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.

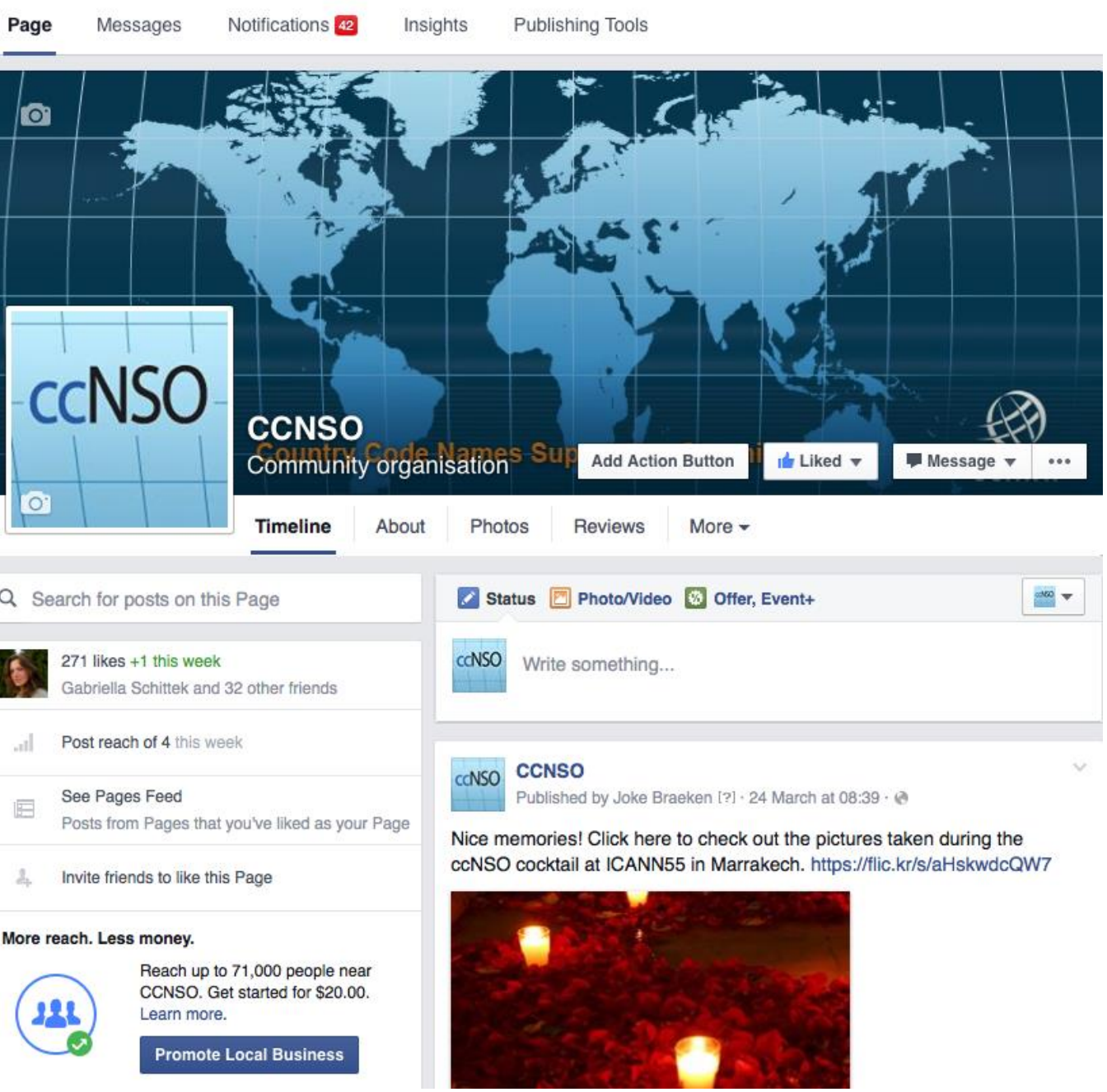
Social platforms

- Facebook
- Twitter
- YouTube
- Flickr
- Podcasts

Traditional Platforms

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

