



PACIFIC IMMIGRATION
DEVELOPMENT COMMUNITY

Pacific Immigration Development Communications and Visibility Plan 2024 -2026



Contents

1. Executive Summary	3
2. History	3
3. Introduction.....	4
4. Communications Objectives	4
5. Target Audience	5
6. Key Messages	6
7. Communications Channels & Tactics.....	7
8. Key Performance Indicators & Desired Outcomes	12
9 Appendices:	14
Appendix 1: PIDC Social Media Policy	15
Appendix 2: PIDC Logo & Branding Guidelines.....	18

1. Executive Summary

The PIDC is a regional organisation that represents the interests of 21 Member countries and territories in the Pacific region and provides a focal point for Heads of Immigration agencies to strengthen communication, collaboration, and cooperation. The organisation supports Pacific Island Countries and Territories to better manage migration flows and strengthen border management, contributing to improved social and economic well-being and security in the Pacific. This strategy outlines how PIDC will communicate its vision, mission, and objectives to its stakeholders and the wider community to maximise its visibility and impact, supporting the organisation's sustainability and strategic priorities.

2. History

The Pacific Immigration Development Community (PIDC) is the leading regional body that fosters collaboration among Pacific Island nations on immigration issues. The Pacific Islands Forum Secretariat addressed the lack of a formal platform for regional immigration agencies to discuss and pursue common objectives by organising the first immigration conference in 1996, setting the stage for ongoing cooperation.

Initially, the conference included immigration directors from Forum member countries. By the second annual conference in 1997, members adopted a charter establishing the PIDC's objectives, roles, and responsibilities, and renamed it to include other independent territories and states in the Pacific. In 2001, members decided to establish a permanent secretariat. With support from the Forum Secretariat and Fiji Immigration, the PIDC Secretariat was set up in Suva in 2002. The first strategic plan in 2005 envisioned PIDC as the leading organisation on migration issues in the Pacific, aligning with the Pacific Plan's objectives.

By 2009, a review recommended formalising PIDC's legal status. The 2004 conference in the Federated States of Micronesia led to pursuing this status through a headquarters arrangement with a host country. Today, PIDC includes 21 Pacific Island states and territories. In 2015, members endorsed relocating the headquarters to Samoa, and a headquarters agreement was signed in June 2016 with strong support from the Samoan government. The new office in Apia symbolises PIDC's progress and enhanced cooperation among members.

3. Introduction

The PIDC aims to act as the focal point for collaboration, encourage greater cooperation and liaison among member states, coordinate the implementation of PIDC policies, and facilitate the exchange of technical assistance. This strategy will ensure that these goals are effectively communicated and visible to all stakeholders, thereby supporting PIDC's sustainability.

3.1 Vision

To secure the international movement of people for safe and prosperous Pacific communities.

3.2 Mission

To strengthen Pacific border integrity and promote economic prosperity through regional collaboration, modernisation, and facilitating secure, seamless, and efficient international movement of people.

3.3 Organisation Objectives

1. Enhance National Immigration Borders:
 - Contribute to international security by strengthening national immigration systems.
2. Facilitate Cross-Border Travel:
 - Support social and economic development through efficient cross-border travel.
3. Collaborate for Effective National Immigration Agencies:
 - Foster collaboration to build robust national immigration agencies.

4. Communications Objectives

The following objectives will guide the implementation of the PIDC Communications and Visibility Plan:

1. **Raise visibility and awareness** of PIDC's role, key functions, and initiatives among a broader range of stakeholders, including the general public, civil society organisations, and local communities, in addition to government officials.
2. **Showcase the value and impact of the PIDC** by highlighting its contributions to the improved social and economic well-being and security of people in the Pacific region.

3. **Promote regional collaboration and cooperation** by highlighting PIDC's role as the focal point for collaboration among Pacific Islands on immigration issues.

5. Target Audience

Communicating PIDC's messages and raising awareness among the following target stakeholders is essential to foster collaboration, support effective policy implementation, and enhance regional security and prosperity. By ensuring these stakeholders are informed about PIDC's initiatives and contributions, we can build a unified approach to addressing immigration challenges, promote best practices, and secure the necessary resources and support to advance our mission of strengthening Pacific border integrity and facilitating secure, seamless international movement.

