Moving Past Proposed Sale of PIR
Communications Outcomes & Moving Forward

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2020
Turning lemons into lemonade

Photo by Francesca Hotchin on Unsplash
When We Met in August 2020

The strategy we were working towards was to neutralize the debate while building our reputation for the long-term. To do this focused on sentiment across earned media and social media.

**Earned Media**

Media interviews and commentary from the Internet Society was effective in balancing the debate with **98% neutral sentiment.**

**Social Media**

Neutralizing the debate on social media was a challenge as seen by the **56% negative sentiment.**
Amongst the tidal wave of negativity around the proposed sale, we stayed focused on our mission.
The global pandemic, while unfortunate, provided us with a platform to talk about the Internet.

And enabled us to elevate ourselves from sellers of .ORG to being the voice for a bigger and stronger Internet, a resource that has become as vital as the vaccine.
Building Our Reputation For The Long-Term

To reset misperceptions and enable a better understanding of the Internet Society we focused our media relations efforts on the Internet as a resource for opportunity, and the critical need to growth and strengthen the Internet.

Create a cohesive narrative our our 2020 project work.
Building Our Reputation For The Long-Term

To reset misperceptions and enable a better understanding of the Internet Society, our social media efforts showcased our united effectiveness to build, promote, and defend a bigger and stronger Internet for everyone.

Reset the bar on who we are and what we do.
Neutralizing and Rebuilding

While PIR dominated media attention in Q1-Q2, we gained some high profile, top tier media attention in Q3-Q4 that focused on ISOC’s work. Our social media following also grew.

**Earned Media**

Closed out 2020 with **78% neutral sentiment**.

Beyond that:
- 1417 feature and headline mentions
- 53 inbound media inquiries, some from tier 1 outlets

**Social Media**

Closed out 2020 with **44.4% neutral sentiment**.

Beyond that:
- 16.7% follower growth; LinkedIn being our biggest follower growth channel
Closing out 2020 with 78% neutral media sentiment and 45% neutral social media sentiment for the year, indicates how we neutralized the debate and put ourselves on course to rebuild our reputation.
Better, more effective content will help us:

- Amplify our voice - who we are, what we stand for, and the change we wish to see
- Strengthen our brand presence
- Be seen as a relevant organization for the Internet
- Shape opinion and build our reputation as an influencer
- Drive action
Working toward our vision for content

**Facilitating thought and action.**
We make the technical human, the theoretical practical, the big picture personal.

**Explanations, evidence, human stories and opinions.**
We teach, inform, position and persuade. We augment existing conversations and start new ones. Using words, numbers and pictures.

**The community and beyond.**
People around the world who believe in the principles and potential of the Internet.

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Craft content that **inspires, enables and equips supporters, champions, and allies to collaborate and advocate for an Internet for everyone.**

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**Stronger together.**
Because a healthy internet needs a resilient community.

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**Wherever they are.**
Because ultimately it’s about the people.

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**Taking a stance.**
We have a vision of the Internet that not everyone shares. We stand up for that vision.
Enabling The Organization to Create Better Content

We are building a Content Toolkit for the organization that will help us make our content more effective.

• Provides the guidance we need to manage digital content from ideation to archival.

• A mechanism to ground ourselves in our content strategy.

• A manual for doing content work.
“I’m glad to see that ISOC has finally begun to give some value to being a member of the Society instead of just the Chapters. I have been calling for this since I joined ISOC in the early 2000s.”

- anonymous
Thank you.