

Speaking Strategically:

OIG Strategic Communications



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**ASSOCIATION OF
INSPECTORS GENERAL**

Advancing Professionalism, Accountability & Integrity



What is Your Favorite Movie?

What makes it so compelling?

What makes it a compelling story?

Characters

Conflict

Conclusion

Why does an OIG need a strategic communications function?

Richmond inspector general says he was advised to stop investigating tax issues

Samuel B. Parker Sep 11, 2024 3

METRO ATLANTA

Atlanta City Council OKs task force to comb inspector general amid conduct probes

In May, concerns emerged that city officials were blocking misconduct investigations

Suppressed ADF Inspector-General report calls for greater independence

Miami puts voter-approved inspector general job on hold

Metro swears in third inspector general in under three years amid ongoing controversy

Baltimore Council Chair heavily criticized for trying to limit Inspector General's power

Strategic communications must work towards harmonizing the long-term relationships between people and organizations through:



Honest, clear, and credible communication



Transparency and consistency of action/word



Fairness of action for confidence and building trust



Continuous dialogue (two-way) for gain insight



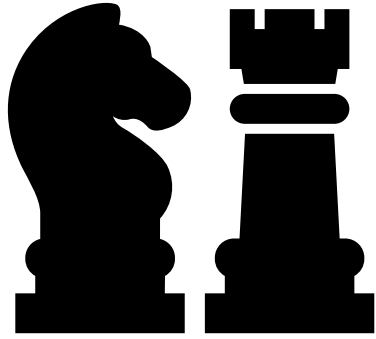
Research and evaluate to make needed adjustments



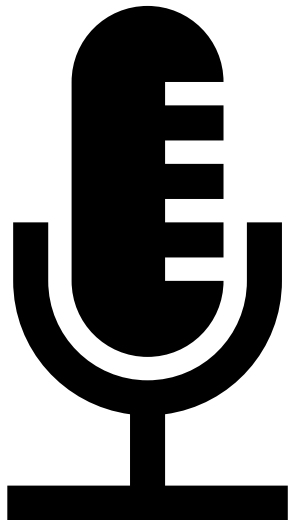


Strategic Communication is
foundational for us to exert
influence and advance our
oversight mission.





Definitions



Strategy—General, broad patterns to accomplish mission and organizational objectives

Organizational Communication—Function and process of managing public relations, media, social, and internal communications

