

# UA Comms WG Meeting

22 August 2022

## Attendees

Anil Kumar Jain  
Raymond Mamattah  
Jane Sexton  
Amin Hacha  
Christian Dawson  
Lavish Mawuena  
Poncelet Ileleji  
Harsha Wijayawardhana  
Adebunmi Akinbo  
Seda Akbulut

## Agenda

- 1) Welcome and roll call
- 2) [Social Media Paid Campaign](#)- what to promote from uasg.tech
  - a) Sample Codes
  - b) FY22 UA Readiness Report
  - c) UASG037 - UA Readiness Evaluation of Programming Languages and Development Frameworks – Phase 3
  - d) UASG038 - UA Messaging
  - e) UA Day
- 3) AOB

Meeting Recording:

[https://icann.zoom.us/rec/play/k0j1sqyRZihChDwYVbDGu8DDrGJ627yn0-anN\\_0lw9g3FUr1zmVNIzCshpLpaWDhJPKSkdJw\\_IPRgsnk.GlpbNIJW7UKFdt-G?continueMode=true& x zm rtaid=KqpYYDI6TKuBYk IdFiBFw.1661262783361.c126ea471f09fba57f691147e9c716d6& x zm\\_rhtaid=709](https://icann.zoom.us/rec/play/k0j1sqyRZihChDwYVbDGu8DDrGJ627yn0-anN_0lw9g3FUr1zmVNIzCshpLpaWDhJPKSkdJw_IPRgsnk.GlpbNIJW7UKFdt-G?continueMode=true& x zm rtaid=KqpYYDI6TKuBYk IdFiBFw.1661262783361.c126ea471f09fba57f691147e9c716d6& x zm_rhtaid=709)

Passcode: 1@nNi\$kJ=c

## Meeting Notes

Anil provided a short summary on the recent Africa IGF session and UA Day planning. Then moved to the agenda items. Anil asked Seda to give a little bit of background information about the past social media paid campaign. Seda shared the [presentation](#) about the previous campaign results.

The social media paid campaign was decided to be done on a quarterly basis on Facebook and Twitter. Jane shared that UASG also has a channel on LinkedIn, but paid campaigns are done on that channel. While we are discussing the possible materials to promote, Seda suggested deciding what the 3<sup>rd</sup> item to be promoted in this session as well.

Anil asked Seda to provide some details about the content options Comms WG can select from. Seda provided a short description about the following options that can be promoted:

- a. Sample Codes
- b. FY22 UA Readiness Report
- c. UASG037 - UA Readiness Evaluation of Programming Languages and Development Frameworks – Phase 3
- d. UASG038 - UA Messaging
- e. UA Day

Anil and a few more members supported the idea of promoting the sample codes as a second campaign. No objection was received. Anil also recommended that UA Day needs to be amongst the social media campaign activities. Seda suggested that it could be good to have it as a 3<sup>rd</sup> campaign which can be done close to the UA Day activities. Anil agreed. It was decided to do the third social media campaign on UA Day.

Adebunmi asked why UASG has only social media channels on Facebook, Twitter and Linked, and why not creating one on Instagram. Jane and Seda responded that the reason was not having sufficient visual materials to post on Instagram. Adebunmi shared that managing the content on Instagram with simple visuals is possible and wanted this idea to be recorded. Seda raised that the second campaign was supposed to be done in March. As we are behind the schedule, for now we need to first focus on what to promote and then do the campaign. If we need to work on Instagram, this can be discussed at a later stage when we start conversations on promoting the UA Day event. For UA Day advertising, a separate UA Day handle may be created where people announce their upcoming UA Day event and share posts from those events, in which we will have more visuals to share.

Seda created a duplicate document based on the previous campaign planning. Anil asked everyone to provide their inputs during the meeting and/or on this [document](#).

Amin suggested that about the target ages, we cannot touch 18 with the same message as 65. He recommended dividing the targeted age into two parts or more.

Lavish suggested adding hashtags to the post. Anil mentioned that we can come up with the hashtags once we decide on the message. Seda added the hashtag note inside the document.

As for the agenda items for the next meeting, Anil suggested the following . Seda noted.

1. [Social Media Paid Campaign \[docs.google.com\]](#) - what to promote from uasg.tech (Annual Plan)
  - . [Sample Codes](#) (2nd campaign)
    1. Key audience
    2. Age group
    3. Regions /countries
    4. Message
  - a. UA Day (3rd campaign)
    1. Instagram account
2. Updates on UA Day by the UASG Newsletter Group

**Next Meeting: Monday 5 September 2022 UTC 1600-1700**

### Action items

No.	Action Item	Owner
1	Provide update on UA Day on behalf of UASG Newsletter Group	Raymond
2		
3		