

# ICANNWiki

## 2016-2017 ANNUAL REPORT



FROM OWNING THE ICANNWIKI IDENTITY

**2005**

Organization  
founded.

**2014**

Became a 501(c)(3)  
non-profit.

**2017**

Switched to  
[icannwiki.org](http://icannwiki.org).

TO HONING A VISION FOR 2020

“ICANNWiki is a fantastic resource to understand the complex and diverse work the ICANN community does and its meaning. The best part of this project is that it has evolved towards a multilingual and multicultural platform, with content in Spanish, Portuguese, Chinese, and Swahili, and I am sure that the list will grow... My congratulations to ICANNWiki and its great team for putting so much energy and professionalism in it.”

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- OLGA CAVALLI, SOUTH SCHOOL ON INTERNET GOVERNANCE

# EXECUTIVE SUMMARY

Over the past several years, we have worked hard to not only improve ICANNWiki, but more importantly make ICANN more accessible, engaging and inclusive. We take a three-pronged approach to our role within the ICANN community, which includes:

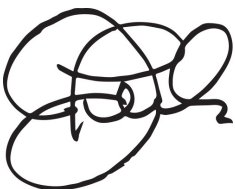
1. Spreading awareness and knowledge about ICANN and its mission
2. Creating a welcoming experience at 3 ICANN Meetings per year
3. Supporting and engaging the ICANN community in an ongoing manner

The bottom-up and collaborative development of ICANNWiki has made it the most accessible and robust resources on ICANN and its community. We have spent the last few years making ICANNWiki more accessible, through a community-driven approach to translate it into multiple languages. In addition to expanding our linguistic reach, we have improved our mobile experience, recognizing the importance of mobile Internet use.

ICANNWiki is an effective platform for engagement, providing an inclusive, collaborative and welcoming environment to learn about ICANN. For many, the learning is not just about absorbing information but putting knowledge into practice by contributing to the wiki. We have designed our Edit-a-thons and regional outreach initiatives to better support active and prospective ICANN members in their use of our website for collaborative learning.

ICANNWiki transcends its digital presence to provide a welcoming experience at every ICANN Meeting, providing an important source of community building and fun within ICANN. This starts with an engaging booth presence, which is always the most visible and visited at each meeting. We are renowned for providing informative and fun materials that have become true staples of the ICANN experience. These typically include the Caricature Badges, playing cards and the Quick Guide.

Moving forward, we will continue to build on our work and improve our unique approach to supporting ICANN. We believe ICANNWiki is a catalyst for and a product of the success of the multistakeholder model. We will continue to use our presence online and at ICANN to support an informed, diverse and global ICANN community.



Jackie Treiber  
Co-Executive Director



Dustin Phillips  
Co-Executive Director

*This report reviews ICANNWiki's growth, specifically in relation to a set of objectives identified two years ago and provides our strategic vision for the next three years.*

## ICANNWIKI.ORG

Our website is the foundation for everything that ICANNWiki does. It serves as one of the most trusted and accessible resources on ICANN, including articles on the people, companies, organizations, groups, policies, TLDs, key topics and more. ICANNWiki has proven to be a go-to resource for newcomers and veterans, whether they are using it for a quick reference on a timely topic, looking up a community member, or taking a deep dive into the history of ICANN.

ICANNWiki is trusted by the community because we consistently provide neutral, factual and well-referenced content that is built in the collaborative, bottom-up fashion by the ICANN community. Our project has grown tremendously over the past few years and a major factor in this growth has been the improvements we have made to our website.

## MOBILE ICANNWIKI

With the proliferation of mobile Internet users and its key role in any developing market, providing a good mobile experience is important to the effectiveness of any website. ICANNWiki has embraced this by implementing a mobile skin and building pages in a way that is easier for mobile users to read and interact with. Additionally, while mobile editing will likely never be the ideal form of contributing, the mobile skin makes the process much more accessible for mobile users.



### ICANNWIKI VISION 2020

The mobile skin was a great improvement to the mobile ICANNWiki experience, but there is still room for improvement. Over the next three years we will carry out two parallel tracks of mobile improvement. First, we will continue to improve the mobile website for our users and editors. Second, we will work on developing a mobile app for ICANNWiki. This will provide a much better experience for our mobile users and provide an opportunity to implement features not previously available, such as offline reading.

