

CIVIC 2.0 MEMBERSHIP AND PARTICIPATION STRATEGY

Multilingual Communication Divas

Objectives

- 3 objectives
 - Attract new membership
 - Retain old members
 - Increase participation of members

Attract New Members

- Who are the people we want to attract?

We want people with:

- INTEREST in ICT.
- EXPERIENCE in ICT (people who run telecenters, teachers, etc)
- WORK in ICT (people who currently work in ICT and ICT policy related) It is vital for them, to get information to and from the people in CIVIC

How do we find them

□ Go where they are:

Online places

- Facebook
- Other mailing lists
- Other forums

Physical places

- Meetings and conferences
- Reading newspapers
- Watching TV
- Listening to radio

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

What we do to hook them

- Good Logo design
 - Graphic chart - logo in different formats for use in different media
- Use Online tools
 - Twitter for Caribbean ICT news
 - Facebook group
 - LinkedIn
 - Plaxo
 - Other mailing lists
 - Other online forums
 - Second Life
 - Podcasts
 - YouTube Channel



What we do to hook them

- Other members

 - Create a template that members can send to potential members

 - Create a membership drive - prizes?

- Other media

 - Stickers

 - Buttons

 - Flyers

 - Radio and newspapers

 - CIVIC syndicated column in the regional newspapers

 - Regional TV program on ICT (**BBC Click** for Caribbean)

What we do to hook them

□ Song

CIVIC song - create lyrics to be put to various music styles

- merengue, reggae, zouk, soca, compas

□ CIVIC widgets

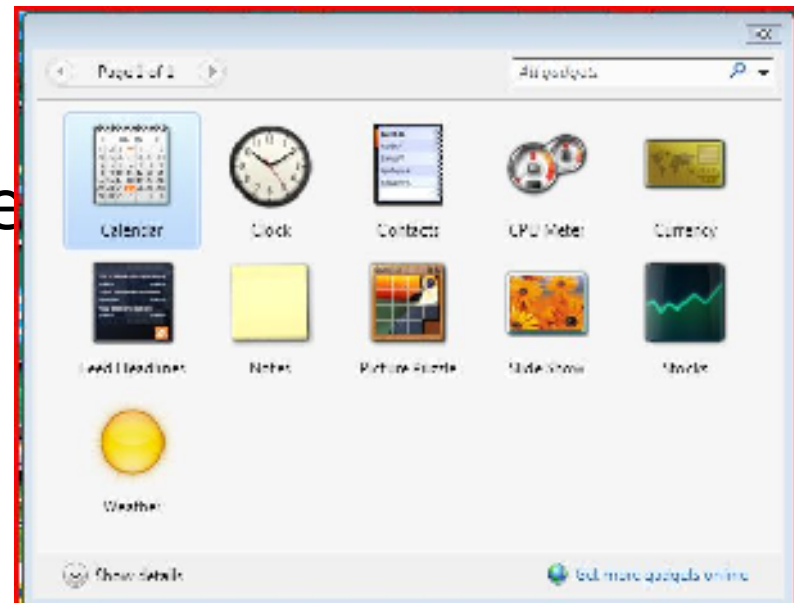
Google widget

Windows Vista widget

Mac OS widget

FOSS widget

Facebook widget



Visibility in other meetings

- Media Kit for members to take to other events
 - Powerpoint template for own presentations
 - Powerpoint presentations on CIVIC (5 slides - 10 mins in French, Dutch and Spanish, 5 mins in English)
 - Flyers
 - Stickers
 - Buttons
 - T-Shirts and Polos

Build the BUZZ before!

Content creation

- Information that CIVIC can provide
 - Downloadable position papers and press releases
 - Tricks and tips
 - Twitter
 - How to use FaceBook safely
 - Business Blogging
 - Short background document
 - Internet Governance road map
 - Domain Names
 - IPv6
 - FLOSS



CIVIC Webconference

One per year picking up issues from channels

Telecenter every 2 weeks for people with no broadband

Internet Fiestas



Alliances

Participate in other events with other groups

Networking and linking with other orgs to increase visibility

- BytesforAll (Goa, India)
- GlobalVoices
- Ugabytes (English speaking Africa)
- Alfa-Redi (Peru)
- Vecam (Francophone)
- APC
- CARICOM/ACS/OECS/EU

Merchandising

Café Press

- Tshirts
- Polo shirts
- Coffee mugs
- Mousepads
- USB Flash drives

cafépress®



Participation

- What do we mean by participation?
Talking or
Simply being part of the group or
Both



Participation

- We need to encourage people to inform CIVIC about what they are doing
 - Projects
 - Activities
 - Research papers
- And what's happening in their community
 - Conferences
 - Meetings
 - Presentations
 - Opportunities



Ways to increase Participation

- Channel update via email
- Channel advertising via CIVIC
 - Get more people to join the channels
- Subscribe all people to all Channels?
May not be scaleable

CIVIC-er of the month

- Profile of CIVIC member
 - Bio,
 - Video interview
 - Website/blog
- Keep a searchable archive of the profiles

Retaining membership

- Moderation and Best Practices in the Network

 - Subject lines in CIVIC emails

 - Need to organise subject lines to reflect the topic (or the changing topic)

 - News and updates

 - Need to know the country of the event/news etc

 - Fresh and interesting content

- Ongoing Channel Manager Training

 - Standard CIVIC tagging so material is easily available when searching

Resources Needed

- LOTS of human resources
 - Channel Managers are necessary resources.
- Proper translation for the content that we are sending out
- Some finance is important
 - Merchandising
 - Adverts
 - Donations
- Networking
 - Media partners

Benefits

- More members!
- More participation!