

UA Comms WG Meeting

26 July 2021

Attendees

Maria Kolesnikova
Abdomonia
Gwen Carlson
Jessica Ranftl
Liana Galstyan
Jim DelaHaunt
Sarmad Hussain
Poncelet Ileleiji

Agenda

1. Welcome and Roll-call
2. Draft Strategic Comms Plan update – your feedback
3. ICANN71 follow up plans update
4. IGF Sub-WG update
5. UASG Newsletters (lead by Lilian, since July 2021) update
6. FY22 activities: Explainer videos – work on SOW
7. AOB

Meeting Notes

In the meeting, draft of strategic comms plan was discussed. Draft was approved as there were no critical comments on it. Furthermore, it was informed that Edelman will no longer support UASG due to some financial reasons. However, another contract has been made in this regard. A discussion was made regarding separating roles of ICANN and UASG for better strategic directions as there is a bit overlap about UA and IDN projects in ICANN and UASG strategic plan. ICANN will be taking lead on high level messaging. UASG comms will be focused on narrowing down targeted audience.

It was further discussed to include Instagram as a dissemination channel in strategic plan as it comes in top three in social media list. There were controversies regarding content that can be uploaded on Instagram. However, later on it was decided to use same content for Instagram as for other social media channels.

Regarding ICANN 71, preparation of marketing material was discussed. It will be prepared by ICANN. However, before producing any such material the need of it will be first identified and then we will move to branding. In this context, UASG will provide any help if required.

Regarding Global IGF, some updates were shared. UASG will be presenting at South Asian, Korean, West African IGF. IGF first call will be scheduled this week in which further working will be decided. UASG proposal submitted on Global IGF is approved.

Furthermore, it was discussed to start a newsletter to improve internal communication among members of UASG and it will be send via general mailing list. However, more work will be done on automation of newsletter in which subscription option will be added also. Anyone who will subscribe, will get newsletter.

UASG training related videos will be made. More of this topic will be discussed later. A template for Statement of work was discussed. In accordance with last year, the whole budget proposed was not approved so it was discussed to have a backup plan that might scrutinize the action plan.

Annual report will be available within 3 to 4 weeks. Previously, there were technical section and outreach section in FY22 plan. This year plan will be based on last year plan as well. It will be circulated to members for further discussion and suggestions.

Furthermore, UASG033 document was discussed that contains work regarding guidelines for coding community of python and java on how to work better regarding UA. So, it was discussed not to repeat work done by other WG. For this, there is a need of close communication with other WG.

Two things are published under statement of work, one is regarding technical education and training to developers' community in which we will reach out to technical audience. Second is the study in which we will reach out website developers. List of 2000 websites is available. Purpose is to help them to update the websites keeping in context need of UA. EAI WG is working on first project and Tech WG is working on second one.

To avoid overlapping of projects C4 in comms strategic plan is based on keeping in mind all the things that are discussed earlier by other WG. Dissemination channels are identified as key point of comms WG.

For communication with other WG, we can take a look at their Action Plans. This will help us to know that what kind of material we will get to promote. We will communicate with chairs of other WG also. We will gather info they need, and we will work on how we can provide them.

Next meeting: Monday 9 August 2021 UTC 1600-1700

Action items

No.	Action Item	Owner
1	Circulate statement of work to mailing list.	Sarmad
2	Take a look at the action plan of other WGs.	All