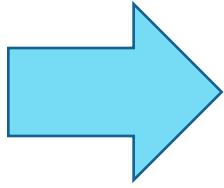# DRAFT CCNSO SOCIAL MEDIA STRATEGY

Joke Braeken

20 April 2016

Social media strategy summary for the ccNSO. Input from members across the ccTLD community is most welcome.
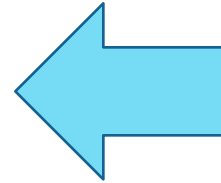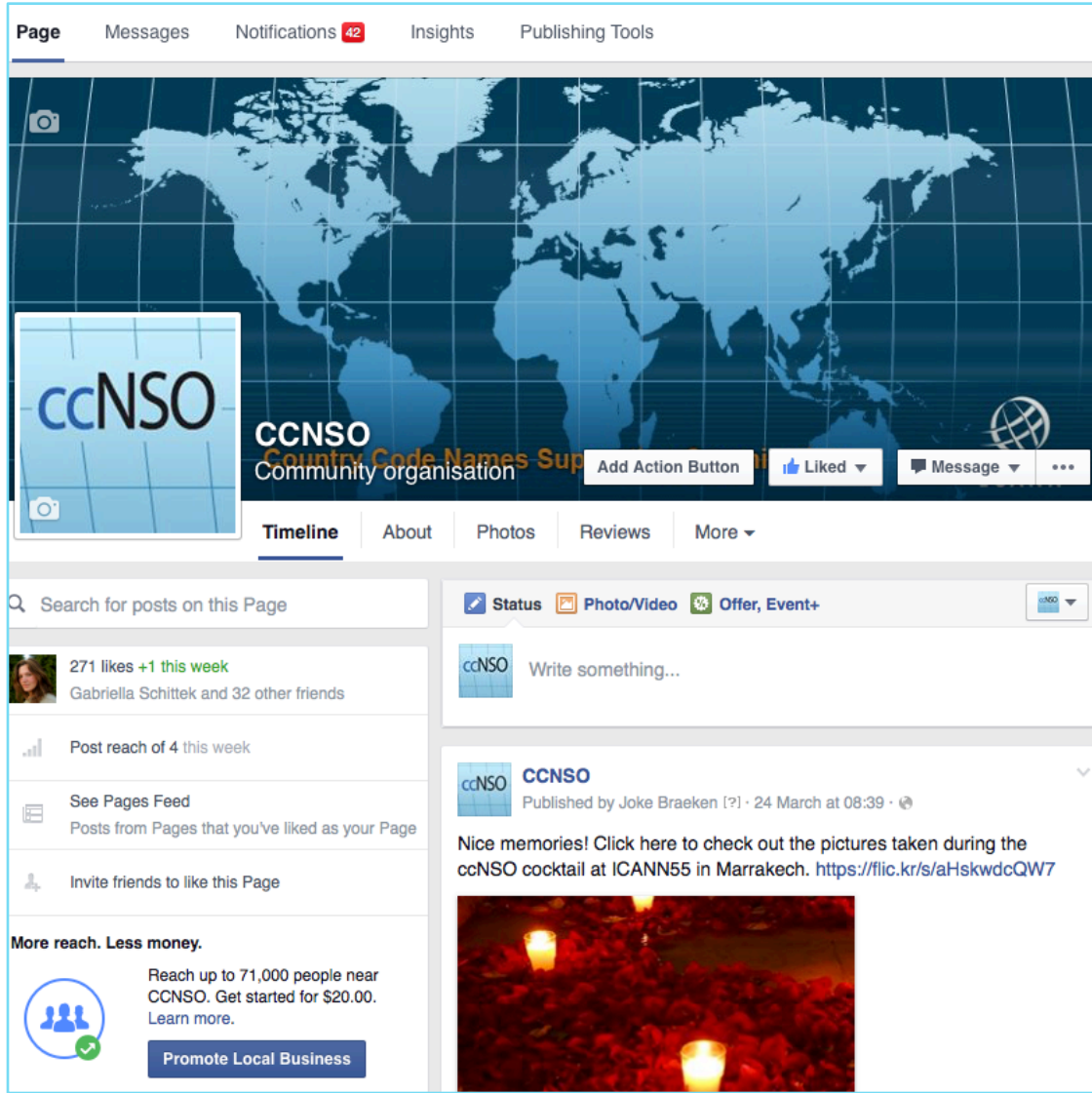
ccNSO

