

Internet Society Board of Trustees Meeting
March 2021

Moving Past Proposed Sale of PIR

Communications Outcomes & Moving Forward



James Wood
Head of Content Communications

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Head of Marketing Communications

2020

Turning lemons
into lemonade

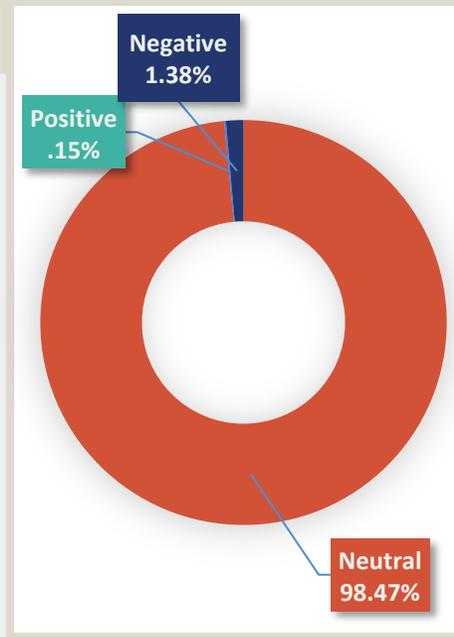


When We Met in August 2020

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.

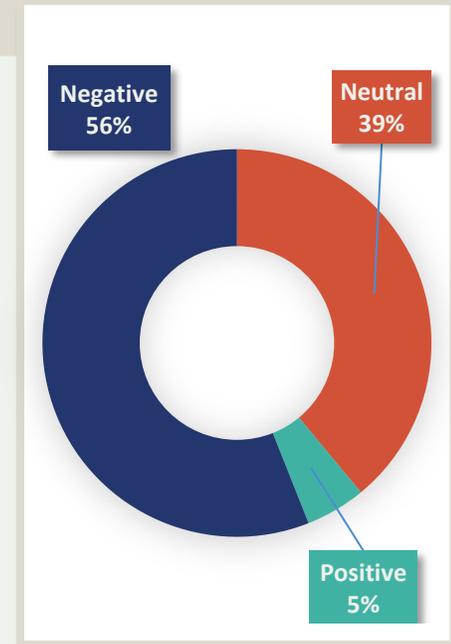
Earned Media

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.

Internet Society: U.S. Administration ban of TikTok and WeChat is a direct attack on the Internet

The U.S. Administration's move to ban TikTok and WeChat for U.S. app stores is a direct attack on the Internet. It is an extreme measure that fundamentally undermines the foundation of the Internet. It's especially a threat [to the principles of openness and accessibility](#) as well as its decentralized management. **The Internet has no center.** This type of top-down intervention is worrisome because – similar to efforts in China – it tries to impose a centralized management style that runs counter to how [the Internet actually works](#).



The Telegraph | ort Business Money Opinion Tech Life Style Travel

Gadgets - Innovation - Big tech - Start-ups - Politics of tech - Gar

Governments square up for a fight with big tech over encryption

Experts on both side of the encryption divide think a compromise is unlikely to be reached

LA NACION

THE NATION | TECHNOLOGY | INTERNET

When an Internet connection is the only link to the quarantined world: the case of El Cuy, in Río Negro

A photograph of a tall antenna structure on a dirt road in a rural area. A truck is driving towards the antenna. The sky is clear and blue.

The installation of the antenna in El Cuy, Río Negro, brought Internet access in February 2019 to that population of 540 inhabitants Credit: Courtesy Internet Society

Internet Society

COVID-19 has magnified the inequality of Internet accessibility.

A new survey of U.K. and U.S. residents: reveals dependency on the Internet and an urgent need to close the digital divide.

80% of respondents said the Internet has become more important in their lives because of the pandemic.

But 49% of the world is not connected.

- 50% rely on the Internet for health information
- 56% of U.S. respondents said their children could not continue education without the Internet
- 67% use the Internet for tracking news and information
- 75% say the Internet is critical for keeping in touch with loved ones

Over 50% of respondents ranked **reliability** an important aspect of the Internet with **access** a close second.

But only **1 in 4** respondents were aware that almost half the world lacks access to the Internet.

Learn more about the digital divide and what you can do to help close the gap.

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

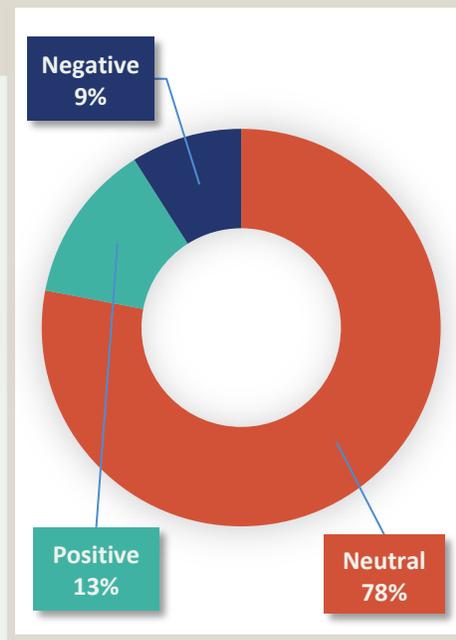
While PIR dominated media attention in Q1-Q2, we gained some high profile, top tier media attention in Q3-Q4 that focused on ISOC's work. Our social media following also grew.

