

ICANN Community Communications Support Guidelines

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1 Introduction

1.1 What is this?

These guidelines are a communications guide to help the ICANN community to manage their own communications plans. It identifies the communications assets that are available and provides guidelines on usage. It also addresses areas in which the ICANN org Communications Team can support the ICANN community.

1.2 Who is this for?

These guidelines are intended for ICANN community leaders and their respective groups.

2 Communications Plan

2.1 What is a Communications Plan?

A communications plan is your roadmap to deliver messages to your target audience. It typically conveys the key details - the who, what, why, where, when, and how. At minimum, the plan should cover who should be given information, what channels will be used, and when that information should be delivered. A communications plan is an essential tool to ensure that you deliver a clear, specific message with measurable results.

2.2 Why do you need a Communications Plan?

A communications plan ensures the successful launch of a campaign or program. The plan will help to ensure that your target audiences receive, understand, and act on your messages at the right time.

2.3 Developing a Communications Plan

Refer to the Appendix for a template of a Communications Plan Outline that can be referenced to build your communications plan.

2.4 Implementation – Tools and Tips

There are many tools available that can be used to deliver your messages. Some examples include newsletters, announcements, blogs, social media, infographics, targeted emails, and webinars. The appropriate tool will deliver your messages to the intended audiences more effectively. Here are some tips for your consideration when putting together your tactics (Note: this is not an exhaustive list.)

- Leverage tools that you manage so that you can control the messaging.
- Check that your collateral is the latest version, logos are correct, etc. We recommend only printing evergreen collaterals so that they do not become outdated quickly.
- If in-person engagement is necessary, use the appropriate trained spokesperson to deliver the messages. The spokesperson should be provided with the messages and necessary tools (e.g. presentation, brochures, etc.)
- Here are six simple rules for effective writing extracted from George Orwell's essay "Politics and the English Language":
 - Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.
 - Never use a long word where a short one will do.
 - If it is possible to cut a word out, always cut it out.
 - Never use the passive where you can use the active.
 - Never use a foreign phrase, a scientific word, or a jargon word in you can think of an everyday English equivalent.
 - Break any of these rules sooner than say anything outright barbarous.
- Where possible, write content that someone with a relatively basic understanding of the language can understand.

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- Follow principles of plain English even if your audience understands technical content and ICANN terminology. Restrict the use of overly technical terms and ICANN jargon to what is absolutely necessary (e.g. complex technical content).

2.5 Support from ICANN organization

Always work with your ICANN org contact points in the Policy Development Support Team (see Section 5) if you need any support from ICANN org. They can liaise with the Communications Team to provide advice and, in some cases, assistance with:

- Proofing of content.
- Content creation or printing (see section 3).
- Re-sharing of social media posts using ICANN org accounts.

Do note that content creation will often require a budget. Make sure you have factored that into your planning. Seek information from your ICANN org contact points if you do not know whether your communication needs will be covered by ICANN org (see section 3.2).

3 Resource Library

3.1 Existing Content

The following list of existing assets and created content is available for use by the ICANN community. Please approach your ICANN org contact points for access to these resources:

1. Community logos
2. Community Microsoft PowerPoint template
3. Community Microsoft Word template
4. Community collateral materials

3.2 New Content Creation/Production Requests

The Communications Team helps to develop and produce materials that can be used by the ICANN community for outreach purposes. As resources are limited, such requests are reviewed carefully before proceeding. There are two paths for requesting new content creation and production from ICANN org: Additional Budget Requests and ICANN Public Meeting Content.

3.2.1 Additional Budget Requests

The ICANN Additional Budget Request (ABR) allows for community-driven content to be developed. For approved requests, ICANN org support will be limited to payments for graphic designers, videographers, stock photos or artwork, writers, printing, and social media campaigns. The Communications Team will provide a list of approved vendors for the requesting ICANN community group to choose from. ICANN org aims to procure optimal services at the best price, in accordance with ICANN's procurement guidelines.

Such support cannot be used to reimburse an ICANN community group for work they perform themselves. It also cannot be used for travel, accommodations, or hospitality.

3.2.2 ICANN Public Meeting Content

For each ICANN Public Meeting, the Communications Team provides content support (graphic design, translation, writing, proofing, and limited printing) to all Supporting Organizations, Advisory Committees, Stakeholder Groups, and Constituencies. The requests primarily include flyers, reports, infographics, trifold, logos, social media graphics, one-pagers, and micro graphic content for websites. All requests must be submitted through the appropriate Policy Development Support Team member according to the timeline of deadlines established by the Communications Team.

Working with the Policy Development Support Team, the Communications Team manages all aspects of the design process from working with ICANN's graphic designers, writers, Language Services Team, and external vendors when required. The Policy Development Support Team then shares the designs with the community group through the approval process to final delivery.

