

# UA Comms WG Meeting

24 November 2021

## Attendees

Maria Kolesnikova  
Seda Akbulut  
Collin Roberts  
Ejikeme Egbuogu  
Simone Catania  
Samuel O.M.  
Mark Datysgeld

## Agenda

1. Welcome and Roll-call
2. UASG Social Media Campaign (Paid) - development of brief  
[https://docs.google.com/document/d/1gXKmAVEo3yYJu2IDyTT8rpZ7zNZa\\_NJFD\\_Bg9PLW-uQ/edit](https://docs.google.com/document/d/1gXKmAVEo3yYJu2IDyTT8rpZ7zNZa_NJFD_Bg9PLW-uQ/edit) [docs.google.com]
3. List of Tech Market Leaders for UASG communication - initial draft  
<https://docs.google.com/document/d/1P8RzS7NyuGP7apdJ7x3RIPXNW8wy9bii4aSkSP8aRvo/edit> [docs.google.com]
4. AOB

## Meeting Notes

### SEO for uasg.tech

The website is run on Wordpress with Yoast plug-in. This plug-in tells us what works best, what improvements we need to make and recommends adding keywords for the pages that do not have any tags or keywords. When these are done, the SEO rating is increased.

Simone volunteered on optimizing the current website content. For future structural changes, an agency can help us further. Also, for the technical side, we will need current contractor's assistance. As the content might be reviewed again in terms of getting better SEO ratings, Collin's support was requested.

### FAQ page on uasg.tech

The FAQ document needs to be reviewed and then it will be published. Quick Guides about how to become UA ready will also be prepared and published.

These documents will be shared on social media channels and distributed to SO/ACs.

### **List of Tech Market Leaders**

Criteria needs to be determined to build the list of Tech Market Leaders. Regional software companies need to be included. WG members are asked for input about which regions and what criteria and ratings will be added to this document.

### **Comments on UASG Social Media Campaign (Paid)**

The aim of the campaign needs to be clear on whether we want to increase the followers, or we want to have more engagement.

Our content and postings need to be consistent for consecutive posts. Otherwise, we may lose followers. There will be several small campaigns. Each of these will be an experiment for us, and we will review the result and change our steps accordingly in the next campaign.

The content is not necessarily elaborate. It can be just “Hello World” perhaps in different scripts. We need to post frequently with basic questions or information. We should include our content and links in each post to increase the traffic on our website as well.

Regarding the content, what UASG is, who are involved and a brief history of UASG and what we are doing can also be the type of content we can use in our social media campaign posts. Other content can be blogs like ICANN72 recap, UA events, case studies, documents hub, what the executives and ambassadors are doing. It can start with introducing UA.

Facebook and Instagram are recommended as they are connected. However, UASG doesn't have an Instagram channel as we don't have many videos and photos. It was suggested that without photos, the channel can still be run by converting the content into graphics. The links are not clickable in Instagram, but the necessary links can be shared in the Bio. Audience on LinkedIn is diverse.

**Next meeting:** Wednesday 29 November 2021 UTC 1600 UTC

### **Action items**

No.	Action Item	Owner
1	Reminder notice for Comms Call to be sent 1 day before	Seda

2	List of ratings about the tech leaders will be added to <a href="#">here</a> . Share ideas on criteria and list of tech leaders in global and regional markets	Comms WG
3	Prepare a letter for social media campaign suggestions With some examples	Samuel O.M.
4	Add keywords <a href="#">to here</a> for filtering the targeted audience (such as domain names, DNS, validation, etc)	Comms WG
5	Advise on - what the messages will be, - what the goal of the posts will be - what photo/ graphics / documents can be shared.	Comms WG
6	Forwarding Simone's letter and SEO feedback to our website contractor	Seda
7	Get the Yoast Report from Blacknight that shows what is working well and what pages need improvements	Seda
8	Get a tentative budget for the SEO work by an agency	Maria
9	Reviewing the FAQ page when finalized	Collin