Social media strategy summary 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
• 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 Councillors, liaisons with ALAC and GNSO, Regional Organisations

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

• One per TLD, its scope is limited to the IANA transition and ICANN accountability
**Strengths**
- 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
- 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>
</tr>
</thead>
<tbody>
<tr>
<td>ICANN news alerts</td>
<td>Info about WGs</td>
</tr>
<tr>
<td>Vote announcements</td>
<td>Newcomers info</td>
</tr>
<tr>
<td>Survey reminders and invitations</td>
<td>Terms/Acronyms</td>
</tr>
<tr>
<td>Call for comments or input</td>
<td>About ccNSO</td>
</tr>
<tr>
<td>Statements</td>
<td>About the ccNSO Secretariat</td>
</tr>
<tr>
<td>Policy related news</td>
<td>Posts from the “library”, e.g. website content, or video/audio</td>
</tr>
<tr>
<td>Call/webinar/meeting info</td>
<td>Announcements regarding agenda availability/updates</td>
</tr>
<tr>
<td>ICANN communications</td>
<td>Welcoming new ccNSO members</td>
</tr>
<tr>
<td>DATE</td>
<td>DAY</td>
</tr>
<tr>
<td>------</td>
<td>-----</td>
</tr>
<tr>
<td>03-Mar</td>
<td>Tuesday</td>
</tr>
</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

![Track Trends Monthly Basis Graph]
NEXT STEPS

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