

Communications Report



Hollis Kara | *Director of Communications*

Meet the Team



Hollis Kara



Ashley Perks



Melissa Goodwin



Craig Fager



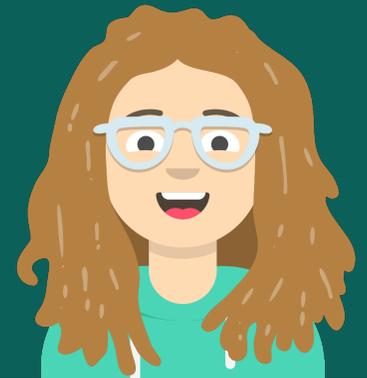
Christina Paladeau



John Davis



Desmond Jackson



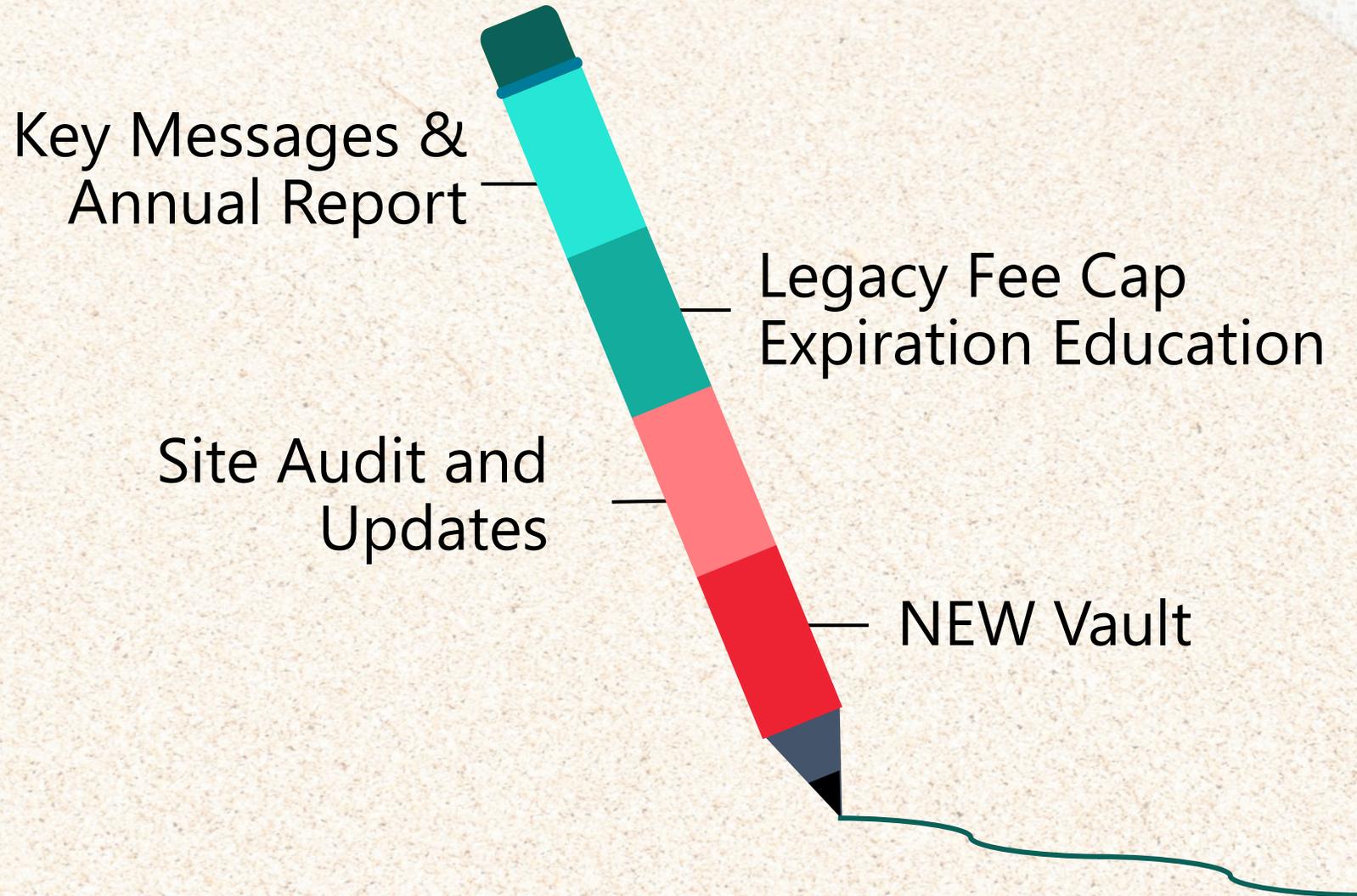
Beverly Hicks

What are we up to?



