Board of Trustees AGM, Nairobi
June 2017

Internet Society in our 25th Year

Extending our sphere of influence, becoming a leading voice for a global Internet

James Wood
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Putting our Identity to work

Agenda:

- A foundation for the future

- Internet Society in the Community

- Internet Society in the World

- Redesigning our website

25th ANNIVERSARY YEAR

25th ANNIVERSARY YEAR

We want a better Internet.

We are taking steps to improve the Internet
for the benefit of people around the world.

Our Identity is key in helping us get there.

- A driving force for the organization

- A unifying influence

- A way to stand out

We're committed
to an Internet for
everyone everywhere.
This is an Internet
that offers hope and
celebrates humanity.
Together, we can
make this happen.

Join us at isoc.org

25th ANNIVERSARY YEAR

Internet Society

Our foundation

The Internet Society is changing.

The organization is embracing our identity values developed in 2016:
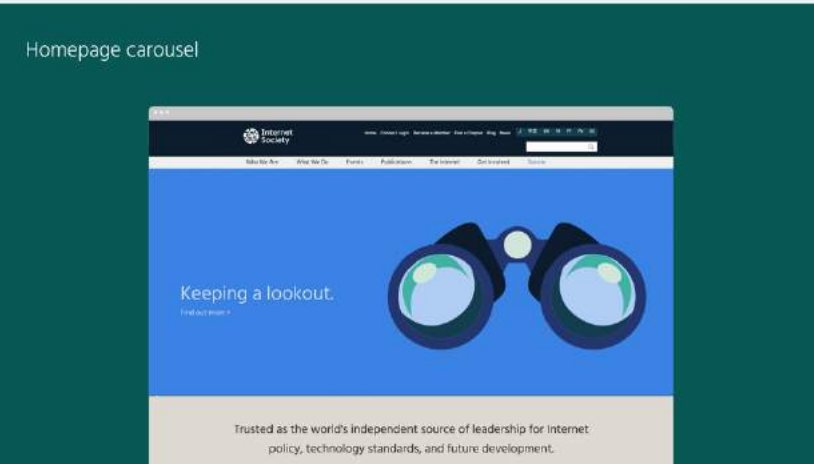
Be bold and vibrant and bold

Speak with clarity

Connect with our community in unique ways

Look outwards

25th ANNIVERSARY YEAR

What we look like

Additional guidelines and tools are being developed to help us tell our story.

What we say

We are speaking with conviction and people are listening.

Our history from the last 25 years gives us the credibility to speak with influence.

ISOC clearly sees July's G20 Summit as the best opportunity to address that concern, with Brown calling it a "turning point that should not be missed." And its position is stated simply: "The Internet Society calls for ubiquitous encryption for the Internet. We strongly believe that this is the best foundation for trust in the digital economy, and we urge the G20 nations to stand behind encryption."

Article from The Register, April 4, 2017
https://www.theregister.co.uk/2017/04/10/internet_society_full_encryption/

25th ANNIVERSARY YEAR

Embedding our brand across our community as part of our 25th

What we are doing

Using our 25th anniversary as a springboard, our identity provides a firm foundation to extend the Internet Society's visibility and sphere of influence around the world, helping us to speak with a more powerful voice on the issues that matter to the Internet most.

25th ANNIVERSARY YEAR

Chapter engagement plan

During 2017 we have been building on the brand work delivered as a foundation for the delivery of brand-led assets that help us to tell our story around the world.

Uniformity across the Chapters and Community by the end of 2017 will create the basis for consistent brand perception at regional and global levels.

What we are working on

- Finalizing first phase of development for Chapter-specific templates
- Implementing the Digital Asset Management tool that will house all brand assets including photos, logos, templates, Chapter resources
- Briefing Chapters on Brand and Chapter tools during Chapter calls (Middle East and African bureaus to date)

Internet Society
جمعية الإنترنت - اليمن

Internet Society
Capítulo Bolivia

What's coming up

2nd phase of Chapter tool development:
- Website/Newsletter templates
- Event support (templates for banners, t-shirts, etc)
- How-to guides on using resources

Internet Society in the World

Speaking with a stronger voice

Traditional media results during Q1 on the Trust and Access campaigns show 196 mentions of the Internet Society in media outlets throughout the globe for a total of more than 300,000,000 impressions.

