UA Comms WG Meeting
24 January 2022

Attendees
Simone Catania
Arinola Akinyemi
Ejikeme Egbuogu
Jane Sexton
Gwen Carlson
Seda Akbulut

Agenda

1.   Welcome and roll-call
2.   UASG Newsletter December
3.   Brainstorming on how to create awareness and reach wider audience during ICANN73
4.   Updates on social media paid campaign. Next campaign planning.
5.   List of Tech Market Leaders for UASG communication - initial draft
https://docs.google.com/document/d/1P8RzS7NyuGP7apdJ7x3RlPXNW8wy9bii4a SkSP8aRvo/edit [docs.google.com]
6.   AOB

Meeting Notes

Monthly UASG Newsletter - December
As the meeting started 5 minutes late for everyone to join, Gwen shared that Lilian and Maria's term has expired and therefore we should not be expecting them to join as a regular. Seda added that they had mentioned that they would be completing some of the tasks as per their last emails.

Creating awareness for ICANN73
Seda confirmed that ICANN73 will be a virtual meeting. Creating awareness and reaching a wider audience was a topic that was raised in the UASG meetings. We want to encourage participation and dedication to the UA community. Seda shared some ideas from previous meetings. In physical meetings, badges and bags are distributed to the participants, but it is not possible in virtual meetings. To draw more attention during ICANN73, one suggestion is to use UASG backgrounds

at ICANN73. Another idea is virtual bags. Also, a poll or quiz can be created, as a result of which participants can win a prize. She also mentioned that for some sessions, e-certificates can be distributed so participants can share in their circle.

Simone shared that he has joined ICANN as a fellow. Seda and everyone congratulated him on this. As he is new to UA, he mentioned that he will surely input some ideas as he will learn about it. Seda asked if there is a Fellowship session about fellowship in ICANN73. Simon mentioned that there is no information on ICANN73 yet but, Farell Folly will give a UA session for the fellows as a mentor in the upcoming days.

Jane asked about the UA sessions of ICANN73. Seda shared that during the prep week, there will be a community update session where all UA working groups, UA ambassadors and local initiatives will share updates with the community about their work during last year. They will also share ongoing tasks and future plans. In the main week of ICANN73, there may be additional sessions in collaboration with SO/ACs.

Jane mentioned that she would love to help with UASG social promotion. She asked Seda for the list of sessions and speakers so that she can help timely. Seda said that as soon she gets the dates and schedule, she will share.

Jane shared that in the last meeting participants took screenshots and shared on social media with specific hashtags for creating awareness. Gwen agreed with Jane on this and mentioned that during the prep week ambassadors and local initiatives can help to promote UA on the social media in their circles.

Social Media Paid Campaign
Jane presented the stats and takeaways of the [first paid campaign on social media](). The campaign basically disseminated the UASG033 document within the Python developers community. The post had a link to a UASG033 document with this message: "Is your software updated to handle domain names and email addresses in different languages? Check out our open-source software, evaluation and help make the Internet more accessible for users around the world.".

She mentioned that as Comms team we wanted to keep it focused on getting developers to a specific remediation resource, so that they can start to look at how their open-source software might be UA ready.

Seda asked Jane about the "link clicks" term used. She asked if it covers both the clicks on the link and hashtags on the post. Jane shared that it only covers the clicks on the link. Seda asked about the big difference between the number of views on uasg.tech page and number of clicks on the Twitter post. Jane shared that every analytics platform has its own way of providing information about it. So, we don't anticipate 100% accuracy. There will always be discrepancy in the stats.

Seda shared the link for the document where the social media campaigns are planned. She suggested utilizing the same document for the second campaign. Jane shared that it is wise to do this kind of campaign quarterly instead of monthly as this campaign is very targeted. Seda agreed and suggested that the budget can be halved to post only on Twitter, if we don't have many impressions on Facebook.

Simone asked if the professionals are targeted for the campaign, then it would be better to do it on LinkedIn instead of Facebook. Jane shared that it is not possible to run paid campaigns on LinkedIn. Gwen shared that content is regularly posted on LinkedIn. Seda shared that Facebook was selected by Comms WG members as it has a broader audience and is available everywhere.

Seda thanked Simone about his contribution in improving the uasg.tech content to be SEO oriented. She shared that to make such changes, Simone needs access to the website which requires a contract. It can be done via a SOW. She shared that she could request an access for her and can make changes on the website according to Simone's suggestions. Simone agreed and said Seda can get access and send him a screenshot of how everything is set up in WordPress.

Next meeting: Monday 07 February 2022 UTC 1600-1700

Action items

No.	Action Item	Owner
1	Share details of ICANN73 sessions with Jane	Seda