



Black Sea Women in Nuclear

Communications Strategy 2025-2027

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(Communication Officer)

Objective : Outreach & Engagement for the Black Sea Women in Nuclear Network for the next two years.



Our Two-Year Goals



Increase Membership Engagement

Target a 50% increase in active membership by the end of 2027.



Expand Social Media Presence

Double our social media following and boost engagement metrics by 50%.



Current Followers (March 2025)

LinkedIn: 808, Facebook: 332 likes/422 followers, Twitter: 213, WhatsApp: 148 members

Proposed Communications Strategies



Shared Calendar Management

Track nuclear events and holidays to increase social media presence.



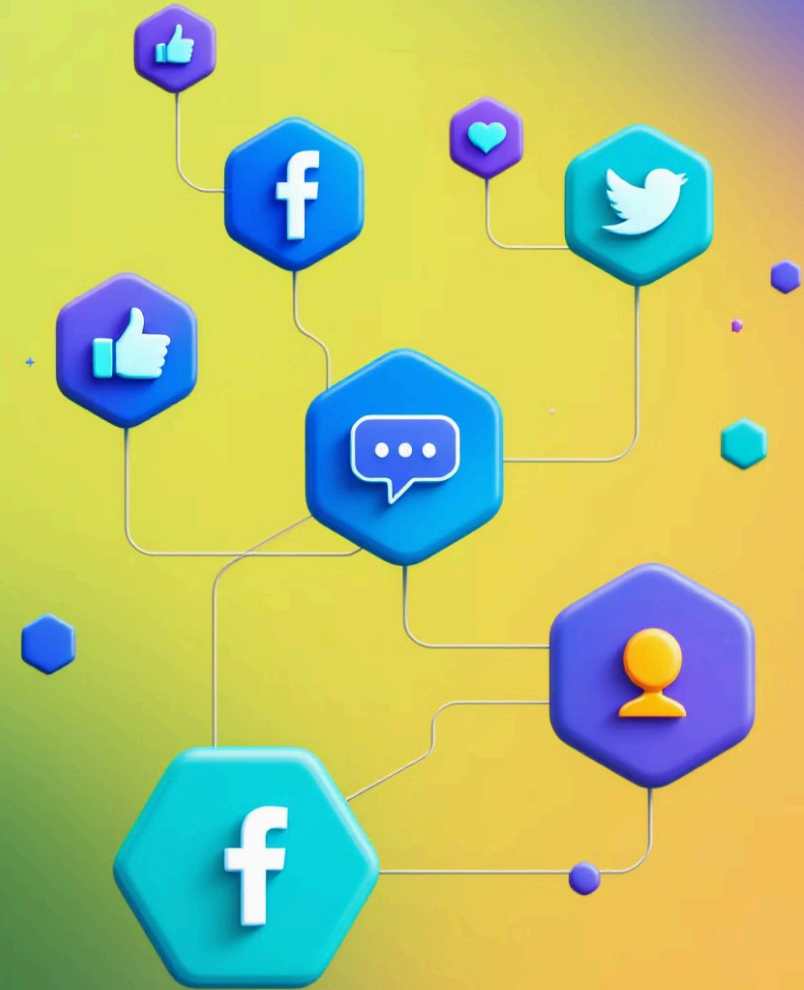
Website Enhancements

Update leadership profiles, contact info, integrate automatic WhatsApp link when subscribed, and establish a donation section (with compliance necessary tax law and implications).

