States of Jersey States Assembly
États de Jersey Assemblée des États

Digital and Public Engagement Strategy

2021 – 2024

OUR VISION:

A vibrant democracy where Islanders feel empowered to shape the Island's future

OUR ASPIRATION:

Jersey realises the individual and societal benefits of having one of the highest voter turn-outs in the world because its residents – young and old, new and existing – understand and feel proud of the Island's democratic system and feel empowered to engage with it to help shape the Island's future.

OUR MISSION:

To deliver timely, insight-led, campaigns, programmes and information that help local residents to understand and engage with Jersey's political system.

RATIONALE:

1. In Jersey's most recent general election (2018) only 43.4% of those registered to vote did so, ranking our voter turnout lower than all other OECD countries in the world. Of those eligible to vote, only 73% registered, meaning that only 32% of Jersey residents who are eligible to vote did so.

2. Communities with high levels of civic engagement are proven to be healthier, happier and more likely to use their knowledge, skills, and voice to cultivate positive change.

3. Public understanding of the difference between the States Assembly and the Government of Jersey is poor.

4. Public awareness of the work of Members outside of States Meetings, especially the role of Scrutiny, is low.

5. Independent research by ComRes in 2018 found that non-voters related their disengagement to the lack of education on the system and candidates.

| Insight led	Consistent	Targeted
Inclusive	**GUIDING PRINCIPLES**	Proactive
Accessible	Respectful	Constantly evolving

ABOUT THE GUIDING PRINCIPLES:

These are designed to underpin everything we do. A checklist of considerations for every project and campaign.

If we deviate from these principles, we should have a clear rationale for doing so.

Please note, the explanation and examples under each are designed to illustrate the principle rather than being exhaustive lists.

INSIGHT LED (1/2):
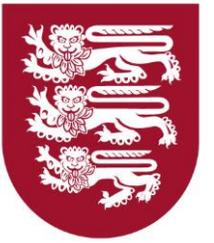
Wherever possible, our work will be based on insight. This includes (but is not limited to):

- Research that we have commissioned, or that has been commissioned by credible third parties, that helps us to understand the attitudes, knowledge and behaviour of Jersey residents (including sub-groups)

- Relevant academic studies and theoretical models, e.g. Nudge; Behaviour Change models, etc.

- Successful engagement/behaviour change strategies deployed both within political engagement and outside of the sector, both on-Island and in other jurisdictions

- Measuring the effectiveness of our work and return on investment of time and money

INSIGHT LED (2/2):

Basing decisions on insight will help us to:

- Maximise return on investment from our budget

- Understand the views, knowledge and preferences of Jersey residents

- Segment our target audience to deliver relevant messages via effective channels at the right time, e.g. we know that 33% of registered voters placed their vote in one St Helier district in 2018

- Identify and address barriers to engagement, e.g. Knowing that the jury service list is based on the registered voter database causing some Islanders to not register to vote

- Adapt our approach if we identify something isn't achieving the desired outcome

- Build on our own successes e.g. ComRes praised efforts to engage Portuguese and Polish speakers

INCLUSIVE (1/1):

According to Jersey's most recent census (2011), only half of the population were born in Jersey, therefore it's essential that we consider how we ensure that our work recognises the increasingly diverse make-up of the Island.

This includes (but is not limited to):

- How new residents receive information about the political system and engagement channels

- The accessibility of all our communications (see separate slides)

- The diversity of the States Assembly to ensure that all demographic groups feel represented

- Use of language, ensuring that terms are relatable e.g. when do residents identify with being 'local'

ACCESSIBLE (1/2):

By understanding the customer journeys of our various demographic groups, we can identify and address potential barriers to access. These may include (but are not limited to):

- The language(s) available on our digital platforms and printed collateral
- The location, transport links and timing of hustings and polling stations
- The colours and fonts we use on our digital and printed materials, giving particular consideration to those who are visually impaired
- Subtitling of meetings and online content to allow Islanders who are deaf or hard of hearing to enjoy equal access
- The buildings and rooms used for meetings and events, giving consideration to individuals with physical disabilities

ACCESSIBLE (2/2):

- Ensuring that people without an internet connection or digital devices are not disadvantaged in engaging with the States Assembly
- Making it easy for Islanders to make informed decisions by providing open data
- The language we use to communicate via our various channels
- Identifying opportunities to take position our engagement activities where people are already visiting (both on and offline). For example, this could range from tying in with the Closer to Home model, hosting events at the library or using TikTok to engage with a younger audience

