

FALKLAND ISLANDS DEVELOPMENT BOARD



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Title: FIDC Communications Strategy (Draft): July 2026 - June 2031

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Date of Meeting: 18th March 2026

APPENDIX

A Draft FIDC Communications Strategy 2026-2031

1.0 PURPOSE

- 1.1 To propose to the FIDC Board the Draft FIDC Communications Strategy covering the financial years 2026-2031;

2.0 RECOMMENDATIONS

- 2.1 The Falkland Islands Development Corporation Board is recommended to;
- i. Review the contents of this paper and provide feedback on the Draft FIDC Communications Strategy.

3.0 STRATEGY

- 3.1 The FIDC Corporate Plan 2024-2029 contains the Objective *“Provide excellent business support, advice and mentoring across traditional, emerging, and new industries of the economy,”* with the Priority to *“Provide training opportunities for businesses,”* and Key Action to *“Offer in house one to one support for businesses in the foundations of marketing and social media,”* and the expected Outcome to be that *“There is a clear and defined message about FIDC services, which attracts more and better business.”* This report is consistent with the Objective.

4.0 SUMMARY OF IMPLICATIONS

- 4.1 Financial: None for the purposes of this paper.
- 4.2 Legal: None for the purposes of this paper.
- 4.3 Human Resource: None for the purposes of this paper.

5.0 BACKGROUND

- 5.1 Following the FIDC Review, and the subsequent Strategic Implementation Plan as agreed by Executive Council, FIDC implemented a more robust marketing strategy in order to better promote the available support that FIDC can provide to the business community, and to highlight the activities of the organisation better publicly.
- 5.2 FIDC have since increased marketing capabilities with more frequent content publication, re-designed the FIDC website and incorporated a new branding strategy.

6.0 HIGHLIGHTS

- 6.1 The Falkland Islands Development Corporation (FIDC) is a pivotal corporation dedicated to driving economic growth, promoting investment opportunities, and supporting sustainable development in the Falkland Islands. To achieve its mission, FIDC requires a well-structured and comprehensive communication and engagement plan that effectively reaches and resonates with its diverse audience.
- 6.2 This document outlines a detailed plan, combining internal communication, external engagement, stakeholder meetings and team training, to enhance FIDC's overall impact.

7.0 NEXT STEPS

- 7.1 FIDC Marketing Team to review comments and feedback, and to issue a final version.

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FALKLAND ISLANDS DEVELOPMENT CORPORATION
**COMMUNICATIONS
STRATEGY**
2026 - 2031

Presented By
**Marketing &
Communications Officer**



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Introduction

Project Name	FIDC Communications Strategy
Period Covered	Jul 1, 2026 - Jun 30, 2031

The Falkland Islands Development Corporation (FIDC) is a pivotal corporation dedicated to driving economic growth, promoting investment opportunities, and supporting sustainable development in the Falkland Islands. To achieve its mission, FIDC requires a well-structured and comprehensive communication and engagement plan that effectively reaches and resonates with its diverse audience.

This document outlines a detailed plan, combining internal communication, external engagement, stakeholder meetings and team training, to enhance FIDC's overall impact.

Objectives

Ensure Consistent Messaging: Provide clear guidelines to ensure all FIDC officers deliver consistent and aligned messages across all channels.

Enhance Stakeholder Engagement: Strengthen relationships with key stakeholders, including FIG officials, Members of the Legislative Assembly, Business Associations & Clients.

Promote Investment Opportunities: Highlight the unique investment opportunities available in the Falkland Islands and the support offered by FIDC.

Showcase Success Stories: Share success stories to build credibility and inspire confidence among potential clients, investors and partners.

Advocate for Sustainability: Communicate FIDC's commitment to sustainable development and environmental stewardship.

Key Principals

Dialogue will be Open and respectful at all levels.

Timeliness: Communicate changes or developments proactively, not retroactively.

Clarity: Avoid jargon; use plain English for internal clarity.

Consistency: Align internal messages with external communications when relevant.

Two-way: Ensure communication is not just top-down, but includes active listening.