Target Audience	Who are they
Internal Network	<ul style="list-style-type: none"> • Border management agencies/personnel • Senior Government Ministry personnel responsible for immigration and border control
National	<ul style="list-style-type: none"> • Heads of Governments • NGOs • Education institutions • Media • General public
Regional	<ul style="list-style-type: none"> • Partner regional organisations including Pacific Islands Forum • Members of other regional and international processes and groups dealing migration issues • Donor organisations • Media • General public
International	<ul style="list-style-type: none"> • Global Immigration and Border control agencies • Media

6. Key Messages

The key messages are designed to support the overarching communications objectives of PIDC and ensure consistency and coherence across all communication efforts, maximising their impact and effectiveness across various channels and touch points. These tailored messages ensure that each audience understands PIDC's role, initiatives, and impact, fostering collaboration and support. Effective communication not only raises awareness and enhances visibility but also strengthens our credibility and demonstrates our value, which is vital for securing continued donor support and ensuring the sustainability of PIDC's mission and operations. By engaging our audiences with clear, relevant, and compelling messages, we build a foundation of trust and commitment, essential for the long-term success of PIDC's goals.

Communications Objective	What are we communicating (Key messages)	Who are we communicating to (Target Audience)	What do we want to achieve
Raise visibility and awareness	<p><i>i. PIDC plays a crucial role in enhancing national immigration borders across the Pacific, contributing significantly to regional and international security</i></p> <p><i>ii. Through strengthened border security measures, PIDC helps protect Pacific communities from illegal activities and promotes safe and orderly migration."</i></p>	National and Regional	The general public and stakeholders demonstrate a better understanding of PIDC's role in enhancing national immigration borders and its importance in regional and international security.
Showcase value and impact	<p><i>i. PIDC's initiatives streamline cross-border travel, supporting social and economic development by making travel more efficient and secure</i></p> <p><i>ii. Efficient cross-border travel facilitated by PIDC boosts tourism, trade, and cultural exchange, contributing to the prosperity of Pacific Island nations.</i></p>	National and Regional	Policymakers and government officials show increased support for border security policies and initiatives promoted by PIDC, leading to enhanced legislative and financial backing.

Communications Objective	What are we communicating (Key messages)	Who are we communicating to (Target Audience)	What do we want to achieve
Promote regional collaboration and cooperation	<p><i>i. PIDC fosters collaboration among Pacific Island nations to build effective national immigration agencies, enhancing regional cooperation and capacity-building</i></p> <p><i>ii. By sharing best practices and providing technical assistance, PIDC helps member countries develop robust immigration systems that ensure security and efficiency</i></p>	Regional and International	Enhanced collaboration and partnerships with international security organizations, resulting in shared resources, expertise, and joint initiatives to bolster border security.

7. Communications Channels & Tactics

To effectively communicate PIDC's role, key functions, and initiatives, it is essential to employ a comprehensive approach that leverages both traditional media and digital channels. By combining the reach and credibility of traditional media with the interactive and wide-reaching nature of digital and social media, PIDC can engage a diverse audience, including policymakers, regional organisations, donor groups, NGOs, educational institutions, the media, and the general public. This integrated communications strategy will ensure that our messages are disseminated broadly, fostering greater awareness, understanding, and support for PIDC's mission and objectives.

A **storytelling** approach will be a central component of our communications tactics. By sharing compelling stories that highlight PIDC's impact on individuals and communities, we can make our messages more engaging and relatable. This approach will emphasise real-life examples of how PIDC's initiatives have enhanced security, facilitated cross-border travel, and strengthened national immigration agencies.

Furthermore, our storytelling will incorporate a strong focus on Gender Equity, Disability, and Social Inclusion (GEDSI). We will ensure that our narratives include diverse voices and experiences, particularly those of women, people with disabilities, and marginalised groups. This inclusive approach will highlight PIDC's commitment to fostering equitable and inclusive immigration policies and practices, resonating with a broader audience and reinforcing the value of our work. By utilising traditional media, digital platforms,

and an inclusive storytelling approach, PIDC aims to create a more engaging and impactful communication strategy that resonates with all target audiences and supports the sustainability and growth of the organisation.

