthrown in a coup d'état organised by dissident army and police officers in collaboration with Western intelligence agencies.
2. The coup was promptly hailed by Western governments, including the U.S. Allegations of American involvement in the coup d'état arose almost immediately because of the well-known hostility of the U.S. towards CPP's socialist orientation and pan-African activism. These allegations were subsequently confirmed by declassified U.S State department archival files detailing the CIA's active undermining of the CPP and in its eventual illegal overthrow.
3. However, time, events and history have vindicated the CPP's achievements as evidenced in its legacy which at the time revolutionised the lives of the Ghanaian people and served as the foundation of Ghana till date.
4. The ideology of the Party shall be and remain NKRUMAISM. The principal aims and objectives of the Party shall be:
 - To consolidate and maintain the independence and sovereignty of the State of Ghana;
 - To safeguard and defend the Constitution of Ghana against its overthrow or abuse;
 - To take all necessary steps to ensure the political, economic and social progress and stability of Ghana and promote national reconciliation and unity; To offer Ghanaians a caring Government based on Nkrumaist principles of social justice and the welfare of the people;
 - To protect and enhance Ghanaian cultural heritage and institutions; To work relentlessly for political and economic unity of Africa and co-operate with intra-African institutions and agencies towards the realisation of this goal;
 - To pursue the goal of world peace, justice and security, and struggle for a new and equitable world political, social and economic order through the United Nations, Organisation of African Unity, the Economic Commission of West African States, the Commonwealth and other international organs; and
 - To co-operate with other political parties and movements, which commit themselves to similar ideals, including the elimination of all forms of racial discrimination.



Our Ideology—Nkrumaism

- I. The Nkrumaism is the ideological principle underpinning Nkrumaist political parties, namely CPP, PNC etc. When we talk of Nkrumahism, we mean the name or term given to the consistent ideological policies followed and taught by Kwame Nkrumah. These are contained in his speeches, in his theoretical writings and stated ideas and principles. Nkrumahism, in order to be Nkrumah-istic, must be related to scientific socialism. There are five main principles guiding Nkrumaism:
- II. **Self-determination:** The same historical and contemporary historical experiences have influenced this concept of self-determination that, we, as a nation, people and race have all the resources and ability to determine our future successfully within the community of other nations and races without recourse to subservience and abject dependency on other nations. We must abandon our colonial mentality and inferiority complex and re-assert control over our natural resources and national interests for the sustainable and equitable development of our country.
- III. **Social Justice:** The State has a moral and constitutional duty to promote equal opportunity and equitable rewards for all Ghanaians, irrespective of age, gender, ethnic, religious, political or other backgrounds. The principle of social justice is derived from the CPP's understanding and acknowledgement of the obvious inequalities and imbalances inherent in the availability of natural and institutional resources and its distribution in Ghanaian society. To this end, the CPP is resolved to the application of social justice to reduce poverty through the fair distribution of the state's natural resources, provide basic education, provide basic health care, and provide judicial service and other social facilities to enhance the stability and cohesion of the state without discrimination regarding gender, religion, social standing or tribal origins.
- IV. **Pan-Africanism:** The CPP's profound understanding of Africa's tragic historical and contemporary experiences with external powers going back over several centuries and the party's pre-eminent role in the struggle for independence from western colonialism, imperialism and neo-colonialism is the basis of the concept of Pan-Africanism which predicates that without a unified Africa, politically, economically and militarily, Africa and Africans leaving outside the continent shall continue to fall prey to the more powerful exploitative neo-colonialist influence of other continents and races.
We must work with Africans at home and abroad to find common solutions to our common problems of racism, poverty, exploitation and under-development.
- V. **African Personality:** The reasons as provided above gave rise to this concept especially in the context of Africa's utter humiliation and dehumanising experience of centuries of slavery and its implicit implication of inferiority of the African race. The concept of the African personality is therefore to reverse the crippling effects of this experience and restore our dignity, capabilities and abilities through the promotion of our race, tradition, culture, and religion as the equal and not the inferior of any.
- VI. **Anti-Imperialism:** The CPP is opposed to any form of imperialism. To this end, the party is postured to resist this in collaboration with other anti-imperialist forces around the world.



VII. To be successful however, this ideology must:

- a. *Be all pervading, and while its theories in full can only be developed in and around the Party leadership, it must influence in some form all education and, indeed, all thinking and action;*
 - b. *Be not only a statement of aims and principles, but must also provide the intellectual tools by which these aims are achieved, and must concentrate on all constructive thinking around achieving those aims, and;*
 - c. *Offer the ordinary man and woman some concrete tangible and realizable hope of better life within his or her lifetime.*
12. *With this ideology there should be a full-scale intellectual, educational, and organizational attack on all aspects of colonialism, neo-colonialism and imperialism. These are not mere words. They are concrete manifestations of a world outlook.”¹*
13. For more on Nkrumah, visit (<http://www.panafricanperspective.com/nkrumahquotes.html>)

Is Nkrumaism Relevant Today?

14. Nkrumaism is very much relevant today even more so than ever. Ideologies and concepts are for specific purposes and if the conditions that spawn them exist, then the concept remains relevant. Colonialism, exploitation, imperialism, racism and neo-colonialism are the underlying prevalent and historical conditions which influenced Kwame Nkrumah to set out Nkrumaism as the guiding principles on which our policies are framed. With the exception of colonialism, all the conditions prevail, therefore making Nkrumaism relevant and indispensable.
15. Quite often, people confuse the Nkrumaism with the practical day-to-day running of the party and its structures. For many years people have been talking about modernisation of the party’s ideology without demonstrating what exactly they want to modernise. They simply equate the concept of Nkrumaism with a period in history, and in their minds if it’s old then it needs changing. Some also confuse the CPP’s organisational and operational structure with its ideology. The two are not the same. Nkrumaism is the only relevant, indispensable political ideology designed by Africans, for African and implemented by Africans. All the tenets above are still relevant.

¹ Kwame Nkrumah, *Revolutionary Path*, pg. 172.



Who is an Nkrumaist?

16. Someone who believes in Nkrumaism values and practices Nkrumaism by way of practicing the principles outlined above. A classic example of this is what the man himself quoted on numerous occasions:

Go to the people

Live among them

Learn from them

Love them

Serve them

Plan with them

Start with what they know

Build on what they have

What is Democratic Centralism?

17. The authority of the party is derived, sustained and emanates from the centre to all its organs, functionaries and structures. Democratic centralism is the organizational principle on which the whole party edifice is built. It means simply that at every level the people freely elect all organs of the party. And flowing from this, all lower organs of the party must follow the directives of the higher organs; and the entire party membership must follow the directives of the Central Committee of the party.
18. In essence, it is the supremacy of the party. This is the principle on which party discipline is built. The party must be obeyed by all its members because the organs issuing the directives are elected by the members themselves. Obedience to the party is not sought on the fascist concept that it represents divine will revealed only to the leader or fuehrer. The rank and file obey directives because these emanate from party organs elected by the rank and file and the organ itself is bound by a program and an ideology which the rank and file had freely adopted. Discipline is accordingly high because it is not mechanical. Rather it is conscious and self-imposed.
19. All the Party's communications activities will be carried out in line with these principles.



Our Pledge and Purpose

20. The Party symbols shall be a **RED COCKEREL ON A WHITE BACKGROUND** The Party flag shall be **Red, White** and **Green**. The Party motto shall be: **FORWARD EVER BACKWARD NEVER.**
21. This Communications Policy is to support the CPP give life and meaning to its principles, and clearly communicates the party's aims and objectives to all members, organs, departments and functionaries.

