



nontent.

## COMMUNICATION

Strategic Communications Plan

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## EXECUTIVE SUMMARY

This is the **first communication plan for the nontent project** and it is designed to set out the objectives, messages, and strategies that will be used to communicate the core values of our project.

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## OBJECTIVES

- Increase awareness
- Increase engagement
- Inform users
- Establish transparency
- Gather data



# SITUATIONAL ANALYSIS

## Our Audience:

- Social media users
- Researchers
- Media
- Anyone really

Total clicks

223

Total impressions

17.6K

Average CTR

1.3%

Average position

25.2



## The current social media landscape, and our mission.

- Big Tech companies are collecting personal data
- Users are profiled and classified constantly
- Users are put into echo chambers
- Personal data has no personal value for the user
- ✓ We want to allow users to give value to their data
- ✓ We want to create a tool to help visualize social media and level the field with high tech companies
- ✓ We want to expose potential abuse of social media algorithms to promote or vehiculate an idea.