

# UA Comms WG Meeting

05 September 2022

## Attendees

Anil Kumar Jain

Samwel Kariuki

Arinola Akinyemi

Lavish Mawuena Mensah

Nicolas Fiumarelli

Sushanta Sinha

Seda Akbulut

## Agenda

1. Welcome and roll-call
  
1. [The 2nd social media paid campaign](#)
  - i. Key audience
  - ii. Age group
  - iii. Regions /countries
  - iv. Message
2. UA Day (3rd campaign)
  - i. Instagram account
3. Updates on UA Day by the UASG Newsletter Group
4. AOB

## Meeting Recording:

[https://icann.zoom.us/rec/play/I6o5coKCKGsB\\_kWVbKB546SkeeEZrAkddMP-gkjlpkLh8CdGYugwVs6u4fkTIEEfx4euoFNVusb2P7Po.iQfZ32wEDxyjkCmT?continueMode=true](https://icann.zoom.us/rec/play/I6o5coKCKGsB_kWVbKB546SkeeEZrAkddMP-gkjlpkLh8CdGYugwVs6u4fkTIEEfx4euoFNVusb2P7Po.iQfZ32wEDxyjkCmT?continueMode=true)

Password: ?Rd4TR8Vr0

## Meeting Notes

Anil provided a brief summary of the previous meeting and resumed from where we left. In the last meeting, it was agreed to promote the sample codes that support UA. In this meeting, key audience, age group, countries and the message will be handled.

Seda shared the key takeaways from the previous social media paid campaign which might help with deciding on the age and country selection.

Followings are agreed upon by all participants:

Age: 18-45

Countries:

Most engaging countries from the previous campaign were captured, Russia and China were excluded. A few countries were added from the MEA region.

Countries where UASG leaders are located were added. Also, Germany was added from European countries as it has non-English characters in their script. Here is the final list of the countries to run the campaign for:

1. India
2. Egypt
3. Kenya
4. Ghana
5. Nigeria
6. Zambia
7. Israil
8. Brazil
9. US
- 10.UAE
- 11.Thailand
- 12.Sri Lanka
- 13.Benin
- 14.South Africa
- 15.Morocco
- 16.Germany

Some suggestions on the message have been included in the document [here](#).

As the sample codes are Tech WG's effort, Anil asked Seda to get inputs from both Comms and Tech WGs for the social media paid campaign on sample code. Deadline for a final message and a picture is decided to be on 20 Sep.

Seda moved to the next topic, UA day social media paid campaign. Anil provided a brief summary of the UA Day that is being planned for now. He asked Seda to share the UA Day objectives. Seda posted [the followings](#) to the participants:

In order to mobilize the technical community to UA readiness, UA Day aims to rally local/national, regional and global organizations to create a "buzz" for adopting UA and provide the requisite technical training and resources. The UA Day has the following specific objectives:

1. Share the challenges due to UA-readiness and current gaps in UA
2. Drive change towards UA-readiness of all software, systems and devices developed by the local, regional and global technical organizations
3. Motivate technical and government decision makers towards UA adoption
4. Create awareness in the technical community on the UA related issues
5. Create awareness in the technical community about solutions for UA-readiness
6. Rally language communities together around UA, and towards enabling policies to promote UA adoption
7. Celebrate the achievements on UA so far

Anil asked Seda to come up with a paragraph for the UASG newsletter about the UA Day. Seda mentioned that technical issues need to be sorted out first in making the newsletters to be designed and managed. This task was done by the prior Comms WG last year, who have shared their knowledge with the current newsletter volunteer group. They have also provided guidance on the technical sides and how to make it work. As she is not experienced in this, she suggested that the volunteer group needs to take this work. However, we have a contractor who helps with writing materials about UA. For UA Day, Seda shared that we expect the contractor will write some blogs which can be posted on uasg.tech. Anil said the blogs would be beneficial too.

**Next Meeting: Monday 3 October 2022 UTC 1600-1700**

### Action items

No.	Action Item	Owner
1	Review the <a href="#">The 2nd social media paid campaign</a> and provide input and suggest a message to be posted on Facebook / Twitter.	Comms WG
2		
3		