"It is time to stop kicking the encryption football up and down the field. Instead, we should recognize that encryption is key to the future digital economy and stop treating it as simply an obstacle to law enforcement."
Kathryn Brown, CEO, Internet Society

"Internet guidelines – Facebook tools," by Laurens Cerulus
PoliticoPro, April 7, 2017

POLITICOPRO

25th ANNIVERSARY YEAR

Reaching a larger audience through social media

Highlights:
- #Shinethelight tweets earned 972,700 impressions (733.3% increase)
- We streamed our first ever Facebook live event (Q1 Community Forum)

Internet Society was live.
March 16 · 🌐

2.2K Views

❤ Love   💬 Comment   ➤ Share

👍❤😮 You, Nicole K. H. Armstrong, Lia Kiessling and 69 others   Top Comments ▾

25th ANNIVERSARY YEAR
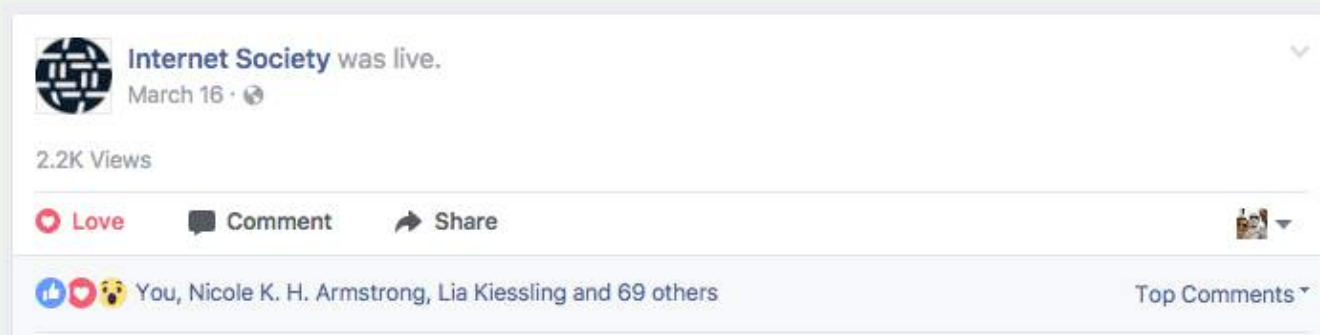
#shinethelight

Leveraged International Women's Day (8 March) to advance an ongoing campaign (Shine the Light) to boost the visibility of female role models for women in tech.

Opinion-forming through Global and Regional Visibility

Internet Society says security collaboration is key for a free and neutral internet

By **CONSTANCE BOMMELAER** • @internetsociety • May 16, 2017, 11:45AM

SC MEDIA

BUSINESS INSIDER

Mail Online

HUFFPOST

The president and CEO of the Internet Society, Kathryn Brown, has gone on record to state that encryption "should be made stronger and universal, not weaker".

Connected learning key to improving education in Africa, says Internet Society study

English | En Français

allAfrica

INTERNET   RWANDA

Like 5   Tweet   Pin it   Share   1   G+1

Image By Biztech Africa   May 8, 2017, 2:42 p.m.

ICT and the Internet in particular, can have a transformative effect on education in Africa, says a report launched today by the Internet Society.

At the Africa Regional Internet and Development Dialogue taking place today in Kigali, Rwanda, the Internet Society revealed the results of a study entitled "Internet for Education in Africa – Helping Policymakers to Meet the Global Education Goals". The new report assesses how the Internet is used in the education sector in Africa. It also looks at the untapped opportunities by examining experiences in other

The New York Times

ZDNet

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The Net Effect

Picture messaging firm Snap once snubbed a buyout offer from Facebook. Is it now losing to its Facebook-owned rival Instagram? Plus, we chat to Kathryn Brown, CEO of the Internet Society, and Professor

Available now
🕐 23 minutes
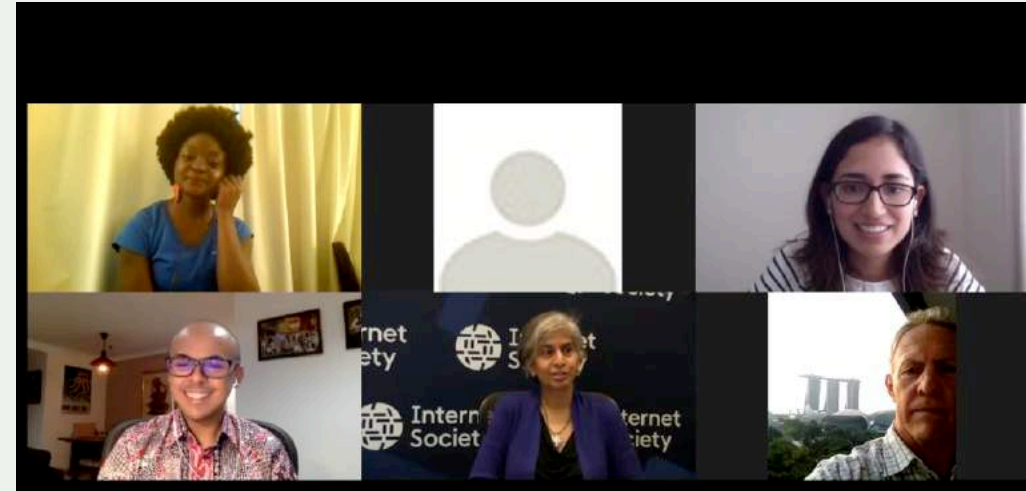
25th ANNIVERSARY YEAR

