

WHOIS Recommendation 3 Implementation

Outreach
30 June 2015

Implementation 3 Timeline



Status of Deliverables

	Responsible	Due Date
2013 RAA includes requirements to link to Registrant Benefits & Responsibilities Document , written in simple language to educate registrants on obligations related to WHOIS.	Staff	✓
ICANN Staff conducted global outreach to registrars to educate them on 2013 RAA requirements.	Staff	✓
ICANN Contractual Compliance Staff conducted outreach in Asia Pacific, highlighting WHOIS obligations in native languages.	Staff	✓
Launched the new WHOIS microsite . Published in six languages, the WHOIS microsite is a one-stop-shop for those seeking information about WHOIS.	Staff	✓
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.	Staff	✓
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.	Staff	✓

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.



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



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Implementation Notes

This recommendation is complete.