CURRENT MEDIA INVENTORY

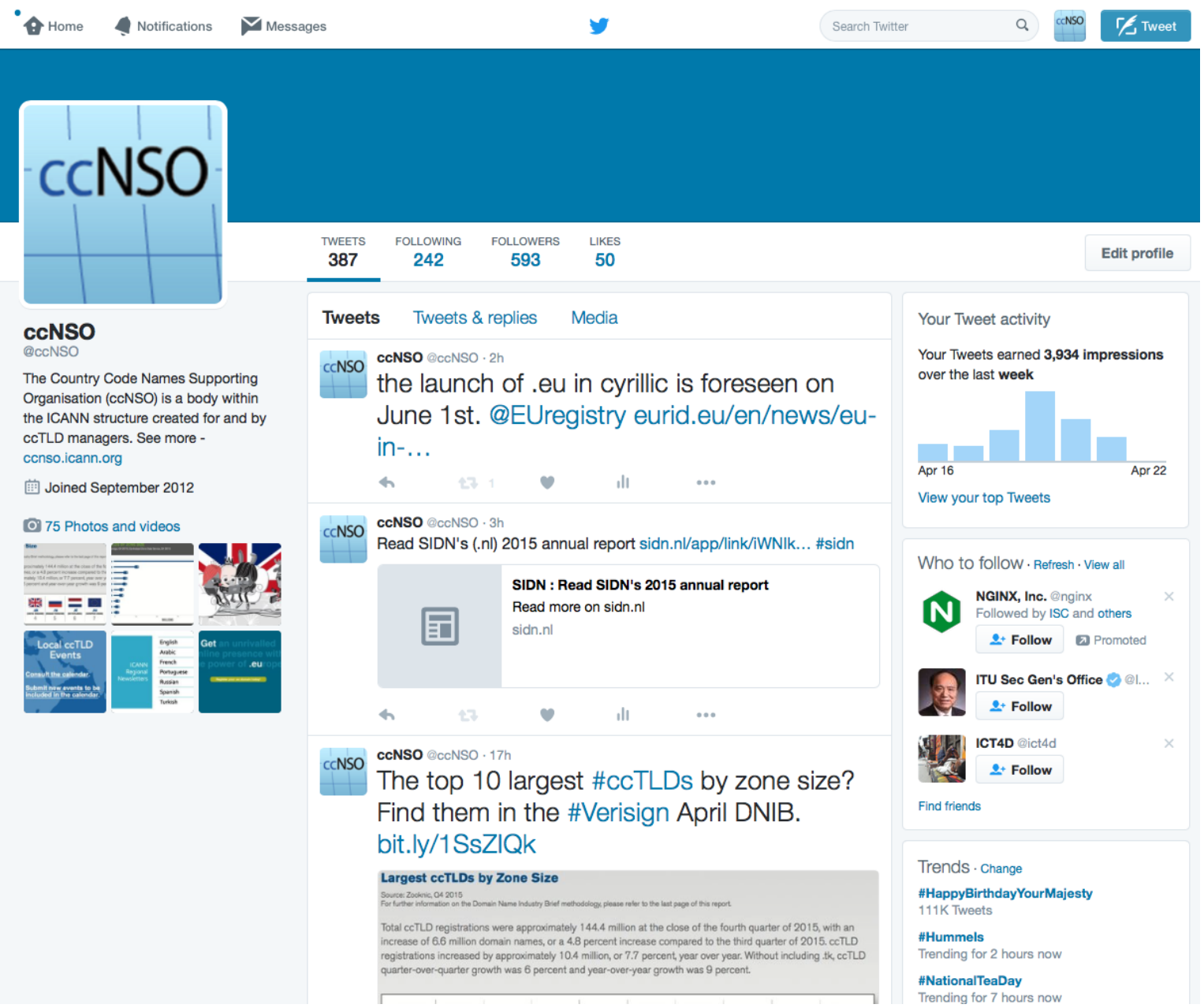


FACEBOOK

HTTPS://WWW.FACEBOOK.COM/CCNSO

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

ccNSO

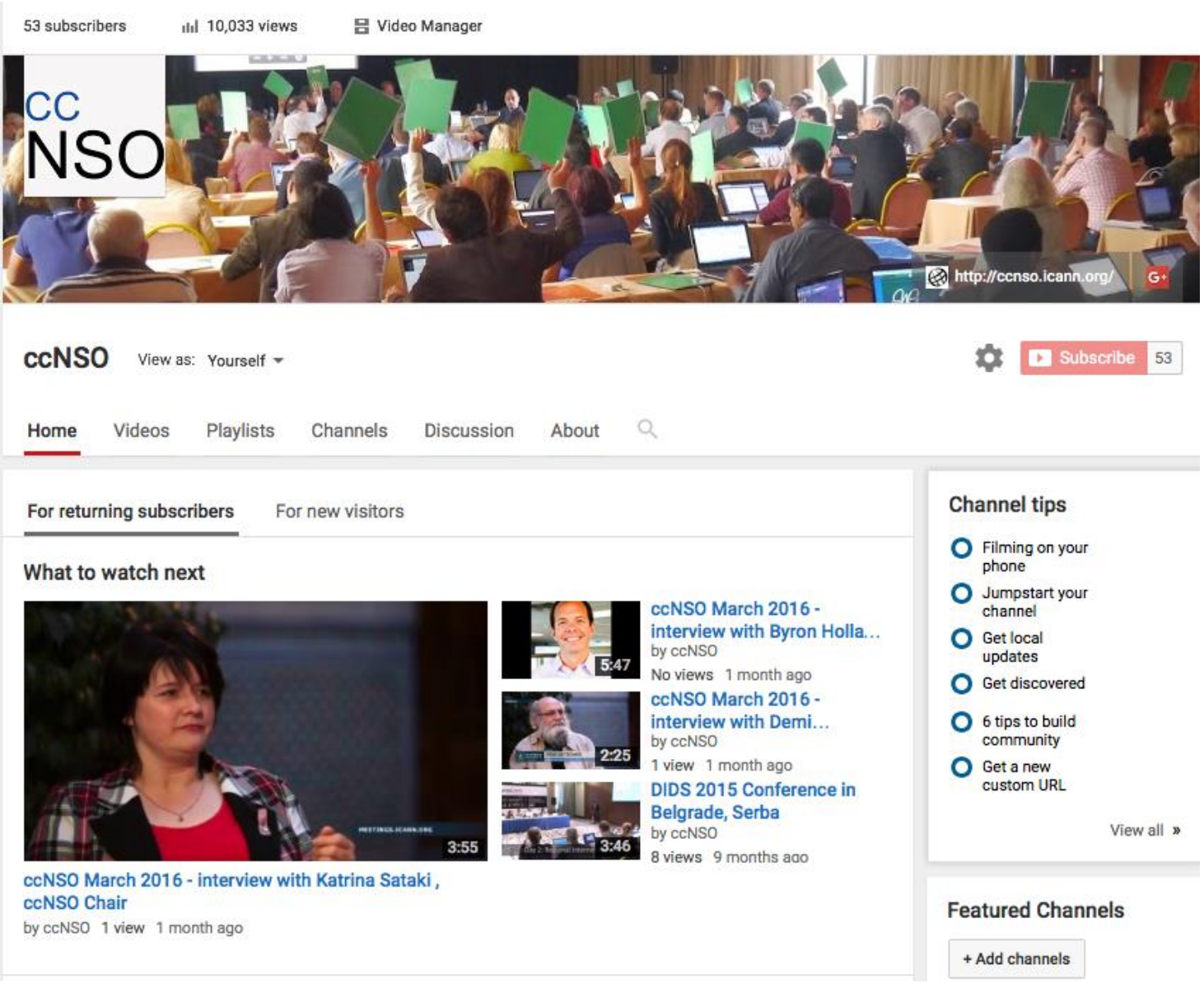


