At-Large Communication Challenges

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At-Large Outreach and Engagement SC
20 December 2018
25 April 2019

ICANN

ATLARGE Review cited the lack of 'plain speaking' communication to the membership of complex ICANN processes and policies

- No clear communication strategy
- RALO newsletters lack consistency
- RALO newsletters- only 2 out of 5 participating
- Very low click rate with newsletters

Blogging Features

- Content automatically pushed to Facebook and Twitter

- Tagging with key words

- Widget and Plugins to embed Facebook, Twitter, RSS feeds, calendar

- Easily share Pictures and Video, Documents

- Dynamic content creation

- Great layouts

- Searchable and findable anytime on the web

- easy to update posted articles with new content or corrections

- Content headlines can be automatically reshared to ALS' websites

Blogging Techniques

1. Get ideas from your audience
2. Understand your audience
3. Write for yourself first
4. Build your email list
5. Love your existing readers
6. Focus on building an amazing call-to-action
7. Give stuff away
8. Be consistent
9. Give away your knowledge
10. Be true to your voice
11. Give it time – This is why
12. Give your email list priority
13. Write catchy headlines
14. Be Yourself
15. Keep it short
16. Make it worth referencing

Strategy

1. Call for Volunteer editorial panel
2. Selection of a Editor and Assistant Editor
3. Set editorial approach and standards for articles
4. Select proofreaders
5. Create job description for contributors
6. Each RALO provide a list of interested bloggers with their specific topic interests
7. Set up wireframe of website layout
8. Test site on mobile phones
9. Features
   a. Attractive and photo rich template
   b. Secure hosting
   c. Widgets and Plugins

Features

Home
Contact
Search
Feedback/Suggestions
Key Sections
    Calendar Events
    Policy Issues(ALAC Members)
        ICANN Auction Fund- Judith
        GDPR- Natalia
        Policy- Jonathan
        WHOIS (EPRP)- Alan

    Regional News (populated by RALO Secretariats)
        Africa
        Asia Pacific
        Europe
        Latin America and Caribbean
        North America

ICANN AT-LARGE

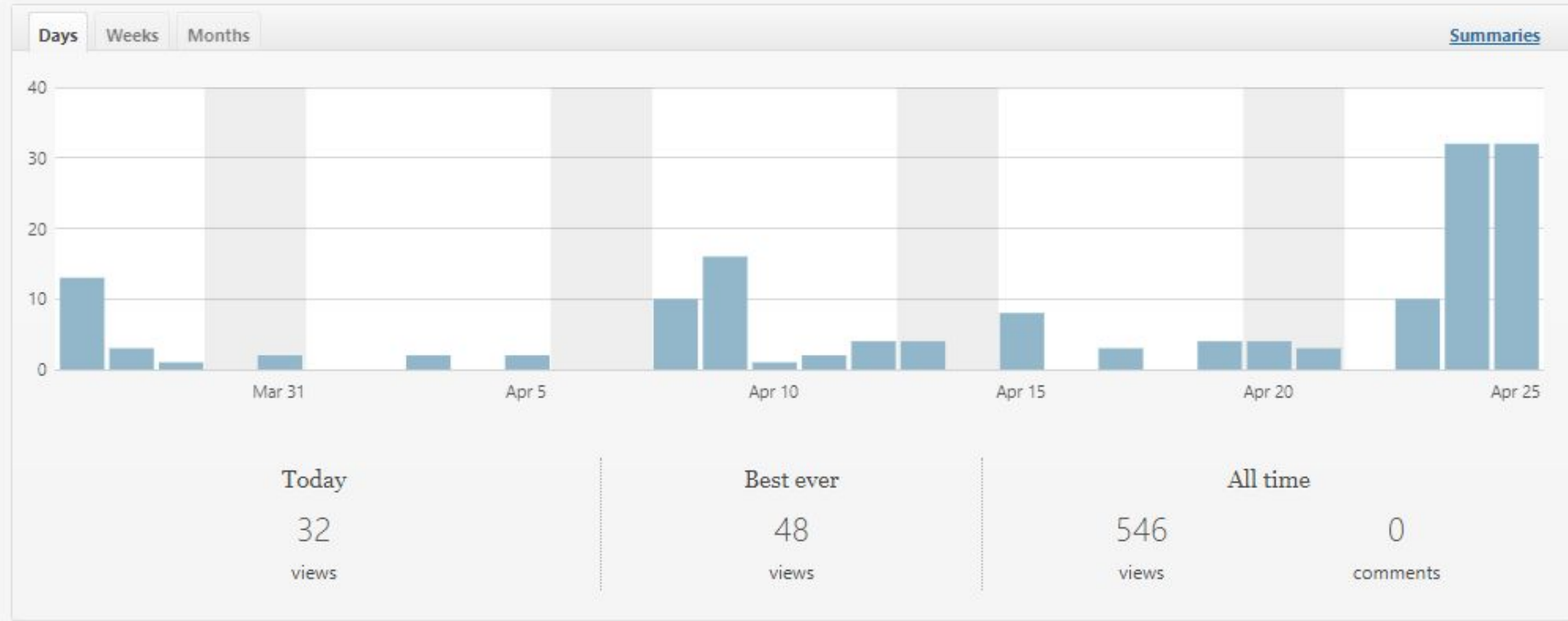# ICANN ATLARGE BLOG

4 Month Update

- Creation of a test site with a Pre Kobe focus
- Authors included. John L, Daniel, Jon K, Satish, Sergio, Judith, Eduardo, Glenn, Maureen etc
- All RALO stories except AFRALO
- Observations on Policy issues
- Video content from Registry changes and new Multistakeholderism
- Register domain as https://ICANNATLARGE.BLOG
- Languages- French, Spanish and Portuguese audio and text into blog posts
- Social media feeds - posts can be sent to At-Large Social Media directly
- RSS feed to generate email Newsletters
- Community Calendar
- Update alerts

Statistics

The blog mascot

Who, What, Where and When

Content creation: Who controls it?

Volunteer editors How are they selected?

Content management - What is the process?

Volunteer burnout -What is the succession plan?

Financial support for Domain name and hosting- What is the long term plan?

Next Steps

Outreach
Appeal to community for editors
Request for RALO and WG short stories
Profile community activities

Process
Creation of how to manual
Documentation of processes and procedures
Develop an orientation webinar on contributing stories

Reporting
Quarterly reporting to the O and E committee