

Paper Reference	CACoP_47_1104_03
Action	For Decision

Communications and engagement strategy

1. PURPOSE

This paper sets out the intended approach for the Code Administration Code of Practice (CACoP) Forum communications and engagement strategy for 2023. The CACoP Forum is invited to agree to this approach, provide items for the communication plan, and provide points of contact to help create and contribute to this.

2. EXISTING FORUM COMMUNICATIONS CHANNELS

The Forum currently has three main communication channels:

- The [CACoP website](#)
- The CACoP Newsletter
- The [CACoP LinkedIn page](#)

We are planning to make more use of the LinkedIn page to share news and updates from the Forum's discussions and work items and any other cross-Code activities of note.

We ask Forum members to follow the LinkedIn page and encourage their colleagues and customers to do the same. Increasing the number of followers will enable our updates to reach a wider audience.

We are also reviewing the frequency of the Newsletter. Following our move to bi-monthly meetings, we are intending to change the frequency to once every four months, in January, May and September. This will allow us to issue these in the gaps between meetings, with each edition covering notable updates and developments from the previous two meetings. We will be moving to this frequency immediately, with the next issue now being issued in May. We welcome contributions to the Newsletter and would ask that a point of contact from each Code is provided to help collate content.

3. CONTENT FOR COMMUNICATION

We are developing a communication plan which will capture updates and key events that we plan to communicate over upcoming months. This can be shared using various communication channels. We are aiming for around two updates a month, to keep our customers engaged. We seek views and input from the Forum on items we can add to the plan.

Once created, the communication plan will be shared with members and reviewed on a regular basis. The plan will capture the following areas:

- The key message to communicate
- The target audience
- Why this communication is being shared
- The timing of the communication
- The communication channel(s)
- The relevant Code and contact

4. ENGAGEMENT WITH CODES' COMMUNICATION AND ENGAGEMENT TEAMS

In the past, we have appealed to Forum members to provide any updates for inclusion in the Newsletter. However, we appreciate that Forum members may not be the best people at each Code to provide such input. Therefore, we ask members to let us know of any people at your organisations, such as communications teams, who would be better placed to contribute to this. We can then reach out to them directly.

5. RECOMMENDATIONS

The CACoP Forum is invited to:

- **ENDORSE** the proposed communications approach;
- **PROVIDE** views and input on items to add to the communication plan; and
- **AGREE** to provide points of contact from each Code to create and contribute to a CACoP communication plan.

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