Media Plan

14th Board of A.S.V.Gay

''A.S.V.Gay Online: Where Every Member is a Contributor''

2023-2024

Commissioner PR, Jaimy van Voorn

Introduction

With immense enthusiasm, we present the media plan for the year 2023-2024 under the motto: "A.S.V.Gay Online: Where Every Member is a Contributor.". This embodies our ambition to create an online environment where our members are not just consumers, but creators as well. Building on the achievements of previous years, this plan introduces new strategies to enrich and expand our diverse community of over 350 members. This plan goes beyond just content creation, placing emphasis on identity, inclusivity, and digital safety. Sharing photos, stories, and member experiences are central to our goal of member engagement and community building.

Based on audience research and analyses, this media plan focuses on our online platforms, mainly Instagram and TikTok. Instagram, our primary platform, is used to share authentic impressions of the atmosphere and important updates. TikTok offers unique opportunities for enhancing member engagement in a more informal setting. Tailored strategies for both platforms have been formulated, all in line with our mission: to convey the atmosphere of our association as authentically as possible. We aim not only to attract new members, but also to increase the engagement of our existing members.

"A.S.V.Gay Online: Where Every member is a Contributor"

Commissioner PR, Board 14

Content

1. Target Audience

By clearly distinguishing between our primary and secondary audiences, we can tailor our content and messages more specifically to the needs and interests of these groups.

1.1 Primary Audience

The primary focus of our media plan is to attract potential members, aiming for growth in follower number on online platforms and an increase in the total number of members. According to the bylaws (HR), these are LGBTQ+ individuals between the ages of 16 to 30 who identify with student life in Amsterdam. This includes both Dutch and international students.

1.2 Secondary Audience

1.2.1 Business Partners and Friends of A.S.V.Gay

Business partners and Friends of A.S.V.Gay are considered as the secondary audience. To make our social media appealing to this group, we are aware that a balance needs to be struck between content created for members and content that is interesting for this audience. Our business partners will be mentioned in any social media collaborations. Friends of A.S.V.Gay are mainly parents of members or alumni, who financially support the association through donations. They will likely follow our social media out of interest and love for the association. Content aimed at this audience will focus more on attracting new Friends of A.S.V.Gay and securing new donations.

1.2.2 Current Members

Our existing members form the backbone of our association, and their engagement is invaluable. We aim to strengthen this by regularly posting relevant content for them, such as photos of past activities, monthly calendars, and Q&A sessions in the stories. The goal is not only to encourage them to actively participate but also to keep their attention.

2. Target Audience Research and Analysis

Within this media plan, we use insights from a national social media research, 'Nationale Social Media Onderzoek (NSMO) 2023', and compare these with the results of the social media survey completed by members of our association. Conducted by Newcom Research & Consultancy B.V., the NSMO is a leading trend research in the Netherlands focusing on the use of social media. The study provides a broad spectrum of insights with a response from 7,021 participants who are 15 years and older. Specific insights from the NSMO relevant to A.S.V.Gay include the growing use of TikTok and Instagram among younger audiences and a preference for visual media.

In addition to the NSMO, we conducted our own survey. This survey provided a more targeted sample of 44 members, an approach chosen to better analyze specific preferences and online behavior within our association.

Merging both research methods allows us to develop a more tailored strategy that takes into account not only national trends but also the specific wishes and needs of our members.

2.1 In-house Research

2.1.1 Background

The aim of the member survey is to gain insights into the preferences and experiences of our members concerning online platforms. These insights enable us to discover optimization opportunities and increase member engagement. Current members not only form our secondary target audience but also reflect the interests and needs of our primary target audience: potential members.

The member survey reached 44 members, including both Dutch-speaking and non-Dutch speaking international members (hereinafter referred to as: English-speaking members), to obtain a representative view of our diverse association. The language difference among the members provides us with the opportunity to understand how cultural nuances can influence the experiences and preferences regarding our online platforms.

2.1.2 Methodology

The survey was conducted via Google Forms, with an availability duration of about 4 weeks. The anonymous nature of the survey ensured the privacy of our members. A total of 44 responses were collected, of which 73% were Dutch-speaking members (32) and 27% were English-speaking members (12). With 28% of our members being international students, this survey provides an accurate representation of the composition of our association.

