

NCUC Social Media & Communication Committee Strategy

➤ **Title:** Empowering Non-Commercial Users: Strengthening Our Voice in Internet Governance.

➤ **Committee led by:** Amin Hacha, Sara Ali

Committee members:

- Aji Fama Jobe
- Theorose Elikplim
- Kossi Amessinou
- Mohammad Atif
- Yasir Zunair
- Naima Awan
- Kossi Amessinou
- Godsway Kubi
- Herve Houzandji
- Karsan Gab
- Remmy Nweke
- Karsan Gab
- Ignacio Gonzalez
- Emmanuel Vitus
- Adarsh Bu

➤ **Objectives:**

- Increase awareness of NCUC's mission, activities, and community.
- Promote participation in ICANN policy development.
- Share updates, events, publications, and calls to action.
- Engage and grow a diverse global audience.
- Highlight contributions from members, especially underrepresented voices.

➤ **Recommended Social Media Platforms:**

| Platform | Purpose | Frequency | Handler/ members in charge |
|--------------------|---|-------------------|---|
| Twitter (X) | Live event updates, calls to action, ICANN/NCUC news Community posts, discussions, event promotions Visual storytelling, member highlights, IG quotes Professional updates, blogs, academic contributions, job opportunities | 2 or 3 posts/week | Aji Fama Jobe Theorose Elikplim |
| Facebook | | | Kossi Amessinou Mohammad Atif |
| Instagram | | | Yasir Zunair Naima Awan |
| LinkedIn | | | Yasir Zunair Kossi Amessinou Godsway Kubi |
| WEBSITE | | | Herve Houzandji Karsan Gab |
| YouTube (optional) | Webinar recordings, interviews, and explainer videos | 1 video/month | Amin Hacha Sara Ali |

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|------------------------|--|--|---|
| Branding and Marketing | | | Naima Awan Mohammad Atif Emmanuel Vitus |
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➤ **Content Pillars:**

| Category | Content Types |
|-----------------------------|--|
| Inform & Educate | ICANN updates, policy developments, explainer posts |
| Promote Events | Event countdowns, Reminder posts, Webinars, working group meetings, and IGF sessions |
| Community Highlights | Call for community input, Celebrate member achievements, member spotlights, testimonials, and photos from events |
| Opportunities | Fellowships, open public comments, call for volunteers, and Partnership opportunities. |
| Advocacy & Voice | Posts on digital rights, internet freedom, universal acceptance |

➤ **Roles & Team Structure:**

- **Platforms Manager:** Handle real-time updates, promote live discussions, and engage followers.
- **Content Creators:** Design graphics, write captions, and adapt content to fit each platform's style.
- **Analytics & Reporting:** Monthly review of insights (reach, engagement, followers).
- **Community Manager:** helpful for managing engagement and conversations across platforms.

➤ **Success Metrics:**

| KPI | Target (Per Quarter) |
|---------------------------------|-------------------------------|
| Followers Growth | +20% across platforms |
| Engagement Rate | >5% per post |
| Website Traffic via Social | Track via UTM links or Bit.ly |
| Event Registrations from Social | Trackable links |
| Member Contributions Shared | At least 2/month |

➤ **Tools & Resources:**

- **Design:** Canva, Adobe Express
- **Scheduling:** Buffer, Hootsuite
- **Analytics:** Platform insights, Google Analytics
- **Collaboration:** Trello/Google Sheets for calendar

➤ **Next Steps:**

1. Approve platform handlers and set up official accounts.
2. First September 2025 can be the date for setting up official accounts.
3. Assign social media team members to each platform.
4. Begin with a soft launch and a Welcome Campaign.
5. Create a monthly content calendar with flexibility.
6. Review quarterly for impact and strategy updates.