Channel	Purpose	Tactics & Activities	Frequency	Target Audience
Website	The PIDC website serves as a central hub for valuable information for external audiences. It's also a platform for facilitating information sharing and training resources for members only such as immigration and border control officials.	<ul style="list-style-type: none"> • Information Dissemination: The website serves as a central repository for sharing information about PIDC's role, key functions, initiatives, and achievements. Regularly updating the website with news articles, press releases, and updates ensures stakeholders stay informed about PIDC's activities and impact. • Members Only: Some resources and information are restricted for members only due to security reasons and access will only be available to members who will be provided access through a subscription process • Resource Sharing: The website can host a resource library containing reports, publications, policy briefs, and research papers related to immigration issues in the Pacific region. Making these resources easily accessible to policymakers, researchers, and practitioners enhances PIDC's credibility and expertise in the field. • Interactive Features: Incorporating interactive features such as surveys, polls, and feedback forms on the website encourages visitor engagement and facilitates two-way communication. Gathering feedback from stakeholders helps PIDC understand their needs and preferences, informing future initiatives and strategies. • Storytelling: The website can feature success stories, case studies, and testimonials that highlight PIDC's 	As required	All target audiences

Channel	Purpose	Tactics & Activities	Frequency	Target Audience
		<p>impact on individuals, communities, and national immigration agencies in the Pacific region. Using storytelling to illustrate PIDC's contributions makes the organization's work more relatable and compelling to visitors.</p> <ul style="list-style-type: none"> • Social Media Integration: Integrating social media feeds and sharing buttons on the website allows visitors to easily share content with their networks, extending PIDC's reach and visibility. <i>Cross-promoting website content on social media platforms enhances engagement and drives traffic to the website.</i> 		
Newsletters	Best utilized for facilitating internal communication, of information, updates, and announcements to members of the organization's internal network and donors	<ul style="list-style-type: none"> • Regular Updates: Keep internal stakeholders informed about PIDC's activities, achievements, and upcoming events. • Visual Elements: Incorporate visually appealing elements such as images, infographics, and charts to enhance the readability and attractiveness of the newsletter. Visuals can help break up text-heavy content and make key messages more memorable. • Personalization: Tailor newsletter content to the interests and needs of different internal stakeholders. • Highlight GEDSI Initiatives: Feature stories and updates that showcase PIDC's commitment to Gender Equity, Disability, and Social Inclusion (GEDSI). Highlight initiatives, success stories, and partnerships that promote diversity, equality, and inclusion within the organization and its projects. • Recognition and Appreciation: Acknowledge and recognize the contributions of PIDC members and people working in border control/immigration. Highlight achievements, milestones, and collaborative 	Quarterly	Internal Network National

Channel	Purpose	Tactics & Activities	Frequency	Target Audience
		efforts to foster a culture of appreciation and recognition within the organisation.		
Traditional Media	Traditional media (e.g. newspapers, television, radio, magazines) reaches a broad and diverse audience, including individuals who may not have access to or regularly engage with online channels.	<ul style="list-style-type: none"> • Press Releases: Issuing press releases to announce important news, events, initiatives, or achievements related to PIDC. • Opinion Editorials (Op-Eds): Writing opinion editorials or guest columns for newspapers, magazines, or online publications to express PIDC's viewpoints, perspectives, or recommendations on immigration policies, border security, and regional cooperation. Op-eds can help position PIDC as a thought leader and influencer in the field. 	As required	National and Regional
Facebook	Establishing a Facebook presence for PIDC opens up a new avenue for communication and engagement with national and international audiences. Facebook serves as a key platform for increasing PIDCs visibility, sharing information, engaging audiences, educating and building community	<ul style="list-style-type: none"> • Regular Updates: Posting regular updates, news, and announcements about PIDC's initiatives, events, and achievements to keep followers informed and engaged. • Visual Content: Sharing visually appealing content such as photos, videos, infographics, and slideshows to capture attention, convey messages effectively, and enhance engagement. • Storytelling: Using storytelling to humanize PIDC's work and impact by sharing personal stories, testimonials, case studies, and success stories that resonate with followers and highlight the organization's contributions to regional cooperation and security. • Analytics and Insights: Monitoring and analyzing engagement metrics, including reach, engagement, likes, shares, and comments, to track performance, identify trends, and optimize content strategy for maximum impact. 	2 x weekly	All target audiences