18

Using our 25th to be better known

Using our identity foundation to build momentum and take the Internet Society to the next level.

Convening key commentators and tackling the hard issues to be seen as a key influencer.

Community Forum: youth participation
Chatham House, 11th May

Campaigns – our vehicle for advocacy

In 2017 Internet Society campaigns will build brand awareness of our mission and purpose, and engage our audiences and drive advocacy actions.

Introduce Ourselves
Ensure potential community members and targets know our name, history, and achievements.

Grow our membership
Educate audiences on your issues and why they should join in the fight.

Mobilise our community
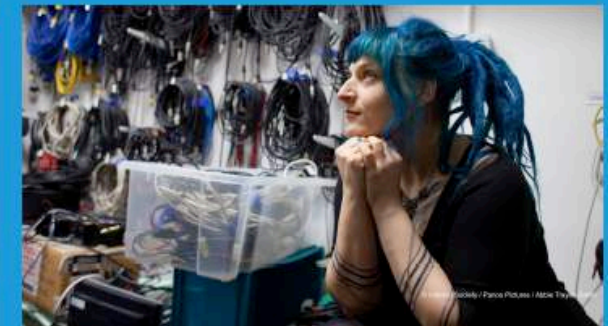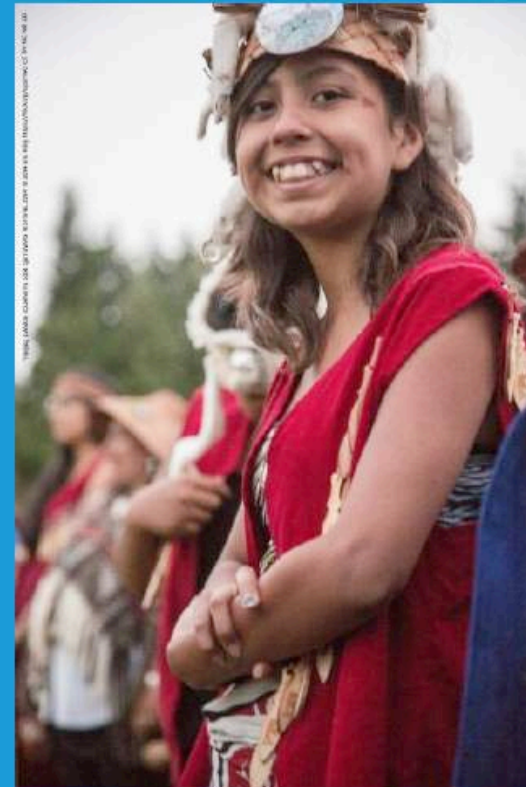Transform community members into advocates for your initiatives and objectives.

