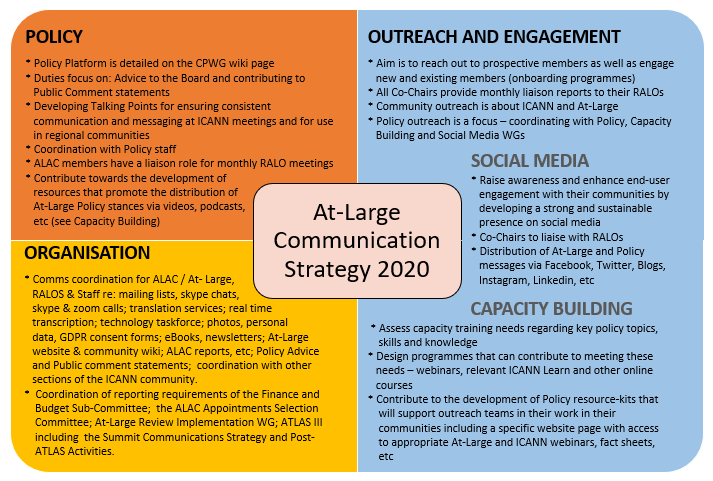
**At-Large Communications Strategy 2020**

**Draft – Version 2**

The At-Large Communications Strategy 2020 is the At-Large Community’s roadmap for the dissemination of specific and consistent messages to target audiences across and into its regional communities in an efficient and effective manner. The strategy will be employed to ensure a variety of appropriate communication tools that can be employed in regional communities by At-Large Ambassadors and At-Large Structures (ALS) to ensure that key messages related to the mandated responsibilities of At-Large – namely Policy and Outreach & Engagement – as well as its Organisational responsibilities reach the audiences for which they are intended in order to promote the work of ICANN and to encourage participation and engagement in the work of At-Large. For this reason, it is integral to the At-Large Vision for 2020.

**Situation Overview**

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**Summarised version for use as a postcard for outreach**

**Policy**

* The At-Large Consolidated Policy Working Group (CPWG) is a multistakeholder group of individuals from a wide range of backgrounds with an interest in providing advice to the Board and make comments on ICANN policy that impacts on the concerns and interests of the end-users of At-Large.
* The CPWG is coordinated by two co-Chairs who share the two separate coordination roles of policy discussion and management of the CPWG meetings.
* The CPWG has developed a Policy Platform the prioritises key areas of ICANN policy of interest to At-Large as well as includes an appropriate communication strategy of its own to assist At-Large members to disseminate key policy messages to their communities.
* The CPWG will provide talking points which are targeted at ensuring that At-Large members accurately convey specific and consistent messaging about policy and capacity building to their respective audiences at ICANN meetings as well as within their regional communities.
* Members of the At-Large Advisory Committee (ALAC) have a role to play in ensuring that they regularly participate in CPWG meetings to ensure that they are fully conversant with accurate messaging that they can appropriately convey to the individual members (both of At-Large Structures and Unaffiliated members) at their monthly Regional At-Large Organisation (RALO) meetings
* All ALAC and RALO members should contribute to the development of resources that will promote the distribution of At-Large Policy views within their regions – and if possible, in their own languages
* Appropriate resources may be developed as part of the Capacity Building programme and could include, but are not limited to, videos, podcasts, brochures, postcards, etc.
* A written or oral report by the Vice Chair Policy, on the progress of the Policy Platform and preparing for 2021 will be expected at the final session of ICANN69.

**Outreach and Engagement**

* The role of the Outreach and Engagement Sub-committee (OESC) is to meet regularly (each month) to coordinate activities and resources that its members can use to reach out to prospective members within their local and regional communities
* The OESC is also responsible for engaging new and existing members through the onboarding programmes and resources (developed by the Capacity Building Working Group)
* Each RALO provides a representative to the OESC who will act as a co-Chair who is responsible for providing monthly liaison reports to their RALOs, to inform them of the updated outreach priorities, activities and resources.
* Policy outreach is the key focus for outreach and engagement as well as coordinating other key messages that are expected to be delivered to regional communities from the Capacity Building and Social Media Working Groups.
* The OESC is responsible for coordinating the regional O&E strategies of the five RALOs of At-Large, which will detail what O&E activities they propose to undertake during the year; where their priority activities will take place; how they aim to utilise any CROP and discretionary funding for these activities; and how they will engage their Global Stakeholder Engagement Teams in these activities.
* The OESC together will coordinate a consolidated communications strategy to incorporate the strategies that the RALOs will employ to best convey the required messaging about Policy and Social Media and Capacity Building to their regional communities
* The Chair of the OESC will provide a written or oral report on the effectiveness of its strategies at the final meeting of ICANN69.

