

ACES: UA Campaign Strategy

Objective:

The UA Campaign of ACES is a pilot initiative to test the effectiveness of launching and running a global campaign through the At Large community.

Activity

A pre-determined and agreed message would be tweeted to a particular organisation which is not UA compliant on a particular day(s).

List of Activities

Sl. No	Activities	Responsibility	Timeline	Status
1	Identify the Target Organisation			Amazon as per polls
2	Design the message to be sent			Is @Amazon not ready for a truly global Internet? #UniversalAcceptance means supporting all domain names of every length & language. #GetUAReady
	Decide the hashtag to be used			#GetUAReady #UniversalAcceptance
	Translate the message			
3	Identify the platform to be used			X
4	Identify the date and time for the activity			
5	Inform			
	Inform RALO delegates			

	Inform RALOs			
	Inform the ALS, UIMs and IMs			
	Clarify queries if any			
6	Communication			
	Draft communication for what needs to be done			Bukolo , Alfredo, Jasmine volunteers JZ proofreading
	Design FAQs			
7	Measure			
	Measure effectiveness of activity using hashtag?			
	Measure effectiveness of At Large Community Engagement			
	Gather Feedback of the event			
8	Draft Communication to update At Large and ICANN community of the initiative			