# SPREADING AWARENESS

## ABOUT ICANN & ITS MISSION

*In 2016,  the number of unique site visitors grew by 26%, reaching a total of 320,977 from 227 countries.*

### PERCENTAGE BREAKDOWN BY REGION (2016):

Asia-Pacific	37%
North America	28%
Europe	26%
Africa	4.5%
LAC	4%
Unknown	0.5%

# INCREASING ACCESSIBILITY

*ICANNWiki is built by the community, and our contributors are the heart and soul of our site. We've made a number of key improvements that improve the experience for editors and lower the barrier for onboarding new contributors.*

# 6,000+

NEUTRAL,  
FACTUAL & WELL-  
REFERENCED  
ARTICLES



## VISUAL EDITING

### VISUALEDITOR

We introduced the VisualEditor, which drastically reduces the primary barrier to editing, which is the Wiki Markup. The VisualEditor functions more like a word processor, making the editing process similar to the Confluence platform the the Community Wiki uses.

We also introduced the option of editing through Page Forms, which makes editing the userbox easier. Often the userbox is one of the most difficult elements of a page to edit, but it is also one of the most useful elements.

### ABOUT THE FOLLOWING:

- Acronyms / Terms
- Constituencies
- Groups
- People
- Companies
- Organizations
- Top-level Domains
- Internet Governance Conferences



## VIDEO TUTORIALS

### COMPREHENSIVE GUIDES & TUTORIALS

Even with the introduction of improved means of editing, it can still be difficult to learn a new platform. To further assist our contributors, we improved the resources available on the process of contributing to ICANNWiki.

We've created and translated a suite of guides and tutorials which provide comprehensive and multilingual resources for our editors. These key assets have helped improve the content on ICANNWiki over the past few years, especially in languages other than English.

For those that prefer to learn by example, we created a series of video tutorials on the article creation and editing process using both the standard Source Editor and the VisualEditor.



## TRANSLATED GUIDES



## ICANNWIKI VISION 2020

Over the next three years, we are going to continue to build new and better resources for improving the quality and quantity of our community contributions. Our mailing lists have proven to be an effective means for our contributors to ask questions and find answers. An additional benefit of this process is that we are able to identify common themes in questions. We will use this to develop a Frequently Asked Questions section for quick answers to common issues. We will take all of these resources and develop a course on ICANN Learn for current and aspiring ICANNWiki editors.

# PROFILE DATA

**3,500+**  
ARTICLES ON  
COMMUNITY MEMBERS

## WITH INFORMATION ON:

- Country
- Region
- Stakeholder Groups
- Affiliation
- ICANN Involvement
- Career History
- & More...

We keep these profiles up-to-date by helping and encouraging community members to edit the wiki themselves. We incentivize this by providing the loveable caricatures that are uploaded to each profile. These bring hundreds of people to our booth at each ICANN Meeting, and give us an opportunity to ensure that their content is up-to-date and accurate.

# ROBUST PROFILES FOR ICANN LEADERS

An essential part of the Newcomer's journey includes learning the technical and policy processes behind ICANN, as well the individuals who drives those forces. To ensure a well-rounded understanding of ICANN, we have focused our efforts on building about 100 comprehensive articles on some of the most important figures within the ICANN community. This is important, because anyone that participates in ICANN's processes will likely interact with these individuals at some point—and they serve as great examples for new and aspiring community members.

## NII QUAYNOR

Dr. Nii Narku Quaynor is a former ICANN Board Director, a Member of the Internet Governance Forum Advisory Group at the United Nations, and Chairman of the Board of Directors at National Information Technology Agency. Quaynor is also a Member of the Internet Society of Ghana, Convener of the African Network Operators Group, was the Founding Chairman of AfriNIC, and was previously an Executive Chairman at AfTLD. He had also served as the Chairman of Network Computer Systems.

Mr. Quaynor is the Chairman of Ghana Dot Com LTD, a position he has held since 2007.



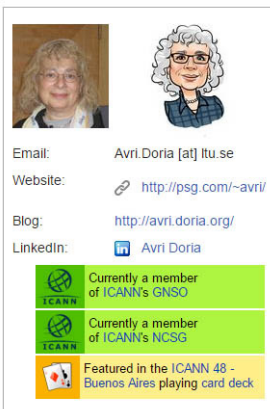
Country: Ghana  
Email: quaynor[at]ghana.com  
Facebook: Nii Quaynor  
LinkedIn: Nii Quaynor

Featured in the ICANN 54 - Dublin playing card deck  
Formerly a member of the ICANN Board  
Featured in the of the ICANNWiki Quick Guide

## AVRI DORIA

Doria has been involved with ICANN and GNSO since 2005. In 2005 she was elected to the GNSO council to represent the NCSG. In 2013 she served as a member of the ATRT. She has previously served as the chair of the GNSO Council as a Nomcom appointee to the Council and the NCSG Executive Committee.