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

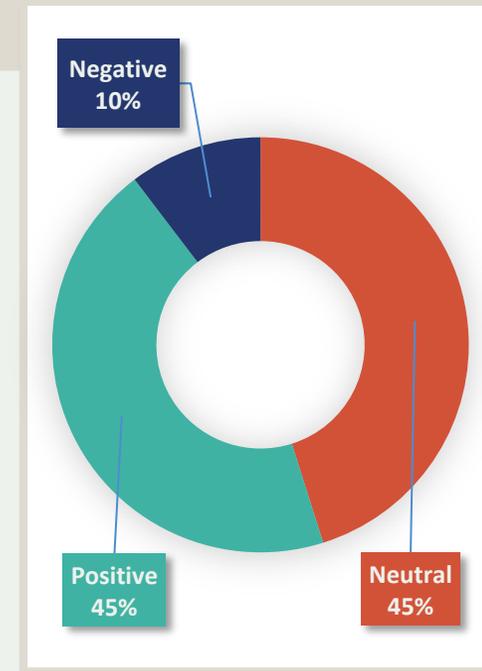


Social Media

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

Beyond that:

- 16.7% follower growth; LinkedIn being our biggest follower growth channel



THE STRAITS TIMES



BBC



The Telegraph

WSJ

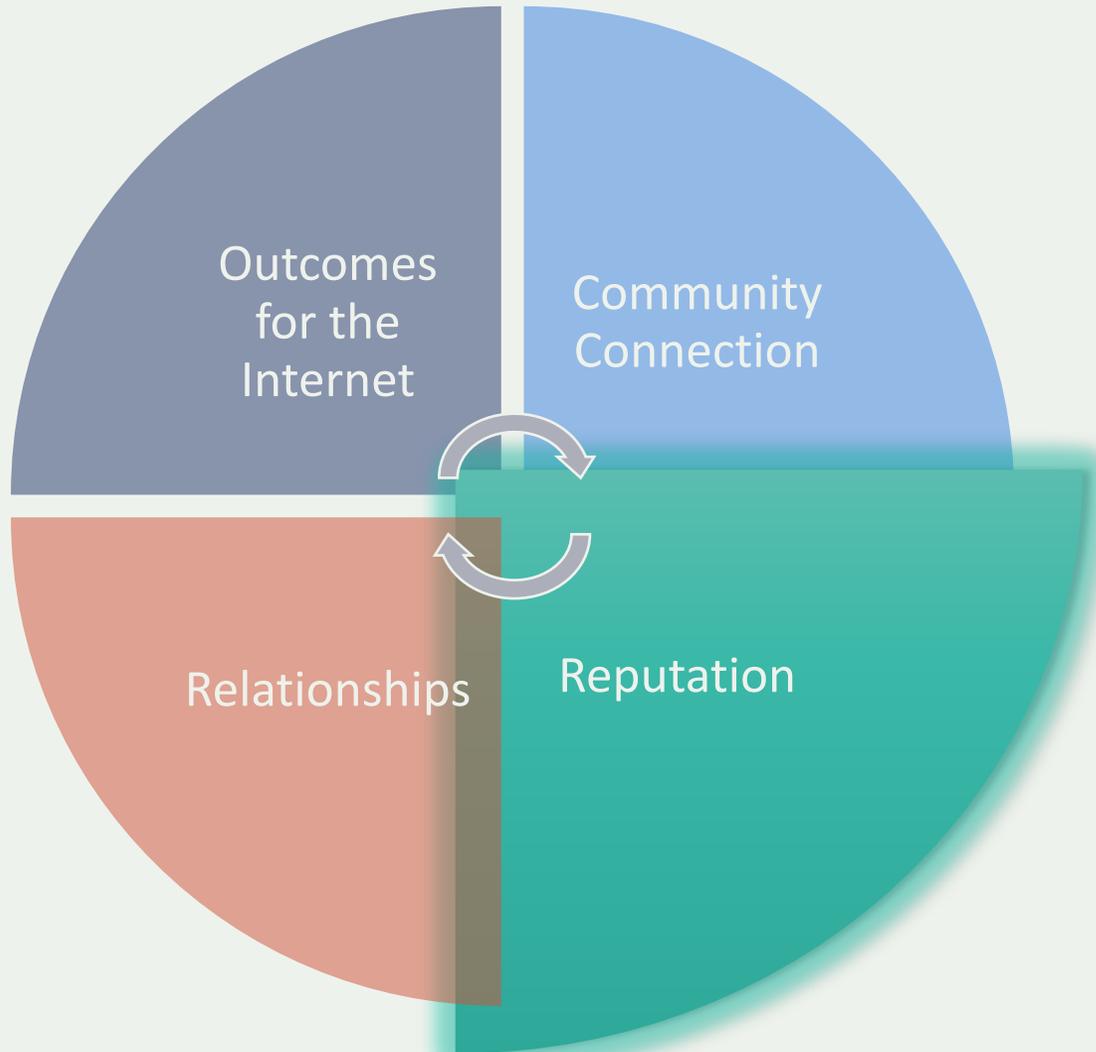
WIRED

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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.



