

UA Comms WG Meeting

23 August 2021

Attendees

Maria Kolesnikova
Jane Sexton
Jessica Ranftl
Marc Datysgeld
Sarmad Hussain
Sana Younas
Poncelet Ileleiji
Raymond Mamattah
Seda Akbulut
Liana

Agenda

1. Welcome and Roll-call
2. [SOW for Explainer Videos](#) - (FY22 – C2) – continue work
3. Review of UA/EAI content and its dissemination channels (FY22-C4): UASG Newsletter, UASG Content Matrix, UASG Content Plan – how to proceed?
4. Comms WG collaboration with UASG Working Groups
5. AOB

Meeting Notes

Progress of meeting agenda 3 was discussed first. Chair of other WGs are asked to fill content matrix and add more details of audience of documents that they will provide. We need to prepare some additional materials on how to communicate with other technical stakeholders because they have not yet subscribed to our UASG channels. More of this will be discussed in the next meeting.

Documents provided by other WGs was discussed further. Documents can be considered as a set with closely linked documents in one set. We need to prioritize the documents. They can be sorted by their semantics. The documents are already published but we need to work on how to reuse them. Regarding social media, we can first post something and then we can investigate what type of posts will be more popular and accepted. We will start with every material that UASG will produce and then look for more engaging posts. Also once in a week, we will be posting entertaining stuff regarding UA, sometimes survey regarding UA to engage audience and then some serious stuff. So, our format of posts will not be serious but also entertaining as well. But we need to be careful that even entertaining material is newsworthy. We might need to look at our subscribers. We need to work on increasing our audience. But before that, there is an need to work on posts and stuff first. We may also run a marketing campaign. One suggestion is that other ICANN leader communities may share UASG post that will increase reach.

Furthermore, call setup with Tech WG was discussed. We will continue working with them to know what help they need from us.

It was decided to make three videos, one intro to UA, 2nd on EAI and 3rd for developers. Now we need to decide on exact text for these videos that will be handed over to the vendor. Different documents regarding UA were discussed. It was decided to have a table of content first and topics that will be covered in that video. First point of video will be brief introduction of UA that is what is UA and then five points of UA. Then importance of UA in terms of both acceptance of long ascii and multilinguals as well that is “Why should you care about UA?”. It is also good to include the current situation of internet that what percentage of internet is UA, so we get an idea where we are standing currently and where we need to go. Next section should be a concrete call to action that these are the things to adopt UA. Video should be comprehensive so that viewer will understand it in one go. There will be a message in each video and whole video will be aligned on that idea. All these videos should have some short, repeated section in the start. All videos will start with that section. Video will be made visual and will show action instead of text.

The agenda of next meeting is identified as working further on SOW.

Next meeting: Monday 6 September 2021 UTC 1600-1700

Action items

No.	Action Item	Owner
1	Update template of google doc to include ideas for visualization and text as well	Sarmad
2	Add ideas in google docs for visuals of video	All