Our Communications **pledge**:

22. The CPP values the opportunity to communicate with its members about the Party's vision, aims, principles, policies and programmes and will aim to do so respectfully and responsibly. Our communications seek to be honest in the portrayal of our policies, programmes and attributes.
23. As part of our commitment to our members, CPP communications:
 - Will not showcase violent or offensive language and behaviour.
 - Will not encourage discrimination on the basis of gender, race, ethnic background, religious affiliation or economic status.
 - Will use Party communications to foster beneficial values and behaviours, including honesty, integrity, respect, playfulness, community and friendship.
24. We're committed to high standards and top performance in the delivery of Party duties. We demonstrate this commitment by providing our members the best service and value, and building working relationships that are trusting, productive, and fun. We guarantee it.



CHAPTER 2 | The CPP IN 2016

The Central Committee (CC)

25. The Central Committee (CC) is the supreme administrative organ of the Party and is responsible for implementation of policies and decisions of the Party under the leadership of the National Chairman; The Central Committee consist of the following Party members:
- a. The National Chairman;
 - b. The Three National Vice Chairmen;
 - c. The President;
 - d. The Vice President;
 - e. The General Secretary;
 - f. The National Treasurer;
 - g. The National Organiser;
 - h. The National Women’s Organiser;
 - i. The National Youth Organiser;
 - j. The Director of Party Education
 - k. All Chairmen of Committees of the National Executive Council
 - l. All Regional Chairmen
 - m. The Leader and Chief Whip of the Party’s Parliamentary Group
 - n. 4 (four) members appointed by the Central Committee, 2 (two) of whom shall be women; and
 - o. A member from each Region normally resident in Accra elected by the Regional Executive Committee.



The National Executive Council (NEC)

26. The National Executive Council is the chief executive organ of the Party which is responsible for the efficient execution of the policies and programmes of the Party as approved by the National Party Congress; It is also responsible for guiding and supervising all Party activities through the Central Committee of the Party; The National Executive Council of the Party, consists of the following members:-
- a. All members of the Central Committee;
 - b. All National Party officers;
 - c. All members of the Committees of the National Executive Council;
 - d. All Regional Vice-Chairmen, Secretaries, Organisers, Treasurers, Youth Organisers, Women Organisers, and Education Secretaries;
 - e. Five members of the Council of Elders;
 - f. All Party members of Parliament, and the adopted Parliamentary Candidates;
 - g. All Party Ministers and Deputy Ministers;
 - h. Two Representatives of Overseas Branches;
 - i. Two Representatives of the Youth Wing;
 - j. Two Representatives of the uncharted Organisations;
 - k. 10 (ten) Representatives of the Women's Wing; and
 - l. 2 (two) Founding Members from each Region

Who is the leader of the party?

27. The leader of Convention People's Party is the chairperson. S(he) is assisted by three vice chairpersons. Presidential Candidate is not the leader of the party.

What make CPP different from the other parties?

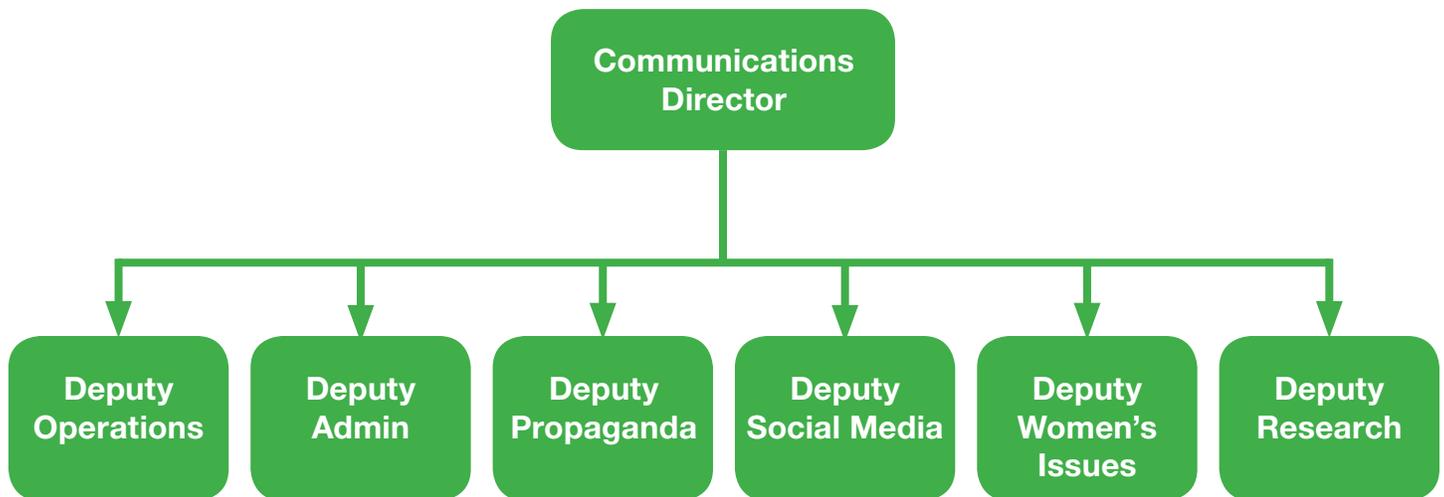
28. With CPP, the party belongs to the people and the party also lives with the common man, discusses his problems, shares his aspirations, and organises him to resolve his own problems for his salvation.



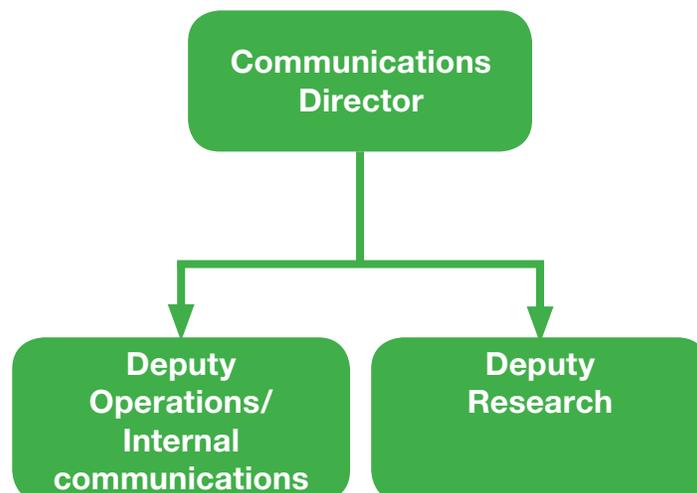
Communications structure of CPP

29. Very important decisions in the CPP such as constitutional amendments are decided by the National Executive Committee (NEC). Decisions from the NEC are cascaded through party structures in formal written communication. Two important party organs are responsible for communications in the CPP; the General Secretary provides strategic direction and is responsible communicating important national issues, as well as head office communications. The Communications Director is responsible for day-to-day communications about routine issues.