To obtain reliable and valid data, various types of questions were used. Specifically for complex themes such as decision-making, open questions were used to gain in-depth insights. Closed questions were used for quantitative measurements, such as assessing the user-friendliness of our online platforms. These closed questions included multiple-choice questions with an 'other' option to ensure comprehensive answers and a 5-point Likert scale to measure the intensity of opinions. This methodology was deliberately chosen to capture a broader spectrum of opinions while maintaining member engagement. This combined approach offers a comprehensive view, allowing for a wide exploration of member experience and preferences.
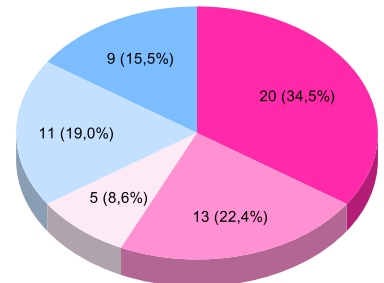
2.2 Online Platforms and Member Recruitment

Understanding how our members first came into contact with the association is crucial for refining our future promotional strategies. A specific focus lies in comparing the experiences and preferences between our Dutch-speaking and English-speaking members.

2.2.1 Strategies for Member Recruitment

Members could choose multiple answer options for this survey question, enabling us to obtain a multifaceted and nuanced picture of the most effective recruitment channels. Results show that members discovered A.S.V.Gay through various channels such as personal recommendations, educational institutions, social media, and our website.

n= 44 members, 58 answers

- Website
- Friends who were already a member
- Friends other
- Social media
- Promotion & education

20 (34,5%)
13 (22,4%)
5 (8,6%)
11 (19,0%)
9 (15,5%)

2.2.2 Role of Online Platforms on Member Recruitment and Decision-Making

Our online platforms play a significant role in the recruitment process, with 29 members (62%) indicating they were positively influenced in their decision to join. These platforms serve not only as a source of information according to 34% of the members (15), but also as emotional drivers, as evidenced by the 16% (7 members) who state that the atmosphere was derivative. Information about the association, activities, and committees turns out to be an important part of the decision-making process. As one member put it: "*The site gave me an impression of a few things, like the committees, activities, and the 'vibe'. This gave me a good idea of what to expect, and I think it pushed me a little more towards signing up*.".

The modern appearance and the up-to-date content of the website were considered influential by 11% (5 members). "*I think the site had to look modern enough, there are some student associations with very outdated sites, and this gave the impression they were kinda boring or did not have much going on.*" said one of the international members. However, outdated membership information can also have a counterproductive effect on decision-making: "*Yes, the late updates on the site – the first route to A.S.V.Gay for me – kept me from joining for a year.*".

A sense of security and trust with the association are also important factors according to 2 members (5%). As one member noted: "*The website gave me a sense of security with A.S.V.Gay, especially the possibility of 'borrelbuddies' gave the impression that the association is really aimed at making new members feel at ease.*".

In contrast, 14 members (32%) were already planning to join or joined based on a friend's recommendation. These results emphasize the importance of keeping our platforms up-to-date and appealing, but also the continued importance of personal connections and word-of-mouth in our member recruitment.

2.2.3 Lingual and Cultural Influences on Member Recruitment

Interestingly, there are significant differences in recruitment routes between Dutch-speaking and English-speaking members. In the category of 'promotion & education' there was a strong discrepancy: only 8% of English-speaking members versus 31% of Dutch-speaking members were introduced to the association via this route. This suggests that our recruitment strategies within educational institutions may not be equally effective for international students. In light of these findings, the possibility of collaborating with English-language programs and enhancing our presence during orientation periods and activities for international students is being considered.

Additionally, a difference was noted in the 'social media' category; 33% of English-speaking members compared to 19% of Dutch-speaking members discovered the association through these platforms. This indicates that international members more frequently use social media as an information source in their decision making.

The 'website' and 'friends' categories showed no noteworthy differences between the two groups, suggesting that these channels are universally effective. These results underline the importance of keeping our digital platforms up-to-date and appealing, as well as catering to the unique needs of our Dutch-speaking and English-speaking members.

To accommodate the preferences of our members, we inquired about their language order preferences for our Instagram captions. Currently, these are first written in Dutch and then in English. Among our English-speaking members, 50% (6) had no preference, while 25% (3) preferred Dutch at the top and the remaining 25% (3) preferred English at the top. Among our Dutch-speaking members, 50% (16) preferred Dutch at the top, 44% (14) had no preference, and 6% (2) preferred English at the top. Although there is a high degree of flexibility in language preferences among both Dutch-speaking and English-speaking members, the Dutch-speaking members tend to lean more towards keeping Dutch at the top. English-speaking members appear to be more flexible. For this reason, it has been decided to continue displaying Dutch at the top to effectively engage our Dutch target audience.

