

2. Social Media Strategy

Overview

Overhaul the OIX brand image within Social Channels. Compose a strategy that targets industry professionals, service providers, certified entities, and end users, and ramp up engagement.

Objectives

- Increase Brand Awareness
- Increase public awareness and positive image of the Open-IX Brand.
- Increase the number of certifications
- Generate leads for OIX1 & OIX2 Certifications
- Increase individual membership
- Drive new membership through outreach, incentives, and new benefits.
- Engage the community
- Engage in meaningful discussions with the community through social channels