30. The communications structure is currently as depicted below;



31. Regional communications structure is also depicted as follows;



CHAPTER 3 | The Policy in Context

33. In February 2016, the UNDP supported a “comparative study of internal communications policies of political parties in Ghana”, which found that “Political parties can best be conceived as a means of communication.² This means that communication occurs through political parties and comes from them. In essence, political communication enables parties to connect with citizens and provide avenues for public participation, structure citizens’ electoral choices and link leaders and elected officials around a common program”.³
34. The study noted that “as this interpretation suggests, stemming from their public’s needs, political parties need both to communicate internally and externally in order to be successful”.⁴
35. The study regrettably noted that “in most instances, political parties consider communications with citizens and voters as more relevant to their mandate of winning elections and in the process disregard internal communication policies and strategies. This motive is based on the assumption that parties that are capable of mobilizing a large membership base have higher chances of participating successfully in any political contest, winning elections and exerting influence on the formation of political opinion. As a result, parties focus more on external communication to the neglect of intra party communication. What they lose sight of is that only political parties with an efficient system of internal communication are capable of efficient external communication (Burton, 2008)” (ibid).
36. For the CPP in particular, the study concluded that the main challenge of the party in communicating internally “is delays in information dissemination to the constituencies due to the continuous use of paper and postal correspondence”. The study was however quick to add that “measures put in place to address some of the communication challenges in the party include the use of text messages, Whatsapp and phone calls. However, the use of these mechanisms does not follow the structure provided for in the party constitution. These instant messaging formats served as a quick method for disseminating party information, especially announcement of meetings”.
37. This internal communication policy has been developed against the background of these findings and observations.
38. The study quotes Deetz (2001)⁵ as describing “two ways of seeing and defining internal communication. The most common approach focuses on internal communication as a phenomenon that exists in the organizations. In this view, communication occurs within the organization. A second approach sees internal communication as “a way to describe and explain organizations” (p. 5). Here, communication is the central process through which employees share information, create relationships, make meaning and construct organizational culture and values. This process is a combination of people, messages, meaning, practices and purpose and it is the foundation of modern organizations”.⁶

² Sartori, G. (2005). *Parties and Party Systems: A Framework for Analysis*. Cambridge: Cambridge University Press.

³ UNDP (2016). *Comparative study of internal political party communications policies in Ghana*.

⁴ Krizan, A.C., Merrier, P., Logan, J. & Williams, C. (2011). *Business Communication*. Mason: South Western Learning



39. The role of internal communications in party mobilization and organisation was aptly amplified by the study. “Internal communication plays a central role within political parties, becoming the “engine” of all activities. By it, the staff (political and administrative) as well as party members at the various levels of party organisation can better understand what happens within the party, can become more informed and motivated, and can identify with the vision, mission and objectives of the party”.⁷
40. The study added that “political parties need internal communication because it basically enables them: to issue and clarify procedures and policies; to develop new policies; to convince the employees and the management to make improvements and changes; to coordinate the activities; to evaluate and reward the personnel (Guffey et al., 2010)”. And urged “political parties need to promote internal communication as it can:
- Provide people the information they need to do their jobs effectively
 - Make sure they know about anything that concerns them
 - Provide people with clear standards and expectations for their work
 - Give people feedback on their own performance
 - Provide them emotional support for difficult work
 - Allow them to take the pulse of the organization and understand its overall situation
 - Help them maintain a shared vision and a sense of ownership in the organization”
41. A recent Harris poll⁸ found that employees who believe their company communicates **valuable information** to them are twice as likely to rate their company’s reputation favourably. Likewise, 71% of employees who are familiar with their company’s **goals and objectives** say their company is reputable (compared to just 39% of those who aren’t familiar with the goals and objectives). Research shows that the better informed people are about their organisation and its offering, the more satisfied they feel. The Communities and Local Government report⁹ provided strong evidence to suggest that clearly written, honest and transparent communications help to build trust among a group. Good communications therefore can lead to more effective services, a better reputation and stronger relationships.
42. But the Harris poll reveals only a third of managers strongly agree they are a primary communicator to employees. These managers have so much untapped power in shaping how employees regard their companies. So where’s the disconnect?
43. That lies mostly in the execution of an outdated or half-formed communications strategy. To combat that, managers and leaders can embrace a few key internal communications trends enshrined in formal policy.

⁵ Deetz, S. (2001). Conceptual foundations. In F. M. Jablin, & L. L. Putnam, (Eds.) The New Handbook of Organizational Communication. Thousand Oaks, CA: Sage.

⁶ Shockley-Zalabak, P. (1995). Fundamentals of organisational communication: Knowledge, skills, values. USA: Longman Publishers.

⁷ Smith, L. & Mounter, P. (2008). Effective internal communication. London: Kogan Page.



CHAPTER 4 | Our Communications Policy 2016 to 2021

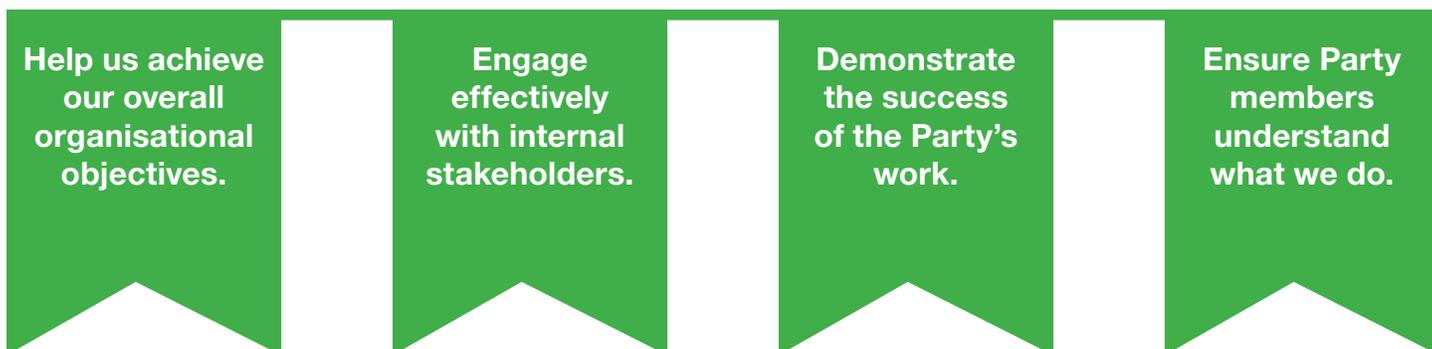
44. Communication plays an essential role in the conduct of Party business. How you communicate with people not only reflects on you as an individual but also on us as a Party. We value your ability to communicate with colleagues, Party members and stakeholders, and we invest substantially in information technology and communications systems which enable you to work more efficiently. We trust you to use them responsibly.
45. This policy applies to all Party members and individuals working for the CPP who use our communications facilities. The general principles underlying all parts of this policy also apply to one-on-one communications, electronic communications and social media. Please read this policy carefully.

General Principles

46. You must use the Party's information technology and communications facilities professionally, lawfully, and consistently with your duties, with respect for your colleagues and Party members and in accordance with this policy and the CPP's other rules and procedures.
47. All information relating to your role in the Party and our operations is confidential. You must treat our paper-based and electronic information with utmost care.
48. Particular care must be taken when using email, Party website, social media pages, blog or internal message boards as a means of communication because all expressions of fact, intention and opinion in an email may bind you and/or the Party and can be produced in court in the same way as other kinds of written statements.
49. The advantage of the internet and email is that they are extremely easy and informal ways of accessing and disseminating information, but this means that it is also easy to send out ill-considered statements. All messages sent on email systems or via the internet should demonstrate the same professionalism as that which would be taken when writing a letter or a fax. You must not use these media to do or say anything which would be subject to disciplinary or legal action in any other context such as sending any discriminatory (on the grounds of a person's sex, race, disability, age, sexual orientation, religion or belief), defamatory, or other unlawful material (for example, any material that is designed to be, or could be construed as, bullying or harassment by the recipient). If you are in doubt about a course of action, take advice from your supervising executive or national officer.



50. The **purpose** of the internal communications policy is to assist the CPP to communicate effectively and meet core organisational objectives. This communications policy will:



CPP's Overall Vision and Aims

51. The Party's overall vision, core aims and objectives are;

- I. Form the next government. As Dr. Kwame Nkrumah said years ago, "Seek ye first the political kingdom and all other things shall be added unto you".
- II. Work hard to increase membership and then improve upon electoral fortunes.
- III. Improve the Party's image.
- IV. Ensure Nkrumaist unity, especially with the PNC. Current National Chairman is extremely committed to the unity of all Nkrumaist forces.

