

2024-2026

CIG Comms Plan



Cayman Islands
Government

Making communications quicker, efficient and saving costs.

The Cayman Islands Government Communications Plan, set to span from January 2024 to January 2026, is the compass that guides our entire governmental communications narrative, priorities, campaign themes, and reputation management approach. The plan will ensure the public hears from the Government on a continual basis regarding its priorities and policies. It also supports our CIG Communications Strategy, which delineates the planned improvements, methodologies, and the structural blueprint of the Government Communications Service.

How does it benefit Ministries?

A shared communications plan benefits Government in several ways. Importantly, It ensures the public knows what Governments priorities are and how Government is working for them.

It also enhances coordination and effectiveness among government entities, leading to a more consistent, efficient, and cost-effective communications approach. E.g. creative templates for all channels to ensure speed and accuracy.

- Supports the CIG Strategic Plan
- Structures communications across CIG
- Ensures Government priorities reach the public
- Increases speed of communications
- Reputation and risk management
- Ensures cost-savings, e.g. negotiated advertising, reduced creative agency fees

Every Ministry within our government has its unique goals, audience, and objectives. Therefore, it's essential that each Ministry communication plan aligns with the overall CIG communications plan while addressing specific needs and priorities of the Ministry. Each Ministry plan will:

- State the Ministry's strategic goals and priorities.
- Align Ministry's agreed priorities with the CIG broad and specific outcomes.
- Define what communications success looks like for a Ministry.

Based on the 5 Broad Outcomes of the 2024-2026 SPS Report



Improve Quality of Life for Caymanians and Residents

In our communications strategy, we focus on the Caymanian people. Our campaigns aim to align with community aspirations, seeking to inform and inspire. We're dedicated to improving the quality of every individual.



Enhance Competitiveness while Meeting International Standards

Our messages will spotlight the Cayman Islands' commitment to global standards and business excellence. We'll demonstrate our adherence to international benchmarks, positioning the islands as a leading, compliant business hub and balancing global competitiveness with high international standards.



Future Proof to Increase Resiliency

We aim to craft messages that convey our proactive steps in ensuring the Cayman Islands' resilience. Whether it's through campaigns or informational content, our communications will reflect our commitment to safeguarding the islands' future, ensuring we're prepared for whatever lies ahead.



Modernise Government to Improve Public Sector Performance

Efficiency in governance is a message we're keen to amplify. Our communications will spotlight the symbiotic relationship between policy formulation and its execution. By highlighting our modernization efforts, we aim to foster trust and showcase the government's commitment to transparency, progress, and optimal service delivery.



Protect and Promote Caymanian Culture, Heritage and Identity

In our communications, we'll spotlight Caymanian cultural heritage, celebrating traditions, values, and stories. We aim to preserve and honour Caymanian identity, fostering community pride and unity.

Case Study: Road To Zero

Broad Outcome Three | Specific Outcome 18
Strengthening, preserving and enhancing public safety and security in the community

Awareness Campaign: To enhance public safety and security, has reached over 97K social media users and engaged with over 9K website users in Q4 2023 - Q1 2024

Communication Goal 1: Increase Public Awareness of Reducing Road Fatalities.
Objective 1.1: To raise public awareness of the NRSS strategy and its vision for road safety in the Cayman Islands, with a focus on its goal to reduce fatalities to zero by 2038, by executing a 12-month multi-channel public awareness campaign to reach at least 80% of the Cayman Islands population.

Objective 1.2: Achieve a 25% increase in public understanding of road fatalities and key road safety issues, as measured through pre- and post-campaign surveys.



Creative Applications

