

UA Comms WG Meeting

30 May 2022

Attendees

Raymond Mamattah
Arinola Akinyemi
PONCELET ILELEJI
Dahanjay Garg
Maria Kolenskova
Hadia
Mark Detysgeld
Samuel O.M
Seda Akbulut
Anil Kumar Jain

Agenda

1. Welcome and roll-call
2. 3 June is deadline for IGF2022 proposals <http://intgovforum.org/en/content/igf-2022-themes>
3. Reviewing the comments in [SOW for Explainer Videos](#)
4. [Social Media Paid Campaign](#)- what to promote from uasg.tech
 1. Hackathon case study
 2. UA Messaging UASG038
 3. [UASG035](#), [UASG036](#) Social Media Network, Browsers, [UASG037](#) UA-Readiness of Some Programming Language Libraries and Frameworks, or any other documents
5. AOB

Meeting Notes

GF2022 proposals

Anil started the meeting by mentioning the agenda items. UASG will attend the meeting at IGF2022. Anil talked about how one of the themes of IGF 2022 is connecting all people. He said there are 60-65% of people who do not speak English. Connecting all those people to the internet ecosystem and global

information is one of the main items for IGF 2022. The UASG role is very important for that.

Anil asked participants to suggest a topic to discuss in that meeting. Anil opened the forum for participants for suggestions. Seda added that We have sent proposals for IGF Africa, and it is in the review process now.

Anil proposed that the topic should be finalized in the meeting and then all WG shall be invited as speakers. In this way an effective representation with every WG involved shall be formed.

Raymond shared that anybody who wants to be speaker at the IGF2022 must already have created a profile at global IGF.

Hadiya talked about the topic connecting all people, she said digital literacy is one of the reasons for the connectivity gap. She said she will post her view and inputs after the session.

Samuel suggested adding a column of available speaker's positions. Seda said it depends on the duration of the proposal as well. Anil added that it can be either 60 or 90 mints.

Anil asked everyone to contribute a global doc for IGF proposals.

Reviewing the comments on SOW for Explainer Videos

Mark and G Wen made some comments on SOW in the last meeting. Seda went through those comments and took inputs from everyone on each comment.

Maria suggested getting comments from all WGs and subgroups and then finalizing the decision at UA comm WG. Seda suggested resolving the comments and then presenting the final document to other WGs.

Anil suggested conducting a meeting for the subgroup and having their inputs before finalizing. Seda to arrange the meeting after 17th June giving space to ICANN74.

[Social Media Paid Campaign](#) - what to promote from uasg.tech

Seda gave a brief summary of progress. And told about the topics that can be highlighted during the campaign.

Anil asked about the vendors who are doing social media campaign's, whether we have to promote one by one message, or we can have more messages at a time.

Anil also asked about suggestions of other WGs for priority of messages.

Seda answered that the campaign is done by ICANN comms WG based on the feedback and inputs. ICANN comms WG shall decide the priority.

Maria shared that post text is usually very short. It should redirect to some document for explanation. And there should be one post with one message and link to explanatory content. She said posts can be on the same topic or topic can be changed based on the requirement.

Dahanjay suggested collaborating with professionals for training and also using their audience. It will boost the campaign for the UASG agenda.

Anil suggested to start the campaign with UA readiness with programming language as it will have the largest audience.

Maria suggested working on identifying the target audience. She also suggested to go with number 3 and number 4 at a time.

Seda suggested going one by one topic. She agrees with Maria on her suggestion.

It was concluded to go with number 3 and number 4 topics.

Anil thanked everyone and closed the meeting at this time.

Next meeting: Monday 13 June 2022 UTC 1600-1700

Action items

No.	Action Item	Owner
1	Contribute to topic for IGF and volunteer to be speaker	All