

# APFF COMMUNICATION STRATEGY

## STRATEGIES 2015-2016

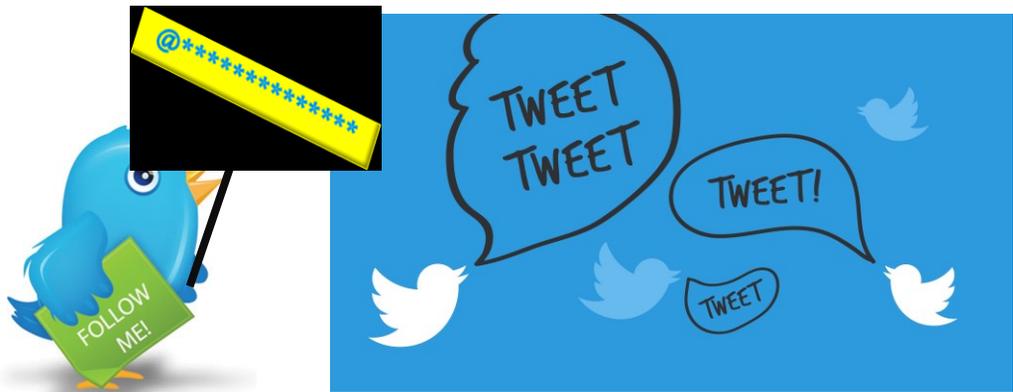
1. Online Presence: Improving APFF page of the ABAC website
2. Focus on wholesale (industry associations, associations of regulatory bodies, industry-specific events, etc.)
3. Media Outreach:
  - Build relations with few key journalists; arrange meetings and interviews
  - Take advantage of selected events (e.g., AFMM)
  - Geographical focus: key regional financial media centers

# PROPOSED NEW INITIATIVES IN 2017 – FURTHER IMPROVE APFF WEB PAGE ON ABAC WEBSITE

<https://www2.abaconline.org//page-content/22613276/Asia-Pacific%20Financial%20Forum>



# PROPOSED NEW INITIATIVES IN 2017 – SOCIAL MEDIA - TWITTER



# DRAFT GUIDELINES

## Objective:

- To support APFF's goal of accelerating reforms and capacity building to develop and integrate financial markets and services

## Target audience:

- Primary: Policy makers, regulators, decision-makers on issues being advocated by APFF
- Secondary: Those who can influence primary audience's decisions (e.g., mass and social media, opinion leaders, subject matter experts, associations, advocacy groups etc.)

## Content

- Official APFF business only
- Adhere to all APEC guidelines (on social media, publication etc.) and practices (nomenclature copyrights, economics-focused, non-political)
- Focus on objective material (events, reports, milestones) – to be reviewed in future for greater effectiveness

## User name

- Currently being coordinated with APEC Secretariat
- Sherpas' preference: @APFF\_ABAC\_APEC

## Style/Format

- Appropriate to social media (geared to drive online traction, e.g., through use of # or hashtags)
- Professional

## Management

- Under authority of APFF Chair
- Managed by APFF Coordinator
- In view of reputational risks, rules conservatively set at the beginning, may be adjusted in future guided by actual experience to improve efficiency and effectiveness
  - All tweets and retweets from the Account to be approved by Chair/Coordinator
  - Sherpas may submit content to Coordinator for tweeting from the account or may tweet from their own accounts and request the Coordinator to retweet from APFF Account.

# FOLLOWERS TO BE INVITED

APFF sherpas and work stream members

ABAC members and staffers

APFF work stream participants from:

- Firms
- Industry associations
- International/regional organizations
- Academic institutions
- Regulatory authorities
- Government ministries and agencies
- APEC fora (e.g., FMP, EC, SMEWG, ECSG, APEC Secretariat, etc.)

Mass and social media firms and journalists with interest in issues related to APFF's work

Potential APFF work stream participants from:

- International and regional associations
- Global and regional firms
- International initiatives
- Academe

Other individuals and institutions that are deemed important to include among APFF Followers on Twitter