## Social platforms

- Facebook
- Twitter
- YouTube
- Flickr
- Podcasts

## Traditional Platforms

- ccNSO website
- ccNSO mailing lists
- ICANN regional newsletters
- Policy update webinars

# CURRENT MEDIA INVENTORY

ccNSO

# FACEBOOK
HTTPS://WWW.FACEBOOK.COM/CCNSO

- 268 page likes
- Limited engagement
- Less than 2 posts per month
- Limited interaction

# TWITTER

HTTP://TWITTER.COM/CCNSO

- ▶ 571 followers
- ▶ Posts every week day
- ▶ General: upwards trend
- ▶ Peak: during ICANN meetings

# YOUTUBE

HTTPS://WWW.YOUTUBE.COM/USER
/CCNSO

▶ 53 subscribers

▶ 48 videos

▶ Limited views/interactions

▶ 3 videos added during ICANN55

# WEBSITE
## HTTP://CCNSO.ICANN.ORG

▶ No tracking statistics

▶ Requires new look and feel

▶ However, content is kept up to date at all times

**ccnso-members @icann.org**

- only for ccNSO members, no limit on how many email addresses can subscribe, as long as either the IANA contact or the primary contact agree

**ccnso-council @icann.org**

- ccNSO Councillors, liaisons with ALAC and GNSO, Regional Organisations

**cctldcommunity @icann.org**

- broader ccTLD community. Includes for instance ccTLDs that are not a ccNSO member. A very broad range of subscribers

**cctldworld @icann.org**

- One per TLD, its scope is limited to the IANA transition and ICANN accountability

## MAILING LISTS

▶ The "older" community members mostly rely on mailing lists as the established communications channel.

▶ Cross-posting is important

ccNSO

# Strenghts

- Twitter and facebook as popular online communication channels
- content to share continuously available
- new team members in the Secretariat

# Weaknesses

- limited reach
- website as information hub needs a revamp
- limited knowledge about social media in the Secretariat

# Opportunities

- knowledgeable ccTLD community
- increase interaction and engagement with the ccTLD community

# Threats

- time-consuming accounts
- social media is a hype

SWOT ANALYSIS

ccNSO

- ▶ Enhance the relevancy and profile of the ccNSO and its activities with the organization's audiences and stakeholders.

- ▶ Disseminate timely and relevant information to ccNSO members and the broader ccTLD community.

- ▶ Encourage interaction and input from  ccNSO members via links to the appropriate places in the wiki, website, social media

- ▶ Promote the ccNSO's interactions with other ICANN groups (SO/ACs, WGs, taskforces, ROs)

# COMMUNICATION OBJECTIVES

ccNSO

## Primary

ccNSO members, ccNSO Council

## Secondary

Broader ccTLD community, including for instance the regional organisations.

## Tertiary

Stakeholders and communities within the ICANN structure (SO/ACs), such as the GAC, the GNSO, the ICANN Board, team colleagues within the policy development support department.

