

# IGF 2021 Communications Strategy [Draft]

## **BACKGROUND**

The Multistakeholder Advisory Group (MAG)'s Working Group on Outreach, Engagement & Communications (WGOEC) is committed to enhancing the visibility of the IGF and improving internal and external communications, to increasing the visibility of the IGF within the media and among a greater diversity of stakeholders, and to linking its outcomes and influence with other decision-making fora worldwide. The Working Group aims to enhance the engagement and communications around the IGF itself as well as intersessional work, to ensure that outcomes are communicated within the IGF community and externally and to a broader array of stakeholders.

The following diagram lays out an objective-driven strategy for IGF external communications in 2021, with a focus on: addressing gaps and areas for improvement in existing IGF communications; determining the different audiences the IGF wishes to reach and the mediums it should use; identifying the implementers involved; and in addition to activities which should be continuous in the communications approach, proposing a timeline for implementation that strategically distributes activities across the months leading up to the IGF, during the IGF itself, and in the period after the IGF when outcomes are shared.

## OVERVIEW

Objectives	Main Target Audience(s)	Activities that Lead to Objective	Who Is Involved	Activity Phases
<b>1. Strengthened engagement with and within the UN System</b>	Policy and decision-makers  Communications teams in other UN agencies	1a. Identify relevant UN entities working on digital policy and actively connect with them on social media (@s, likes, RTs, etc.) & invite to include IGF information in their newsletters	<i>IGF Sec</i>	Continuous/Pre-IGF
		1b. Promote IGF news on DESA's monthly newsletter	<i>IGF Sec/DESA</i>	Continuous/Pre-IGF
		1c. Share narrative, human-centred IGF news on the UN Secretariat's intranet, i-Seek (e.g. "IGF stories" on capacity development) or intersessional news	<i>IGF Sec/DESA</i>	Continuous/Pre-IGF
		1d. Orient IGF themes/content for UN morning press briefings to newsy topics, as appropriate	<i>IGF Sec/DESA/DGC</i>	During IGF
			<i>IGF Sec/DESA</i>	Post-IGF

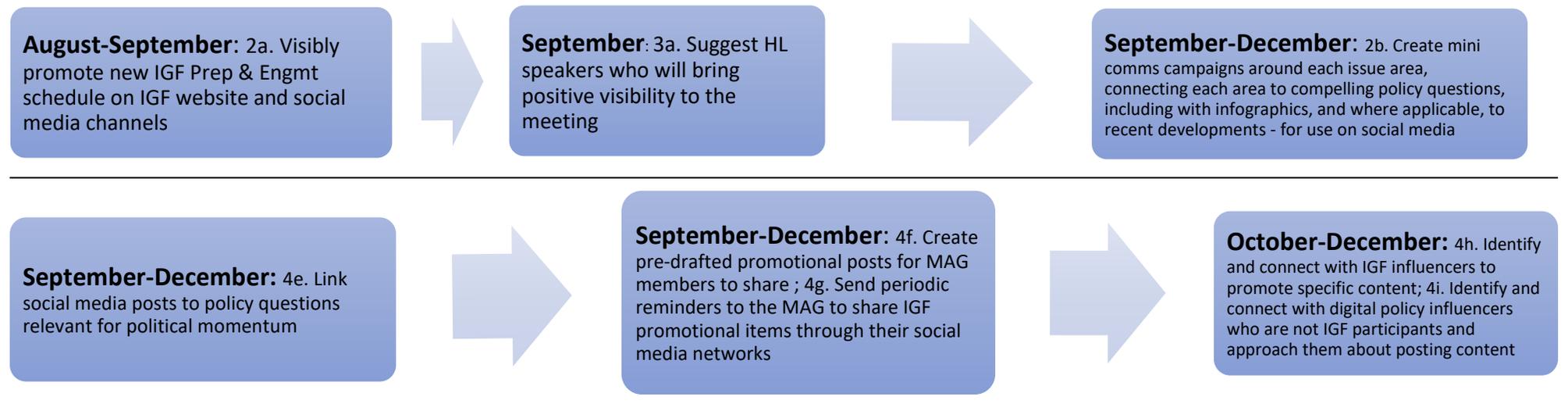
		1e. Create a strategic approach to sharing IGF outcomes with relevant decision-making bodies, including intersessional outcomes		
<b>2. Promotion of the IGF 2021 Preparatory &amp; Engagement Phase</b>	IGF community; Policy and decision-makers	2a. Visibly promote new IGF Prep & Engmt schedule on IGF website and social media channels	<i>IGF Sec</i>	Pre-IGF
		2b. Create mini comms campaigns around each issue area, connecting each area to compelling policy questions, including with infographics, and where applicable, to recent developments - for use on social media	<i>IGF Sec/MAG Issue Teams</i>	Pre-IGF/During IGF
		2c. Promote directly to relevant networks	<i>IGF Sec/MAG Issue Teams</i>	Pre-IGF/During IGF
		2d. Promote in the NRIs	<i>IGF Sec/MAG Issue Teams</i>	Pre-IGF/During IGF
<b>3. Increased media coverage of the IGF</b>	IGF community; Communications teams in other UN agencies; Policy and decision-makers; Public at large	3a. Suggest HL speakers who will bring positive visibility to the meeting	<i>IGF Sec/WGOEC</i>	Pre-IGF
		3b. Promote participation of confirmed HL speakers	<i>IGF Sec/WGOEC/MAG</i>	Pre-IGF

