



Communications strategy & results

International Co-operative Alliance

www.2012.coop



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COOPERATIVE ENTERPRISES BUILD A BETTER WORLD



29 October 2012

Format

- Introductions
- IYC results & 2013 Strategy
 - 2012.coop
 - Publications
 - Social media (FaceBook, Twitter, Blogs)
 - Global News Hub
 - Coop'Art
 - IYC Book
 - ICA Branding
- Media Strategy (Sommerson & Fenton)



2012.coop

Date	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Visits	27,612	17,442	15,617	13,365	13,872	13,432	12,585	31,276	31,359	32,493
Unique Visitors	22,509	13,781	12,065	10,599	10,964	10,321	9,845	22,435	24,215	24,924
Pageviews	62,371	42,523	37,598	31,745	33,846	35,958	31,468	82,997	82,154	83,738
Pages / Visit	2.26	2.44	2.41	2.38	2.44	2.68	2.5	2.65	2.62	2.58
Avg. Visit Duration (mm:ss)	02:39	03:12	03:08	02:57	03:27	03:18	03:10	03:21	03:12	02:53
Bounce Rate (%)	60.44	57.26	59.1	59.49	59.03	58.21	58.79	54.25	54.57	56.1
New Visits (%)	78.22	73.27	70.57	72.67	72.2	74.14	73.25	69.12	71.93	70.23



2012.coop

Results

- News and press releases in English, French and Spanish
- Speeches & presentations
- RSS Feed for news
- Dynamic pages
 - Story of the Day
 - Partners
- Events listing

Strategy

- Rebranding as www.ica.coop for 2013
- Full translation
- Image & video library
- Member document sharing





ePublications

You're invited
CO-OPERATIVES UNITED
24 OCT-2 NOV 2012
MANCHESTER CENTRAL, UK

Celebrate a world of co-operatives

Follow our story
Join me for a walk through an inspiring showcase of co-operation in action at Co-operatives United in Manchester.

Book now

¡Estás invitado!
CO-OPERATIVES UNITED
24 OCT-2 NOV 2012
MANCHESTER CENTRAL, UK

Visita la Capital Mundial de las cooperativas

Camina sobre las huellas de los Pioneros de Rochdale
La Asamblea General Extraordinaria del ACI tendrá lugar en Manchester el 31 de Octubre, como parte de Co-

Reservar ahora
¿A QUÉ hay de nuevo?

Vous êtes invités!
CO-OPERATIVES UNITED
24 OCT-2 NOV 2012
MANCHESTER CENTRAL, UK

Cooperatives United, c'est encore plus que vous ne l'imaginez

Translate to: [Flags]

Is this email not displaying correctly? [Link]

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JULY 2012

ICA eDigest
The global voice of co-operatives 2012.coop

This month Dame Pauline Green announces the 10th anniversary of the 1995 Declaration of the International Cooperative Alliance (ICA) and the 100th anniversary of the 1909 ICA Declaration. The 1909 ICA Declaration recognized the challenges facing sustainable development and the need for co-operation.

Chick Gossel
Director-General, ICA

Leaders celebrate ICA's 100th anniversary
Co-operatives will be celebrating the centenary of the 1909 ICA Declaration in Manchester, UK.

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JULIET 2012

e-Bulletin de ACI
Le porte-voix mondial des coopératives 2012.coop

Ce mois-ci Dame Pauline Green annonce le 10^e anniversaire de la Déclaration de l'Alliance internationale des coopératives (AIC) et le 100^e anniversaire de la Déclaration de l'AIC de 1909. La Déclaration de 1909 reconnaît les défis que pose le développement durable et le besoin de coopération.

Chick Gossel
Director-General, ACI

Líderes celebran el Día Internacional de las Cooperativas
Las cooperativas celebrarán el centenario de la Declaración de la AIC de 1909 en Manchester, Reino Unido.

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Subscribe Enviar a un amigo

JULIO 2012

ACI e-Boletín
La voz global de las cooperativas 2012.coop

Este mes Dame Pauline Green y yo festejamos el primer día de cooperativismo en múltiples ciudades, durante el mes de julio que viajamos por el mundo para promover el liderazgo de las cooperativas. Y es notable que la declaración de 1909 reconoce los desafíos que plantea el desarrollo sostenible y la necesidad de cooperación para resolverlos.