In June 2014 at ICANN 50 in London, Avri was announced as the first ever recipient of the ICANN Multistakeholder Ethos Award. The award is given to a community member in recognition of his/her work in ICANN groups, programs, and participation in the Internet Governance community in general. Avri was recognized for her work in ICANN Working Groups and various constituencies as well as her participation in IGF, IETF, ISOC, and others.



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Website: <http://psg.com/~avri/>  
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LinkedIn: Avri Doria

Currently a member of ICANN's GNSO  
Currently a member of ICANN's NCSG  
Featured in the ICANN 48 - Buenos Aires playing card deck

Over the next three years, we will continue to add articles on the new community members, and teach them to edit the wiki through our booth intake process or one-on-one sessions. We will also improve our system of categorization and search, thus enabling users to filter by country, region, stakeholder group, affiliation, etc. This will be incredibly useful when looking to increase engagement from diverse stakeholders within particular constituencies, working groups, review processes and other processes within the community.

We will also create or improve at least a hundred additional articles on leaders within the ICANN community. These robust articles will be well-referenced and comprehensive, so that they can be used as definitive resources on each person.



# MAKING ICANNWIKI MULTILINGUAL

In the early years of ICANNWiki, the resource was primarily available in English. One of our important developments over the last few years was adding content in several new languages. It began humbly, by appending Spanish and Chinese versions to a few select articles—but after testing out a number of other multilingual approaches, we ultimately settled on developing a wiki family. That family includes a network of separate but interconnected language sites, each identified by a language code third-level domain, similar to those used by Wikipedia.

This major step provides readers and contributors the same experience across all of our languages. Through partnerships with stakeholders in different regions, each new language site has grown into a great resource with localisation and regional relevance in mind.

Several of our language initiatives have developed into communities that serve as hubs of outreach, engagement and capacity building in their respective regions. In East Africa and Brazil, we have collaborated with local partners to host regional Edit-a-thons, webinars and workshops. These activities engage students and youth to learn more about ICANN and help create a robust resource in their preferred language. Many of these participants have an interest in Internet governance, but have not participated or engaged in ICANN before. Our welcoming and inclusive approach to this outreach provides a good opportunity to learn collaboratively and progress into an active member of the ICANN community.

## SWAHILI SW.ICANNWIKI.ORG

The Swahili ICANNWiki has developed in a number of exciting ways, garnering significant interest and activity. This East African initiative was crafted from conversations with stakeholders at ICANN56 in Marrakech, Morocco and the project has been diligently cared for by ICANN NextGen and Fellows since its inception. Over the course of the initiative, events in East Africa have supported improved editorship on ICANNWiki and the spread of awareness about ICANN and the DNS, including local ccTLDs. We have also held events focused on empowering young women interested in ICT and Internet governance. Events continue to take place in Kenya and Tanzania, with future growth planned for other parts of East Africa.

Over time we have established partnerships with universities, KeNIC, tzNIC, and ICANN regional engagement. These partnerships have yielded a more balanced and diverse group of experts for lectures and workshops, increased professional networking and improved financial sustainability of the project.

### NOVEMBER 2016: ARUSHA, TANZANIA

An exciting partnership has evolved with TechChix Tanzania, a tech nonprofit geared toward women's empowerment in STEM. Our November event with them (pictured) had 74 participants, and 2017 has shaped up to be a great year for the initiative.

### AUGUST 2016: DODOMA, TANZANIA

Our event at the University of Dodoma brought together local ccTLD operator

tzNIC and ICANN Stakeholder Engagement Manager, Bob Ochieng, as well as local academics. 40 participants from the region joined ICANNWiki Ambassadors Matogoro Jabhera and Bonface Witaba for a

two-day event which included presentations and hands-on editing tutorials. A variety of smaller events have taken place since then, and are likely to continue.



