



# Media plan 12th board of A.S.V.Gay

## Introduction

The purpose of the Media plan is to further improve the communication within the association and to inform and interest new members and sponsors about the association. This Media plan builds on the Media plan of board XI, and is developed based on the policy plan of the 12th board of A.S.V.Gay and the Multi-annual plan. Additionally, we propose a number of improvements for the effectiveness and efficiency of internal and external communication. The Commissioner of PR is primarily responsible for implementing the Media Plan.

## 1. Website

For many new members and business partners, the website is one of their first introductions to A.S.V.Gay, so it is very important that it remains professional and up to date. The Website Committee ensures that everything on the website works and continues to develop the website. In line with our goal to make videos about the association (3.4), the board will ask the Website Committee to give these videos a place on the website, provided this can be done in accordance with the AVG.

## 2. Socie App

The Socie app of A.S.V.Gay has many different functions, and can therefore act as a central point of information provision. Within A.S.V.Gay, we see that some members still use the Facebook member page as a primary point of information while other members, especially those who have become members more recently, use the app. Facebook is the most widely used social media platform in the world, but among young people Facebook use is declining. This trend can also be seen within the association. In addition, we can guarantee privacy better in the app than on Facebook. And the private nature of the app also makes it easier for members who are not yet out of the closet to participate. At the moment we still support both channels: that is double the work and increases the chance of errors and inconsistencies. In the semi-annual GMM we want to make a final decision whether the Socie app will indeed become the central point of information provision. If so decided, we will slowly phase out Facebook. To further stimulate the use of the Socie app, the discounts module has been added to the app. Here, members have an overview of all discounts they receive from companies from their membership (when showing the app). This year, the aim is to have more of these types of deals with partners, giving members a fun reason to download the app.

## 3. Social Media

### 3.1 Instagram

Instagram is A.S.V. Gay's largest social media platform, and several of our new members found us through Instagram. However, the Instagram algorithm is constantly changing, and how we use Instagram must be adjusted with this change to get the most out of it.

Last year, Instagram added the Reels feature, presumably in response to the success of TikTok. Instagram doesn't reveal much about their algorithm, but the past has shown that the platform pushes new features more. Reels are thus presumably a good way to get on more potential members' explore page. Also, especially on the feed, Instagram seems to favor IGTV videos. So the strategy for Instagram this year will focus more on video content. For example, reels or videos of activities will be posted.

Sponsored posts on Instagram are a relatively inexpensive way to significantly increase the visibility of the association. For example, it is already possible to reach between 3000 and 7500 new profiles for €30. These costs will be covered by the budget of the Promotion Committee, and this will be done in consultation with the committee. Especially during the sign-up period, sponsored posts will be used.

### 3.1 Facebook

We want to slowly phase out the Facebook member page this year and encourage every member who is not yet using the Socie app to do so. The board realizes that making the switch from Facebook to the Socie app may not be pleasant for some Facebook users at first. For this reason we want to conduct a member survey in November and December and engage in conversation with members. Here we will investigate what people might still miss in the app, and whether it can serve as a replacement for the members' page. At the semi-annual GMM the results of this survey will be shared before a final decision is made. If the decision is made to phase out the members' page, this will be done step by step over a period of six months. The step-by-step plan will be as follows:

January/February (immediately after the semi-annual General Assembly): Announcing that on July 1st the membership page will be closed.

February: New photos will no longer be posted on Facebook, but only in the app.

March: A second announcement and call to switch to the app will be posted.

April: Events will only be posted in the app.

May: A third announcement and call for switching will be posted.

June: Communication from the board will only be through the app, WhatsApp group and email.

July: The membership page will be paused. This means that people can no longer request to join the group, and posts can only be viewed.

Depending on the progress of the phase-out, the board may decide to adjust the roadmap.

### 3.2 LinkedIn

LinkedIn is a platform widely used by organizations and companies and therefore by our (potential) sponsors. Although LinkedIn does not exactly match our target group in terms of membership recruitment, increasing our visibility on LinkedIn can bring us to the attention of companies and organizations. In this way, we may be able to establish new professional relationships or improve the relationship with existing partners and sponsors. There will be more regular posts on the LinkedIn company page of A.S.V.Gay.

LinkedIn is also a good way to maintain contact with alumni, and relevant information for them will also be posted in the LinkedIn group "members and alumni A.S.V.Gay".

### 3.3 Twitter

Twitter is a platform where information spreads quickly, and there is a large LGBTQ+ community. However, it has proven difficult to reach this group in the past, and therefore Twitter will not be the top priority this year. There will be no hard focus on increasing A.S.V.Gay its platform on twitter, or being a trending topic. the account will be maintained, primarily through reuse of posts on other platforms (such as Facebook or Instagram)

### 3.4 YouTube

Achieving growth on YouTube itself is quite difficult, but other platforms can easily link to YouTube. This year a promotional video will be made for each club for the YouTube channel, to give them more visibility. This will be done in consultation and cooperation with the club boards and according to AVG legislation.

### 3.6 TikTok

TikTok is the new and fast growing platform for young people: young people have started using TikTok en masse, and can therefore be used to increase our visibility among our target group. A.S.V.gay was not present on TikTok until now. This is about to change so that potential new members can find us through this popular platform. In line with the culture on TikTok, more casual videos will be made about the association and activities.

## 4. Huisstijl

By Board XI, the house style has been expanded for social media, and this will be maintained for a consistent look. With the focus on video material this year, guidelines for subtitles will be added to the house style manual.