



RAISING AWARENESS OF ICANN WORLDWIDE

Break Out Session

March 2014

Background

Too often, the behind-the-scenes workings of the Internet are taken for granted. As the world uses its computers, tablets and smartphones to transact, communicate and learn about the world in different ways through the Internet; how many actually think about the unique identifiers working hard to make such exchanges possible? People take the Internet for granted, and such a lack of awareness of the work of ICANN and the rest of the technical community needs to be addressed for at least these two reasons:

(i) We need champions for the multi-stakeholder model - The Internet is premised on a borderless architecture with global standards and policies so that this network of networks is interoperable. The Internet has flourished because these standards and policies have come from a multi-stakeholder, bottom-up process. Awareness-building is necessary so that we have spokespeople across the world who understands these workings to defend and advance this model.

(ii) We need more participants at our table – ICANN has a unique policy development process (PDP). The strength of our PDP relies on the robustness of our Support Organizations (SOs) and Advisory Committees (ACs). Awareness building helps to attract a wider range of participants to our process so that the PDP can be energized with the inclusion of new perspectives and fresh eyes.

Global Communications Objectives

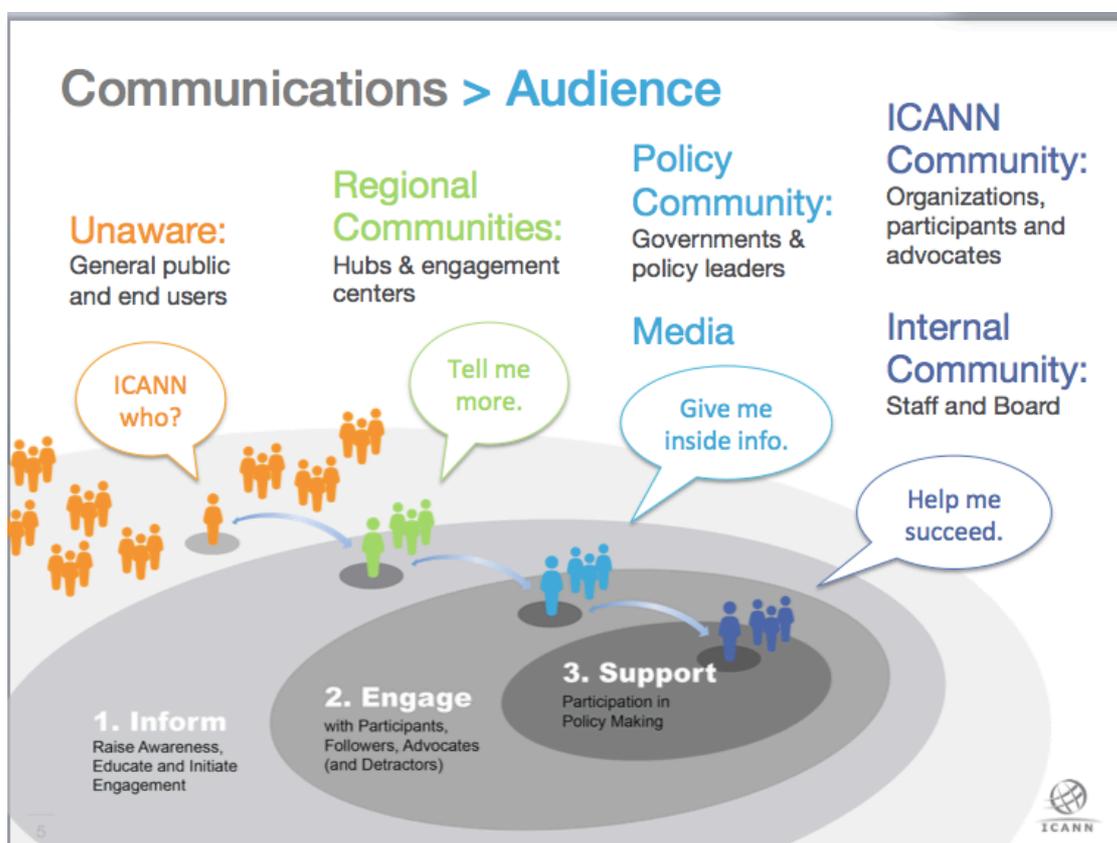
- Define ICANN's role in the Internet ecosystem.
- Inform the public about ICANN's relation to, and position on global Internet policies (e.g. open Internet accessible by all)
- Promote the benefits of the Multi-stakeholder Model of Internet governance.
- Engage proactively with the global community.
- Discuss ICANN using language accessible to all our audiences. Includes internationalizing of our content.
- Educate the public on how the new gTLD Program will benefit Internet users, organizations and communities. Communicate regularly with new gTLD applicants.
- Improve the Department's Operational Excellence and demonstrate our successes both externally and internally