CPP's Communications Objective

52. It is important that communications objectives should be seen to contribute to the achievement of the overall objectives of the Party. Communicating well internally should not be seen as an "add-on", but fundamental to the Party's key operational objectives and overall mission. In the short to medium term, CPP's overall communications objectives will be;

Operational or Policy Objectives	Communications Objectives
To build strong relationships with Party members, organs, branches and departments.	To provide a regular flow of information to key internal stakeholders.
To train our members effectively to work with voters.	To ensure all members know and understand the Party's ideology and policies.
To provide opportunities for Party members to enter education, training or employment.	To ensure members have opportunities to communicate their needs within the Party.
	To regularly gather feedback to ensure we are maintaining standards of care and support.

Who are the CPP's internal stakeholders?

53. This section gives a detailed description of the CPP's main internal audiences. The Party has many internal audiences she needs to interact with. Understanding this make it easier to prioritise our communications work.

54. The table below outlines what the Party's key internal stakeholders might be interested in:

Stakeholder	Advice or Direction	Policies and Practice	Policy and Research	Party Information	Success Stories
Party staff	x	x		x	x
National Congress		x		x	x
National Executive Committee		x	x		
Council of Elders			x	x	
Central Committee		x	x		
Leadership		x	x		
Regional Executives	x	x	x	x	x
Constituency Executives	x	x		x	x
Ward Executives	x	x		x	x
Communications Cadre	x	x	x	x	x

Internal Stakeholder Map

55. Another way of prioritising our audiences or stakeholders is to 'map' them. This involves choosing criteria which are important to the Party and then ranking our different stakeholders against those criteria. This can help show us which are the most important and therefore the ones on which we should be spending most of our effort communicating.

Keep Satisfied	Key Players	Monitor	Keep Informed
Constituency Executives Ward Executives	National Executive Committee Central Committee Leadership Regional Executives	Party staff	Council of Elders National Congress Communications Cadre



What Is The CPP's Message?

56. This section breaks down our objectives into relevant messages for each of internal stakeholders. It is important that all of all Party members understand what kind of organisation the CPP is, so our messaging needs always to link back to our key organisational objectives and values.

57. The table below sets out our messages tailored to our different stakeholders.

Audience	What they need to know	Key communications messages
Party staff	What the Party offers them	We put Party staff first and value their opinions.
Party Members	What the Party stands for and offers them.	We put Party members first and value their opinions.
	We have the ability to make change if they go out and get the vote.	We need you to passionately support the Party's campaign by canvassing for support.
National Congress	What we want to see changed in policy terms.	We are a credible alternative to the selfish and corrupt duopoly.
	Our strong supporter base and past record.	We have a strong support base and our policies and programmes are grounded in robust evidence.
National Executive Committee	Stand strongly behind the Party and canvass for support.	We are a well-respected, authoritative Party.
Council of Elders	Offer impartial advice.	We commit to learning from you and heeding your advice.
Central Committee	Play your assigned role diligently.	We have a good knowledge of the policy environment.
Leadership	Play your assigned role diligently.	Present an image of an efficient, strong, united and robust Party.
Regional Executives	Organise and mobilize your region	We need you to passionately support the Party's campaign by canvassing for support.
Constituency Executives	Organise and mobilize your constituency.	We need you to passionately support the Party's campaign by canvassing for support.
Ward Executives	Organise and mobilize your ward.	We need you to passionately support the Party's campaign by canvassing for support.
Communications Cadre	What we want to see changed in policy terms.	We are a credible alternative to the selfish and corrupt duopoly.
		We provide useful, practical information and support.

Key communications methods

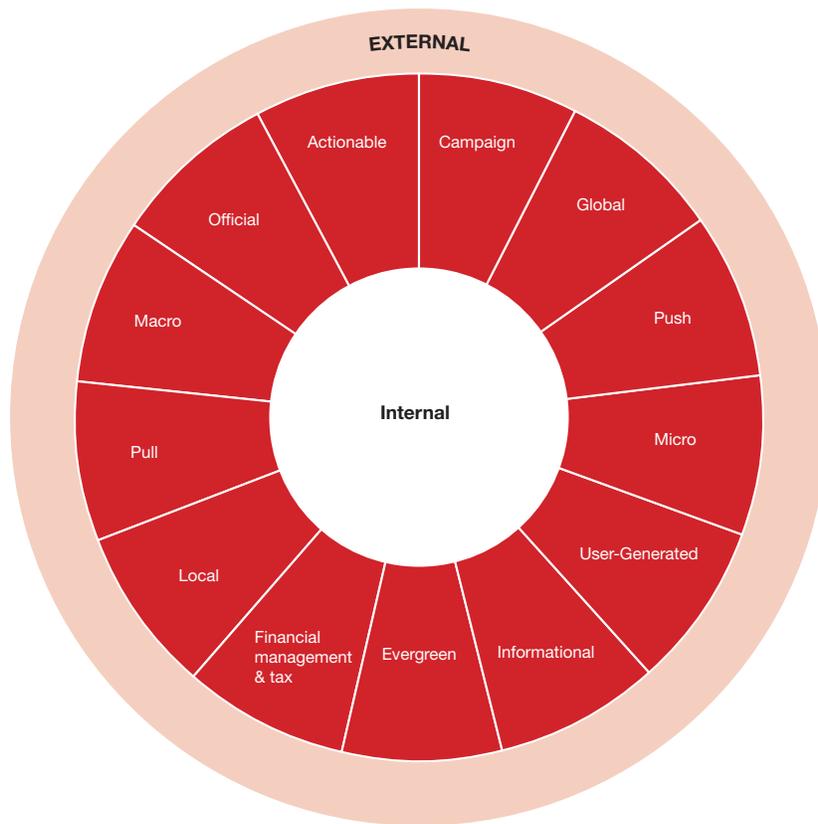
58. For each stakeholder identified in the previous section, we now indicate the most appropriate channels for communicating with them, linking our stakeholders, messages and channels.
59. There are pros and cons to all of these channels, which once again will vary depending on the needs and resources of the wing, organ, region and department. Each party organ should conduct an internal analysis of the channels you have at your disposal to see which are the best to use for getting specific messages to particular audiences or stakeholders.

Audience	Key communications messages	Key communications channels
Party staff	We put Party staff first and value their opinions.	Intranet, Whatsapp platform
Party Members	We put Party members first and value their opinions.	Party website, Quarterly e-bulletin, Party Facebook page
	We need you to passionately support the Party's campaign by canvassing for support.	
National Congress	We are a credible alternative to the selfish and corrupt duopoly.	Party website, conference, policy workshops, leaflets
	We have a strong support base and our policies and programmes are grounded in robust evidence.	
National Executive Committee	We are a well-respected, authoritative Party.	Meetings, Whatsapp platform, Intranet
Council of Elders	We commit to learning from you and heeding your advice.	Meetings, Briefs, Intranet,
Central Committee	We have a good knowledge of the policy environment.	Meetings, Briefs, Intranet,
Leadership	Present an image of an efficient, strong, united and robust Party.	Meetings, Briefs, Policy papers, Google group, Google Drive, Whatsapp platform, Twitter, Instagram, Facebook, Using one platform for email, calendars, documents, etc. (e.g. Google, Microsoft)
Regional Executives	We need you to passionately support the Party's campaign by canvassing for support.	Meetings, Whatsapp platform, Activity Reports,
Constituency Executives	We need you to passionately support the Party's campaign by canvassing for support.	Meetings, Whatsapp platform, Activity Reports
Ward Executives	We need you to passionately support the Party's campaign by canvassing for support.	Monthly meetings, Activity Reports
Communications Cadre	We are a credible alternative to the selfish and corrupt duopoly.	Media training for communicators who are keen to act as spokespeople, policy workshops, Whatsapp platform, Google groups,
	We provide useful, practical information and support.	



