



Social Media Makeover Public Interest Registry



Social Media Makeover – PIR



Jonathan Heit
President, Senior Partner
Allison+Partners
@jdheit



Thuy LeDinh
Marketing Comms Manager
Public Interest Registry
@thuyledinh

#prnbig3



About Allison+Partners Digital

PROGRESSIVE

JOICO
THE ART OF HEALTHY HAIR

freeze 24-7

ING DIRECT
Save your money®

SAMSUNG

 **WeChat**

ZIRH

shareBUILDER®


ERA
REAL ESTATE

ARCLIGHT
CINEMAS

GoodSkin Labs


NATIONAL RESTAURANT ASSOCIATION®

 **open solutions**

ORBITZ

 **Audax**
health


hark™

 **harmon.ie**

.org 


wines
TILSOLDOUT

 **sexyhair.**

 **UNIVERSAL TECHNICAL INSTITUTE**


TiVo

#prnbig3


Allison+Partners
Innovation in Communications
Reimagined.

About Public Interest Registry (PIR)

Public Interest Registry is the operator of one of the original domains, .ORG. .ORG over the years has shaped the global community as the place to express ideas, knowledge, and causes on the Internet. Whether an individual with an idea to share, a small club organizing and motivating your members, or a large company conducting educational and marketing campaigns - the .ORG domain name communicates trust, credibility, and community interest.



#prnbig3




Today

How PIR is leveraging SM

Public Interest Registry



.ORG

.org ™

advance your mission

10+ million domains

The image shows a stylized representation of a .ORG domain card. It has a blue header with ".ORG" in white. Below the header is a white rounded rectangle containing the ".org" logo in green, followed by a green circle with two white arrows pointing right and a trademark symbol. Underneath the logo is the tagline "advance your mission" in green, and at the bottom, it says "10+ million domains" in black.

#prnbig3

A Combined Social Media Presence

PIR + .org 



Dotorg (corp)

@Orgbuzz (corp)

Orgbuzz (corp)

PIRegistry (corp)

**Practice Safe DNS
(campaign)**

@PIRegistry (corp)

**Why I Chose. ORG
(campaign)**

**@whyIchose.org
(campaign)**

**NGOTLD
(campaign)**

**@practicesafedns.org
(campaign)**



Facebook Today

The screenshot shows the Facebook profile page for 'dotorg'. At the top, the Facebook navigation bar includes the 'facebook' logo, notification icons (3), a search bar with the text 'Search for people, places and things', and links for 'Domaine Regis' and 'Find Frie...'. Below the navigation bar, the user is identified as 'dotorg' with a 'Timeline' dropdown and a 'Now' dropdown. An 'Admin Panel' button is visible in the top right. The main profile picture is a green banner with the text 'dotorg' and 'together, get'. A circular profile picture with a white double arrow is overlaid on the left. The name 'dotorg' is displayed with '1,554 likes · 28 talking about this · 21 were here'. Below the name are links for 'About', 'Photos', 'Likes' (1,554), 'Map', and 'RSS/Blog'. The 'About' section includes 'Add A Category', '1775 Wiehle Avenue, Suite 200, Reston, VA.', 'Add Your Phone Number', and 'Add Your Hours'. The 'Highlights' section shows a 'Status' update from 'dotorg' posted 3 hours ago with the text 'Reminiscing about ICANN Beijing.' and a photo of a person in a red apron. The 'Friends' section shows '31 Friends Connected to dotorg' and '31 friends like this' with a row of profile pictures and '+22'. Below that, it says '2 friends were here' with two profile pictures.



Dotorg (corp)



Facebook Today

The screenshot shows the Facebook profile page for 'Practice Safe DNS'. At the top, the Facebook navigation bar includes the logo, a search bar with the text 'Search for people, places and things', and links for 'Domaine Regis' and 'Find Friends'. The main cover image features a person holding a black t-shirt with 'Practice Safe DNS' printed in white. To the left of the cover is a circular profile picture with the same text. Below the cover, the page name 'Practice Safe DNS' is displayed with '225 likes' and a 'Liked' button. A website link is provided: 'Where has your traffic been? Be smart. Be safe. Get protected. Practice Safe DNS.' Navigation tabs for 'About', 'Photos', 'Likes', and 'Videos' are visible. A 'Highlights' dropdown menu is located below the navigation tabs. On the left side, there are buttons for 'Status', 'Photo / Video', and 'Offer, Event +', along with a text input field containing 'What's happening, Practice Safe DNS?'. A post from 'Practice Safe DNS' is shown, dated 'April 27, 2012', with a link icon. On the right side, a '16 Friends' section is visible, with the text 'Like Practice Safe DNS' and a row of profile pictures, including one for 'Domains Trader' and another with 'bid.' text, followed by a '+7' indicator.



Practice Safe DNS
(campaign)



Facebook Today

facebook 3 2 Search for people, places and things Domaine Regis Find Frie

You are posting, commenting, and liking as WhyIChose.ORG — Change to Domaine Regis

WhyIChose.ORG Timeline Now Admin Panel

Why I Chose .ORG

WhyIChose.ORG
73 likes

Non-Profit Organization
WhyIChose.org is a campaign launched by .ORG, the Public Interest Registry to demonstrate the immeasurable value of .ORG as a place where entities can educate, mobilize and

About Photos Likes Videos RSS/Blog

Highlights

Status Photo / Video Offer, Event +

What's happening, WhyIChose.ORG?

