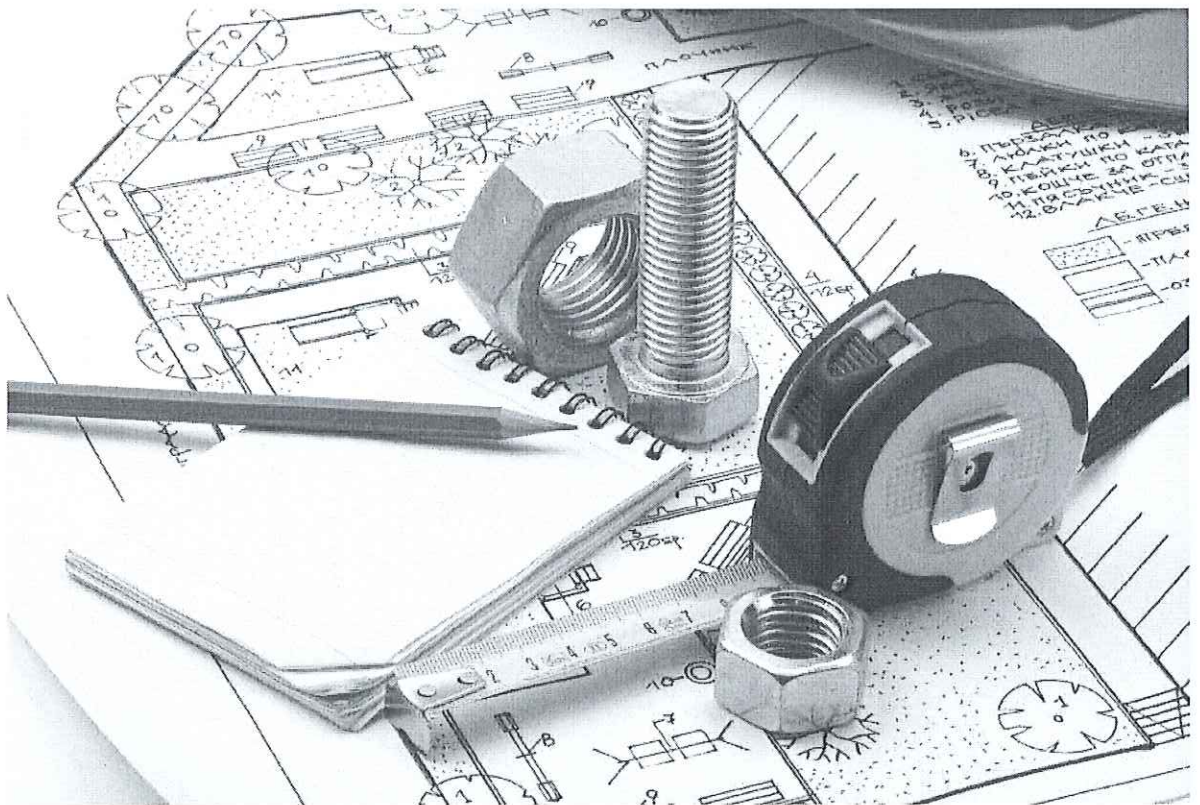




INSTITUTION OF ENGINEERS OF KENYA

MAY 2021

IEK COMMUNICATION IMPLEMENTATION PLAN





COMMUNICATION IMPLEMENTATION (ACTION) PLAN

FOR THE

INSTITUTION OF ENGINEERS OF KENYA

(IEK)

MAY 2021

COMMUNICATION IMPLEMENTATION (ACTION) PLAN FOR IEK MAY 2021



1. Introduction

This report has been prepared pursuant to Deliverable No. 4 in the Terms of Reference, which requires the preparation of an IEK PR and Brand Management Implementation Plan two months after the commencement of services detailing activities, budgets and timelines. The crafting of an Implementation/Action Plan was therefore included as one of the key deliverables in the Inception Report. It was also captured in item 3.7 of the Communication Strategy and Policy, which called for the crafting of a suitable Communication Plan to actualize the policy and strategy in the immediate and medium term.

2. Compilation of media list

It is critical to create a media list encompassing local, regional and international media and journalists who cover engineering, construction, property, and related subjects. This will enable IEK to quickly reach out to the media whenever necessary. This list should be continually updated by the Communications team to take into account frequent staff changes in the media. The internal department needs to provide any contacts they have used so far, and the consultant will assist in enhancing this list. The consultant already has an excellent list that can assist the new department to begin on a good footing in this aspect.

3. Database of engineers and influential personalities

This involves creating a database with full contact details of all cadres of engineers, including Graduate Engineers and Professional Engineers, so as to reach out to them easily with communication messages from IEK. Personalities with a critical voice in issues affecting engineering should also be included in this database, such as MPs in relevant parliamentary committees, government officers, etc.

4. Media Monitoring, Social Media Monitoring and Listening

A system should be put in place to track mentions of IEK in the local media, TV and Radio as well on social media and web portals. An external agency can provide the former, whilst a Social Media Monitoring tool will take care of the latter. This will enable the Communications Department and senior management to receive daily reports on what is being said about the organisation. This is essential for IEK to become proactive and to decide what action to take either to enhance a particular narrative or to change a perception among the public.

The following are possible key words to kick-start this effort:

Institution of Engineers of Kenya	IEK
Kenyan engineers	Graduate Engineer
Professional Engineer	Registration of engineers
Training of engineers	Engineering innovation
Engineering in Kenya	Engineering standards

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5. Crisis communication

With the benefit of past experience in its operations, the Institution needs to come up with all possible crisis scenarios it may face. The consultant will then formulate a template of crisis responses that can be employed for each scenario.