Strategic Communication

Leadership's Organizational
Communication Philosophy

Research, Planning, Evaluation
of StratComm Efforts

Internal (Employee)
& Family
Communications

Traditional Media
Relations &
Public Affairs

Social Media,
Listening, & Online
Engagement

Issues
Management

Crisis
Communications

← INTEGRATION – CONSISTENCY – COORDINATION →

Strategic = Integrated Communication



Unity & wholeness of communication



Consistency of message

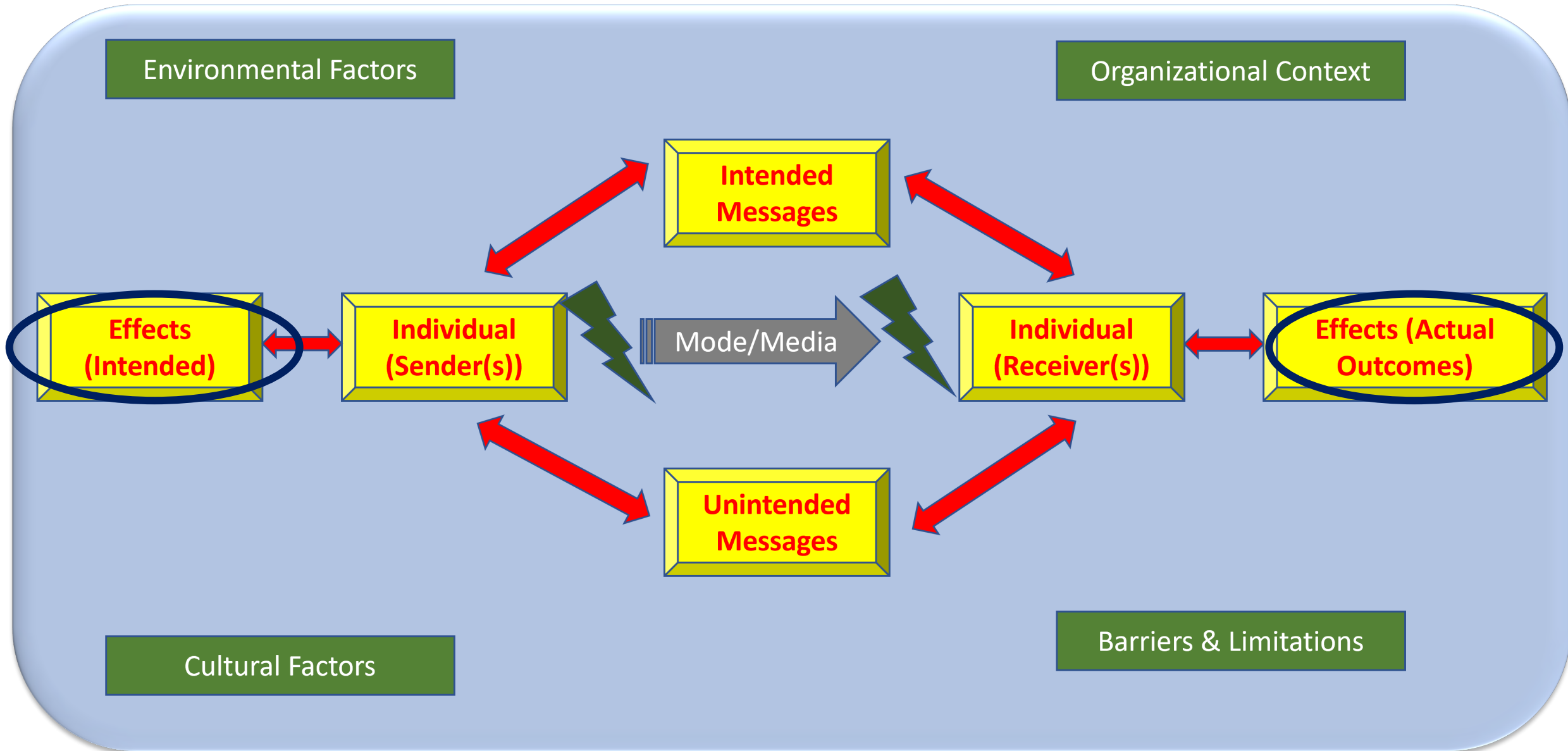


Repetition of core messages across diverse platforms & messengers

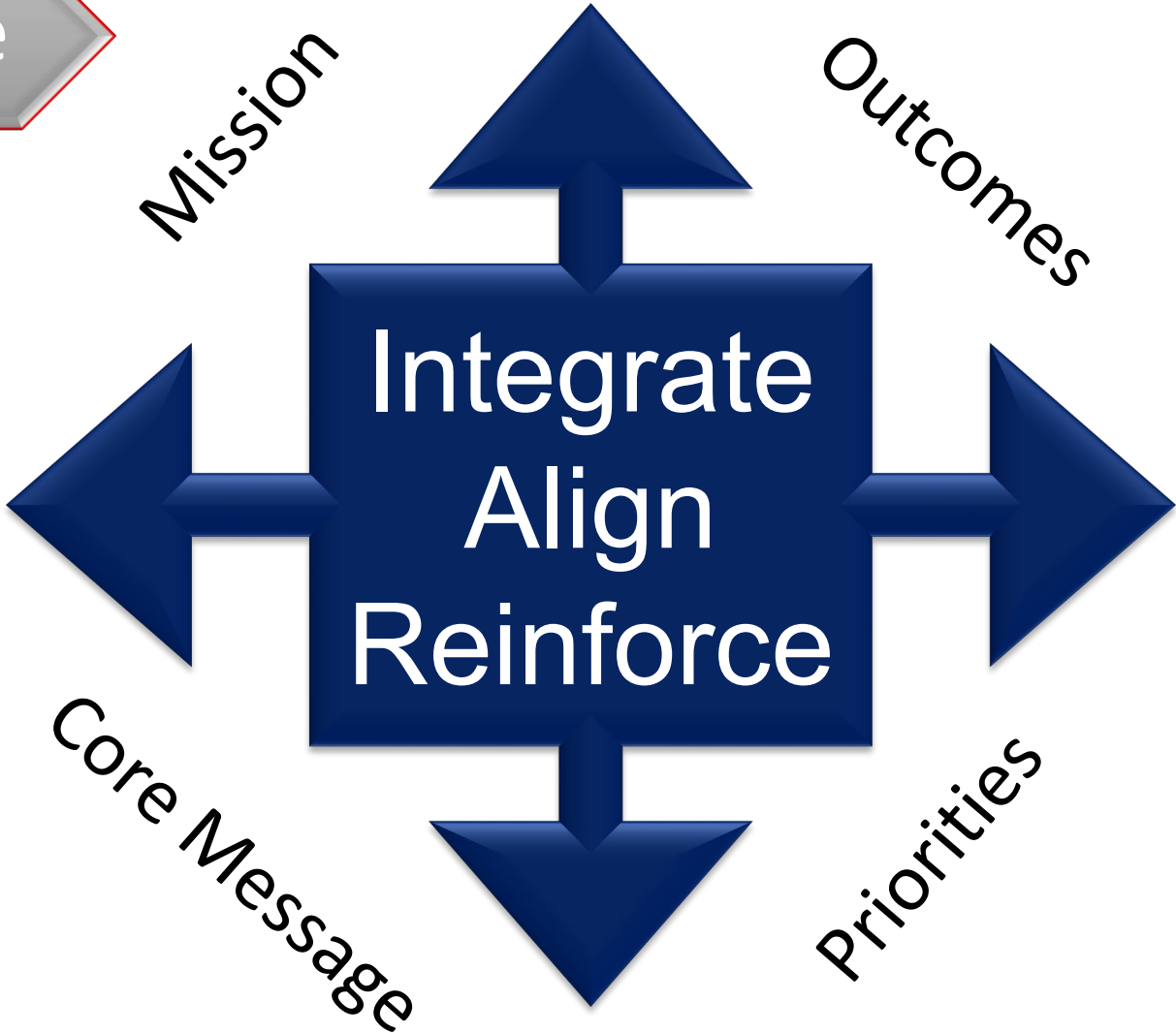


Continuous; never-ending

Systems Model of Strategic Communication & Influence



DEVELOPING A STRATEGIC COMMUNICATION PLAN



StratComm
Plan

MISSION, VISION, VALUES
PRIORITIES, STRATEGY, STRENGTHS

Objectives & Goals

- Raise awareness (internally and externally)
- Proactively inform and educate
- Instill confidence



Identify unique (multiple) internal & external stakeholders invested in work/mission.

Identify consistent core narrative to reinforce every communications effort. Craft specific messages targeted to specific audiences.

*PESO: Paid, Earned, Owned, and Shared
--Social media, web, traditional media interviews, articles, video/podcasts, etc.*

Consistent & timely schedule of releases; tie-ins with other events; appropriate coordination with other agencies.

Leadership involvement for key messaging; roles of all members in messaging and communications. Engaged & credible.

Planning – Resources – Skills – Training – Budget – Measurement – Evaluation

Research

- Assess attitudes about the OIG
- Who are the key demographics to reach?

