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# WORKING GROUP ON COMMUNICATION & OUTREACH

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The Proposed Working Document for IGF 2017 Process



SUBMITTED BY OLUSEGUN O. OLUGBILE  
With contributions from present and old MAG members 2017

## TERMS OF REFERENCE FOR THE IGF WORKING GROUP ON COMMUNICATION & OUTREACH

*The Final Version Submitted for the MAG members' deliberation & approval in the  
next MAG virtual meeting*

### 1.0 Mailing list Information:

Mailing List Email: [wgco@intgovforum.org](mailto:wgco@intgovforum.org)

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

### 2.0 Introduction

The IGF WG on Communication and Outreach (WGCO) for IGF 2017 requests MAG members to consider the following preliminary Terms of References for supporting IGF 2017 process. The WGCO will conduct its work through the email list. The WGCO membership is open and inclusive and made up of volunteers who are committed to contributing to meeting the objectives of the Working Group.

### 3.0 Objectives:

- i. To continue in the stream of works for improving IGF communication and outreach across stakeholders community.
- ii. To contribute to awareness of both the IGF 2017; and
- iii. To communicate IGF value while advancing a multi-year outreach effort in line with IGF set of identified priorities.
- iv. To promote the past, present and future work of IGF, including its purpose and strategic relevance to the global community stakeholders
- v. Increasing IGF information penetration and outreach, raising awareness and bringing all stakeholders to the knowledge of IGF and participation in IGF both in person and remotely.
- vi. To improve collaboration with NRIs, interactions and communication with other Internet governance-related entities in order to further global policy dialogue, while enhancing communication of outputs from IGF 2017 intersessional activities.
- vii. To provide IGF outreach support for the underserved communities, bridging communications gaps with opportunity of providing access to IG communication and representation in the IGF process.

#### **4.0 Scope of Work:**

- Improve and implement a multi-year communication and outreach action plan to meet the stated goals.
- Identify and refine targets within audience groups, including distinctions such as children, youth, persons with disabilities, women, and policy makers, and others noted by MAG members, and prioritize these groups for outreach effort.
- Implement actions for reaching these targets, including identifying channels of communication, while leveraging opportunities for high level briefings and MAG Chair outreach.
- Identifying and addressing awareness gaps among target audiences and implementing the most relevant and feasible means to measure impact of the awareness campaign.
- Tracking partners and related activities that present opportunities for cooperation on outreach to target audiences.
- Implement messaging communication align with calendar of IGF linked events.
- Enhancing IGF's online presence and social media visibility.
- Enhance Remote/Online Participation of IGF stakeholders.

#### **5.0 General Principles:**

- WGCO will work with the IGF Secretariat, MAG Chairperson and the Host country on IGF communication and outreach diffusion.
- WGCO will strengthen synergy with all other Coordinators of Working Groups, Intersessional Activities and Best Practice Forum on IGF public communication.
- All members are expected to make contributions in all the areas of work of the WG.
- Members are to help provide direction in line with the objectives of WG, working with the coordinator/Secretariat to facilitate development of messaging within their respective areas of work for MAG approval.
- Members/Participants are free to join any workstream to make contributions/input.
- Members should share their work stream for the WG deliberation/input on timely basis.
- Preparation of communication/outreach messages with the support of the IGF Secretariat and input from the MAG members.
- MAG members will communicate shared messages among their networks/groups/events and communities.
- All contributions will be considered and inform the outputs of the WGCO.

## 6.0 Statement of Commitment

WGCO will work towards enhancing IGF communication diffusion, remote participation, shaping global perception about IGF, and contributing to the IGF improvement in the following areas;

- Assessment of IGF communication and outreach penetration.
- Aggregation and communication of IGF values and benefits across stakeholders' communities.
- Communication and promotion of past and present IGF outcomes to the global community.
- Working with the Secretariat and IGF host country on profiling and communicating IGF 2017 process, outcomes, benefit and impact to the global community.
- Shaping global perception on IGF through public knowledge diffusion.
- Promotion of IGF within members' constituencies on regular basis.
- Deepening online outreach and remote participation of IGF stakeholders.
- Outreach to governments (Policy makers).
- Outreach to inter-governmental (high level messaging).
- Outreach to Business Community.
- Outreach to Civil Society communities.
- Outreach to technical communities.
- Outreach to underserved communities (children, Youth, women, and person with disabilities).
- Outreach to Media/Press (yes, they are veritable partners in communicating IGF information to the larger communities).
- Providing quality awareness presentation to aid IGF website improvement ( e.g. improving integrating IGF Resources Center).
- Profile of IGF related upcoming events requiring urgent messaging.
- Dissemination of IGF information through Social media including, but not limited to Google+, Twitter, Facebook, Instagram, WeChat, Weibo, email activities General awareness raising.
- Generation of post IGF 2017 WGCO Report.

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