Target Audience

Audience Segment	Description	Key Interests
Falkland Islands residents	General public	Jobs, business support, local economy
Local businesses & entrepreneurs	Small and medium-sized enterprises	Funding, mentorship, resources
Government partners	FIG and policy stakeholders	Programme outcomes, transparency
Media	Local and regional press	Timely news, credibility
Internal team	Team, board members	Clarity, updates, alignment
External partners	UK-based stakeholders	Collaboration, updates

Key Messages

Audience	Core Message
Public	FIDC supports the sustainable growth of the Falkland Islands economy.
Businesses	We are your partner in funding, growing, and sustaining your business.
Government	FIDC delivers transparent, strategic initiatives aligned with national goals.
Media	FIDC is a reliable source of economic news and development stories.
Internal	Everyone at FIDC plays a key role in our external impact - stay informed and aligned.

Communication Channels

Digital Channels	Purpose	Audience
Website (fidc.co.fk)	Central hub for services, resources, programmes, publications, and updates.	All
Facebook	Community updates, event promotion, announcements, real-time engagement.	Local public, small businesses, community
Instagram	Visual storytelling: behind-the-scenes, success stories, event coverage.	Younger audiences, entrepreneurs, general public
LinkedIn	Professional updates, partnerships, job opportunities, economic development news.	Business community, stakeholders, government

Communication Channels

Traditional Channels	Purpose	Audience
Press Releases	Official announcements sent to media outlets.	Media, government, public
Local Media (e.g. Penguin News, FIRS)	Broader community outreach and credibility.	Local public
Printed Flyers/Posters	Reaching offline audiences in public spaces.	General public
Internal Emails / Meetings	Team coordination and updates.	Internal team and leadership

Communication Guidelines

Tone and Style

Professional and Clear: Use clear, concise, and professional language in all communications, both internal and external.

Positive and Forward-Looking: Focus on opportunities, progress, and positive outcomes in all messaging.

Respectful and Inclusive: Use language that is respectful and inclusive of all audiences, reflecting the values of FIDC and the Falkland Islands community.

Communication Guidelines

Internal Communication

Regular Updates: Hold regular team meetings to discuss ongoing projects, upcoming events, and any changes in communication strategy.

Shared Resources: Use the centralised shared drive to store and share key documents, templates, and briefing materials.

Feedback Mechanisms: Regular feedback sessions to ensure all team members are aligned with FIDC's goals and communication strategies.

External Communication

Stakeholder Engagement: Maintain regular communication with key stakeholders through meetings. Ensure transparency and openness in all communications.

Responsive Communication: Commit to timely responses to enquiries from stakeholders and the public. Aim to acknowledge emails within 24 hours and provide a detailed response within 2-3 business days.

Crisis Communication: Ensure communication is swift, transparent, and consistent in crisis situations.

External Communications

Key Stakeholders

- Falkland Islands Government (FIG) Officials
- Members of the Legislative Assembly
- Business Associations
- Local Entrepreneurs/Business Owners
- Potential Investors
- Local Community and General Public

Materials

Key Components

- **Overview of FIDC Initiatives:** Provide a comprehensive overview of ongoing and upcoming FIDC projects, including objectives, timelines, and expected outcomes.
- **Investment Opportunities:** Highlight current investment opportunities, detailing the sectors involved, potential returns, and support offered by FIDC.
- **Economic Impact:** Include data on the economic impact of FIDC initiatives, such as job creation, business growth, and contributions to the local economy
- **Sustainability Efforts:** Outline the FIDC's commitment to sustainable development, including environmental initiatives and partnerships/collaborative works.
- **Key Messages:** Summarise the key messages that should be communicated to stakeholders, ensuring consistency across all briefings.

Format

- **Presentation Decks:** Develop presentations for use in meetings, highlighting key information and visual aids.
- **Briefing Documents:** Create concise documents (2-3 pages) that stakeholders can refer to after the meeting. Include key points, data, and contact information for follow-up.
- **Social Media Content:** Employing a mix of static and animated graphics, along with diverse visual elements, guarantees that FIDC messaging stays consistent and welcoming.
- **Infographics:** Use infographics to visually represent data and key messages, making complex information more accessible and engaging.

Materials

Follow-Up

After the briefing, provide stakeholders with copies of the briefing materials and any additional information requested. Follow up with a summary email that includes key takeaways and next steps.