## SPOTLIGHT ON TANZANIA

*The site has blossomed significantly, and currently hosts **132 articles** written by **173 contributors**.*

"I find the ICANNWiki initiative in Portuguese important due to the fact that it encourages the production of content on Internet Governance in Portuguese and by Portuguese speakers! With that, the platform and its volunteers are providing quality content in the local language and helping to tackle the language barrier that often hits non-English speakers in these types of environments."  
- BRUNA SANTOS, BRAZILIAN CONSULTANT

## SPANISH [ES.ICANNWIKI.ORG](https://es.icannwiki.org)

Spanish was one of the first languages to be added to be appended to our English articles. As our content grew, it became apparent that we needed to provide a space for it to blossom on its own, with guidance from partners throughout Latin America, which include organizations and individuals from government, civil society, academic and business communities.

We have promoted the creation and use of Spanish content by integrating Edit-a-thons and outreach into existing initiatives, such as the South School on Internet Governance and local chapters of the Internet Society.

*The site currently features nearly **120 articles** produced by **29 contributors**.*

## CHINESE [ZH.ICANNWIKI.ORG](https://zh.icannwiki.org)

Chinese was officially the first language to be added to ICANNWiki and along with Spanish, began as additions to existing English articles.

Through partnering with organizations and individuals in the Chinese speaking community over the past several years, the Chinese ICANNWiki has steadily grown and become an important example of sustained growth of quality content. With the interest in the new gTLD program within the community, the Chinese site has more of an emphasis on the new gTLDs, ensuring that ICANN and this new program are well-understood in the rapidly developing region.

*With close to **120 articles** written by **7 contributors**, the site has enormous potential.*

## PORTUGUESE [PT.ICANNWIKI.ORG](https://pt.icannwiki.org)

Portuguese is one of our newest additions to the multilingual ICANNWiki, but it has already developed into a vibrant community and has become an increasingly useful tool for engagement and capacity building. We knew that the Portuguese was going to be a successful initiative when unprompted, a group of Brazilian's created a subgroup during the ICANN58 Edit-a-thon to discuss standardizing the translations of Internet governance terms within the Portuguese ICANNWiki. This was a perfect snapshot of how we hope to achieve a truly multilingual and diverse ICANNWiki. We encourage the community to guide the initiative, while we provide the platforms, such as the wiki, mailing lists and a light framework to ensure the quality and neutrality of content that ICANNWiki is known for.

*Currently, the site features over **70 articles** produced by **39 contributors**.*



ICANNWIKI  
VISION  
2020

Over the next three years, our goal is to expand from four to a minimum of ten languages other than English. We will launch each additional site with a goal of reaching a minimum of 100 key articles in the first two years. Additional sites in Arabic, Persian and Russian are already in progress. The goal for each language is to provide a core set of articles central to understanding ICANN's mission, scope, and the concepts key for understanding the ICANN community and its processes.

We will also further develop our current language initiatives and their respective communities, by improving upon our Edit-a-thons, capacity building workshops, and webinars. By identifying interests of different

communities through regional surveys and partnering with new individuals, organizations and universities, we will improve our ability to build quality content and increase engagement in ICANN and Internet governance.

We are also implementing technical improvements that will create an improved multilingual experience. One of the biggest developments on this front will be a repository for storing data elements that will be synchronized across all languages. This will increase the efficiency and reliability of our information by ensuring that updates to key leadership roles and community members' articles are distributed to each language.



# CREATING A WELCOMING EXPERIENCE

## AT 3 ICANN MEETINGS PER YEAR

### ICANNWIKI QUICK GUIDE

The ICANNWiki Quick Guide was originally conceived of as a “Primer” on important topics surrounding each ICANN Meeting that was provided digitally before, and in print during the meeting. After the success of the Primer, we added additional features to make it particularly useful for newcomers, while still being engaging for the entire community.

Each page of this colorful magazine is full of pertinent conference details, including the Primers, an acronym glossary, regionally or topically relevant infographics, commentary from the community on the work they are accomplishing or their thoughts on major ecosystem shifts such as the IANA transition.



ICANNWIKI  
VISION 2020

We will continue to put together an ICANNWiki Quick Guide for each conference that is engaging and information-rich. As it gains popularity and becomes a staple of the ICANN meetings, like our playing cards and caricature badges, we will encourage the community to help build each Quick Guide collaboratively like our many other community led initiatives, including our website. In past issues, we have had community submitted features on initiatives like the Universal Acceptance Steering Group. We are going to grow this trend and encourage the community to submit features that when aggregated will provide a well-rounded introduction to each meeting and support stakeholders, especially newcomers, as they progress through their ICANN journey.