2.3 Conclusion: Gap Between Current and Desired Situation

As of now, A.S.V.Gay has 346 members, excluding alumni, of which 98 are international students. Despite this diversity, there's still much to gain in the area of ethnic and cultural inclusivity. The association appeals to a broad age range, yet there is room for improvement concerning social media presence and impact. While our membership is diverse, we aim to go beyond mere numbers. Our focus is on creating an even more inclusive environment, one that fully represents the full spectrum of the LGBTQ+ community. We believe that this is not a standalone target audience, but an objective to establish a safe environment where various themes can be discussed.

We aim to achieve this by sharing stories and experiences from various cultures, allowing members to have their say. We hope this resonates with members, leading to growth in number of members and promoting greater diversity.

The desired situation is an association embodying our core values of inclusivity, accessibility, and social safety. We strive to present an authentic image of A.S.V.Gay to attract potential members who resonate with our mission and values. Our motto "Queer joy through queer safety" is not just a slogan but a guiding principle for our online platforms.

2.3.1 Followers

In line with last year's growth objectives, we aim for a 10% increase in the number of followers on Instagram and LinkedIn for the upcoming year. We are ambitious about continuous growth, but at the same time, we set realistic expectations based on past experiences and achievements. Last year, the goal for TikTok was to reach 200 followers; this target has now been revised to 180 followers.

We have decided to discontinue our focus on Twitter and Facebook and, therefore, are not setting goals for them for the next year. For more information, refer to section 4.5.

	Followers 2023 *Date: August 1st*	Target Followers 2024 *Date: August 31st*
Instagram	2.041	2.277
TikTok	64	180
LinkedIn	101	111

2.3.2 Content

Our current content strategy does not fully align with what our target audience desires. While posts on Instagram are frequent, twice a week, TikTok lags with only two videos in the past year. An analysis of Instagram post categories shows that posts about holidays (22 posts) and event announcements (18 posts) are the most frequent but generate minimal engagement. Think about this in terms of a low amount of likes and comments. On the other hand, less frequent categories like photos of activities (7 posts), committees (4 posts), and monthly calendars (12 posts) generate more engagement. These insights underscore the need for a content strategy that authentically represents the association's atmosphere and activities.

For detailed plans for Instagram and TikTok, refer to sections 4.2 and 4.3.

3. Objectives

"Queer joy through queer safety" is not just a slogan but serves as the guiding principle for our online platforms. We aim to be an association that upholds the core values of inclusivity, accessibility, and social safety. The social media objectives will build on this foundation:

- **Increase follower count**: Increasing the number of followers enhances online presence, potentially resulting in greater reach and more potential members**.**
  - Objective: A 10% increase in the number of followers on Instagram and LinkedIn and reaching 180 followers on TikTok next year.
- **Enhance visibility and brand awareness:** Increasing visibility and brand recognition could lead to more partnerships, sponsorship opportunities, and greater reach for awareness campaigns and activities.
  - Objective: We extend the online presence of the association by using diverse content and cross-promoting on other active channels to increase the likelihood of people encountering the association in multiple places.
- **Stimulate engagement**: High levels of engagement create a lively, interactive community more likely to participate in activities, support initiatives, and spread the association's message.
  - Objective: We actively engage members and followers through diverse and frequent posting, both regular posts and stories.
- **Focus on new members**: Targeted content lowers the entry barrier for (potential) new members to actively participate in the association. It is important that they can find all the information they need, both when they're learning about the association as when they have become a member.
  - Objective: We create content specifically aimed at attracting and informing new members, like adding an FAQ-section to online platforms.
- **Improve atmospheric impression**: The online platforms often service as a first point of contact and should represent the association as authentically as possible to invite members to join an activity or sign up.
  - Objective: We increase the use of recent visual content, such as photos and stories of current, active members. Given our diverse membership base, it is imperative to authentically represent all kinds of members in our visual and textual content to ensure that we are inclusive and reflective of our associations' diversity.

3.1. Sub-objectives

To achieve our main objectives, we will focus on the following sub-objectives:

- **Enhance content diversity**: A variety in content keeps existing followers interested and attracts a wider audience, thus achieving growth in followers.
  - Objective: We experiment with various content types to keep the account engaging.

- **Optimize accessibility**: User-friendly platforms are crucial to making information accessible to everyone, thereby increasing engagement.
  - Objective: We conduct usability tests and periodic member surveys to collect feedback. Additionally, we will add subtitles to future videos and summaries to longer articles.

