

Universal Acceptance

Communications Strategy: March 2018

ICANN 61 Update (San Juan)



Universal Acceptance

Key Questions for Consideration

- Do we add a fourth key message?
 - Being UA-ready means that **organizations support their clients' choice of identity.**
- Target Audiences
 - Are we explicitly NOT targeting consumers or registrants?
 - Do we focus largely on Government IT?
 - Do we pursue India & China as fertile ground?
- Partners
 - How and who do we engage as partners outside of ICANN?
 - How do we better leverage UASG member external relationships?
 - How do we get outside of our garden?

UA Messages

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.

Supporting Messages:

1. UA provides a **gateway to the next billion Internet users**.
2. **Businesses have a responsibility** to ensure their systems work with the common infrastructure of the Internet.
3. UA-ready websites, apps and services **lead to better user experiences**.
4. Being UA-ready means that **organizations support their clients' choice of identity**.

Target Audiences

- * 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
- * **We are explicitly NOT targeting consumers or registrants**

Tactical Target Audiences

- * IT executives working in governments – purpose beyond profit
 - * National, regional, local
 - * Working with regional GSE VPs
- * Professional Associations & Computer Societies
 - * National & local
- * ALS's and ISOC chapters
- * Email software and service developers
 - * Focusing on EAI
- * Internet infrastructure organisations
 - * Walking the talk
- * Strategic advisors
- * Outsourcing agencies
- * Supporting local initiatives

Communication Priorities

	Content Development	Stakeholder Engagement	Digital Engagement	ICANN Connections
Objective	Develop and showcase content about UA and highlight recent achievements. <ul style="list-style-type: none"> • Blogs • Presentations • Announcements • Articles <ul style="list-style-type: none"> • Customized each community (Geographic, Industry, Profession) • Case Studies 	Communicate with relevant entities worldwide on UA issues: <ul style="list-style-type: none"> • Associations • Developer Groups (on hold) • Analysts and consulting firms • Verticals/industries (i.e. govts., airlines) 	Develop UASG’s digital presence with the creation of Twitter, FB, YouTube and LinkedIn accounts, as well as UA amplification on ICANN platforms to drive people to the UA website and raise UA profile. WeChat and Weibo engagement pending.	Partner with ICANN to raise awareness of UA as part of their ongoing outreach.
Audience	CIOs, developers, general tech	CIOs, developers, general tech	CIOs, developers, general tech	GSE, GAC
Progress YTD	<ul style="list-style-type: none"> • 5 of 12 blog posts published in FY18 • UA 102 – EAI • Two presentations (for university or general use) – UASG019A and UASG019B 	<ul style="list-style-type: none"> • Associations – 11 engagements in FY18 + 2 face-to-face meetings (HK and SF) • CIOs – Direct mail to Fortune 300-400 CIOs w/follow-up • Analysts – 2 briefings secured 	Creation of accounts/pages on the following platforms: <ul style="list-style-type: none"> • Twitter • LinkedIn • Facebook 	<ul style="list-style-type: none"> • Inclusion of Microsoft/EAI news in ICANN’s March North America newsletter • Meetings set up with GSE, GAC at ICANN61

Communication Priorities

	Media Engagement	Ambassadors	Events	Awards
Objective	Engage key technology-focused media on the topic of UA.	Empower members of UA community to evangelize UA and raise awareness in their respective communities.	Raise awareness of UA in various regional markets through event attendance, speaking and networking.	Raise awareness of UA within professions (developers, CIOs, consultants) and geographies
Audience	Influencers, general tech	Various geographies	Global Internet community	Award seeking developers
Progress YTD	<p>1 of 4 bylines published in FY18 (IT Pro Portal)</p> <p>Hong Kong: 2 of 2 media meetings secured</p>	<p>3 ambassadors onboarded:</p> <ul style="list-style-type: none"> Ashish Modi Elaine Pruis Dusan Stojisevic 	<ul style="list-style-type: none"> 41st Internationalization and Unicode Conference (IUC41) (U.S.) WHD.global (Germany) NetHui (New Zealand) M3WAAG 	<i>Working on a pilot in New Zealand.</i>

UA & UASG Communications: Progress Update Since ICANN60

Content Development

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

Editorial Materials:


- * Developed articles for use with associations and other stakeholders
 - * UA 102 – EAI
 - * Byline in IT Pro Portal – “The new IT mandate: preparing for the next billion Internet users”
 - * Added Swahili to Universal Acceptance Quick Guide (UASG 005); updated Arabic version
- * UA blog
 - * 2017 in Review: UASG Continues its Mission (21 December 2017)
 - * Microsoft Announcement of EAI in India (21 February 2018)

Content Development (cont'd)

Presentations:

- * University Lecture Slides and Notes – Universal Acceptance – A Technical Perspective (UASG019A)
- * Email Address Internationalisation – A Technical Perspective (UASG019B)

Case Studies:

- * Already published case studies include: APNIC, ICANN, THNIC, XGNEN Plus
- * Currently developing: 
- * **Call to Action:** Is your company UA-ready? If so, get in touch in order to be featured in a case study.

