

IEEE 802 40th Anniversary Public Visibility Campaign Update

*John D'Ambrosia
Futurewei, U.S. Subsidiary of Huawei
ec-20-0044-00-00EC
Mar 20, 2020*



Agenda

- ▶ Overview of Social Media Channels
- ▶ Overview of Results

Three Distinct-Interrelated Efforts

- ▶ IEEE (paid by 802)
 - IEEE Transmitter Page - <https://transmitter.ieee.org/802-standards/>
 - Twitter - @IEEEorg
- ▶ IEEE SA (sponsored by IEEE SA)
 - IEEE SA Webpage - <https://standards.ieee.org/featured/802/>
 - Twitter - @IEEESA
- ▶ IEEE 802 (covered by JD)
 - Twitter - @IEEE802
 - LinkedIn – leveraged personal account
 - Google Analytics on 802 website (<http://ieee802.org/>)

Overview of Results - IEEE

▶ Global Media Coverage

- Brazil (10)
- China (14)
- France (3)
- India (7)
- Indonesia (1)
- Italy (3)
- Korea (23)
- Netherlands (1)
- Spain (2)
- UK (1)
- USA (9)
- Vietnam (1)

Item	Metric	Current
Video Views	100,000	259,238
Social Engagement	75,000	72,859
Transmitter Landing *	35,000	18,120
802 Mktg page	500-2500	6,264

* <https://transmitter.ieee.org/802-standards/>



IEEE 802 ANNIVERSARY

IEEE SA Campaign Performance

Updated on: 3/18/2020

	As of 3/6	As of 3/11	As of 3/18	As of ____
Page Views	834	1,460	2,165	
Avg Time on page	2:27	2:23	02:14	
Form Submissions	5	8	11	
Total Clicks	374	671	1024	
Click-Through rate	41.28%	41.89%	43.06%	

Where they came from:

- Most users came from visiting the Standards website
- Other users primarily came from Newsletters and Social Media
- The rest came from direct links and other sources

What they did while here:

- Most users visited the Standards homepage after visiting the 802 page
- Nearly the same amount of users interacted with the 802 page and the associated bio page
- The rest visited a variety of web pages across the Standards Association website

Where they dropped off:

- Most users left the 802 page directly
- A smaller subset of users left from the Standards homepage
- The rest were a variety of web pages across the Standards Association website

SOCIAL MEDIA

2/26-3/18	Facebook	Twitter	LinkedIn	Totals
Number of posts	4	6	3	13
Engagement (Likes/Shares/ Comments)	53	174	55	282
Engagement Rate	.075% (Industry Benchmark .09%)	.034% (Industry Benchmark .07%)	1.95% (Industry Benchmark .204%)	N/A
Reach/ Impressions	6,478	11,855	750	19,083

INTEREST FORM SUBMISSIONS AS OF 03-18-2020

Total Working Group Interest Form Submissions as of 3/18	11																					
Number of Interest Form Submissions by Working Group	<table><tr><td>0</td><td>802.1</td><td>Higher Layer LAN Protocols Working Group</td></tr><tr><td>2</td><td>802.3</td><td>Ethernet Working Group</td></tr><tr><td>4</td><td>802.11</td><td>Wireless LAN Working Group</td></tr><tr><td>2</td><td>802.15</td><td>Wireless Specialty Networks (WSN) Working Group</td></tr><tr><td>1</td><td>802.18</td><td>Radio Regulatory TAG</td></tr><tr><td>1</td><td>802.19</td><td>Wireless Coexistence Working Group</td></tr><tr><td>1</td><td>802.24</td><td>Vertical Applications TAG</td></tr></table>	0	802.1	Higher Layer LAN Protocols Working Group	2	802.3	Ethernet Working Group	4	802.11	Wireless LAN Working Group	2	802.15	Wireless Specialty Networks (WSN) Working Group	1	802.18	Radio Regulatory TAG	1	802.19	Wireless Coexistence Working Group	1	802.24	Vertical Applications TAG
0	802.1	Higher Layer LAN Protocols Working Group																				
2	802.3	Ethernet Working Group																				
4	802.11	Wireless LAN Working Group																				
2	802.15	Wireless Specialty Networks (WSN) Working Group																				
1	802.18	Radio Regulatory TAG																				
1	802.19	Wireless Coexistence Working Group																				
1	802.24	Vertical Applications TAG																				

