

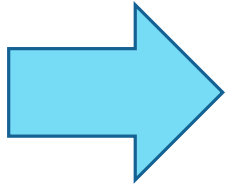
DRAFT CCNSO SOCIAL MEDIA STRATEGY

Joke Braeken

20 April 2016

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



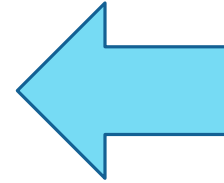


Social platforms

- Facebook
- Twitter
- YouTube
- Flickr
- Podcasts

Traditional Platforms

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



CURRENT MEDIA INVENTORY



Timeline About Photos Reviews More

Search for posts on this Page

271 likes +1 this week
Gabiella Schitteck and 32 other friends

Post reach of 4 this week

See Pages Feed
Posts from Pages that you've liked as your Page

Invite friends to like this Page

More reach. Less money.

Reach up to 71,000 people near CCNSO. Get started for \$20.00. Learn more.

Promote Local Business

Status Photo/Video Offer, Event+

Write something...

CCNSO
Published by Joke Braeken [?] · 24 March at 08:39 ·

Nice memories! Click here to check out the pictures taken during the ccNSO cocktail at ICANN55 in Marrakech. <https://flic.kr/s/aHskwdcQW7>



FACEBOOK

[HTTPS://WWW.FACEBOOK.COM/CCNSO](https://www.facebook.com/ccnso)

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





TWEETS **387** FOLLOWING **242** FOLLOWERS **593** LIKES **50**

Edit profile

ccNSO
@ccNSO
The Country Code Names Supporting Organisation (ccNSO) is a body within the ICANN structure created for and by ccTLD managers. See more - ccnso.icann.org

Joined September 2012

75 Photos and videos

Tweets Tweets & replies Media

ccNSO @ccNSO · 2h
the launch of .eu in cyrillic is foreseen on June 1st. @EUregistry eurid.eu/en/news/eu-in-...

ccNSO @ccNSO · 3h
Read SIDN's (nl) 2015 annual report sidn.nl/app/link/iWNik... #sidn

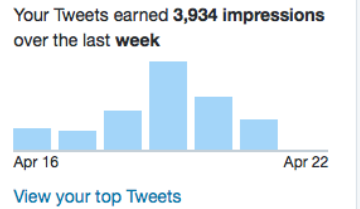
SIDN : Read SIDN's 2015 annual report
Read more on sidn.nl

ccNSO @ccNSO · 17h
The top 10 largest #ccTLDs by zone size? Find them in the #Verisign April DNIB. bit.ly/1SsZIQk

Largest ccTLDs by Zone Size
Source: Zooknic, Q4 2015
For further information on the Domain Name Industry Brief methodology, please refer to the last page of this report.

Total ccTLD registrations were approximately 144.4 million at the close of the fourth quarter of 2015, with an increase of 6.6 million domain names, or a 4.8 percent increase compared to the third quarter of 2015. ccTLD registrations increased by approximately 10.4 million, or 7.7 percent, year over year. Without including .tk, ccTLD quarter-over-quarter growth was 6 percent and year-over-year growth was 9 percent.

Your Tweet activity



Who to follow · Refresh · View all

- NGINX, Inc.** @nginx
Followed by ISC and others
Follow Promoted
 - ITU Sec Gen's Office** @i...
Follow
 - ICT4D** @ict4d
Follow
- Find friends

Trends · Change

- #HappyBirthdayYourMajesty**
111K Tweets
- #Hummels**
Trending for 2 hours now
- #NationalTeaDay**
Trending for 7 hours now

TWITTER

[HTTP://TWITTER.COM/CCNSO](http://twitter.com/ccnso)

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



53 subscribers 10,033 views Video Manager



ccNSO View as: Yourself Settings Subscribe 53

Home Videos Playlists Channels Discussion About

For returning subscribers For new visitors

What to watch next



ccNSO March 2016 - interview with Katrina Sasaki, ccNSO Chair by ccNSO 1 view 1 month ago



ccNSO March 2016 - interview with Byron Holla... by ccNSO No views 1 month ago



ccNSO March 2016 - interview with Demi... by ccNSO 1 view 1 month ago



DIDS 2015 Conference in Belgrade, Serbia by ccNSO 8 views 9 months ago

Channel tips

- Filming on your phone
- Jumpstart your channel
- Get local updates
- Get discovered
- 6 tips to build community
- Get a new custom URL