# TARGET AUDIENCE

ccNSO

- Conduct an online survey: preferences and habits of the community
- Ongoing consultations with community members' comms leads
- Identify "high-impact" media in the current inventory
- Develop an annual editorial calendar
- Enhance accessibility of social media channels
- Use social media to communicate key milestones
- Ongoing monitoring for content sharing: members' websites
- Ongoing monitoring for content sharing: members' social accounts
- Increase reach of the social media networks
- Tactics further specified and detailed per media channel
- Build an online community of ccNSO supporters

# TACTICS

ccNSO

| FLUID, in real time | STATIC, can be planned ahead |
|---|---|
| ► ICANN news alerts | ► Info about WGs |
| ► Vote announcements | ► Newcomers info |
| ► Survey reminders and invitations | ► Terms/Acronyms |
| ► Call for comments or input | ► About ccNSO |
| ► Statements | ► About the ccNSO Secretariat |
| ► Policy related news | ► Posts from the "library", e.g. website content, or video/audio |
| ► Call/webinar/meeting info | ► Announcements regarding agenda availability/updates |
| ► ICANN communications | |
| ► Welcoming new ccNSO members | |

# CONTENT: TYPE

ccNSO

| DATE | DAY | TWEET 1 | TWEET 2 | TWEET 3 | TWEET 4 | TWEET 5 | TWEET 5 |
|---|---|---|---|---|---|---|---|
| 29-Feb | Monday | Consult the slides and recordings of the Policy webinar (25 Feb.), incl overview #ccNSO activities at #ICANN55. http://goo.gl/E6RiqL | | | | | |
| 01-Mar | Tuesday | #ICANN55 Learn about the #ccNSO Guideline Review Committee's work. https://goo.gl/9ee3h6  F2F update Wed. 09 March http://goo.gl/B6uXHs | #IANAsteward transition and #CCWG accountability discussed by #ccNSO next week Tue & Wed. #ICANN55 Schedule: http://goo.gl/B6uXHs + PICTURE POLICY WEBINAR SLIDE | #IANAsteward transit. & #CCWG account. #ICANN55 #ccNSO participate remote:  Tue https://goo.gl/Vcmpi5 and Wed https://goo.gl/jUE4Ay + PICTURE POLICY WEBINAR SLIDE | | | |
| 02-Mar | Wednesda | | | | | | |
| 03-Mar | Thursday | | | | | | |
| 04-Mar | Friday | #IANAsteward transition and #CCWG accountability discussed by #ccNSO next week Tue & Wed. #ICANN55 Schedule: http://goo.gl/B6uXHs + PICTURE POLICY WEBINAR SLIDE | #IANAsteward transit. & #CCWG account. #ICANN55 #ccNSO participate remote:  Tue https://goo.gl/Vcmpi5 and Wed https://goo.gl/jUE4Ay + PICTURE POLICY WEBINAR SLIDE | | | | |
| 05-Mar | Saturday | Not sure what time the shuttle is coming? Here's the #ICANN55 shuttle schedule: https://goo.gl/lwd2NW | Find your way at #ICANN55: meeting guide and venue map. https://goo.gl/Xxdy8Q Schedule: https://goo.gl/DAj1h1 | | | | |
| 06-Mar | Sunday | Not sure what time the shuttle is coming? Here's the #ICANN55 shuttle schedule: https://goo.gl/lwd2NW | Find your way at #ICANN55: meeting guide and venue map. https://goo.gl/Xxdy8Q Schedule: https://goo.gl/DAj1h1 | 17:00-17:30 Joint @ICANNAtLarge @ccNSO Council Meeting; Roseraie. #ICANN55 Remote participation: https://goo.gl/BGoQL7 | Join TLD-OPS, the incident response community for and by #ccTLDs!  Also open to non-#ccNSO members. http://ccnso.icann.org/resources/tld-ops-secure-communication.htm | | |
