.IN Registry
Social Media Strategy
Social Media Strategy

Reach the right audience

INFORMATION

Interact with audience to build advocacy

ENGAGEMENT

CREATE AWARENESS

Encourage Adoption
Communication Channel

Informative not preachy
Experimental, Trusted

News & Information
# Social Media Strategy Matrix

<table>
<thead>
<tr>
<th>Platforms</th>
<th>Platform Strategy</th>
<th>Type of Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Informative not preachy, Experimental, Trusted</td>
<td>Trustimonials, dot in Protip, Myth Busters, Video Tutorials, Indian Specialties</td>
</tr>
<tr>
<td>Twitter</td>
<td>Towards Government news and Informative</td>
<td>News, Message from government and key people in dot in, Protips</td>
</tr>
</tbody>
</table>
Posts targeting Startup and Entrepreneurs:

Twitter: #DotINMantra

Twitter No. of Followers - 4146
Facebook Posts

Facebook - Total Likes- 64,761
Leveraging the festive season: Wishing Posts
Engagement Activity

How .INdian are you?

Banking on the prevalent sense of nationalism on the social media, we created a quiz. We asked people interesting questions and gave them an opportunity to engage with our page in figuring out how .INdian are they.
Launched on 1st July 2015 by the PM of India. This initiative is aimed to ensure every citizen in the country has access to the government services.

Answer the question to figure out How .INdian are you!

Q.4. _______ initiative started by Honourable Prime Minister Mr. Narendra Modi plans to connect the rural parts of India with high-speed internet networks.

a. Make in India
b. Startup India
c. Digital India
d. Clean India
Cricket being the most played game in India. Does it qualify it to be our National Sports? Answer the question to figure out How .INdian are you!

Q.3 What is the national sport of India?

a. Kabaddi
b. Cricket
c. Hockey
d. None of the above
Thank You