# ICANNWIKI EDIT-A-THONS

# 400%

## GROWTH IN EDIT-A-THON ATTENDANCE IN TWO YEARS

*From ICANN53 to ICANN58, the Edit-a-thon has grown from 10 participants to over 40. As our outreach grows, we anticipate for this number to grow.*

The ICANNWiki Edit-a-thon has developed from a small, in-booth gathering with a handful of participants to a community-wide event with a dedicated room and a listing on the official schedule. Each Edit-a-thon introduces the project, the site, its mechanics and values as well as hands-on site editing instruction.



The reception dinner which follows has also grown rapidly. What began in Dublin as a handful of participants sharing personal and professional anecdotes for their appreciation of ICANNWiki, turned into a well-attended dinner with raffle prizes and a more complete celebration of Edit-a-thon attendees' accomplishments.



This year, we will formalize our Edit-a-thon process even further by concentrating on relevant ICANN-centric themes and using them to drive the curriculum of the event toward a more meaningful engagement, relevant to their work inside and beyond their ICANN experience.



ICANNWIKI  
VISION 2020

The ICANNWiki Edit-a-thon will continue to grow from a conference-specific event to one that is truly global and sustainable in-scope. As we move forward into the next three years we will refine our content creation methodologies, improve our presentation, tools and outreach.

The Edit-a-thon is a project that identifies community needs and builds on them. Central to the first few Edit-a-thons was the need to introduce newcomers to ICANN, to build upon ICANN's tremendous educational efforts and provide a platform for technical understanding. As we grow, we anticipate the Edit-a-thon to build thematically as well as linguistically to improve diversity amongst learners, trainers and content builders.

# FUN & EDUCATIONAL MATERIALS

## PLAYING CARD DECKS

The ICANNWiki experience wouldn't be complete without our cherished and collectible playing card decks. Constructed with community members in mind, this giveaway continues to bring the ICANN community together. The deck (and who is and isn't in it) generates a lot of excitement and curiosity and increases a sense of community. With the help of our graphic designer, Vivian Hua, we continue to build a fun giveaway that is colorful, creative, and community-focused.



## MURALS

Our murals are featured on the cover for our digital and print ICANNWiki Quick Guides and are also influenced by current events within ICANN and the Internet governance community. These murals are an appreciative nod to our diverse group of stakeholders whose hard work makes the Internet a better place to work and live.



## CARICATURE BADGES

Our caricature badges are similarly regarded—as an integral piece of the ICANN community. Each badge features conference attendees very own caricature, custom made by an experienced artist. These caricatures are a great way to introduce oneself to the community, and many attendees are motivated to gain one for the sense of connectivity they provide. Recently, we've started styling the badges to reflect the cultural and geographic mood of each conference which makes for an inspired and cohesive aesthetic.



A collection of ICANNWiki collateral and giveaways from ICANN54 in Dublin.

“[ICANNWiki] influenced our booth engagement ability with positive outcomes and maximum impact.”

- HAMZA MEHREZ & PITINAN KOOARMORNPATANA, ICANN BOOTH LEADS (ICANN58)

## ICANNWIKI BOOTH

The ICANNWiki booth is a centrally located space adjacent to the ICANN Welcome booth. Here, the ICANNWiki team can aide ICANN staff and booth leads in crafting an engaging experience. To improve this relationship, ICANNWiki staff works closely with ICANN NextGen and Fellow leaders to create a cohesive and welcoming experience for all.

Since this booth arrangement began, ICANNWiki and ICANN booth organizers have developed several strategies for boosting awareness around booth lectures and guest appearances, ICANNWiki Edit-a-thons and social media announcements.

The ICANNWiki booth is often a rapid-fire center of activity, with an environment of sharing and learning. Newcomers are introduced to the project and its uses, as well as access to the informative Quick Guide, collectable playing cards, and of course, the ICANNWiki badges with caricatures. With each interaction, Newcomers gain a sense of ICANN's diversity and purview. We are proud to connect Newcomers to the essential information they need at each conference.



### ICANNWIKI VISION 2020

By coordinating with our booth leads to create a fun and welcoming learning environment, we will continue to utilize our booth as an informal meeting space for established and new community members to relationship-build and learn from one another.