Global brand campaign

Our biggest asset is our people and our community. The global brand campaign will celebrate the everyday heroes of the Internet.
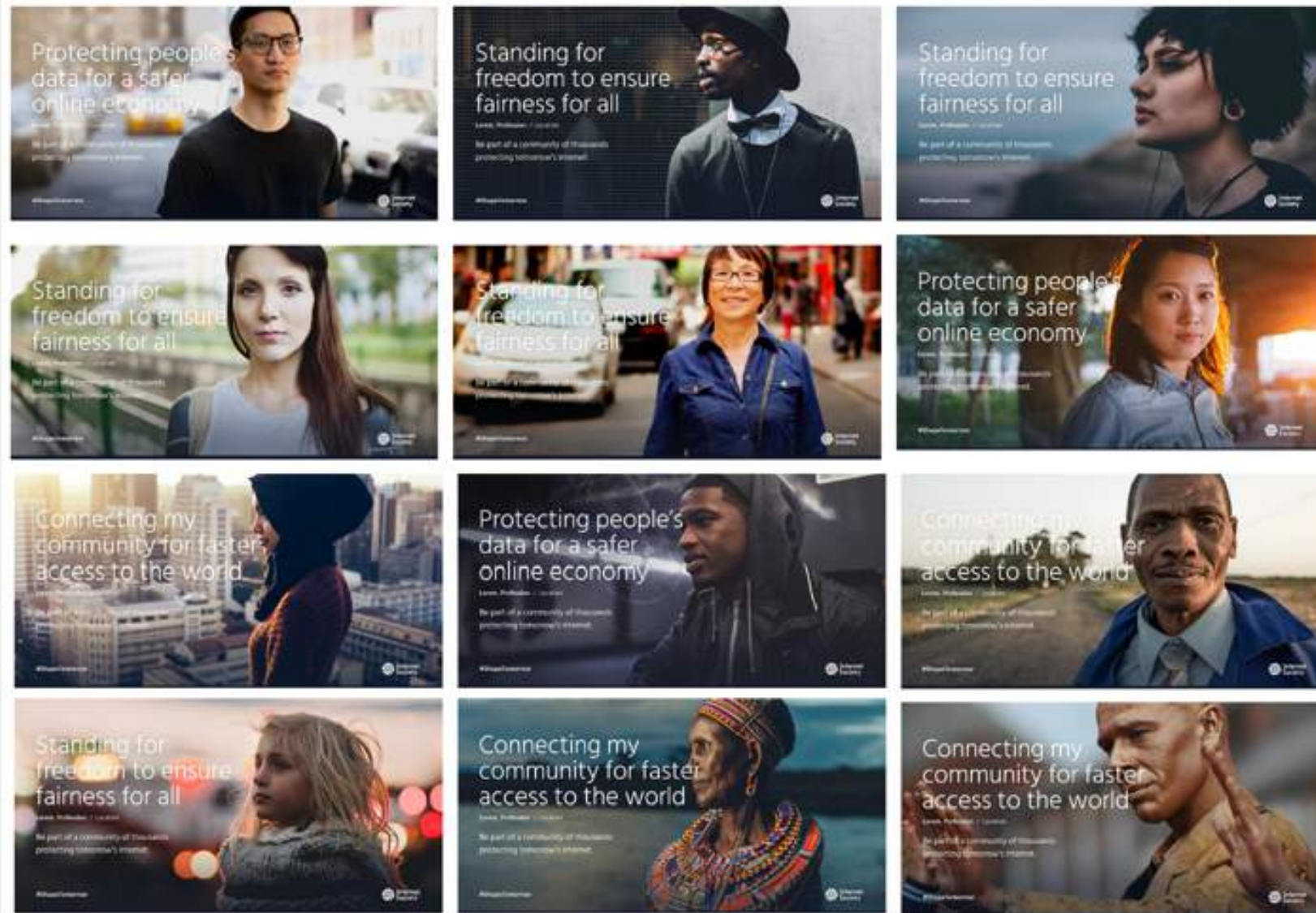
What can we do to #shapetomorrow ?

We'll celebrate these everyday heroes of the Internet

Building awareness

Driving advocacy and action

Access: Community networking campaign

We want policy and decision makers think differently when it comes to connecting the next billion. That includes recognising how innovative, locally driven solutions – such as community networking – help to bring more people online.

Trust: Encryption campaign

We want governments to recognize that strong encryption is essential for the future of the world's economy.

Website Redesign

Redefining our online presence

Our Website Vision

Our website is a driving force in realizing our mission of an open Internet for everyone. It empowers all who care about a free and safe Internet and inspires action to make a positive difference.

It demonstrates our global impact, promotes our point of view, and provides definitive resources on the news, technologies, and policies that shape tomorrow's Internet.

It delivers a focused and engaging experience that connects with a breadth of individuals, organizations and influencers. It extends our reach, supports our community, builds our membership and raises funds for a stronger organization in the future.
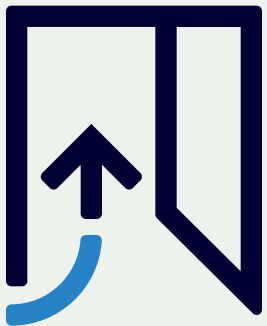
Building for the next 25 years

Advocacy and action-oriented

Global and dynamic

Usable and accessible

Flexible backend

Website Redesign Status Update

After kicking off our website redesign work in 2016, the project team has made considerable progress and is on track to meet the committed timeline.

