

Accessibility Standing Group LinkedIn Page Content Strategy

Purpose:

- To promote the Accessibility Standing Group (ASG) and its activities
- To promote digital accessibility
- To share digital accessibility information
- To build a strong cross-section of followers

Primary audience: Accessibility Standing Group members and people working/advocating for digital inclusion

Secondary audience: People working in Internet governance with an interest in accessibility and digital inclusion

Content:

- digital accessibility
- disability online inclusion
- innovations in accessible technology
- relevant accessibility events
- disability leaders in digital inclusion
- accessibility issues/concerns

Consideration to be given for making comments/likes on other posts.

Priority of content:

1. ASG leadership team/member activities
2. Reposting of:
 - Posts that tag or mention ASG and/or ASG leadership team/members
 - Posts shared by leadership team on WhatsApp group
 - Posts by related organisations eg DCAD, G3ict etc

Type of content:

- Video
- Photos with text
- Blogs
- Other

Frequency: 3-4 posts/reposts per week

Version 1.0

January 2024