1.4   Review of GODAN Communications during Inception

As at 31 July 2015

The following documents represent our plans for future integration in the post-Inception Phase and are contained in this annex

- ● GODAN Influencing and Advocacy Strategy
- ● GODAN Influencing and Advocacy Implementation Plan
- ● GODAN Influencing and Advocacy Implementation Plan Annexes
- ● GODAN Digital Communications Strategy

These contain our structured plans for delivering integrated press and online communications following the Inception Phase. In reviewing activity during the Inception Phase we highlight:

1.1   Press coverage

There have been a total of 55 mentions in global English language press outlets since July 2013 and a single mention in a Japanese publication. There is a planned focus on extending coverage into more non-English language outlets. A GODAN press release on the discussion paper published at IODC was published on the Bloomberg website but did not receive wider coverage. This highlights the need for us to research and develop a media list with a focus on GODAN's key hashtags of #opendata, #agriculture, #nutrition and #foodsecurity for both northern and southern hemisphere publications.

This work is currently underway using the VOCUS search engine to identify not only publications and blog sites, but relevant freelance journalists. We plan to establish relationships with journalists as a priority to support ongoing work to secure increased coverage, as set out in the Advocacy and Influencing Strategy and Implementation Plans. News coverage and published reports in recent months have highlighted the issues of global population increase, climate change and food security, leading to greater public understanding and awareness. We have very recently briefed a journalist planning a feature on open data in agriculture and await the publication of this article in the mainstream UK press. This development work is currently underway and we plan to finalise the media list and begin work to establish press contacts in September 2015.

We are also developing a press monitoring system capturing all references to GODAN. This system will be improved and added to in the months ahead.

1.2   Newsletter

Editions have been sent out to partners and subscribers in March, May, June, July and August using an email management system, *Dotmailer[1],* to produce a branded and recognisable format (Example

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[1] http://www.dotmailer.com/

metrics for July: 260 emails delivered, 41.15% unique opens, 69 link clicks). The initial aim was to communicate the essentials of every story and drive traffic to the website for more detail.

Now that we have developed our Influencing and Advocacy Strategy (Communications strategy and Implementation Plan) and Digital Communications Plan our approach will change to allow this channel to cover a wider range of topics and to include news of external developments in addition to GODAN news. We predict that this will become an increasingly useful tool for creating awareness of developments in open data and its value as a tool to increase partner sign-ups will increase. This model will include both the sign-up call to action and a welcome message to new subscribers, as well as news of opportunities for engagement and participation at events – linking to godan.info and CiviCRM. [P6]

As GODAN working groups become set up the newsletter will be particularly useful in prompting engagement and in sharing news of activity. Recently the newsletter subscriber list has been used to send out communications on the appointment of the GODAN Executive Director (37 emails delivered, 54% unique opens, 6 link clicks) and a call to attend the Open Data Africa event in September (189 emails delivered, 44.97% unique opens, 65 forwards,61 link clicks).

1.3   Marketing and Communications materials

During the Inception Period GODAN has produced the following:

- *Single Page* flyer *on GODAN* - This is a simple outline of GODAN's aims and is intended for external audiences where there is the potential to recruit new partners. It has been produced in A4 and US letter size. This introductory document has now been translated into French, Simplified Chinese and Spanish. Portuguese and Hindi versions will be added shortly. This document has been produced in US letter size as well as A4. Available at Annex 2.

- *Flyer* - An initial flyer was produced at the start of the Inception Period. This has since been revised as the number of partners has risen and to reflect the new logo and distinctive GODAN green. The revised version has been printed on uncoated recycled paper and remains A3 folded twice to A5 with a poster on the reverse. This has now been translated to French, Simplified Chinese and Spanish.

- Becoming a GODAN partner - this single page A4 briefing outlines expectations that GODAN has of its partners and has a focus on active engagement. It has now been translated to French, Spanish and Simplified Chinese. Hindi and Portuguese versions will be available shortly. Available at Annex 2.

- *Folders - A4* Branded folders with pockets are now available for presentation packs, for use particularly in one-to-one meetings

- *List of Partners* - We plan to improve this list to include Twitter handles and other contact details subject to permission. The list is updated regularly and is due to be revised in early September. Available at Annex 2.

- *Logo sheet* - This currently covers two sides of A4 paper completely and will need to be redesigned as numbers grow. It is updated in tandem with the partner list. Available at Annex 2.

- *Business cards* - These have been produced for all GODAN Secretariat staff and include those for the Executive Director

1.5 Social Media

1.5.1 Twitter

@godansec has achieved sustained, follower growth and mentions over the period February to July 2015, with distinct peaks correlated to activity. In addition there is considerable activity on personal Twitter accounts from staff Martin Parr, Ben Schaap and Ana Brandusescu, as well as Tim Davies, that include live-tweeting at GODAN and other major events. GODAN is developing internal guidance on social media, informed by our Advocacy and Influencing Strategy and Implementation Plan.

Growth has accelerated from late May onwards, around the time when GODAN was engaged in IODC-related activity. Particular peaks are shown on the @godansec account around IODC and again at the end of June to coincide with the DEFRA dataset releases on June 26 and correlates with more frequent website postings and associated tweets on new partners as well as Twitter promotion of the ODI/GODAN discussion paper. The general trend illustrated is one of consistent growth.

 Follower growth over June and July demonstrates this consistent upward trend with an increase shortly after the Funding for Development conference (hashtag #FFD3) in mid-July. Retweets show similar increases[2].

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[2] Google Analytics

Google Analytics shows a positive correlation between GODAN participation at external events and social media activity

This analysis does not include the substantial activity on personal Twitter accounts used by the GODAN team, nor the activity generated from corporate and personal accounts used by GODAN partners and their staff. Much of the IODC related Twitter activity was on the personal accounts of those attending the event; Martin Parr, Ben Schaap and Ana Brandusescu. Increased social media activity during IODC is reviewed in Section 5.2.8 of the Inception Report.

Mentions increased in 2015 after a slow start with more frequent peaks from June onwards. Two particularly strong peaks correlate with GODAN attendance at external events; #FFD3 July 13 to July 16 and GODAN Secretariat attendance at an ODI Devon Node event on June 26.

A Followerwonk[3] snapshot of @godansec Twitter activity at the time of IODC shows the locations from which tweets were generated, as shown below. This illustrates the need for our focus to include both northern and southern hemisphere audiences across all our communication channels.

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[3] https://followerwonk.com/

Priorities for future Twitter development are shown in the GODAN Advocacy and Influencing Strategy and Communications Implementation Plan at Annex 1.1 and 1.1.2. Our social media activity will continue to focus on Twitter, both using the @godansec account and personal accounts.

1.5.2   Facebook

Facebook is the leading social media channel in many parts of Africa with significant potential for further growth[4], although the importance of Twitter is rising, particularly towards the south and north of the continent[5]. It has recently been estimated [4] that around 720 million Africans have mobiles and 167 million are connected to the internet. Fifty-two million are on Facebook. However, Twitter is growing fast with South Africa and Egypt now leading African Twitter users, with hubs around Nairobi and Accra growing. Our focus on food security and a sustainable agricultural system for smallholders means that our African audience is important to us and Africa is a priority focus for GODAN engagement. The scope for future GODAN engagement in Africa is immense and we are encouraged that the Governments of Kenya and Burkina Faso are already GODAN partners.

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[4] https://agenda.weforum.org/2014/05/tweets-forum-africa-2014/
http://www.portland-communications.com/publications/how-africa-tweets-2014/