



IOTA

Intra-European Organisation
of Tax Administrations

IOTA COMMUNICATION GUIDING PRINCIPLES

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Introduction

Communication plays a vital role of IOTA's business environment because it facilitates the flow of information. It is more like an activity that involves the exchange of information, but how that information flow is going to happen is decided by the communication principles that we use.

What is the mission of the IOTA Communications?

The mission of IOTA's communications is to improve the engagement and relevance of IOTA communication channels and materials in order to meet the needs of diverse audience groups present in IOTA's member countries. Furthermore, the improvements aim at supporting IOTA's vision "to contribute to the progress of member tax administrations by delivering practical solutions, enhancing collaboration and facilitating the sharing of experience" (IOTA Strategy, 2020-2022).

What is the aim of the IOTA Communications Guiding Principles?

The aim of the 'IOTA Communications Guiding Principles' is to provide directions for and insights into future strategic improvements of IOTA's communications. It also creates a basis to develop the IOTA Communications to become a leading international organisation in its area of operation.

Target audiences – Who are the people we communicate with?

Target audiences can be categorised as follows:

Inside IOTA (internal)

- Different level tax administration officials (senior and middle management tax officials and tax officials working at an operational level)
 - Statutory bodies (Executive Council, Presidency)
 - Principal Contact Persons (PCPs)
- Outside IOTA (external)
- International partner organisations
 - Business
 - Academia

Discover more about the IOTA's internal and external communication

The communication with the IOTA members and other international organizations must be strong and clearly branded and build on well-established communication channels. Employees and members at IOTA need to feel connected to the organisation—its decisions, initiatives, programs, activities, and executive messages. It could take the form of an all-hands meeting, digital workshops, hybrid events, messages, emails, digital or printed publications.



Members - Internal communication is based on channels like:

- » IOTA talks,
- » PCP Forum,
- » Executive Council Meetings,
- » General Assembly,
- » News items,
- » Newsletters,
- » Social Media contents.

Partners - External communication is based on channels like:

- » News items,
- » Newsletters,
- » Social Media contents,
- » General Assembly,
- » IOTA Paper.

The recent introduction of pre-defined periodicity of communication materials, long-term experience in the tax world and being a well-established brand as an international knowledge sharing institution can be utilised for more target-oriented community building.

The question we ask: Why do we need communication guiding principles?

We need to create impact through insights-driven targeting and compelling messaging and need to improve the online presence of our organisation. There is also a need for the improvement of website effectiveness (search and experience), delivering meaningful and memorable campaigns, increasing content effectiveness, and ensuring higher reach of targeted audiences via social media, when they value it most.

This can be achieved by following the below *guiding principles*:

• **RELEVANCE**

- Information shared must be relevant in the sense that it is a) actionable, b) contributes to tax administration's advancement, c) reflects the interests of the IOTA community.

• **TIMING**

- Communications must use the momentum and new information must be shared with targeted audiences at the right time, favourably as soon as possible. This is not only a demand set by current digital communication trends (e.g., information overflow) but information shared at the right time can also result in more engagement and more action.

• **CONSISTENCE**

- Consistency in communication means two things: repetition and frequency. We need to make it sure we communicate on a regular basis. Consistent communications in terms of branding and tone, as well as predictable and planned information sharing can contribute to IOTA's organisational values of professionalism and transparency.



- **DIVERSITY**

- It refers for the IOTA's community in terms of a) its wide geographic extension and cultural diversity and b) variety of member tax administrations' and the IOTA network's knowledge. By doing so, IOTA can become more inclusive, encourage more networking, more members to share information on IOTA channels.

- **DIGITAL MINDSET**

- Be ahead of the curve. Create and share more visual impact materials on the website, social media channels and in the newsletter. It makes the communication processes more efficient to be seen as a pioneer within the international tax community. Using digital channels can also contribute to making information accessible to relevant audiences.

- **CLARITY**

- IOTA should communicate all information in an understandable, easy-to-absorb, easy-to-take up manner. Information shared should be visual and succinct, it should use language and vocabulary common in the international tax community. It should also not overwhelm audiences with large amounts of information. This way messages can get across to targeted audiences more efficiently, resulting in more action and engagement.