

UASG Communications WG FY22 Action Plan and Progress

	Complete		In progress		Under planning		Not started		New for FY21
--	----------	--	-------------	--	----------------	--	-------------	--	--------------

Ref	FY 22 Task Status	FY2 2	Priority	Budget	Due	Current status
C1	Develop Comms Plan Develop a communications plan for the UASG/UA that will review and study objectives, key audiences, messaging and communications channels to reach the defined stakeholders	x	High	20,000		<p>Completed (managed by UA Comms WG Chair)</p> <p>Draft Strategic Comms Plan development is in progress: https://www.dropbox.com/s/xt5c9m5vgffnkt/Strategic%20Communications%20Plan%20-%200draft%20v1.2.rtf?dl=0</p> <p>Relevant WG documents:</p> <ul style="list-style-type: none"> - UA Messaging <ul style="list-style-type: none"> • Social Relevance • Career Opportunity • Business Opportunity
C2	Content for communications channels: Explainer videos 3 explainer videos (e.g., animated format), ~3-5 mins explaining UA/EAI issues and based on training materials, in English with	x	High	20,000		<p>In Progress (managed by Explainer Videos subgroup)</p> <p>The subgroup was formed in Sept'21 and working on weekly calls to develop the SOW:</p> <ul style="list-style-type: none"> • SOW for UA Related Videos <ul style="list-style-type: none"> - video content to be proposed - scripts for each video to be written <p>Relevant documents: UASG trainings - https://community.icann.org/display/TUA/UA+Training+Materials</p>

	subtitles in the 6 UN official languages					
C3	Organize a strategic comms partner UASG communications/ content development and production (7-10 Blogs, 3-4 Case studies, etc.) and Ad-hoc support (incl. organizing SMM) / Decide on the possibility to create 2-3 materials for mass media editions	x	High	50,000		<p>Completed (by ICANN, through Collin Roberts)</p> <p>The contracting process between ICANN and Collin Roberts was finished.</p> <p>For FY22 the following tasks are planned to be completed:</p> <ul style="list-style-type: none"> - 4 UA case studies - 10 UA blogs - SMM (regular managing of Facebook, LinkedIn + occasionally Youtube UASG pages, incl. smm strategy & content planning, creation, publication) – at least 1-2 posts a week - Creation of 2-3 materials in mass media <p>List of UA Blogs and Case studies (regularly updated by ICANN Comms Team (Jane)): https://docs.google.com/document/d/1CYp4jt6LfV/NQ3g451Y1cmuq5xhVtfkHw/edit#</p>
C4	Review UA/EAI content and its dissemination channels Review of UASG/UA WGs activities and projects content, its appropriate format and dissemination channels for relevant stakeholders (e.g. via website, smm,	x	High	0		<p>In Progress - For internal communications:</p> <p>The UASG Newsletter project has been started, led by UA Comms WG Vice Chair (Lilian). The Newsletter is spreading through UASG WG mailing lists at the moment. The archive of UASG Newsletters:...</p> <p>Relevant Comms WG documents (regularly updated by UA Comms WG members):</p> <ul style="list-style-type: none"> ● UA Events Schedule (by Poncelet) ● UA in News Template (by Simone) <p>=====</p> <p>Under Planning - For external communications:</p>

	<p>UA community and other channels). Including consideration of possibilities to make regular Newsletters</p>					<p>To determine and prepare content for UASG publications in a timely manner.</p> <ul style="list-style-type: none"> • UA Content Matrix (TBD) - list of all UASG documents & materials, is under review by UASG EAI and Tech WGs • UASG Content Plan FY22 (TBD) • FY22 UASG Projects Overall Plan (TBD) <p>Relevant UA Comms WG working documents:</p> <ul style="list-style-type: none"> • UA Events and Engagement Form • UASG Publishing and Promotional Guidelines
C5	<p>Translation of relevant reports and case studies Translations by requests of UA community members (by ICANN)</p>	x	Low	0		<p>Completed (by ICANN Translation Service)</p> <p>Translation of UASG documents/publications by request of the UA community. All translations are published on the uasg.tech (https://uasg.tech/wp-content/uploads/documents/UASG000-en-digital.pdf)</p>
C6	<p>Maintain Social Media (Twitter) presence of UASG Publications of UASG content on Twitter (by ICANN Comms Team)</p>	x	Medium	0		<p>Completed (by ICANN Comms Team)</p> <p>Publications of UASG content on Twitter (by ICANN Comms Team)</p>

C7	Maintain UASG.tech website	x	Medium	5,000		<p>Completed (by ICANN Comms Team, UASG and Blacknight)</p> <p>Hosting and the UASG website uasg.tech maintenance. Hosting is supported by the Blacknight, based on their contract. The website content maintenance is provided by the UASG, incl. UA Comms WG members and ICANN Comms Team.</p>
C8	Review and implementation of UASG.tech new website Website redesign	x	High	5,000		<p>In Progress (managed by Blacknight + UA Comms WG members)</p> <p>The UASG website's redesign was started in FY21 and is planned to be finished in FY22 (led by Mark D.)</p>
C9	Reach-out and present the UASG/UA community in the national, regional IG forums/events Consider and organize opportunities for UASG speaker(s) to present UA activities/projects at F2F or online local events	x	Medium	0		<p>In Progress (managed by IGF subgroup)</p> <p>IGF subgroup was formed in FY22 by the UA Comms WG members. The subgroup is working on monthly calls.</p> <p>IGF Subgroup Strategy draft (TBD): https://docs.google.com/document/d/1S4OiJ94Jc7tbj8IQ5s1pVWxifDsFIBh0QRbwKQWjgs0/edit?usp=sharing</p>
C10	UASG Annual Report Participation in preparation of UASG Annual report and	x	Medium	0		<p>Completed</p> <p>The FY21 UA Readiness Report has been prepared and published on the UASG website and promoted through social media. https://uasg.tech/wp-content/uploads/2021/09/UA-Readiness-Report-FY21.pdf</p>

	organizing its promotion					
--	--------------------------	--	--	--	--	--

According to the FY22 UASG Action Plan - <https://uasg.tech/wp-content/uploads/2021/08/UASG-FY22-Action-Plan-20210727.pdf>