

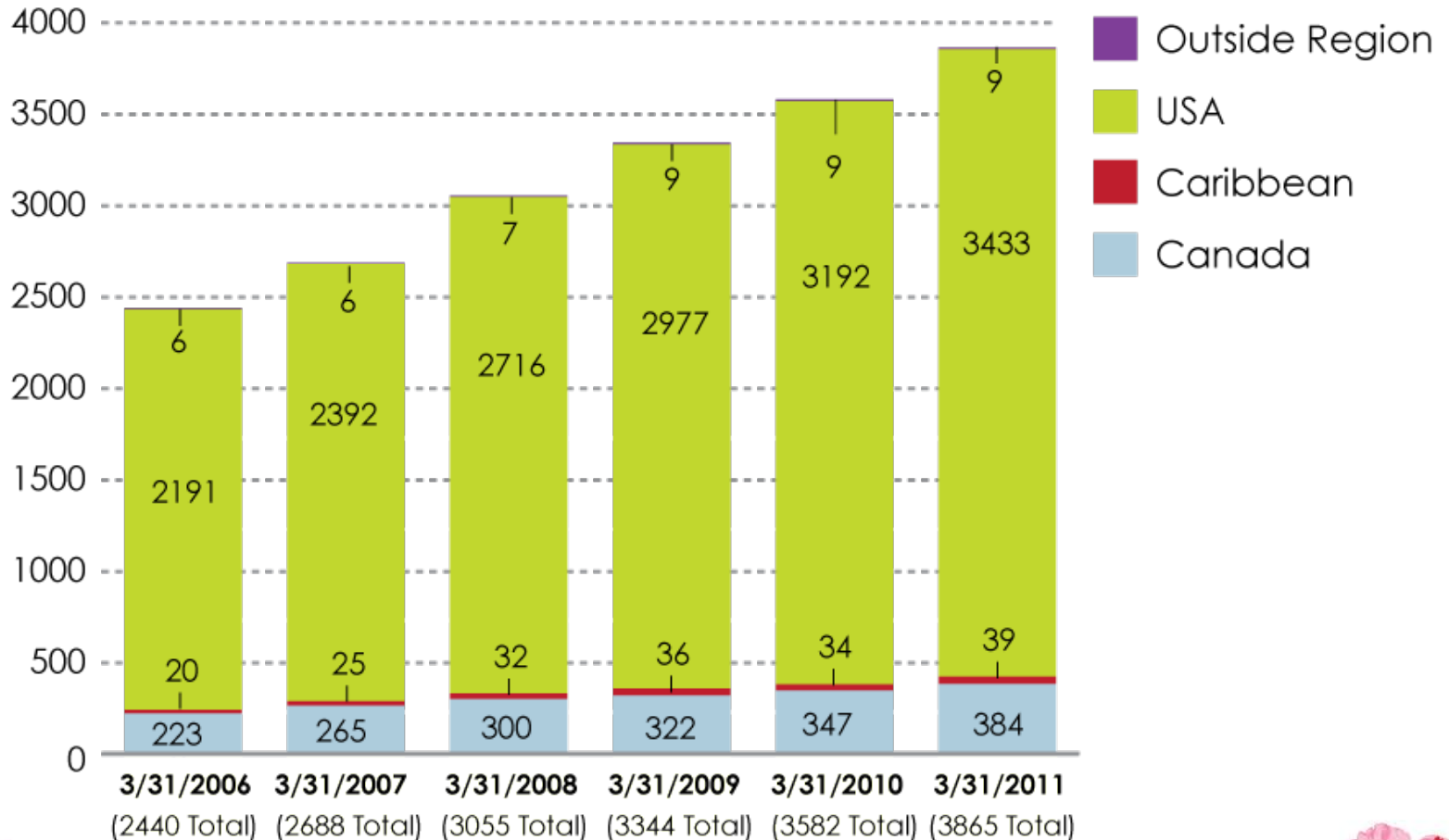


Communications and Member Services

Susan Hamlin, Director

ARIN Members

Membership Geographic Distribution



CMSD Projects & Activities

PROJECTS:

- ARIN XXVII video interviews
- Content Management System
- 2011 NRO and ASO Secretariat



ACTIVITIES:

- Public Policy and Members Meetings, Fellowship Program, ARIN on the Road
- www.arin.net - content and design to educate and inform
- Outreach Events - scheduling and booth logistics
- New education materials - info sheets, multi-media, graphic design



CMSD Projects & Activities

ACTIVITIES:

- Social media support – Team ARIN, Twitter, Facebook, LinkedIn, blogging, speakers bureau
- Public Relations – media queries, interviews
- Advisory Council support
- The Policy Development Process
- Facilitate the ARIN Consultation and Suggestion Process
- info@arin.net in queries
- Membership database, new member communications
- DMRs and Elections (Board, Advisory Council, NRO NC)



Multi-media New Releases



using both IPv4 and IPv6.
Businesses are beginning to ask for IPv6.

