

The Court in the social environment

Purpose

Support for the court's image and information activities carried out as part of activities aimed at improving the court's image in relation to stakeholders in the social environment.

Assumptions

1. The basic assumption of the practice is the thesis that in the area of the justice system in Poland it is necessary to systematically and coherently act to improve relations with the social environment, more effective communication with citizens and organizations, as well as to introduce standards for the implementation of public tasks along with a system of indicators and methods of their measurement.
2. An appropriate image and relations consistent with the systemic function, mission and operational tasks imposed on the court are one of the key elements increasing the global effectiveness of the court's operations as a public institution. It has been assumed that the essence of the practice aimed at shaping the court's relations with the social environment consists in: a) diagnosis of the current standard of activities carried out in the field of shaping relations with the social environment, b) dissemination of knowledge in the field of methodology of managing (including: planning, organizing, implementing and controlling) the image and relations of the court with the environment, among the court board, branch managers, heads of secretariats and heads of departments, c) discussion among the management (in the form of moderated workshops) on the possible areas of exploitation of activities in the area of public relations, d) defining a set of slogans and guiding values that make up the desired and coherent image of the court - to be used in promotional and popularization activities, e) identification of internal and external target groups of the court's PR activities, f) determination of optimal tactics and tools in the area of PR and communication from the point of view of the specificity of the groups g) development of a framework schedule of strategic PR activities of the court in the years 2014 – 2017, taking into account the specificity of the target groups.

Create a tool

The implementation of good practice takes place in the form of a project. The project team working for the implementation of good practice on the part of the Contractor includes:

- Implementation Coordinator (Manager)
- Implementation experts (7 experts):- HRM experts (3 experts),- Internal communication experts (2 experts),- Information policy experts (2 experts).
- Support staff (1 per court)

Description of the functioning of the practice

1. Diagnosis of the current state of the court's advancement in the field of PR activities in the social environment
2. Selection of key people for the good practice team

3. Analysis of stakeholders (internal and external target groups) in the scope of the court's activities in the social environment
4. Determination of optimal tactics and tools in the area of PR and communication from the point of view of the specificity of target groups (stakeholders) of the court's PR activities.
5. Internal workshops with the implementation team (multidisciplinary team for the implementation of good practices) and management staff on the methodology of managing the image and relations between the court and the social environment.
6. Agreeing on a list of public relations initiatives with a framework description
7. Development of a framework schedule of strategic PR activities of the court, taking into account the specificity of target groups
8. Presentations to groups of employees of ready-made solutions and distribution of the Code of Ethics among them

Benefits

1. Improving the image and relations of the court as a public institution among internal and external stakeholders.
2. Increasing knowledge and awareness of internal and external target groups of stakeholders in order to optimally diversify the image and relational activities of the court with the social environment.
3. Systematizing the approach to managing the court's relations with the social environment by: a) selecting optimal public *relations* tools for individual target groups, b) agreeing on a list of public *relations initiatives* with a framework description, c) adopting a schedule of initiatives that make up a coherent, long-term image of the court in the social environment.

Cost of implementation

The cost of implementation depends on the selected level of advancement of the implemented project.

Other necessary expenditures/activities

1. It is necessary to intensively involve both management and operational employees in the process of implementing good practice.
2. The use of a systematic and consistent approach, resulting from the meticulous implementation of the assumptions of a specific strategy and project management principles in the area of work organization, implies the need to develop guidelines and policy principles in the above-mentioned area.