

TABLE OF CONTENTS

Acknowledgments 5

About the lead author 9

Foreword 11

Introduction to the guidelines 13

Judicial communication as a strategic tool 15

Why communicate 17

International standards on court communication and judges’ freedom of expression 21

 An overview of international standards and recommendations 21

 Practical Dos and Don’ts: Personal use of social media by judges 23

The communication strategy and its main elements 29

Who communicates about the judiciary 33

 Communication on behalf of courts 33

 Overview 33

 Media relations at a glance: the role of the spokesperson 35

 Real-life perspectives from Zambia: The Corporate Communications Directorate ... 38

 Real-life perspectives from Uganda: Registrars as spokespersons 40

 Real-life perspectives from Tanzania: A hybrid model 42

 Communication by other actors in the justice chain 45

 Overview 45

 Real-life perspectives from the Czech Republic: Media communication
 from the perspective of the Public Prosecutor’s Office 45

 The role of the media in communicating about the judiciary 48

 Overview 48

 Real-life perspectives from North Macedonia: Establishing
 a judicial-media council (because silence isn’t working) 49

Target audiences 53

 Directly involved audiences 53

 Indirectly involved audiences 56

 Wider public audiences 58

Communication channels and tools 61

 Owned channels and tools 61

 Earned channels and tools 67

 Paid channels and tools 68

 Communication channels and tools by audience 69

 Real-life Perspectives from Ghana: From Doctrine to Presence –
 Judicial Outreach in Practice 72

Messages and narrative 77

 Messaging 77

Communication challenges	80
Narratives	82
The use of Artificial Intelligence	84
List of common mistakes	85
Internal communication	87
Crisis communication	89
Before the crisis	89
Crisis response	92
After the crisis	94
Real-life Perspectives from Kenya: The Kenya Judiciary's Communication During the Gen Z Demonstrations	95
Disinformation	99
Harmful narratives about the judiciary	99
How disinformation works	100
Analysing disinformation	101
Combating disinformation	102
Guiding elements for the narrative	104
Real-life Perspectives from Ghana: Disinformation	106
The role of exposure	111
Annex 1 — Country overviews	111
Country overview: Botswana	111
Country overview: The Gambia	113
Country overview: Kenya	114
Country overview: Nigeria	116
Country overview: Malawi	116
Annex 2 — Checklist for organising a public event	119
Annex 3 — Preparing for Media Interviews: Before, During, and After	125