

Executive Summary

The Ministry of Government Communication's Strategic Plan for 2026–2028 establishes a practical framework for developing Jordan's government communication system in a manner that ensures the unification of messaging, enhances credibility, and strengthens public opinion so that it is founded on partnership with citizens and partners locally and internationally, while keeping pace with the rapid transformations taking place in the media and digital environment.

The Plan is guided by a clear vision centered on building a government communication system that improves the quality of government messaging, accelerates responsiveness to challenges and issues, and enhances public trust, within a comprehensive participatory framework based on transparency and credibility, the use of analysis and monitoring tools, and the development of institutional skills and capacities.

Key Outputs of the Strategic Plan for the First Phase

- Development of the “Nateq” Platform.
- Development of the Ministry of Government Communication's platform for generating official content using artificial intelligence "AI".
- Awareness programs to promote media and information literacy.
- A system for media spokespersons in ministries, government institutions and government departments.

The Plan also focuses on enhancing preparedness to address media crises in a manner that ensures the continuity and consistency of government messaging under both normal and exceptional circumstances.

Accordingly, the Plan presents a three-year roadmap: a year dedicated to establishing and developing the methodology and tools; followed by a year for scaling up implementation across entities and improving its quality; and then a year of maturity and improvement based on data and indicators. This will ensure the sustainability of government communication and its transformation into a more efficient and effective institutional system.