Requests are approved on a first-come, first-served basis and must not exceed USD \$1,500.00 per community group, per ICANN Public Meeting. Content projects are

expected to be evergreen, meaning that content requested by community groups requires a minimal number of revisions for future ICANN Public Meetings.

3.2.3 Copyright and Published Materials

The use of copyrighted materials from the ICANN website is permissible by non-ICANN organizations with the following conditions:

1. There is attribution to the source (i.e. ICANN).
2. The materials are used in context.
3. The materials are not used in a way that implies ICANN sponsorship or approval of the organization's work. This includes not reproducing the ICANN logo separate from where it may appear within the materials.

It is important to note that you may be violating copyright laws by using images or videos from the web. Please ensure that you have the rights to use an image or video. Also remember that some images or videos may be inappropriate or do not translate well for certain regions or cultures.

4 Communications Team

The Communications Team plays a critical role in protecting ICANN org's reputation. The support for the ICANN community is necessarily limited in scope because each community group has different communications priorities, needs, and requests. Please check with your ICANN org contact points in the Policy Development Support Team if you have any requests for the Communications Team.

5 Your ICANN org Contact Points

The main and first points of contact for your communications requests are the Policy Development Support Team members listed below:

Group	Contact
Address Supporting Organization (ASO)	Carlos Reyes
Country Code Names Supporting Organization (ccNSO)	Joke Braeken
Generic Names Supporting Organization (GNSO) <ul style="list-style-type: none">• Registrar Stakeholder Group (RySG)• Registry Stakeholder Group (RrSG)• Commercial Stakeholder Group (CSG) Constituencies• Non-Commercial Stakeholder Group (NCSG) Constituencies	Ariel Liang <ul style="list-style-type: none">• Zoe Bonython• Sue Schuler• Chantelle Doerksen• Maryam Bakoshi
At-Large Advisory Committee (ALAC) and Regional At-Large Organizations (RALOs)	Evin Erdogdu
Governmental Advisory Committee (GAC)	Julia Charvolen
Root Server System Advisory Committee (RSSAC)	Ozan Sahin
Security and Stability Advisory Committee (SSAC)	Danielle Rutherford
Customer Standing Committee (CSC)	Claudia Ruiz
Empowered Community Administration	Ozan Sahin
Root Zone Evolution Review Committee (RZERC)	Danielle Rutherford

Your ICANN org contact points work closely with the Communications Team and will work with you to understand and track the delivery of your request.

6 Appendix

Communications Plan Outline

Situation Overview

- Briefly describe relevant background information, including: why the subject is important, what are the challenges and opportunities, etc.

Objectives

- What do you want to accomplish? Is there a call to action? For example, your goal could be to:
 - Provide information about a new process, educate your audience on a specific subject, change a perception, etc.
 - Recruit more volunteers or increase participation from the ICANN community.
- Is this a short- or long-term objective?
- The objectives should be specific, measurable, achievable, relevant, and time-bound (SMART).

Target Audience

- Who do you want to reach?
 - Any specific geographies or background? Any specific profile or demographics?
- What type of experience do you need the participants to have?
 - How much familiarity and experience with ICANN do people need to have to participate?

Timeline

- Consider your timeline: is there a hard deadline for action, external time constraints, or critical milestones to consider?
- Consider the lead time required by others if you need to solicit input or support from other groups.
- Factor in time for reviews or to solicit approvals.

Strategy

- How are you going to approach this project? For example:
 - Utilize existing communications tools to effectively reach the target audience(s).
 - Enlist support from key constituencies or geographies.

Key Messages

- What are the top 2 or 3 messages you want the audience to take away?
 - Define these as required.
 - Develop proof points that can further support the messages, if appropriate.
- Where appropriate, consider tailoring your messages for each target audience.

Tactics

- Consider the different tools available and deploy the right tools for each campaign. These could include announcements, blogs, webinars, targeted emails, frequently

asked questions, social media, handouts, infographics, video, web page updates, newsletters, and more.

- Some projects, such as an infographic or video, will require a budget.
- Engagement or outreach may be used (e.g. educating the Global Stakeholder Engagement Team and asking for assistance in promoting our message).
- Are there existing resources that can be leveraged?
 - For example: Update an existing infographic or flyer instead of creating a new one.

Indicators/Metrics

- What indicators or metrics will you be gathering? These could be:
 - Quantitative (e.g. number, percentage, ratio).
 - Qualitative (e.g. perception, opinion shift, level of satisfaction).
- Metrics should be measured or collected along the way, not as an afterthought.
- How will you define success? What does 'good' look like?
- What markers along the way will tell you that you are succeeding?
- Who is responsible for tracking what difference you have made?