

IEA Communications Strategy

Introduction

The IEA exists to be an organisation that brings together ergonomics and HF societies around the world. It brings together experts to yolk the strengths of different perspectives and culture for the betterment of the HF discipline as a whole.

This strategy aims to define what the IEA will communicate, both to members and to the general public. It will define how those communications will be delivered. It will define measures and determine realistic value targets.

It should be recognised that the IEA is a volunteer organisation that has a large number of volunteers working on its behalf with good intentions. However it is also possible for communications to be shared by the IEA that don't meet standards expected of an international organisation and therefore impact the good standing of not only the IEA but HF/E as a whole.

This strategy aims to support all members by making it clear how communications are managed, what is written on behalf of the IEA and where support can be found for any issues.

Communication Pillars

There is a lot going on around the world and the role of the IEA is to use its international network to broaden the reach of best practice, development of contemporary thinking and supporting members at country and individual level.

The IEA will focusing on three main communication pillars.

1. Amplifying the societies messages
2. Sharing the work of the IEA - committees and TGs
3. Giving an international collaborative voice to members

1. Amplification

Most of the federated societies have events and activities, some more than others - the IEA will share these events through all its channels

2. Sharing

The IEA has a lot of activities itself that it will share through the channels.

These activities need to be coordinated to provide a consistent tempo or battle rhythm through the year

3. Collaboration

The IEA will use platforms to enable international members to talk, share best practice and collaborate.

WhatsApp?

Will share best practice on comms

Informal and formal

Supporting federated societies to share events.

Methodology

1. Strategy
 - a. The comms committee will develop a comms strategy that will be approved by the IEA executive
 - b. Strategy will include approved platforms
2. Planning
 - a. At the beginning of the year - (define year) a monthly plan will be produced that has all the high level events that are scheduled
 - b. Every month, the comms committee will review the previous months comms, identify strengths and weaknesses, and then plan out the following two months comms on a media grid.
3. Review
 - a. The Comms committee chair will attend IEA exec committee meetings and report on comms events, particular successes and any issues. They will also identify areas that the comms committee feels it can improve its output.
4. Day to Day
 - a. The Social media accounts will be monitored daily.
 - b. Re-sharing will be done without comment, unless previously agreed with Social media lead.
 - c. The scheduled IEA content for the day will be shared twice a day - to ensure broad reach

Policy

It's important that the IEA has agreed policy on what shall be shared and who can utilise the media channels to talk on behalf of the IEA.

1. Sharing of federated society events
 - a. The IEA can share but not endorse any events advertised on social media.
 - i. Events can be physical or online
 - ii. Events must have dates, appropriate links.
2. IEA content
 - a. All IEA content must be approved by comms committee rep
 - b. Must include all relevant information
 - i. Date, time, links and graphic
3. Exclusions
 - a. The IEA will not share
 - i. Job adverts
 - ii. Business promotion

Channels and methods

The IEA has a number of channels available to share content.

- Social Media
 - IEA LinkedIn Page - External facing
 - IEA LinkedIn Group - Membership
 - IEA Instagram Account
- Newsletter
- Website
- YouTube?
- X?

There is also the ability for individual committees and technical groups as well as individuals to set up their own accounts and be seen to talk on behalf of the IEA.

The Comms Committee should have access to all pages and accounts. The Committee will hold a register of the account names and passwords, regardless of who is operating them. If other accounts open up seeking to represent the IEA or part of it, the account manager will be asked to share. This is to ensure that any account is still operable if and when elected members move on.

Metrics

Whilst the ability to share is enough in itself, there is a need to understand the value that the IEA communications bring to the profession in order to understand success.

The following will be used (or variations as appropriate) for each channel. These will tracked monthly and reviewed by the comms committee.

- Network
- Signed up/subscribed
- Number of original posts
- Number of posts shared
- Number of mentions
- Reach

Language

The IEA recognises that as a world wide organisation, it has a responsibility to utilise as broad a language base as practicable. However it also recognises that there is limited language resources within the committees and that there is potential risks in mistranslation.

Therefore

- the main language the IEA will communicate in is English
- Language translation for formal communications will be provided where those translations can be verified as accurate
- AI may be used (is this a good idea) - but must be checked

Stakeholders and People

- Exec
 - Overall responsible for approving Comms strategy
 - President
- Comms committee
 - Chair - reporting to exec, leading committee, responsible for leading strategy
 - Social Media Committee rep - POC for
 - Newsletter Committee Rep
 - Website?
 -
- Social Media Manager -
 - Employed by IEA (or other) to manage day to day comms.
 - Utilises policy and guidelines laid out by the Committee.
 - Any queries or unique circs. Initially engages with committee rep for queries.
 - Meets with committee rep every 2 weeks

Tools

For maximum benefit then it is likely that appropriate tools could be utilised.

Where tools are utilised, then appropriate due diligence should be maintained with respect to cyber security and data protection.

Only tools approved by the comms committee should be used. Givent he fast moving nature of new tool development then it is appreciated that there may be some trials of different tools required, and this is fine as long as the committee is aware in advance.