CONSISTENT (1/1):
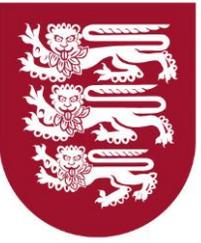
Consistency is a key tool for:

- Brand awareness and helping the public understand the difference between the States Assembly – Jersey's Elected Parliament – and the Government of Jersey
- To demonstrate political neutrality

Consistency includes (but is not limited to):

- Visual brand
- Tone of voice
- Image style
- Language used
- Response times

This doesn't mean the same style and tone on every communication platform but a defined and consistent tone within each platform.

TARGETED (1/1):

We want to get the right message to the right people at the right time using the right channels.

The issues people are interested in and the communication platforms they use are determined by a wide range of factors, from age to occupation to parish of residence. They also change over.

By segmenting the population, our engagement activities will aim to provide relevant information to people by considering a wide range of factors.

RESPECTFUL (1/1):

- 'Acquisition' or 'adoption' is the hardest part of any behaviour change journey – the step from disengagement to engagement in our case

  The easiest way to lose that engagement (aka 'lapse') is for people's expectations not to be met. For example, if a member of public contacts us, or a States Member, to ask a question and they don't get a response

  We'll be looking to set and communicate maximum response times within the States Greffe and identifying opportunities to support Members with ensuring the public feel listened to

- We also want to encourage healthy debate amongst the community whilst ensuring that we don't prompt conversations that lead to anyone feeling excluded. We'll be looking at best practise for moderating our social media channels to address any disrespectful behaviour

PROACTIVE (1/1):

- We will always be tuned into the local and off-Island context we are working within

- Where topical issues present opportunities to demonstrate the strengths of the States Assembly and of our democratic system, we will respond quickly to capitalise on these opportunities

CONSTANTLY EVOLVING (1/1):

- Digital platforms are constantly evolving and so will our work

- Part of our weekly team meeting will be dedicated to sharing learning from another organisation, industry or individual and considering how and when we might want to apply these learnings

- Whilst consistency is important, by tracking outcomes, we will have the information and confidence to know when a change of direction is needed to ensure optimal outcomes from the investment of public funds in our work

TARGET OUTCOMES:

1. Increase voter turnout to 50% in the 2022 elections*
2. Attract a spread of candidates that represent our diverse community in the 2022 elections
3. An increased number of candidates and more competition in the 2022 elections

OBJECTIVES 2021-24:

1. Increase engagement volume and diversity with husting events in 2022
2. Increase Islander engagement with the States Assembly's online channels (including watching meetings online) by 20% each year
3. Increase media coverage and improve accuracy about the States Assembly
4. Increase public understanding about the difference between the States Assembly and the Government
5. Improve awareness of the role Members outside of States Meetings, in particular the role of Scrutiny
6. Increase knowledge and action amongst Islanders getting involved in local politics (including petitions, contacting their representative Member, etc)
7. Embed politics in every year of the local secondary school curriculum

1. **Engage** Islanders through the issues that matter to them

2. **Consolidate** our digital channels and brand assets to maximise effectiveness

3. **Inform** Islanders by creating engaging content
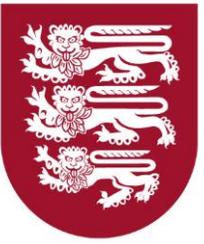
4. **Utilising** new communication channels

STRATEGY 2021-24:

5. **Embed** politics within the school curriculum

6. **Partner** with relevant organisations

7. **Create** new 'social norms'

8. **Celebrate** our democratic system

1. ENGAGE (1/2):

- ENGAGE ISLANDERS IN THE TOPICAL ISSUES THAT MATTER TO THEM (from the hospital to Fort Regent) – creating emotional connections – recognising that the same issues won't engage all Islanders nor for the same reasons (e.g. financial benefit to the Island, entertainment, environmental impact, etc)

- HOST REGULAR LIVE Q&As with States Members, with the public voting on the topics they want to hear discussed

- CONSTANTLY REITERATE THE OPPORTUNITIES TO INFLUENCE CHANGE – petitions, engaging with elected representatives, voting, standing for election, etc.

