



NASCIO #CIOTopTenIRL Campaign

Purpose:

- Promote the 2018 Top Ten CIO Priorities to members, stakeholders and strategic partners and engage them in conversation on the role each can play regarding the issues, implications and solutions

NASCIO Goal/Objective Alignment:

- Improve the sharing of experiences and expertise among members, trade associations and strategic partners
- Curate and promote content on information technology issues, implications and solutions
- Educate and build consensus among members and stakeholders

Concept:

- A state CIO will explain in a brief video (1 minute) why a particular priority is important to their state specifically or state IT more broadly
- Corporate members, strategic partners, trade associations and stakeholders will be encouraged to join the conversation by sharing a video response

Distribution:

- One priority per week will be shared for a total of 10 weeks; February 5 - April 13
- Each campaign week, NASCIO will share the corresponding CIO videos, as well as other NASCIO resources related to the priority.
- For ease of reference, NASCIO will create a Twitter moment for the campaign
- Prior to and during the campaign, NASCIO will send tips to corporate members, partners and stakeholders on how to engage with the campaign

Tone:

- Conversational
- Informal
- Using In Real Life (IRL) will help frame the videos in both content (how the Top Ten applies to states in real life) and appearance (video subjects are recorded in their real life surroundings - office or other casual setting)