

UA Comms WG Meeting

09 August 2021

Attendees

Maria Kolesnikova
Poncelet Ileleiji
Sarata Omane
Marc Datysgeld
Lianna Galstyan
Jessica Ranftl
Jabe Sexton
Imran Hossen
Gwen Carlson
Sarmad Hussain
Sana Younas

Agenda

1. Welcome and Roll-call
2. Work on SOW for Explainer Videos (FY22-C2)
3. Work on Review UA/EAI content and its dissemination channels (FY22-C4): UASG Newsletters, UASG Content Matrix
4. Reach-out and present the UASG/UA community at national, regional and global IGFs (FY22-C9): update
5. Review and implementation of UASG.tech new website (FY22-C8): update
6. AOB

Meeting Notes

The first thing that was discussed was IGF subgroup call that was held earlier this week. The subgroup had already started its working on strategy about how to promote UA topic on IGF platform. Updates regarding UASG.tech website were shared. Website is restructured and work is being done regarding publishing UASG documents on website. Any comments and suggestions regarding structure of website are appreciated.

Two google documents are shared with mailing list. First document is about [UA Event Schedule](#). Any information related to UASG events can be shared here. This is for timely update of any events happening and will be helpful in newsletter. All are invited to fill up this document. Second document is about [UA in the News](#) which is related to UASG news or any other UASG related article on any social media channel that can be shared here. We need a proper monitoring of these two documents to maintain authenticity of documents.

UASG Content Matrix was further discussed. It contains an overview of what we will be targeting on our social media, what channels will be used and what content will be created. The audience that will be targeted is also considered here. It includes different type of materials that will be considered like trainings, videos, reports on software gap analysis, some tools to

evaluate UA readiness that are already available, good practices on how to achieve UA, some templates of reports, blogs etc. It contains another column of their description also. The purpose of preparing this draft is to collect the material that UASG have already created. Once template is finalized, then we will fill the description of all the materials. This document will be helpful for creating content on social media. Second file is a content plan. It is a tentative plan that may contain just ideas. We will gather this information about what will be published and what articles will be gathered. Publications will be evaluated in terms of their effectiveness. There might be a need to change content based on analysis of audience and traffic of our website. We will first work content matrix and then on the content plan.

Some of our content is quite technical and for technical audience only. This content can be given to the contractors who will give it out to audience for which it is made. We first need to figure out what documents are for what type of audience. Then we can go for dissemination. A document can be made interesting to attract audience like it can be a kind of survey etc. Currently, work is being done on the UASG documents to make them more interesting and readable. All documents on website will be restructured.

Explainer videos were further discussed. It was suggested to have videos with a same template that will be followed throughout. There can be videos explaining basic concepts like what is UA and EAI, configuration of email systems etc. It will be a short video of 3 to 5 minutes with a small introduction at the start. It was suggested to make two types of videos, one for general public like what is UA, how it started and why is it good to implement UA. This video can be presented to general audience. It will be a kind of high-level explanation. Video will be proved useful for technical community. We need a final text of such videos which will be then given to contractors for making videos. Another topic suggested for video was five criteria of UASG. It can be included in general video as well as technical one.

Precisely, it was discussed to have three videos. First will be general, second will be on EAI configuration and third one on programming. First video will target general public, second will be for email administrator and third one will be for technical community.

Next meeting: Monday 23 August 2021 UTC 1600-1700

Action items

No.	Action Item	Owner
1	Fill UASG in the News and UASG Event Schedule	All
2	Maintain UASG Event Schedule document	Poncelet
3	Include today's video discussion points in SOW	Sarmad