

I C A N N
POLICY FORUM

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MARRAKECH

24-27 June 2019



At Large Communications Plan: Universal Acceptance

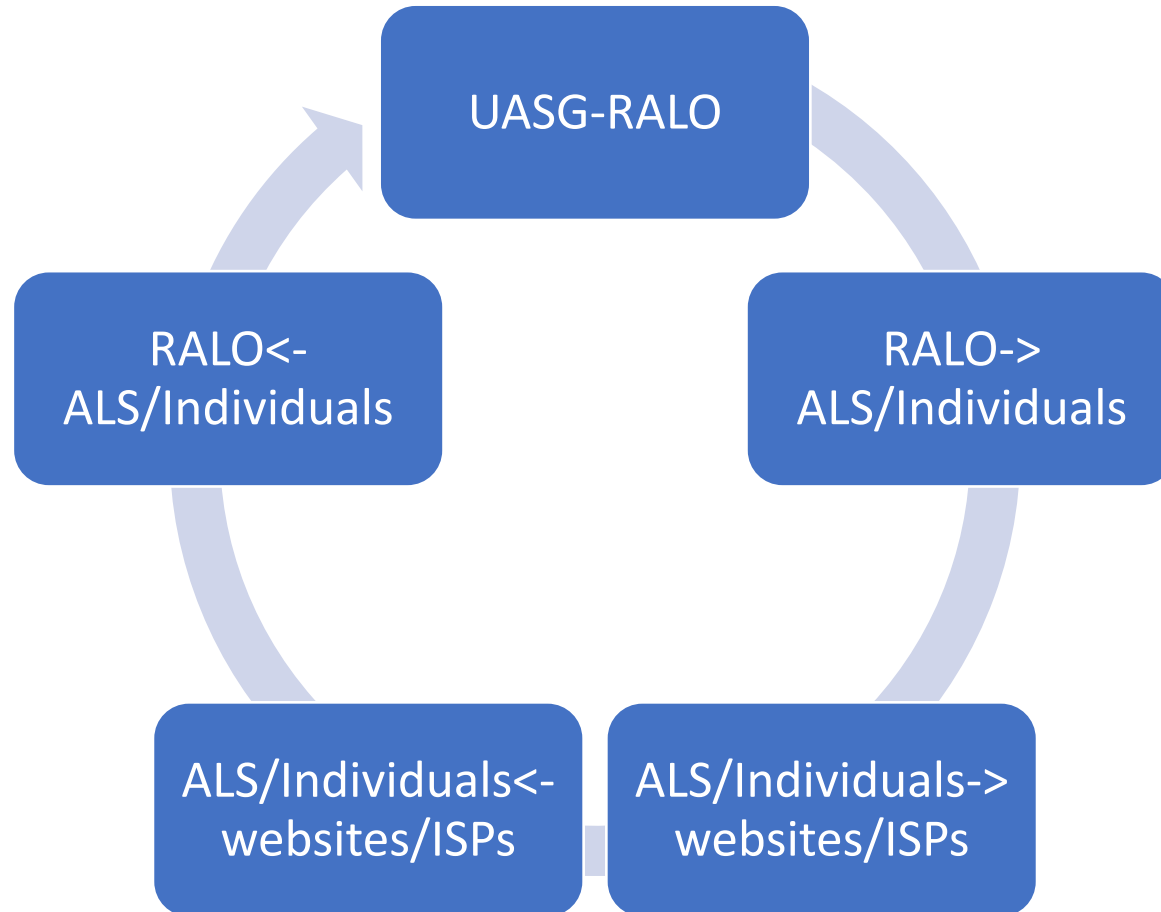
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6/26/19

Universal Acceptance

- Definition

Communication Outreach



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