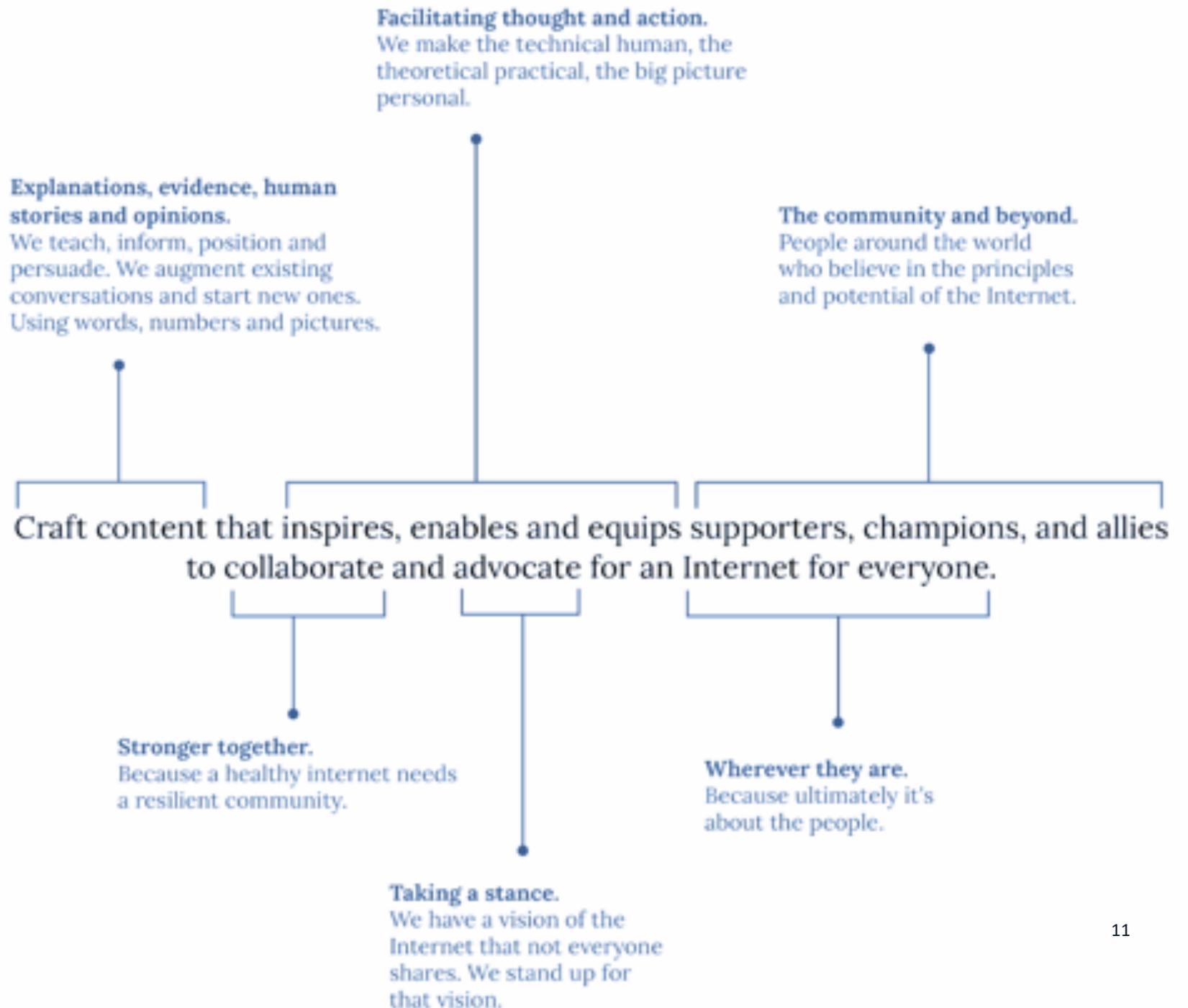
Content Feeds our Reputation



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



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.



Photo by [so flow](#) on [Unsplash](#)

Providing Value Through Content

“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.

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