Engagement Methods

- **Regular Meetings:** Schedule regular meetings with FIG officials, Members of the Legislative Assembly, and Business Associations to keep them informed about FIDC's activities and developments.
- **Public Forums:** Host public forums and information sessions to engage with the local community, discuss ongoing projects, and gather feedback.
- **Investor Relations:** Develop personalised outreach strategies for potential investors, including regular updates, exclusive previews of new projects, and invitations to visit the Falkland Islands.
- **Partnership Development:** Actively seek and develop partnerships with international organisations, businesses, and governments that align with FIDC's objectives.

Internal Communications

Strong internal communication ensures that all FIDC team members are informed, aligned, and engaged with the corporation's goals, initiatives, and challenges. Transparent and consistent communication promotes collaboration and accountability, while also maintaining a positive corporate culture across the organisation.

Objectives

- Keep team informed of organisational updates, milestones, and key decisions.
- Create a feedback mechanism that empowers team members to contribute ideas or raise concerns.
- Strengthen internal culture and team cohesion.
- Ensure consistency in the messaging that staff share externally.

Method	Description	Frequency	Responsibility
Regular Team Meetings	Whole team check-ins to share updates, flag challenges, and celebrate progress.	Every two weeks	PA to Managing Director
Appraisals	Managers meet with direct reports to support goals, wellbeing, and feedback.	6 Months (or as needed)	Line Managers
Intranet / Shared M Drive	Centralised location for policies, templates, communications resources.	Ongoing	Admin & IT Support

FIDC Team Training

Training Objectives

- **Equip Officers with Communication Skills:** Provide FIDC officers with the necessary skills and knowledge to communicate effectively and consistently with stakeholders.
- **Enhance Confidence in Public Speaking:** Train officers to confidently handle media enquiries, stakeholder meetings, and public speaking engagements.
- **Ensure Strategic Alignment:** Ensure all team members are aligned with FIDC's communication plan and key messages.

Training Modules

Communication Skills

- **Writing and Presentation:** Focus on writing clear and concise emails, press releases, and reports. Provide training on delivering effective presentations.
- **Verbal Communication:** Include best practices for verbal communication in meetings, public speaking, and media interactions.

Media Handling

- **Media Relations:** Train officers on managing media enquiries, preparing for interviews, and establishing positive relationships with journalists.
- **Crisis Management:** Provide training on how to respond to crises, including handling difficult questions and maintaining a calm and professional demeanour.

Stakeholder Engagement

- **Engagement Techniques:** Offer guidelines on engaging with different stakeholder groups, including government officials, business associations, and the public.
- **Feedback Handling:** Train officers on effectively gathering and responding to stakeholder feedback, ensuring continuous improvement in communication efforts.

Training Formats

Workshops and Interactive Sessions

- **Workshops:** Conduct interactive workshops that include role-playing exercises and case studies to practice communication scenarios in a safe environment.
- **Webinars:** Offer webinars for remote training sessions, focusing on specific topics like digital communication or social media management.

Feedback and Continuous Improvement

- **Feedback Sessions:** Include opportunities for officers to provide feedback on training sessions and suggest areas for further development.
- **Continuous Learning:** Encourage ongoing learning and professional development through access to online courses, industry conferences, and other educational resources.

Roles and Responsibilities

Role	Responsibilities
Marketing & Communications Team	Manage social media, draft content, coordinate press
SMT or FIDB Chair	Serve as public spokesperson when needed
Admin/Support Team	Assist with distribution of print/ marketing materials
Board Members	Represent FIDC values and share updates in community settings

Feedback and Evaluation

Engagement and Feedback

- **Interactive Sessions:** Encourage stakeholders to ask questions and provide feedback during briefings. This helps tailor future communications and address any concerns.
- **Ongoing Engagement:** Maintain regular communication with stakeholders after the briefing, providing updates on progress and new developments.

Metric	Tool/Source	Frequency
Website visits	Website Analytics	Monthly
Social Media reach/engagement	Facebook/Insta Insights	Monthly
Marketing Reporting	Include all of the above	Biannual
Internal feedback	Team check-in meetings	Bi-Monthly
Public feedback	Client Satisfaction Surveys	Annual

Conclusion

This communication and engagement strategy provides the Falkland Islands Development Corporation (FIDC) with a robust framework to enhance its communication efforts, engage effectively with stakeholders, and promote its mission of driving sustainable economic development.

By implementing the outlined strategies, FIDC can build stronger relationships, attract investment, and ensure long-term success for the Falkland Islands.

For any questions or feedback about this plan, please reach out to Marketing & Communications Officer at communications@fidc.co.fk