

UA Communications Working Group

ICANN66 / November 2019



Universal Acceptance

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](https://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 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.
- * [Are the World's Top Websites Truly Accessible for Global Audiences?](#) – 11 Oct.

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)

- * ICANN October Global Newsletter: <https://www.icann.org/en/system/files/files/newsletter-na-17oct19-en.pdf>

Recent Activity: Digital & Social Media

Goal: Maintain UASG's digital presence to drive people to the [UASG.tech](https://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.



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* **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 Communique 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](https://twitter.com/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/>