Objectives

- Set clear goals and end-state

Strategies

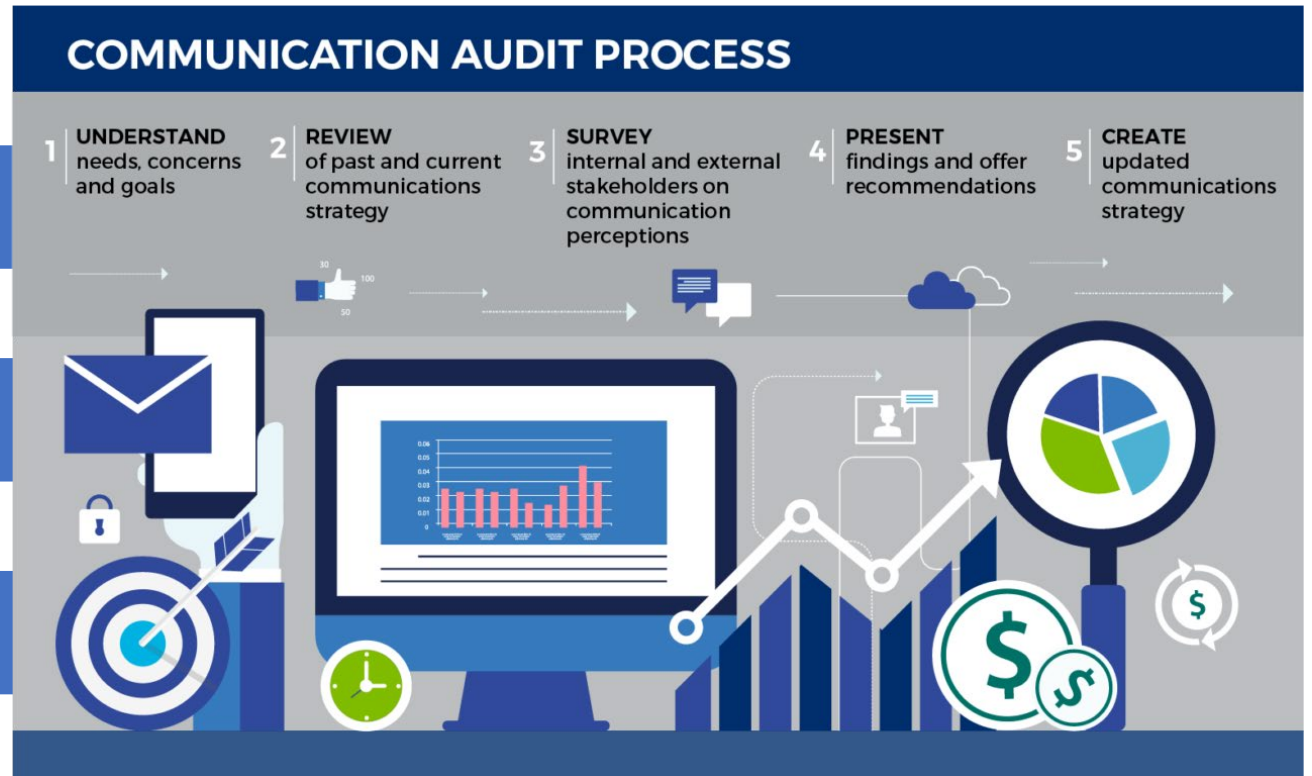
- How to reach the goals/end-state

Implementation

- Run the communications, work the plan

Evaluate

- How is the communications working? What needs to be changed?



AUDIENCES
(who)

One size DOES NOT fit all...

--Publics Segmentation--



Speak to Different People

AUDIENCES (who)

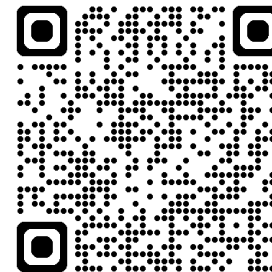
Identify unique (multiple) internal & external stakeholders invested in agency's work/mission.