View all »

Featured Channels

+ Add channels

YOUTUBE

[HTTPS://WWW.YOUTUBE.COM/USER/CCNSO](https://www.youtube.com/user/ccNSO)

- ▶ 53 subscribers
- ▶ 48 videos
- ▶ Limited views/interactions
- ▶ 3 videos added during ICANN55



Translate this page
Spanish
Microsoft® Translator

- Working Groups
- Council Activities
- ccNSO Primary Contact
- ccNSO Primary Contact



Katrina Sataki, ccNSO Chair

Interview with ... 
[View full-sized video](#)

What's New

- [ccNSO Council Minutes, 9 March](#)
6 Apr 2016
- [ccNSO Meeting Satisfaction Survey ICANN55, Marrakech](#)
5 Apr 2016
- [.bb \(Barbados\) joins as newest member of the ccNSO](#)
4 Apr 2016
- [ccNSO Activity Summary March 2016](#)
1 Apr 2016
- [Adoption of Guidelines and Charters as Proposed by the ccNSO Guidelines Review Committee](#)
31 Mar 2016

[Previous Announcements](#)

IANA Stewardship Transition and Accountability Processes

- [Supplemental Final Proposal on Work Stream 1 Recommendations](#)
23 February 2016
- [ccNSO Council Statement on 3rd Proposal of the CCWG Accountability](#)
07 January 2016
- [Upcoming ccTLD focused webinars on CCWG Accountability](#)
09 December 2015
- [CCWG-Accountability Issues Formal Update on Progress Made In and After ICANN54 in Dublin](#)
16 November 2015

Highlights

ccNSO Council resolution on CCWG-Accountability Supplemental Final Proposal WS 1 [↗](#).

CCWG-Accountability: Final Supplemental Report on Work Stream 1 Recommendations.

[Join the ccNSO](#)

Tweets by @ccNSO

ccNSO Retweeted 

 IE Domain Registry @IEDR_dot_ie

Competitors beating you in e-commerce? Our Optimise Fund helps Irish #SMEs improve online: buff.ly/1oPWk45

Struggling to sell online?
Looking to improve your online presence?
We're here to help. Optimise has worked with 75 Irish SMEs to help them use online to grow their businesses. We can help you too.

WEBSITE

[HTTP://CCNSO.ICANN.ORG](http://ccnsso.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

