

UA Communications Working Group Meeting

4 May 2020

Attendees

1. Abdalmonem Galila
2. Anna Ludwig
3. Mutegeki Cliff
4. Denise Hochbaum
5. Dennis Tan
6. Dycmeworks Gkp
7. Gwen Carlson
8. Jane Sexton
9. Jessica Ranftl
10. Jim DeLaHunt
11. Lilian Ivette
12. Mark Svancarek
13. Raymond Mamattah
14. Roberto Gaetano
15. Sivasubramanian Muthusamy
16. Sushanta Sinha
17. Sarmad Hussain

Agenda

1. Continue to review of FY20 Action Plan for planning FY21 – fill in the attached sheet
2. Review the messaging for stakeholders
 - a. [Social Relevance](#)
 - b. [Career Opportunity](#)
 - c. [Business Opportunity](#)
3. AOB

Meeting Summary

The WG members continued reviewing the progress on the UA Comms WG action plan and next steps:

- Produce materials, printing, design, etc. (C11): This is ongoing. Continue in FY21.
- Organize strategic communications partner (C12): This is ongoing. Continue in FY21.
- Annual research into audience interests (C13): Budget is limited; hold unless there are resources and a solid research theme.
- Support Global and Regional IGFs and Schools of Internet Governance (C14): This is ongoing. Continue in FY21.
- Regular meetings of the UA Ambassadors (C15): Continue to support UA Ambassador engagement online. This task should be moved to UA Ambassador WG.
- Manage calendar of events for use by the UASG community (C16): Flag action of filling out the calendar for UA Ambassadors and other relevant activities.
- Maintain a social media presence on Twitter, LinkedIn and Facebook, WhatsApp, WeChat, GitHub, etc. (C17): ICANN team maintains a social media presence on Twitter, LinkedIn and Facebook, WhatsApp, WeChat, etc. For GitHub and StackOverflow, technology related WGs should take charge.

- Active engagement on technical platforms (C18): GitHub and Stack Overflow engagement to be conducted by the Tech working group.
- Leverage ICANN’s Global communications team (C19): This is ongoing. Continue to promote UA messaging and regionalize where appropriate.
- Translation of content (C20): This is ongoing based on community need and will continue.

The members were suggested to review the messaging for the stakeholders and share feedback.

Action Items

No.	Action Item	Owner
1	Review the messages for stakeholders <ol style="list-style-type: none">Social RelevanceCareer OpportunityBusiness Opportunity	All UA Comms WG members