

Online Dating Association

Where we are going next

Vision:

An online dating sector, and online dating experience for users, that is safe, trustworthy, fulfilling and engaging, and a world where online dating fosters positive communication, inclusiveness, and many happy relationships

Mission:

To encourage an online dating sector that is working on behalf of consumers, creating a safe, trustworthy, and positive dating experience, while working on innovative solutions to challenges

Who we are

The ODA is the trade association recognised internationally as the voice of the online dating sector, supported by a membership who believe in trust, safety, honesty, clarity, and privacy; who believe in creating a positive experience for users; and support a technology ecosystem that supports innovation in online dating. We build trust and confidence in online dating through a set of standards and promote safe online dating education to users of apps and websites.

What we do

- Work with members and partners to promote trust & safety, honesty & clarity, privacy, and best practice
- Illustrate, through the development and communication of standards, members commitment to trust and safety, honesty, privacy, and best practice
- Deliver positive PR and campaigns on behalf of the wider sector, through both proactive and reactive engagement
- Communicate with legislators, regulators and wider stakeholders on policies that effect the sector, delivering an impactful advocacy strategy
- Create opportunities for members to learn, upskill, promote best practice, and work together
- Enable daters to learn how to be smart users of online dating apps and websites

Last Year

- Vaccine Campaign
- George's Retirement
- Working with UK Finance and City of London Police
- New Board members
- New Comms and Policy Officer
- Dutch Romance Fraud Campaign
- Television Appearances
- Match Group Joined
- Revamp of the website

Five Priority Areas

Membership

Government
Affairs/Advocacy

Communications

Public Relations

Research

Membership

- Updated Membership and Associate Guidelines:
 - Clear Pitch
 - Clear Offer & Benefits
 - Clear Asks of Members
 - Clear Guidelines (must & must not)
 - Clear Process for becoming a member
- Member Engagement
 - Comms
 - Events
 - PR
- Member Retention
 - Member experience meets the offer
- New Member Strategy
 - Based on guidelines
 - Sector Comms
 - Don't miss out!
 - Events
 - Directed Approaches and Pitch

Communications

Audiences

- Members
- The Online Dating Sector
- Wider Stakeholders interested in our sector (police, fraud-related bodies, technology bodies, other trade assoc)
- Media (tv, radio, print)
- Government (civil servants, elected members, ministers, regulators)
- The Public (ie online daters and their friends/family)

How we engage

- Member Newsletter
- Quarterly Industry Update
- Social Media
- Website
- Press Releases
- TV Appearances
- Campaigns

Why We Engage

- Keep members up to date, informed and involved
- Keep the sector up to date, and aware of our actions
- Engage wider stakeholders in our mission and aims and create partnerships
- Educate the public on safe online dating and what ODA members do to protect them
- Influence government to create regulation and legislation the works for us
- Tell our stories
- Briefings
- Meetings
- Sector Channels (ie OPW, GDI)
- Conferences

Branding

- Like Communications, makes clear who we are and what we do
- We want the sector, the Government and the media to have a mental of the ODA just from the name and the logo
- Utilising the communications
- Any new directions should be cognisant of the 'brand'
- Our brand values should match our vision, mission, standards, and 'who we are'

For example we want to be associated with concepts like:
Trust, safety, honesty, privacy, supporting innovation, fighting for the sector, a clear voice for the sector, uniting the sector, good business practices, positive PR, support for online daters, advice

Government Affairs

(aka Gov Relations, Public Affairs, Advocacy, Lobbying)

What is it?

- Influencing those that make policy and regulation
 - Meetings & Calls
 - Briefings
 - PR (see next section)
 - Working with sector partners
- Sharing our evidence
 - ODA gather evidence of challenges, successes, and concerns
- Taking policy positions

Where?

- UK
- EU
- USA
- English-Speaking further abroad?
- Where matters to you?

How?

- Having solid evidence of challenges, successes and concerns of the sector
 - Working with Government and regulators to share these in a collaborative way and influence policy
- Monitoring for updates and concerns from Government
 - Speaking out when these concerns required either to Govt or publicly
- Having policy positions on key areas and making ourselves known for them
 - Ie digital regulation, age verification, digital ID

Key Issues in 2022

Online Harms – ie Online Safety Bill/Digital Services Act/Section 230

Pro-competition in digital markets – ie Digital Markets Unit/Digital Markets Act/Anti-trust Bills/CAF

Data, Data Sharing and Data Privacy

Fraud and Economic Crime

Artificial Intelligence and its uses

Digital ID

Age Assurance and Verification

Diversity of the sector

Payments and Transactions

Public Relations (PR)

Overview:

- Underpins comms and advocacy
- Where we can develop our message and narratives – these must be clear (see comms slides)
- Opportunities for members to be involved publicly or behind the scenes

Topics:

- Currently, romance fraud and the sector's response to it is the main interest
- Should expand into:
 - Our Advocacy priorities
 - Unique research

How?

- Press Release to Media List
- TV and Radio Appearances
- Print
- Social Media

- Working with partners (ie UK Finance)
- Building relationships with media channels and individuals
- Having unique and interesting research
- Topics that are relevant already (ie Tinder Swindler, Online Safety Bill)

Research

Underpinning PR, GR and Comms is quality evidence

Why?

- Develop our evidence base
 - New Narratives
 - New Numbers
 - New areas ie psychology, behavioural science
- New and interesting content for PR & Comms
- Clear insight for GR

How?

- Appointing professional market researchers
- Quick polls through members
- Working with a university or college
- DIY!

All ideas welcome!

Online Dating Association

Thank You

I am always happy to chat, share and discuss
so please don't hesitate to get in touch

Discussion time!