**DRAFT ToR DOCUMENT**

**TERMS OF REFERENCE FOR IGF WORKING GROUP ON COMMUNICATION**

**& OUTREACH WORKGROUP**

**Mailing list Information:**

Mailing List Email: [wgco@intgovforum.org](https://mail.google.com/mail/?view=cm&fs=1&tf=1&to=wgco@intgovforum.org)

Sign-up: [https://www.intgovforum.org/mailman/listinfo/wgco\_intgovforum.org](http://www.intgovforum.org/mailman/listinfo/wgco_intgovforum.org)

**Coordinator & Coordinators**

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| **Coordinator** | **Segun Olugbile** |
| **Co-Coordinators:** | **Work streams** |
| **Mary Cade** | Outreach to intergovernmental/high level messaging/ Outreach to technical communities |
| **Zeina Bouharb** | IGF website improvement/ IGF Resources Center/ Outreach to Media/Press |
| **Wisdom Donkor** | Outreach to governments (Policy makers) |
| **Miguel Ignacio Estrada** | Online Outreach & remote participants/ Social media, Google+, Twitter, Facebook, email activities  General awareness raising |
| **Elizabeth Thomas-Raynaud** | Outreach to Business Community; Advise IGF Secretariat on website strategy (perhaps alongside Ginger as per her input |
| **Renata Aquino Ribeiro** | Outreach to Civil Society communities |
| **Ginger Paque** | Outreach to underserved communities (Youth, women, and person with disabilities) |
| **Renata Aquino Ribeiro** | Profile of IG related upcoming events requiring urgent messaging |
| **Marina Sokolova** | Measuring the impact of the WG effort  |

The IGF WG on Communication and Outreach (WGCO) for IGF 2016 formed following the 4th Virtual meeting of MAG members. The work of the WG will be conducted primarily using designated email list. The WGCO membership is open to all participants who are willing to contribute voluntarily to the work of the group.

**WG Objectives:**

1. To improve IGF communication and contribute to awareness of both the IGF 2016 and its value to a set of identified priority audiences.
2. To promote the values, purpose and importance of the IGF to the global community stakeholders in line with the new mandate.
3. Increasing IGF information penetration and outreach, raising awareness and bringing all stakeholders to the knowledge of IGF and and participation in IGF both in person and remotely.
4. To improve interaction and communication with other Internet governance-related entities in order to further global policy dialogue, while enhancing communication of outputs from IGF intersessional activities.
5. To provide IGF outreach support for the underserved communities, bridging communications gaps with opportunity of providing access for communication and representation in the IGF process.

**Scope of Work:**

* Develop a communication and outreach strategy to meet the stated goals.
* Identify and refine targets within audience groups, including distinctions such as persons with disabilities, youths, women, and policy makers, and others noted by MAG members, and prioritize these groups for outreach effort.
* Develop strategy for best reaching these targets, including identifying channel of communication, while leveraging opportunities for high level briefings and MAG Chair outreach.
* Set out benchmarks for awareness among target audiences and identify most relevant and feasible means to measure impact of outreach campaign.
* Identify partners and related activities that present opportunity for cooperation on outreach to target audiences.
* Develop messaging communication tactics to implement strategy, including aligning with calendar of IGF linked events where useful; and enhancing IGF’s online presence and social media visibility.
* Enhance Remote/Online Participation of IGF stakeholders

**General Principles:**

* All members are expected to make contributions in all the areas of work of the WG
* Co-Coordinators are to help provide direction in line with the goals of WG, working with the coordinator/Secretariat to facilitate development of messaging within their respective areas of work for MAG approval.
* Co-coordinators are to prepare and submit their work stream for the WG deliberation/input on timely basis.
* Members/Participants are free to join any workstream to make contributions/input.
* Preparation of communication/outreach share messages are done with the support of the IGF Secretariat and approval of MAG.
* MAG members are to help in communicating shared messages among their networks/groups/events and communities.

All contributions will be considered and inform the outputs of the WG. In line with this submission, the WGCO will work towards improvement in the following areas;

* Online Outreach & remote participants
* Outreach to governments (Policy makers) (*We should identify what result we want to achieve very specifically so we know what messages to communicate with each stakeholder and in the case of several who to communicate with – which ministry-? Which level? Decision makers or participants?)*
* Outreach to inter-governmentals (high level messaging) (*The current channels of engagement on behalf of IGF should be engaged and respected. This isn’t a group like the others so we should leverage the ties already in place with the UN partners and the Secretariat and be expressly cautious of any risk of perceived misrepresentation.)*
* Outreach to Business Community (*Similar to government we need to know what we want to achieve and focus our efforts*)
* Outreach to Civil Society communities
* Outreach to technical communities
* Outreach to underserved communities (Youth, women, and person with disabilities)
* Outreach to Media/Press (yes, they are veritable partners in communicating IGF information to the larger communities)
* IGF website improvement ( e.g. we can build on integrating IGF Resources Center)
* Profile of IG related upcoming events requiring urgent messaging
* Social media, Google+, Twitter, facebook, email activities General awareness raising
* Measuring the impact of the WG effort

**Schedule:**

July 8th: WG members Input/Feedback on the Draft ToR

July 13th: Finalize on the Draft ToR (during the launch break of WG)

July 20th: IGF Secretariat/Open call for volunteers

July 30th: Deadline for workstream assignments on Upcoming Events/IGF website Improvement/ developing Outreach messages for stakeholder communities.

August 30th: First of round of impact assessment.