

Communications Report

Ashley Perks

Communications Manager



Meet the Comms Team



Hollis Kara



Ashley Perks



Melissa Goodwin



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Christina Paladeau



John Davis



Desmond Jackson



Craig Fager



Alicia DiCiaccio



What are we up to?

- Milestones
- New Logo
- Annual Report
- Communicating With Our Community
- Consultation & Suggestion Process
- Internal Collaboration
- Training & ARIN Academy
- ARIN Events

2026 Milestones



Meet the new ARIN logo



ARIN

New logo to align and refresh ARIN's brand



The three arrows represent the areas of our service region, as well as the three tenets of our mission statement

Visually aligns with our Public Policy and Members Meeting branding for consistency across touchpoints

ARIN's mission and values are unchanged

The old logo is gone but not forgotten

The logo for ARIN (American Registry for Internet Numbers) features the letters 'ARIN' in a large, black, serif font. A thick, blue horizontal line with pointed ends passes through the middle of the letters, creating a stylized 'A' and 'I'.

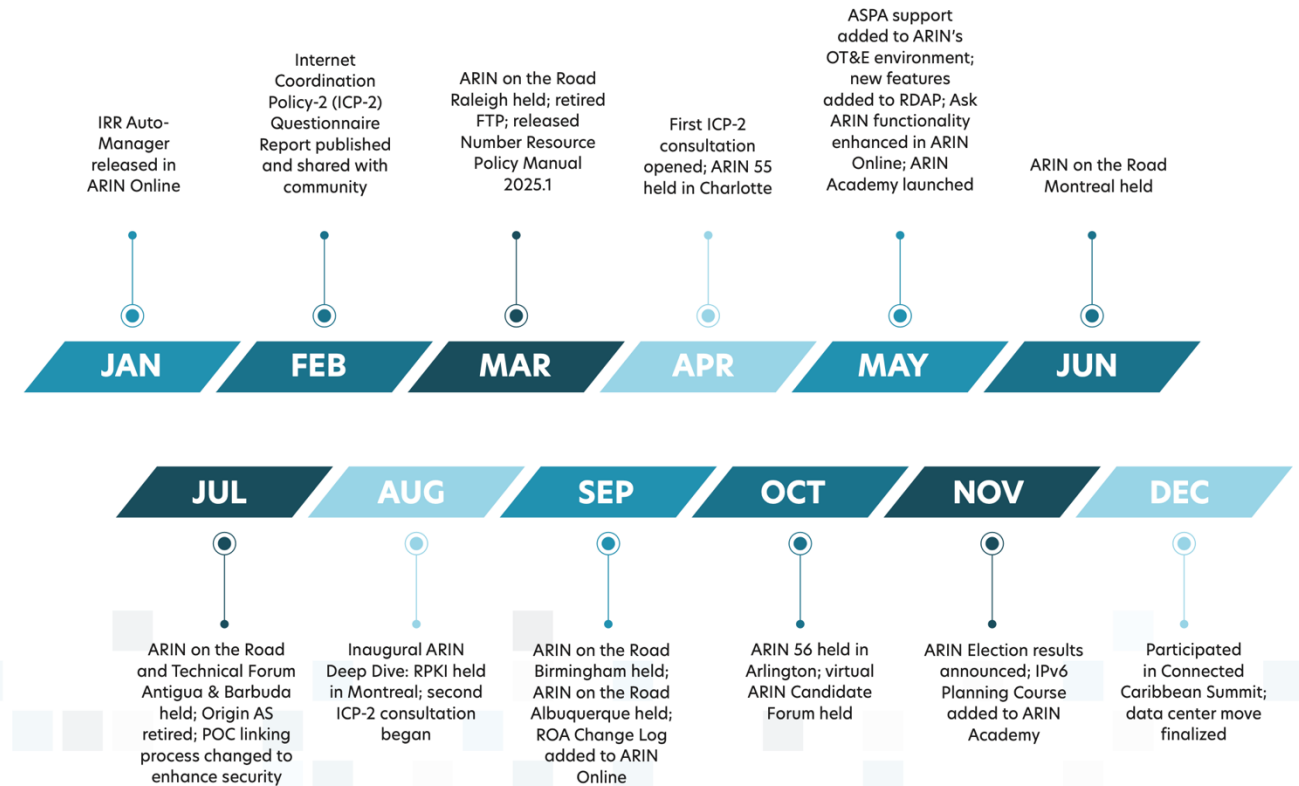
American Registry for Internet Numbers

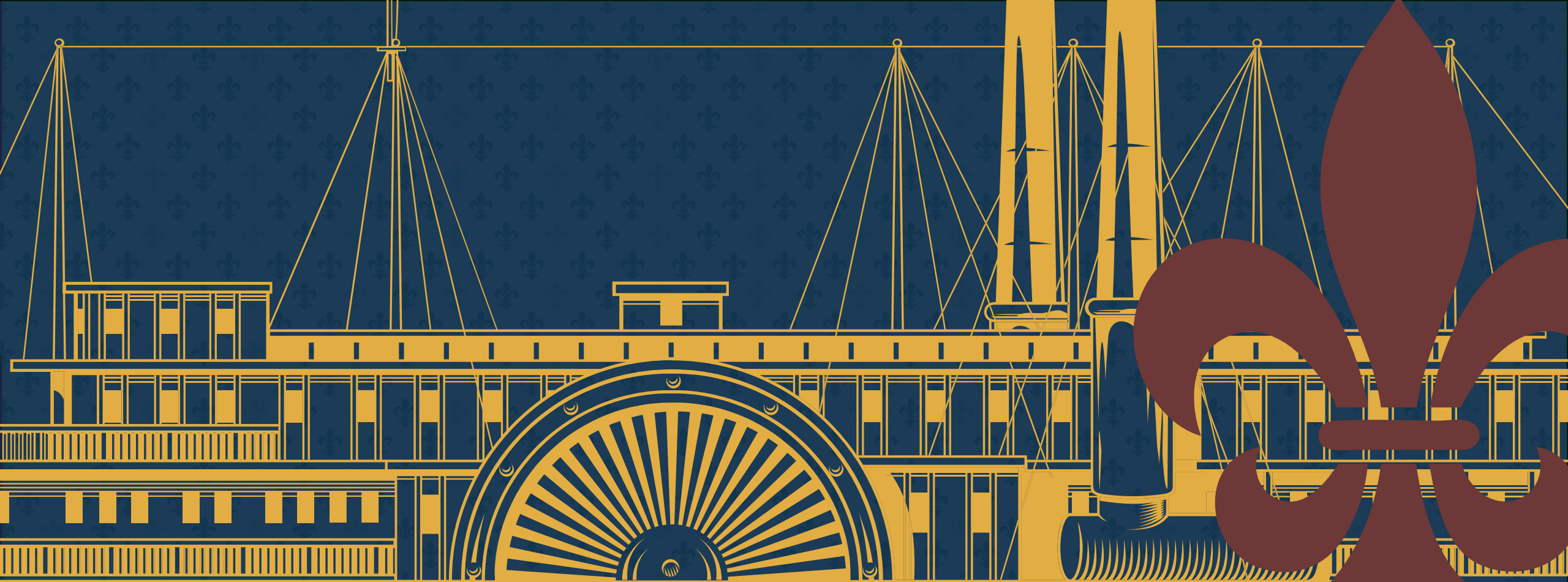
2002 - 2026

Read now at arin.net/annual_reports



2025 highlights





Communicating With Our Community



Did You Know?

The **ARIN Announce mailing list** is a great way to stay informed of updates, programs, and initiatives.

Some topics we send out to **ARIN Announce**:

- Fellowship Program
- Internet community information (ICP-2, NRO)
- Grant Program
- ARIN Elections
- Service retirements and updates
- Consultations
- IPv4 Waiting List updates
- And more!



