

# UA Comms WG Meeting

## 28 June 2021

### Attendees

Maria Kolesnikova  
Amrita  
Jessica Ranftl  
Lilian  
Marc Datysgeld  
Simon  
Sarmad Hussain  
Poncelet Ileleiji

### Agenda

1. Welcome and Roll-call
2. Strategic Comms Plan
3. Discussion of UASG website redesign
4. Follow-up of ICANN 71
5. Discussion of explainer videos

### Meeting Notes

FY21-FY22 plan was discussed in the meeting. Project C1 is in process. For Project C2 which is about dissemination channels, we are waiting for feedback from technical working group. However, it is not a good idea to wait for technical WG to start any discussion or a project. There is a need to initiate discussion with Tech WG regarding projects. One suggestion is to share points that are requirement of project C2 with tech WG and then they can share their feedback.

Reaching out to developers' community was further discussed. There are two types of UA remediation. First one is bug reporting in which developers require specific piece of code that can be added to correct it. This type of messaging is not a part of Comms WG. Second type of remediation is just the high-level explanation of the problem without going into technical details. So, in targeting C2, we need to closely look at the target audience. Messaging should include list of gaps in the software targeted plus how to make improvements in it. For such a type of technical messages, Maria will contact chairs of other WG to prepare these technical documents. Messaging must be individual and practical. Another perspective was also discussed where clients usually fix the bugs with some helping material using content management system that does not support UA.

Invitation was given to join IGF WG. From 15<sup>th</sup> July, it will start its working. Website redesigning was also discussed. It is under process and any suggestions regarding design, or any material of website are welcomed. Monthly UASG newsletter was also discussed which aimed at improving communication inside UASG. In July, first newsletter will be released.

Next thing is to start working on next year projects. The first thing in it is explainer videos and statement of work will be considered for it.

Furthermore, success of ICANN71 was discussed. It got good support from other ICANN supporting organizations. It was realized that we need to make marketing materials on UA that our supporting organizations can show to others. There is a need to represent it as a business company. Such material can be provided in coordination with tech WG. One suggestion is to make a google doc for these marketing materials template and share with tech WG so they can share their feedback.

A webinar in collaboration with APTLD was organized. It contains technical training and there was a panel with people from different regions that were working actively on UA. Panel setup questions regarding how they are working on UA internally and how they are working to raise awareness of UA. A summary of technical guidelines was drafted in the end. This material can be used as a quick start for marketing material of ICANN71.

To discuss the idea of explainer videos, there is a need to have detailed discussion. These videos will be quite helpful to those who have no idea of UA and have no contact with UASG. We are planning 3 videos. We will target website audience also as it is the largest audience.

Furthermore, idea of interviews was discussed. A blog of interviews will be made which will be then further processed into an eBook of almost 10 interviews of chairpersons and other UA related team.

The agenda of next meeting was identified as more detailed discussion of training videos.

**Next meeting:** Monday 9 August 2021 UTC 1600-1700

#### Action items

No.	Action Item	Owner
1	Be active member of social media of UASG channel.	All