# SUPPORTING & ENGAGING THE ICANN COMMUNITY



*ICANN Meetings are our biggest opportunity to engage with the community. At each meeting, we interact with hundreds, if not thousands, of attendees with all levels of ICANN experience. We introduce newcomers to ICANNWiki by guiding them through the process of creating an article on themselves and having a caricature created. This is a great way to engage conference attendees, but it is equally important to have a strategy in between meetings. We actively use newsletters, social media and individual outreach to support and engage our community.*

## NEWSLETTERS

Our newsletters are particularly useful, because they provide a direct line of follow-up with conference attendees as a group. When we intake new community members, we encourage them to subscribe to our newsletter, so that we can provide useful information throughout the year. This includes distributing useful information before and after ICANN Meetings, with links to important ICANNWiki articles for context. We also provide periodic updates about ICANNWiki and resources that help them contribute to the site.

## MAILING LISTS

Recently, we have begun operating open mailing lists that serve as discussion forums for questions, concerns and sharing of ideas. Our first list was used within our Portuguese translation community to facilitate discussion and coordinate activities. This system has allowed members of this community to consult and help each other as they develop the Portuguese ICANNWiki. We monitor the mailing lists and are always accessible, but these community-driven lists are going to be key to a sustainable multilingual ICANNWiki.

## DIRECT OUTREACH

In addition to our distributed outreach, we pride ourselves on our ability to engage with our audience on an individual level. After each meeting, we email all of our new community members to provide them with their custom caricature and offer to answer any questions they have following the ICANN Meeting. In addition to this standard follow-up, we make ourselves accessible over email, phone, and various chat platforms. Our ability to communicate effectively with individuals and small groups has enabled us to develop strong relationships with community members across the world, some of which have become ICANNWiki Ambassadors. These ambassadors have assisted in some of our biggest developments and taken on leadership roles in some of our regional initiatives.



### ICANNWIKI VISION 2020

Over the next three years, we will continue to grow our list of subscribers and use the Newsletter as an important means of reaching our audience. As our multilingual community grows, we will work to provide translated newsletters based on the language preferences of our subscribers.

Similarly, based on the success of the mailing list within the Portuguese translation initiative, we are building a similar list for all current initiatives. Each list will have at least one regional community leader that we will collaborate with to ensure that the discussion forum is useful for its respective community. We are also in the process of implementing a general mailing list that will improve collaboration across the entire ICANNWiki community. This will increase engagement and allow the users to consult and assist each other in contributing to the wiki, creating a more sustainable community of editors.



**2,000+**  
NEWSLETTER  
SUBSCRIBERS

## SOCIAL MEDIA

With nearly 1,500 Facebook likes and over 3,200 Twitter followers, we use social media to keep the community engaged between meetings. We use our social media presence for several purposes, including spreading news and updates on ICANN and ICANNWiki, sharing helpful resources for ICANNWiki's contributors and acknowledging the contributions of our editors. Over the past few years, we have created original graphic and video content to provide a more engaging and informative experience for our audience. Additionally, to better serve our East Africa Initiative, we have formed a Facebook group with over 100 members that facilitates communication and awareness within that community.



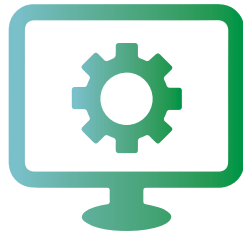
3,200+  
TWITTER  
FOLLOWERS



1,500+  
FACEBOOK  
LIKES

## WEBINARS

After various IG conferences, including ICANN, we have followed up by hosting webinars and remote Edit-a-thons. These have been an extremely effective means for engagement, particularly in our relation to our regional initiatives. We believe that these are a strong form of follow-up, because it enables enthusiastic ICANN participants take what they have learned back to their community and invite them to participate in these webinars and Edit-a-thons.



We carry out all of our initiatives in an inclusive manner, but we place special emphasis on building capacity among students, youth and women. Through our expanded reach, we have successfully spread awareness about these initiatives, thereby increasing awareness about ICANN. We have even had a first time Fellow approach our booth at an ICANN meeting to thank us for encouraging them to apply.

## EXPANDING OUR REACH

We have expanded the scope of our outreach to reach beyond the immediate ICANN community and engage stakeholders that are interested or involved in Internet governance, but have not engaged with ICANN. We have achieved this by using remote conferencing tools, such as Zoom, as well attending other Internet governance conferences, such as ARIN, regional and global IGFs, and the South School on Internet Governance. Our enhanced presence has helped power the growth of our regional initiatives, which focus on spreading knowledge about ICANN beyond the immediate community. It has facilitated the development of new partnerships with universities and community centers in different regions.