Other ARIN Mailing Lists



Discussion Lists

Public Policy Mailing List

- Policy-related

General Members

- Open to ARIN General Members; governance-related

Technical Discussions

- Updates to ARIN's OT&E, ARIN services

Consultations

- Open for comments on any active consultation



Broadcast Lists

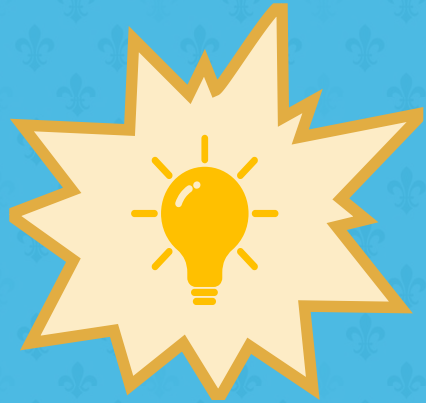
ARIN Issued

- Daily report of resources issued by ARIN and resources returned to ARIN

Suggestions

- Notifies community of new Suggestions as well as ARIN's responses





NEW for 2026 — ARIN Online Communications Tools

ARIN Online Banners and Pop-ups

Important updates in your ARIN Online accounts via dismissible banners and popups



These include information about:

- **Surveys and consultations**
- **Community events and programs (such as ARIN meetings)**
- **Maintenance outages**
- **ARIN Elections**



Have you followed us on Instagram yet?

If not, you're missing out on visual, in-depth presentations such as

- How Tos
- Community Intros
- Services & Tools
- News & Events



Social Media Roundup

Growth for our channels

March 2025-March 2026
(vs. previous 12 months)

LinkedIn Engagements

6,866 ↑5.4%

X Engagement Rate

2.9% ↑14.8%

Total Audience

24,940 ↑3.0%

Impressions

301K ↑3.4%

Post Link Clicks

4,323 ↑8.9%

Most Popular Topics

Measured by engagement rate,
March 2025-March 2026



Fellowship Program



IPv6



RPKI



Caribbean Outreach



Industry Events





ARIN BITS

WHAT'S NEW AT ARIN?

ARIN Bits is a quarterly roundup of important updates you may have missed and details about future events and initiatives.



Blog Roundup

2025 Total Posts: 61

TOP THREE POSTS OR SERIES

- Individual Requests for Internet Number Resources
- The IPv6 Divide: Digital Vulnerabilities & Economic Inequality
- Understanding Customer Delegation Actions



2026 So Far..

11 Posts to Date

DON'T MISS:

- Introducing a More Secure, Streamlined Workflow for Point of Contact Linking
- Peering Market at a Glance





Subscribe to the ARIN Blog Today

- Stay informed of the latest news
- New posts emailed to you
- 3-4 posts per month on various topics of interest



ARIN Consultation & Suggestion Process 2025



Consultations

Enforcing Hierarchical Naming
for AS-SETs

- *(23 April-23 May)*

Suggestions

- 9** Suggestions received from the community in 2025
- 2** Suggestions completed by software releases in 2025
Focused on RPKI enhancements and IRR data validation... 2 closed due to spam
- 5** Suggestions received in 2025 that are still under development consideration

ARIN Consultation & Suggestion Process 2026



Suggestions

- 5** Suggestions received from the community so far
- 4** Suggestions closed due to work done by staff or existing tools
Focused on website enhancements
- 1** Suggestion pending development

ARIN Consultation & Suggestion Process 2026



Upcoming Consultations

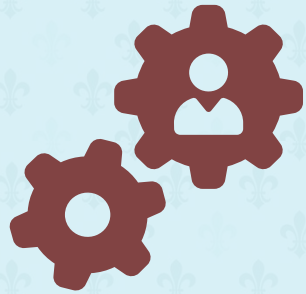
None are currently scheduled, but subscribe to the ARIN Consultation Mailing List to be in the know!

Communications Collaboration

We support multiple departments, initiatives, and programs across ARIN



We talk it through as a crew



Collaborating to define requirements for enhancements to tools and services.