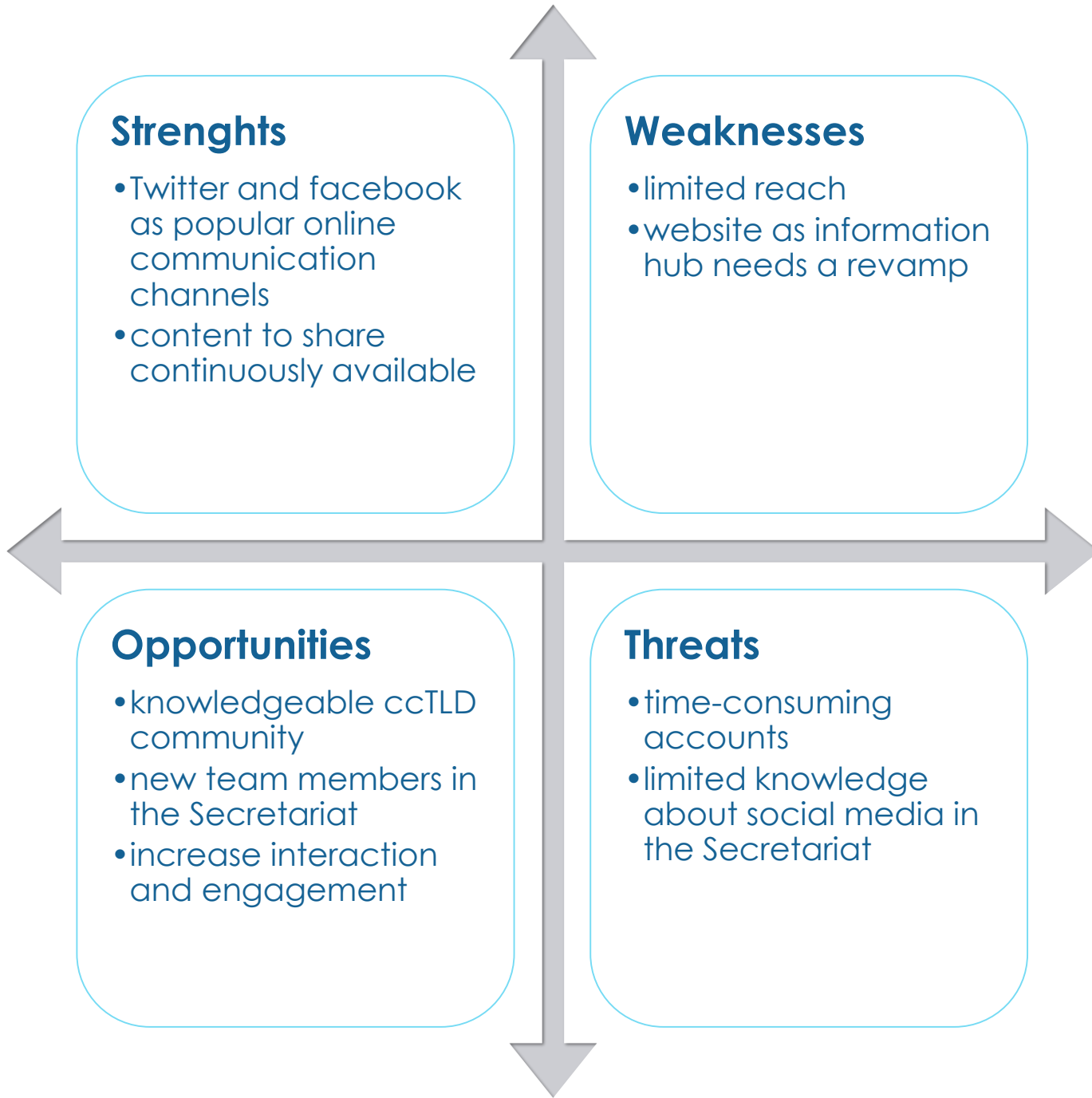
- One per TLD, its scope is limited to the IANA transition and ICANN accountability

MAILING LISTS

- ▶ The “older” community members mostly rely on mailing lists as the established communications channel.
- ▶ Cross-posting is important



SWOT ANALYSIS



- ▶ 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



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



- ▶ 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



FLUID, in real time

- ▶ ICANN news alerts
- ▶ Vote announcements
- ▶ Survey reminders and invitations
- ▶ Call for comments or input
- ▶ Statements
- ▶ Policy related news
- ▶ Call/webinar/meeting info
- ▶ ICANN communications
- ▶ Welcoming new ccNSO members

STATIC, can be planned ahead

- ▶ Info about WGs
- ▶ Newcomers info
- ▶ Terms/Acronyms
- ▶ About ccNSO
- ▶ About the ccNSO Secretariat
- ▶ Posts from the “library”, e.g. website content, or video/audio
- ▶ Announcements regarding agenda availability/updates

