

UASG Social Media Snapshot



Agenda

- ⦿ Followers
- ⦿ Top Twitter Posts
- ⦿ Top Facebook Posts
- ⦿ Top LinkedIn Posts
- ⦿ Social Takeaways
- ⦿ UASG.TECH Web Stats

Followers



Twitter followers: 408



Facebook Followers: 267



LinkedIn Followers: 153

Top Twitter Posts

February 2021

- Engagement rate: 1.1%
- Link Clicks: 12
- Retweets: 14
- Likes 22

Most impressions (622) and engagements (16)

Universal Acceptance (UA) is essential for the continued expansion of the Internet and provides a gateway to the next billion [#Internet](#) users. Learn more about UA in our translated Fact Sheet: bit.ly/2vvNMZx [#Internet4All](#) [#ICANN](#)



The graphic is a rectangular card with a light orange top half and a dark grey bottom half. The top half contains the text 'UA Fact Sheet' in bold black font. Below the text are icons for a smartphone, a globe, a laptop with an envelope, a checkmark, and a speech bubble. The bottom half contains the text 'Benefits of Adoption' in orange font, followed by a bulleted list of five items.

UA Fact Sheet

Benefits of Adoption

- * Worldwide adoption of new Internet domains
- * Customer satisfaction and retention
- * New growth and revenue opportunities
- * Ability to engage with new audiences
- * Ability to consult clients on global issues
- * Risk mitigation

The second and third best performing posts were from the [#PeopleofUASG](#) series.

Top Twitter Posts

January 2021

- Engagement rate: 1.3%
- Link Clicks: 27
- Retweets: 19
- Likes 47

Most impressions (1,662) and engagements (23)

New Report: UASG finds promising results for internationalized email support among global systems. @Apple iOS 14, Coremail, Courier, Exim, Postfix & @roundcube lead the pack in EAI readiness. Read the summary analysis here: bit.ly/3qmce6Q #Internet4All #ICANN



The second and third best performing posts were from the #PeopleofUASG series.

Top Twitter Posts

December 2020

- Engagement rate: 1.6%
- Link Clicks: 18
- Retweets: 35
- Likes 49

Most impressions (5,885) and engagements (96)
Views: 533

The UASG is able to advance Universal Acceptance (UA) readiness around the world thanks to our many volunteers, including UA Local Initiative leaders, Ambassadors, and UASG leadership. Find out what UA means to them! [#Internet4All](#) [#ICANN](#)



Top Facebook Posts

Top Posts (last 4 months)

“

The CIS-EE Local Initiative focuses on UA promotion through educational and technical collaboration. Our main efforts concentrate on growing the UA knowledge base for policy and business decisionmakers, and helping software developers, system administrators, and IT professionals implement IDN and EAI technologies. Members from seven CIS-EE countries share resources and expertise to promote UA best practices in each country.

Maria Kolesnikova
Chair, CIS-EE Local Initiative



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Engagements: 31
Reach: 270

Be sure to follow us on Facebook, Twitter and LinkedIn for the latest news and resources regarding Universal Acceptance (UA) and achieving a #multilingual #Internet! #Internet4All #ICANN
Twitter: <https://twitter.com/UASGTech>
LinkedIn: <https://www.linkedin.com/company/uasgtech/>
Facebook: <https://www.facebook.com/uasgtech/>

Follow Us On Social Media



Engagements: 24
Reach: 89

Top Facebook Posts

Top Posts (last 4 months)

“

I want to help open the door to business opportunities for users who are interested in new gTLDs and connect the unconnected on the Internet through their own local languages in a consistent manner without any issues (like it does for English users).

- UA Ambassador
Abdalmonem Galila
Egypt



//*.*/

Engagements: 24
Reach: 565

“

UA is important to me because the Internet is an essential part of everyone's daily life, and users should have access and be able to perform all kinds of transactions in the language of their choice.

- UA Ambassador
Harish Chowdhary
India



//*.*/

Engagements: 12
Reach: 170

Top LinkedIn Posts

Top Posts (last 4 months)

“

The CIS-EE Local Initiative focuses on UA promotion through educational and technical collaboration. Our main efforts concentrate on growing the UA knowledge base for policy and business decisionmakers, and helping software developers, system administrators, and IT professionals implement IDN and EAI technologies. Members from seven CIS-EE countries share resources and expertise to promote UA best practices in each country.

Maria Kolesnikova
Chair, CIS-EE Local Initiative



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Engagement Rate: 6.25%
Reach: 270

“

In CIS and Eastern European countries, local languages based on Armenian, Cyrillic, Georgian, and other scripts are widely used in writing, reading, content creation, and communication on the Internet every day. Universal Acceptance, specifically support for IDNs and internationalized email addresses, are incredibly important for our multilingual region.