During the SSIG 2017, we traveled to universities in different cities in Brazil and established relationships with leaders in several of the locations. Some of these developed into ongoing partnerships, with follow-up webinars and Edit-a-thons. In these follow-ups we have focused on creating more content in Portuguese and provide introductions to ICANN and the Internet governance ecosystem.



ICANNWIKI  
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While we have successfully implemented a number of tools and platforms to engage the community. It is almost guaranteed, that the preferences for some of these platforms will shift to something newer. We will observe the trends and use our lightweight, flexible approach to adjust our strategy based on the data we collect.

For example, we have observed an increased usage of chat groups on WhatsApp, Telegram and similar services. We are developing strategies to join those groups, and potentially even start our own, to increase our ability to quickly and effectively share information about ICANN and ICANNWiki.

Our use of remote participation and conferencing tools will also allow us to host informative sessions for anyone in the world. By partnering with local leaders to co-facilitate and promote the events, we will maximize our impact.

# MAINTAINING OUR CORE WIKI VALUES



## ASSUME GOOD FAITH

Assuming good faith means that we act on the assumption that everyone who makes an edit is doing so to provide relevant, accurate information. We give people the benefit of the doubt and trust they have come to build, not break ICANNWiki.



## BE A BUILDER

This value is much more than building wiki pages that are aesthetically-pleasing or highly informative and useful (although all these are valuable qualities), but building the ways in which people work together, and the ways ideas interlace and adhere.



## CHANGE IS CHEAP

This value represents our belief in constructive edits and the process of wiki. Building off the tenets of Be A Builder and Assume Good Faith, we arrive at the conclusion that Wiki allows us to embrace change to an unprecedented extent.



## RADICAL TRUST

Contributing to a wiki is an exercise in trust. One must trust that community members will engage positively and productively with one another, and that the wiki staffs will protect individual contributions. Trust grows with time and experience.



## REAL PEOPLE

Professionalism, trust, and community all emerge when real people are involved, standing behind their work. Using one's real name in wiki edits substantiates commitment to transparency, shares ownership, and allows for better collaboration with one another.



## REFACTORING

Refactoring means reorganizing and improving the internal structure of a program while retaining its exterior functionality and behavior. In the world of wiki, it refers to reorganizing and improving a wiki page while staying true to its function and the intent of its community of editors.



## TRANSPARENCY

Transparency involves our commitment to openness and accountability, and it builds trust. Using real names and citing sources are just a couple of the ways to be transparent, and to allow communities to better understand one another.



## WORK ON WHAT INTERESTS YOU

A person should create materials in areas in which they are interested and informed. There are no barriers to any individual's participation at ICANNWiki. Anyone can contribute!

## CONTACT ICANNWIKI

**Jackie Treiber**  
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**Dustin Phillips**  
Co-Executive Director  
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# VISION FOR 2020

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*Over the next three years our imperative is to improve accessibility, literacy and engagement in the Internet governance ecosystem in a sustainable and adaptive way. Our methods are collaborative, rooted in the true needs of our stakeholders. Expanding alongside ICANN as it grows as an institution is the best way for us to reach our goals and spread awareness about ICANN and its mission.*

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We will expand our multilingual presence, aiming to have ICANNWiki in at least 10 languages, utilizing strong regional partnerships, capacity building events, and improved multilingual outreach to further improve awareness of and engagement in ICANN globally.

We will make ICANNWiki increasingly accessible for contributors, improving our how-to resources and partnering with ICANN Learn to create a comprehensive course on how to use and contribute to ICANNWiki.

We will continue to fine-tune our informative and welcoming presence at ICANN Meetings. We will continue to improve our fun, community-strengthening giveaways, but will focus even more energy on our informative Quick Guides and Edit-a-thons.

We will improve the taxonomy of ICANNWiki, which will better connect the data from personal profiles with specific issue areas and policy processes.

We will continue to build relationships with the NextGen, Fellowship and Newcomer communities in order to create a more fulfilling ICANN journey, helping to develop each individual's professional and intellectual path, thereby improving the conditions for an informed, diverse, and global ICANN community.

The ICANNWiki Edit-a-thon will continue to grow from a conference specific event into one that is scalable and can be held throughout the world and with the support of local leaders.