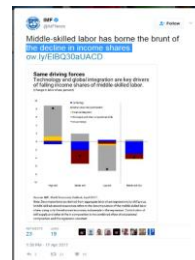


# APFF Social Media Strategy

Office of the APFF Chair

## Social media as a tool for communicating ideas

One of the biggest benefits of social media is using it to increase your website traffic. Not only does social media help you direct people to your website, but the more social media shares you receive, the higher your search ranking will be



# Proposed APFF Social Media Strategy

- Improve APFF web page on ABAC Online Website
- Operate an APFF Twitter Account in tandem with the APFF web page
  - To direct attention of existing audiences to new updates on the APFF web page
  - To raise awareness of new audiences about information on APFF and its activities on the APFF web page



## APFF Web Page

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

- What's New
- Quick Links
  - About APFF
  - Annual Reports to APEC Finance Ministers
  - Special Reports and Documents
  - Activities
  - APFF Caucus Meeting Agenda and Papers



# Guidelines: Content and frequency

Sample Tweets (not actual, illustration only)

- Content:
  - Only official APFF business
  - Compliant with APEC guidelines and practices
  - Focus on objective material
- Frequency
  - Manageable level to allow effective management and oversight



# Guidelines: Management

- Account under authority of APFF Chair
- Managed and operated by APFF Coordinator
- Approval process to be followed for all tweets and retweets
- Protected account (followers allowed by invitation only and approved by the APFF Chair)
- Followers: ABAC members/staffers, APFF sherpas/work stream participants, APEC fora participants (FMP, EC, SMEWG), international organizations (WB, ADB, IMF, OECD), financial industry associations and firms, mass and social media journalists