

## UA Comms WG Meeting

10 January 2022

### Attendees

Seda Akbulut  
Jane Sexton  
Maria Kolesnikova  
Nigel Renwrick Des Vignes  
Simone Catania  
Adarsh BU  
Arinola Akinyemi  
Lianna Galstyan  
Prince Andrew Livingstone

### Agenda

1. Welcome and roll-call
2. Monthly UASG Newsletter
3. Preparing activities for ICANN73 and Preparation for future hybrid meeting
4. Update on social media paid campaign
5. List of Tech Market Leaders for UASG communication - initial draft  
<https://docs.google.com/document/d/1P8RzS7NyuGP7apdJ7x3RIPXNW8wy9bii4aSkSP8aRvo/edit> [docs.google.com]
6. How to increase traffic to uasg.tech Website updates(keywords for uasg.tech, content for SEO planning, Google analytics report for Dec)
7. AOB

### Meeting Notes

#### Monthly UASG Newsletter

Maria shared that Lillian is not in the meeting, but she has conveyed information that the newsletter will be sent by the end of January. Newsletter will include all the activities of December.

#### Preparing Activities for ICANN73

Seda confirmed that ICANN73 will be a virtual meeting. Seda and Maria discussed some activities, talks and sessions of the previous ICANN meeting. ALAC session was held before ICANN72. Therefore, its recording is not located in the same

place with the other meetings. Seda shared the ALAC meeting's link where Dr. Data spoke about UA, [here](#). Maria asked for suggestions from everyone for new activities and sessions during the ICANN73 meeting. Maria encouraged everyone to post and share information and pictures online on social media platforms. She also mentioned that presentations and documents can be published after each session for better engagement and results can be compiled for corporate channels.

Maria mentioned that ICANN Comms WG is already promoting the activities of ICANN73. But it would be to promote it through everyone's own network. Maria suggested on using the following hashtags #Internet4All, #UASGTech. Seda suggested sharing media page link with the caption of "follow us" @UASGTtech with our network on social media. Maria agreed to that.

### **Social Media Paid Campaign**

Maria informed that Blacknight's help is required with the link shortening tool. Seda mentioned that after discussion with the ICANN team, it looks like this might take some time. To speed up the process, we initiated the campaign without a final short link solution.

Jane shared with everyone that the campaign has started on Facebook and Twitter, and it will last about one week. She will monitor the traffic on these platforms and prepare a presentation for the group on its success. Maria appreciated and asked Jane to share some data in the next meeting about the traffic on shared links for promotion. Jane agreed to that.

### **Tech market leaders**

The current status of the Tech Market Leaders documents was shown. Maria mentioned that we need to look at the ratings of multiple market companies and make a list of 20-50 companies to share with ICANN representatives. We need to decide on the selection criteria of these companies by looking at their ratings data publicly available. She mentioned that one criteria could be the number of downloads of the application. For other non-application companies, one criteria could be the market share.

Documents shares a list of websites with Alexa rating. Maria mentioned that this can be used for selection criteria as well. We need to select those leaders who can influence the market by UA readiness.

Jane mentioned that she thinks the purpose of the ICANN Comms WG is to find contacts in these companies so that these can be approached. Maria agreed. The list will be discussed with the UA Technology and EAI working groups and then UASG Leadership will decide how we can communicate with those companies.

Jane suggested sharing the list on email for feedback and if there is no feedback, then consider it final and forward it. Seda suggested Maria to have a look at the list during the meeting with participants and finalize it. Maria mentioned that she will make a non-repetitive list and finalize it in the next 2 weeks.

### **Increasing traffic to uasg.tech**

Seda informed that Blacknight's rankingcoach tool is being tried for SEO analysis. It is in its beginner's phase. The tool asks for keywords, and we need to give fifteen keywords as inputs. Seda asked for feedback on keywords. Simone suggested "internationalized domain name", "IDN" keywords. Even the images we use on the website should be named with the keywords in text.

Maria suggested that for organic traffic on the website we need some specific keywords taken from the text on the website. Currently, the website has pdfs and no content. So, the website needs to be more content rich. Simone agreed to that. Seda suggested that we can update the content and keywords for better traffic. Also, added that even if the documents are on pdf, there are blogs about almost each document where we have enough text to manage the SEO. Simone will check if the blog contents are SEO optimized.

Maria and Simone suggested hiring a professional agency to improve SEO and suggest keywords for better traffic. Seda highlighted that a SOW is needed for that. Then the budget can be decided. Maria asked help from Simone to draft a SOW for content analysis and SEO work for the new year plan.

Maria concluded the meeting with action items for everyone.

**Next meeting:** Wednesday 19 January 2022 UTC 1400-1500

### **Action items**

No.	Action Item	Owner
1	Finalize the Tech Leaders Document	Maria
2	Share the list of big tech companies with the Tech and EAI WGs, and upon feedback, share it with UASG Leadership	Maria

3	Present the results about the Facebook and Twitter paid campaigns	Jane
4	Reshare ICANN73 UA related posts on social media.	All
5	Come up with suggestions on how to promote UA sessions at ICANN73	All
6	Provide input on Big Tech Leaders (due in one week)	All
7	Check if the uasg.tech blog contents are SEO optimized	Simone
8	Draft SOW for content analysis and SEO agency for the new year plan.	Simone / All