

WGOE 2019 Status Report

Background

The 2019 Working Group on Outreach and Engagement (WGOE) was re chartered in May 2019 in efforts to improve and increase communications within the IGF community and the public at large by enhancing and supporting the IGF Secretariat on the already existing platforms. This working group was created by MAG Members contributing to implement a strategic more diverse and accessible content dissemination platform with the global community. It has the aim of providing accessibility to the current, reliable, clear and transparent content information from and about the IGF.

In this report, we give a summary about our activities leading to the IGF 2019 in Berlin, what we were able to achieve and our interactions with the IGF Secretariat in the pursuit of our objective as outlined in our charter.

2019 Activities

1. We started the process with a physical meeting on 10 April 2019 which helped us meet and think about what we wanted to achieve, how we wanted to do it and how much time it required to achieve our objectives.

[Notes](#) were produced during that meeting and shared with the MAG, containing our initial thoughts. The main takeaway of the meeting was a general sense of agreement that we will collaborate with the IGF Secretariat in disseminating the IGF content and will provide advice on how to improve its communication through different channels. The WG is not supposed to create content but rather to disseminate the already existing content, in a more creative manner.

2. This meeting also kick started the work on developing our 2019 charter which was then presented to the full MAG and was adopted during one of its subsequent meetings. You can have a look at [our charter](#). This is our guiding document and is supposed to reflect the spirit behind what we do as activities throughout the year.
3. The WG then produced a [WG Road Map](#) which was then shared with the full MAG for adoption. This document contained all our ideas of activities in terms of what we want to achieve and by when. Some of these activities were implemented and those we couldn't will be re-conducted for 2020.
4. In order to better provide our support in terms of online outreach and communication to the IGF Secretariat, we deemed it necessary to produce or conduct what we call an [online Marketing audit/assessment](#) that we produced and submitted in July 2019 to the IGF Secretariat for their responses.

The purpose of this questionnaire was to help us understand what's available in terms of communication resources and tools, who is doing what and how we can be helpful so that we can better provide our support as a working group. We had a few email exchanges with Anja on this and we ended up by receiving the Secretariat's input as well as our follow up comments and requests. You can access the document [here](#).

5. The assessment helped us to provide our first set of suggestions and ideas to the IGF Secretariat: **a better usage of social media channels**.

In general, we found out that the Secretariat had everything, all the tools in place to ensure effective online communication and engagement with the broader IGF community but this was not effective or well done. So, we worked on providing suggestions on how they can use the available tools to better communicate on and around the IGF activities.

In an email exchange with the Secretariat where they later explained to us the limitations they have in granting the WG editing access to these platforms; we ended up suggesting a better way of using Twitter and Facebook which are current better channels to engage and communicate with the broader community on different activities that are going on during the year, leading to the IGF in Berlin.

Our [mailing list](#) can be consulted in order to understand the conversation between the WG and the Secretariat on this particular item.

6. In our effort to provide concrete examples of how we think social media can be used, we worked on a document (**a social media calendar**) with content suggestion which we *hoped* would have been used by the Secretariat and serve as a basis for future social media engagement.

[This document](#) was produced on September 28 by members of the WG and shared with the Secretariat with a first suggestion of content for both Twitter and Facebook. *We wanted to share with the Secretariat that we think social media need content and visuals rather than just plain text and links to the IGF website.*

Conclusion

The WG OE would like to thank the IGF Secretariat for their collaboration during the year 2019 and would like to request the same level of support again for the year 2020. We are cognizant of the lack of enough human resources in their office and the fact that this WG is just playing an advisory role as members of the MAG and that our inputs are simply suggestions that can or cannot be taken into account.

This will not discourage us though. We will continue working in 2020 and will reinforce or remind of some of the suggested actions/activities. It is important to note that members of the MAG, apart from our collective efforts, **we were involved in personal dissemination and outreach activities and I would like to thank them and encourage them for more in 2020.** These included sharing important materials at different IG related mailing lists as well through social media, in order to keep the community well informed.

Submitted to the IGF MAG list on January 15, 2020 by Arsene Tungali, on behalf of the WEOE.