



## **National Institute for Policy and Strategic Studies (NIPSS), Kuru**

### **NIPSS STRATEGIC COMMUNICATION POLICY**

#### **1. Introduction**

Effective communication is central to institutional credibility, policy influence, and stakeholder engagement. As Nigeria's foremost policy think tank, the National Institute for Policy and Strategic Studies (NIPSS) requires a coordinated and strategic approach to communication to ensure accurate, timely, and consistent dissemination of information to internal and external stakeholders.

This Strategic Communication Policy provides a framework for managing information flow within the Institute and guiding communication with government institutions, partners, the media, and the general public.

#### **2. Objectives of the Policy**

The general objective of this policy is to enhance NIPSS visibility as Nigeria's premier think tank. The specific objectives are:

1. Ensure timely, accurate, and transparent dissemination of information within the Institute and to external stakeholders.
2. Promote a coherent institutional voice and protect the reputation of NIPSS.
3. Strengthen public awareness and visibility of the Institute's research outputs, programmes, and policy contributions.
4. Enhance coordination of communication across directorates and departments.
5. Provide clear procedures for official communication during routine operations and special events.

#### **3. Guiding Principles**

Communication within the Institute shall be guided by the following principles:

- **Accuracy:** All information released must be factual and verified.

- **Timeliness:** Information should be communicated promptly to relevant stakeholders.
- **Consistency:** Official communication must align with institutional mandates and approved positions.
- **Transparency:** Communication should foster openness and trust.
- **Professionalism:** Engagement with stakeholders and the media must reflect the Institute's status as a leading policy research institution.

#### **4. Scope of the Policy**

This policy applies to:

- Internal communication among management, staff, and participants.
- External communication with government agencies, policymakers, development partners, media organisations, and the public.
- Communication through print, broadcast, digital, and social media platforms.
- Communication related to research outputs, programmes, and institutional events.

#### **5. Institutional Communication Structure**

##### **5.1 Director-General**

The Director-General is the chief spokesperson of the Institute and approves major institutional statements and policy-related communication.

##### **5.2 Public Affairs Department**

The Public Affairs Department shall serve as the central coordinating unit for institutional communication. Its responsibilities include:

- Managing media relations and public communication.
- Preparing press releases, public statements, and institutional announcements.
- Coordinating publicity for conferences, lectures, and major programmes.
- Managing the Institute's website and digital communication platforms.
- Ensuring consistency in the Institute's public messaging.

##### **5.3 Directorates and Departments**

All directorates and departments shall channel official communication intended for external audiences through the Public Affairs Department to ensure accuracy and consistency.

## **6. Internal Communication Framework**

To enhance coordination and institutional coherence:

1. The Directorate of Administration shall establish a briefing calendar for staff briefings, and programme updates.
2. Official internal communication shall be disseminated through:
  - Circulars
  - Internal memoranda
  - Email communication
  - Official briefings
  - Official digital communication platforms
3. Major policy decisions, structural adjustments, and programme changes shall be communicated promptly to staff through official channels.
4. Internal communications between directorates/departments and staff may be issued by designated heads in line with administrative hierarchy.
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## **7. External Communication and Media Relations**

### **7.1 Media Engagement**

All media engagement relating to the Institute shall be coordinated through the Public Affairs Department.

Media engagement may include:

- Press briefings
- Press releases
- Interviews
- Media coverage of Institute events

### **7.2 Public Statements**

Official statements on behalf of the Institute shall only be issued by:

- The Director-General, or
- Officers authorised by the Director-General.

### **7.3 Crisis Communication**

In situations that may affect the reputation or operations of the Institute, the Public Affairs Department shall coordinate crisis communication in consultation with the Director-General and management.

#### **7.4 Knowledge Management and Dissemination**

- Policy briefs, advice and papers from research, conference, brainstorming and Senior Executive Course outputs
- Open-access repository for selected publications
- Partnerships with academic journals and think tanks

Outputs shall be classified as:

- Public
- Restricted (internal circulation)
- Confidential (requires DG clearance)

No publication of sensitive national security or politically sensitive content without explicit authorization.

#### **7.5 Sole Authority of the Director General**

The Director-General shall be the sole authorized officer to issue or sign official correspondence on behalf of NIPSS to the following categories of external stakeholders:

- Ministries, Departments and Agencies (MDAs) of the Federal and State Governments
- Foreign Embassies, High Commissions, and Diplomatic Missions
- International and multilateral organisations (e.g., UN agencies, development partners, IFIs)
- Foreign governments and their official institutions
- Strategic national institutions and critical stakeholders as may be determined by the DG

No officer within the Institute shall issue official communication to the above entities without explicit written authorization from the Director-General.

All delegated communications shall clearly indicate “for and on behalf of the Director-General” where applicable.

## **8. Digital Communication**

The Institute shall utilise digital platforms to enhance visibility and engagement.

These include:

- The official NIPSS website
- Social media platforms
- Digital newsletters
- Online dissemination of publications
- NIPSS Television Station

All digital communication must comply with institutional standards and approval procedures.

## **9. Branding and Institutional Identity**

All official publications, communication materials, and digital content must adhere to the Institute's branding guidelines, including:

- Standardised use of official logo, colour, protocol, dressing code, etc
- Standard templates for reports and publications based on the provisions of NIPSS Style Manual
- Branding of flagship and other NIPSS courses, conferences etc.
- Approved institutional nomenclature.

## **10. Monitoring and Evaluation**

The Public Affairs Department shall periodically assess the effectiveness of institutional communication through:

- Media monitoring
- Stakeholder feedback
- Communication performance reports.

Findings from these assessments shall inform improvements in communication strategies.

## **11. Policy Review**

This policy shall be reviewed periodically to ensure alignment with emerging communication technologies, institutional priorities, and national information management standards.