

Strategic Communication and Security of the Information Space

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About Strategic Communication

Strategic communication is a strategic, planned, targeted and coordinated application of communication tools to achieve both individual objectives of public administration institutions and national-level strategic objectives.

Strategic communication helps to enhance the security of the information space by promoting the dissemination of strategic narratives of state institutions through proactive and responsive way, influencing (or changing) the actions of target audiences, as well as reducing the opportunity to spread manipulations in the information space, including disinformation. All public administration institutions are involved in strengthening of the information space security, including through strategic communication.

Organised civil society, the private and academic sectors, as well as broader public play a key role, including by strengthening the resilience of the state and society to disinformation and other manipulations in the information space, including the media and information literacy.

The State Chancellery is responsible for the development of the strategic communication model in public administration and implementation in practice.

The National Concept on Strategic Communication and Security of the Information Space 2023–2027

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