- MAKE IT EASY – show which topic is currently being debated at the top of the States Assembly website OR embed the social media streams to the homepage

1. ENGAGE (2/2):
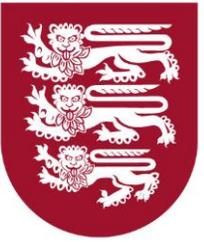
- CREATE POLLS ON SOCIAL MEDIA – when sharing the topics to be debated by the Assembly, give Islanders to opportunity to express how they would vote
- USE OUR 'SHOP WINDOW' – have a digital screen in one of the windows of the States building showing the topics being debated and/or public meetings taking place, making it visible and accessible to passers-by
- 'GET TO KNOW' – each week, publish one interview with a Member asking a mix of work and informal questions, e.g. most magical spot on the Island
- USE RELEVANT CELEBRATION AND RECOGNITION DAYS (local and off-Island) to connect with locals, e.g. Pride, Black Lives Matter, Polish Independence Day, etc.
- COMMUNITY COMPETITIONS – for example, during school holidays, ask students to pictorially show States Members the issues they care most about – e.g. photographically; creating words out of litter

2. CONSOLIDATE (1/2):

- CONSOLIDATE THE VARIOUS DIGITAL CHANNELS (websites and social media) to maximise effectiveness and avoid duplication. This includes bringing together all the content from Vote.je and StatesAssembly.gov.je together on one site
- REVIEW THE VISUAL BRAND IDENTITY and identify opportunities to update the brand assets, introduce a secondary colour pallet and which includes the descriptor - 'Jersey's Elected Parliament' on logo applications, where practicable
- DEVELOP A DEDICATED DIGITAL STRATEGY that builds on the principles of this strategy, for example, giving consideration to:
  - the audiences using each platform
  - the type of language that resonates with the core user group(s)
  - the time of day people most frequently visit each platform
  - how each platform is evolving and being optimised by other organisations

2. CONSOLIDATE (2/2):

- CREATE MORE DYNAMIC TEMPLATES, including more videos and photography to make the web pages more engaging
- USE TARGETED ONLINE ADVERTISING to increase reach new audiences
- BUILD A SUBSCRIBER DATABASE using software that allows Islanders to manage their own preference centre and opt in/out of communications on the topics they're interested in
- IDENTIFY OPPORTUNITIES TO VISUALLY DIFFERENTIATE THE ASSEMBLY FROM THE GOVERNMENT BRAND through a visual/video asset shared digitally
- ENSURE THE WEBSITE has the flexibility to add new sections to accommodate specific streams of work, from CPA to Citizen Panels to Youth Parliament

3. INFORM (1/2):

- INFORM ISLANDERS ABOUT THE CHANNELS AND PROCESSES available to them by sharing real examples of user journeys – e.g. petitions, contacting your elected representative, etc.
- DEVELOP A SCRUTINY-SPECIFIC STRATEGY that communicates the work and impact of scrutiny in shaping policies and laws, in partnership with the Scrutiny Liaison Committee
- BUILD RELATIONSHIPS WITH LOCAL JOURNALISTS to establish a more two-way dialogue, including an 'introductory guide' for new journalists to the Island
- CREATE SIMPLE GUIDES TO PROCESSES, e.g. VONC, Ministerial resignations, etc
- BRING OPEN DATA ONTO THE STATES ASSEMBLY WEBSITE to help the public understand the work and views of Members – making it easier for Islanders to connect with Members whose views they are aligned with

3. INFORM (2/2):

- DEVELOP AN 'ALWAYS READY' PLAN should a by-election come about unexpectedly
- TAP IN TO HUMAN INTRIGUE – provide Members with the opportunity to create 'Behind the scenes' or 'Did you know' videos to help Islanders recognise the people behind the professional political names and faces
- PHOTOGRAPHY & VIDEO – capitalise on the trend for visual stimulation by capturing photographs of energetic debates in the Chamber, using topic related images on social media (e.g. the hospital) and using short video edits from States meetings to help Islander access answers and debates they're most interested in
- 'WHAT IT'S REALLY LIKE' – ask Members for quick responses to questions on the reality of being an elected representative in Jersey

4. UTILISE (1/2):

- UTILISE NEW COMMUNICATION CHANNELS, allowing Islanders to access information how and when they chose by using software that allows Islanders to manage their own preference centre and opt in/out of communications on the topics they're interested in. Tools may include (but are not limited to):