- Key Deliverables
- 2023 IPv6 Campaign
- Training Forecast
- ARIN Consultation & Suggestion Process Stats
- Social Media & Blog Roundup
- Internal Collaboration
- ARIN Events

2023 Milestones



IPv6 – Let's Grow!



New materials



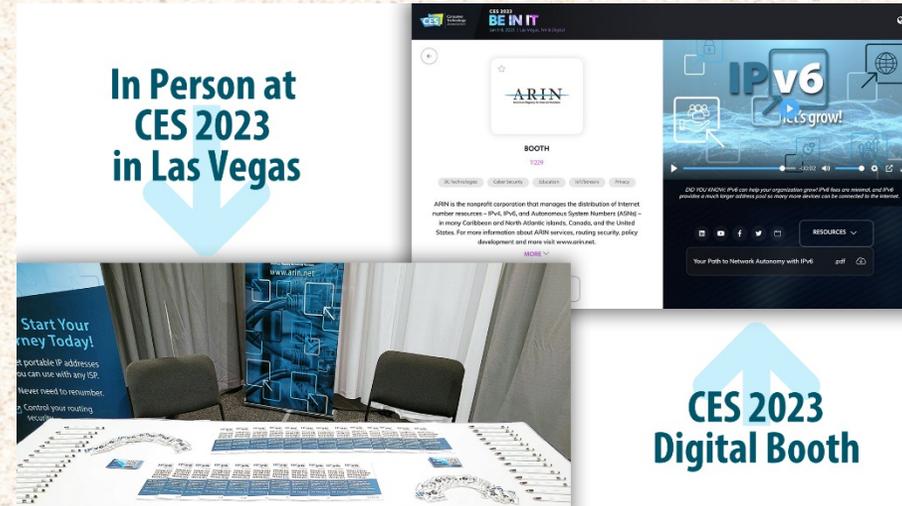
Events



Business case
blog series



Social media
campaign



Training – Key Focus



New Policy
Development
Process



Resource Public
Key Infrastructure –
Training through
change



Improving
Customer Service

- Welcome program
- Support for Registration Services Department



Consultations – six total

- Three related to governance/elections
- Require two-factor authentication (2FA) on all ARIN Online accounts
- Expanding 2FA options for ARIN Online



Suggestions

Thirty new suggestions were accepted for future prioritization

- Nineteen closed over the course of the year
 - Seven declined/out of scope
 - Seven completed
 - Two in progress
 - Three referred to the Board

**ARIN Consultation & Suggestion Process
2022**



Consultations

- 2FA enhancements
- Translation services



Suggestions

- Two new suggestions have been accepted for future prioritization
- Four closed following 3 January deployment
 - Three on implementing FIDO2-enabled security keys for 2FA
 - Increased length of Application Programming Interface (API) tokens

**ARIN Consultation & Suggestion Process
2023**

Social Media Roundup

Growth for our channels

March 2022-March 2023
(vs. previous 12 months)

Engagements

16,180 ↗ 20%

Video Views

11,471
↗ 150.2%



Total Audience

22,471 ↗ 7.3%

Total Net Audience Growth

1,472 ↗ 13.7%

Top Topics

Measured by engagement rate,
March 2022-March 2023



Anything IPv6-related



Fellowship Program



RPKI information

Blog Roundup

2022 Total Posts: 54

Top Three Posts

1. Take Action Now to Prepare for the ARIN-NONAUTH IRR Retirement
2. Why Doesn't the Internet Migrate Entirely to IPv6?
3. The Time Is Still Now for IPv6

2023 So Far...

15 Posts to Date

Don't Miss:

