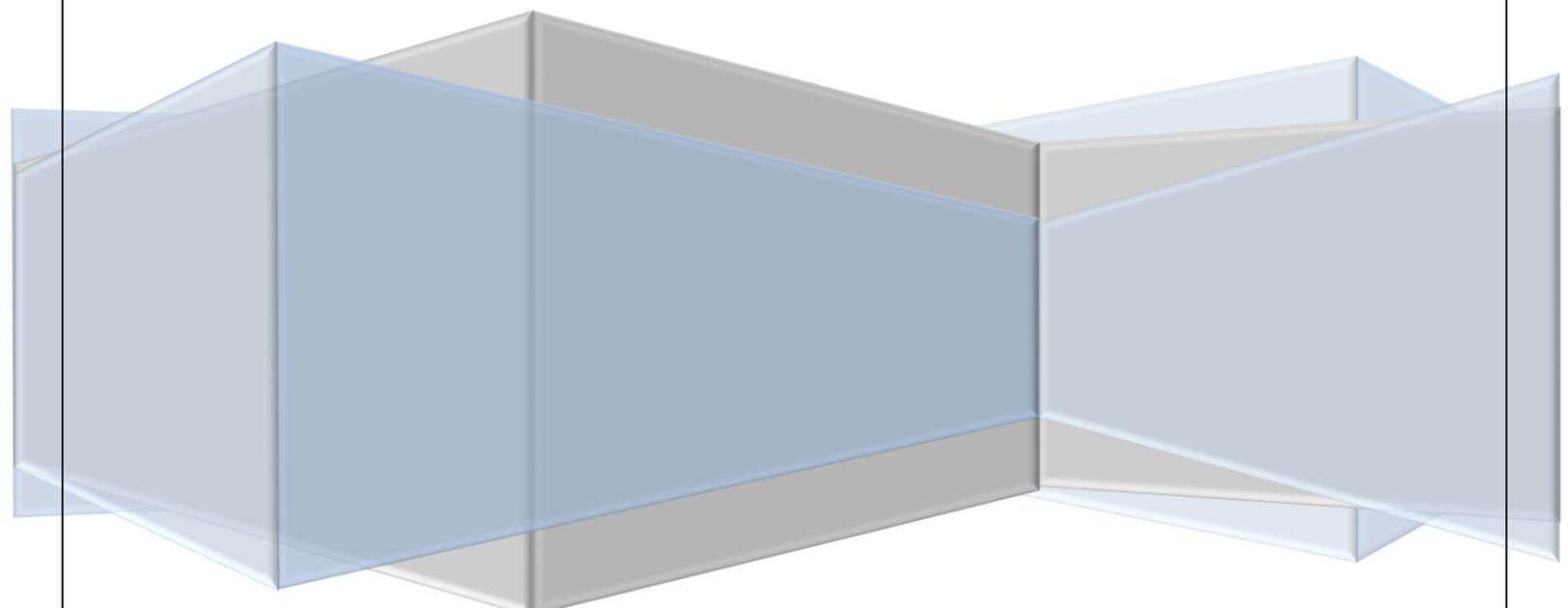


NATIONAL IDENTITY MANAGEMENT COMMISSION

Corporate Communications Unit

Communication Strategy

2017-2018



INTRODUCTION

The National Identity Management Commission (NIMC) was established by Act No. 23 of 2007 primarily to foster the orderly development of an identity sector in Nigeria through the development of a modern and universally acceptable identity management infrastructure in Nigeria. The Act empowers NIMC to establish, manage, regulate and enforce an effective and secure Identity Assurance System that would facilitate the harmonization and integration of identity databases in government agencies, ensure sustainability, reliability and acceptance across diverse points and contexts and application of the verification and authentication services within and outside the country.

This Communication strategy is expected to drive and motivate all NIMC Staff/Stakeholders and the general public to ensure that the above is achieved.

The document provides the baseline for planning communication activities within and outside NIMC. It provides the approach and methodology for planning and discharge of campaign programmes.

