

WORKING GROUP OUTREACH AND ENGAGEMENT

Online Call WGOE meeting 12.03.2020 11:30am – 12:30 pm

POINTS TAKEN ON THE MEETING ON THE WAY FORWARD

Contributors:

1. Adama Jallow - Chair
2. June Parris co- chair
3. Rose Ofianga co- chair
4. Dalsie Greenrose Baniala
5. Lianna Galstyan
6. Mamadou Lo

Invitation and Encouragement for more MAG Members to join the Working Group to enhance an effective and collaborative work and ensure a practical implementation.

Suggestions made for the working group to review the Guideline from the Secretariat on their work plan, Goals and timeline to improve on this year's re-charter in order to make progress on the 2020 WGOE outcome and achievement.

Suggestions to develop quarterly updates on global IGF issues to improve to support the Secretariat on content shared with the global public.

To strategize on an approach to increase outreach and visibility:

- Content translations; by encouraging MAG members from different speaking languages to Volunteer in the process of translation to increase diversity and engagement
- Encourage the MAG to follow and social media handles of the IGF Secretariat actively participate in re-sharing these contents shared by Secretariat to their wider connections and networks.
- Encourage the Secretariat to send out and share weekly updates on to the NRI mailing list and other platform about the Secretariat, MAG's progress and global on global IG related issues

- To improve digital outreach and marketing on social media outlets, promote the work and increase the visibility of the IGF and NRI activities on other organizations by:
 - Negotiating a space on their media platforms to feature IGF content eg. ICANN, WSIS etc.
 - Creating Video snippets of a recap of last igf from previous host countries, to feature feedbacks and success story on achievements
 - Succeeding Host Countries to also make a Video snippet calling for engagement and participation; ie in this case for Poland to create a video highlighting the year's focus, the location and general information of the event and if possible feature key resource people. Video to be shared and disseminated as soon as possible to get it viral
 - Produce more summarised newsletters and articles featuring attractive images and headlines to be shared on the website, social media and NRI platforms.
 - To support in improving and increasing the Social network of the IGF by tapping into MAG members network as a support for outreach.
- To create and organize IGF beginner sessions on NRI's physical meetings. Eg the ASIA specific IGF, Euro DIG, AFIGF etc.
- Getting booths and stands to feature the Work of the IGF and Trust fund. Ensure secretariat print out brochures m newsletters and flyers to be distributed in global Meetings
- To crease the visibility of announcements for webinars on IGF on all NRI communities. Spread the word.
- Outline a standard Roadmap on content updates and reports: Concise and Precise
- To work with WG on Language and MAG members speaking different languages in translating the word for call for workshop proposals and all pertinent announcements to increase diversity and participation.
- To enhanced more participation, it is imperative to increase the amount of reminders sent out to the public

Secretariat previously suggested a merger of the two Working Groups: WG on Outreach and Engagement and WG on Reporting respectively. Secretariat will need to clarify the need for merger and the expectation on the outcome of the two groups combined. On that note, this will call for a meeting and discussion between the two the working groups on the potential and possible activities or work to consolidate for a practical implementation of a work plan with the support of the Secretariat. Outline a joint Roadmap and produce a work plan and timeline for the 2020 Charter after a formal agreement and consolidation of the two working groups approved by the MAG and the secretariat.