Phase 1: Website Planning (Completed)

1. Website Plan

   – Vision
   – User Segmentation (ex. identifying user "journeys" through the site and their requirements)

2. Site Map

3. Functional, Technical and Content Requirements

4. Content Audit of existing site

5. Requirements for selection of Content Management System (CMS)
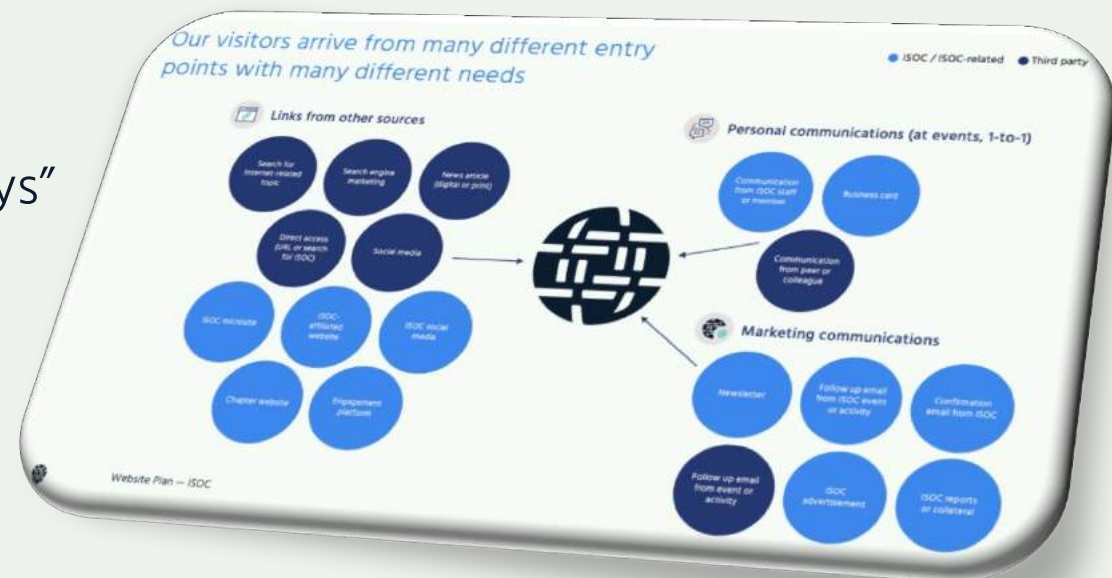
Website Redesign – Next Steps

Phase 2: Website Design (April – June 2017)

1. Website Design (Moving Brands)
2. CMS Selection (WordPress)
3. Selection of Development Partner (ATTCK)
4. Development of site with public beta in June
5. Finalization of Governance Plan (workflow and management of new site)
6. Completion of content strategy and start of migration
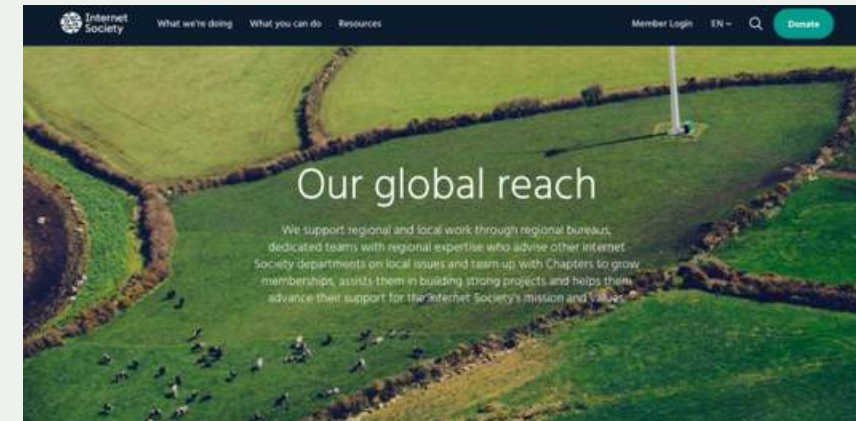
Website Redesign – Next Steps

Phase 3 : Website Development (July – September 2017)

- Ongoing development of site
- Creation of new content and migration/rewriting of current content
- Design iterations based on Beta feedback