OBJECTIVES OF COMMUNICATIONS PLAN

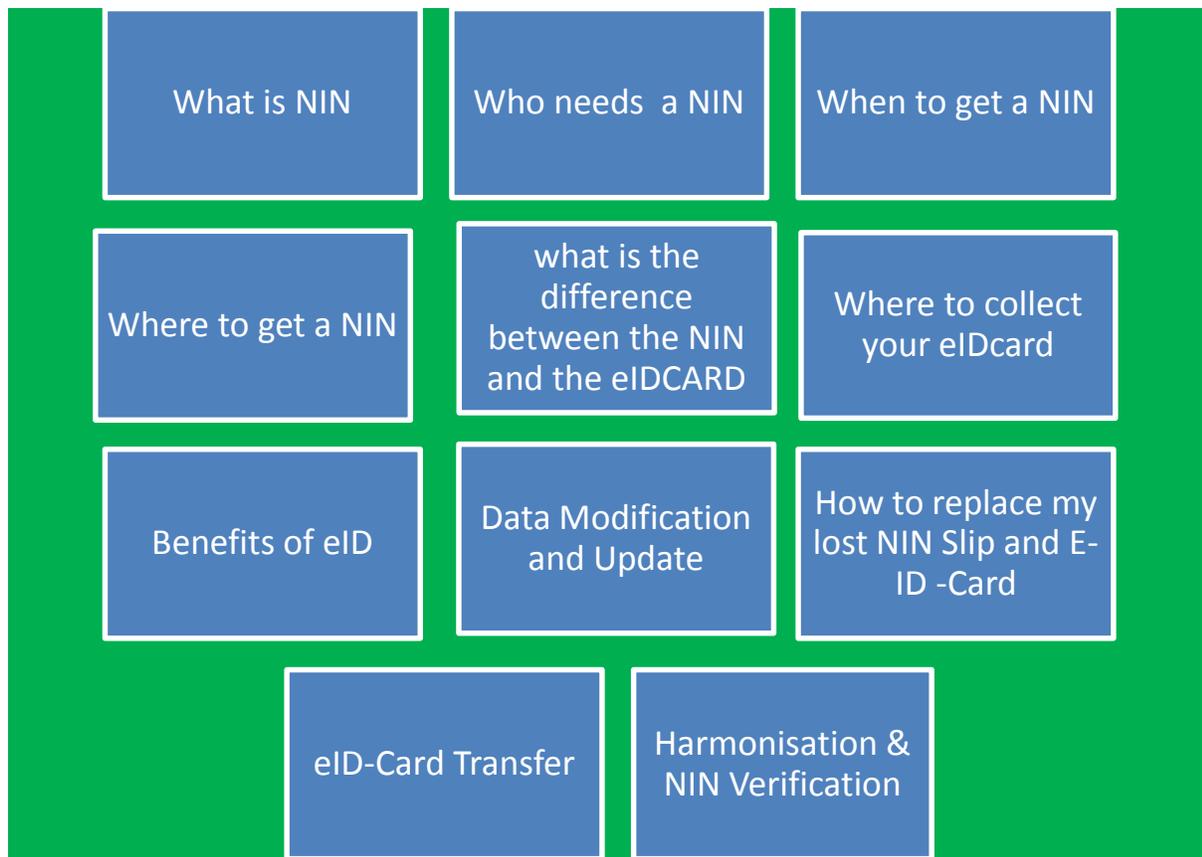
- To create clear and effective communication channels for NIMC's Internal and external audiences
- To increase the profile and reputation of NIMC
- To influence the knowledge, attitudes and behaviours of NIMC's internal and external audiences
- To effectively communicate NIMC's mission, visions, values and strategic plan to all staff, stakeholders and the general public

SWOT ANALYSIS

STRENGTHS: <ul style="list-style-type: none">• The first and only Organisation with the mandate of creating and managing a National Identity Database (NIDB)• High technology infrastructure	WEAKNESSES: <ul style="list-style-type: none">• Inter-departmental communication gap• Poor Staff welfare• Inadequate funding
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<ul style="list-style-type: none"> • Government support 	<ul style="list-style-type: none"> • Decrease in skilled staff • Lack of Public Relations Officers in all States Offices
<p>OPPORTUNITIES:</p> <ul style="list-style-type: none"> • Nigerians eager to have a globally accepted ID Card • The opportunity to create and market the first and most reliable single national identity database 	<p>THREATS:</p> <ul style="list-style-type: none"> • History of failed ID Card schemes • Delay in printing of cards • Poor Staff Welfare • Inadequate funding