**Social Media**

* The Social Media Working group (SMWG) is a subset of the Outreach and Engagement Sub-committee.
* The role of the SMWG is to raise awareness and enhance end-user engagement with their communities by developing a strong and sustainable presence on social media that it culturally and linguistically appropriate to their communities.
* Regional co-Chairs will liaise with RALO Policy and Outreach leads to ensure that the policy and outreach messages that they are conveying are accurate and appropriate for their target audience.
* Regional co-Chairs will also report on the latest priorities and activities of the SMWG to their RALO counterparts at the next RALO monthly meeting and encourage others to use social media to promote the activities of their RALO, At-Large and ICANN.
* The SMWG will discuss appropriate social media channel to distribute At-Large policy and outreach messages to include but are not limited to: Facebook. Twitter, Blogs, Instagram, Linkedin, etc
* A written or oral report by the Chair of the SMWG will be expected at the final session of ICANN69.

**Capacity Building**

* The role of the Capacity Building Working Group (CBWG) is to:
  + Initially assess, by survey or questionnaire, the training needs of At-Large participants and other members regarding Policy topics, skills and knowledge.
  + Design programmes that can contribute to meeting these needs – via webinars, relevant ICANN Learn and other online courses
  + Contribute to the development of Policy resources and online courses that will support outreach teams in their work in their communities, including a specific website page with access to appropriate At-Large and ICANN weibinar, fact sheets and other outreach related information materials.

**Objectives:**

* Raise awareness and provide timely information on aims and objectives of Policy and Outreach-related activities of At-Large (including Capacity Building and Social Media) to the wider At-Large Community as well as the ICANN Community. ALAC members will have responsibility to relay Policy updates to their regional communities at each month’s RALO meetings.
* To incorporate and promote the work of the Consolidated Policy Working Group (CPWG) and the Outreach and Engagement Subcommittee (O&ESC) into the programmes of the Capacity Building Working Group and the communications of the Social Media Working Group.
* Educate At-Large Ambassadors, members and potential members on key At-Large Policy and Outreach issues and their potential impact on individual internet end users.
* Produce Policy and Outreach resources, ICANN Learn courses and a range of promotional tools, that can be incorporated into an At-Large resource toolkit for use during community outreach by our At-Large Ambassadors.
* RALOs will play an important role with regards to ensuring that the right messages are communicated to their communities. A focal point will be their monthly newsletters in which Policy and Outreach activities will be regularly updated. Regional leaders will also convey important messages in their blog item of the newsletter.
* Regional Chairs will communicate regional activities and discuss any regional issues with the ALT+ Group – any recommendations arising out of these discussions can be conveyed to the ALAC for a decision.
* Other regional leaders will also convey messages to their RALOS at monthly meetings, related to their areas of responsibility, for example, Vice Chairs, Secretariats, NomCom Delegates, co-Chairs of the Outreach and Engagement, Capacity Building and Social Media groups.
* At-Large Ambassadors will report on community activities related to ICANN’s mission in their regions
* At-Large Liaisons to other community groups (GAC, GNSO, ccNSO and SSAC) will provide monthly reports to the community about activities in their areas of responsibility related to end-user interests

**Target Audience:**

* Education: At-Large Ambassadors and the At-Large Community (Leaders, ALSes and ALS members, and Individuals)
* Community Outreach: Potential At-Large members (ALS members as well as unaffiliated individual members) who may be introduced via Ambassador/ALS outreach
* Community Inreach: Other sections of the ICANN Community

**Timeline:**

* The communications strategy is aimed at ongoing for use by the key areas noted above – Policy, Outreach and Engagement, Capacity Building and Social Media
* During 2020, the communications strategy will be endorsed by ICANN68 and activities will be implemented as per its objectives.
* The Communication Strategy will be reviewed during ICANN71.

**Metrics**

* + - **Quantitative:** Number of CPWG attendees / week, number of new members (ALS and unaffiliated individuals) recruited since strategy inception
    - **Qualitative:** Feedback from ICANN org and community regarding ALAC / At-Large perception in ICANN policy and outreach processes. Increased numbers, better reputation, more global awareness of ICANN At-Large.
    - **Social Media engagement –** measurement of engagement in social media channels: Facebook, Twitter, YouTube.