CONTENT: TYPE



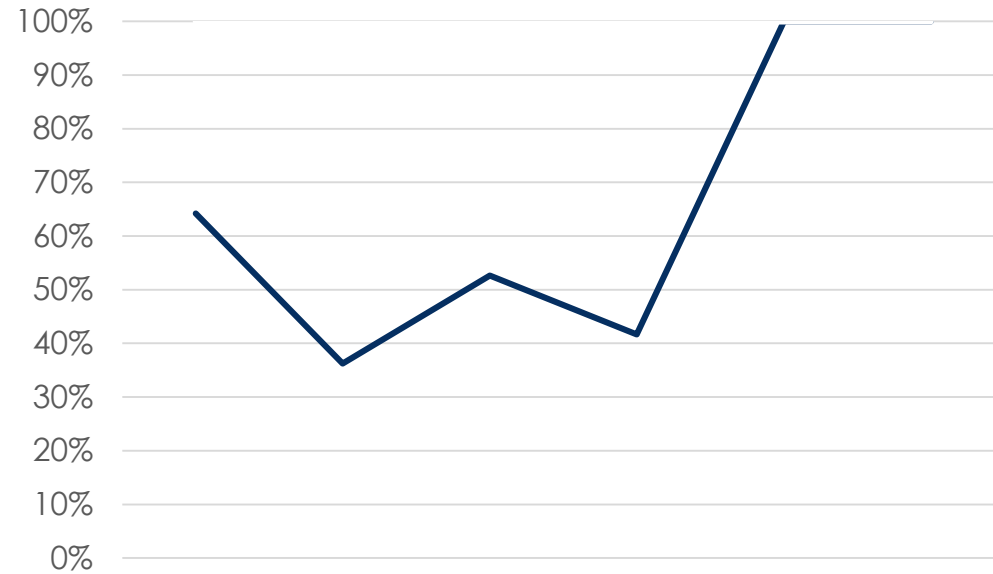
DATE	DAY	TWEET 1	TWEET 2	TWEET 3	TWEET 4	TWEET 5	TWEET 5
29-Feb	Monday	Consult the slides and recordings of the Policy webinar (25 Feb.), incl overview #ccNSO activities at #ICANN55. http://goo.gl/VE8RiQl					
01-Mar	Tuesday	#ICANN55 Learn about the #ccNSO Guideline Review Committee's work. https://goo.gl/9ee3h6 F2F update Wed. 09 March http://goo.gl/86uXh8	#IANAsteward transition and #CCWG accountability discussed by #ccNSO next week Tue & Wed. #ICANN55 Schedule: http://goo.gl/86uXh8 + 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	Wednesday						
03-Mar	Thursday						
04-Mar	Friday	#IANAsteward transition and #CCWG accountability discussed by #ccNSO next week Tue & Wed. #ICANN55 Schedule: http://goo.gl/86uXh8 + 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; Roseaie. #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://ccns0.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/86uXh8 + PICTURE POLICY WEBINAR SLIDE	#ccNSO Tech day #ICANN55 starts at 10 am in ROSEARIE. 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 SLIDE	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/86uXh8 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 @aremysob, 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/86uXh8 PICTURE LOGO
09-Mar	Wednesday	#ICANN55 Day 2 #ccNSO Members meeting. Check out the agenda http://goo.gl/86uXh8 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 @ciranews @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	A warm welcome to the new #ccNSO councilors! 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



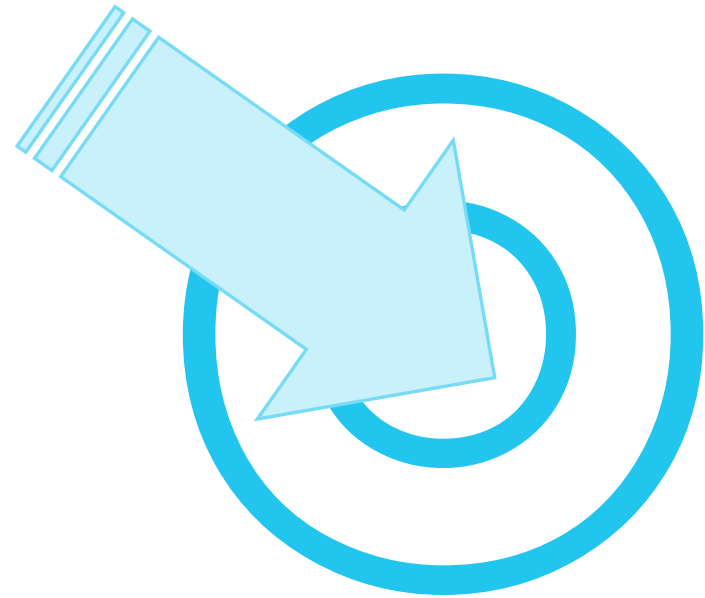
- ▶ Facebook: track metrics, page insights
 - ▶ E.g. new page likes, reach, engagement rate
- ▶ Twitter: analytics via twitter or buffer
 - ▶ E.g. new followers, tweet reach and total reach, engagement rate
- ▶ Other metrics



TRACK TRENDS
Monthly basis

MEASUREMENTS OF SUCCESS

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



NEXT STEPS



ccnsosecretariat@icann.org

THANK YOU!

