

UA Comms WG Meeting

13 October 2021

Attendees

Lilian Ivette Deluque
Maria Kolesnikova
Jane Sexton
Gwen Carlson
Seda Akbulut
Arinola Akinyemi
Collin Roberts
Hadia Elminiawi
Imran Hossen

Agenda

1. Welcome and Roll-call
2. Survey results for the regular Comms WG meeting dates
3. Brief updates on the subgroup works (Explainer Videos and IGF)
4. ICANN Comms presents a list of current projects, status updates, including priorities
5. Discussion on the potential list of case studies, and agreeing on which ones we will do and in which sequence
6. AOB

Meeting Notes

A brief discussion was made regarding timings of Comms WG meeting. The weekly calls will continue for a few more weeks to see if it is productive and well attended. It was discussed that how UASG will work on IGF sessions and how UA can be promoted in these platforms will be covered in IGF subgroup meeting calls. It was announced that proposals prepared by UASG for global IGF are accepted.

Furthermore, explainer videos were discussed. Three video scenarios considered generally include problem statement first, then solution to the problem and additional documentation on the problem statement. The work continues under a sub-group work.

[Slides](#) regarding blogs were discussed further. Two upcoming blogs are there which will be completed by early November. Details are discussed in the slides. During ICANN72, a placeholder can be created for UA blog. That activity can be posted on social media and will be an activity for ICANN72 as well. It is a general practice that during sessions, if there are some interesting points, tweets are done as well from live recordings. It was suggested to take screenshots during ICANN meetings and share it with other WG members for social media activities.

Case studies listed in slide 2 of [presentation](#) were discussed. It was suggested to make the questionnaire precise instead of detailed. The questionnaire is not a requisite. It could be done on a conversational basis. Questionnaire is a guideline for other blogs as it can help what key points and important things to promote. Next task in case studies is to prioritize them.

They will be selected on the basis of which one of them is the best, totally UA ready, and provide detailed information in relevance to UA. The work can be done in parallel for the shortlisted case studies at the same time.

The case study task is defined in the action plan as four case studies until June 2022.

Prospect Case Studies that are shortlisted are the first three from the below list:

Shortlisted Case Studies to be worked on:

1. UA University Projects and Hackathons

- * Initial response from Egypt received, waiting for input following project conclusion.
- * Examples for hackathons: African region, Serbia, Thailand
(CIS-EE: this is a year ago, and therefore, not to be included)

2. Tools: Commingate PRO and Bitrix CMS

- * Supporting the Cyrillic script
- * Could be merged into one case study
- * Maria knows contacts from these organizations.

3. Guidelines to promote the use of IDN and IDN ccTLDs among ASEAN community report

- * Indian website that is UA-ready: <https://xn--r2be6b8a.xn--h2brj9c/>

4. Indian Government: a) Rajasthan Police, b) Karnataka state gov't

- * Need to check their UA-readiness
- * There has been difficulty before in getting information from the offices

5. NIXI (TBD)

- * Not UA-ready yet

6. German Federal Ministry of the Interior, Building and Community

- * Not enough information for a case study
- * Could become a blog

Social media updates were further discussed. Engagement on pages UASG like LinkedIn, Twitter and Facebook were discussed. For a paid social campaign, the target audience was discussed. It was suggested to run small campaigns first to check which audience will remain more effective.

The agenda of the next meeting was identified as discussing more on the case studies.

Next meeting: Monday 18 October 2021 UTC 2100-2200

Action items

No.	Action Item	Owner
1	Send reminder to mailing list of IGF sub-group	Seda
2	Create a questionnaire that is less frightening for the people. Having a case study questionnaire in a simple way, rather than detailed questions. It should focus on key messages. Detailed questions can frighten the people.	Comms WG
3	Send the existing questionnaires	Gwen / Seda
4	Check if Commingate and Bitrix is willing to cooperate for a case study	Maria
5	Develop list of biggest tech companies for UA global awareness outreach (input needed from EAI and Tech WGs)	Comms/ EAI/ Tech
6	Add next agenda item: Next step - Develop email outreach list of outsource coders /developers to update their libraries (suggestion from Mark D)	Mark D/ Comms WG