At Large Communications Plan: Universal Acceptance

ICANN65
6/26/19
Universal Acceptance

• Definition
Communication Outreach

UASG-RALO

RALO<-ALS/Individuals

RALO->ALS/Individuals

ALS/Individuals<-websites/ISPs

ALS/Individuals->websites/ISPs
What does outreach look like?
AKA The Usual Suspects

- Blogs
- Social Media
- Webinars
- Events
- Email
- Newsletters
- UASG tools & content

- UASG acts as SME (Subject Matter Expert)
- Staff facilitates connection between RALOs and local UASG representatives
- RALO leadership and UASG present at monthly RALO meeting (with plans for follow-up mentions).
- RALOs and UASG map out communication plan.
- Get commitments from stakeholders
- Execute with the expectation that end users will be communicating back up the chain
Here and Now

- RALO leadership give your contact information to UASG