Implementing communications strategies to educate and inform customers and community.



Gathering input and putting it to work — continuous improvement is our goal!



ARIN Academy is here to help you maximize your value from ARIN

Getting Started With ARIN

Learn how to
navigate ARIN Online

Using ARIN's Hosted RPKI

Follow our guided
modules to learn
how to deploy
RPKI for your
organization

IPv6 Address Planning Basics

Ready to get
started with IPv6?
This module will
help you each step
of the way.



Did you know?



ARIN has a library of online help videos on our website or on our YouTube channel.

Topics like:

Creating User Accounts, Org IDs, and Points of Contact

Linking Points of Contact

Requesting Autonomous System Numbers and Address Space

The Policy Development Process

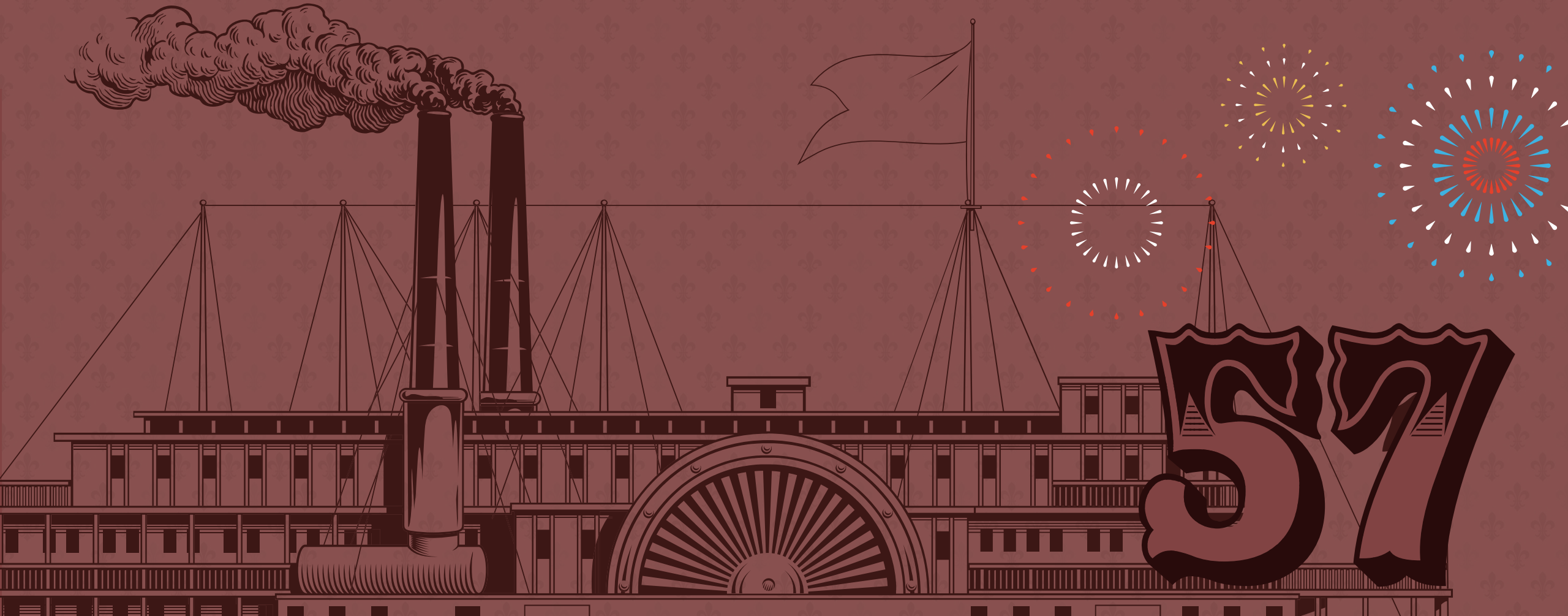
And more!



ARIN 58
POWERED BY PARTICIPATION

Save the Date • 22-23 October 2026 • Miami, Florida

Questions and Comments?



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