4. Social Media Platform Strategy

In an era where digital presence increasingly defines brand awareness and visibility, a social media strategy is crucial. Our online platforms offer potential members a first impression, and by showcasing our members and activities, we create a sense of familiarity before someone joins an activity or the association.

4.1 General Considerations

Over the past year, the focus was mainly on Instagram, while TikTok was somewhat sidelined. Both platforms have their unique advantages and target audiences. Instagram is particularly suitable for in-depth and visually appealing content, whereas TikTok focuses more on short, engaging videos for a younger audience. This difference in focus and format sometimes makes it challenging to seamlessly integrate content across both platforms.

The aim of our content strategy is to increase our online presence while providing both members and followers with valuable and informative content. This strategy is based on member feedback and primarily includes photos, activity updates, membership information, and member experiences. To keep up with trends and member preferences, we have already produced three TikTok videos: a 'behind-the-scenes' video of the preparations for our Pride boat, another showcasing the Canal Parade itself and an after movie of the last Ontrozing. These have been well-received, demonstrating that diversifying our approach across different social media platforms is an effective way to reach a broader audience.

4.1.1 Content Strategy and Member Preferences

To reach a broad audience, we aim for a balance between consistency and variety across different online platforms. Although our house style elements and core values remain constant, we adjust the content per platform to make it more appealing for individuals to follow us on each one. Based on a closed-ended question where members could choose multiple answers, members preferred photos (31%, 38 members), followed by videos (20%, 24 members), and stories (18%, 22 members). Less conventional forms like reels (11%, 13 members), infographics (11%, 13 members) and illustrations (9%, 11 members) are less popular but have potential as supplementary content types. Strategically, we will keep using photos as core content. The post frequency remains at least twice a week on Instagram and once a month on TikTok, while stories provide snapshots that we can make permanent through Instagram Story Highlights.

4.2 Instagram

4.2.1 Followers and Engagement

Instagram remains our primary platform, with an impressive 95,4% of members (42) following our account. Posts that provide an impression of the atmosphere of the association generate more engagement, making the platform crucial for attraction potential members.
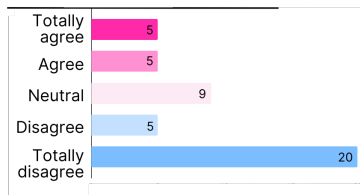
4.2.2 Role of Instagram in Decision Making

A significant portion of members (46%) indicate that Instagram was not determinant in their decision to become members. A possible explanation could be that people primarily go to the website for substantive information, while Instagram serves as a visual supplement to the website and acts as a 'mood setter'.
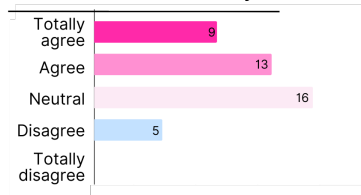
4.2.3 Strategies and Improvement Points

Various aspects of the Instagram Account have been evaluated, ranging from the frequency of posts to the diversity of the content.
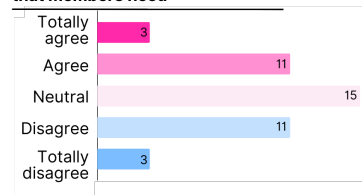
played a significant role in the decision to become a member

Totally agree	5
Agree	5
Neutral	9
Disagree	5
Totally disagree	20

is accessible and user-friendly

Totally agree	9
Agree	13
Neutral	16
Disagree	5
Totally disagree	

contains all the information that members need

Totally agree	3
Agree	11
Neutral	15
Disagree	11
Totally disagree	3

accurately reflects the atmosphere of A.S.V.Gay

Totally agree	7
Agree	9
Neutral	17
Disagree	5
Totally disagree	5
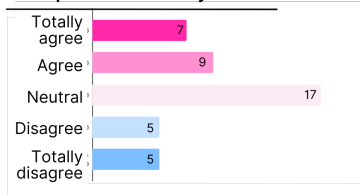
posts are made frequently

Totally Agree	6
Agree	11
Neutral	17
Disagree	9
Totally disagree	
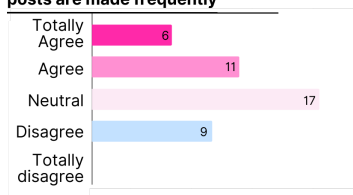
is interesting for new members

Totally agree	6
Agree	12
Neutral	16
Disagree	9
Totally disagree	
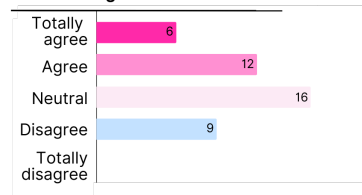
contains varied content

Totally agree	3
Agree	10
Neutral	18
Disagree	8
Totally disagree	4
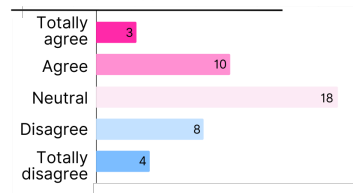
The following strategies are based on these findings.

