

**GNSO COUNCIL COMMUNICATIONS SMALL TEAM  
ASSIGNMENT FORM**

<b>Subject</b>	<b>Develop Strategic Communications Plan to Promote GNSO Council Activities</b>
<b>Background</b>	<p>During the GNSO Council Strategic Planning Session that was held from 14-16 December 2022, the GNSO Council identified the need to enhance its communication efforts to broadcast its work and efforts to a broader audience, as well as to counterbalance negative stories and misinformation about GNSO policy work that seemed to have gained prominence on social media and industry blogs. Those negative stories often provide a one-sided, and sometimes misleading, view of events.</p> <p>As a result, this GNSO Council small team is formed to develop a strategic communications plan to proactively promote policy and other GNSO Council priorities.</p> <p>In addition, the GNSO Council submitted an Additional Budget Request (ABR) for FY2024, which intends to secure a commitment from ICANN org to provide the necessary support on an ongoing basis to implement the communications plan.</p> <p>While the GNSO Council anticipates that the support needed may be provided in-house within ICANN org, it does not preclude the need for external expertise / dedicated communications support to develop and publish communications products outside of ICANN’s channels, such as the industry press and beyond.</p>
<b>Assignment</b>	<p>The small team is expected to focus on the following tasks in developing the GNSO Council strategic communications plan:</p> <ol style="list-style-type: none"> <li>1. Conduct a situation analysis of the current communications efforts of the GNSO Council             <ol style="list-style-type: none"> <li>a. Review the current communication practices</li> <li>b. Identify gaps and weakness</li> </ol> </li> <li>2. Clarify the overall objectives of the GNSO Council strategic communications plan</li> <li>3. Identify the target audience(s) that the GNSO Council aims to reach</li> <li>4. Recommend communications mechanisms / products based on the analysis of the overall objectives and target audience, including specification for the following:             <ol style="list-style-type: none"> <li>a. Tactic: what communication mechanism / product should be developed</li> <li>b. Purpose: why such a mechanism / product is needed</li> </ol> </li> </ol>

	<p>c. Timing: when and how frequent to use such a mechanism / product</p> <p>d. Ownership: who is expected to develop such a mechanism / product and how it should be done</p> <p>5. Determine what “success” looks like and develop metrics to help the GNSO Council understand whether the overall communications objectives are achieved through the implementation of the strategic communications plan</p> <p>The small team may engage with ICANN org Communications Department to seek input for the completion of its assignment, as required.</p>
<b>Timing</b>	The small team is expected to start meeting no later than May 2023, with the aim to report back to the GNSO Council by ICANN78
<b>Members</b>	TBD
<b>Documents</b>	<ul style="list-style-type: none"><li>• <a href="#">FY2024 Additional Budget Request submitted by the GNSO Council on Communications Support</a></li></ul>
<b>Next Steps</b>	The small team is expected to present to the GNSO Council the draft strategic communications plan no later than ICANN78