Deploying IPv6

https://www.arin.net/knowledge/deploying_ipv6/index.html

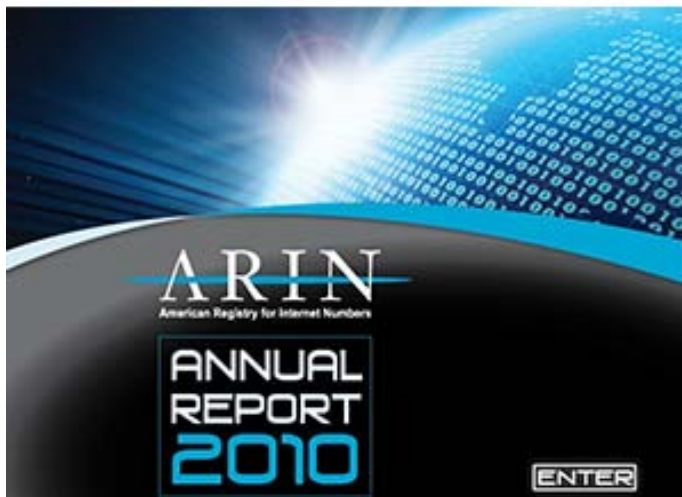


Using ARIN Online for Delegation Management and DNSSEC

<https://www.arin.net/knowledge/dnssec/>



Multi-media New Releases



2010 Annual Report

https://www.arin.net/about_us/corp_docs/annual_rprt.html

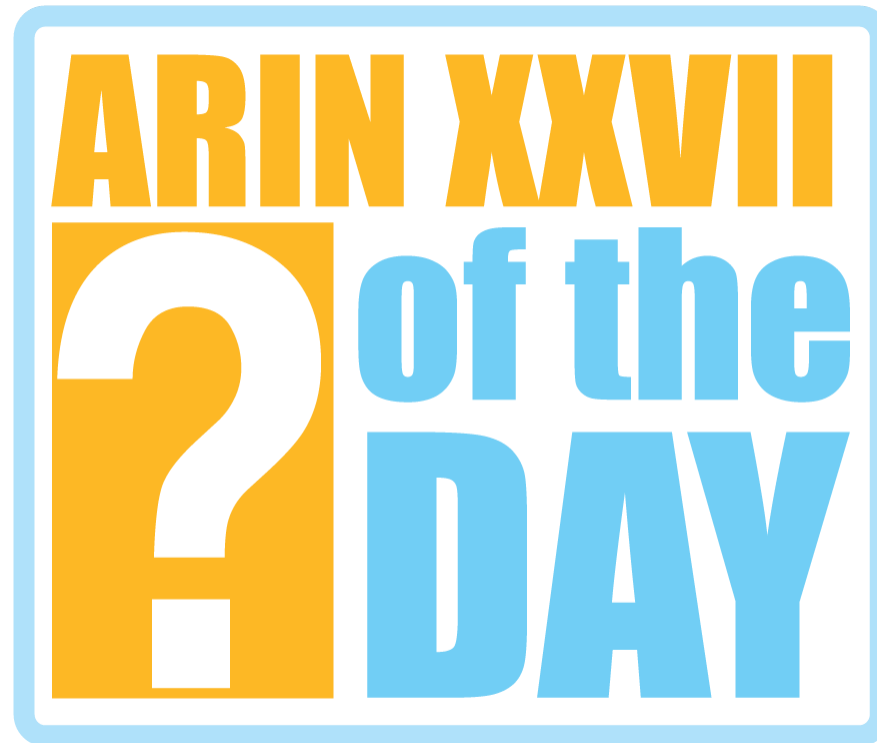


ARIN XXVII Draft Policies

<http://teamarin.net/2011/04/04/podcast-arin-xxvii/>



Video Project



ARIN Consultation and Suggestion Process

- Open for business September 2006
- As of 31 March 2011
 - **14 community consultations**
 - all closed
 - https://www.arin.net/participate/acsp/acsp_consultations.html
 - **127 suggestions**
 - 16 remain open
 - https://www.arin.net/participate/acsp/acsp_suggestions.html



- ARIN:
 - Staff participates in technical meetings each year, including ICANN, IETF, NANOG, APRICOT, INET
 - Gives presentations, onsite, to ISP trade associations
 - Gives press interviews on IP related issues
 - Attends RIPE and APNIC meetings
 - Hosts working groups and mailing lists
 - Is an ASO member and participant

Outreach & Public Relations

Why we do this:

- Raise awareness of ARIN and key messages
- Provide education
- Contact varied stakeholders beyond traditional ARIN community



