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Description of document: Overseas Private Investment Corporation (OPIC)
Communications Plan, 2013*

Request date: 17-August-2014

Released date: 21-August-2014

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* Note: Record is undated however 2013 is referenced internally

Source of document: Freedom of Information Act Request
FOIA Director (LA)
Overseas Private Investment Corporation
1100 New York Avenue, NW
Washington, DC 20527
Email: foia@opic.gov

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OPIC



Overseas Private Investment Corporation
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PHONE: (202) 336-8400 FAX: (202) 408-0297

August 21, 2014

SENT VIA E-MAIL

RE: Response Letter for FOIA Request 2014-00042

This letter is in response to your August 17, 2014 FOIA request, received on August 18, 2014. Your request was assigned FOIA number 2014-00042. Please reference this number in all correspondence concerning your request. You requested:

- A copy of the most recent OPIC Communications Plan.

Attached is a copy of OPIC's Office of External Affairs' most recent Communications Plan. Fees for your request total less than \$25.00, therefore no fees are due for this request.

This is a final agency response. Questions about this determination may be directed to me at 202.408.6297 or Nichole.Cadiente@opic.gov.

Sincerely,

Nichole Cadiente
Administrative Counsel
Overseas Private Investment Corporation
1100 New York Avenue, N.W.
Washington, D.C. 20527

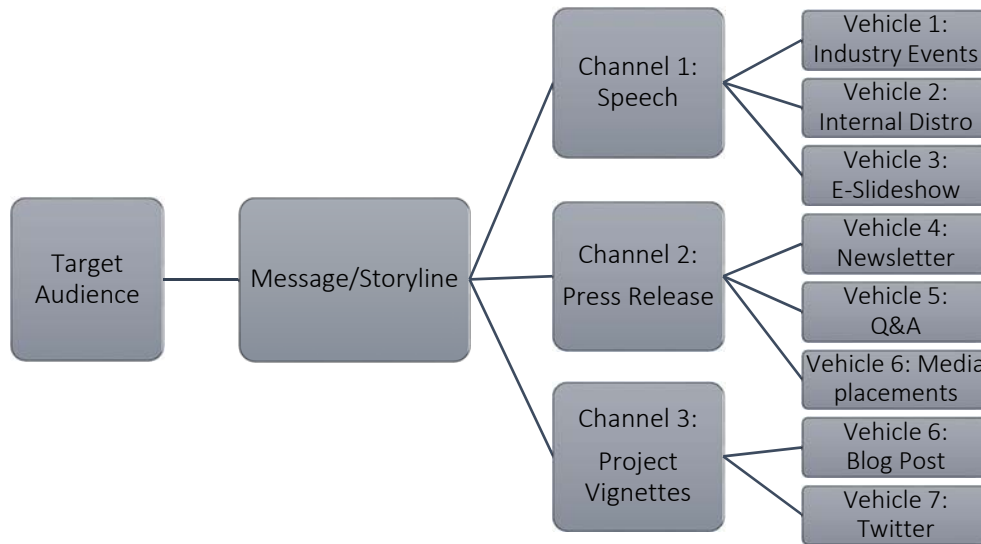
OPIC/Office of External Affairs:

COMMUNICATIONS PLAN

With the redesigned OPIC.gov website and the OPIC Blog in a more prominent place on the homepage, we will enhance this solid foundation through increased content creation, seeding and syndicating that content across multiple channels (including other blogs, websites and news outlets), and by expanding opportunities for guest posts.

One story, many channels:

We will push approved content through all appropriate media channels in order to achieve both consistency and high frequency of the OPIC message. We will leverage content across multiple vehicles and channels.



*Use email for delivery as appropriate

OPIC Media Channels

Owned

OPIC.gov

The OPIC blog

OPICUpdates
enewsletter

Shared

@opicgov (Twitter)

OPIC on Facebook

OPICgov on YouTube

OPIC on LinkedIn

OPIC's Google+ page

Earned

Media outreach

Opinion editorials

Speaking opps, events
& conferences

Support OPIC strategic priorities by moving beyond the press release to establish sustained thought leadership around key sectors and regions:

- Renewable Resources
- Impact Investing
- Regional (MENA, SE Asia, Sub-Saharan Africa)
- New product introductions
- Other news of interest

OEA's departmental priorities: segment audiences; provide opportunities for OPIC staff to share news themselves:

- Segment audience database into specific influencer groups; share relevant updates with target groups
- Continue to share news announcements and updates with all staff each week
- Amplify news by asking OPIC staff and VPs to distribute to their own networks
- Continue to distribute daily "OPIC in the News" feed to Board and OPIC staff
- Guest Bloggers and "5 Questions" feature: internal (VPs and other subject matter experts); external (client blog posts, video, quotes, etc.)

Communication Activities Summary for FY2013

Expanding Horizons Workshops Support

Provide support for Expanding Horizons workshops and seminars in social media, blog posts, bylined articles and radio show pitches to the appropriate mainstream media outlets.

OPIC Annual Report

Draft, edit and oversee design, production and distribution of OPIC's annual report. Develop key theme and solicit input and approval from all OPIC departments.

Fact Sheets/State Sheets/Other Collateral

Update existing fact sheets: Moving Your Business Forward, Congressional factsheet, US Small Businesses, Impact Investing, state sheets. Create and update other materials such as brochures, PPT template and others as needed and if budget permits.

OPIC Updates E-newsletter

Beginning January 2013, the e-newsletter will be monthly, highlighting key news deals, news announcements, and links to recent blog posts. (10 per year)

Publish Featured Projects

Continue to create profiles of key projects, highlighting OPIC's role in the project and the developmental impact and featuring photos of the project. Target two to three new profiles each quarter.

News Announcements / Media Outreach

Draft, edit, seek approval from internal teams, clients and the front office, then issue press releases highlighting key deals and news events. Develop strategy for major announcements including plans for targeted media outreach to relevant news outlets and trade publications. In addition, OEA will draft talking points and key messages prior to outreach, interviews, events or other occasions.

Op-Eds/Bylines

Draft, edit and place bylines from executive staff in key media outlets or prominent development and/or finance blogs.

The OPIC Blog

Draft and post an average of two blog posts per week, including posts written in-house and guest posts from clients and stakeholders (target: secure one guest post per quarter from a strategic partner or client). Content will seek to build awareness of OPIC's work, developmental impact and financial achievements and will be targeted to lawmakers, potential clients and key stakeholders. Includes the weekly "Friday photo" feature.

Social Media Outreach

Build on the robust social media program through interaction and collaboration with like-minded organizations through OPIC's "shared" media presence on social channels.

We will use content mentioned above (press releases, blogs, project features, etc) to educate and engage followers about OPIC's work, and drive traffic to the website and blog. We also continue to monitor daily other blogs and news sites focused on international development and foreign policy, providing comments to weigh in on relevant conversations.

Events / Signing Ceremonies

OEA plays both lead and supporting roles in various events where OPIC is either an organizer or participant. Already in FY2013, OEA has supported 3 events by helping with logistics, coordination and providing branded materials at exhibits, conferences and meetings. Although we do not know how many or what specific events may arise, we anticipate managing 8-10 events and 3 signing ceremonies again in 2013.

Message Training / Refreshers

Although we will not schedule formal message training sessions, OEA will conduct ad hoc sessions with OPIC staff prior to speaking opportunities, interviews or conferences. For example, OEA prepped one OPIC staffer on messaging prior to a conference and video interview as part of the conference program. The aim is to reinforce OPIC's message platform and increase the comfort level of OPIC staff in delivering our messages.