# **At-Large Communications Strategy Workspace**

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### Description

The At-Large Communications Strategy is the high level document that has been developed to incorporate the policy, organisational and outreach and engagement communication needs of At-Large.

The Strategy was initiated by the ATLAS III Communications Strategy, and the diagram summary (see below) was the first guide for communications related to the three workstreams (policy, outreach, organization).

At-Large

Communication

The At-Large Community will use the At-Large Communications Strategy as a guide for developing regional and WG strategies.

#### **POLICY**

- \* Policy Platform is detailed on the CPWG wiki page
- \* Duties focus on: Advice to the Board and contributing to Public Comment statements
- Developing Talking Points for ensuring consistent communication and messaging at ICANN meetings and for use in regional communities
- \* Coordination with Policy staff
- \* ALAC members have a liaison role for monthly RALO meetings
- Contribute towards the development of resources that promote the distribution of At-Large Policy stances via videos, podcasts, etc (see Capacity Building)

#### ORGANISATION

- Comms coordination for ALAC / At- Large,
  RALOS & Staff re: mailing lists, skype chats,
  skype & zoom calls; translation services; real time
  transcription; technology taskforce; photos, personal
  data, GDPR consent forms; eBooks, newsletters; At-Large
  website & community wiki; ALAC reports, etc; Policy Advice
  and Public comment statements; coordination with other
  sections of the ICANN community.

  Strategy 2020

  Assess capa
  skills and ki
  Design progresses

  Possign progresses

  Courses
- Coordination of reporting requirements of the Finance and Budget Sub-Committee; the ALAC Appointments Selection Committee; At-Large Review Implementation WG; ATLAS III including the Summit Communications Strategy and Post-ATLAS Activities.

#### **OUTREACH AND ENGAGEMENT**

- Aim is to reach out to prospective members as well as engage new and existing members (onboarding programmes)
- \* All Co-Chairs provide monthly liaison reports to their RALOs
- \* Community outreach is about ICANN and At-Large
- Policy outreach is a focus coordinating with Policy, Capacity Building and Social Media WGs

#### SOCIAL MEDIA

- Raise awareness and enhance end-user engagement with their communities by developing a strong and sustainable presence on social media
- \* Co-Chairs to liaise with RALOs
- Distribution of At-Large and Policy messages via Facebook, Twitter, Blogs, Instagram, Linkedin, etc

#### CAPACITY BUILDING

- Assess capacity training needs regarding key policy topics, skills and knowledge
- Design programmes that can contribute to meeting these needs – webinars, relevant ICANN Learn and other online courses
- Contribute to the development of Policy resource-kits that will support outreach teams in their work in their communities including a specific website page with access to appropriate At-Large and ICANN webinars, fact sheets, etc

### Contact

**ALAC Chair: Maureen Hilyard** 

Staff Support Leads: Heidi Ullrich and Evin Erdodu

## Strategy

Google Docs were drafted for comment (now closed).

See Final Version:



### **Timeline**

The first At-Large Communications document was developed by the ATLASIII Planning Committee in preparation for the ATLASIII event in Montreal ICANN66, to ensure that the correct information about the event and its activities were appropriately disseminated to the various stakeholder groups within and outside of ICANN.

An At-Large Draft was produced and presented during ICANN67 Virtual Community Forum, March 2020.

The At-Large Draft, post-ICANN67, was distributed to the SMWG Regional Vice Chairs, O&E SC for comment.

Further At-Large Drafts, post-ICANN68, were distributed to the ALT-PLUS for comment.

ALT-PLUS leaders commented on the 4th version of the draft, and staff revised it into the 5th and final version.

The ALAC Chair confirmed the final version, and during ICANN69, presented it initially to the O&E SC meeting and then to the ALAC/At-Large leadership during the ICANN69 At-Large Wrap Up session.