

Citizens budget report:

Communications Plan

1. Edit, Enhance and Print the Report:

- Content editor (if needed, hopefully inhouse)
- Translations as requested by States (hopefully in-house).
- Layout: CIU Inhouse. Maybe additional external graphic support.
- FSM photos for the report (I will work with what I have so far, ideally take more photos).

Cost: Printouts: Depending on number of copies needed. There is not good quality providers in FSM but research made in Guam successfully identified quality printshops that can deliver to FSM.

2. Create an ad-hoc Interactive Website within DOFA website:

- Summarize and make the Citizen's budget report interactive (here is an example: <https://soec.sprep.org/tuvalu/>). I was involved in this work but didn't do the procurement so not sure about the costs.
- CIU comms will produce the content (photos, graphics and summary) but we need to outsource web development.
- Additionally, can consider an update of the whole DOFA website under this project.

Cost: Rough estimates \$7,000 for an interactive website alone and \$20,000 if we also update the whole DOFA website.

3. Design and Print Brochures:

- Create a Citizen's budget brochure.
- Design: Can be done in-house.

Cost: Printing: \$500 to \$1500 for 500 full-color copies (using our current US-based provider 4imprint like SEEP brochures or Guam based companies).

4. Launch Event:

- Communication materials described above must be ready; Organize and promote a launch event through social media and Kpress (check existing CIU framework agreement or individual ad fee). We need PMU to detail this action.

Cost: PMU to provide (2x year 3, 4x year 4 and 6x year 5)

5. Social Media Strategy:

- Create a social media strategy with FB posts highlighting the report's key points.
- Channels: PIO office <https://www.facebook.com/piofsm> and State's social media channels, among others.
- Support committee hearings broadcasted on FSM Congress YouTube channel and website

Cost: Set up a FB ad campaign with scheduled posts to boost and a budget. Liaise with PIO on website broadcasts.

6. Additional Activities:

Citizen Budget Video Stories:

- Highlight impactful stories from the budget on social media (e.g., gender, education, infrastructure).

Cost: Depending on the amount and quality of the videos, this can be an in-house production supported by an external video editor or fully nationally outsourced.

Posters (key messages): Focus on key messages distilled from the report summary. Posters will be used to embellish the DOFA offices, and other National and State Departments. We can produce one poster focusing on each Department and a few cross-cutting (e.g., Gender).

Cost/time: Depends on the numbers to print. Procurement 3 months.

Data Source and validation: Each communication action will include an M&E component to better understand the impact of the activity.

Cost: If there is a survey, CIU M&E can better estimate the costs.