

Dissemination Plan for Policy and Advocacy Briefs

AI 101 Masterclasses for Policymakers in Africa

1. Background and Purpose

As part of the AI 101 Masterclasses delivered to policymakers across three African countries, the project will produce **two policy briefs and two advocacy briefs** capturing key outcomes, insights, and best practices.

The purpose of dissemination is to ensure these briefs reach decision-makers and influencers, support informed policymaking, and strengthen advocacy around responsible, practical, and inclusive use of AI in public institutions.

The dissemination approach prioritises **clarity, accessibility, and action**, ensuring the briefs are not only shared but also used to inform policy conversations and institutional practice at national and regional levels.

2. Dissemination Objectives

The dissemination activities aim to:

- Share practical lessons from the AI 101 Masterclasses with policymakers and stakeholders.
 - Influence policy dialogue and institutional approaches to AI adoption.
 - Strengthen advocacy for responsible and effective AI governance in Africa.
 - Position project partners and the funder as thought leaders in public sector AI capacity building.
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3. Target Audiences

Primary Audiences

- Government policymakers and regulators.
- Ministries responsible for ICT, innovation, digital economy, and public service.
- Parliamentary committees and policy advisors.
- Public sector agencies and regulatory bodies.

Secondary Audiences

- Development partners and donors.
 - Regional institutions (e.g. African Union bodies, regional economic communities).
 - Civil society and advocacy organisations.
 - Think tanks and research institutions.
 - Media and digital policy influencers.
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4. Dissemination Channels and Methods

A blended approach will be used to maximise reach and engagement:

a) Direct Outreach

- Email distribution to policymakers, partners, and masterclass participants.
- Sharing through government and partner mailing lists.
- Targeted follow-up emails to priority stakeholders.

b) Digital and Social Media

- LinkedIn as the primary platform for policy audiences.
 - X (Twitter) for wider public and regional reach.
 - Publication of briefs on the organisation's website or project page.
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- Use of short visuals, quotes, and summary slides to promote the briefs.

c) Partner and Funder Networks

- Cross-posting through partner and funder communication channels.
- Sharing via newsletters and policy forums at national and regional levels.
- Amplification through ecosystem partners and advocacy groups.

d) Events and Engagement

- One short virtual briefing session to present key findings and recommendations.
 - Sharing briefs during follow-up meetings with policymakers and stakeholders.
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5. Key Messaging Approach

Communication around the briefs will focus on:

- Why AI governance matters for African public institutions.
- What policymakers learned from the masterclasses.
- Practical steps institutions can take now.
- Best practices observed across the three countries.
- Clear policy and advocacy recommendations that are realistic and actionable.

All messaging will use simple, non-technical language focused on service delivery, governance, and public value.

6. Content Packaging

To improve uptake and accessibility, the briefs will be shared in multiple formats:

- Full PDF versions of the two policy briefs and two advocacy briefs.
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- 1–2 page summaries for busy decision-makers.
 - Social media graphics highlighting key points and quotes.
 - Short LinkedIn and X threads summarising recommendations.
 - Email highlights linking to the full documents.
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7. Three-Week Dissemination Timeline

Week 1 – Preparation and Soft Launch

- Finalise all four briefs.
- Design simple cover pages and summary visuals.
- Compile and clean email distribution lists.
- Draft email templates and social media messages.
- Upload briefs to the website or shared repository.
- Conduct a soft launch with internal teams and close partners.

Deliverables:

- 4 final briefs ready for dissemination.
 - Social media and email content pack.
 - Online hosting of briefs.
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Week 2 – Public Launch and Active Distribution

- Send official dissemination emails to policymakers and partners.
- Publish briefs publicly online.
- Launch coordinated LinkedIn and X posts across organisational and partner accounts.
- Share highlights and visuals throughout the week.
- Encourage partners and funder to amplify content through their networks.
- Submit briefs to relevant regional and global policy forums and newsletters.

Deliverables:



- Email campaign completed.
 - Public launch across digital platforms.
 - Partner amplification underway.
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Week 3 – Engagement, Follow-Up and Reporting

- Host one virtual briefing session to present findings and recommendations.
- Share follow-up posts focused on practical actions.
- Conduct targeted outreach to priority policymakers.
- Track downloads, engagement, and participation.
- Prepare a short dissemination summary for the funder.

Deliverables:


- Virtual briefing delivered.
 - Targeted follow-up completed.
 - Dissemination report produced.
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8. Roles and Responsibilities

- **Project Team:** Finalise briefs, coordinate dissemination, manage outreach.
 - **Communications Lead:** Develop visuals, social media content, and email templates.
 - **Partners and Funder:** Amplify through institutional networks and platforms.
 - **Monitoring Lead:** Track reach, engagement, and early uptake indicators.
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9. Monitoring and Reporting

Dissemination performance will be monitored using:

- Number of briefs distributed and downloaded.
 - Email open and click-through rates.
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- Social media reach and engagement (likes, shares, comments).
- Attendance at the virtual briefing.
- Qualitative feedback from policymakers and partners.