CHAPTER 5 | How Will the CPP Promote Internal Communication?

- 60. A renewed focus on internal communications will help facilitate strategic connections and conversations within the Party. This communication takes place between leaders, executives and members—or peer-to-peer, from leader-to-leader or member-to-member, for example. And when it’s smart, this renewed focus on internal communication ensures our members are committed to achieving ground-breaking operational results, by helping improve collaboration, productivity and performance.
- 61. It empowers Party members to deliver our operational strategy by supporting the beliefs, behaviours and culture that shape this—and our Party’s future. It means that when speaking to voters, what members say is positive—and increasingly, so is the CPP brand and reputation.
- 62. Research shows the results are real and measurable for organisations and companies that do this well. They create nearly 50 percent more total shareholder returns than their peers. They reach productivity and profitability rates that are 70 percent higher. And their employees are 70 percent more likely to understand how to meet customer needs.¹⁰



¹⁰ <http://digitalworkplacegroup.com/2015/03/09/picking-the-right-channel-a-guide-for-internal-communications-practitioners/>

Campaign vs. Evergreen

63. The Party has several opportunities to generate a lot of activity without necessarily generating a lot of new content. Timeless, or evergreen, content can be packaged and repackaged with a new angle or perspective. That announcement last year about the Party's spokespersons can be posted again, alongside an interview with the Director of Communications about why it's so important for the Party. Six months down the road, post it again along with a video or quiz.
64. Campaign-style content, on the other hand, is focused on a specific event, so it isn't as easy to pull out for slow news weeks. For annual events, such as congress, Party communicators should make sure to recycle as much content as possible. That will reinforce the message—a win-win all around.

Global vs. Local

65. The late Speaker of the US House of Representatives Tip O'Neill often referred to the advice he had received from his father that "all politics is local". This same wisdom can be applied to Party communications. Voters don't care about ideology, policy and programmes unless it's relevant to them; and they're highly skilled at drawing lines and connecting dots from the global to the local level.

Push vs. Pull

66. Traditionally, Party leaders and communicators have pushed announcements and have gone to great lengths to target the right content to the right stakeholder, e.g. first time voter. Of course, this requires "clean" HR data, i.e. up-to-date data that accurately identifies all manager-level employees. More and more, content is being made available to anyone, and those who are interested can opt in, or subscribe to those announcements.
67. Modern intranet platforms allow people to subscribe to updates on a document, topic, person, group of people, communities, etc. This greatly reduces the data-management burden on Party leaders and communicators, and gives members flexibility to stay up to date on their interests, no matter their location or role.

Micro vs. Macro

68. Micro content refers to headlines, abstracts and summaries. Macro content refers to the full article, policy, report or other content. Micro and macro content aren't anything new; we've always had headlines, and we've always had full articles. But what's new is the way these content types are being used in the context of new communications technologies and platforms.



69. Twitter, with its character limit of 140 characters per tweet, challenges the notion that an announcement is only successful if it has a certain number of hits. Perhaps a well-written headline (or tweet) can get the key message across to most people. And those who want more details can click through to the full article.

User-Generated vs. Official

70. In just a few short years, social technologies have become the norm in large enterprises. According to a 2013 McKinsey & Company survey, 83% of respondents say their company or organisation is using at least one social technology.
71. Party communicators should decide which social channel is appropriate for which content. To engage with our members and supporters, social channels should be used to invite dialogue and spur action; but think twice about using it just to post information – that might fall flat.

Actionable vs. Informational

72. Actionable content implies that an action is required, for example: “get out and vote on election day.” Contrast this to informational or “FYI” types of content; for example, campaign promotions or Party announcements. Our communications involve a mix of actionable and informational announcements in the same stream. The risk is that actionable announcements may get “buried” and won’t get... acted upon.
73. One way to ensure better compliance with actionable content is to create a separate place for it. Critical, time-sensitive, actionable content should be pulled out and highlighted.
74. Regions, constituencies and committees can use an integrated task list that brings notifications and tasks from a variety of enterprise applications into one central dashboard on the intranet homepage. Such a dashboard can present read-only notifications, or offer clickable actions, such as check boxes to note completed tasks, etc
75. Party work is busy and things are always happening fast, so the last thing the Party needs is an internal communications system that’s bothersome and full of friction. Fortunately with the rising focus on internal communications best practices, has come numerous software programs that make it simple and painless. The Party should be up-to-date with these new tools to ensure our members and supporters participate and actually enjoy it.
76. Other ways to make internal communications simple by using tools include:
- Implementing Party chat software like Slack, Yammer or HipChat.
 - Using cloud technology such as Google Drive whenever possible.
 - Google spreadsheets can be used to edit content with others. Party leaders can also integrate Google Apps into internal communication. For example, a team or committee can share a Google Drive that has all of the team’s documents and resources so they can access them from any device.



- Google docs can be used to keep an updated list of every organ, wing or department's weekly accomplishment. Individuals can access the doc and add completed tasks anytime.
- Google Calendar is great for teammates to track Party events, anniversaries and special days.



Provide channels for feedback and ideas

77. Party leaders and executives at all levels must be sure to provide channels for members and supporters to give feedback and share ideas, whether it's regarding the Party position, policy issue, campaign or the Party as a whole. It could be a Party forum, a designated channel within a Party chat software, Whatsapp platform, a whiteboard in the office or a cloud-based service. Without these channels, brilliant ideas and helpful criticisms can be missed, which no Party should afford to lose.

Use internal communications to recognize and praise success

78. The slightest amount of praise can go a long way, especially in an age when Party members want to feel valued and appreciated. A 2012 survey by the American Psychological Association found that employees who feel valued report "higher levels of engagement, satisfaction and motivation," so it's definitely something worth investing in. It can be as simple as announcing individual or departmental successes through your chat software, internal newsletter or other channels. This best practice is beneficial not just for employee morale but also for your Party's productivity and growth.

Use Of Electronic Mail

79. Generally

- 79.1 Always use the Party's email template which contains the appropriate disclaimer notice from the Party and do not amend this notice in any way.
- 79.2 Do not amend any messages received and, except where specifically authorised by the other person, do not access any other person's in-box or other email folders nor send any email purporting to come from another person.
- 79.3 It is good practice to re-read and check an email before sending.
- 79.4 When sending an email to others, ensure that it does not breach duties of confidentiality (e.g. in the case of internal emails to executives on a pending Party position). Accordingly, it may be appropriate to use the 'Bcc' (blind carbon copy) field instead of the 'Cc' (carbon copy) field when addressing an email to more than one recipient. If in doubt, seek advice from your [executive/departmental head/committee chair].

80. Business use

- 80.1 Each Party official email should include the appropriate Party business reference.
- 80.2 If the email message or attachment contains information which is time-critical, bear in mind that an email is not necessarily an instant communication and consider whether it is the most appropriate means of communication.



- 80.3 If you have sent an important document, always telephone to confirm that the email has been received and read.
- 80.4 In every instance, file a hard copy of any email (including any attachments) sent to or received from the [Party organ, wing or state agency] before filing or deleting the electronic copy. The same applies to all internal email transmissions concerning Party matters.
- 80.5 In light of the security risks inherent in some web-based email accounts, you must not email Party documents to your personal web-based accounts. You may send documents to a Party member or external interlocutor's web-based account if you have the person's express written permission to do so. However, under no circumstances should you send Party sensitive or highly confidential documents to an external personal web-based email account, even if the interlocutor asks you to do so.

