

# UA Comms WG Meeting

## 06 September 2021

### Attendees

Maria Kolesnikova  
Pitinan Kooarmornpatana  
Seda Akbulut  
Lianna Galyston  
Sana Younas  
Adebunmi Akinbo

### Agenda

1. Welcome and Roll-call
2. Continue working on SOW of explainer videos
3. AOB

### Meeting Notes

A discussion was made regarding structure of explainer videos present in the document [SOW for explainer videos](#). Scenario 1 in document was discussed. Section “Join us” can be presented in the form of short clickable links. Main purpose of all these videos is to help everyone realize that UA is a result of joint efforts not individual. Slogan should be like something that shows the importance that how our future will be transformed if we adopt UA. Global relevance was suggested as a hashtag.

Script of video was further discussed. For script, we can take other published documents as a starting point as well. Timeline was updated to include time for availability of vendor etc. To cope up with the timeline we might need to hold more frequent meetings.

It was further discussed to work on reach of our social media channels. For this, there is a need of good quality regular content. Scenario 2 was discussed further which concerns EAI. Technical points to be included in video was discussed like all nodes in exchanging mail should support EAI. It was also suggested to include an example of creating account in Unicode in Gmail that what a user can do with an email system which is UA ready. Ending of video would be same as scenario 1.

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

**Next meeting:** Monday 20 September 2021 UTC 1600-1700

### Action items

<b>No.</b>	<b>Action Item</b>	<b>Owner</b>
1	Consult with Gwen on how to prepare a script of video	Pitinan
2	Provide framework for Instagram page	Adebunmi