

# Open Data Charter Consultation Comms Strategy

## Digital Communication Objective

To make people aware of and to engage with the Open Data Consultation in order to guide how the government release open data in New Zealand through collaboration of government and civil society.

## Target Audiences

- Central Government & Local Government - have an understanding of the value and importance of open data (Data Champions/Data Coordinators/ Decision Makers/Influencers)
- Open Data Advocates (non-govt) – these are people who are very much pro open data and have a good understanding of it's value
- Civil society – general public

## Key Messaging

- New Zealand has the opportunity to adopt the International Open Data Charter
- New Zealand already has the NZ Data & Information Management Principles
- It's time for NZ to review the principles under which we collect and release our data & information

## Desired Actions

1. Create awareness of what the Open Data Charter is and it's consultation – read supporting docs
2. Understand what the NZ Data & Information Management Principles are
3. Sign-up to the newsletter

4. Actively engage in the consultation process

## Potential Communication Channels (Target Audience & Message Frequency)

1. **Web:** govt.nz will be where the info sits and is centralised, other channels will link to this platform. LINZ intranet & website (need to get an image if we want this as a featured story)/PSI/Open Data Ninjas Wiki/Govt Web Yammer/
  - Frequency: see timeline below
  - Target audiences:
    - i. Government agencies (influencers – those that have authority)
    - ii. Government agencies (data champions/coordinators – have knowledge in the open data space)
    - iii. Open Data Advocates – leaders within this community (influencers/decision makers)
    - iv. Potential new stakeholders who are new to open data
2. **Email Direct Marketing (EDM):** Local government newsletter/ODC subscriber group
  - Frequency: see timeline below - periodic email blasts around one key issue (whole mail chimp open data database) incl Pia Waugh
  - Target audiences:
    - i. Central & Local government including Information Managers
    - ii. Open data advocates
    - iii. Non-government agencies – entrepreneurs/start-up businesses
3. **Facebook – GIS GROW & LINZ:**
  - Frequency: see timeline below
  - Target audience:
    - i. GIS space focus groups
    - ii. General public – may know nothing about open data
4. **Open Data & LDS Twitter:**
  - Frequency: Multiple tweets each day – see timeline below
  - Target audiences:
    - i. Digital savvy
    - ii. Actively engaged Twitter users in the open data space – international exposure
5. **Open Data YouTube Channel:**
  - Frequency: Leverage off Open Data Charter consultation promotion in order to launch new soundbites
  - Target audiences: all (post link to from various digital platforms)

## External Engagement

### Targeted Organisations

- OGP Engage2 identified stakeholders
- Figure NZ
- Hack Miramar
- OS/OS
- Biz Dojo
- International Open Data Charter

### Key Messaging (Channel specific)

- **Social:**  
#HaveYourSay & be part of the consultation on NZ's adoption of the @opendatacharter #ODCNZ #opendata <https://goo.gl/LJw0ZY>
- **Electronic Direct Mail/Web:**  
Should the New Zealand Government adopt the International Open Data Charter? Have your say about New Zealand potentially adopting the International Open Data Charter, and about your use and knowledge of the current NZ Data & Information Management Principles. Get involved and [subscribe](#) to email updates about the Open Data Charter. <https://goo.gl/LJw0ZY>