



LAC Community Communications Plan 2016 Alexandra Dans | February 2016

Contents





The general objective of the Communication Plan for the region is to optimize the management and information flow from ICANN to LAC actors in order to:

- Increase awareness of what ICANN is and does;
- Engage more stakeholders from LAC in our ecosystem;
- Improve the perception of ICANN as a truly global organization.

During 2016, the previous objective will particularly focus on 3 topics:

- IANA Stewardship Transition developments
- Regional Strategy progresses
- Engaging the community in ICANN's policy development process





ICANN LAC SWOT



ICANN LAC SWOT



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Strengths

- ICANN community is diverse and have presence in various LAC countries
- Positive synergies with other Internet organizations in LAC (presence in Casa de Internet)
- Regional community is engaged through LAC Strategy

Weaknesses

- Difficult environment for newcomers and non-English speakers
- Journalists/general public have low level of knowledge of DNS & ICANN work

Opportunities

- Validation of the MSM by success of the transition
- New meeting strategy allows ICANN meetings to be held in smaller countries in the LAC region, thus expanding regional reach.
- Extended, increased & multilingual visibility of our work in the region facilitates global reach & input in MSM



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Threats

- Perception of an unbalanced MSM model
- Legitimacy is weakened because of low participation from other regions in ICANN processes



Objectives / LAC Strategy indicators



LAC Communications objectives

- Educate the LAC public on what ICANN is and does.
- **Outline** the benefits of the Multistakeholder Model in Internet governance
- ◎ Inform the LAC public about ICANN's relation to, and position on global Internet policies.
- **Promote** the importance of regional participation in ICANN processes.
- **Engage** with the regional community through the regional strategy.
- **Discuss** ICANN using language accessible to all our audiences and in the languages of the region.
- **Increase** global visibility of LAC activities and milestones to improve the perception of ICANN as a global organization.



2016-2020 LAC Strategy Comms Indicators

- Number of Page views/users for icannlac.org
- Subscribers/engagement rate for regional newsletter
- Number of material developed to promote the LAC DNS Industry
- Number of materials for economic stakeholders in the region.
- ⊙ Number of translated and published documents
- ⊙ Number of regional blogs posts





Communications strategy



Community strategy: we need you!

- Become a Social Media advocate for our regional SM posts (FB and Twitter handles)
- Support our media relations efforts when ICANN is organizing an event in your country
- Help maintain the LAC community website up to date (icannlac.org) + increase its visibility
- Share our monthly regional newsletters with your networks + invite people to subscribe
- Contribute with blog posts about relevant regional events, activities of the LAC Strategy, other LAC milestones
- Assist us in distributing new content through your networks (infographics, videos, brochures, etc.)
- Become a liaison between ICANN and your AC/SO!



Activities overview



ICANN LAC Content overview

- Media releases, Announcements
- Blog posts
- Interviews, Articles (contributions)
- \odot Videos
- ◎ Infographics, Brochures/flyers
- Newsletters
- Podcasts
- Presentations
- Social media
- ⊙ icannlac.org
- Year in Review report

External Content Sources:

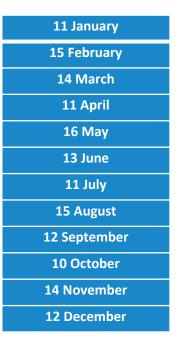
- News and editorial coverage
- Collaboration with Internet tech. orgs
- Social media engagement



LAC newsletter overview

- Global stories: Public comments, Policies, Transition, GDD, Top story.
- Regional stories: LAC news, regional strategy update, community section, news highlights, upcoming events
- Sent in a monthly basis in Spanish, English, Portuguese and French simultaneously

• 2016 Publications dates:





Engage with ICANN



Thank You!

Reach me at: Email: alexandra.dans@icann.org Website: icann.org Regional community website: icannlac.org



