**Tactics we are using to increase ICANN Accessibility to the Global End User:**

* Implementing improvements to our editing process for blogs, newsletters and announcements towards a more journalistic, approachable style of writing with clearer language and fewer acronyms,
* Increasing the use of our blogging channel to build greater awareness and provide more background and relevant details about the work we do around the world,
* Building features and awareness of the acronyms that we do use. For example, the ICANN website allows a user to hover their cursor over acronyms and the full word will auto appear. This seamlessly allows users to read over text quickly without having to search for the acronym’s meaning.  In addition, our At-Large and ICANN Twitter handles post an acronym of the week to better inform followers of ICANN acronyms,
* Working to create Global Facebook pages to improve our outreach to different regions in other languages. This builds on our social media outreach with Twitter in Spanish, Portuguese, Arabic and with Weibo in Chinese.  We are utilizing multiple social media platforms such as LinkedIn, Facebook, SlideShare, SoundCloud, Google+ and Flickr to ensure we are engaging with our users on the platforms they use,
* Posting more presentations to SlideShare to increase the accountability and accessibility of ICANN presentations for those who cannot attend meetings in-person or for those who want to review the presentations afterwards,
* Addressing issues of regional connectivity challenges by increasing our production of Podcasts and distributing these digital audio files through SoundCloud,
* Creating regional newsletters, which enables us to reach more people in more languages about the local/regional issues they care most about,
* Working with different types of content (infographics, videos) to make our message more accessible to more people,
* Collaborating with Language Services on a captioning translation system for our ICANN videos so individuals can read the captioning in their language (UN Six), which will also help with accessibility for the hearing-impaired,
* The web team is working with the accessibility working group, which is a community working group to prioritize accessibility items,
* The web team is also working on a RFP for a review of our web assets to ensure they comply with accessibility standards and international development processes.