

## Proposed EPDP Communications Plan

Prepared by ICANN Staff - draft as of 14 August 2018

The EPDP Team Charter requires “routine and frequent communication regarding current status from the EPDP Team leadership to the Council and to the community”. Such communication “will be provided at no less than a [monthly] frequency. Communication/status reporting may be provided in a variety of forms, including but not limited to, newsletters, publicly available webinars hosted by ICANN staff and EPDP Team leadership, participation by the public as observers in the EPDP, and/or public access to the EPDP Team’s mailing list and/or the GNSO Council’s mailing list as observers”.

To fulfill the Charter requirements, staff would like to propose the following communications plan to ensure regular updates on the EPDP deliberations and promote awareness around upcoming milestones and opportunities to provide input/feedback. Please note the dates associated with ICANN63 are estimated dates based on past experience/practice. This table does not include ‘internal’ briefings about the EPDP conducted by staff; additional communications mechanisms may be included in the future, if identified.

### I. Proposed Communications Plan

Mechanism	Objective/Purpose	Tactic/Platform	Timing/Frequency
<ul style="list-style-type: none"><li>Announcement on icann.org</li><li>EPDP leadership blog on icann.org</li></ul>	To provide <u>timely &amp; detailed</u> update to the global ICANN community on <u>important milestones</u> and/or <u>key activities</u> of the EPDP Team	<ul style="list-style-type: none"><li>Announcement can be used for: call for volunteers, webinar sign-up, public comment period opens, official statement from EPDP leadership, etc.</li><li>Blog post (prepared by staff in collaboration with EPDP leadership) can be used to promote important update with fuller details and more casual tone:</li></ul>	Timing/frequency depends on needs & progress made

Mechanism	Objective/Purpose	Tactic/Platform	Timing/Frequency
		<ul style="list-style-type: none"> <li>○ E.g., a blog post in August about the proposed channels for EPDP team to share updates with the ICANN community</li> <li>● All announcements and blogs on icann.org will be cross posted to the GNSO website; highlighted via the GNSO homepage slideshow</li> <li>● Promote via ICANN global newsletter and social media channels (GNSO, ICANN, and twitter handles of other SOs/ACs/SGs/Cs)</li> </ul>	
Social media posts to promote the EPDP teleconference	To create awareness around the ability to follow deliberations 'live' and encourage non-members of the EPDP to join the audiocast	<ul style="list-style-type: none"> <li>● Tweet from <a href="#">@ICANN_GNSO</a></li> <li>● Retweet from <a href="#">@ICANN</a></li> </ul>	<ul style="list-style-type: none"> <li>● Two tweets per meeting</li> <li>● 1st Tweet: draft agenda the day before the EPDP meeting</li> <li>● 2nd Tweet: audiocast link at the beginning of the EPDP meeting</li> </ul>
Standing EPDP section in the ICANN global newsletter	To provide <u>high-level</u> update to the global ICANN community on the EPDP progress	<ul style="list-style-type: none"> <li>● <a href="#">ICANN global newsletter</a>;</li> <li>● Repurpose the content immediately on GNSO website <a href="#">news section</a></li> <li>● Promotion via twitter (@ICANN_GNSO, @ICANN, and twitter handles of other SOs/ACs/SGs/Cs)</li> </ul>	<ul style="list-style-type: none"> <li>● Monthly</li> <li>● Content due about three weeks before the publication date</li> </ul>

Mechanism	Objective/Purpose	Tactic/Platform	Timing/Frequency
EPDP One-Pager	To provide one page overview of the EPDP and upcoming opportunities for input to the GAC and broader ICANN community	<ul style="list-style-type: none"> <li>• <a href="#">Policy Development Process Update</a></li> <li>• Promotion via twitter @ICANN_GNSO</li> </ul>	Current timing is once every two months; next edition likely to be issued in September 2018.
EPDP section in: <ul style="list-style-type: none"> <li>• Pre-ICANN63 GNSO Policy Briefing</li> </ul> EPDP highlight in: <ul style="list-style-type: none"> <li>• Pre-ICANN63 Policy Webinar</li> <li>• Pre-ICANN63 GNSO Policy Webinar (if it will be held)</li> <li>• Pre-ICANN63 Policy Report (GNSO section)</li> <li>• Post-ICANN63 Policy Report (GNSO section)</li> </ul>	<ul style="list-style-type: none"> <li>• To provide <u>moderately detailed</u> update to the global ICANN community on the EPDP progress</li> <li>• To promote EPDP session(s) at ICANN63</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Pre-ICANN63 GNSO Policy Briefing</a></li> <li>• Promote via GNSO website and twitter (@ICANN_GNSO, @ICANN, and twitter handles of other SOs/ACs/SGs/Cs)</li> </ul>	<ul style="list-style-type: none"> <li>• Content due about one month before ICANN63 starts</li> <li>• Publish about 2.5 weeks before ICANN63 starts</li> </ul>
		<ul style="list-style-type: none"> <li>• <a href="#">Pre-ICANN63 Meeting Report</a></li> <li>• Repurpose the content and post on the GNSO website news section</li> <li>• ICANN Comms to take lead in promotion; GNSO to retweet/repost</li> </ul>	<ul style="list-style-type: none"> <li>• Content due about one month before ICANN63 starts</li> <li>• Publish about 2.5 weeks before ICANN63 starts</li> </ul>
		<ul style="list-style-type: none"> <li>• <a href="#">Pre-ICANN63 Policy Webinar</a></li> <li>• ICANN Comms to take lead in promotion; GNSO to retweet/repost</li> </ul>	<ul style="list-style-type: none"> <li>• Slides due about three weeks before ICANN63 starts</li> <li>• Webinar to be held about two weeks before ICANN63 starts</li> </ul>
		<ul style="list-style-type: none"> <li>• Pre-ICANN63 GNSO Policy Webinar (if it will be held)</li> <li>• Promote via GNSO website</li> </ul>	<ul style="list-style-type: none"> <li>• Slides due about 10 days before ICANN63 starts</li> <li>• Webinar to be held about</li> </ul>