Chick Gossel
Director-General, ACI

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Las cooperativas celebrarán el centenario de la Declaración de la AIC de 1909 en Manchester, Reino Unido.

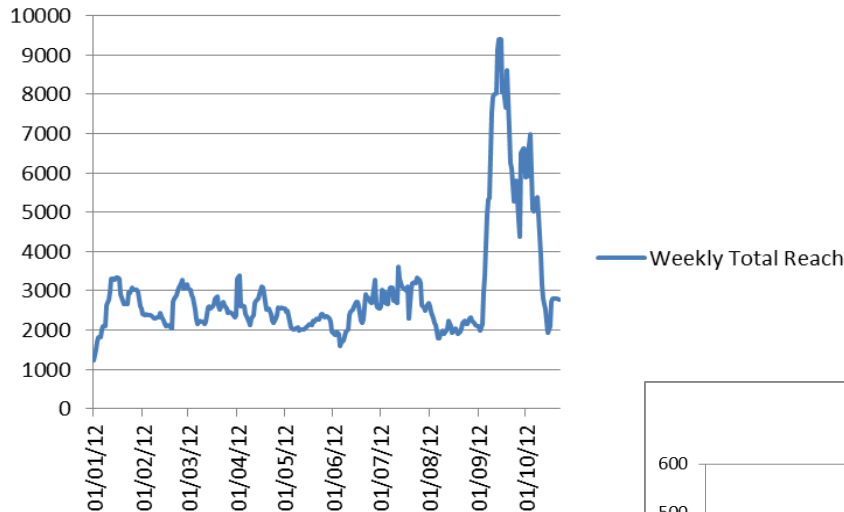
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Facebook Reach & Trends