| 07-Mar | Monday | #IANAsteward transition and #CCWG accountability discussed by #ccNSO Tue & Wed. #ICANN55 Schedule: http://goo.gl/B6uXHs + PICTURE POLICY WEBINAR SLIDE | #ccNSO Tech day #ICANN55 starts at 10 am in ROSERAIE. Agenda: https://goo.gl/qEO6va. Join remotely: https://goo.gl/TSDXk4 | #IANAsteward transit. & #CCWG account. #ICANN55 #ccNSO participate remote:  Tue https://goo.gl/Vcmpi5 and Wed https://goo.gl/jUE4Ay + PICTURE POLICY WEBINAR | 10:30-11:45 @ccNSO @ICANN_GNSO CCWG Use of Country and Territory Names and TLDs: F2F in Diamant. Join remotely: https://goo.gl/ss9m50 | 12:00 - 13:30 Joint @ICANN_GNSO @ccNSO Council Meeting; Diamant. #ICANN55. Join remotely: https://goo.gl/NxvPIW | @cira001 Byron Holland addressing the Public Forum https://goo.gl/OASWVp: steps down as #ccNSO Chair. #ICANN55 |
| 08-Mar | Tuesday | #ICANN55 Day 1 #ccNSO Members meeting. Check out the agenda http://goo.gl/B6uXHs and how to participate remotely https://goo.gl/Vcmpi5 | The #ccNSO is developing a #socialmedia strategy. Let us know your thoughts! Survey: LINK + PICTURE SURVEY TIME | What is the essence of Supplemental Final Proposal WS1 #CCWG-Accountability? 11:00-12:30, #ccNSO meeting, OLIVERAIE https://goo.gl/Vcmpi5 | The #ccNSO marketing session, chaired by @areynosob, starts at 13:30 in Oliveraie. #ICANN55 https://goo.gl/Vcmpi5 | #ICANN55 Learn about the #ccNSO Guideline Review Committee's work. https://goo.gl/9ee3h6 OLIVERAIE 14:45 pm https://goo.gl/Vcmpi5 | Universal Acceptance = All TLDs treated equally. Get ready for UA. OLIVERAIE @don_hollander #UASG #ICANN55 http://goo.gl/86uXHs PICTURE LOGO |
| 09-Mar | Wednesday | #ICANN55 Day 2 #ccNSO Members meeting. Check out the agenda http://goo.gl/B6uXHs and how to participate remotely https://goo.gl/jUE4Ay | Legal session #ICANN55 #ccNSO members meeting, chaired by Ann-Cathrin Marcussen from @norid_no: today, 9 to 10 am. https://goo.gl/jUE4Ay | ccTLD news session #ICANN55 #ccNSO members meeting, starts 10:15 am. https://goo.gl/jUE4Ay | #ccTLD cocktail @PalaisM sponsors: thanks @Nominet @Neustar @DNSbelgium @dotZADNA @AFNIC @norid_no .na @ciranews .as @auda @niraworks! PICTURE | #ICANN55 Now #ccNSO F2F: Sense community support final report #CCWG Enhancing #ICANN accountab. Participate remotely https://goo.gl/jUE4Ay | The #ccNSO council has a new chair! TAG/NAME We wish the new chair and vice-chairs TAG/NAME wisdom in their roles. |
| 10-Mar | Thursday | left the #ccNSO Council: Keith Davidson @InternetNZ, and former chair Lesley Cowley OBE @lesleycowley. We will miss their wise guidance! | A warm welcome to the new #ccNSO councillors! Debbie Monahan @InternetNZ and @pvergote @DNSBelgium | Meet the new #ccNSO Council chair and vice-chairs. LINK to VIDEO | Byron Holland stepped down as @ccNSO Council chair, and is now vice-chair #ccNSO thanks @cira001 for his time, commitment and tireless work! +VIDEO? | | |
| 11-Mar | Friday | The #ccNSO is developing a #socialmedia strategy. Let us know your thoughts! Survey: LINK + PICTURE SURVEY TIME | | | | | |
| 12-Mar | Saturday | | | | | | |
| 13-Mar | Sunday | | | | | | |
| 14-Mar | Monday | #ICANN regional newsletters are published. Check out the Policy updates. #ccNSO LINK | | | | | |

- Example editorial calendar for ICANN55, with room for ad hoc contributions
- Use tools like buffer, that allow to pre-schedule posts
- A yearly editorial calendar has been drafted

