

# CIVIC 2.0 MEMBERSHIP AND PARTICIPATION STRATEGY

Multilingual Communication Divas

# Objectives

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- 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

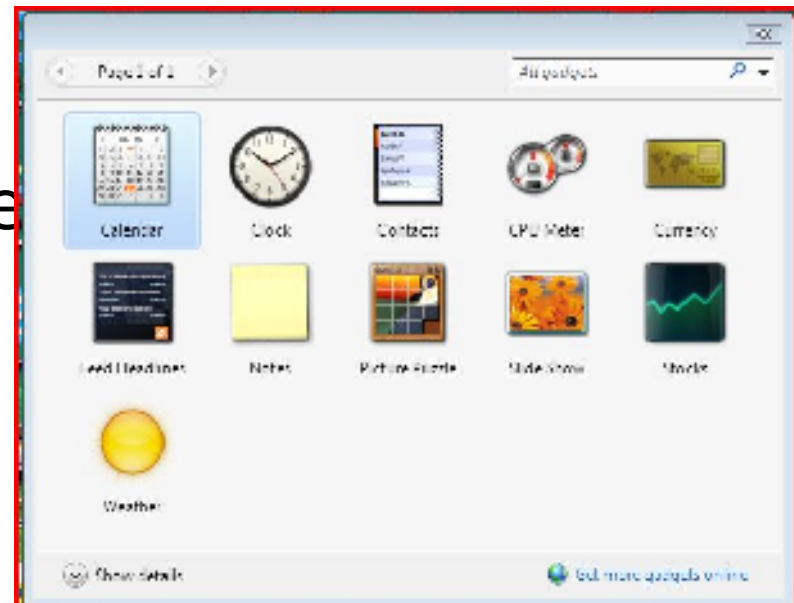
Google widget

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

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- 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

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- More members!
- More participation!