TWITTER

HTTP://TWITTER.COM/CCNSO

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

ccNSO



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

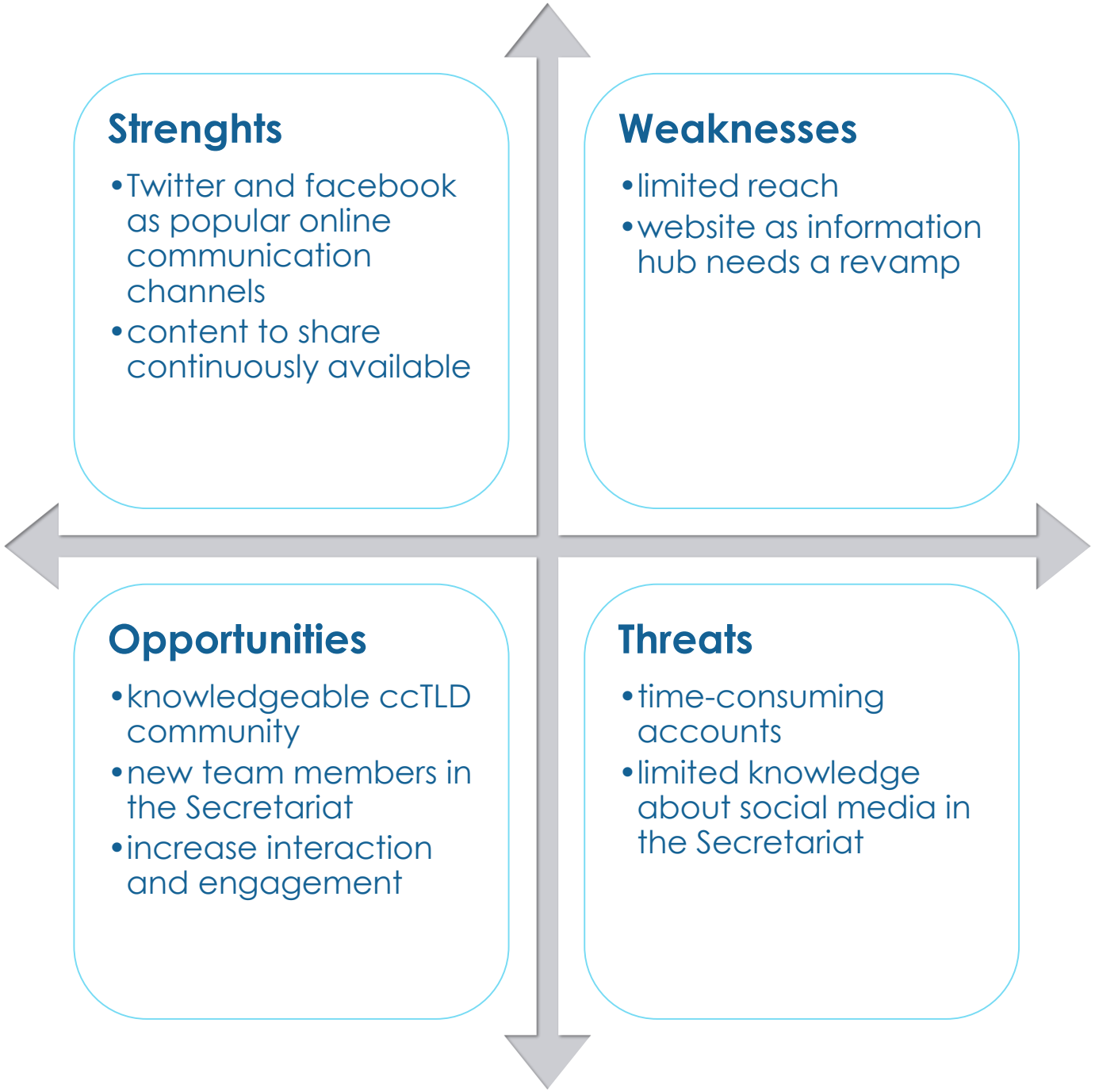
MAILING LISTS

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

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

ccNSO

SWOT ANALYSIS



ccNSO

COMMUNICATION OBJECTIVES

- 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.