Personal Use

81. Although Party's email facilities are provided for the purposes of our business, we accept that you may occasionally want to use them for your own personal purposes. This is permitted on the condition that all the procedures and rules set out in this policy are complied with. Be aware, however, that if you choose to make use of our facilities for personal correspondence, you can expect very little privacy because the Party may need to monitor communications for the reasons given in item 80.5.
82. You will greatly increase the privacy of any personal email by complying with the procedures set out in item 82.1 below.
- I. Under no circumstances may CPP facilities be used in connection with the operation or management of any business other than that of the CPP unless express permission has been obtained from your supervising executive, committee head or department head.
 - II. All personal email you send from CPP facilities must be marked PERSONAL in the subject heading, and all personal email sent or received must be filed in a separate folder marked "Personal" in your inbox should you wish to retain it after reading.
 - III. You must ensure that your personal email use:
 1. does not interfere with the performance of your duties;
 2. does not take priority over your work responsibilities;
 3. does not cause unwarranted expense or liability to be incurred by the party;
 4. does not have a negative impact on the Party in any way; and
 5. is lawful and complies with this policy.
 - IV. By making personal use of the Party's facilities for sending and receiving email, you signify your agreement to abide by the conditions imposed for their use, and signify your consent to the Party monitoring your personal email in accordance with item 81 of this policy.



Use of Internet and Intranet

83. We trust you to use the internet professionally. Bear in mind at all times that, when visiting a website, information identifying your PC may be logged. Therefore any activity you engage in via the internet may affect Party.
84. We recognise the need for individuals to have to carry out some personal tasks during working hours, e.g. for internet banking or online shopping, and this is permitted subject to the same rules as are set out for personal email use in item 82 (iv) of this policy.
85. You are strongly discouraged from providing your CPP email address when using public websites for non-business purposes, such as online shopping. This must be kept to a minimum and done only where necessary, as it results in you and the Party receiving substantial amounts of unwanted email.

System Security

86. Security of our IT systems is of paramount importance. We owe a duty to all of our members to ensure that all of our Party business transactions are kept confidential. If at any time we need to rely in court on any information which has been stored or processed using our IT systems it is essential that we are able to demonstrate the integrity of those systems. Every time you use the system you take responsibility for the security implications of what you are doing.
87. Party system or equipment must not be used in any way which may cause damage, or overloading or which may affect its performance or that of the internal or external network.
88. Keep all confidential information secure, use it only for the purposes intended and do not disclose it to any unauthorised third party.
89. Keep your system passwords safe. Do not disclose them to anyone. Those who have a legitimate reason to access other users' inboxes must be given permission from that other user. IT Support will provide guidance on how to do this. If you have disclosed your password to anyone else (e.g. in response to a request from the IT staff) ensure that you change your password once the IT staff no longer need it. Contact IT Support for guidance on how to do this.
90. If a document is highly confidential or sensitive, you should mark it as "private and confidential" and password-protect the document itself. Bear in mind that documents which are NOT marked "private and confidential" can be accessed by all users of the network. Copies of confidential information should be printed out only as necessary, retrieved from the printer immediately, and stored or destroyed in an appropriate manner.
91. You should not download or install software from external sources without having first received the necessary authorisation from the IT department/departmental head.



92. No external device or equipment, including discs and other data storage devices, should be run on or connected to Party systems without the prior notification to and approval of the IT department.
93. You should always exercise caution when opening emails from unknown external sources or where, for any reason, an email appears suspicious. The IT department should be informed immediately in such circumstances.

Personal Blogs and Websites

94. This part of the policy and procedures in it apply to content that you publish on the internet (e.g. your contributions to blogs, message boards and social networking or content-sharing sites) even if created, updated, modified or contributed to outside of working hours or when using personal IT systems.
95. If you post any content to the internet, written, vocal or visual, which identifies, or could identify, you as a member of the CPP and/or you discuss your work or anything related to the CPP or its operations/business, the Party expects you, at all times, to conduct yourself appropriately and in a manner which is consistent with our policies and procedures. It should be noted that simply revealing your name or a visual image of yourself could be sufficient to identify you as an individual who works for/or is a member of the CPP.
96. If you already have a personal blog or website which indicates in any way that you work for/or is a member of the CPP, you should report this to your region/constituency/departmental head.
97. If you intend to create a personal blog or website that will say that you work for the CPP, or in any way could identify you as someone who works for the CPP then you should report this to your region/constituency/departmental head.
98. If a blog posting clearly identifies that you work for the CPP and you express any idea or opinion then you should add a disclaimer such as "these are my own personal views and not those of the CPP".
99. The following matters will be treated as gross misconduct capable of resulting in suspension or summary dismissal (this list is not exhaustive):
 - I. Revealing confidential information about the CPP in a personal online posting. This might include revealing information relating to the CPP's operational strategy, campaign plans, policies, staff, financial information or internal discussions. Consult your executive if you are unclear about what might be confidential.
 - II. Criticising or embarrassing the CPP, its leaders or its members in a public forum (including any website). You should respect the [corporate] reputation of the Party and the privacy and feelings of others at all times. If you have a genuine complaint to make about a colleague or Party matter the correct procedure is to raise a grievance using the Party's grievance procedure.



- III. If you think that something on a blog or a website could give rise to a conflict of interest and in particular concerns issues of impartiality or confidentiality required by your role then this must be discussed with your supervising executive.
- IV. If someone from the media or press contacts you about your online publications that relate to the Party you should talk to your supervising executive before responding and the Party's General Secretary or Communications Director must be consulted.
- V. Online publications which do not identify the author as a member of the CPP and do not mention CPP and are purely concerned with personal matters will normally fall outside the scope of the Party's communications policy.



CHAPTER 6 | How Will We Measure and Evaluate the Success of our Communication Policy?

- 100. This section deals with how success looks like and how we will know when objectives have been met. It indicates the tools we will use to evaluate various sections of our internal communications.
- 101. The relevant departments, branches, caucuses and wings will monitor the progress of this Communication Policy regularly. Outcome/output measurements for the various sectional activities are, once more, the responsibility of the relevant corporate/departmental sections undertaking them –and these activities should have their own key performance indicators (KPIs).
- 102. The following tools will help the Party measure and evaluate its internal communications;

Evaluation Strategy Worksheet

STEP 1. Determine What You Will Evaluate What are you evaluating? A strategic initiative? A tactical effort? A campaign? Something else? Be specific.

STEP 2. Define Your Goal What type of outcome are you pursuing? What is the change your wing, caucus, organ or department is trying to achieve over five years?



STEP 3. State Your Objective

What is your SMART objective? Run your objective through the SMART test below. [Note: If you have more than one objective, you need to fill out a separate worksheet for each one.]

OBJECTIVE	SPECIFIC	MEASURABLE	ATTAINABLE	RESULT/ FOCUSED	TIME/SPECIFIC

SMART Score (out of 5):-----

Your SMART score should be at least 4. If your score is 3 or less, go back and refine your objective.

STEP 4. Identify Your Audience

Who are the target audiences for your communication activities? Are there any auxiliary audiences who can also provide valuable insight for your evaluation? Write them down below.

Communication Target Audience(s)	Auxiliary Evaluation Audience(s)
1.	1.
2.	2.
3.	3.



STEP 5. Establish Your Baseline

What information do you need to establish your baseline – the starting point against which you will measure your activities?

- 1.
- 2.
- 3.
- 4.
- 5.

STEP 6. Pose Your Evaluation Questions

What stage is your communication initiative in (check one):

Early Mid-course Advanced

Write down your evaluation questions based on that stage:

- 1.
- 2.
- 3.
- 4.
- 5.

STEP 7. Draft Your Measurements

What are the most meaningful milestones that will demonstrate progress toward your objective? How will you measure them? Remember, you want to track outcomes, not outputs.