Training of senior management in crisis management should be prioritized, including Media Training for official spokespersons.

6. Newsletter (Membership Engagement)

There is a void in Membership communication through formal means, and other than social media platforms. A short and frequent e-newsletter should be produced for distribution by email using the current membership database as well as stakeholders. This needs to be produced on a regular basis and contents decided at least 2 weeks in advance.

7. Editorial Committee

The committee will decide the contents of the Membership newsletter and should be formed as soon as possible. The implementation and writing to be through contributions and the Communications manager (yet to be appointed - Point 9 below). Regular meetings will finalise content.

8. Meeting between the Communication team and Committees of IEK Council

These meetings should be initiated and proceed on a regular basis for the committees to appraise the communication team about their programmes of activities, thus enabling a decision to be made about the newsworthiness of such activities and the kind of publicity to accord to them.

9. Recruitment of communication personnel

A substantive Communications Manager should be recruited as soon as possible. This will allow sustainable implementation of the Communication Policy and Strategy as well as coordination of communication activities. A Deputy Communications Manager should also be recruited.

10. Communication Equipment

The Institution must proceed to purchase relevant, up-to-date equipment to enable proper functioning of the Communication Department, including computers, printers and reliable Internet infrastructure.

11. Publication style guide

It is further recommended that IEK contracts the development of a publication style guide to be used in its publications, and as a guide for the use of the IEK brand identity by third parties. This is a major activity that was not covered by the current consultancy contract.

12. Online engineering library

An online engineering library will serve as a rich resource of materials to attract members to IEK and should be started immediately.

A handwritten signature in blue ink, appearing to be 'Jhu', is written over a horizontal line at the bottom right of the page.

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13. Social Media

Implementation of the social media strategy will involve internal approvals and action to actualize the following activities:

1. That a budget specifically for social media shall be set up within the overall Communication budget. It is recommended that each post be boosted by spending a minimal sum e.g 1 US dollar.
2. That specific segments of target audiences be reached through paid advertising using social media streams.
3. That the Institution regularly reviews all platform passwords and change to secure ones every two months or as the need arises.
4. That the two-factor authentication security feature be used on social media platforms.
5. That roles and responsibilities be spelt out by the Communications Manager for the team members specifying their different roles and privileges, such as access to specific social accounts, ad budget management, response management, review and approval responsibilities before publishing content, etc.
6. That a calendar be created and updated regularly by the Communications Manager specifying what will be posted, when, on what platform, and by which member of the communications team.
7. That appropriate consultants be engaged to track and report on metrics such as follower growth, web traffic generated, likes, shares, and comments.
8. That the Communications Manager in consultation with the senior management of IEK will continuously define specific, measurable goals and outcomes for the Institution's social media campaigns, specify the business actions needed to achieve those goals and outcomes, align workflows throughout the organization to capture arising opportunities, and measure and report on the results obtained on a monthly basis.
9. That IEK will ensure it maintains an active presence on all key social media platforms, including Twitter, Facebook, Instagram, YouTube, LinkedIn, and WhatsApp for Business.
10. That IEK should encourage member engineers to tag and mention the Institution in their online postings from their own accounts when posting about professional matters.
11. That IEK will consider offering continuous professional development points that count towards the professional advancement of those who are active on IEK pages.

14. Conclusion

This implementation plan takes into account that the contract period of four months is extremely short for the full impact of a sustained communication plan to become evident. It is recommended that the momentum to be gained from the consultant's input should be protected through longer-term engagement thereafter and strengthening of the internal Communications Department, which will continue with implementation of the Action Plan into the foreseeable future.

It must be noted that the investment and use of digital tools and technology can overcome many of the current communication challenges facing IEK at the present time.

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15. Implementation Matrix

S/No.	Activity	Time Frame	Progress	Action by
1.	Compilation of media list	Immediate	Consultant already has useful list for this purpose	Communication team/ consultant
2.	Database of engineers and influential personalities	Immediate		Membership and Communication departments of IEK
3.	Media Monitoring, Social Media Monitoring and Listening	Immediate	Matter explained to IEK by consultant, approval awaited	IEK management and Council
4.	Crisis communication	Immediate	IEK is yet to come up with crisis scenarios. Training necessary.	IEK/Consultant
5.	Newsletter	Immediate	Production is pegged to Editorial Committee	IEK/Consultant
6.	Editorial Committee	Immediate	IEK to name members of Editorial Committee for meetings to be initiated	IEK/Consultant
7.	Meeting between the communication team and committees of IEK Council	Immediate	IEK yet to initiate contact between the consultant and committees	IEK/Consultant
8.	Recruitment of communication personnel (Communications Manager and Deputy Communications Manager)	Immediate	IEK to initiate recruitment process	IEK
9.	Communication equipment	Immediate	IEK to purchase relevant equipment	IEK
10.	Publication style guide	Immediate	IEK to commission preparation	IEK

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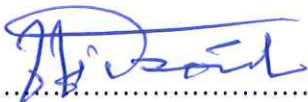
11.	Online engineering library	Immediate	IEK to provide relevant materials and arrange for this to be done.	IEK
12.	Implementation of social media strategy	Immediate	IEK to put in the necessary budget, calendar, media monitoring, etc.	IEK/Consultant

SIGNATURE: 

DATE: 18/6/2021

ENG: MARGARET OGAI

HON. SECRETARY IEK

SIGNATURE: 

DATE: 23rd June 2021

ENG. NATHANIEL MATALANGA

PRESIDENT IEK