  - Email news alerts
  - SMS alerts
  - 'News Round' style broadcast created by students for students
  - Podcasts
  - Additional social media platforms

- UTILISE INTERNAL STATES COMMUNICATION CHANNELS to reach the workforce of around 7,000 people and empower them to cascade information

4. ESTABLISH (2/2):
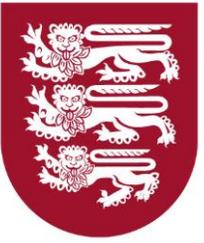
- HOST ONLINE TOPIC-BASED HUSTINGS (e.g. environment, education, etc)

- EDIT THE WEB CAST VIDEOS to allow the public to access the answer to specific questions or watch a debate they are interested. Embed these links within the news stories

- GO WHERE PEOPLE ARE – tie in with the town Library, Closer to Home events and the 'Democracy Bus' to provide drop-in opportunities for the public on topical issues

5. EMBED (1/2):

Embed connections with the States Assembly in every secondary school year group, working with the central curriculum lead and individual schools and teachers to explore and deliver a range of ideas, including:

- SIXTH FORM ART to be displayed in the States building rotating annually
- MEDIA students to do 'News Round' style reports to share with other schools and colleges
- MATHS/ECONOMICS students to consider the budget and tough decisions that must be made
- PHOTOGRAPHY students to capture States Meetings and be used on our social media
- STATES MEMBERS TO REFEREE SPORTS MATCHES – provide informal opportunities for students to talk to Members in their 'safe space'

5. EMBED (2/2):

- FORM TIME – create summaries of topics to be debated in the States for students to discuss
- FEATURE ON SCHOOL INTRANETS 'Being debated this week…'
- FOLLOW-UP EMAILS TO PARENTS OF YEAR 5 STUDENTS after the visits with ideas of how to keep them engaged
- HELP PARENTS TO SUPPORT THEIR CHILDREN'S learning about Jersey's political system by X, Y, Z (e.g. visit the book shop where a range of resources are available; attend a States meeting with them on a debate of interest, etc)
- COUNTDOWN – how long until you get your vote (engage with the next cohort of voters following an election period – get them excited about using their vote and thinking about the issues that matter to them)

6. PARTNER:

Identify and build relationships with organisations and departments who have direct routes to key audiences and work with them, for example providing toolkits and including them in training events, to help cascade information. Partners may include (but are not limited to):

- CHAMBER OF COMMERCE
- YOUTH SERVICE
- CONSULATES – Portuguese, Polish, Romanian, etc.
- VOLUNTARY AND COMMUNITY SECTOR
- INDUSTRY BODIES such as the JFSC, Jersey Hospitality, etc
- PARISHES e.g. can they promote Vote.je on voter registration forms? Can they write to parishioners on their 16th birthday with a voter registration form?
- LOCATE JERSEY – welcome pack for new Island residents
- CUSTOMER AND LOCAL SERVICES – information for new registration card holders, including 16 year-olds
- GOV INTERNAL COMMUNICATIONS – reaching our 7000 person workforce and asking for their help to cascade information about the Assembly

7. CREATE:

Create new social norms by providing the public with tools to share their actions. E.g:

- IMAGE OVER PICTURE on social media
- RESTAURANT DISCOUNT FOR VOTERS on production of an 'I voted' card – encourage people to dine out as a group after voting – make it social
- RECRUIT YOUNG PEOPLE TO WORK AT THE POLLING STATIONS (e.g. conducting surveys, giving out stickers) to make it less intimidating to other young people
- TAKE A PHOTO BOOTH TO POLLING STATIONS (potentially in a decommissioned Vote.je bus) where young voters can take photos of themselves with 'I voted' props

8. CELEBRATE:

Identify new and build on existing opportunities to celebrate our unique democratic system. Eg:

- DEMOCRACY WEEK (annual event)
- CORN RIOTS
- WOMEN'S VOTE
- TOURS OF THE STATES CHAMBER to become an all-year-round offering, including for visitors to the Island, allowing Islanders to see that our system is envied by other jurisdictions
- CREATE MORE MERCHANDISE to be sold after tours, e.g. postcards of the architectural drawings of the States building
- PEOPLE POWER PROTEST – working with Jersey Heritage on their upcoming exhibition

TARGETS, TACTICS & MEASURES: 1

TARGET OUTCOME:

