

Summary report : WGOE meeting 10 April 2019

Participants:

- Adama Jallow
- Mamadou LO
- Liana
- Afia Edoh
- Rose Mary
- Samuel Gombo
- June Parris
- Chenai Chair
- Arsene Tungali

Agenda:

1. Member's Introductions (2min)
2. What do we want to do this year? (10min)
3. Updating and finalizing our charter (15min)
4. AOB (designation of a vice chair) (3min)

The meeting started at 1pm and was adjourned at 1:40 and discussions turned around few questions.

1. **What do we need to achieve this year?**

There was a need for a support in terms of communication around the IGF activities and that's why this WG is being chartered to support this effort.

Important points with regards to the content

- The need for more digestible content (promotional content) produced by the IGF Secretariat that the WG can disseminate;
 - The IGF social media channels, including Twitter, needs to be improved in terms of content that can lead to more engagement: infographics, videos, pictures rather than just plain text and/or links
 - Increase dissemination channels and not only rely on email distribution but use social media as well as other communication channels.
2. **Does this WG aiming at creating content and then disseminate it or rather disseminate a content that will be developed by the Secretariat?**

This question led to a discussion that ended up with the following:

- There was an agreement on the necessity to do both as a starting point until the IGF is able to have a communication person who will be developing content that can benefit from the help of the WG for dissemination.
- We had two volunteers to help in this area: Mary Rose Ofianga and Adama Jallow who will support the WG by developing, respectively, content and visualization materials and the whole WG will support in dissemination. They will have to agree between them on how they want this to be done.

Two questions were asked to Eleonora over email and she joined the meeting to answer them:

- **The number of members on the WG mailing list: 21.** Arsene commented on the need to encourage many members to join this WG.
- **Whether there is a global mailing (distribution) list the IGF has for broader communications:** Yes, there is one but given its size and sensitivities related to it, only the IGF Secretariat can post on it. A discussion on this will happen at the next WG meeting for the WG to see on ways to approach this.

WG members wanted to know about such a list as it can be used to disseminate very important updates and information with regards to the process leading to the IGF. Many updates are not reaching everyone because they are only posted on the website when such a list with thousands of people on it could serve for that as well. As an example, many WG members did not know the IGF related calls were extended for two more days because this was only posted on the IGF website.

3. Other thoughts and agreements

As part of the discussion during the meeting, the following points emerged as well:

- The NRIs mailing list is another good channel to pass on information and encourage members to disseminate into their own communication channels. The WG will need to liaise with Anja and see how this is feasible.
- There should be an habit of having an IGF booth at major events happening along the year: RightsCon, ICANN meetings, etc. If the IGF Secretariat is willing to set this up, the WG can help find people to sit there and speak with attendees. The booth will need to have promotional material about the IGF and all its processes that participants can take and carry with them.

The WG chose its two co-chairs who will support to Arsene Tungali as chair and these are: Adama Jallow and Mary Rose Ofianga.

The Charter needs to be updated reflecting this meeting and presented during the upcoming WG virtual meeting, before it is shared with the MAG list for approval. This effort will be led by June Parris with support from Arsene.

4. Next WG virtual meeting

- A doodle poll will be circulated by Eleonora on the best timing for the virtual meeting but this has to happen before the MAG's virtual meeting. More on this on the WG list.
- Eleonora will facilitate this process just for this first meeting but for next meetings, a WG member will need to work with Luis to set it up.

Notes as taken by Arsene Tungali