



MAG Working Group on Outreach, Engagement & Communications (WGOEC) Virtual Meeting: 17 August 2021

1. The MAG WGOEC's August follow-up meeting was held virtually on Tuesday 17 August, 2021. The meeting was moderated by MAG member Mr. Amado Espinosa and supported by the IGF Secretariat, represented by Ms. Farrah Barber, Mr. Luis Bobo Garcia, and Ms. Eleonora Mazzucchi. The following MAG members participated: Ms. Afi Edoh, Ms. June Parris and Ms. Courtney Radsch.
2. After Mr. Espinosa welcomed participants, Ms. Mazzucchi introduced herself as the new Secretariat focal point for the group. She shared her past experiences in communications and outreach over four IGF cycles, noting that the importance of the IGF's work had sometimes not been met with commensurate media impact, and that this was a longstanding issue the group could work on.
3. Mr. Espinosa raised the topic of resourcing and touched on the different areas from which IGF communications activities have traditionally emerged, from outreach in the Secretariat to intersessional groups and National, Regional & Youth Initiatives (NRIs), to support from the UN's Department of Global Communications (DGC) during the annual meeting.
4. Reflecting on the communications strategy from the 2020 IGF cycle, Ms. Radsch expressed that perhaps it had been too high-level and that an upcoming strategy adopted by the group should be more focused on concrete, tangible objectives. It was agreed that a 2021 communications plan would encompass both the lead-up to the IGF, as well as the IGF meeting itself. **The following Action Points were agreed:**

- a. The Secretariat will start a draft communications plan in Google Docs and submit it for review to the group the following week. The draft will outline a strategy for communications and outreach leading up to the annual meeting, including the "preparatory and engagement phase", as well as for the meeting. The plan will draw primarily on ideas that emerged in the group's discussions over the last months, as well as on prior plans for the 2019 and 2020 cycles.**
- b. The WGOEC will review the draft for a period of approximately one week and make contributions and additions in the shared document.**
- c. WGOEC will meet the week of 30 August to discuss and finalize the draft.**
- d. Once the draft is finalized, it will be shared with the wider MAG for inputs.**

5. Ms. Parris shared that strides had been made in IGF communications with the monthly newsletter released by the Secretariat, but more could be done to expand platforms and audience reach. The online professional network, LinkedIn, for example, as well as deeper outreach to universities, could be worth exploring.
6. The question of audience scope was further explored, with Ms. Radsch posing to the group whether the aim of its work should be to communicate with the public at large and explain the IGF, or to communicate primarily with a closer tier of stakeholders with existing ties or interest in digital policy. One point of view from Ms. Parris was that the world should know what Internet governance and the IGF are.
7. Following Ms. Radsch's comment that standing meetings of the WGOEC may not be necessary, it was decided the next call would take place specifically to finalize the draft communications plan, the week after next. Mr. Espinosa noted that the subsequent regularity of meetings could be determined according to the plan.