

UA Comms WG Meeting

15 November 2021

Attendees

Maria Kolesnikova
Seda Akbulut
Poncelet Ileleji
Adebunmi Adeola Akinbo
Yusif Amadu
Raymond Mamattah

Agenda

1. Welcome and Roll-call
2. UASG Social Campaign (Paid) - development of brief
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

The main topic discussed in this meeting was the UASG Social Paid Campaign. The [Google doc](#)ument on this topic was reviewed.

The first group targeted for the social paid campaign is backend developers, developers on Python and full stack developers. It also eventually covers people from academia.

The message on our visuals/videos should give the gig in a short period of time. It should not be too long. It should encourage the viewer to look further into the topic of UA.

The age range is expanded from 35-65 to 18-65. Depending on the cost limitations, the range can be retractable to 25-65 band.

Twitter is the most active channel so far. However, it is not that widely used in Russia and Africa. Therefore, Facebook is suggested as it is also connected to Twitter.

The targeted audience here, developers, are usually very brief in their user profiles. They use a few words, such as coder, programmer, to describe themselves in their profiles and biographies. To pull up the targeted audience, we may as well look into the keywords they are searching recently on that social media channel.

The agenda of the next meeting was identified as discussing where we want to lead the social media users to, and what content (document/video) we want to promote in the social media paid campaign. The group will also discuss what UASG social media channel (Facebook / Twitter / LinkedIn/ Youtube) the campaign will be rolled out to. The Comms WG members are asked to provide input on the shared [Google doc](#) about these topics.

Next meeting: Wednesday 24 November 2021 UTC 1400-1500

Action items

No.	Action Item	Owner
1	Provide input about what content we want to lead the targeted social media users to.	Comms WG
2	Provide input about what UASG social media channel (Facebook / Twitter / LinkedIn/ Youtube) the campaign is rolled out to.	Comms WG