UA Comms WG Meeting
13 December 2021

Attendees
Maria Kolesnikova
Simone Catania
Gwen Carlson
Ejikeme Egbuogu
Seda Akbulut

Agenda

1.   Welcome and roll-call
2.   List of Tech Market Leaders for UASG communication - initial draft
https://docs.google.com/document/d/1P8RzS7NyuGP7apdJ7x3RlPXNW8wy9bii4a
SkSP8aRvo/edit [docs.google.com]
3.   FAQ and Quick Guides - updates
4.   SEO planning
4.   AOB

Meeting Notes

SEO planning
Simone's suggestion will be taken into account about SEO. The work includes
defining keywords and building SEO-oriented content. These suggestions will be
shared with Blacknight, to see if they can provide solutions.

Maria and Seda discussed budgeting estimation for SEO statement of work
(SOW). Maria shared that there is a range of budget depending on the services
provided by the service provider agencies. Simone was asked to assess pricing and
to check if the SOW to be created correlates with what was previously discussed.

Dissemination of UASG033 document
A status update has been shared. Mark D. will review the current SOWs to see
how much the work in current SOWs correlates to what they plan for
disseminating the UASG033. As the Technical Working Group had initiated
previous technical outreach works, this work is more related to Tech WG.
However, it was recommended to open this topic in the upcoming meeting of the

coordination group to clarify between groups.

FAQ page on uasg.tech
UASG011 and UASG031 are FAQ documents. Maria suggested having these in a clickable format on the website to have a better index in the search engines. On the other hand, ICANN GSE Team prefers to have a pdf format for easy distribution. It was decided to have these documents in both formats (pdf and html). ICANN Comms and UA Teams will review the UASG011 and update. UASG031 is already quite recently published. Therefore, no action is required for that document. It was also decided not to create any SOW for the FAQ page.

Quick Guides on uasg.tech
There are quite a lot of quick guides in this scope of work. These should be prepared in a series of guides. Then the ones that are outdated need to be updated. Even if they were published years ago, they may still be up-to-date. This work may call for an SOW. Simone suggested that for each document, a blog post can be created and shared. It was also suggested adding a description of documents in an html-based page for SEO improvement. It was agreed not to change the look and feel as they already look good, and it will be a time-consuming task as we all have limited bandwidth.
No decision has been taken on the quick guide work yet. It will be further discussed with the working group.

Tech market leaders
The current status of the Tech Market Leaders documents was shown. The group needs to decide how to make the outreach. One option is to assign accounts to UASG members who have the bandwidth and have contacts in those companies. The list of companies may be shared within all WGs to see if we have any volunteers. Although ICANN supports the work on the UA as much as possible, it is underlined that this is a typical work UASG handles, and should not be appointed to ICANN board members.

Next meeting: Wednesday 22 December 2021 UTC 1400-1500

Action items

No.	Action Item	Owner
1	Contact Blacknight - to forward Simone's recommendations.	Seda

	- to check if Blacknight can make two pages one for the pdf version and one for the html based FAQ page that is clickable.	
2	Review and update UASG011 for making an FAQ page on uasg.tech	Seda/ Sarmad / Gwen
3	Send the quick guides to the group to look at the content and the quantities. Then decide how many will be selected as a series of guides.	Maria
4	When Tech Leaders document is finalized, sharing the list of companies with the WGs and seek for volunteers to do the outreach	Maria