



LAC Community Communications Plan 2016

Alexandra Dans | February 2016

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Introduction

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

1

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

3

Weaknesses

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

2

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

4

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)
- ⦿ 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:**

11 January
15 February
14 March
11 April
16 May
13 June
11 July
15 August
12 September
10 October
14 November
12 December

Engage with ICANN



Thank You!

Reach me at:

Email: alexandra.dans@icann.org

Website: icann.org

Regional community website: icannlac.org



@icann

@icann_es

@icann_pt

@icann_fr



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