WHOIS Recommendation 3 Implementation

Recommendation fully implemented as of 30 June 2015

WHOIS Recommendation 3 Implementation
Outreach
Recommendation fully implemented as of 30 June 2015

Implementation 3 Timeline

Outreach

Recommendation 3 Implementation Description

ICANN should ensure that WHOIS policy issues are accompanied by cross-community outreach, including outreach to the communities outside of ICANN with a specific interest in the issues, and an ongoing program for consumer awareness.

Status of Deliverables

	Responsible	Due Date
Include requirements link in 2013 RAA to Registrant Benefits & Responsibilities Document, written in simple language to educate registrants on obligations related to WHOIS	**Staff**	✔
Conduct global outreach to registrars to educate them on 2013 RAA requirements	**Staff**	✔
Conduct outreach in Asia Pacific, highlighting WHOIS obligations in native languages	**Staff**	✔
Launch WHOIS microsite; publish in six languages	**Staff**	✔
Produce and implement a Communications Plan that attempts to reach both internal and external communities, and collects metrics related to access to the WHOIS microsite in multiple languages	**Staff**	✔
Social media effort underway linked to key milestones in the WHOIS Program; Communications Department uses tools to examine the impact of social media	**Staff**	✔

✔ Complete
Planned/In Process
Behind schedule, expected to recover within original plan
Behind schedule, original plan to be adjusted

ICANN

WHOIS Recommendation 3 Implementation
Outreach
Recommendation fully implemented as of 30 June 2015

Project Status

- 2013 RAA includes requirements to link to [Registrant Benefits & Responsibilities Document](), written in simple language to educate registrants on obligations related to WHOIS.
- ICANN Staff conducted global outreach to registrars to educate them on 2013 RAA requirements.
- ICANN Contractual Compliance Staff conducted outreach in Asia Pacific, highlighting WHOIS obligations in native languages.
- Launched the new [WHOIS microsite](). Published in six languages, the WHOIS microsite is a one-stop-shop for those seeking information about WHOIS.
- Staff produced and has implemented a Communications Plan that attempts to reach both internal and external communities, and has been collecting metrics related to access to the WHOIS microsite in multiple languages.
- ICANN also has an active social media effort underway linked to the key milestones in the WHOIS Program. The Communications Department uses tools to examine the impact of the social media.

Implementation Notes

This recommendation is complete.

ICANN