# CONTENT: PLANNING

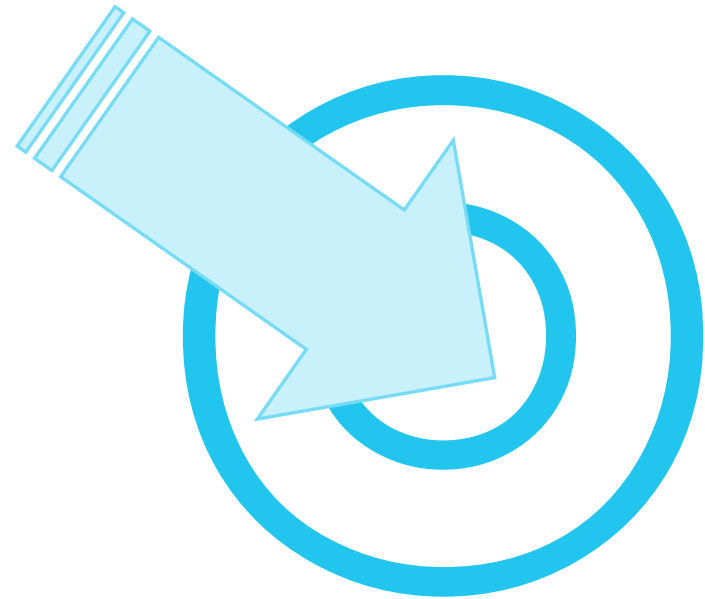ccNSO

- Facebook: track metrics, page insights
  - E.g. new page likes, reach, engagement rate
- Twitter: analytics via twitter or buffer
  - E.g. new followers, tweet reach and total reach, engagement rate
- Other metrics
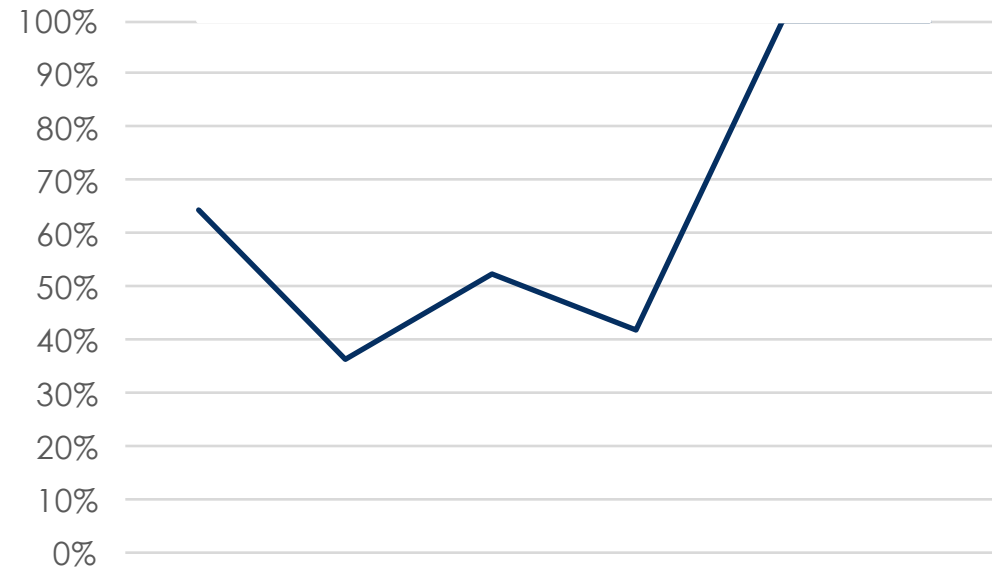


{ TRACK TRENDS
Monthly basis }

# MEASUREMENTS OF SUCCESS

ccNSO

- Start small

- Monitor trends

- Refine the strategy

- Develop best practice

- Invite and evaluate comments and advice from the ccTLD community

# NEXT STEPS

ccNSO

ccnsosecretariat@icann.org

# THANK YOU!

ccNSO