UA Communications Working Group

ICANN66 / November 2019
Today’s Session Will Cover

• Priority Programs
• Operational Updates
• Progress Overview
Upcoming Priorities for FY20
Audiences – Priority Shift

To spur action and adoption, the UASG is shifting from general awareness across multiple groups to tailored, audience specific engagement.

* **DOERS** - People who can *MAKE* this happen
  * Developers & system architects; consultants/contracting firms

* **People who can *DIRECT* this to happen**
  * CIOs

* **People who can *INFLUENCE* this to happen**
  * C Suite, Board members, government officials, consultants, media, industry influencers

1. **Developers**

2. **Email Administrators**

3. **Governments**
Priority Programs: Messaging

“Universal Acceptance (UA) is essential for the continued expansion of the Internet as it ensures that new domain extensions and email addresses can be used by all Internet-enabled applications, devices and systems.”

Goal: Develop audience specific messaging including relevant proof points and appropriate calls to action.

Upcoming Activities:
* UA Comms WG has formed a subgroup responsible for assessing messaging materials. The subgroup will focus on messaging relevant to three key audiences:
  * Near-term: Software Developers & Email Administrators
  * Longer-term (6-9 months): Government audiences
* Coordination with other UA WG to develop the tools and resources for above audiences to take action around UA
Priority Programs: Comms Plan

**Goal:** Develop a strategic communications plan and define associated deliverables to guide the working group’s efforts through FY20.

**Upcoming Activities:**
* Supplement the FY20 action plan with short, mid and long-term communications objectives and strategies
* Develop targeted action plan for reaching software developers and email admin. Audience
* Promote the local initiatives effort.
Priority Programs: Digital Engagement

**Goal:** Support the awareness the UASG has built to date by bolstering its digital footprint and providing a more user-friendly experience to access information through [UASG.tech](#).

**Upcoming Activities:**

* Website enhancements:
  * Mark Datysgeld and Dennis Tan Tanaka are leading a sub-group that will continue to assess the structuring of content/pages on the UASG website in order to organize information and create an improved user experience to support demand gen efforts
  * ENGAGING CONTENT IS ESSENTIAL

* Social media engagement:
  * Continued organic community management across LinkedIn, Twitter and Facebook via monthly editorial calendars and real-time promotion of community events
  * SPEAKING ON UA? LET US KNOW SO WE CAN PROMOTE IT!
Priority Programs: Content Development

**Goal:** Continue steady drumbeat of owned and earned content to showcase UA efforts and highlight recent recent achievements.

**Upcoming Materials:**

* UA Blogs:
  * ICANN66 recap
  * UASG Vice Chair intros (continued)
* Case Studies
  * ICANN
  * Afilias
* Media Byline:
  * Chris Monidi byline in *TechCrunch* or similar outlet
* Association Byline:
  * Washington Technology Industry Association
Priority Programs: Local Events

**Goal:** Raise awareness of UA and EAI through UASG members presenting and participating in local events.

**Upcoming Efforts:**
* Identify relevant industry and professional fora/publications and encourage presentations of experiences from the Local Initiatives Working Group, chairs or other volunteers
* Have UA topics included in local meetings and publications, including case studies, generic UA presentations, UASG documentation, etc.
Operational Updates
UASG Comms WG Charter

Purpose - collaborate with other UASG WGs to develop a communication strategy and undertake its execution, including:

* Identify target audiences.
* Develop messaging and ensuring consistency across all material and outreach channels.
* Review/recommend/track/communicate outreach engagements and preparing associated material.

Outcomes - aims to develop the following, in consultation and collaboration with the other WGs:

* Articles/information published in various media outlets
* Blogs, announcements, case studies etc.
* Social media posts (Twitter, Facebook, LinkedIn)
* Presentations
* Other activities as needed
Leadership & Members

WG Chair & Vice Chair

Rahul Gosain, Director, Ministry of Electronics & Information Technology

Lilian Ivette De Luque Bruges, Co Owner Muusa Colombia; CIO Municipality of Manaure Guajira

ICANN

Sarmad Hussain, IDN Programs Director for ICANN

WG Members

* More than 100 members have joined the working group and meet bi-weekly to discuss ongoing activities and planning efforts.
Recent Activity
Recent Activity: Content Development

**Goal:** Develop and showcase content about UA and highlight recent achievements.

**Blogs (4)**
- Breaking the Linguistic Barriers to Access the Internet – 14 Aug.
- The Next Generation of Developers Set Their Sights on a Multilingual Internet – 16 Aug.
- Meet UASG Vice Chair Dušan Stojičević – 25 Sept.

