UA Comms WG Meeting
18 April 2022

Attendees
Anil Kumar Jain
Raymond Mamattah
Dhananjay Garg
Mark Datysgeld
Preeti Kamra
Mutegeki Cliff
Samik Kharel
Seda Akbulut
Jane Sexton

Agenda

1. Welcome and Roll-Call
2. APrIGF 2022 to be held in Singapore, in September.
   Call for Proposals by 28 April https://ap.rigf.asia/news/2022/aprigf-2022-call-for-session-proposals/
3. FY23 Comms WG Planning (FY22 review completed, starting to FY23 table) https://docs.google.com/document/d/1chQce-wLg3O0Nn7KkFmTuUf6Cr4CjPWG/edit?usp=sharing&ouid=105070594727628493745&rtpof=true&sd=true
4. Social Media Paid Campaign - what to promote from uasg.tech
   ● Hackathon case study
   ● UA Messaging
   ● UASG037, UASG036, UASG035, UA-Readiness of Some Programming Language Libraries and Frameworks, Social Media Network, Browsers or any other documents

5. AOB

Meeting Notes

Anil asked Seda to present Agenda items one by one for discussion. Discussions started from APrIGF which is to be held in Singapore in September. Seda shared that the deadline for proposal sharing is 28th of April and Sarmad has already

shared an email about it. She stated if UASG wants to be a part of it then it must send a proposal before the deadline. She shared the link of the summit with everyone.

Seda shared a 3rd agenda item about the planning for FY23 for Comms WG. She shared that all the WG are currently working on it and the deadline for it is 15th of May. She shared that it should be a point of focus for us as only two meetings are left for it. Seda also gave a brief summary of the next agenda item which is a social media campaign. She shared some highlights from the last social media campaign done in December 2021. It is done quarterly and now it's the 2nd quarter for social media campaigns.

Anil wanted to discuss agenda item 2 and asked Seda if the proposal needs to be sent via UASG group or Comms group can send it on behalf of UASG. Seda responded that the 2nd approach can be adapted. Anil suggested that we should send a proposal to APrIGF. Raymond mentioned that we can make a proposal and have a meeting to discuss the draft before final submission.

Anil shared that a volunteer is required who can work on this proposal and rest of the members can support him in compiling the proposal. Seda shared that the next meeting will be on 2nd of May (After the deadline) so it needs to be done in this meeting. Anil volunteered to the task and asked if anyone wanted to join him in this. Dhanajay Garg volunteered to join him in this.

Discussion started on the next agenda item related to planning for FY23 of Comms WG. Seda shared the document related to planning and a brief summary of things done last time. Anil suggested we go one by one.

FY22 Project Status
Item C1: Develop Comms Plan
    Seda shared that this is related to UA messaging and is in progress. It will be completed in this fiscal year.

Item C2: Content for Communications Channel
    Anil shared that Mark had taken responsibility for it last time and volunteers are required for explainer videos as it is an important part. Seda shared those experienced resources that are required for explainer videos. So, resources are required from specific WG. Anil shared that he would check with Satish Babu (Chair UASG Tech WG) if he can provide resources for it. Preeti also nominated herself to volunteer for it.

Item C3: Organize a Strategic Comms Partner

  Anil shared that its work was completed but it can be taken to next fiscal year as well.

Item C4: Review UA/EAI content and its dissemination channels

  Anil shared that work is in progress for it and it can be taken to next year. Anil asked for volunteers for dissemination channels as it is an important task. Indra Jeet, Dhanajay Garg and Preeti Kamra volunteered for it.

Item C5: Translation of relevant reports and case studies

  Seda shared that it is completed for requested documents. Status is completed - Decision is to continue as per requests for next year.

Item C6: Maintain social media (Twitter) presence of UASG

  ICANN Comms team is managing social media (Facebook) - Status is in progress - Decision is a regular process to be taken to next year. Raymond suggested using other platforms as well including Instagram and Linked In. Raymond also suggested having some translators for content conversion of multiple communities. Anil appreciated it and asked Seda if a translator would be arranged by ICANN or UASG. Jane clarified that ICANN has members for translation and UASG does not have to do translation on their own.

Anil thanked Jane. Anil requested Raymond to share a suitable time so both can connect with the Newsletter group for this task. He also shared that the meeting with the newsletter group can be done every month and the newsletter group has many volunteers. Raymond shared that he works closely with the newsletter group. He shared that an easy approach is to ask every group to share what they have done, and content can be compiled to put in a newsletter instead of scanning through email lists. Anil shared that the 3rd week of every month can be a good time for releasing a newsletter and till 3rd of week last month all WG can send us the content of what they have done. For the current month as date has already passed a meeting can be arranged with newsletter WG to complete it on time. Raymond agreed to that.

Anil asked for comments from everyone on 3rd suggestion of Raymond about Instagram account. Jane shared that as Instagram is a more visual platform and UAGS has to share more technical content and documents, so Facebook, LinkedIn and Twitter are the best platforms. Anil discussed with Jane to keep this point open for discussion in the next meeting as well. Seda contributed by saying that it

is managed by Comms WG and only support that is required is to share the content in everyone's own network for better outreach. Anil agreed to that approach.

Item C7: Maintain UASG.tech website

      Contracted work by ICANN - Status is completed - Decision to be renewed on regular basis. Moved to FY23. Seda shared that Blacknight has been doing it for a long time now.

Item C8: Review and implementation of UASG.tech new website

      Seda shared that volunteers are required for this task. Anil asked if anyone wants to volunteer for it. It will be discussed in next call, and it is taken to next year.

Item C9: Reach-out and present the UASG/UA community in the national, regional IG forums/events

      Work in progress and taken to FY23. Anil asked to focus on the process of reaching out to regional and national governments for UA.

 Item C10: UASG Annual Report

      Anil shared that it should be continued to next year as it is an important document. Seda shared that it is compiled by collaboration with other WG. Sarmad and Seda help in this. Everyone is more than welcome to put suggestions in the annual report.

Discussion continued on uncategorized projects/tasks like EAI mail providers case studies. Anil suggested that this is understood to be generated by the system and it is always in mind. Jane had similar comments regarding case studies of mail providers.

Regarding UA readiness badge, Jane shared that it is not related to Comms WG. Seda shared that Measurement WG and Technical WG are working on a self-certification system for websites to check their UA readiness to earn badges. It will be a motivational stunt for other websites to adapt to UA. Anil shared that the government of India is also helping in this to provide UA readiness badges or stars to websites to motivate others to adapt it as well. Jane appreciated the steps. Anil also shared updates on UA Day decisions being taken to celebrate it annually and what kind of activities should be done on that day.

At the end Anil requested all volunteers to work on tasks they have volunteered. He also mentioned that Raymond will work closely with Newsletter WG for publishing the first newsletter for April 2023.

Next meeting: Monday 02 May 2022 UTC 1600-1700

Action items

No.	Action Item	Owner
1	Adding suggestions to suggestions section in FY22-23 Planning document - Comms WG.docx	All
2	Connect with Satish Babu to provide technical resources	Anil
3	Work Closely with Newsletter WG to publish first newsletter for the month of April 2023	Raymond
4	Volunteers to work on tasks they have volunteered	Volunteers