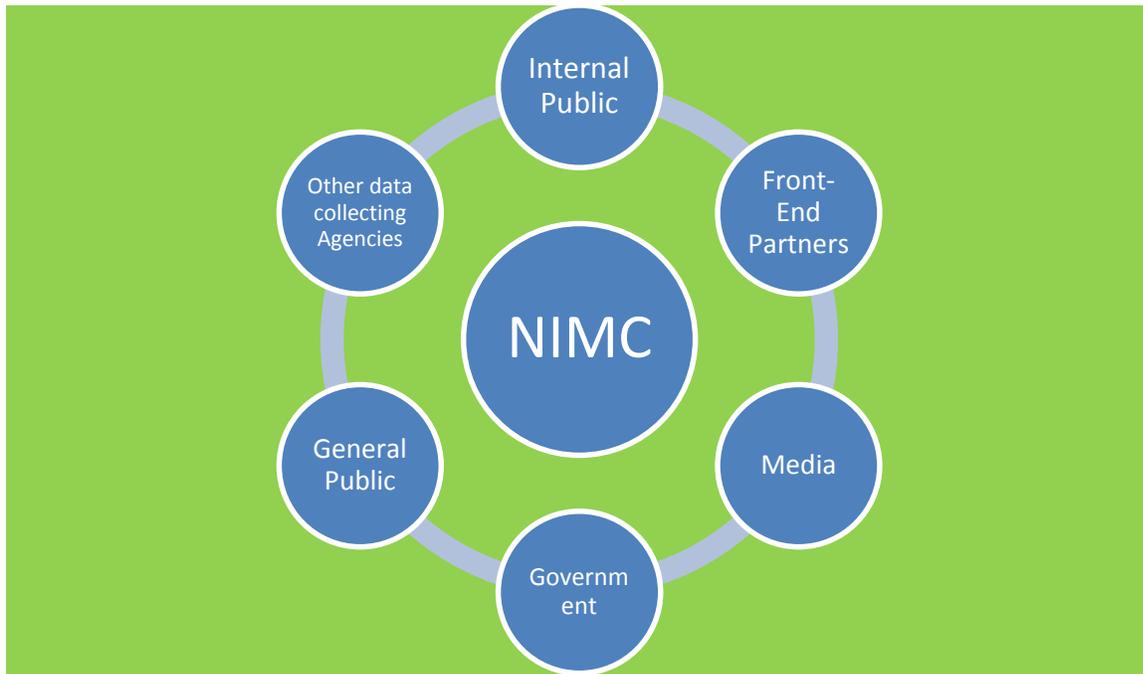
KEY MESSAGES



In addition to the above strategic key messages, smaller messages will be developed on based on issues that come up.

AUDIENCE

The following groups are the main stakeholders for the communications strategy



Messages will be specifically designed for each group to suit the audience and will be delivered through the most appropriate channels.

COMMUNICATION CHANNELS

✓ Traditional Media (Television, Radio, Outdoor, Drama, BTLs)
✓ New Media (NIMC Website, Twitter, Facebook, online blogs)
✓ Events (Launch of Products, Town hall meetings, Press Briefings)
✓ Publications (Newsletters, pamphlets, banners, etc.)
✓ Direct contact

THE TRADITIONAL MEDIA

This media strategy refers to ways the NIMC can carry out effective sensitization of Nigerians through the media while aiming to improve as well as sustain the image of the organisation.

- Despite close ties with media houses, a friendly meeting and courtesy visits can be organised for editors and/or reporters in Abuja/Lagos with a view to intimate/ inform them on what the NIMS project is about, bring them up to speed, as well as solicit for their undiluted support. This will help reduce the spate of negative stories as well as endear their full support and attention.
- A complete reportage of the daily activities of the NIMC and the Director General of the commission. To achieve this, an in-house media officer should be attached to the Director General's entourage to ensure proper reportage of all activities (on both traditional and new media) as they happen on the same day or not later than the next day. The corporate communications unit should be timely informed about the Director General's schedules on time.
 - For Press conferences/seminars/briefings/town hall meetings/ Forums. A varied number of press-releases should be prepared prior to any NIMC event and distributed to invited media houses during or immediately after the event. This is to avoid misquoting or misrepresenting the Director General or any other NIMC Official who may have presented a speech during the event. This will help curb the late reportage of NIMC news stories on the daily Newspapers as most pressmen are either too preoccupied to write the news stories on the same day; this strategy will also reduce the churning out of stale NIMC stories on the papers. The press releases will also aid in the reportage of events from different angles.
 - The use of religious organisations like churches, mosques and also markets, motor parks for the dissemination of messages
 - Participation in popular and strategic media events.