Phase 4 : Launch and Evaluation (Sept – December 2017)
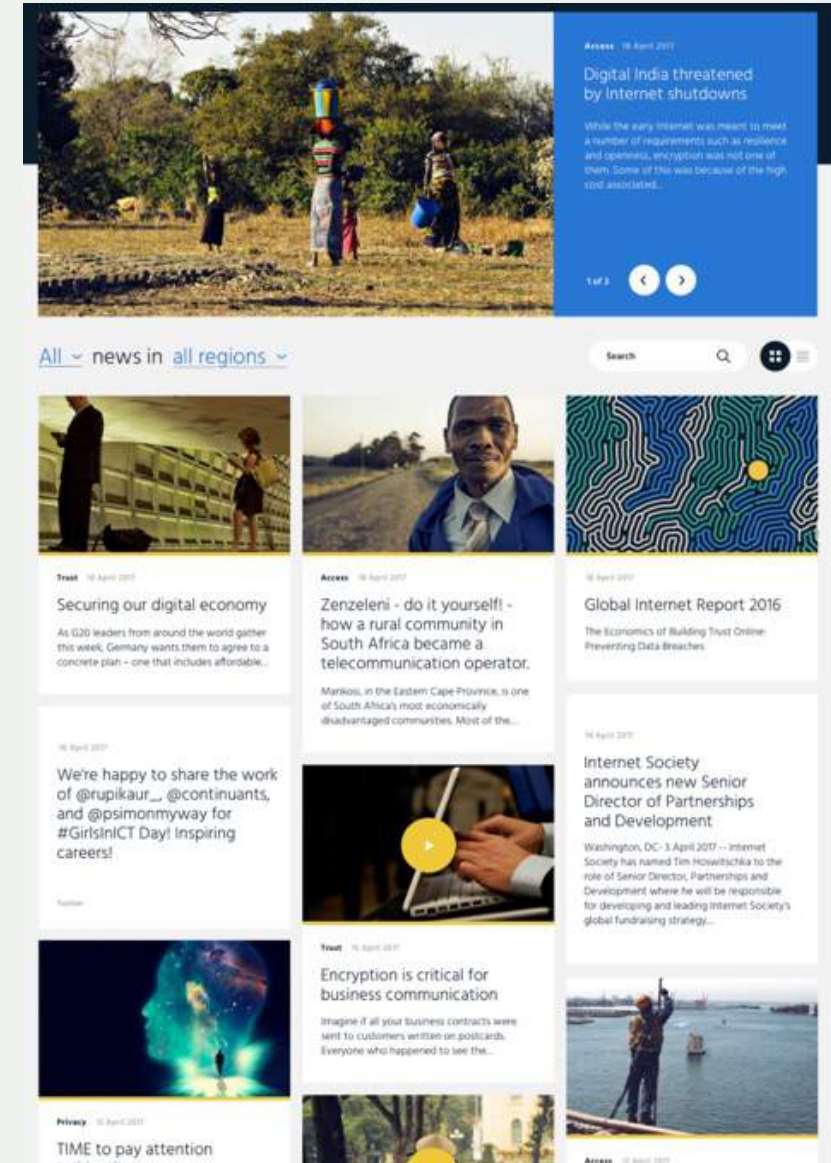
- Launch of new site
- Evaluation / analysis
- Design / development as needed to finalize migration
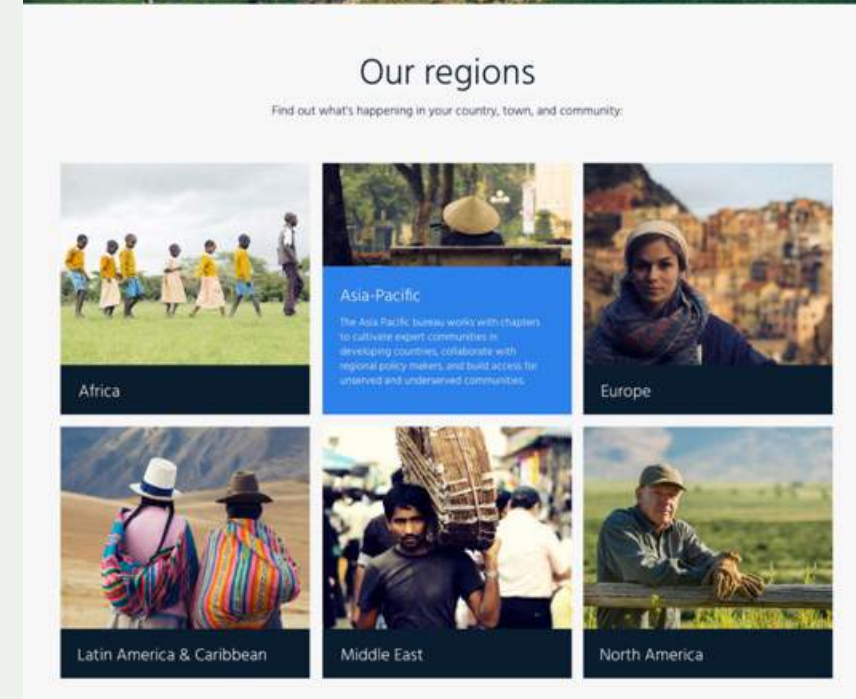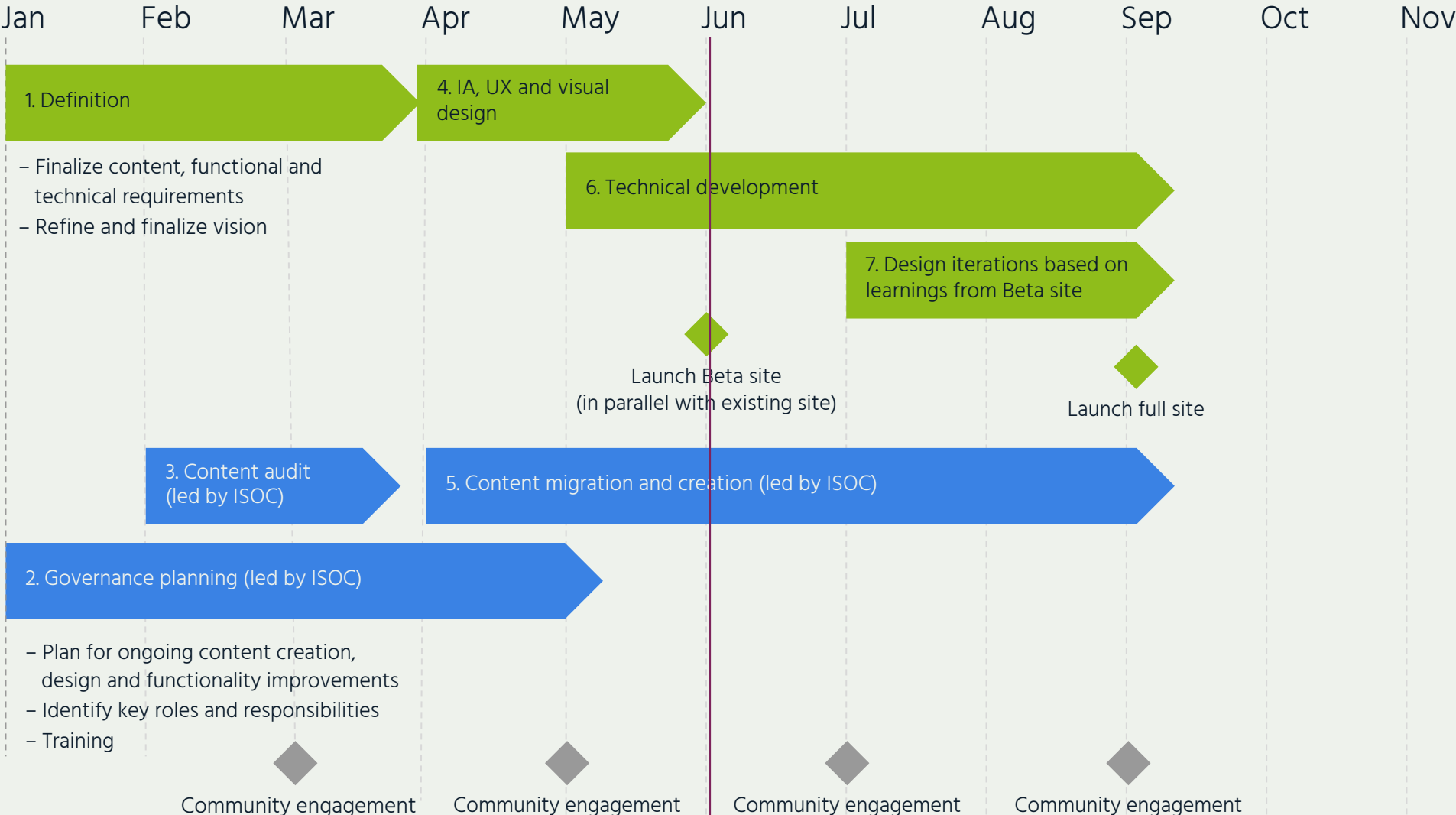
Development in the open – Beta site
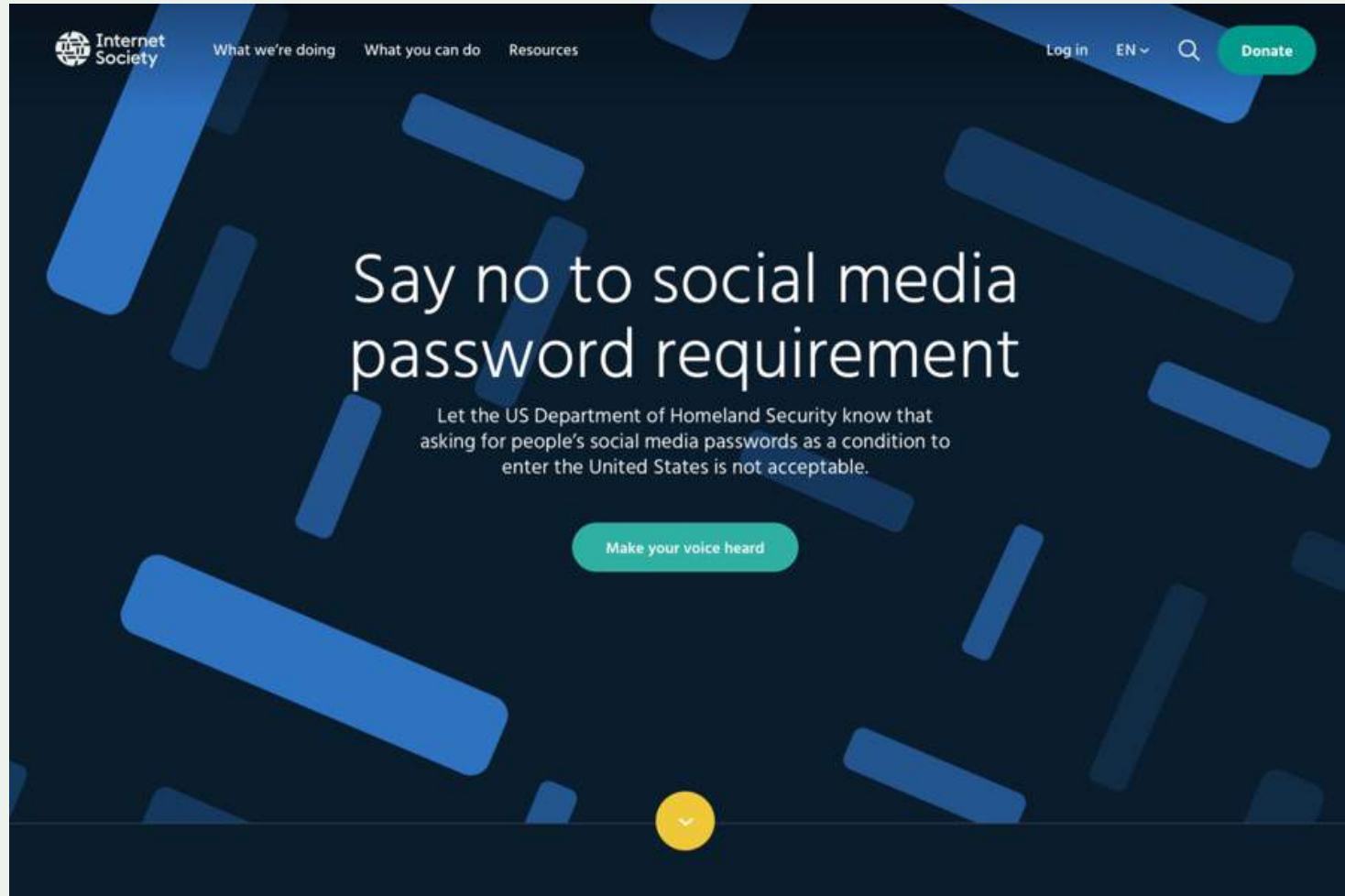
https://beta.internetsociety.org/

- Launch of beta – TODAY

- Site available publicly to anyone

- Issue tracker to collect feedback

- Beta site will be updated throughout further development stages

Overall website redesign timeline

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov

1. Definition

4. IA, UX and visual design

– Finalize content, functional and technical requirements
– Refine and finalize vision

6. Technical development

7. Design iterations based on learnings from Beta site

Launch Beta site
(in parallel with existing site)

Launch full site

3. Content audit (led by ISOC)

5. Content migration and creation (led by ISOC)

2. Governance planning (led by ISOC)

– Plan for ongoing content creation, design and functionality improvements
– Identify key roles and responsibilities
– Training

Community engagement

Community engagement

Community engagement

Community engagement

Time for a Demonstration

Thank you.

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