

PPI Board - Task #347

Communication plan development update

08/28/2016 12:41 AM - Guillaume Saouli

Status:	Closed	Start date:	08/27/2016
Priority:	Normal	Due date:	
Assignee:		% Done:	0%
Category:		Estimated time:	0.00 hour
Target version:	Board Meeting - 29.08.2016		
Description			
Introduction			
The following is an action plan proposition. The challenges in terms of communication are threefold: 1. Internal communication between members of the PPI 2. Internal communication regarding ops and projects 3. Communication toward external stakeholders, such as institutional organizations, medias, NGOs			
Priorities:			
The priorities are: 1. Maintaining high level of engagement and activity regarding ops and projects, as well as ensuring visibility of pirate parties around the world 2. Improving the communication level within PPI to enable contributions and sound debates 3. Gain a greater visibility outside the current realm of outreach and enable PPI to carry its messages further toward institutional organizations and medias			
Approach:			
In order to respond to the above metionned priorities the immediate action would be to Set up 3 task forces: • Social Media / projects and ops communication task force • Public Relations / Media Communication task force • Internal Communication task force The goal of the first task force is to maintain and develop the communication flow and content value toward all pirates world wide, this sustaining the current level and quality of communication The goal of the second task force is to build and develop a PR capacity with aproprate dissemination tools The goal of the third task force is to rekindle the communication within PPI and reach out toward all Pirate Parties around the world so as to share with them the work PPI does and enable them to participate and contribute.			
Timeline			
Now:			
• Setup the tasks forces and staff them • Update contact database for all pirate parties			
Month +1			
• Create a contact database with media outlet & journalists contacts • Find an appropriate dissemination tool such as civicrm • Develop a Newsletter/Internal Communication Schedule plan • Develop a debate modus operandi			
Month+2			

- Publish first monthly newsletter
- Disseminate first press release
- Launch first workshop/virtual debate around projects

History

#1 - 09/10/2016 11:50 AM - Guillaume Saouli

- *Status changed from New to Closed*

The plan as presented in the minutes of the meeting has been accepted.