INTERNAL
AUDIENCES

EXTERNAL
AUDIENCES

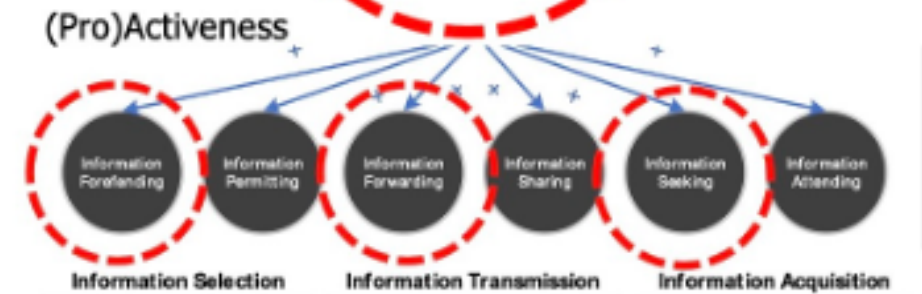
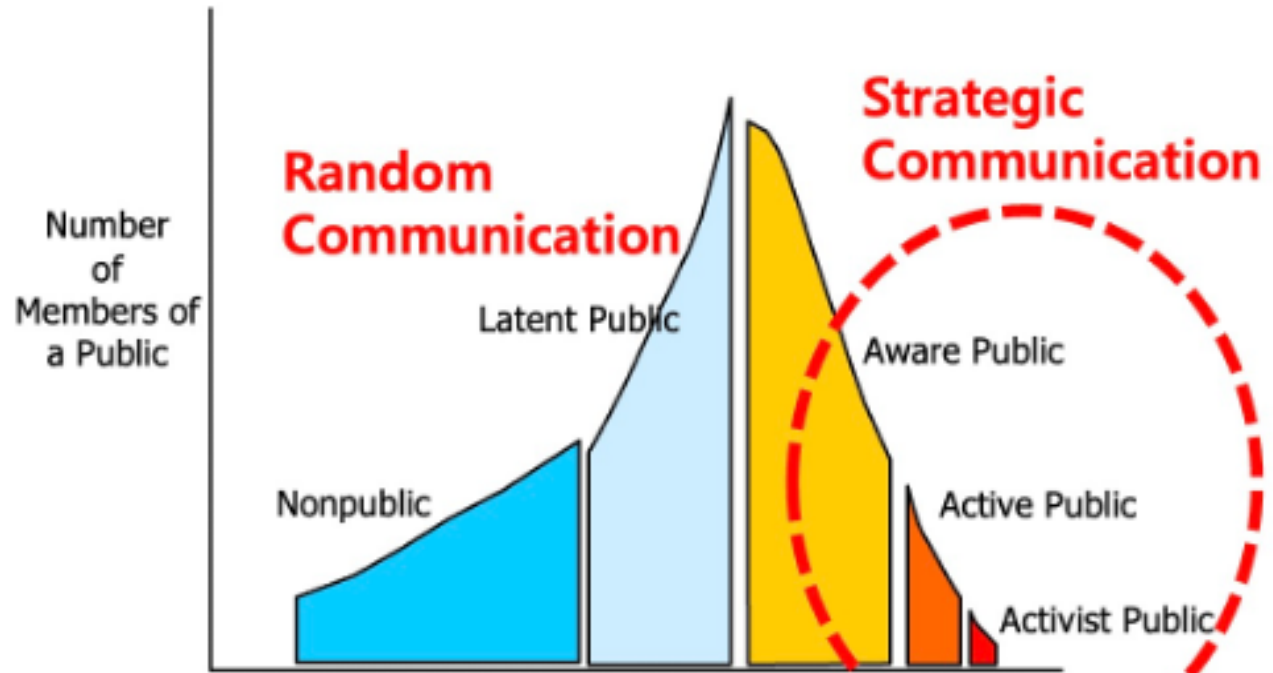
- Opposition
- Neighborhood groups
- Activists
- Youth
- Parents
- Business community
- Faith-based sector
- Non-profit
- Education
- Elected officials
- Staff of departments
- Courts
- Prosecutors
- Defense attorneys
- Unions
- Media
-

Personalize: Make relevant...*WII-FM?*






- **Nonpublic (0):**
has no consequence.
- **Latent public (1):**
a consequence creates a problem but has not detected the problem yet.
- **Aware public (2):**
has recognized the problem.
- **Active public (3):**
has started working for solving the problem and creating an issue.
(Individual Effectuating Phase)
- **Activist public (3):**
has organized to discuss about the problem and do something about it with others.
(Collective Effectuating Phase)



AUDIENCES (who)

*A **user persona** is a fictional representation of a type of user with whom you want to communicate. A user persona is not a real person – but it represents the needs and attributes of real people*

- Demographics
- Personality
- Personal values
- Interest/hobbies
- Attitudes
- Preferences
- Traditional/social media consumption



Name: [Input Name]
Relevant Quote: "[Input Quote]"

Demographics

Gender: [Input Gender]

Age: [Input Age]

Location: [Input Location]

Relationship Status: [Input Status]

Title: [Input Title]

Education: [Input Education]

Background Description

[Input Description Paragraph 1]

[Input Description Paragraph 2]

[...]