Facebook Weekly Total Reach for IYC Page in 2012



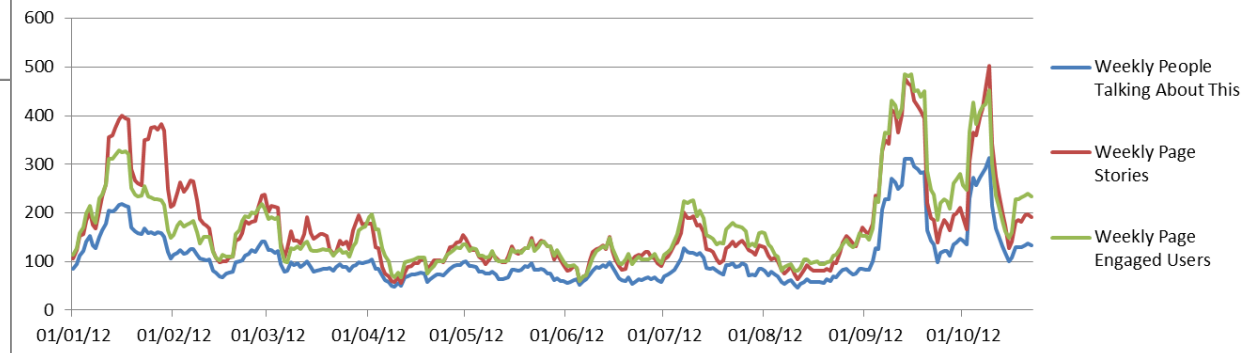
2666 Likes

55% men

47% <35

70% English as default language

Facebook Trends for IYC Page in 2012

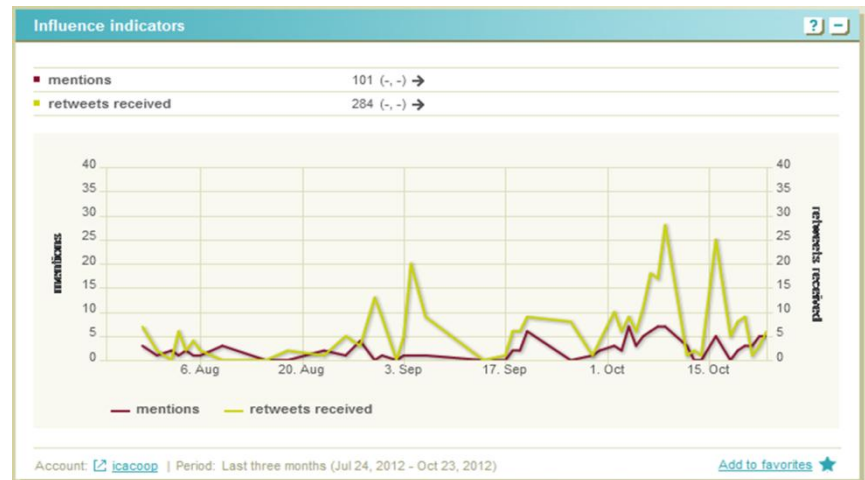
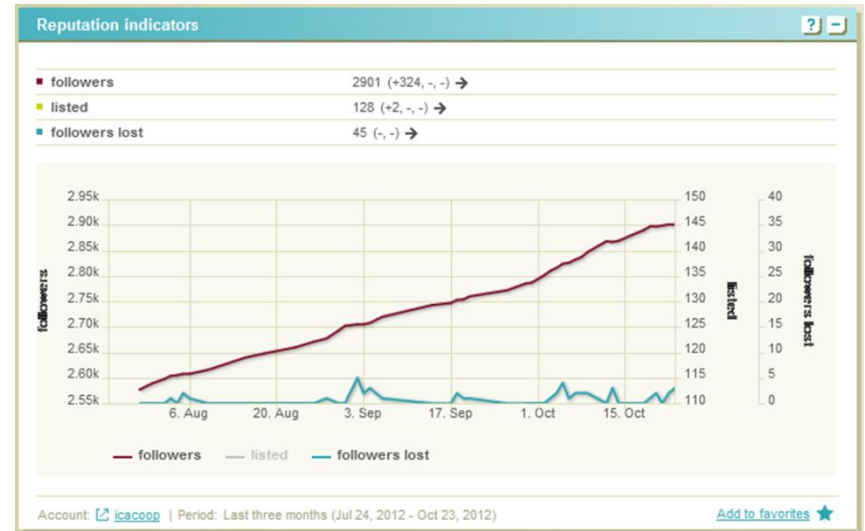


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Twitter #coops2012

- 2909 Followers
- Cross pollination with FB, 2012.coop, Blogs
- 111 tweets
- 101 mentions
- 284 retweets



Social Media strategy

- Social networking sites (Facebook & Google+)
- Content communities (YouTube & Flickr)
- Blogs & microblogs (Tumblr, Twitter, LinkedIn)
- Define clear & measurable goals
- Active listening
- Engage top 20 influencers
- Create own regular content
- Champion & facilitate SM best practice
- Toolkit supporting the Blueprint



Global News Hub

- September 2011
- Co-operative Media Pool
- 100 editorial partners
- Reached 146,000 visitors
- Over 6,000 stories
- 4,500 Twitter users / 5,000 on Facebook
- World Top 10 of sites for co-op or co-operative
- 235 Africa / 1123 Americas / 586 Asia Pacific / 1245 Europe
- Direct link to 2012.coop and blogs



Coop'Art

Reach

- This is the first global competition for the ICA
- 170 entries from 35 countries
- 6450 votes registered

Results

- Photography:
 - Philippines, Argentina (2)
- Video:
 - Chile, Portugal, UK
- Music:
 - Dominican Republic, Canada & Mexico

IYC book



- 4250 copies
- 25 Partners
- USD49.95 + discounts
- Profile raising
- Member engagement
- Income
- On-line version

ICA branding

Results

- More business-like look and feel for publications and on-line
- capitalising on IYC brand use of the logo and tag-line

Strategy

- ICA Communication Committee
 - Visual identity
 - Brand values
 - Alignment and adoption across the sub-brands
- Bring forward recommendations to the Board



Thank you

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IYC Book Partners

- PLATINUM PARTNERS
 - Federated Co-operatives Ltd (FCL), Canada
 - Desjardins Group, Canada
- SILVER PARTNERS
 - Arctic Co-operatives Ltd (ACL), Canada
 - Calgary Co-operative Association, Canada
 - Co-operative Insurance Company (CIC), Kenya
 - National Agricultural Co-operative Federation (NACF), Korea
 - HSB Housing Co-operatives, Sweden
 - Indian Farmers Fertiliser Cooperative Ltd (IFFCO), India
 - National Co-operative Organisation of Malaysia (ANGKASA), Malaysia
 - National Auditing Union of Workers Co-operatives (NAUWC), Poland