Channel	Purpose	Tactics & Activities	Frequency	Target Audience
		<ul style="list-style-type: none"> • Partnership Promotion: Collaborate with partner organizations, to cross-promote content, and expand reach and visibility on Facebook 		
LinkedIn	<p>LinkedIn is a professional networking platform that allows organizations to connect with professionals, policymakers, government officials, and stakeholders invested in immigration issues and policies in the Pacific</p>	<ul style="list-style-type: none"> • Content Sharing: Share relevant and engaging content on PIDC's LinkedIn page, including updates, news, articles, reports, and thought leadership pieces related to immigration issues, regional cooperation, and security in the Pacific region. • Thought Leadership Articles: Publish thought leadership articles or posts authored by PIDC staff members on LinkedIn Pulse, showcasing their expertise, insights, and perspectives on relevant topics. • Recruitment and Talent Acquisition: Post job openings, internship opportunities, and career development programs on PIDC's LinkedIn page to attract top talent and build a strong team to support the organization's mission and objectives. • Analytics and Performance Tracking: Monitor and analyze engagement metrics, including post views, likes, comments, shares, and follower growth, using LinkedIn analytics tools. Use insights to optimize content strategy and maximize engagement with the target audience. • Partnership Promotion: Collaborate with partner organizations, to cross-promote content, and expand reach and visibility on LinkedIn. 	2 x weekly	All target audiences
Stakeholder Engagement	By actively involving stakeholders through	<ul style="list-style-type: none"> • Capacity building workshops • Annual PIDC board meetings 	As required	Internal National

Channel	Purpose	Tactics & Activities	Frequency	Target Audience
	various communication tactics such as information sharing workshops, PIDC board meetings, online workshops, and surveys, PIDC can ensure that its initiatives are well-understood, supported, and effectively implemented.	<ul style="list-style-type: none"> • Online training workshops • Surveys 		Regional
Publications	Publications help convey detailed information on best practices, successes, and impact to various stakeholders, ensuring transparency and fostering trust. These can also be made available on the PIDC website for easy access and to reduce paper waste.	<ul style="list-style-type: none"> • Annual reports • Brochures • Fact Sheets 	As required	All audiences

8. Key Performance Indicators & Desired Outcomes

The desired communications outcomes of effectively implementing the PIDC Communications and Visibility Plan are as follows:

1. **Increased Awareness and Visibility:** Increased awareness of PIDC's role, mission, initiatives, and contributions among key stakeholders
2. **Increased Support and Partnerships:** By effectively communicating its mission, objectives, and achievements, PIDC seeks to attract support and partnerships from governments, organizations, donors, and other stakeholders. This involves showcasing the value proposition of PIDC and highlighting opportunities for collaboration and mutual benefit.

3. **Measurable Impact and Results:** Demonstrate tangible results and impact from its communication and visibility efforts. This includes tracking key performance indicators (KPIs) such as reach, engagement, website traffic, media coverage, partnership agreements, and stakeholder feedback to assess the effectiveness of communication strategies and tactics.

To accurately assess the impact and effectiveness of communications initiatives, it is important to measure key performance indicators by tracking KPI metrics specific to each channel in order to gain insights into the effectiveness of messaging, audience engagement and identify areas for improvement.

Channel	Communications Tactics	Key Performance Indicators (to be assessed bi-annually)
Website	<ul style="list-style-type: none"> • Information Dissemination • Resource Sharing • Interactive Features • Stories of Impact • Social Media Integration 	# of total visits # of page view # of downloads (publications/resources) # of newsletter signups
Newsletter	<ul style="list-style-type: none"> • Regular Updates • Visual Elements • Personalization • Highlight GEDSI Initiatives • Recognition and Appreciation • Stories of impact 	# of newsletter subscribers # of new newsletter subscribers
Traditional Media	<ul style="list-style-type: none"> • Press Releases • Opinion Editorials (Op-Eds). 	# of press mentions # of feature articles in newspapers
Facebook	<ul style="list-style-type: none"> • Regular Updates • Visual Content • Stories of Impact • Analytics and Insights • Partnership Promotion 	# of total page followers # of post engagements (likes, comments, shares) # of post audience reach # of website click through # of event responses

		# of newsletter signups # of news content generated from posts
Linkedin	<ul style="list-style-type: none"> • Content Sharing • Thought Leadership Articles • Recruitment and Talent Acquisition • Analytics and Performance Tracking • Partnership Promotion 	# of total page followers # of post engagements (likes, comments, shares) # of post audience reach # of website click through # of event responses # of newsletter signups # of news content generated from posts

9 Appendices:

Appendix 1: PIDC Social Media Policy

Appendix 2. PICD Logo & Branding Guide

Appendix 1: PIDC Social Media Policy

Overview

This Social Media Policy outlines the principles and guidelines for the use of social media by the Pacific Immigration Development Community (PIDC) to ensure effective, secure, and sensitive communication aligned with our organisational goals, values, and the Communications and Visibility Plan.