1. **Activity Promotion and Member Engagement**: The majority of members primarily follow the Instagram account to stay updated on association activities and to see photos from these events.
   - Objective: Increase member engagement through effective activity promotion.

- **Strategy**: Keep members and interested individuals informed about upcoming activities through both posts and stories and post photos of activities that have already taken place to provide a comprehensive view of the association and its atmosphere. Additionally, the monthly calendar is posted every month.

2. **Improving information provision**: Not all members agree that all the necessary information can be found on Instagram. This is a point of attention for the content strategy.
   - Objective: Ensure that all essential information about the association is available through Instagram.
   - Strategy: Add a FAQ-section to the Instagram Story Highlights and publish infographics on important LGBTQ+ topics or association matters when desired.

3. **Authentic atmospheric impression and more (recent) visual material**: Members are generally fairly positive about how the association's atmosphere is portrayed. However, some members see room for improvement.
   - Objective: Provide an authentic representation of the association's atmosphere.
   - Strategy: Utilize recent, high-quality photos from activities and current, active members. This includes 'behind-the-scenes' stories from board members and committees and clubs and using User Generated Content (UGC) from members to show different perspectives and experiences.

4. **Focus on new members**: Some members indicated that the Instagram account played a role in their decision to join. Therefore, it is important to pay more attention to this.
   - Objective: Increase the appeal of the Instagram account to potential members.
   - Strategy: Specific posts targeting potential members, like periodic 'spotlight' posts on various aspects of the association. This includes introductions to various committees and clubs, announcements of open activities, and members experiences.

5. **Increasing member interaction**: Members appreciate various types of content, including photos, videos, and stories. Average scores for post frequency and content diversity suggest room for improvement.
   - Objective: Increase member interaction by maintaining consistent post frequency while increasing content diversity.
   - Strategy: Use various types of content such as photos, videos, stories, reels, and infographics as indicated by members as their favorite content. Consider themed days like 'Feature Friday' for consistent engagement in stories. Regular analysis will be conducted to see which types of posts are most effective.

4.2.4 Financial Planning: Instagram Advertising Campaigns

As part of our media plan, we focus on Instagram ads as a cost-effective way to increase our reach and membership numbers. Utilizing Instagram's segmentation capabilities, we can target specific demographics. With extensive targeting options, an ad can be fine-tuned to a demographic based on location, age, gender, interests, and even behavior. This results in a high ROI (Return on Investment) as ads are shown to people likely to engage with them.

Instagram ads are ideal for quickly and effectively conveying a unique atmosphere. This is particularly important for an association like ours, where atmosphere and a sense of community are critical aspects that are difficult to capture in words. Therefore, it is crucial to invest in several Instagram ad campaigns the upcoming year. These ads will be strategically timed around our registration periods in February and September, giving interested individuals the chance to attend open activities or directly sign up.

Our plan of action for this is as follows:

- **Objective**: Our primary focus is on member recruitment, followed by increasing or online visibility and engagement. We aim to generate more profile visits, which should subsequently result in more website visits.
- **Target audience definition**: Targeting will focus on individuals (no specific gender) aged 18-30, residing in the Netherlands, and interested in among others 'Gender', 'University', 'Pride', 'Bachelor', 'Higher Education', 'Student' and 'Social Awareness'. The estimated target audience size is 1.1-1.3m.
- **Budget and timeline**: We are considering various budget options, ranging from €5-€30 total per campaign. This will vary per registration period.
- **Content creation**: The ads will be visually appealing and capture the unique atmosphere of our association.
- **Testing and optimization**: A pilot campaign will help measure and optimize various elements, such as imagery, text, and targeting.
- **Execution and monitoring**: After the testing phase, we will go live with the full campaign and monitor its performance.
- **Evaluation**: The campaigns will be assessed based on pre-set KPIs, allowing us to improve future campaigns. We will also include this in our next member survey.

4.3 TikTok

4.3.1 Followers and Engagement

TikTok offers a platform to reach a younger and more diverse audience, but growth lags that of Instagram, with only 15% of members (6) following us. Despite this slow growth, we acknowledge the platform's potential for viral exposure. It is therefore essential to develop strategies aimed at increasing the visibility and engagement of our account.