- Increase voter turnout to 50% in the 2022 elections

TACTICS:

- Engage Islanders with the local issues that interest them
- Constantly reiterate the opportunities to influence change
- Consolidate all our online content, making information more accessible
- Creating new social norms – to vote
- Working with partners
- Embedding connections with the States Assembly in every secondary school year
- Developing informative and engaging content to reach new audiences
- Utilise new communication channels

MEASURES:

- 2022 voting statistics. If automatic voter registration is in place for the 2022 elections, the number Islanders eligible to vote will be used as a comparison to previous elections rather than % of registered voters who have placed their vote

TARGETS, TACTICS & MEASURES: 2

TARGET OUTCOME:
- Attract a spread of candidates that represent our diverse community in the 2022 elections

TACTICS:
- Work with partners to reach new audiences
- Develop informative and engaging content to reach new audiences – e.g. What it's really like' – asking Members for quick responses to questions on the reality of being an elected representative in Jersey
- Engage Islanders with the local issues that interest them
- Constantly reiterate the opportunities to influence change
- Consolidate all our online content, making information more accessible
- Utilise new communication channels

MEASURES:
- Number of people from different demographic groups who register interest in standing for election via Vote.je, compared to the 2021 census data on the Island's population
- Number of people from different demographic groups who stand for election in 2022, compared to previous years and to the 2021 census data on the Island's population

TARGET OUTCOME:
- An increased number of candidates and more competition in the 2022 elections

TACTICS:
- Engage Islanders with the local issues that interest them
- Constantly reiterate the opportunities to influence change
- Consolidate all our online content, making information more accessible
- Work with partners to reach new audiences
- Develop informative and engaging content to reach new audiences
- Utilise new communication channels

MEASURES:
- Number of people who register interest in standing for election via Vote.je, compared to the 2021 census data on the Island's population
- Number of people who stand for election in 2022, compared to previous years and to the 2021 census data on the Island's population

OBJECTIVES & TACTICS: 1

OBJECTIVE:

- Increase engagement volume and diversity with husting events in 2022

TACTICS:

- Engage Islanders with the local issues that interest them
- Constantly reiterate the opportunities to influence change
- Consolidate all our online content, making information more accessible
- Create new social norms – e.g. to attend/electronically join hustings events
- Work with partners to reach specific audiences
- Embed connections with the States Assembly in every secondary school year
- Develop informative and engaging content to reach new audiences
- Utilise new communication channels

MEASURES:

- On and offline attendance numbers and playbacks of hustings events
- Social media engagement volumes, sentiment
- Post-husting and/or polling day surveys/polls

OBJECTIVES & TACTICS: 2

OBJECTIVE:

- Increase Islander engagement with the States Assembly's online channels by 20% each year

TACTICS:

- Develop and implement a digital strategy
- Consolidate all our online content, making information more accessible
- Develop informative and engaging content to reach new audiences
- Utilise new communication channels
- Work with partners to reach new audiences
- Engage Islanders with the local issues that interest them
- Embed connections with the States Assembly in every secondary school year
- Create more dynamic templates to make the web pages more engaging
- Use targeted online advertising to increase reach new audiences
- Build a subscriber database to communicate with Islanders on the topics they're interested in
- Identify opportunities to visually differentiate the assembly from the government

MEASURES:

- Digital reports comparing current engagement with trends over 2021-24

OBJECTIVE:

- Increase media coverage and improve accuracy about the States Assembly

TACTICS:

- Build relationships with local journalists to establish a more two-way dialogue, including an 'introductory guide' for new journalists
- Create more opportunity for stories about our work, e.g: Community competitions, school initiatives, live Q&As with Members, etc.
- Inform islanders about the channels and processes available to them by sharing real examples of user journeys – e.g. Petitions, contacting your elected representative, etc.
- Develop a scrutiny-specific strategy that communicates the work and impact of scrutiny in shaping policies and laws, in partnership with the scrutiny liaison committee
- Create simple guides to processes, e.g. VONC, ministerial resignations, etc
- Bring open data onto the States Assembly website

MEASURES:

- Daily media monitoring tracked now and over time

OBJECTIVES & TACTICS: 4

OBJECTIVE:

- Increase public understanding about the difference between the States Assembly and the Government