Communications strategy

To support organizational goals: Affirmation of Purpose; Operational Excellence; Internationalization; Evolving the Multi-Stakeholder Model

How we do this:

- **Create compelling narratives-** Demonstrate successes, knowledge and thought leadership through telling compelling stories.
- **Diversity outreach-** Demonstrate successes, knowledge and thought leadership through telling compelling stories.
- **Help set tone of conversations-** Elevate discussion of Multi-stakeholder Model and Internet governance beyond process to outcomes.
- **Increase awareness and engagement-** Build outside recognition and third-party endorsements. Enlist influencers to tell ICANN's story.



Achievements to Date

- **Significant global media coverage** on ICANN more broadly, new gTLDs, Internet Governance
 - New gTLD hits- 1st delegation- 850 media hits; over 6,000 social media conversations; 100th delegation- 224 media hits; 1st live new gTLD- 229 media hits
- **Launch of *Greasing the Wheels of the Internet Economy*** report in Davos
 - Partnered with Boston Consulting Group to research impact of e-friction on GDP
 - In first 12 days- 5,000 page views and 461 downloaded the report
 - Fadi's interview with Huffington Post: Increased awareness on the importance of having an open and frictionless Internet and introduced ICANN's role in Internet Governance
- Presence at other key events to help reach new audiences like Mobile World Congress; Davos
- Engagement of youth at events such as youth forum in Philippines and NextGen@ICANN at the ICANN49 meetings
- **Regional efforts**
 - Global Communications team with regional communications managers in place supporting bespoke regional engagement plans (translating into local languages)
 - Regional media outreach; social media in local languages
 - Regional newsletters- LAC, APAC, NA
- **Social media reach-** We continue to amplify conversations via social media. *(Figures shown are February statistics as month-on-month % change)*
 - More people (+31%) are subscribing to our YouTube channel, and watching content for longer
 - We're gaining new followers on Twitter: @ICANN (+19%); @newgTLDsICANN (+13%); @ICANN_President (+18%)
 - We've got more followers on LinkedIn (+25%)
 - We're getting more 'likes' (+15%) on Facebook
 - New ICANN website; ICANNLearn
- **Speakers bureau-** to date we have reached approx. 25,900 people
 - Most requested topics: Internet Governance; DNS DNS (gTLD, IDN, Trademark Protection); Security/Cybersecurity

Discussion:

While we do see an upward trajectory in terms of raising awareness, much more work needs to be done. Within the GSE team, we are constantly looking for new ways to meet such an objective. But we would also like to open up to creative partnership and new ideas of further work that can be done. Some questions come to mind-

- Can we seek innovative ways to rethink collaboration with partners such as the RIRs, TLD operators and ISOC to raise awareness?
- How can we maximize the global attention we're getting on Internet Governance / IANA transition to engage new stakeholders?
- Can we leverage on the strength of our community such as the ALAC to raise awareness?
- Can we forge new partnerships with interested friends such as industry players like Internet companies and registries, registrars?