Purpose

The purpose of this policy is to:

- Provide a clear framework for PIDC's use of social media.
- Ensure the accuracy, integrity, and security of information shared.
- Promote a consistent and professional online presence.
- Protect the reputation of PIDC and its stakeholders.
- Ensure that communications are respectful, culturally sensitive, and inclusive.

Scope

This policy applies to all PIDC employees, contractors, and representatives who use social media on behalf of PIDC. It covers all forms of social media, including but not limited to Facebook, Twitter, LinkedIn, Instagram, YouTube, and blogs.

Guidelines

1. Representation and Authorisation

- Only authorised personnel may post on behalf of PIDC. Authorisation must be obtained from the Head of Secretariat or Deputy Head of Secretariat.

- Personal opinions must not be presented as official PIDC positions. Always clarify when an opinion is personal and not representative of PIDC.

2. Content Guidelines

- Accuracy and Reliability: Ensure all information shared is accurate, reliable, and up-to-date. Verify facts before posting.
- Security and Confidentiality: Do not share sensitive or confidential information. Ensure compliance with data protection regulations.
- Sensitivity and Cultural Respect: Posts must be culturally sensitive, avoiding any content that could be considered offensive or inappropriate. Highlight diverse voices and experiences, especially those of women, people with disabilities, and marginalised groups.
- Relevance and Value: Content should be relevant to PIDC's mission, vision, and objectives. Share information that adds value to stakeholders, such as updates on initiatives, success stories, and important announcements.

3. Engagement and Interaction

- Respectful Communication: Engage with users respectfully and refer social media users to the PIDC website for further information. Avoid arguments or confrontational behaviour.
- Timely Responses: Respond to inquiries and comments promptly, ideally within 24 hours during business days.

4. Crisis Management

- Timely Updates: During a crisis, provide timely and accurate updates. Communicate clearly about the steps being taken to address the issue.
- Consistent Messaging: Ensure all communications during a crisis are consistent and align with PIDC's official statements.

5. Compliance and Legal Considerations

- Adherence to Laws and Regulations: Comply with all relevant laws, regulations, and policies regarding social media use, including copyright, privacy, and defamation laws.

- **Monitoring and Reporting:** Regularly monitor social media channels for compliance with this policy. Report any breaches to the Finance and Corporate Service Manager immediately.

Implementation and Review

- **Training:** Provide regular training for staff on the effective and responsible use of social media.
- **Review and Update:** This policy will be reviewed annually and updated as necessary to reflect new social media trends, technologies, and regulatory requirements.
- **Feedback:** Encourage feedback from staff and stakeholders to improve social media practices continually.

Enforcement

Non-compliance with this policy may result in disciplinary action, up to and including termination of employment or contract. All breaches will be investigated thoroughly, and appropriate measures will be taken to address the issue.

By adhering to this Social Media Policy, PIDC aims to maintain a positive, professional, and secure presence on social media, enhancing our communication efforts and supporting our mission to strengthen Pacific border integrity and promote economic prosperity through regional collaboration.

Appendix 2: PIDC Logo & Branding Guidelines

Overview

These guidelines outline the proper use and presentation of the Pacific Immigration Development Community (PIDC) logo and branding elements to ensure a consistent and professional image across all communications and materials. Adherence to these guidelines helps maintain the integrity and recognisability of the PIDC brand.

Logo Usage

1. Primary Logo

- The PIDC logo features distinctive design that reflects the organisation's mission and regional identify. The key element include: (i) Oceanic Imagery: the incorporated waves symbolizethe Pacific region's vast ocean and is its importance to thee member countries; (ii) Island/tree Imagery: the incorporated coconut tree symbolize the Pacific Island nations or members countries of PIDC, emphasizing unity and cooperation among these geographically dispersed members. The colour blue embodies the natural beauty, cultural richness and environmental significance of the Pacific Islands.
- The logo should be used in its original form and colours. Do not alter the design, colours, or proportions. It should be applied consistently and appropriately in both print and digital formats. Incorrect use of the logo can diminish the impact of the PIDC's message.
- To maintain the integrity of PIDC's identify, refrain from attempting to recreate the logo.

