

IPCO's External Communications and Engagement Strategy 2025

Purpose

This strategy sets out how the Investigatory Powers Commissioner's Office (IPCO) will use external communications and stakeholder engagement to support its mission of protecting human rights through the independent oversight of investigatory powers.

IPCO's External Communications Objectives

- Strengthen public understanding of investigatory powers and their oversight
- Build confidence in IPCO's independence, integrity and transparency
- Provide assurance that sensitive data is handled with the highest standards of responsibility
- Demonstrate active engagement with a diverse and representative range of stakeholders
- Promote good practice and lessons learned with stakeholders, both domestic and international
- Raise awareness of IPCO's role through targeted digital and media engagement

Strategy

1. Digital Communications

IPCO will leverage digital channels to increase awareness:

- Website: Regular updates featuring inspection insights, communications data request crime type analysis, accessible content, and news on IPCO/IPC activities
- Social Media: Regular posts via X (formerly known as Twitter) and building our new LinkedIn presence to share key messages, infographics, FAQs, blogs, and event coverage
- Podcasts: Exploration of audio content to broaden reach and explain complex issues in an engaging format.

2. Media Relations

IPCO will engage proactively with the media to shape informed public discourse:

- Timely press releases and media briefings beyond the Annual Report
- Strategic engagement with journalists through interviews and commentary
- Opinion pieces to share IPCO's perspective and enhance visibility
- Robust media monitoring and a clear response protocol to address misinformation

3. Stakeholder Engagement

Meaningful engagement with stakeholders is central to IPCO's effectiveness. A tiered model will prioritise outreach based on relevance and influence. Key stakeholder groups include:

- Government, law enforcement, intelligence agencies
- Independent bodies and oversight partners

- NGOs, civil liberties organisations, academics, media, and the wider public
- International oversight counterparts

Engagement mechanisms include:

- Tiered relationship management
- Annual NGO roundtables and regular bilateral meetings
- Participation in relevant domestic and international events
- Academic outreach and structured correspondence protocols
- Quarterly newsletters to maintain consistent and transparent communication

These efforts aim to foster mutual understanding, support constructive dialogue, and elevate IPCO's position as a responsive and transparent oversight body.

4. International Engagement

IPCO will continue to build its global reputation through:

- Active participation in multilateral forums such as Five Eyes Intelligence Oversight and Review Council (FIORC), European Intelligence Oversight Conference (EIOC), Intelligence Oversight Working Group, Officials and Chairs (IOWG)
- Strategic partnerships to exchange best practice
- International dissemination of IPCO outputs and insights

Implementation and Evaluation

The Communications & Engagement (C&E) Team will lead implementation, supported by:

- An editorial calendar aligned to strategic priorities and key events
- Performance monitoring through website analytics, social media metrics, media tracking, and stakeholder feedback
- Quarterly reviews to ensure continuous improvement and strategic alignment

Expected Outcomes

Through this strategy, IPCO will:

- Enhance its visibility and public profile
- Build and sustain trust among stakeholders and the wider public
- Strengthen confidence in the lawful and proportionate use of investigatory powers
- Demonstrate leadership in accountability, transparency, and good governance