Radio

The easiest way to reach out to the heterogeneous audience is through the radio. The media strategy for radio would basically be directed through the states aside the Network radio stations for effective result, as most radio messages should be in local languages of the target audience. So the radio messages will be disseminated from the states offices to the local radio stations. This means that the press releases written at the head office can be sent to the states and rewritten in local languages.

- Participation and sponsorship of strategic and popular radio programmes at the state, regional and national levels.

- Radio advertising materials (jingles, commercials) can be produced indigenously and aired accordingly.
- Productions of radio programmes in various indigenous languages

Television

As in the case of the radio, TV media selection should also recognize local languages but because it is traditionally more expensive than radio, less emphasis can be given. However, there should be strong dependence on Network stations which have more viewers. It has to be recognized that local TV stations in various states broadcast more in local languages.

- Press releases emanating from the head office should be extended to state television stations through the proposed communication officers.
- Television commercials, messages, documentaries, participation and sponsorship in popular and strategic programmes is recommended at state, regional and national levels.
- Communications (person to person)- participation and sponsorship of events such as trade fairs, exhibitions, seminars in order to boost the corporate image

NIMC Newsletter

- The directors and other staff members can also be asked to make contributions of article, since the **Newsletter** is to be published quarterly.
- Contributions (interviews, articles, pictures, and news materials) from state and local government offices should be made mandatory.
- Outstanding reports from one or two media houses during the quarter can be featured on the **Newsletter**.
- The newsletter as the strongest tool of communicating to the internal public will strive to carry employees' related stories.
- The notice boards will continue to be used for internal communications.

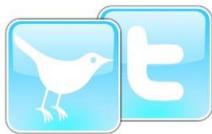
SOCIAL MEDIA

News and information dissemination – In this era when news breaks within minutes and seconds after they occur, the most visited websites on the Nigerian cyberspace are Facebook, Yahoo, Google and news sites. NIMC will leverage on this all important innovation of new media to disseminate information and corporate news to a large number of audience across cyberspace in rapid time.

Listening and Learning – NIMC needs to monitor what stakeholders and other citizens are saying about the Commission, it's issues or programs and use the information to support strategies, research and goals. The Social Media platform will help NIMC get new ideas and Interact with customers on social media. It can also help NIMC achieve the following:

- Deal with crises instantly on social media
- Build social media presence without busting the budget
- Increase blogger outreach to boost media coverage
- Provide timely coverage/information on the various social media platforms using global best practices

Below are examples of platforms NIMC will explore



- **Twitter**

One of the best ways to engage the younger generation today with information is through Twitter. It is a viable communication vehicle that NIMC can explore. With a public account, the Commission can draw in more followers. NIMC can successfully use Twitter to engage the public and even employees on a local or global basis.



- **LinkedIn**

This is an online professional network which affords Organization an array of opportunities to tap the thoughts of industry leaders and cultivate business relationships. Using social media to pitch journalists is not a new concept, but the efficacy of LinkedIn has been underused. LinkedIn can be used to keep track of journalists' whereabouts, titles, and interests. LinkedIn can be best used to "court" relationships in the media. If the person is a top contact at the outlet

in which the Commission hopes to obtain coverage, it can be helpful to reach out to them and connect. If they accept (which they probably will), you have an inside look at their new positions, contacts, and updates.

- **Facebook**

The link of the NIMC pre-enrollment portal should be accessed through the NIMC advert placed on Google, Facebook and other platforms. It is to be expected that the large traffic of people who visit the internet everyday will visit the link if it appears on their Personal Computer (PC), tablets and mobile devices frequently if boosted.

This will entail Interacting with key audiences and influencers on the social media channel in order to build awareness for the NIMC brand and mandate. We will be increasing our visibility in the right areas and trying to stick in the minds of others through active interaction on different levels, this will create buzz and spread 'word of mouth'. Key Facebook and Twitter overlords will be contacted to spread the word of NIMC's presence on social media.