**Media Relations (2)**
- Bylines placed in TechTarget, WhatIS technical database:
  - 16 August 2019: Email Address Internationalization (EAI)
  - 16 September 2019: Universal Acceptance (UA)

**Association Engagement (1)**
- Association for Information Science and Technology (ASIST), August 2019 issue: Universal Acceptance Is Key to Unlocking Global Access to Information Online Media

**Newsletters (1)**
Recent Activity: Digital & Social Media

**Goal:** Maintain UASG’s digital presence to drive people to the [UASG.tech](#) website and raise UA profile.

**UASG.Tech Documents (4)**
- [UA Fact Sheet](UASG003) – May 2019
- [Relevant RFCs](UASG006) – May 2019
- [Introduction to Universal Acceptance](UASG007) – Sept. 2019
- [EAI: Evaluation of Major Email Software and Services](UASG021A) – Sept. 2019
- [EAI: Evaluation of Major Email Software and Services](UASG021B) – Sept. 2019
- [Global Evaluation of Websites for Acceptance of E-mail Addresses in 2019](UASG025) – Aug. 2019

**Social Media (LinkedIn, Twitter, Facebook)**
- Continued organic community management across LinkedIn, Twitter and Facebook via monthly editorial calendars and real-time promotion of community events
Recent Activity: Meetings & Engagement

**Goal:** Raise awareness of UA in various regional markets through event attendance, speaking and networking.

**ICANN66**

* **Keep an eye out for this sticker!** If you see one, take a photo and retweet with #Internet4All & #ICANN66. Then, go to the UASG stand for a prize.

* Universal Acceptance sessions:
  * 3 Nov. 15:15-16:45, *UA Communications and Local Initiatives Working Groups*
  * 3 Nov. 17:00-18:30, *Universal Acceptance Discussions and GAC Communiqué Review*
  * 4 Nov. 15:15-16:45, *Universal Acceptance, Technology and EAI Working Groups*
  * 5 Nov. 17:00-18:15, *UA Ambassadors and Measurement Working Group Meeting*
  * 7 Nov. 8:45-10:15, *UA Coordination Group Workshop*

* Promotion in meeting newsletters, video interview

**Community Engagement**

* ALAC
* GAC
Resource Snapshot

Documents & Presentations

* UA Fact Sheet (UASG003): *Universal Acceptance at a glance, why it matters and how to take action.*
* UA Quick Guide (UASG005): *Definitions of key terms and recommended next steps for becoming UA-ready.*
* Introduction to UA (UASG007): *An overview of the baseline concepts of Universal Acceptance and an introduction to advanced.*
* EAI: A Technical Overview (UASG012)
* PowerPoint Deck: An Introduction to Universal Acceptance

Evaluations & Papers

* EAI: Evaluation of Major Email Software and Services (UASG021B): *Provides details on the Discovery and Analysis phase of the EAI Evaluation project.*
* EAI Readiness in TLDs (UASG021D): *Informal survey of mail servers.*
* UA Readiness of Command Line Networking Tools (UASG 024)
* Global Evaluation of Websites for Acceptance of E-mail Addresses in 2019 (UASG025): *UA compliance of the top 1K websites in the world*
* Paper: Breaking the Linguistic Barriers to Access the Internet
* Paper: Whitepaper on Universal Acceptance
How You Can Be Involved

* Volunteer to write a blog post about UA, EAI, industry events or other topics related to an inclusive internet

* Notify the comms WG when you’re attending or speaking at industry events

* Follow, share, like and engage with the UASG on social media, and use the UASG hashtag in relevant posts: #Internet4All
  * Twitter: @UASGTech
  * LinkedIn: https://www.linkedin.com/company/uasgtech/
  * Facebook: https://www.facebook.com/uasgtech/

* Join the UA Discuss email alias: ua-discuss@icann.org

* Report a problem if you find an application or webpage that is not UA Ready: https://uasg.tech/global-support-center/