The survey reveals that there is currently relatively low awareness (27%, 12 members) and engagement surrounding the TikTok-account, partly due to inconsistent posting behavior and content that does not align with the needs and preferences of the target audience (7%, 3 members). Therefore, targeted actions are needed to increase popularity on TikTok, both among our current members and potential members.

4.2.2 Strategies and improvement points

- **Increasing visibility and brand recognition**: Only a small portion of our members follows us on TikTok. This is due to both a lack of awareness and disinterest.
  - <u>Objective</u>: Better promotion of the TikTok account to current and potential members. Through TikTok we can attract a different audience.
  - <u>Strategy</u>: Cross-promotion via Instagram and the website. Creation of videos exclusive to TikTok to attract interest.
- **Content creation and member engagement**: A significant portion of members (39%) expressed interest in trends, challenges, or meme-related content.
  - <u>Objective</u>: Increase member engagement by participating in popular TikTok trends and co-creating videos.
  - <u>Strategy</u>: Regular participation in trends and challenges fitting A.S.V.Gay's 'vibe'. Members are encouraged to contribute ideas for video concepts or to submit videos.
- **Atmospheric impression of the association**: Members wish to get a feel of the association's atmosphere.
  - <u>Objective</u>: Provide an authentic depiction of the association and its many benefits.
  - <u>Strategy</u>: Posting short after-movies of activities and a behind-the-scenes of different committees.
- **Glimpse into member and board life**: There is a desire to see more of the daily lives of members and the board.
  - <u>Objective</u>: Create transparency and connection by giving a glimpse into life within A.S.V.Gay.
  - <u>Strategy</u>: Create series like 'A day in the life of an A.S.V.Gay (board) member' or informal interviews with board or active members.

4.4 LinkedIn

LinkedIn targets the professional world and has a different tone and reach compared to platforms like Instagram and TikTok. Therefore, it offers opportunities for visibility and networking with (potential) business and societal partners. To keep our network active and well-informed, we publish monthly formal updates that function as a newsletter. These updates include an overview of recent activities, important association milestones, board updates, or significant partnerships or sponsorships. In addition, they will consist of a mix of fragments from interviews and articles.

This not only creates transparency and trust within the association but also provides opportunities for external parties to engage in initiatives or collaborations. Upcoming year, multiple members will have the opportunity to contribute to these updates. They will be selected based on their expertise on the subject and communication skills. The overarching goal is network expansion and attracting potential business partners or speakers for events. This can offer various advantages in the long term, such as financial support, member recruitment, and enhancing the overall visibility of the association.

4.5 Facebook and Twitter

4.5.1 Facebook

Facebook continues to serve as a gateway to more active platforms such as our website and Instagram. Therefore, it is essential that the Facebook pages makes a good and professional (first) impression. Important actions include cleaning up old photo albums for privacy and representation, especially since there are old photos for which the involved individuals may not have given permission. These photos can create a misleading impression for external parties and potential members and should therefore be replaced with more current and representative images. In addition, we focus on SEO optimization of the page description and a clear call-to-action to encourage visitors to click through to our other, more current platforms.

Announcements of open activities will continue to be posted on the Facebook page. Despite Facebook being less active, we noticed that these posts are still shared in Amsterdam LGBTQ+ groups and thus reach a more diverse audience with minimal effort.

All interactions will be directed to our Instagram account via a business link for more efficient management.

4.5.2 Twitter

We have decided to phase out Twitter completely due to strategic considerations, including the rebranding to 'X' and reduced member engagement over the past year. Alternative platforms like Socie and WhatsApp are more efficient for communication and will be used for important announcements. Existing Twitter followers will be informed about this change via a formal announcement on Twitter and redirected to our main platforms. The Twitter account will become inactive, but the old content will be stored for archiving purposes, and the account will remain in existence for possible SEO purposes. A FAQ-section will be published to proactively answer some general questions from followers and visitors. The focus will shift to platforms that offer more value to our members.

