

UA Comms WG Meeting

27 June 2022

Attendees

Arinola Akinyemi
Seda Akbulut
Anil Kumar Jain
Jane Sexton
Adebunmi AKINBO

Agenda

1. Welcome and Roll-Call
2. [Social Media Paid Campaign](#) - what to promote from uasg.tech
3. AOB

Meeting Notes

Anil started the meeting by congratulating Seda for the successful organization of ICANN74. He highlighted the main achievements of ICANN74 and shared that these will be good points to share in the Board of Directors meeting of ICANN. He asked Seda to share background on the Social Media Campaign.

Seda thanked Jane for her efforts in ICANN74. Regarding social media campaign she shared that the UASG33 document regarding python developers is promoted. She shared that the audience will be kept the same for next few campaigns and a decision is pending about what to promote in the second campaign. [Link](#) contains a sample message posted on Facebook. She shared that we need to decide what to promote next.

Seda also shared a link to the UASG document hub and stated that it contains all UASG documents. Document UASG039 is about testing of 2000 websites UA readiness. She shared some case studies which can be promoted as well. She shared that the UASG blog is another important thing which can be promoted.

Anil shared that there are two important actors who can be targeted. 1st is website developers, because they use the domains for website development. 2nd

are the email providers. He also stated that the message on the twitter and Facebook handle should be different.

Seda asked Jane's input on this, and she shared that the point of the audience should be specific. Otherwise, there is no point in paid campaigns on social media. Jane agreed with Anil that if a general campaign is done on social media, it will increase followers.

Adebunmi shared his experience of Instagram outreach done before. He suggested doing a market survey or social media survey to understand what kind of audience is more common. Such a kind targeted audience will bring fruitful results in paid social media campaigns.

Anil suggested hiring a social media agency to give advice on this. Jane shared that Comms WG is to do the same purpose and no new agency will be hired for this. Jane stated that the budget can be allocated for social media campaigns.

Adebunmi asked Jane to schedule the post and decide what to post and when on social media channels. Jane shared that the discussion is about paid social media campaigns only. Apart from that, all kinds of social media promotions are done by Comms WG. Currently a decision is required on the content which needs to be promoted. As a reference previous campaigns data can be used as reference.

Anil appreciated the ideas and asked Seda if this can be shared with the members before the next meeting, so everyone comes prepared. Seda shared that the previous two meetings were of the same discussion so it's better to make a decision soon. Sharing early information with everyone will help finalize the ideas and help developers to decide which specific thing to target.

Jane shared that a better approach will be if Comms WG comes to the next meeting after getting familiar with the UASG latest content which is prepared for promotion. It will help to select more recent and more relevant reports and content for promotion.

Regarding explainer videos, concerned members were not present in the meeting so it was skipped.

Next meeting: Monday 11 July 2022 UTC 1600-1700

Action items

No.	Action Item	Owner
1	Get familiar with recent UASG reports	All