

# 12 Indicators of a **CREDIBLE POLITICAL Communications STRATEGY**

**By Sola Abulu**



- **The following is our checklist of INDICATORS to assess the credibility of a political communications strategy based on universally accepted concepts and principles of strategic communication and ethical practise**
- **These indicators do not guarantee electoral success in the immediate or short term but would ensure significant political influence, public trust and goodwill over the long-term.**
- **It would also ensure significant leverage over desired outcomes and earn a position of trusted voice in conversations that matter beyond office and across national and continental orders**

# 1 Clearly Defined Objectives & Outcomes

- **Clearly defined objectives and outcomes for the immediate, short and long-term far beyond the campaign trail**
- **The presence of a long-term strategy** to guide the candidate's approach, philosophy and ideals
- The intention to build an **ENDURING BRAND AND REPUTATION** and lay the foundation for a lifetime legacy

## 2 Structured & Coherent Messaging

- **Preparation of a structured Messaging Toolkit and Content Strategy that is coherent, consistent and SPEAKS to the heart of issues that resonate with the target audience and crafts a message based on verifiable performance indices, values and character proof-points**
- **The absence of a coherent and consistent message is a **RED FLAG** and an indicator that the campaign is running on sentiment not on substance of content.**

3

## Effectively targeting the middle-ground

- Ability to persuasively and progressively **win over the middle ground** and attract willing “converts” based on agenda or ideology - without resorting to coercion, politics of hatred, underhanded incentivisations or institutional manipulation

4

## **Taking charge of your brand narrative**

- **Ability to identify and tackle problematic narratives and progressively re-shape and shift them from point A to B within the required time through purposeful action that is conducted in an ethical and transparent manner, without resorting to misinformation, propaganda and other “spin” tactics**

# 5 No Misinformation

- **ZERO TOLERANCE** for misinformation and disinformation
- **Demonstrated commitment to acknowledge when wrong and due diligence to ensure only verifiable messaging is communicated**

## **6 Wins HEARTS & Minds**

- **The ability to win the HEARTS and MINDS of majority of the targeted population with largely organic non-sponsored support**
- **The existence of a compelling narrative that speaks for itself**

# **7** **Manages long-term reputation**

- **Factors lifetime reputation into the strategy of the campaign**
- **Balances long-term reputation with short-term goals**

## 8 **Manages & mitigates issues and crisis**

- **Proactively manages issues before they escalate into a crisis**
- **Ability to recognize the tipping point and manage issues with positive outcomes**
- **Has an internal warning system and a skilled/trained and effective crisis communications and response management team **operating separately from the normal campaign operations team - with integrated oversight****

## 9 Strong media and online presence

- **A strong online presence across all platforms with an **ORGANIC** following and an unprecedented digital footprint**

# **10** **A positively differentiated Brand**

- **The candidate or campaign is positively differentiated as a personal and institutional brand and taps into the pulse of the people**

11

## Best-Practise Model

- A model that others seek to replicate and becomes a **reference point nationally and internationally** for best practise in political communications

12

## Household Name/Iconic Status

- **When political communications is done well, it elevates the candidate, the agenda and/or office to household name recognition status in a positive or iconic way that stands the test of time ..**

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### WHO CAN ENROL?

- Leaders, Directors, Senior Officials and professionals responsible for managing, supporting, developing or delivering internal and external communications and stakeholder management in a political, public sector or policymaking implementation context
- This includes Media Spokespersons, Communications Directors, Heads of Departments, Campaign Directors, Press Secretaries, Consultants, Senior Officials and Media Advisers



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