



Media Plan

2020-2021

Index

1. Introduction
2. Resume
3. Website
4. App
5. Social Media
 - 5.1. Facebook
 - 5.2. Instagram
 - 5.3. YouTube
 - 5.4. Twitter
 - 5.5. WhatsApp
6. Association Style
7. AVG/GDPR

1. Introduction

In recent years, A.S.V.Gay has developed itself significantly on the internet, in line with the increasing need for digitisation, online promotion and visibility. In order to consolidate these developments and to apply the vision of the eleventh board of A.S.V.Gay, this media plan has been established.

In this media plan, you will find both guidelines and goals, supported by the vision of the XIth board of A.S.V.Gay, from now on simply referred to as 'the board'. These guidelines and goals will, where necessary, be explained with concrete examples. However, the A.S.V.Gay board reserves the right to remove or amend these if deemed necessary.

In addition, the media plan will serve as a tool for transparency and internal communication. This document will be made public on the website of A.S.V.Gay, so that members, alumni, donors or external parties will have access to it.

The board considers it important to see this media plan as a means of participation as well, so that members, committees and companies can also contribute to the goals set here. The board also wants to offer them the opportunity to make suggestions at any time, about or in addition to the media plan, which can contribute positively to the association.

Finally, this media plan offers a uniform approach to the use of A.S.V.Gay's online resources, so that all parties involved can together make a coherent and coherent contribution within the association.

2. Summary

This media plan was established on the basis of the Board's policy plan and the multi-annual plan (2020-2024), in conjunction with the previous media plans. In this section, the most important points of view per chapter are listed and briefly explained.

1. The board will pay attention to efficient cooperation with the website committee, so that it can do its work more easily where possible. (Chapter 3)
2. The board will make more active use of the social media channels of A.S.V.Gay to increase the online visibility of the association. In the long term, this will be beneficial for almost all promotional purposes and for transparency towards members, alumni, donors and external parties. (Chapter 5)
3. The board wants to increase the online visibility and promotion of the clubs, by means of new collaborations on, for example, the social media. (Chapter 5)
4. The board wants to increase the online visibility of cultural, ethnic and religious minorities within the association. This can be done by means of, for example, online campaigns that connect to holidays or physical activities of A.S.V.Gay. For this purpose, new data will be added to the board's social media calendar. (Chapter 5).

5. The board wants to make the work of the committees and working groups more visible within the association, not only for appreciation and transparency, but also to motivate members to become active members. (All chapters)

6. The board will, in cooperation with the Photo, Website and Promotion Committee, form a renewed archive of high quality photos and videos, which comply with the AVG legislation, for promotional purposes. (Chapter 6)

3. Website

The board proudly recognizes in asvgay.nl a beautiful and professional website. It has been built up over the past few years by the Website Committee, and continues to develop continuously. Next year, the board wants to continue to stimulate these developments, with the aim of rounding off all pages and increasing its reach. The Website Committee will be commissioned by the board to create a new page for borrelbuddies and Confidential Advisors, which will become more personal and interactive. The board will approach the clubs to design a new subpage in cooperation with the Website Committee. We find it important that the clubs get a professional subpage on asvgay.nl, which is in the interest of both the clubs themselves and A.S.V.Gay as a whole.

4. App

Board 10 found an alternative to the A.S.V.Gay App during its board year. Board XI is very enthusiastic about this alternative and will work together to develop it further. The app was launched in August 2020, to accommodate for new members of A.S.V.Gay, who would then be able to download the new app right away. Among other things, the new app offers the following advantages:

- The App is more user-friendly and works faster
- Photos can now also be downloaded from an Android device.
- There is room for a page meant for exchanging goods and services.
- Members can respond to photos with text and emoji's.
- Members can get more in touch with each other, thanks to the extensive possibilities for interaction
- Members can change settings for notifications themselves.
- The app is considerably cheaper than its predecessor
- The calendar is clearer.