Business Case for IPv6 Series

Check out our Top Ten Blogs of 2022

<https://www.arin.net/blog/2023/01/06/top-10-blogs-2022/>

Teamwork Makes the Dream Work



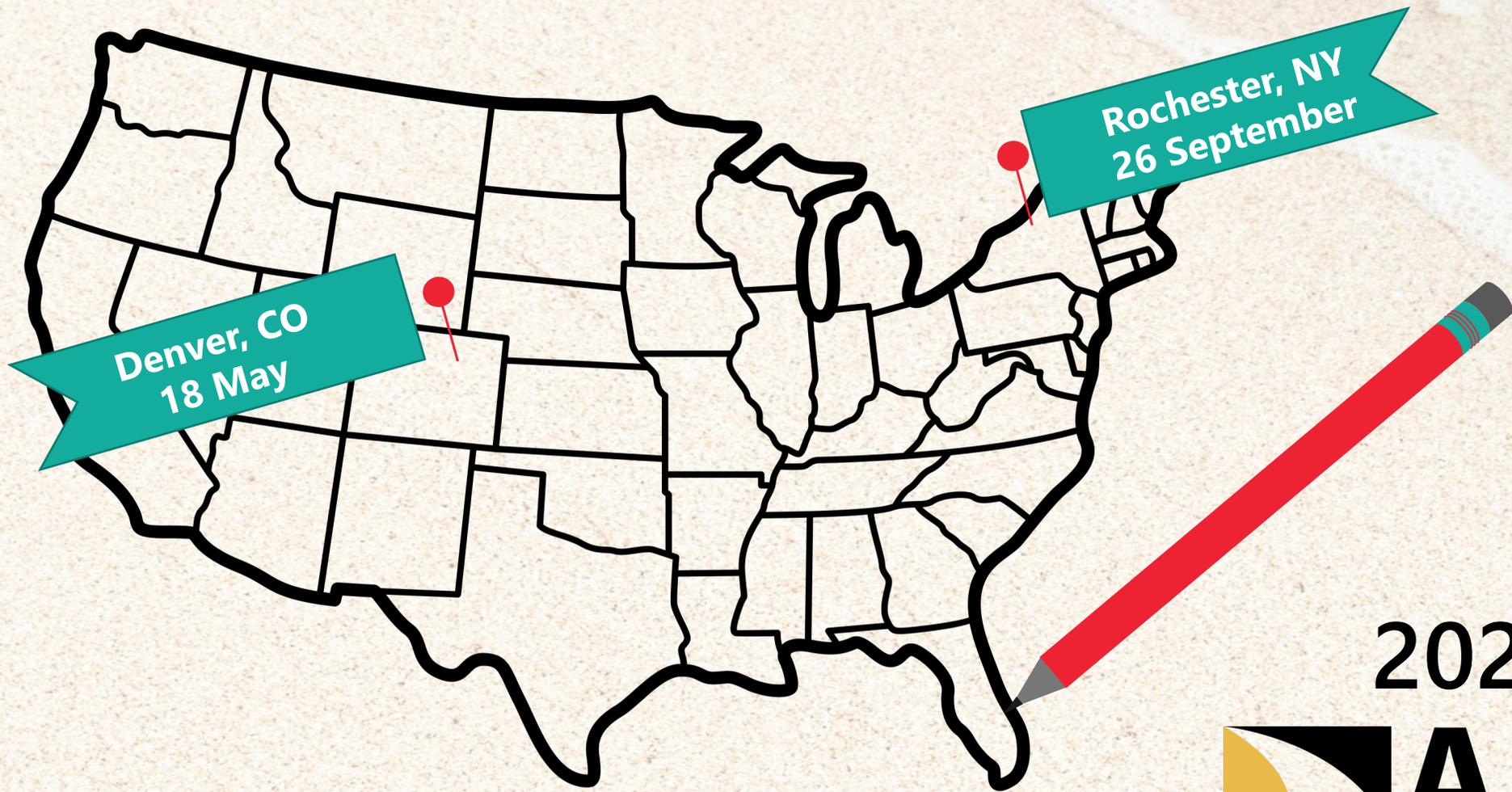
Working with the Engineering Department to develop better release training and improve documentation



Working with Customer Experience and Strategy Department to support outreach events, programs, and more



Working with the Registration Services Department to improve staff training



2023

ARIN
ON THE ROAD

SAVE THE DATE



ARIN 52

POWERED BY PARTICIPATION

19-20 October 2023 • San Diego, CA

Thank You

