



## UASG Publishing and Promotional Guidelines

Please follow the below guidelines if you would like to publish/and or promote content on [uasg.tech](https://uasg.tech) or UASG social media channels.

### CONTENT CREATION

- ◇ Develop the concept for the blog or announcement.
- ◇ Run the proposed concept by UA Program Manager Mohamed Elbashir, [mohamed.elbashir@icann.org](mailto:mohamed.elbashir@icann.org).
- ◇ Write/create content. If you would like assistance in writing your content, please reach out to ICANN communications (Gwen Carlson, [gwen.carlson@icann.org](mailto:gwen.carlson@icann.org); Jane Sexton, [jane.sexton@icann.org](mailto:jane.sexton@icann.org)).

### CONTENT REVIEW

- ◇ Submit content for editing and proofing by ICANN communications (Gwen Carlson, [gwen.carlson@icann.org](mailto:gwen.carlson@icann.org); Jane Sexton, [jane.sexton@icann.org](mailto:jane.sexton@icann.org))

### PUBLISHING

- ◇ Work with ICANN communications to schedule the best day/time for publishing.
- ◇ ICANN communications will publish content on [uasg.tech](https://uasg.tech) at the scheduled time.

### SOCIAL PROMOTION

- ◇ ICANN communications will develop UASG social media posts to accompany published content, including graphics.
- ◇ If there is UA-related content (industry articles, personal posts, regional UA events, etc.) that you would like promoted on UASG channels, please fill out this [suggestion form](#).
- ◇ UASG Social Media channels:
  - [Twitter](#)
  - [Facebook](#)
  - [LinkedIn](#)

## UA DISCUSS

- ◇ ICANN communications will distribute UASG content via the ua-discuss email list.

## ADDITIONAL DISTRIBUTION

- ◇ UASG Communications Working Group members are encouraged to share UASG content through their own relevant channels. These can include personal social media accounts, other UA programs (e.g., Local Initiatives, UA Ambassadors), ICANN affiliations (e.g., ALAC, LACRALO, AFRALO) or related industry/work associations.

## UA EVENTS

- ◇ ICANN communications and the UA Program Manager will update the [uasg.tech calendar](#) with official UA events. If you would like to add an event to the calendar, please fill out the [UA Event Form](#).
- ◇ Please provide event details as soon as possible so that the event can be promoted in advance.