5. Strategies for other digital platforms

5.1 Website

5.1.1 Strategies and Improvement Points

Various aspects of the website have been evaluated, ranging from the user experience to how it reflects the atmosphere of the association.

played a significant role in the decision to become a member

Totally agree	8
Agree	6
Neutral	9
Disagree	6
Totally disagree	15

is accessible and user-friendly

Totally agree	6
Agree	12
Neutral	12
Disagree	12
Totally disagree	1

is easy to navigate

Totally agree	6
Agree	11
Neutral	13
Disagree	11
Totally disagree	3

Accurately reflects the atmosphere of A.S.V.Gay

Totally agree	6
Agree	10
Neutral	11
Disagree	11
Totally disagree	5

is well-maintained and up-to-date

Totally agree	4
Agree	6
Neutral	10
Disagree	13
Totally disagree	10

is clear for new members

Totally agree	4
Agree	11
Neutral	14
Disagree	10
Totally disagree	4

1. **Website update:** Current information is crucial for both existing and potential new members. It contributes to the credibility and relevance of the association. The website is an important source of information for members and plays a role, to varying degrees, in the decision to become a member. However, survey results show that 14 members (23%) feel that the website is not kept up-to-date.
   - Objective: Keep current information and monthly calendar up-to-date.
   - Strategy: Monthly update of the website, including the publication of the monthly calendar and any updates in association activities or news.

2. **Improve website information:** More complete and accurate information makes the website more reliable and informative, which in turn leads to higher member engagement. 11 Members (18%) suggest that the provision of information can be improved.
   - Objective: Improve the completeness, accuracy, and quality of the information available on the website.
   - Strategy: Regularly update information about the association to keep it current and accurate. Information on history and previous boards will be added, which 5 members identified as important. Attention will also be given to document management, important to 3 members, and although less mentioned, information for parents and sponsors.

3. **Fix website issues:** A functional website is essential for a good user experience. The results around accessibility and user-friendliness are mixed, indicating that there are opportunities for technical improvements. 11 Members (18%) indicate experiencing issues with the website's functionality.

   ▪ <u>Objective</u>: Ensure a glitch-free user experience by solving technical issues.
   ▪ <u>Strategy</u>: Identification and repair of non-working links and features on the website. Implementation of routine checks and active collection of member feedback to proactively address these issues.

4. **Enhance atmospheric impression and visual material**: Images can be a powerful medium to convey the culture and atmosphere of the association. 10 Members (16%) wish to see more (recent) photos and videos, hoping that the '*gezellige'* atmosphere of the association is better represented.

   • <u>Objective:</u> Provide an authentic and representative image of the association
   • <u>Strategy</u>: Upload recent, high-quality photos and videos of association activities and members. A photo gallery will be added to the new website that includes a mix of professional and informal photos. A broader range of members with various talents will be involved in the website to best represent the association.

5. **Focus on new members and member engagement**: Information on how to become a member and what membership entails is considered important. 9 Members (15%) want to see improvements in the information provided for new members. Focusing on this contributes to member recruitment and retention.

   ▪ <u>Objective</u>: Increase the website's accessibility and attractiveness for new and potential members.
   ▪ **Member content preferences**: Information on 'committees and clubs' stood out with 12 mentions, followed by 'membership and becoming a member' with 8 mentions. This suggests that members often visit these parts of the website and find them important for their engagement with the association.
   ▪ <u>Strategy</u>: Introduction of a 'Start here' section with essential information and benefits of membership, specifically for new members. Regular updates to the FAQ sections and adding member testimonials. An interactive committee and society guide is under development for the new website. This guide serves not only as an ice breaker for new members but also gives existing members the opportunity to reconsider their current engagement. Additionally, a request form for a borrel- or activity buddy will be added to make it easier for potential members to request these.

6. **Improve web design:** A modern and accessible design can improve the user experience and enhance the professional appearance of the association. 6 Members (10%) have expressed dissatisfaction with the design of the website.

   • <u>Objective</u>: Modernize both the aesthetic and functional aspects of the website.

- <u>Strategy</u>: Implementation of a responsive design with improved accessibility features such as contrast, readability, and navigation; both on desktop and mobile. A completely new website is in development.

5.1.2 Restructuring Website Committee

Our website strategy focuses on creating an optimized, functional, and visually appealing website for both current and potential members and external parties. Keeping the current website up-to-date remains a priority until the launch of the new website, scheduled for the next association year. The ultimate goal is a functional, up-to-date website that authentically reflects the atmosphere of the association, aligns with the interests of our members, and informs and appeals to potential members.

To improve the collaboration within the Website Committee, the existing and new committee will be merged. This will provide greater clarity in responsibility and a more efficient approach to website management and development. We aim to represent a range of talents and skills within this committee and ask members for their input. This allows us to view the website as a 'collective effort', and to make the website a true reflection of the association. To support this, guidelines will be drawn up and periodic checks will be carried out to keep the website up-to-date, technically, and content-wise.

Lastly, record-keeping and feedback mechanisms form other crucial aspects of our strategy. Detailed documentation will ensure a smooth handover within the committee and help in the timely resolution of issues. We will implement an accessible feedback system for input from both members and external parties.