IMPLEMENTATION OF THE COMMUNICATIONS STRATEGY

The Corporate Communications Unit leads on the delivery of the Communications Strategy 2017 –2018, but also coordinates with other departments and State offices across the Commission. Through the implementation of the strategy, communications across the organisation will be much smoother to ensure that consistent and coordinated messages are delivered. It is important for members of management to make use of the opportunities to promote key messages in relevant forums.

EXTERNAL MEDIA			
S/N	Initiative	End state	Critical Success Factor
1.	Develop and implement adequate media and publicity support for the sustenance of the NIMS project	Nigerians to continue to embrace the NIMS project	Management support
2.	Conceptualisation and production of Radio/TV commercials in English and other Nigerian Languages	Create maximum visibility/awareness	Management support

3.	Advertisement, Production and placement in print, electronics, online outdoor, signage platforms	Create maximum visibility/awareness creation	Adequate financial provision/support
4.	Coordination and execution of corporate launches, events, exhibitions, trade fairs, conferences, seminars & collaborations	Public Engagement/Enlightenment	DG/Management support
5.	Generation of Press releases/ statements and press interviews/appearances for DG & management staff	Keeping NIMC in the eye of the public	DG/Management support
6.	Media management (DG meet the press, media parley, end of the year PR for Pressmen& women, etc.)	Cordial relationship with the media	Management Corporation
7.	Public Relations Tools of public relations to ensure public goodwill and encourage patronage of compliance	Goodwill and securities compliance	Management & staff support so we can all be on the same page in our service delivery to the public
8.	Corporate Website Management populate the website with current news items, deploy interactive platforms, provide accessible contacts	Timely information for the media and the public	Management, staff and corporate communications unit
9.	New/online media/ twitter, Facebook, LinkedIn, online blogs, etc. provide timely coverage/information on these platforms using latest global best practices	Public engagement and timely information	Management, staff and handlers in CCU.
10.	Traditional information dissemination strategy, (using religious	Mass engagement	Management/stakeholders, Regional/state coordinators, staff

	organizations like churches, mosques, markets, motor parks), town criers, traditional institutions, town hall meetings, unions/associations, market storm etc.		
11.	Below the Line Materials like Gifts, Souvenirs, handouts and items	Mass appeal and enlightenment	Management/provide adequate funding
12.	Text messages and skit by DG, broadcast/podcast etc. deploy these channels for mass engagement/education	Grassroots mobilization	DG/Management
	INTERNAL MEDIA		
1.	Publication of NIMC Newsletter (online via staff emails and hard copy on notice board)	Bridging internal and external communication gap	Management/Editorial members. Finding to print hard copies
2.	Deployment of information on Notice boards	Effective and efficient internal communication to quench unhealthy rumors	CCU/Legal
3.	Newspapers. Purchase of newspapers for the CCU so as to be up to date with current affairs	Timely dissemination of current affairs	Financial support
4.	News tracking and monitoring	Monitor direct and related publications/mentions about NIMC	Management/ funds for some online news platforms/CCU Staff
5.	NIMC digest Collection of relevant materials/stories for staff digestion from various media platforms	Continuous information dissemination to staff	CCU
6.	Coordinating and organizing staff forum such as town hall/ DG meet staff, etc.	Well informed internal publics	DG/Management
7.	Disseminate best practices and other tips on service delivery improvement to all staff.	Staff self-dedication to duty	Commitment by the staff of customer care and protocol unit

	Hotel, visa, tourist information		
8.	Documentation of various information materials on media review/Archiving	Ensure adequate record keeping for future references	Management support
9.	Use of intranet platform	Ensure timely and paperless communication	Management/ESNI

COMMUNICATIONS STRATEGY EVALUATION

Objective	How to measure	Frequency	Remark		
			Good	Average	Poor
To create awareness/knowledge of NIMC	Increase in number of enrolment/use of NIN	Monthly			
Enrolment Education	Increase in number of enrolment/use of NIN	Monthly			
Public perception	Through feedback boxes deployed to all enrolment centers/contact centers response	Quarterly			

Activity on social media	Number of: <ul style="list-style-type: none"> • Tweeter mentions • Facebook likes • Followers 	Monthly			
Implementation of communications strategy	Adherence of strategy/achievements of deliverables	Monthly			