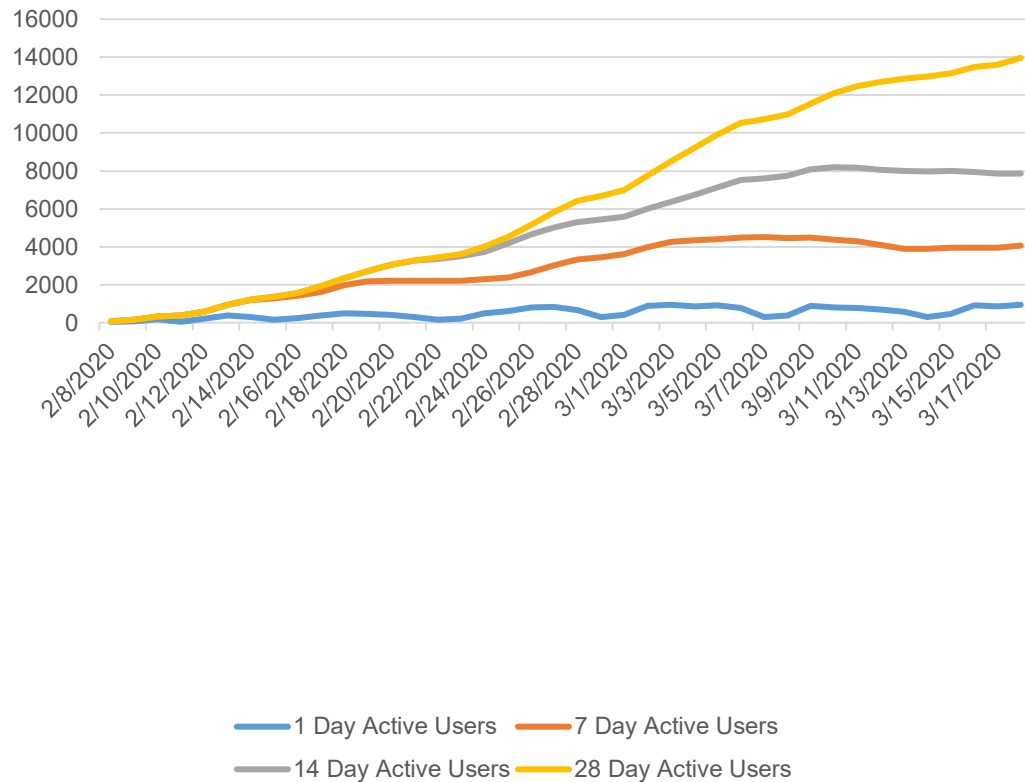
Overview of Results – IEEE 802

- ▶ Twitter handle for @IEEE802 created
 - 121 Followers
- ▶ Brief Stats
 - 24 Tweets to date
 - 23.1K impressions
 - 126 Link clicks
 - 125 likes
- ▶ Leveraged personal LinkedIn account
 - Leveraged IEEE content
 - 392 to 1793 Views
 - A Look into 4 decades of IEEE 802 Standards (1508 views)
 - Why the Development of Wireless Networks is Important for Global IoT Growth (912 views)
 - IEEE 802.3 – Pushing Ethernet Standards Further and Faster (1173 views)
 - IEEE 802 / 40th Anniversary (1793 views)



Google Analytics – 802 Webpage (as of 3/19)

Active Users



Country	Users	Sessions
United States	28%	30%
China	10%	10%
Japan	9%	10%
India	7%	6%
Germany	6%	6%
Taiwan	3%	3%
South Korea	3%	3%
United Kingdom	3%	3%
Mexico	3%	3%
Canada	2%	3%

Page	Pageviews
/3/	8693
/	8323
/tsn/	1261
/15/	1239
/3/index.html	1154
/2020-03-tsn-agenda/	895
/tsn/iec-ieee-60802/	689
/3/ct/index.html	619
/3/ca/index.shtml	603
/security/802-1ae/	566



Next Steps

- ▶ Completion of current program 4/1
- ▶ Evaluation

- ▶ Update to IEEE-SA 802 Mktg Website
 - Development of archive – articles / press releases
 - Leverage 802 Website information

- ▶ Phase 2
 - Budget discussions