OBJECTIVES	Milestone A	Milestone B	Milestone C
	Measures	Measures	Measures
	1.	1.	1.
	2.	2.	2.
	3.	3.	3.



STEP 8. Select Your Evaluation Technique

Select the techniques you will use to measure each item from the blue column on the left. Remember, some techniques can be used to measure more than one item (baseline information, evaluation questions, milestones), so there may be some overlap. Use a separate chart for each objective

	INTERVIEWS	FOCUS GROUPS	SURVEY: IN PERSON	SURVEY: ONLINE	OBSERVATION	QUANTITATIVE D. COLLECTION	QUANTITATIVE D. ANALYSIS	CONTENT ANALYSIS	OTHER TECH.
Objective									
Baseline Info 1									
Baseline Info 2									
Baseline Info 3									
Baseline Info 4									
Question 1									
Question 2									
Question 3									
Question 4									
Question 5									
Milestone A									
Measure 1									
Measure 2									
Measure 3									
Milestone B									
Measure 1									
Measure 2									
Measure 3									
Milestone C									
Measure 1									
Measure 2									
Measure 3									



STEP 9. Estimate Your Budget

Now, based on the techniques you have chosen above, estimate your line items below. You may enter estimated hours or cedi amounts needed. You will need to convert hours to cedis to get your total.

Budget Line Items:	INTERVIEWS	FOCUS GROUPS	SURVEY: IN PERSON	SURVEY: ONLINE	OBSERVATION	QUANTITATIVE D. COLLECTION	QUANTITATIVE D. ANALYSIS	CONTENT ANALYSIS	OTHER TECH.
Staff Time									
External Consultant Fees									
Evaluation Technique Cost									
Travel and Incidentals									
Editing, Design, Production and Dissemination Costs									
Other Cost									
Other Cost									
Sub-Total									

Compliance With This Policy

101. Failure to comply with this policy may result in disciplinary action being taken against you under the Party's disciplinary procedures, which may include suspension, summary dismissal, and/or in the withdrawal of permission to use the Party's equipment for personal purposes. If there is anything in this policy that you do not understand, please discuss it with your supervising executive.
102. Please note that the procedures and policies outlined in this policy, and in any related policy, may be reviewed or changed at any time. You will be alerted to important changes, and updates will be published on our intranet and website.





ANNEX

INTERNAL COMMUNICATIONS POLICY
Implementation Strategy
2016-2021

FORWARD EVER, BACKWARD NEVER

FOREWORD

This Implementation Strategy provides clear guidelines on how to give effect to the Party's Communications Policy. It provides direction as to what to do, who to do it and when.

This implementation strategy in itself is a monitoring tool. Senior Responsible Owners assigned tasks will be held accountable for delivery of those tasks. The overall Responsible Owner for the implementation strategy is the Party's Communications Director. He should ensure that assigned tasks are performed and spot and correct inaction and non-performance by any Senior Responsible Owner.

We strongly recommend an annual review of both the policy and the implementation strategy, preferably during the first quarter of each year so that clear action plans for the year can be agreed.





Internal Communications Policy implementation strategy

Operational/ Policy Objective	Communications Objective	Stakeholder	Activity	Senior Responsible Owner (SRO)	Period
To build strong relationships with Party members, organs, branches and departments.	To provide a regular flow of information to key internal stakeholders.	Party members	Revamp Party website and regularly update it with news and information from all organs, caucuses and committees.	Communications Director -Regional Communications Officers should send regional news and information every week to Communications Director.	Every fortnight
			Quarterly e-bulletin (a nicely designed bulletin of Party news sent as email to all Party members and shared on the Party's Google Drive).	Bulletin Committee	March, June, September, December
			Set up (or reactivate) Facebook, Instagram, Twitter pages (Party should set up 'closed' groups to create a message board on certain topics and issues—inviting members to contribute ideas as well as keep up to date with the latest news and updates from the Party).	Party Social Media Group	Every other day
			National Chairman and General Secretary + Sector Spokespersons to write blogs on pertinent national issues.	Communications Director	Fortnightly
To build strong relationships with Party members, organs, branches and departments. To provide a regular flow of information to key internal stakeholders.	To provide a regular flow of information to key internal stakeholders.	National Congress	Party website	Communications Director	Fortnightly
			National Conference	Congress Committee	Annual
			Policy workshops (could be organised a day before national congress)	Education Secretary	Annual
			Position papers/ leaflets	Communications Director	Quarterly



Operational/ Policy Objective	Communications Objective	Stakeholder	Activity	Senior Responsible Owner (SRO)	Period
To build strong relationships with Party members, organs, branches and departments.	To provide a regular flow of information to key internal stakeholders.	National Executive Committee	Meetings	General Secretary	Quarterly
			Whatsapp platform	General Secretary	On issue basis
			Party Intranet	General Secretary	Weekly
			Formal communiqués or policy decisions	General Secretary	Right after every meeting
To build strong relationships with Party members, organs, branches and departments	To provide a regular flow of information to key internal stakeholders.	Council of Elders	Meetings	General Secretary	Twice a year
			Briefs	Communications Director	After every major decision is taken and before public announcements
			Intranet	General Secretary	On issue basis
			Emails	General Secretary	On issue basis
To build strong relationships with Party members, organs, branches and departments.	To provide a regular flow of information to key internal stakeholders.	Central Committee	Meetings	General Secretary	Twice a year
			Briefs	Communications Director	After every major decision is taken and before public announcements
			Intranet	General Secretary	On issue basis
			Emails	General Secretary	On issue basis
			Whatsapp platform	Communications Director	On issue basis
To build strong relationships with Party members, organs, branches and departments.	To provide a regular flow of information to key internal stakeholders.	Leadership	Meetings	General Secretary	Monthly
			Briefs	Communications Director	Every other month
			Policy papers	Communications Director	Every other month
			Google Groups (allows for sharing and working on documents, video conferences, real time discussions etc).	Communications Director	One time set up. Ongoing there after
			Google Drive (allows for safely storing Party documents, instead of personal accounts).	Communications Director	One time set up. Ongoing there after
			Whatsapp platform	Communications Director	On issue basis
			Twitter	Communications Director	Daily
			Instagram	Communications Director	Daily
			Facebook	Communications Director	Daily
			Using one platform for email, calendars, documents, etc. (e.g. Google, Microsoft)	General Secretary	Weekly



Operational/ Policy Objective	Communications Objective	Stakeholder	Activity	Senior Responsible Owner (SRO)	Period
To build strong relationships with Party members, organs, branches and departments.	To provide a regular flow of information to key internal stakeholders	Regional Executives	Meetings	Regional Chair	Monthly
			Regional page on Party website	Regional Communications Officer	Fortnightly
			Activity Reports	Regional secretary	48 hours after every major regional activity
			Whatsapp platform	Regional Communications Officer	On issue basis
To build strong relationships with Party members, organs, branches and departments.	To provide a regular flow of information to key internal stakeholders.	Constituency Executives	Meetings	Constituency Chair	Monthly
			Constituency news on regional page on Party website	Constituency Communications Officer	Fortnightly
			Activity Reports	Constituency secretary	48 hours after every major constituency activity
			Whatsapp platform	Constituency Communications Officer	On issue basis
To build strong relationships with Party members, organs, branches and departments.	To provide a regular flow of information to key internal stakeholders.	Ward Executives	Monthly meetings,	Ward Chair	Monthly
			Activity Reports	Ward Chair	48 hours after every major ward activity
To build strong relationships with Party members, organs, branches and departments	To provide a regular flow of information to key internal stakeholders.	Communications Cadre	Media training for communicators who are keen to act as spokespeople	Communications Director	At least twice a year
			Policy workshops (create an opportunity to train frontline communications people on CPP's policies.	Communications Director	Quarterly
			Google Groups	Communications Director	One time set up. Ongoing there after
			Google Drive	Communications Director	One time set up. Ongoing there after
			Whatsapp platform	Communications Director	Daily



