

**Communications Committee
Action Plan
IMDM
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Purpose / Reason

Globalization, digitalization, growing actors in the IP field pushes global NGOs to shift their model to retain membership and make a difference by providing valuable content, education and networking opportunities.

“The open and **community-based** aspects of **social media** can be a huge benefit for nonprofits looking to reach out to **new audiences** and **engage their existing base.**”



LESI ComCom is seeking to implement:

- LESI communication **policies**
- Assisting member societies to create, implement and manage their own communications and social media policies: LESI communications **guidelines**



1) LESI Policy

LESI distinguishes communications based on:

- Content
- Platform
- Audience
- Source



1) LESI Policy

LESI ComCom's goal is to:

- Create value to existing members by making LESI's value proposals (content, network, community) visible in a sustainable manner through chosen social media platforms;
- Recruit new members by reaching out to potential members through social media platforms



1) LESI Policy

LESI ComCom **does not** create content.

Its goal is to **diffuse** valuable content created by:

- Publications committee
- Education committee
- YMC
- LESI Administration and Board
- Member societies, should they solicit assistance
- Organizers of Annual meetings (content of Annual meetings) and Meetings committee
- Committee surveys & reports (i.e. Life Sciences, Royalty rates, etc.)



1) LESI Policy

ComCom aims to **audit** inflow of content

Identify right platforms for social media

Create a calendar of **steady flow**, utilizing automated tools, ComCom vice-chairs and the LESI admin

Track & measure **engagement**



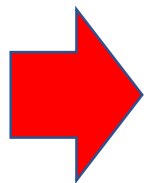


1) LESI Policy, other issues

Presently:

With regards to communications where the content is:

- Official LES matter;
- Promotion of specific events, except on social media
- Distribution of printed materials (LES Nouvelles)
- And, communication platform is not social media, regardless of the source: the communications are managed by the LESI Administrator



LESI ComCom, working with the Board, LESI Administrator and relevant committees on alternative models within the 2018- 19 term

1) LESI Policy, other issues

- Website
 - Video platforms
 - Membership database
 - Direct communications
 - News letter
 - e-LES Nouvelles
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- PROPOSAL of COMCOM to the Board: **Merging** the key content generating committee (publications) with communications



2) LESI Guidelines to members

ComCom is drafting communications guidelines to member societies with two core recommendations:

- Keep an updated / effective **website**
- Implement basic efforts to create / maintain / improve social media strategies on i) **Twitter**; ii) **LinkedIn**

Member societies will benefit from the assistance of ComCom and LESI Administrator

Guideline to be circulated to member societies during the term 2018-19

Summary:

We must go:



Discussion & questions

Thank you

Omer Hiziroglu