5. Social Media

5.1. Facebook

The board will use the Members page of A.S.V.Gay as it has been used in previous years. The board will actively promote activities here, as well as provide updates on developments in the association or its companies and committees. On this page members can get in touch with each other, by posting and sharing messages, provided they are in the interest of all

members. The board will however look for different ways to share the association photos, for example through the App and a Google Drive, to lessen the importance of and reliance on Facebook. The general A.S.V.Gay page will also be

maintained with the same usage as before. Mainly promotional messages will be posted here, as well as updates on events of interest to third parties, such as Pride.

5.2. Instagram

In recent years, Instagram has become one of the largest social media channels. In the Netherlands alone, the company has over 5.6 million active users. Young people in particular make use of this platform, as research by data marketer Danny Oosterveer shows. In Instagram, the board finds a great opportunity to further promote A.S.V.Gay. To make this development possible, the following guidelines have been laid down:

1. The board will adopt a new house style, which also counts with specific applications for Instagram, such as a new post-frame. With these changes, the board wants to refresh the style and make it more uniform.
2. The board will start with Instagram TV, the content of which will be varied, but will focus on visibility and transparency towards the members.
3. The clubs will have their own Stories folder (visible from the profile page). They can decide for themselves which stories they want to publish, the amount and moment of publication will be determined by the board itself, in order to guarantee balance and equality between all companies.
4. The Commissioner of PR will work on new promotion strategies for Instagram that may be different than those on Facebook or Google.

5.3. YouTube

The board will refresh the A.S.V.Gay YouTube channel and put it into use. Three types of videos will be published on it:

- A.S.V.Gay Reports: The Commissioner of PR will, in co-operation with alternating members, committees, companies or third parties, make entertaining videos about LHBTQ+ related topics and activities within A.S.V.Gay. These videos can also provide space for internal promotion, by showing the work of the board, a committee or a club in pictures. This series will have a fixed frequency, but the board retains the right to deviate from this frequency.
- Videos of activities: In addition to the photos taken by the Photo Committee, the board will start making videos of the activities. These will be edited in an attractive vlog/video summary, and shared as a private video on YouTube. The implementation of this project depends on the circumstances and the AVG legislation, which the board will take into account at all times.
- Promotion videos: The board will approach the committees and help them make a short promotion video about them. The board will also propose this possibility to the clubs, so

that they can promote themselves within the association. Furthermore, the board will investigate the possibility of making a new general promotional video, which can be used for member recruitment.

5.4. Twitter

In the Netherlands, a large LHBTQ+ community is active on Twitter, but in practice this group proves difficult to reach. This is due to several factors, including the fact that many of these users have anonymous accounts. Because of this, the board does not see many opportunities for growth on this platform, but they do see its usefulness for the presence and visibility of A.S.V.Gay. To this end, the Commissioner of PR will keep the A.S.V.Gay profile up to date.

5.5. WhatsApp

Board 10 has created an A.S.V.Gay group app, where members can talk to each other. This group is proving to be a success. We will continue the WhatsApp group and invite as much new members to it as possible.

6. Association Style

The current association style was designed by Board IX, and applies to all visual expressions of A.S.V.Gay. The XIth Board wants to expand it with new designs for the Social Media channels, such as Facebook and Instagram. Throughout the year, we will work together with the clubs, to see whether they want to use the association style, or whether they can work with their own style.

7. AVG / GDPR

The Commissioner of PR will ensure our social media and website respect all laws concerning authorship and privacy. The secretary is in last instance responsible for the AVG/GDPR within the association, but the Commissioner PR will execute most of the work. All related communications, such as approvals for the use of photographs, will be in writing.

The Commissioner of PR, in co-operation with the Photo Committee, will build up a photo and video archive with photos, which will comply with AVG legislation for promotional purposes, the website and the social media channels. This will be stored in a new drive folder.