Operational/ Policy Objective	Communications Objective	Stakeholder	Activity	Senior Responsible Owner (SRO)	Period
To build strong relationships with Party members, organs, branches and departments.	To provide a regular flow of information to key internal stakeholders.	Party members	Ideological training	Regional Chairs	Monthly
To provide opportunities for Party members to enter education, training or employment.	To ensure members have opportunities to communicate their needs within the Party.		Quarterly open meetings.	Regional and Constituency Chairs	Quarterly
	To regularly gather feedback to ensure we are maintaining standards of care and support for Party members.		CPP Position Papers	Communications Director	Every other month
			Regional and constituency Whatsapp platforms	Regional and Constituency Chairs	
			Quarterly open meetings where members can talk to regional and constituency executives about their concerns.	Regional and Constituency Chairs	Quarterly
			Quarterly open meetings and ongoing on a need basis.	Constituency Chairs	Quarterly

Digital Strategy

This digital strategy sits alongside the Party’s internal communications policy and looks specifically at how the Party can build its online presence. This includes having an effective website, utilising social media, running online campaigns, and identifying what resources the Party should have online and for web marketing.

Whether you’re trying to find supporters, boost donations, recruit volunteers, share success stories or network with like-minded Parties, there’s a social media outlet for everything.

While most organisations acknowledge that having a web presence and engaging in social media is crucial, finding the sites which will work for you can be a daunting process.

This section gives an overview of social media. It is structured around some of the key activities that the Party might be thinking about using social media for; encouraging sign up to campaigns, recruiting volunteers or demonstrating impact. It looks at how sites like Facebook, Twitter, Flickr, Blogspot and others can help the Party raise its profile and have maximum impact in the world of social media



Social media means user-generated content

Social media allows users to dictate the agenda without editors, and sometimes without moderators. It is therefore no surprise that with service user involvement and public support at the heart of what many charities do, engaging with social media is a must.

But with so many outlets and often limited resources, what are the best social media sites to invest time in? What can the Party not afford to miss out on? And how can we maximise our web presence and ensure we make the most of what social media has to offer?

Use the outlet that your audience uses

Make sure you choose a social media platform that is used by the people you're targeting. For example, It is no good spending time building a profile on LinkedIn (used as a professional networking tool) if the majority of your audience is first time voters who are heavy Instagram users. Do some research and have a look at who uses the various social media sites.

Be prepared for two-way communications

Social media outlets that have comment and discussion boards, forums or the ability to leave messages are good for building dialogue between us and our members, supporters and followers. Be careful about how many of these sites you choose to be involved in though. If you invite people to join debates or ask you questions, you'll be expected to respond!

Which sites to use for which activities

The table below shows some common activities and suggestions for which social media sites could be used.

Your aim	Outlets to consider
Campaigning to get people to vote for the CPP	Facebook, Twitter, Change
To attract donations	Justgiving
To show progress/demonstrate impact	Flickr, Facebook, YouTube, Pinterest
To alert people of events or activities	Upcoming, Meetup, Twitter
To get feedback	Survey Monkey, polls on Facebook
To recruit volunteers	Facebook, Twitter, Do it
To answer questions	Twitter



Recruiting members, supporters and volunteers

Many parties look for new ways to increase their member and volunteer pool, and social media can play a part in helping attract supporters and volunteers to our Party. Here are a few points to consider:

- **ensure you have a presence of social networks**—Facebook has millions of users from all walks of life. There are thousands of groups where people with similar interests will post comments, debate and support. Find these groups, join them and post information about the Party—and the fact you’re looking for supporters and volunteers.
- **tweet it**—if you’re looking for more supporters and volunteers, say so! Twitter is a great way to put a message out quickly. Encourage people to ‘retweet’ to followers they think might be interested.
- **volunteer voices**—if potential supporters and volunteers can hear from existing volunteers what it’s like, they might be more encouraged to put their name forward. Consider adding ‘vox pops’ of new supporters and volunteers to your website, YouTube and Facebook pages.

Building communities

Social networking is a major part of the social media scene. Whether you’re using Facebook, Bebo, MySpace or Twitter, there are numerous outlets for bringing people together, hosting discussion and generating ideas.

Building communities is a major part of what political organisations try to do—and a key function of social media.

Influencing agendas, positioning your organisations

Social media can be a key means to positioning the CP—reaching a wide audience and giving it a voice.

- **Contribute to relevant debates**—keep an eye on the top political blogs in and post comments if you’ve got something to add to the debate. Similarly on Twitter, ‘follow’ people who comment on topics relevant to the CPP’s ideology and policies and if they tweet something interesting, message them back – and/or retweet to your followers.
- **Be relevant and interesting**—tweeting or blogging, especially by Party leadership and sector spokespersons can be great for giving the CPP a voice and help with positioning. However, to ensure you make the most of social media, it’s important not to ‘tweet’ or ‘blog’ or ‘post’ on various outlets simply for the sake of doing so. Make sure whatever you do is relevant, timely and interesting to your followers.
- **The CPP’s reputation is at stake**—if you are using social media on behalf of the CPP, remember that whatever you post on a website, blog or Twitter reflects on the Party. You should consider with Communications Officers and executives what tone you want to present in your social media activity and what topics you want to comment on and which should to avoid. Do



you want to be seen as informative, knowledgeable, reliable—or opinionated, challenging and confrontational? As with all traditional marketing and PR, it's important for communicators to have some key lines that they can draw on across various topics so that they can react quickly to social media trends.

Generate feedback

Knowing your audience and addressing the issues that matter to them is important for any organisation. Social media can help the CPP communicate effectively with our current and potential supporters—and respond to their feedback:

- **create a dialogue** between the CPP and its audiences—whether that's the public, politicians or the media. Use the Party's Facebook page and Twitter feed to pose questions and encourage followers to share views.
- **be responsive**—remember, if you want people to ask questions, then make sure you respond to them promptly and in sufficient detail.
- **keep blogging**—blogs are a great way of putting the Party's views into the wider world—and inviting responses to them. Party leaders and sector spokespersons should have blogs and aim to build up followers and encourage them to post comments and give feedback.

'Social media is not for me'

If you don't use social media in your personal life you may see using it professionally and for Party purposes as a daunting prospect—you know you should but don't know where to start. Here are some of the common barriers which stop people from just having a go.

'You need to be very IT literate'

Most social media outlets are simple to use. You don't have to be technical, just know what you want to say and to whom. Why not start with Twitter, it is easy to set up and use. It may give you the confidence to experiment with other sites.

'It is going to cost for not much return'

Most sites are free to use and set up. At the start as you build your followers it may seem that you're not getting much back. Stick with it and you'll find yourself reaching more people.

'I don't have the time'

Yes, it will take time but if it is going to help you connect with people and/or raise the Party's profile, isn't it worth it?

'I need to get it right first time'

Using social media is all about trial and error. See what works for you. As with any marketing or communications, different messages and media will work with different audiences and stakeholders.



Action Steps

1

Set up a three-member committee to put together Party e-Bulletin.

2

Set up a three-member Party Social Media Group to set up and then keep active all PPP social media channels.

3

General Secretary to set up Party intranet and ensure all regional and constituency offices are connected

4

General Secretary to ensure all regional and constituency offices set up Google accounts and have shared Google Drive.

5

Communications Director to ensure all key officers (flagbearer, national executives, sector spokespersons) set up, are trained in and actively use social media handles

6

General Secretary to design and dispatch “Activity Report” template to all regional and constituency offices.

