WG on Outreach, Communication & Engagement

WG Facilitators with IGF Secretariat support

Genève, Oct 2021
Objectives

- To enhance the visibility of the IGF and improving internal and external communications
- To define a successful strategy which can be implemented immediately [View Strategy]
- To strengthen collaboration with, and within, the UN ecosystem
- To invite communities, organizations and academic experts whose work is impacted by or relevant or related to Internet governance
- To position IGF as the global repository of IG trends and initiatives
Methodology

- To outline limited, achievable communications targets, as contained in the communications strategy
- To coordinate with local IGF meeting partners for a joint media / activation initiative
- To draft specific messages for microtargeting marketing campaigns
- To define a database structure for data analytics
- To prepare IGF institutional partners communications to ask for their support to enrich our database
Plan to Action

- Share narrative, human-centred IGF news by making the link between Internet governance and the IGF to other global priority issues and relevant bodies like environment, public health, sustainable development, etc.

- To create mini messaging campaigns around each issue area, connecting each area to compelling policy questions, including with infographics, and where applicable, to recent developments and also engage journalists.

- To do this, we need your help drawing these linkages, telling the stories, and connecting with the wider community.

- To prepare a value proposition related to IGF opportunities and outcomes with relevant decision-making bodies, particularly in the UN or in other relevant issue-focused bodies.
Making the Difference

- Communication plan should be the outcome of IGF event master project management (location is usually known at least 2 years in advance)
- Communication plan should start at least one year before the event takes place, working together with the next Host Country
- Plan should include the programme’s thematic/substantive hallmarks
To send a *simple form* to those potential IGF ambassadors, institutional partners and NRIs willing to use social media and/or email to amplify and share IGF-related content,

MAG members are asked to gather in the *form* their suggestions for key bodies/fora to target [View Form],

We would welcome issue area teams pulling together some stories or examples of how their Internet governance issues are relevant to those broader audiences,

How can we share and raise awareness and engagement in those target audiences and institutions.
THANKS !!!!