

WG on Outreach, Communication & Engagement

WG Facilitators with IGF Secretariat support

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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

Enrollment

- 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 !!!!