IGF 2022 COMMUNICATIONS KIT

Communicating on the IGF - FAQs

The Internet Governance Forum (IGF) serves to bring people together from various stakeholder groups as equals, in discussions on public policy issues relating to the Internet. While there is no negotiated outcome, the IGF informs and inspires those with policy-making power in both the public and private sectors.

At the beginning of each IGF cycle, through bottom-up, open online consultations, people from all parts of the world are asked to submit inputs on the Internet governance issues most important to them. Based on the analysis of received inputs, the IGF each year sets the programme's thematic priorities.

Community-driven intersessional activities such as Policy Networks and Best Practice Forums have offered additional complementary platforms for multistakeholder dialogue on topical Internet policy issues including on Cybersecurity, Gender and Access, and Internet Fragmentation, among others.

Why is this year's IGF of particular significance?
The theme of the 17th Internet Governance Forum is *Resilient Internet for a Shared Sustainable and Common Future*. As the world faces unprecedented challenges, digital technologies have become increasingly critical to advancing socio-economic development. At the same time, the misuse of the Internet has given rise to cybercrimes, misinformation and disinformation and deepening inequalities. This year's Forum will determine steps for achieving universal and meaningful Internet connectivity.

In our Common Agenda, the UN Secretary-General calls for a new Global Digital Compact that will present a global framework for an open, secure and resilient Internet and will be agreed on at the Summit of the Future in 2024.

What issues will the 17th IGF cover?
The deliberations of the Forum are guided by five themes drawn from the Global Digital Compact:
- Connecting All People and Safeguarding Human Rights
- Avoiding Internet Fragmentation
- Governing Data and Protecting Privacy

- Enabling Safety, Security and Accountability
- Addressing Advanced Technologies, including AI

What are the expected outcomes of the IGF?
Some significant impacts are:
- Enhanced cooperation and collaboration among key organizations and stakeholders dealing with different Internet governance and technology issues Increased opportunity to foster the sustainability, robustness, security, stability and development of the Internet
- Strengthened capacities of all countries, especially developing countries and their stakeholders, to participate effectively in Internet governance arrangements
- Increased multilingualism and multiculturalism on the Internet
- Mapped multistakeholder and multilateral efforts on public policy issues related to the Internet

ACCESS ALL FAQs

Communicating on IGF Themes

Connecting All People and Safeguarding Human Rights

What does it mean?
Meaningful connectivity means a human rights--centric approach that combines access (affordable connectivity and devices), capability (digital skills and literacy), application (e.g., education, economic development, health, agriculture), and equity (e.g., gender, race, sexuality, language, disability, geographic location, ownership and control). This approach ensures the Internet to be both an accessible and safe space for everyone in the world.

What's the situation right now?
· 2.7 billion people – roughly half of the world population – are still excluded from the "global village", as they lack any access to the Internet.
· The digital divide runs deep along economic lines – only 21% of people in Least Developed Countries (LDCs) enjoy access to the Internet, compared to 87% in developed countries. The Sustainable Development Goal target to achieve universal access in LDCs by 2020 has been missed.

Why does it matter?
· The COVID-19 pandemic has clearly demonstrated that ensuring meaningful and sustainable access to the Internet for everyone is a global priority.

· The digital divide deprives billions of people of the transformative power of information and communication technologies (ICTs) for education, health care, science and economic growth.
· Evidence increasingly suggests that connectivity is not sufficient, unless people have the skills, the means and the tools to make their experience on the Internet meaningful. This requires considering links between digital equity and social and economic inequalities.

What can be done?
· Develop projects, pilot programs, and financing mechanisms to make smartphones and other devices more affordable for more populations.
· Promote competition for small and medium Internet service providers, ensuring a single or a few providers does not monopolize the technology market.
· Incorporate digital literacy and skill-building into educational curricula to train all students and strengthen the international digital learning community.

ACCESS ALL IGF THEMATIC FACTSHEETS

Main Social Media Accounts to Follow

Twitter:
@intgovforum
@undesa
@igfethiopia2022
@eca_official
@ministryofinno2

Facebook:
https://www.facebook.com/IntGovForum
https://www.facebook.com/joinundesa
https://www.facebook.com/EconomicCommissionforAfrica
https://www.facebook.com/IGFEthiopia2022/
https://www.facebook.com/MInT.Ethiopia

Instagram:
@intgovforum

LinkedIn:
https://www.linkedin.com/company/igf-ethiopia-2022/

Social Media Guidance

Official Community-Wide Hashtag: **#IGF2022**
Meeting Title Hashtag: **#ResilientInternet**

Participate in IGF 2022 online via the following social media:

Session-Specific Hashtags
Start with **#IGF2022** and add **Session-Specific Hashtags** using session titles in the **Interactive Schedule:**
Workshops - use the hashtag format, #WS<workshop number>.
For example, #IGF2022 #WS70 ...
Open Forums - use the hashtag format, #OF<open forum number>.
For example, #IGF2022 #OF4 …
Town Halls - use the hashtag format, #TH<town hall number>.
For example, #IGF2022 #TH36 …
Lightning Talks - use the hashtag format, #LT<lightning talk number>.
For example, #IGF2022 #LT21 …
Launches/Awards - use the hashtag format, #LA<launches/awards number>.
For example, #IGF2022 #LA9 ...
Networking Sessions - use the hashtag format, #NS<networking session number>.
For example, #IGF2022 #NS4 ...
Day 0 Sessions - use the hashtag format, #Day0<day 0 session number>.
For example, #IGF2022 #Day07 ...
Main Sessions - use the hashtag #MainSession.
For example, #IGF2022 #MainSession #AddressingAdvancedTechnologies ...
Best Practice Forums - use the hashtag #BPF.
For example, #IGF2022 #BPF on #Cybersecurity …
Policy Networks - use the hashtag #PN.
For example, #IGF2022 #PN on #MeaningfulAccess ...
Dynamic Coalitions - use the hashtag #DC.
For example, #IGF2022 #DC on #Sustainability …
National and Regional Initiatives or NRI Collaborative Sessions - use the hashtag #NRI.
For example, #IGF2022 #NRI on #ActionsNeeded …
Global Youth Summit - use the hashtags #Youth #IGFYouth.
For example, #IGF2022 Global #Youth Summit...

Enhance Tweets/Posts with IGF Themes

Enhance your tweets or posts by using a variety of hashtags related to the **main meeting themes/issue areas**. **#IGF2022** followed by:

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Visual Assets

IGF EVENT LOGOS

BLANK IGF 2022 SOCIAL MEDIA CARD TEMPLATE

BLANK IGF 2022 SOCIAL MEDIA CARD TEMPLATE (SQUARE)

BLANK IGF 2022 QUOTE CARD

IGF PHOTOS (*Photos of IGF 2022 will be made available on the Flickr account)