



CLEAN MONEY IN ELECTIONS

Internal and external communications

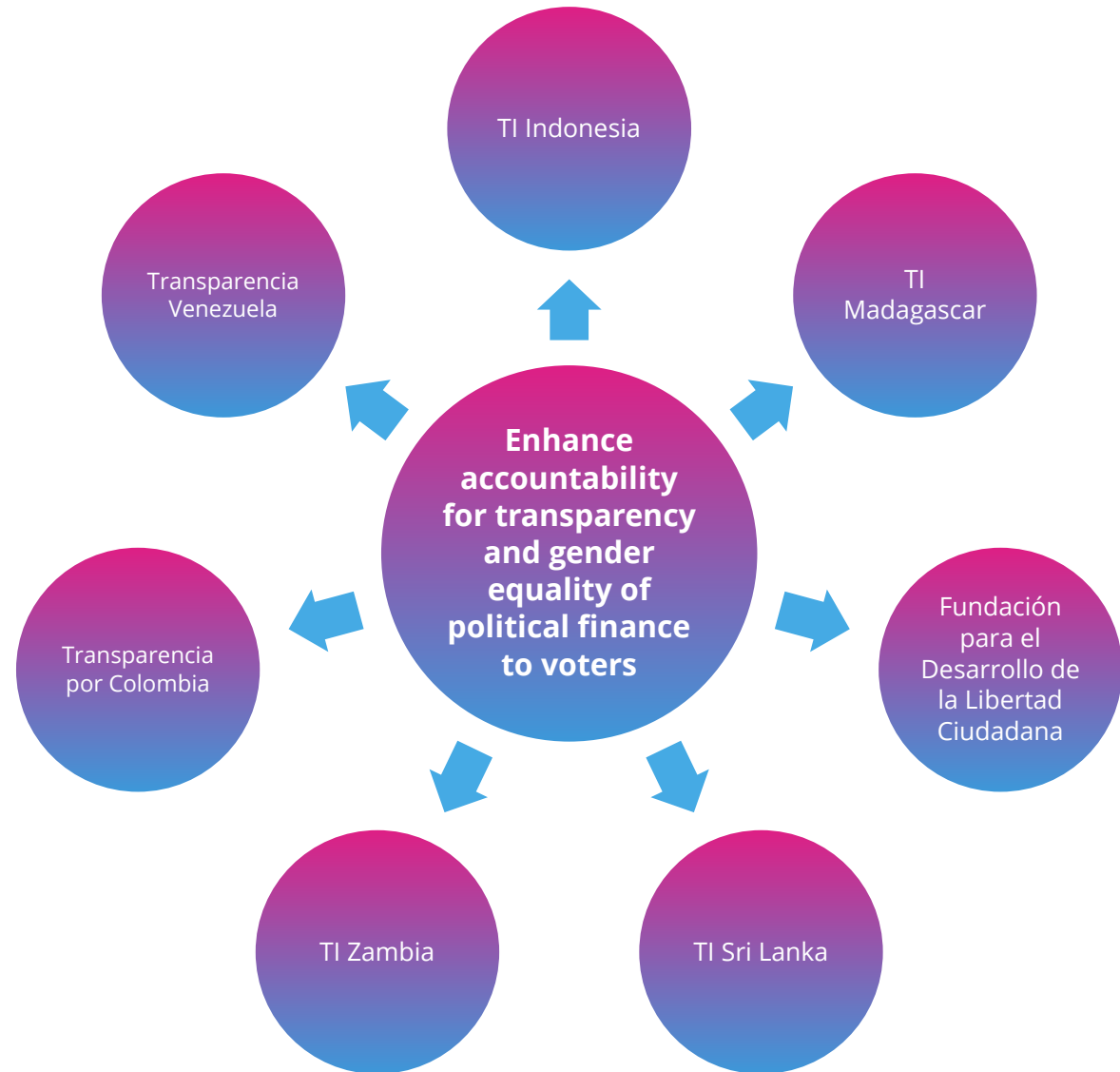
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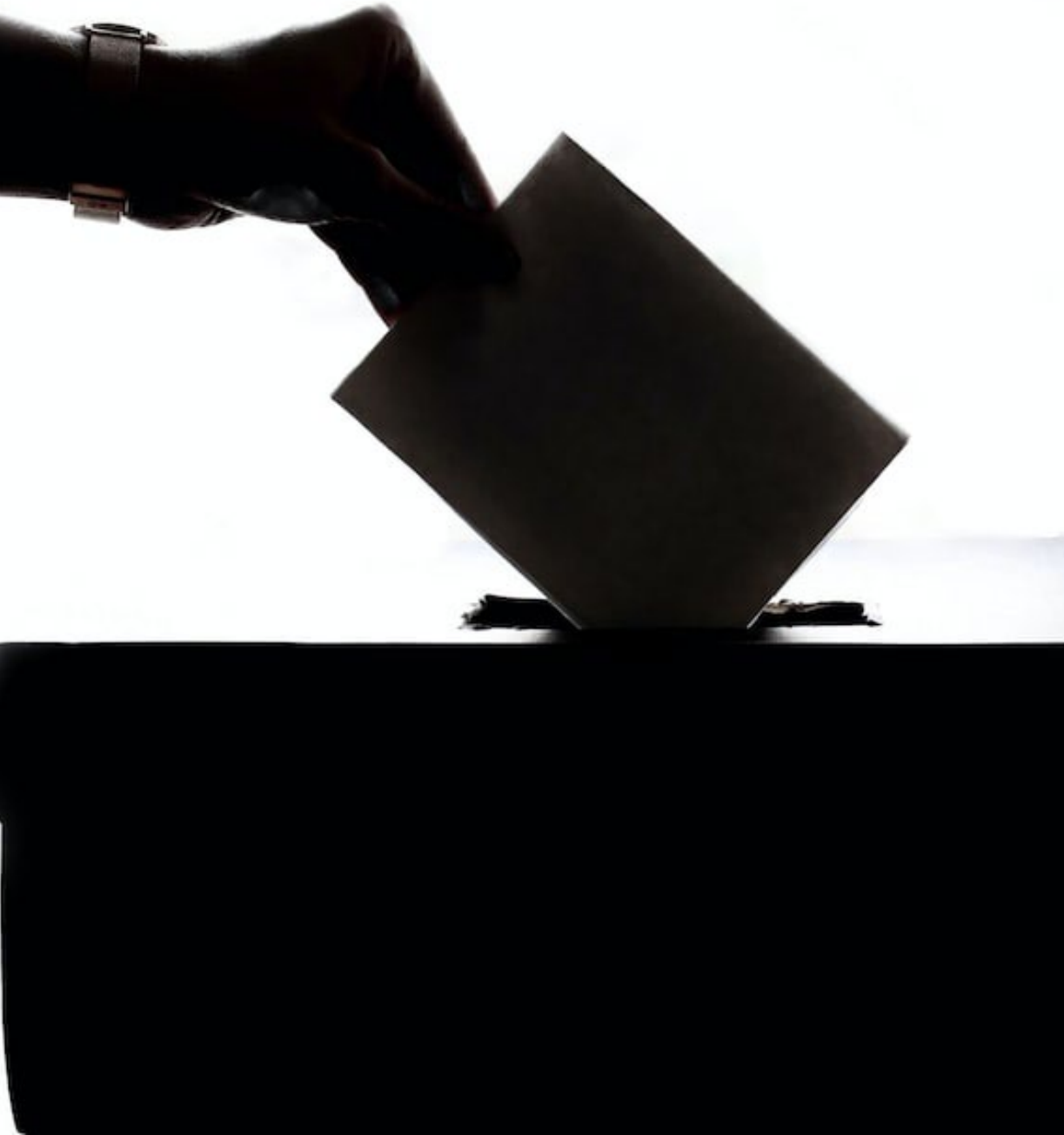
WHAT'S COMMS ROLE?

