

# UA Comms WG Meeting

17 October 2022

## Attendees

Raymond Mamattah  
Lavish Mawuena Mensah  
Jessica Dadzie  
Jane Sexton  
Carine Malor  
Amina Ramallan Nigeria  
Arinola Akinyemi  
Frank Anati  
Jacklyn Appiah  
Mohammad Awal Alhassan  
Mohd Hafeez  
Seda Akbulut

## Agenda

1. Welcome and roll-call
2. The [2nd social media paid campaign](#)
3. Status of SOW on Explainer Videos
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/FbdogpJwtdToylUC-Z\\_PnHFTQRwS6tE5aY0WNwUaSDhZalkQaWjFg-7tUSjFwgZR.fxmgG0Juiuzx-hc8](https://icann.zoom.us/rec/share/FbdogpJwtdToylUC-Z_PnHFTQRwS6tE5aY0WNwUaSDhZalkQaWjFg-7tUSjFwgZR.fxmgG0Juiuzx-hc8)

## Meeting Notes

Seda started the meeting and gave an overview of the agenda items.

## Social Media Paid Campaign

Raymond asked Seda to give an overview of tasks done for social media paid campaign. Seda stated that the code samples have been uploaded on github. Code samples are in java, java script and python. Seda shared the reason behind is

that developers have less patience to read blogs so links to repo will allow them to have a look at code. Github link will be attached in all posts. Objective is to get maximum reach on github.

The key audience will be technology developers, email service providers and people from academia. Seda shared that Comms WG would be suggesting a message for social media campaign posts. She requested Jane to share her comments and reviews on the document. Jane confirmed. Seda shared multiple hashtags which will be added in posts. She shared that the report is almost final and will be completed till the next meeting on 31st October.

Raymond thanked Seda for the overview of the report. He asked everyone about input on the report.

Seda stated the message for campaign posts with a github link. She shared that the message is a bit long. For facebook it is fine and for other platforms, it needs to be updated. Raymond suggested that the message can be added as a picture and link can be shared in caption. Jane didn't recommend text in a picture. She shared that text can be shortened and for picture, a more graphic image is better because it's eye catchy. She also suggested adding a description of code about what it does. Jane suggested that she will modify the previous campaigns content and share in the group for next meeting.

### **SOW Explainer Videos**

Seda shared the status on this work item. It is pending approval by the UA-Admin WG.

Abdalmonem stated we should also add gTLD factor for some governments, such as .Africa. Seda added the following to the SOW as per Abdalmonem's suggestion: "e.g. .africa, .capetown, .durban, as an example to cover geographies and governments."

Lavish at this point shared that he had a discussion with Edmon Chung regarding preservation of languages not formally used in most of the regions. He suggested adding such knowledge as well in explainer videos. Seda shared that the explainer introductory videos are not that long to cover these aspects as well. She shared that the main focus in videos will be on universal acceptance of domain names and email addresses, and not all languages in the world.

### **UASG Newsletter**

Seda shared that it needs to be reviewed if the newsletters should be continued or not, and what should be a better way of communication.

Raymond asked if the format can be changed to pdf or whether we need to stick to email format. Raymond suggested that it should be adopted as the team suggests. He added that newsletter works should be done during the usual Comms WG meetings. So, it should be part of the meeting and in each meeting, people can contribute. Seda asked Raymond to share a template for the newsletter. Raymond will share a format from Afralo's newsletter. Raymond asked the frequency of the newsletter. Seda shared that it depends on the Comms WG.

Raymond suggested that for UA day we can have a social media campaign, and ask people to organize UA day events in their country. Suggested post: "do you want to organize a UA DAY event in your region/country? Get more participation."

As for the next week's agenda item, Raymond suggested working on the newsletter.

**Next Meeting: Monday 31 October 2022 UTC 1600-1700**

### Action items

No.	Action Item	Owner
1	Share a template for Newsletter from AFRALO Newsletter	Raymond
2	Review the social media post campaign inputs and create a post	Jane
3		