

UA Comms WG Meeting

31 May 2021

Attendees

Sarmad Hussain
Maria Kolesnikova
Poncelet Ileleiji
Sana Younus
K Mohan Raidu
Mark Datysgeld

Agenda

1. Welcome and Roll-call
2. Strategic Comms Plan (FY21-22)
3. UASG website redesign (FY21-22)
4. ICANN71 preparation
5. FY22 activities overview and further planning
6. AOB

Meeting Notes

The Comms WG did a review of the FY21 working plan. WG discussed focusing the FY21 working plan on following projects:

- C1: Develop Comms plan
- C3: Publish case studies with comms partner
- C4: Review and implementation of UASG.tech website

C3 is under process. However, now 3 to 4 case studies are considered instead of 6 as discussed earlier. WG is also working on C4. There will be some progress regarding implementation of website by the end of June,21.

WG also discussed the initial draft of communication strategic plan (Project C1) in detail. Following are the contents of initial draft:

1. Overview
2. Goals and Objectives
3. Audience Segmentation
4. Communication Channels
5. Implementation Plan
6. Evaluation Plan
7. Drafting Budget

The document gives an overview of what is going around in UASG around the globe. Information is collected from different resources published so far. It also includes statistics published in ICANN annual report 2020 about what problems are usually faced by people

regarding UA and what are their general queries. The document should reflect the main purpose of UA that what we currently have regarding UA and what we need to change.

The document further discussed goals and objectives that we want to achieve. Goals should be smart meaning measurable in terms of time and money. Raising awareness can be a goal but it is not cost effective.

Next thing after defining goals is audience segmentation that whom we want to target. There is a need to think about potential audience. One can reach technical audience, policy makers and general internet community. We should think more about end users. This step will help to reach target audience precisely.

After defining target audience, next step is to define communication channels to reach them. Communication channels includes all activities needed to disseminate messages. There can be a separate organization for each communication channel like marketing plans.

Then comes the implementation of communication channels. This needs to consider the budget also which is discussed in the last section of this draft. There should be some evaluation plan to check that targets are achieved correctly or not.

WG discussed different ways to further work on this document. One suggestion was to hire an agency, like Edelman, to evaluate the document precisely. Another idea was to work on each segment of this document in parallel to save time.

The first thing that will be considered to work on, are the goals and objectives as all other sections depend on them. Communication Strategic Plan is still under discussion. More of it will be discussed in the next session.

Next meeting: Monday 14 June 2021 UTC 1600-1700

Action items

No	Action Item	Owner
1	Share initial draft of Comms Strategic Plan.	Sarmad
2	Review and comment on UA Comms plan document.	All