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

CONTENT: TYPE

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	

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/86uXHs	#IANAsteward transition and #CCWG accountability discussed by #ccNSO next week Tue & Wed. #ICANN55 Schedule: http://goo.gl/86uXHs + 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/86uXHs + 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/!wd2NW	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/!wd2NW	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/86uXHs + 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/0ASWVp: steps down as #ccNSO Chair. #ICANN55
08-Mar	Tuesday	#ICANN55 Day 1 #ccNSO Members meeting. Check out the agenda http://goo.gl/86uXHs 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	Wednesda y	#ICANN55 Day 2 #ccNSO Members meeting. Check out the agenda http://goo.gl/86uXHs 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					

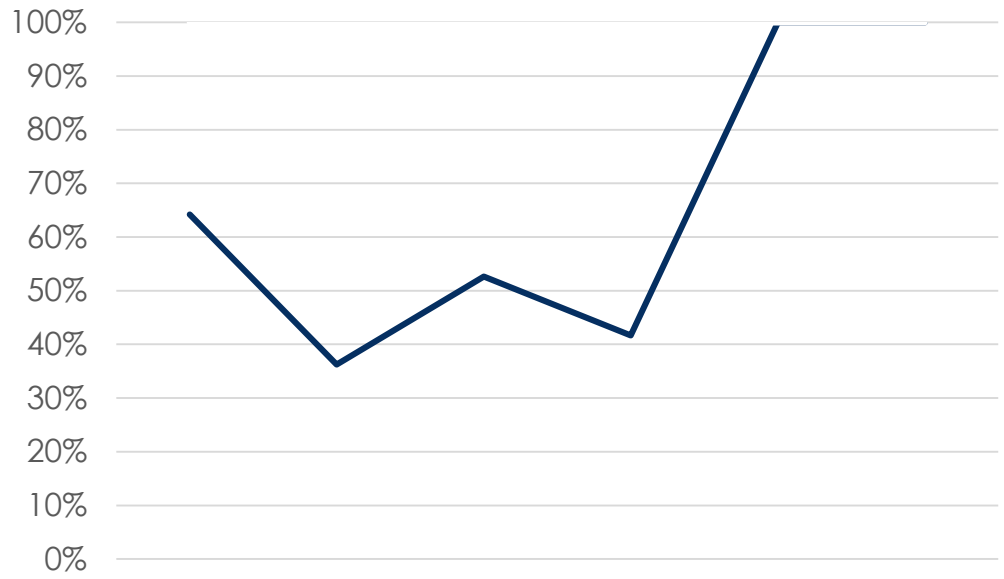
- Example editorial calendar for ICANN55, with room for ad hoc contributions
- Use tools like buffer, that allow to pre-schedule posts
- A yearly editorial calendar has been drafted

CONTENT: PLANNING

ccNSO

MEASUREMENTS OF SUCCESS

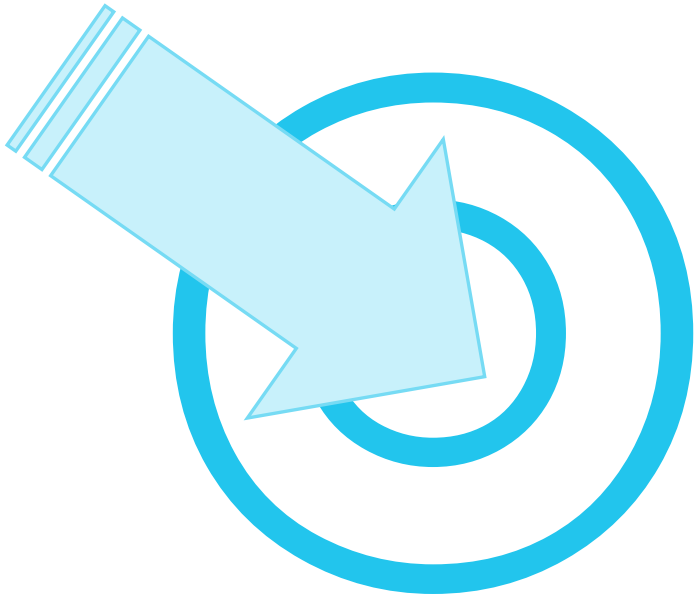
- Facebook: track metrics, page insights
  - E.g. new page likes, reach, engagement rate
- Twitter: analytics via twitter or buffer
  - E.g. new followers, tweet reach and total reach, engagement rate
- Other metrics



TRACK TRENDS
Monthly basis

NEXT STEPS

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



ccNSO

ccnsosecretariat@icann.org

THANK YOU!