2. Logo Versions

- Full Colour: Use the full-colour logo on white and also dark backgrounds. Refer to Figure 1 below.

3. Clear Space and Minimum Size

- To maintain the integrity and visibility of the PIDC logo, ensure a clear space around the logo equivalent to the height of the letter 'P' in the logo. For digital formats, this translates to a clear space of at least 20 pixels on all sides of the logo. No other elements should intrude into this space.

- The minimum size for the logo is 24 pixels in height to ensure legibility. This size ensure that all elements of the logo are clear and distinguishable.

4. Incorrect Usage

- Do not rotate, flip, or skew the logo.
- Do not change the logo colours.
- Do not add effects such as shadows, gradients, or outlines.
- Do not place the logo on busy or conflicting backgrounds.

Colour Palette

- Primary Colours
 - Light Blue (C63.25, M0, Y0, K0) (R0, G200, B255) (HEX 00C8FF)
- Secondary Colours
 - Dark Blue (C83.45, M44.4, Y0, K0) (R0,G125,B200) (HEX 007DC8)

Typography

1. Primary Typeface

- Font Name: Inter [Designed by Rasmus Andersson]
- Usage: Use Inter for all headings, body text, and official documents.

2. Secondary Typeface

- Font Name: Eurostile [Designed by Aldo Novarese]
- Usage: Use Eurostile for digital content and internal documents

Stationery and Templates

1. Letterhead

- Use the PIDC logo at the top middle.
- Include the organisation's address, phone number, email and website at the bottom.

2. Business Cards

- Front: PIDC logo, individual's name, title, contact information, PIDC address and website.
- Back: PIDC logo.

3. Email Signature

- Name
- Title
- Organisation
- PIDC Address
- Contact Information
- PIDC logo
- Disclaimer: "This email and any attachments are confidential and intended solely for the use of the individual to whom they are addressed. If you have received this email in error, please notify the sender immediately."

Visual Identity

1. Imagery

- Use high-quality, relevant images that reflect PIDC's mission and values.
- Ensure images are culturally sensitive and inclusive, representing the diversity of the Pacific Island nations.




2. Graphic Elements

- Incorporate the PIDC colour palette and typography in all designs.
- Use simple and clean design elements to maintain a professional appearance.

Approval and Compliance

- All uses of the PIDC logo and branding elements must be approved by the Head of Secretariat.
- Regular audits of materials and communications should be conducted to ensure compliance with these guidelines.

Figure 1: Logo & Identity Guidelines

<p>Logo & Identity Guidelines</p> <p>The Pacific Immigration Development Community plays a crucial role in defining our brand identity. It should be applied consistently and appropriately in both print and digital formats. Incorrect use of the logo can diminish the impact of the Pacific Immigration Development Community's message. To maintain the integrity of our identity, refrain from attempting to recreate the logo. Ensure that the proportions and positions of the symbol relative to the logotype remain unchanged.</p> <p>Colour palette</p> <p>The logo is crafted using primary colors, which collectively contribute to establishing a sophisticated and credible tone for communication purposes.</p> <p>Typography</p> <p>Font family: Eurostile Designed by: Aldo Novarese</p> <p>Font family: Inter Designed by: Rasmus Andersson</p> 	 <p>PACIFIC IMMIGRATION DEVELOPMENT COMMUNITY</p>	 <p>PACIFIC IMMIGRATION DEVELOPMENT COMMUNITY</p>
	<p>Light Blue</p> <p>C 63.25 R 0 HEX 00C8FF M 0 G 200 Y 0 B 255 K 0</p>	<p>Dark Blue</p> <p>C 83.45 R 0 HEX 007DC8 M 44.4 G 125 Y 0 B 200 K 0</p>
	<p>Eurostile</p> <p>abcdefghijklmnopq rstuvwxyz 0123456789</p>	<p>Inter</p> <p>abcdefghijklmnopq rstuvwxyz 0123456789</p>