TACTICS

- Review the visual brand identity and explore opportunities to update the brand assets, introduce a secondary colour pallet and include the descriptor - 'Jersey's Elected Parliament' on logo applications, where practicable
- Identify opportunities to visually differentiate the assembly from the Government brand through a visual/video asset shared digitally
- Consolidate the various digital channels (websites and social media) to maximise effectiveness and avoid duplication. This includes bringing together all the content from vote.je and statesassembly.gov.je together on one site
- Build relationships with local journalists to establish a more two-way dialogue, including an 'introductory guide' for new journalists to the island
- Build a subscriber database using software that allows islanders to manage their own preference centre and opt in/out of communications on the topics they're interested in. Using regular communications to engage but also to reinforce the distinction between the Parliament and the Government
- Consistency in our communications, including visual brand, tone of voice, image style, language used, etc

MEASURES:

- Social listening tools – what are people saying on social media and is this changing over time?
- Surveys and polls (either formal surveys, such as the Opinions and Lifestyle Survey or less formal social media polls)

OBJECTIVES & TACTICS: 5

OBJECTIVE:

- Improve awareness of the role Members outside of States Meetings, in particular the role of Scrutiny

TACTICS:

- Develop a Scrutiny-specific strategy that communicates the work and impact of scrutiny in shaping policies and laws, in partnership with the scrutiny liaison committee
- Host regular live Q&As with States Members, giving opportunity for the public to hear about the work they're doing
- 'Get to know' – each week, publish one interview with a member asking a mix of work and informal questions, giving more exposure to the full role of States Members
- Bring open data onto the States Assembly website to help the public understand the work and views of Members
- Tap in to human intrigue – provide members with the opportunity to create 'behind the scenes' or 'did you know' videos with States Members
- 'What it's really like?' – ask Members for quick responses to questions on the reality of being an elected representative in Jersey
- Utilise internal States communication channels to reach the workforce of around 7,000 people

MEASURES:

- Social listening tools – what are people saying on social media and is this changing over time?
- Surveys and polls (either formal surveys, such as the Opinions and Lifestyle Survey or less formal social media polls)

OBJECTIVE:

- Increase knowledge and action amongst Islanders getting involved in local politics

TACTICS:

- Engage islanders in the topical issues that matter to them - creating emotional connections
- Embed connections with the States Assembly in every secondary school year group
- Host regular live Q&As with states members, with the public voting on the topics they want to hear discussed
- Constantly reiterate the opportunities to influence change – petitions, voting, etc.
- Create polls on social media – give islanders to opportunity to express how they would vote on debate topics
- Consolidate the various digital channels (websites and social media) to maximise effectiveness and avoid duplication
- Use our 'shop window' – have a digital screen in one of the windows of the states building showing debates
- Tours of the States Chamber to become an all-year-round offering, including for visitors to the island
- Working with partners who have direct routes to key audiences to help deliver our messages to different populations
- Utilise new communication channels, allowing Islanders to access information how and when they chose

MEASURES:

- Number of petitions raised
- Number of people voting
- Number of people standing for election
- Digital engagement on the States Assembly platforms

OBJECTIVES & TACTICS: 7

OBJECTIVE:

- Embed politics in every year of the local secondary school curriculum

TACTICS:

- Embed connections with the States Assembly in every secondary school year group, working with the central curriculum lead and individual schools and teachers to explore and deliver a range of ideas, including:
  - SIXTH FORM ART to be displayed in the States building rotating annually
  - MEDIA students to do 'News Round' style reports to share with other schools and colleges
  - MATHS/ECONOMICS students to consider the budget and tough decisions that must be made
  - PHOTOGRAPHY students to capture States Meetings and be used on our social media
  - STATES MEMBERS TO REFEREE SPORTS MATCHES – provide informal opportunities for students to talk to Members in their 'safe space'
  - FORM TIME – create summaries of topics to be debated in the States for students to discuss
  - FEATURE ON SCHOOL INTRANETS 'Being debated this week…'
  - FOLLOW-UP EMAILS TO PARENTS OF YEAR 5 STUDENTS after the visits with ideas of how to keep them engaged
  - HELP PARENTS TO SUPPORT THEIR CHILDREN'S learning about Jersey's political system by X, Y, Z
  - COUNTDOWN – how long until you get your vote (engage with the next cohort of voters following an election period – get them excited about using their vote and thinking about the issues that matter to them)

MEASURES:

- Number of schools, subjects and year-groups engaged with the States Assembly