Maria Kolesnikova
Chair, CIS-EE Local Initiative



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Engagement Rate: 7.58%
Reach: 66

Top LinkedIn Posts

Top Posts (last 4 months)

“

With a population of over 1.4 billion and 750 million-plus Internet users, India has a massive digital landscape. However, with more than 22 official languages this landscape is highly diversified and provides the potential to welcome more than 500 million new Indic Internet users. Universal Acceptance will be one of the key pillars for this growth.

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Sarika Gulyani
Chair, India Local Initiative



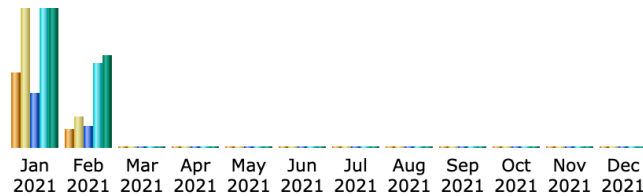
Reach: 324

Takeaways

- Across all three platforms, posts with some of the highest engagements (likes, retweets/shares, clicks) were from the #PeopleofUASG campaigns (Ambassadors and Local Initiatives).
- Posts with content that connects UASG with outside companies, orgs, news, etc., were also successful (e.g., post that tagged Google and Roundcube). This also got a retweet from Roundcube.
- The “What Does UA Mean To You” video was one of the most successful social posts with 533 views.
- UASG social channels should continue to post content that connects UA to the real world like highlighting UASG members and what UA means to them, tying UA to recognizable companies/orgs (Apple, Google, etc.) and related news, and continue the use of alternative mediums like video when available/appropriate.

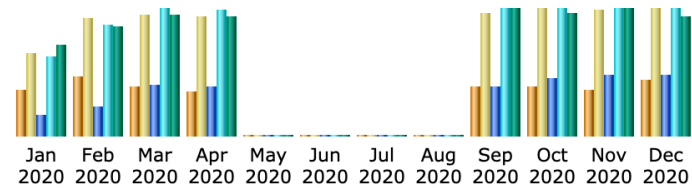
UASG.TECH Web Stats

2021 Monthly Stats



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2021	10,406	19,639	74,958	197,244	4.50 GB
Feb 2021	2,539	4,335	29,433	117,654	2.93 GB
Mar 2021	0	0	0	0	0
Apr 2021	0	0	0	0	0
May 2021	0	0	0	0	0
Jun 2021	0	0	0	0	0
Jul 2021	0	0	0	0	0
Aug 2021	0	0	0	0	0
Sep 2021	0	0	0	0	0
Oct 2021	0	0	0	0	0
Nov 2021	0	0	0	0	0
Dec 2021	0	0	0	0	0
Total	12,945	23,974	104,391	314,898	7.43 GB

2020 Monthly Stats



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2020	3,443	6,327	22,354	83,557	3.15 GB
Feb 2020	4,440	8,883	30,157	117,585	3.82 GB
Mar 2020	3,743	9,121	53,397	137,449	4.21 GB
Apr 2020	3,329	9,017	51,376	132,350	4.15 GB
May 2020	0	0	0	0	0
Jun 2020	0	0	0	0	0
Jul 2020	0	0	0	0	0
Aug 2020	0	0	0	0	0
Sep 2020	3,736	9,343	52,785	151,479	5.22 GB
Oct 2020	3,754	10,747	60,439	138,155	4.24 GB
Nov 2020	3,543	9,522	64,184	149,857	4.54 GB
Dec 2020	4,235	11,397	63,559	158,459	4.14 GB
Total	30,223	74,357	398,251	1,068,891	33.47 GB

Unique Visitors: A unique visitor is a person or computer (host) that has made at least 1 hit on 1 page of your web site during the current period shown by the report. If this user makes several visits during this period, it is counted only once.

Visits: Number of visits made by all visitors.

Pages: The number of "pages" viewed by visitors.

Hits: Any files requested from the server (including files that are "Pages") except those that match the SkipFiles config parameter.

Top Page Visits (current)

/eai-check/	225
/uasg-charter/	215
/contact/	194
/information/	181
/2021/01/looking-back-and-planning-ahead-for-supporting-a-divers...	143
/about/	136
/2020/12/uasg-announces-new-working-group-leadership-for-2021/	118
/2021/01/uasg-finds-promising-results-for-internationalized-emai...	118
/about/people/	104

Engage with ICANN



Thank You and Questions

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