



Membership report
March 30, 2021

Membership objective: an engaged global movement of individuals and organisations committed to modelling and advocating for communication rights [communication for social justice and sustainable development].

Membership is important:

- For participation in and income for activities, and by extension, visibility and impact by regional organisations
- For governance of WACC Global (electing directors and President)
- For demonstrating relevance and outreach to funders and partners

Membership Numbers as of March, 2021:

Individual	Institutional	Total
114	90	204

Membership Campaign: Truthful Voices Matter

The WACC secretariat prepared and delivered a campaign to raise WACC's visibility and encourage new memberships. The campaign, "Truthful Voices Matter" started on February 13, World Radio Day and ended on International Women's Day (8 March) for which we also released GMMP preliminary results. In between these dates, we also had the World Day of Social Justice (20 February) and International Mother Language Day (21 February).

Several member video testimonials were requested and received as part of the campaign. A facebook profile frame was created. Key messages, sample tweets, and a visibility guide were also distributed to RECs in the week before the campaign start.

Most of the material is not time defined and can continue to be used by the regions.

From analyzing our social media statistics, here are the main takeaways from the campaign:

- Instagram posts had a higher engagement, followed closely by Twitter
- Facebook didn't perform as well as Instagram and Twitter, with only half of total reach and engagement
- Facebook had an increase in reach and engagement during the campaign period, but only a few actually clicked the action button
- The post featuring Ary on Facebook did well: 3,500 reach; 166 clicks and 365 reactions.
- Overall, Posts that had photos of people performed considerably better, except for one with graphics that was the first post announcing the campaign
- English and Spanish posts did better than the French ones
- On Twitter, the post that had the highest engagement was about World Radio Day/tied to campaign; 974 reach; 2.9% engagement; followed by the post with WACC Latin America member Marcela Gabioud, which had 543 impressions and 3.2% engagement rate; then the post about Ary Regis and WACC, with 343 impressions and 4.7% engagement rate.
- WACC gained new followers (e.g. 31 new followers for Twitter, among them one with 16,800 followers)

We are interested to hear feedback from the regions on any impact and recommendations for future membership initiatives.