Upcoming:

- * Report: Universal Acceptance of Popular Social Media Applications
- * Blog announcing ambassador program
- * Thai version of Universal Acceptance Quick Guide (UASG 005)
- * Afilias case study, case studies with dotBrand companies + your company case study

Stakeholder Engagement

Goal: Communicate with relevant entities worldwide on UA issues

Association Updates:

- * UA content placed with 4 associations, with 2 additional placements pending; 2 face-to-face meetings (HK and SF)
- * Engaged and communicate with members through newsletters, presentations, social channels (Twitter, LinkedIn)



CIO Direct Mailer + Outreach:

- * Reached out to 100 CIOs (Fortune 300-400) via FedEx with UA brochures and letter
- * Followed up via phone and email

Stakeholder Engagement (cont'd)

Industry Analyst Updates:

- * Secured briefings with IDC and Constellation Research; in conversations with Gartner
- * Previously held meetings include: Forrester, Redmonk and Constellation Research



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Developer Program:

- * Engage developers and system architects by developing technical content and resources for becoming UA and EAI-ready that is tailored to these audiences
- * Target these audiences on platforms such as Stack Overflow, Github, etc.

Upcoming:

- * Ongoing outreach + launch of developer program (TBD)

Digital Media Engagement

Goal: Develop UASG's digital presence to drive people to the UA website and raise UA profile.

New Social Channels:

- * Launched UASG accounts/pages for the following platforms:
 - * Twitter: [@UASGTech](https://twitter.com/UASGTech)
 - * LinkedIn: [Universal Acceptance Steering Group – UASG](https://www.linkedin.com/company/universal-acceptance-steering-group)
 - * Facebook: <https://www.facebook.com/uasgtech/>
 - * YouTube: <https://www.youtube.com/channel/UCsZQcTPv4Q2TRdx4w7V1ouw/featured>
- * Developed monthly content calendar for Twitter and audit on which individuals and organizations to follow

Upcoming:

- * Pilot paid campaign on LinkedIn, targeting IT leaders in dozens of countries – content developed

Call to Action: Follow, share, like and retweet/repost your networks.

ICANN Connections

Goal: Partner with ICANN to raise awareness of UA as part of their ongoing outreach.

GSE:

- * Holding meetings with the GSE team at ICANN 61

GAC:

- * 30-minute session to discuss how the GAC can help support UA in their efforts

Media Engagement

Goal: Engage key technology-focused media on the topic of UA as opportunities arise.

Key Activities:

- * Developed byline article published in IT Pro Portal (December 2017)
- * Leveraged recent reports as touchpoint with press (Universal Acceptance of Popular Browsers, Evaluation of Websites for Acceptance of a Variety of Email Addresses, etc.)

Upcoming:

- * Continue to position UA as an industry thought leader via ongoing byline development
- * Socialization of upcoming report on Universal Acceptance of Popular Social Media Applications with media

Ambassador Program

Goal: With this new program, UA Ambassadors will be encouraged and supported to raise the issues of UA and EAI within their respective communities, to our target audiences of developers and CIOs.

Ambassadors Onboarded:

Ashish Modi

Xgen Technologies, Country
Head for Corporate Affairs



Elaine Pruis

Sage Data Science,
Managing Director



Dusan Stojisevic

Internet evangelist



UASG Documentation



Targeted at Senior Executives (IT & non-IT)

- * UASG Fact Sheet – UASG003
- * Frequently Asked Questions – UASG011
- * White Paper on UA – UASG015
- * Quick Guide to UA – UASG005 (12 languages)
- * Quick Guide to Contracts & Tendering – UASG009
- * Case Studies

Targeted at Senior IT Executives

- * UASG Fact Sheet – UASG003
- * Frequently Asked Questions – UASG011
- * White Paper on UA
- * Quick Guide to UA – UASG005 (12 languages)
- * Quick Guide to Contracts & Tendering – UASG009
- * Case Studies
- * Use Cases for UA Readiness Evaluation –UASG004
- * Quick Guide to EAI – UASG014
- * Blueprint for CIOs – UASG015
- * *Introduction to EAI - Pending*

Targeted at Developers & Architects

- * UASG Fact Sheet – UASG003
- * Frequently Asked Questions – UASG011
- * Quick Guide to UA – UASG005
- * Use Cases for Evaluation – UASG004
- * Relevant RFCs – UASG006
- * Introduction to Universal Acceptance – UASG007
- * Quick Guide to Linkification – UASG010
- * Quick Guide to EAI – UASG014
- * Blueprint for CIOs – UASG015
- * Programming Language Evaluation Criteria – UASG018
- * Evaluation of Browsers – UASG016 – specifically the Appendix
- * Evaluation of Websites – UASG017 – specifically the Appendix
- * *Evaluation of Social Media - Pending*

Targeted at Software Leaders

- * White Paper
- * Blueprint for CIOs – UASG015
- * Universal Acceptance of Popular Browsers – UAG016
- * Evaluation of Websites – UASG017
- * Case Studies
- * Quick Guide to UA – UASG005
- * Quick Guide to Linkification
- * Quick Guide to EAI
- * *Social Media Evaluation – Pending*
- * *Introduction to EAI – Pending*
- * *EAI Evaluation Criteria - Pending*