This document serves as a draft overall social media strategy for the ccNSO. Input from members across the ccTLD community is most welcome.
CURRENT MEDIA INVENTORY

Social platforms
- Facebook
- Twitter
- YouTube
- Flickr
- Podcasts

Traditional Platforms
- ccNSO website
- ccNSO mailing lists
- ICANN regional newsletters
- Policy update webinars
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
**SWOT ANALYSIS**

**Strengths**
- Twitter and Facebook as popular online communication channels
- Content to share continuously available

**Weaknesses**
- Limited reach
- Website as information hub needs a revamp

**Opportunities**
- Knowledgeable ccTLD community
- New team members in the Secretariat
- Increase interaction and engagement

**Threats**
- Time-consuming accounts
- Limited knowledge about social media in the Secretariat
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)
TARGET AUDIENCE

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.
TACTICS

- 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
<table>
<thead>
<tr>
<th>FLUID, in real time</th>
<th>STATIC, can be planned ahead</th>
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<tbody>
<tr>
<td>ICANN news alerts</td>
<td>Info about WGs</td>
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<tr>
<td>Vote announcements</td>
<td>Newcomers info</td>
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<tr>
<td>Survey reminders and invitations</td>
<td>Terms/Acronyms</td>
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<tr>
<td>Call for comments or input</td>
<td>About ccNSO</td>
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<tr>
<td>Statements</td>
<td>About the ccNSO Secretariat</td>
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<tr>
<td>Policy related news</td>
<td>Posts from the “library”, e.g. website content, or video/audio</td>
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<tr>
<td>Call/webinar/meeting info</td>
<td>Announcements regarding agenda availability/updates</td>
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<tr>
<td>ICANN communications</td>
<td></td>
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<tr>
<td>Welcoming new ccNSO members</td>
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</tbody>
</table>
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
MEASUREMENTS OF SUCCESS

- 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
NEXT STEPS

- Start small
- Monitor trends
- Refine the strategy
- Develop best practice
- Invite and evaluate comments and advice from the ccTLD community
THANK YOU!