

# UA Comms WG Meeting

03 October 2022

## Attendees

Giannina RaffoSamwel Kariuki  
Lavish Mawuena Mensah  
Carine L. Malor  
Eunice Perez Coello  
Frank Anati  
Gerardo Martinez Hernandez  
Hadia Elminiawi  
Herve Tiagueu  
Poncelet Jokkolabs Banjul  
Raymond Mamattah  
Simone Catania  
Achille Eye  
Seda Akbulut

## Agenda

1. Welcome and roll-call
2. Post ICANN75 observations from the participants
3. The 2nd social media paid campaign  
<https://docs.google.com/document/d/1q5Vd4l6C1dFhVe0oK9vxysCLxkpA76O87KErZQFPdro/edit>
4. What to take up next from the [FY23 Action Plan \[uasg.tech\]](#)
  1. Promote and support annual UA Day (update uasg.tech website)
  2. Develop communications materials for distribution
  3. Case studies on EAI/UA implementations
  4. IGF engagements
2. AOB

Meeting Recording:

[https://icann.zoom.us/rec/share/CGbe\\_fUqclUeo02WZ97\\_OXk-6Zjb77pTmOlGRnOjXlk0TigopJD4Z4AhUYRTWzMg.LXRvOdqJ\\_N9kz7hc](https://icann.zoom.us/rec/share/CGbe_fUqclUeo02WZ97_OXk-6Zjb77pTmOlGRnOjXlk0TigopJD4Z4AhUYRTWzMg.LXRvOdqJ_N9kz7hc)

## Meeting Notes

**Agenda topic: Post ICANN75 observations from the participants**

Seda shared the agenda items and asked participants' observations on ICANN75 meetings. Lavish and Giannina appreciate the UASG interaction with the Fellows at ICANN75. They mentioned they saw the interest in UA. Giannina joined the Comms WG after that meeting and she mentioned that she comes from a marketing background and for people who have no technical background the meeting was easy to comprehend.

### **Agenda topic: The 2nd social media paid campaign**

Seda provided a summary of what has been done on the campaign draft so far and asked the members to review and share their input. Giannina mentioned that the first goal is more relevant in the document and the software developers, programmers have little patience, it's better to point them to the direct resource on Github. Alternatively, academic people can be directed to the blog, and developers could be directed to github. Seda added this as a question to be asked to the ICANN Comms team to see if this separation can be possible in the same campaign or can there be a separate campaign.

Lavish said he agrees with Seda. He said that it would be with the UASG.tech first and then on github. He further added that taking tech people on board is not just about them coming in to pick codes but also being advocates at the same time. So getting them to get to the blog page is also important.

Eunice suggested adding ANUIES/TI CEDIIES. Seda asked if this was a Latin American University Association to which Eunice answered that it's in Mexico. Seda said that we have defined the regions for the campaign because the campaign can only be done in some countries and we cannot run it for the whole world. She said that we have edited some country names and Brazil is one of them but we didn't include Mexico. Eunice said that they would like to work with universities about UA. Eunice said that they are also part of internet society. And other countries in Latin America can participate with them. She said that they have plans to make a course in Spanish to create awareness about this topic. (<https://cediies.anui.es.mx/anui-est-ic/>)

Samwel and Giannina suggested adding "Tech-hubs" and "Internet society" members for the targeted audience. Raymond mentioned that it is best to identify people instead of organizations, otherwise we need to come up with many other organizations and we cannot narrow down our selection for the

campaign. Seda agreed and removed the group membership criteria. However, as per Eunice’s request, Seda added a note to be asked to ICANN Comms.

Other edits suggested by the Comms WG today are:

- Targeted audience as “IT Researchers” and Members of the following groups:
  - o ANUIES/TI CEDIIES
  - o Tech-hubs
  - o Internet society
- Mexico as the targeted country (due to ANUIES/TI CEDIIES)
- #developers,#programmers #softwareengineers

Giannina mentioned that the messages look good at first sight. She will come up with some suggestions after the meeting.

**Next Meeting: Monday 17 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		