		<p>3c. In addition to UN-accredited press, and working through IGF stakeholders with contacts, reach out to international journalists with specific beats (e.g. tech, environment, foreign affairs) emphasizing relevant aspects of the IGF's discussions</p> <p>3d. Organize daily press points/press conferences, taking advantage of high-level presence</p>	<p><i>IGF Sec/WGOEC/MAG</i></p> <p><i>IGF Sec/DESA/DGC</i></p>	<p>Pre-IGF</p> <p>During IGF</p>
<b>4. Increased social media impacts of the IGF</b>	IGF community; Policy and decision-makers; Public at large	<p>4a. Produce regular social media analytics to track progress</p> <p>4b. Create and maintain repositories for photos &amp; infographics</p> <p>4c. Increase LinkedIn visibility</p> <p>4c. Strategically tag relevant accounts and institutions</p>	<p><i>IGF Sec</i></p> <p><i>IGF Sec</i></p> <p><i>IGF Sec</i></p> <p><i>IGF Sec</i></p> <p><i>IGF Sec</i></p>	<p>Continuous/Pre-IGF</p> <p>Continuous/Pre-IGF</p> <p>Continuous/Pre-IGF</p> <p>Continuous/Pre-IGF</p> <p>Continuous/Pre-IGF</p>

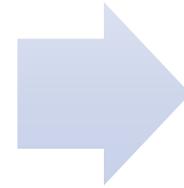
		<p>4d. Share “IGF stories” when ready</p> <p>4e. Link social media posts to policy questions relevant for political momentum</p> <p>4f. Create pre-drafted promotional posts for MAG members to share</p> <p>4g. Send periodic reminders to the MAG to share IGF promotional items through their social media networks</p> <p>4h. Identify and connect with IGF influencers and influencers on key thematic topics (e.g. climate) to promote specific content</p> <p>4i. Identify and connect with digital policy influencers who are not IGF participants and approach them about posting content</p>	<p><i>IGF Sec</i></p> <p><i>IGF Sec/WGOEC/MAG</i></p> <p><i>IGF Sec/WGOEC/MAG</i></p> <p><i>IGF Sec</i></p> <p><i>IGF Sec</i></p>	<p>Pre-IGF</p> <p>Pre-IGF</p> <p>Pre-IGF</p> <p>Pre-IGF</p> <p>Pre-IGF</p>
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		4j. Produce daily video highlights	<i>DGC</i>	During IGF
		4k. Highlights Video of the previous year's IGF	<i>IGF Sec/DESA/DGC</i>	Post-IGF

## TIMELINE



**October-December:** 3b. Promote participation of confirmed HL speakers



**October-December:** 3c. Reach out to international journalists with specific beats (e.g. tech, environment, foreign affairs) emphasizing relevant aspects of the IGF's discussions

**6-10 December:** 1d. Orient IGF content for UN morning press briefings to newsy topics, as appropriate



**6-10 December:** 3d. Organize daily press points, taking advantage of high-level presence



**6-10 December:** 4j. Produce daily video highlights

**December-1Q 2022:** 1e. Create strategic approach to sharing IGF outcomes with relevant decision-making bodies, including intersessional outcomes