Goals

[Input Goal 1]

[Input Goal 2]

[Input Goal 3]

[...]

Motivations

- Motivation 1
- Motivation 2
- Motivation 3
- [...]

Previous Experience:

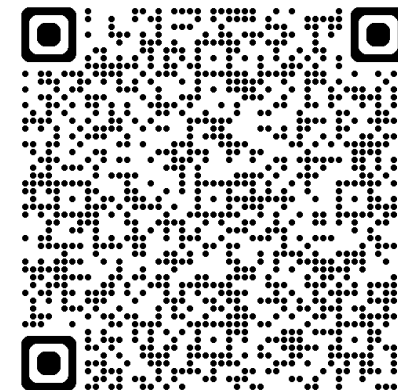
- Previous Experience 1
- Previous Experience 2
- Previous Experience 3
- [...]







Frustrations

- Frustration 1
- Frustration 2
- Frustration 3
- [...]

Expectations:

- Expectation 1
- Expectation 2
- Expectation 3
- [...]



<p>Researcher</p>  <p><i>Who is working on the Genotyping by Sequencing (GBS) method described in Eshere, et al (2017)?</i></p> <p>Focused on staying abreast of new findings and techniques in his area of expertise</p> <p>Monitors closely the research activities within his sub-discipline and across relevant fields (e.g., genomics; bioinformatics)</p> <p>Wants to find new ways of connecting with peers in related specialties</p> <p>Engages in many professional activities: research, teaching, mentoring, project development</p> <p>Mandated to submit peer-reviewed research to departmental repository</p>	<p>Policy Maker</p>  <p><i>I need to know everything about a 2005 USDA-approved study of genetically-engineered wheat.</i></p> <p>Needs to respond to current administration priorities and deal with long-term organizational needs and challenges</p> <p>Has access to staff who actually perform preliminary information gathering and filtering tasks</p> <p>Is interested only in very narrowly targeted sources that fulfill specific needs</p> <p>Technologically capable and sophisticated, but has neither the time nor interest in searching a system or reviewing large numbers of documents</p>	<p>Small Producer</p>  <p><i>I want to explore organic growing techniques. Where should I start?</i></p> <p>Needs access to latest agricultural techniques</p> <p>Needs to be able to respond to changing market demands</p> <p>Needs to maintain current knowledge of farming regulations</p> <p>Limited financial resources</p> <p>Interested in sources of funding for special initiatives and day-to-day operations</p> <p>Has access to trade association resources as a member</p> <p>Has access to digital information, but is unsure about how to find useful information</p>	<p>Information Professional</p>  <p><i>Is there a source of aggregated data on historical cattle prices?</i></p> <p>Supports all user groups</p> <p>Expert knowledge of information retrieval tools and techniques</p> <p>Good knowledge of USDA agency structure and functions</p> <p>Proactive about upcoming user interests and future needs</p>	<p>Agribusiness Executive</p>  <p><i>I need to learn about exporting to the Asian beef market. What kind of material is available?</i></p> <p>Maintains an expert-level knowledge of agriculture, specific to a relevant industry</p> <p>Technologically proficient</p> <p>Has access to staff support</p> <p>Sits on board of directors for major trade association</p> <p>Can contact upper-level USDA personnel to address needs</p> <p>Needs access to variety of sources: scientific publications; trade journals; data sets</p>	<p>Citizen</p>  <p><i>What foods should I avoid during pregnancy?</i></p> <p>Becomes interested in agricultural topics only at specific points, in response to specific triggers</p> <p>These triggers can be internal (e.g., personal nutritional needs) or external (e.g., an outbreak of foodborne illness)</p> <p>Experienced at general web searching which shapes her expectations of other information systems</p> <p>Does not want to learn a specialized system</p> <p>Is interested only in full-text documents</p>
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Internal (Employee)
& Family
Communications

Employees are the best ambassadors for the organization



Sufficient

Useful

Open

Supportive

Taken
Seriously

Do I have enough information about the ORGANIZATION and MY ROLE?

Strategic Message Concepts



- **What promise do we wish to keep in the work delivered?**
- **How does our work enhance people's lives?**

Consistency

Repetition