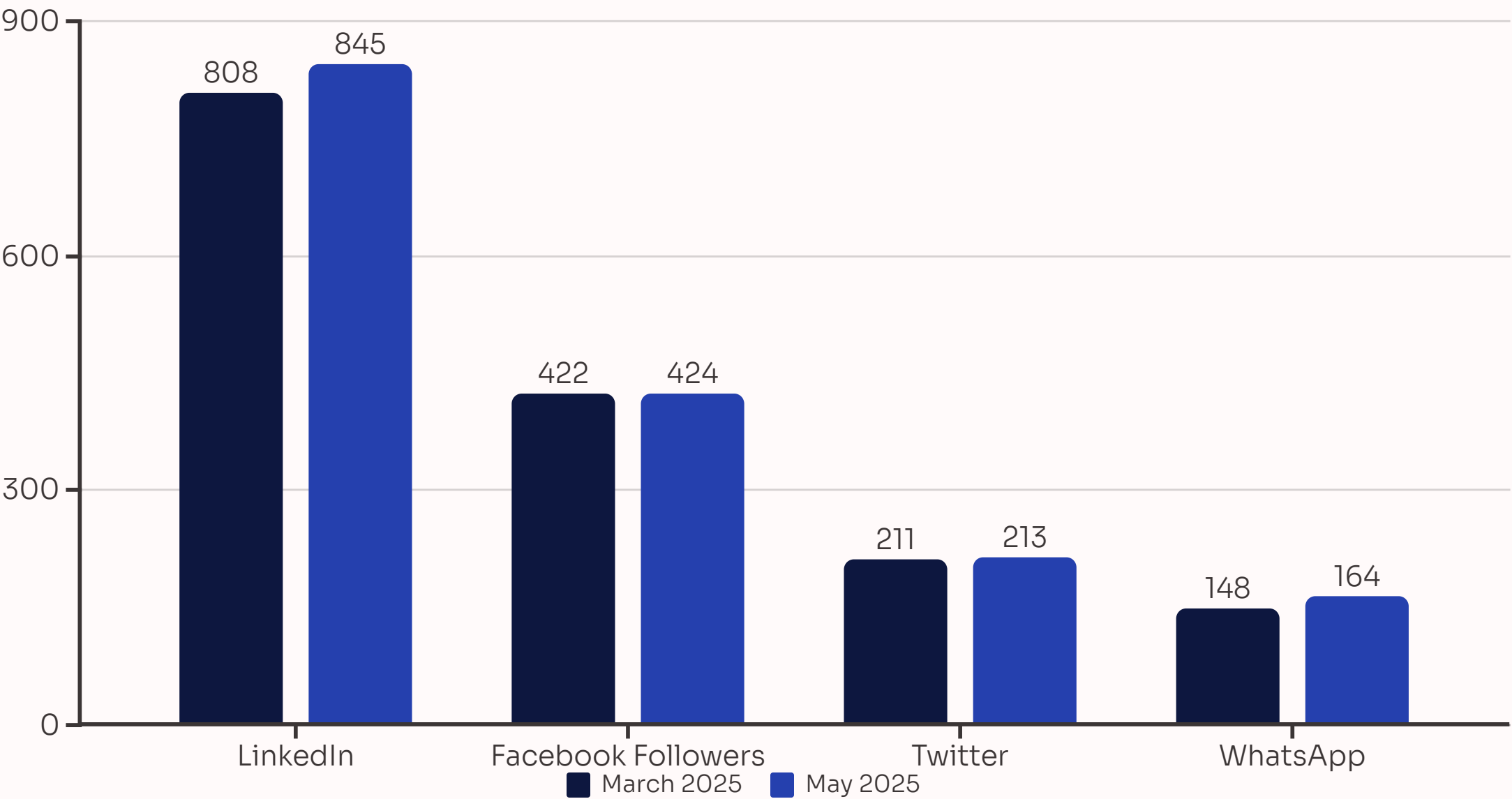


Social Media Strategy

Create Instagram account, implement paid subscriptions (eg Google Drive for storage & AI for social media and design), and develop tailored event templates for uniformity.

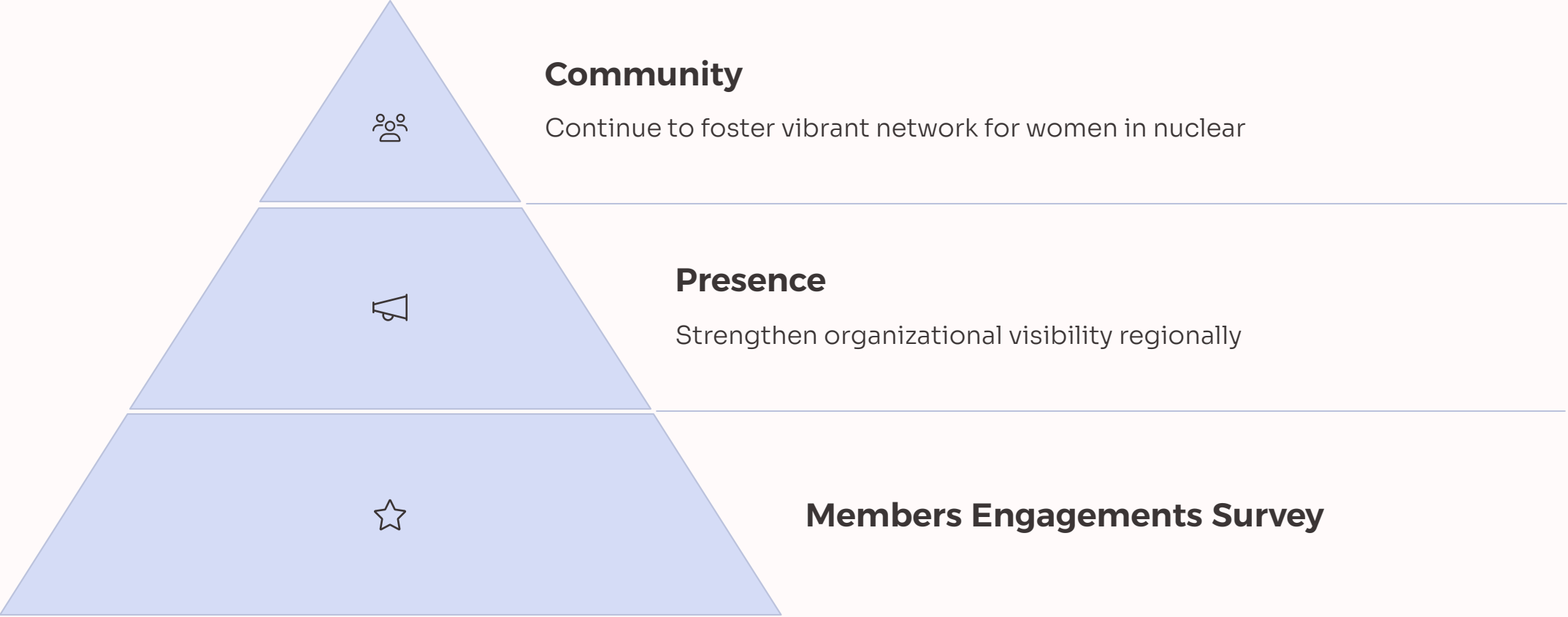


Social Media Growth Since Strategy Proposal



Our social media presence has grown steadily since implementing our strategy in March 2025. LinkedIn shows the largest engagement and strongest growth.

Conclusion & Next Steps



Our annual member survey in March 2025 helped refine our approach and ensure we meet our community's evolving needs. Which will be presented tomorrow.