5.2 Socie

Our members are increasingly using the Socie app. To optimize their experience, we closely follow the app's developments to be able to introduce relevant new features in a timely manner.

Upcoming year, members will be introduced to several additions to the app. Two new options will be added to the menu: a Diversity Working Group (DWG) Box and a Location Module. The DWG Box will make it easier for members to contribute ideas and feedback about diversity and accessibility and increase the visibility of the DWG. The Location Module will show an improved interactive map of Amsterdam, highlighting important and interesting locations that members will encounter within the association and where they can potentially get discounts. In addition, members will have the option to add pronouns to their profiles, if desired.

6. Monitoring and Evaluation

Evaluation and analysis are fundamental components of our media plan. We use various measuring instruments, including KPIs (Key Performance Indicators) such as follower numbers and engagement, as well as advanced tools like Google Analytics and Instagram Insights. These help us track performance in both the short and long term. We also conduct biannual member surveys to gain deeper insights into the user experience.

The collected data will be periodically analyzed with the board and serve as a basis for adjustments to our strategies. Successful approaches will be scaled up, while less effective strategies will be adjusted.

7. House Style and Digital Accessibility

7.1 Digital Accessibility

To make information as accessible as possible, we implement various strategies, both on our social media and on our website. From now on, alt-texts and image descriptions (IDs) will be added to all images on social media and the website, and this guideline will be included in the House Style Manual. Committees and clubs are asked to provide this information for material they wish to be published on the online platforms. The Commissioner PR bears the ultimate responsibility and ensures a color check to make sure that the images provided are visible to people with color blindness. A brief guideline will be made available for the groups to make it as easy as possible to carry this out.

Videos will be provided with subtitles by default, taking into account both hearing-impaired and international members. This will be done by the Commissioner PR themselves, or in consultation with the members providing the material, it will be communicated how this should be added. To optimize readability for people with, for example, processing disorders or dyslexia, only one set of subtitles will be added, and this will be done in English. On certain platforms, there may be an option to offer subtitles in multiple languages. If we are going to use videos on the website, this could be explored at a later stage so that members can choose their preferred language. This could be useful for local members who prefer Dutch subtitles.

7.2 Website User Experience

Efforts are made to ensure that the website is made user-friendly through simple navigation and a responsive design that functions well on various devices and screen sizes. In addition to alt-texts for images, enabling people with visual impairments to understand the content, sufficient color contrast is also provided for better readability. Tests, including the use of screen readers and member feedback through surveys and interviews, will be conducted regularly to improve accessibility.

7.3 House Style

The House Style Manual will be expanded with a section on subtitles, as outlined by Board 12. Additionally, a section on digital accessibility will be included. Members can submit their suggestions through the DWG box on Socie, so this section can be periodically reviewed, incorporating new insights if needed. The House Style Manual will also undergo a comprehensive review; upon approval of the straight pink bar, all guidelines and templates will be updated accordingly.

7.3.1 Google Drive Templates

To enhance the accessibility and usage of documents in the A.S.V.Gay house style for members, we will be introducing a range of templates in the 'A.S.V.Gay Template Gallery' on Google Drive over the coming year. When creating a new Google Doc, you can opt for the 'from template' feature, which will redirect you to the template gallery where various templates are readily available. Currently, we already offer a few templates, including a document with a title page, one featuring our logo, and an agenda template for meetings. This ensures that the house style is consistently applied by all members. Over the next year, we will expand our offerings to include templates for presentations and committee white books among others. For ease of use, a concise manual will be added to the 'General Committee Resources' drive.

Conclusion

Under our motto "A.S.V.Gay Online: Where Every Member is a Contributor," we have laid out our media plan for 2023-2024. This motto symbolizes our ambition to create an online presence where every member, new or existing, can actively contribute. It's the common thread that runs through this entire plan: from increasing visibility to enhancing atmospheric impressions and accessibility.

The implementation of this plan is a dynamic process. Continuous evaluation and adaptation are needed to respond to changing trends and member needs. Hence, it's vital for us to be consistent in monitoring our progress and remain flexible in adjusting our strategies as needed.

In the coming year, we will continue to strive towards our mission of creating an inclusive and accessible online space for all members. We are convinced that the successful implementation of this plan will not only result in 'digital queer joy' but also elevate the visibility of A.S.V.Gay as a leading LGBTQ+ student association.

We look forward to a year of positive impact and growth, both online and offline, and can't wait to achieve this together with all of you.