11 Friends
Like WhyIChose.ORG



Why I Chose. ORG
(campaign)

Facebook Today

The screenshot shows the Facebook profile for 'NGO'. The page header includes the Facebook logo, a search bar with the text 'Search for people, places and things', and navigation links for 'Domaine Regis' and 'Find Frie'. Below the header, it says 'You are posting, commenting, and liking as NGO — Change to Domaine Regis'. The main content area features a large banner image with the NGO logo on the left and a collage of four photos: three smiling children, an elderly man smoking, and a young girl. Below the banner, the profile name 'NGO' is displayed with the tagline 'a Public Interest Registry initiative' and '143 likes · 4 talking about this'. A 'Like' button is visible. The 'About' section is partially visible, stating 'Computers/Technology .NGO will be the exclusive domain for local and global non-governmental organization.' Below this are tabs for 'About', 'Photos', 'Likes', and 'Videos'. The 'Likes' tab shows a count of 143. A 'Highlights' dropdown menu is also present. At the bottom, there is a status update input field with the placeholder text 'What's happening, NGO?' and a '13 Friends Like NGO' section showing a row of profile pictures and a '+4' indicator.



NGOTLD
(campaign)

A roll of white paper is positioned on the left side of the frame, partially unrolled. The background is a bright yellow color, with a white, torn-paper edge effect separating it from the white background on the left and bottom. The text is centered on the yellow background.

Tomorrow

PIR is launching 5 new domains



Allison + Partners

Innovation in Communications
Reimagined.

Public Interest Registry



Today

.org 
advance your mission

2013

·
.opr
.机构
.组织机构

2014

.NGO
a Public Interest Registry initiative

.ONG
a Public Interest Registry initiative

A Fractured Social Media Presence

PIR



.机构



Dotorg (corp)

@Orgbuzz (corp)

Orgbuzz (corp)

PIRegistry (corp)

**Practice Safe DNS
(campaign)**

@PIRegistry (corp)

**Why I Chose. ORG
(campaign)**






**@whyIchose.org
(campaign)**

**NGOTLD
(campaign)**

**@practicesafedns.org
(campaign)**



A Fractured Social Media Presence

	PIR	.org 	.NGO <small>a Public Interest Registry initiative</small>	ONG <small>a Public Interest Registry initiative</small>	.机构
	Dotorg PracticeSafe DNS.org	Why I Choose.org	NGOtd.org	None	None
	@PIRegistry @PracticeSafe DNS	@ORGBuzz @WhyIChose. org	@NGOtd	None	None
	ORGBuzz	None	None	None	None
 Instagram	PIRegistry	None	None	None	None



Now...

How would you restructure this?

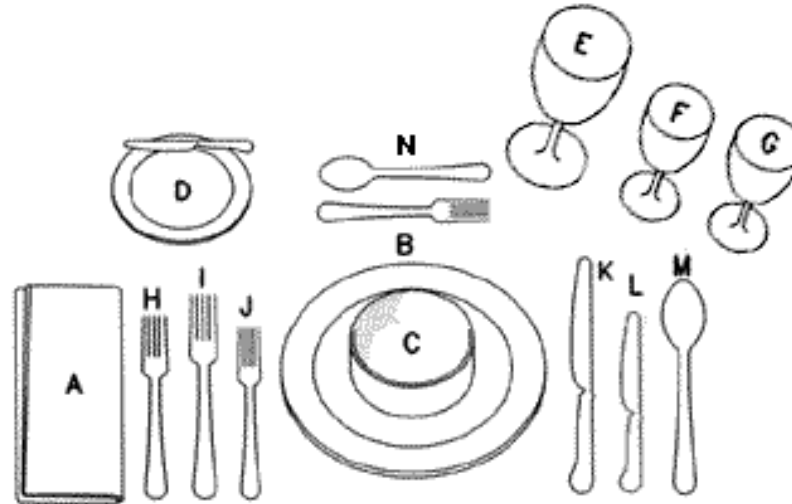
Items for Consideration

- **Platforms (not limited to):**
 - Facebook
 - Twitter
 - YouTube
 - Instagram
 - Pinterest
 - Blogs
- **Content strategy**
- **Monthly editorial calendars**
- **Execution/implementation**



#prnbig3

Thought Starters



- ... where would you focus?
- ... how do you differentiate internationally?
- ... how do you address the language barriers?
- ... what resources do you dedicate for campaign vs. brand?
- ... how do you complement/support?
- ... what would you launch/what would you consolidate?

#prnbig3



Worksheet

	PIR	.org 	.NGO <small>a Public Interest Registry initiative</small>	.ONG <small>a Public Interest Registry initiative</small>	.机构
					
					
					
 Instagram					

#prnbig3

Recommendations





Thanks!

**Public Interest
Registry**



Allison+Partners
Innovation in Communications
Reimagined.