

UA Comms WG Meeting

29 November 2021

Attendees

Maria Kolesnikova
Mark Datysgeld
Gwen Carlson
Jane Sexton
Arinola Akinyemi
Ejikeme Egbuogu
Samuel O.M.
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Agenda

1. Welcome and roll-call
1. [UASG Social Media Campaign \(Paid\) - development of brief](#)
1. List of Tech Market Leaders for UASG communication - initial draft
1. FAQ and Quick Guides - updates
1. SEO planning – updates
1. UASG033 follow up work on dissemination
1. AOB

Meeting Notes

In this meeting only agenda item 2 and 6 were handled.

Social Media Campaign

Social Media Campaign Google Document was briefed with the most updated version. ICANN Comms Team also reviewed the document. The campaign will be rolled out on Facebook and Twitter.

The goal should be increasing the engagement rather than increasing the followers. Because the number of followers is misleading. Engagement is more important. Aim of “Call to action” post needs to be clear whether it is used to join UASG or to get UA training and become UA ready. The New Documents Hub is the most relevant resource we want to draw attention to. We need to drive the traffic to the website rather than to a pdf document. Rather than UA, localization and internationalization are more known keywords for people outside of our

community. The keywords that users are searching for are listed in this document will help us to find out the targeted audience.

Some suggested texts for the campaign are:

- “How to make your application speak different languages...”
- “Be aware of how to make your application really internationalized.”
- “If you are a Python developer you need to know about i18n and make your system internationalized.”
- “Hey, Python developers! We are a community that is passionate about making the Internet accessible for everyone through internationalization (i18n) efforts. We recently published a study evaluating how ready different libraries are to handle all domain names and characters. Is your software ready? Find out!”
- “Are you interested in linguistic diversity? We are a passionate community fighting for a fairer Internet where everyone can speak their own language. Do you want to know more? We have a great starting point right here!”
- [See more](#)

We can repeat this once a month to allow sufficient time for us to see how much interaction and followers it will generate. We don't have to make an elaborate work on this as it will be repeated over time. The post can be simple. The message should be narrow, specific and different each time. The first post will run in the first week of December.

Three avenues were suggested. Avenue 1 and 2 were supported to be tightly focused on our targets. However, avenue 3 can be considered for next year's target.

- 1) idna is the one-stop solution for solving i18n issues in Python. We can talk to the developers by saying that we have a list of different solutions for Python developers who wish to change their framework without having an impact.
- 2) We have a report detailing how i18n fares in different Python libs. We can incentivize idna's usage.
- 3) idna is the 6th most used library. Unfortunately, this is not widely known by developers. We can incentivize the Python developers of the language itself, not the developers of software that comes from the maintainer of the language, to **incorporate** idna in Python by default.

We can point out to UASG033 and to this [blog](#).

UASG033 follow up work on dissemination:

As a follow up on the Comms WG call on 1 Nov 2021, the group discussed what the action item will be for UASG033, whether to make it a call to action or just a reference document. In fact, this work is not incorporated in the FY22 action plan. As it requires professional focus and commitment where a set of goals are set by the community, it cannot be done on a voluntary basis. Tech WG has the expertise in evaluating the technical outreach in addition to remediation on UA issues. In case we receive a response from the people we sent outreach to, the person interacting on behalf of UASG should be knowledgeable enough to respond effectively.

For drafting a new SOW for UASG033, there are a couple of points that need to be considered:

- The [recent SOW](#) already covers some libraries in UASG033. We need to analyze the overlapping parts and capture the untouched parts for the new SOW.
- There are some other UASG documents that are not disseminated yet. The new SOW can also cover those documents along with UASG033.

It was stated that the SOWs need to be communicated amongst the Coordination Team members. The survey the Tech WG is working on relates to Comms WG role. There are some areas the Working Groups step in each other's responsibility areas.

Next meeting: Wednesday 08 December 2021 UTC 1400-1500

Action items

No.	Action Item	Owner
1	Complete the initial post for the paid social media campaign that will be run in the first week of Dec.	Comms WG
2	The UA challenges survey Tech WG needs to be shared with Comms WG when finalized for their input	Tech WG / Seda
3	Further discussion on UASG033 dissemination in Coordination WG and/or in Tech WG meetings.	Mark / Maria
4	Review the recent SOW to compare with the libraries in UASG033	Mark