Mechanism	Objective/Purpose	Tactic/Platform	Timing/Frequency
		and twitter (@ICANN_GNSO, @ICANN, and twitter handles of other SOs/ACs/SGs/Cs)	one week before ICANN63 starts
		<ul style="list-style-type: none"> <li>• <a href="#">Post-ICANN63 Meeting Report</a></li> <li>• Repurpose the content and post on the GNSO website news section</li> <li>• ICANN Comms to take lead in promotion; GNSO to retweet/repost</li> </ul>	<ul style="list-style-type: none"> <li>• Content due about five days after ICANN63 ends</li> <li>• Publish about 2.5 weeks after ICANN63 ends</li> </ul>
Dedicated EPDP webinar(s) host by EPDP leadership & GNSO staff	<ul style="list-style-type: none"> <li>• To provide <u>timely &amp; detailed</u> update to the global ICANN community on the EPDP progress &amp; provide opportunities for Q&amp;A</li> <li>• To promote EPDP session(s) at ICANN63</li> </ul>	<ul style="list-style-type: none"> <li>• Promote via icann.org announcement, GNSO website, ICANN global newsletter, social media channels (GNSO, ICANN, and twitter handles of other SOs/ACs/SGs/Cs)</li> <li>• Recordings, slides, and transcripts to be linked from the GNSO website master calendar; mention the link in the announcement of the webinars</li> </ul>	Timing/frequency depends on progress made, likely hold one webinar before ICANN63
Video interview of the EPDP leadership (Kurt, Rafik & other members?)	<ul style="list-style-type: none"> <li>• To provide <u>timely &amp; high-level</u> update to the global ICANN community on the EPDP progress at ICANN63</li> </ul>	<ul style="list-style-type: none"> <li>• Videos produced by ICANN Comms team</li> <li>• Promote via ICANN63 Meeting newsletter, ICANN</li> </ul>	Video(s) filmed during ICANN63, timing depends on video crew/interviewees' availability & when EPDP session(s) will be held

Mechanism	Objective/Purpose	Tactic/Platform	Timing/Frequency
	<ul style="list-style-type: none"> <li>To promote EPDP session(s) at ICANN63</li> </ul>	<a href="#">YouTube channel</a> , GNSO website, social media channels (GNSO, ICANN, and twitter handles of other SOs/ACs/SGs/Cs)	
EPDP highlight in ICANN63 Meeting newsletter		Spotlight on one or more days of the ICANN63 Meeting newsletter	<ul style="list-style-type: none"> <li>Content due about 10 days before ICANN63 starts</li> <li>Publication date depends on when EPDP session(s) will be held</li> </ul>
EPDP Overview Slide Deck	To be used by other ICANN departments (e.g., GSE) when they need to provide high-level overview about the EPDP, including mission, scope, gating questions, team composition, and timeline	<ul style="list-style-type: none"> <li>Slides and associated talking points prepared by the EPDP Team support staff, designed by Comms Team</li> <li>Include 'evergreen' content without the need of frequent update</li> </ul>	One time effort to be completed in August 2018; update as needed
Updates to the GNSO Council via the Council Liaison	To provide <u>moderately detailed</u> update to the GNSO Council on the EPDP progress on a regular basis (these updates can be repurposed for other audiences)	<ul style="list-style-type: none"> <li>Format to be determined</li> <li>Content may be repurposed from other communications materials</li> </ul>	Timing/frequency to be determined

## II. Organization of the Communications Programs/Materials

- On the EPDP wiki workspace, a “Communications & Engagement” section dedicated to all above Comms programs/materials will be created (e.g., something similar to <https://community.icann.org/x/PgcnAw>). Relevant links from icann.org, GNSO website, and other communications sources will be posted there for reference.
- On the EPDP active project page, a new sub heading “Communications & Engagement” will be created and placed right above “Additional Information”. Relevant links (same as the ones to be posted in the EPDP wiki workspace) from icann.org, GNSO website, and other communications sources will be posted there for reference.
- Particularly important announcements/communications updates will be posted from the GNSO website homepage slideshow for spotlight/quick reference.