The role of communications is to **support the project's advocacy objectives** by creating a **shared narrative and understanding**.

This is a reciprocal process.

Communications works with chapters/leads/regional advisors... to ensure every deliverable **aligns with the strategic direction, priorities and impact** of the project.





COMMON (AND INCLUSIVE) LANGUAGE

- [Elections encyclopaedia](#)
- For this project, **representation and inclusion is key since gender-equality is a common objective.** [OXFAM Inclusive Language Guide](#). A guideline for things to think about in your choice of language, it is not intended as a prescriptive document. Always be guided by what is most **appropriate in your context** and the **advice of the people you are writing about or a policy specialist in your thematic area.**

WHAT WE COMMUNICATE AND THROUGH WHICH CHANNELS?



**Internal
comms**



**External
comms**





INTERNAL COMMUNICATIONS

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Enables information flows and engagement on advocacy objectives, creating a **unity of purpose** across the chapters involved. The aim for is every member of the project is **informed, engaged and connected**.

Internal comms role:

- Encourage active participation in the [Integrity in Politics VivaEngage community](#)
- Foster community, connection, knowledge-sharing and collaboration
- Support everyone to use the **right internal channel at the right time**, with the right content.



INTERNAL COMMUNICATIONS CHANNELS

Viva Engage: *TI Movement & Integrity in Politics*

Social networking to share knowledge, celebrate our people, ask questions and connect with other chapters.



TIP

Use this tool to connect post, like, comment, ask...

Take NoTice *Internal newsletter*

Bi-weekly internal newsletter sent to all in the TI movement. Includes: news, events, stories and tools that show how our colleagues are turning Strategy 2030 into action.

SharePoint

Comms team is planning a strategy for 2024. We expect to open a section for internal blogs on success stories, analyses, good practices and content that can be useful for movement colleagues. I'll keep everyone updated



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WHAT TO USE WHEN?



TIP

Check [tutorials](#) on SharePoint if you have any doubt regarding Office360



BUILDING POLITICAL INTEGRITY TO STAMP OUT CORRUPTION: THREE STEPS TO CLEANER POLITICS



News

Blog

Press

Social media

...

EXTERNAL COMMUNICATIONS

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The aim: Support national, regional and global advocacy efforts for greater impact, making sure every external product is made for **global audiences** and aligns with our branding.

- Through an **editorial process** we ensure all the publications follow our guidelines and meet TI's quality standards.



TIPS

Plan ahead

Consider external comms products require more time

Coordinate

With leads and/or regional advisors



WHAT DO WE COMMUNICATE EXTERNALLY?

Articles

Blog and web features

Media

Press release, expert commentary, chapter statement, open letter

Social media content

Twitter (posts and threads), Facebook (posts, videos), Instagram (posts, carousels, stories, reels/videos), LinkedIn (posts, jobs, carousels), TikTok (videos)

Publications

Reports, working papers, policy position, policy brief, toolkit

Newsletter

We send *This Week in Corruption* (TWIC) every Friday



TIPS

Subscribe. Via TI website
Reach out. We write about elections to support national advocacy





WHAT TO USE WHEN?

It always depends. The comms role is to coordinate with advocacy leads and regional advisors. Together consider these (and many more) questions:

What's the product? Who's the target audience? What's the objective? Where do we stand? Do we have a previous position on this? Is it time sensitive? Is it newsworthy?...



TIP

Ask. We always support our chapters. We'll find a way and a proper channel to communicate any story, product, event...



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QUESTIONS?

THANK YOU 