

**Advisory Group
Meeting III
PAPER 6-B
Presentation**

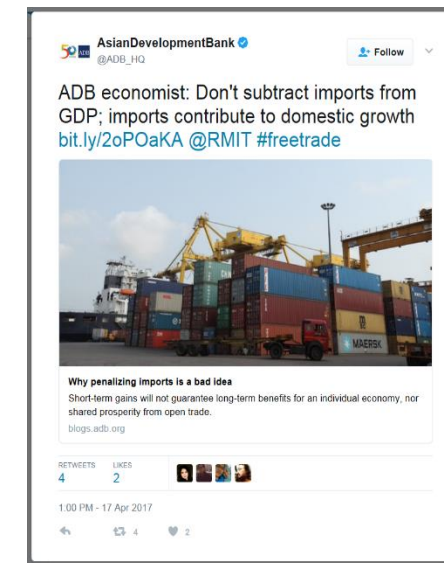
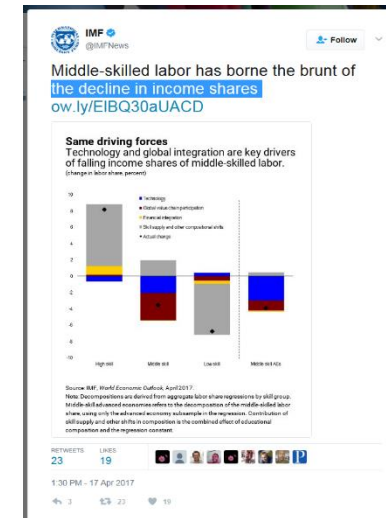
Document: AGFSCB 37-027A
Draft: **FIRST**
Date: 22 July 2017
Source: APFF
Meeting: Toronto, Canada

APFF Social Media Strategy

Office of the APFF Chair

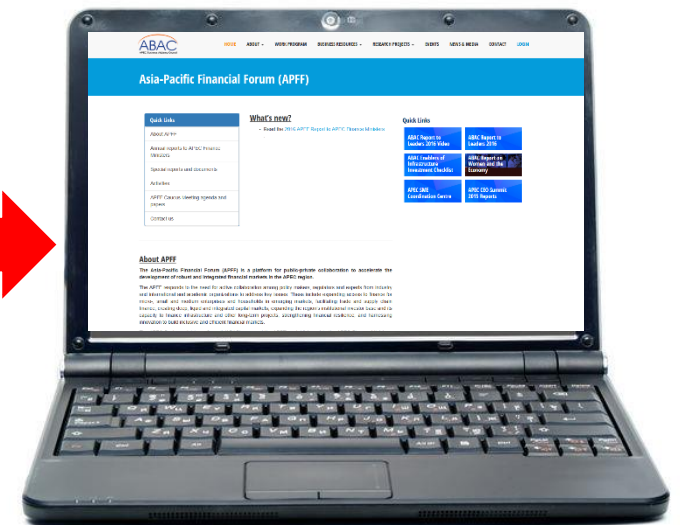
Social media as a tool for communicating ideas

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

The screenshot displays the APFF web page with the following elements:

- Navigation Menu:** HOME, ABOUT, WORK PROGRAM, BUSINESS RESOURCES, RESEARCH PROJECTS, EVENTS, NEWS & MEDIA, CONTACT, LOGIN.
- Header:** Asia-Pacific Financial Forum (APFF)
- Quick Links (Left):**
 - About APFF
 - Annual reports to APEC Finance Ministers
 - Special reports and documents
 - Activities
 - APFF Caucus Meeting agenda and papers
 - Contact us
- What's new? (Center):**
 - Read the 2016 APFF Report to APEC Finance Ministers
- Quick Links (Right):**
 - ABAC Report to Leaders 2016 Video
 - ABAC Report to Leaders 2016
 - ABAC Enablers of Infrastructure Investment Checklist
 - ABAC Report on Women and the Economy
 - APEC SME Coordination Centre
 - APEC CEO Summit 2015 Reports
- About APFF (Bottom):**

The Asia-Pacific Financial Forum (APFF) is a platform for public-private collaboration to accelerate the development of robust and integrated financial markets in the APEC region.

The APFF responds to the need for active collaboration among policy makers, regulators and experts from industry and international and academic organizations to address key issues. These include expanding access to finance for micro, small and medium enterprises and households in emerging markets; facilitating trade and supply chain finance; creating deep, liquid and integrated capital markets; expanding the region's institutional investor base and its capacity to finance infrastructure and other long-term projects; strengthening financial resilience; and harnessing innovation to build inclusive and efficient financial markets.

The APEC Business Advisory Council (ABAC) proposed the APFF's establishment to the APEC Finance Ministers, who launched the Forum at their 2013 annual meeting in Bali. APFF is one of the three policy initiatives under the APEC Finance Ministers' Process whose management was entrusted by the Ministers to ABAC, together with the Asia-Pacific Forum on Financial Inclusion and the Asia-Pacific Infrastructure Partnership (APIP).

Over 300 experts and senior representatives from more than 150 institutions collaborate in the APFF's undertakings. These institutions include financial services firms (global and regional commercial and investment banks, asset

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