Messages

- ARIN and the RIRs
- PDP and participation
- IPv4 depletion and IPv6 adoption
- Other targeted messages as needed
 - Legacy RSA
 - 4-byte AS Numbers



Audiences

- Providers
 - ISPs
 - Content providers
 - Application service providers
- Equipment and software vendors
- Enterprise companies
- Education and research organizations
- Governments (State and Federal)
- Media / Press / Social media



Methods & Materials

- Presentations – slide decks
- Exhibits (direct and reverse)- fact and information sheets, giveaways, CDs
- Media interviews
- Advertisements / Contributed articles
- Event attendance and participation
 - **Microphone time**
 - **Hallway outreach**



Exhibit and Speaking Events

Recent Events

- Game Developers Conference
- Texas IPv6 Task Force Summit
- Interop
- IT Roadmap
- gogoNET Live!
- LISA
- ICT Roadshow Events
- SC'10
- Real Web Con
- CES
- Satellite 2011
- Enterprise Connect

Upcoming Events

- Internet2
- Ottawa IPv6 Summit
- Rocky Mountain IPv6
- IT Roadmap
- Interop
- CANTO
- FOSE
- Open Source Convention
- HostingCon



Public Relations

- Working with LEWIS Public Relations since July 2009
- PR strategy and planning
- Social media strategy and tactics
- Securing:
 - Media interviews
 - Speaking engagements



Upcoming Media Outreach

- ARIN Runs Out of IPv4
- Specified Transfers (NRPM 8.3)
- IPv6 adoption awareness
- Open Internet governance process participation



Social Media at ARIN

- Promoting presence at exhibit and speaking events, advertising upcoming ARIN events, sharing industry and ARIN news, etc.
- Interact with ARIN members, Internet technical community, and others interested in ARIN activities



ARIN Is Social



Facebook - **Apr 2011: 1,214 fans**
www.facebook.com/TeamARIN



Twitter - **Apr 2011: 1,704 followers**
www.twitter.com/TeamARIN



LinkedIn -
Group ID 834217



YouTube -
www.youtube.com/TeamARIN



The TeamARIN Microsite

The screenshot shows the TeamARIN microsite homepage. At the top left is the TeamARIN logo with the tagline "POWERED BY PARTICIPATION". A navigation menu includes "About", "Calendar", "Blog", "Education", and "Spread the Word". Below the navigation is a search bar and social media icons for Facebook, Twitter, LinkedIn, and YouTube. The main banner features the text "IPV6 IS HERE" and "Organizations must adopt IPv6 to support continued growth of the Internet." Below the banner are four columns of content: "Latest News" with a podcast link, "Featured Articles" with two news items, "From the Twitterverse" with a tweet link, "UPCOMING EVENTS" with a list of dates, "EVENT CALENDAR" with a calendar for April 2011, "EDUCATION" with a link to learn more, "IPV6 ADOPTION" with a link to find out what to do, "SPREAD THE WORD" with a link to help spread information, and "RSS FEED" with a link to the discussion guide and podcast.

TEAMARIN
POWERED BY PARTICIPATION

About Calendar Blog Education Spread the Word

Follow Us: [f](#) [t](#) [in](#) [s](#)

IPV6 IS HERE

Organizations must adopt IPv6 to support continued growth of the Internet.

Latest News

Podcast: ARIN XXVII Draft Policies
This is a podcast, produced by ARIN staff, focusing on draft policies up for discussion at the ARIN XXVII Public Policy and Members Meeting in San Juan, Puerto Rico. The meeting will take place...
April 4, 2011 [More](#)

Mind your Fours and Sixes: Common Questions about IPv4 and IPv6
Since we started the Team ARIN microsite, there have been a few common misconceptions that we have seen repeatedly in news coverage about IPv4 and IPv6. The good news is that there is a...
March 29, 2011 [More](#)

Featured Articles

Wading through the coverage – where to look for IPv4 and IPv6 information
As we are sure you have seen, there has been a bombardment of coverage surrounding the depletion of the IANA IPv4 free pool, following the joint ICANN/NRO press conference on February 3. In all that...
February 18, 2011 [More](#)

The IANA IPv4 Free Pool has Depleted
The global free pool of IPv4 depleted on this day, 3 February 2011. This historic event was reported by the Internet Assigned Numbers Authority, which allocated two IPv4 address blocks to APNIC and then...
February 3, 2011 [More](#)

UPCOMING EVENTS

April 10: ARIN XXVII
April 18: Spring 2011 Internet2 Member Meeting
April 25: Rocky Mountain 2011 IPv6 Summit
[More](#)

EVENT CALENDAR

April 2011

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

EDUCATION

Learn more about ARIN and Internet number resources including IPv4 and IPv6.
[More](#)

IPV6 ADOPTION

Organizations must adopt IPv6. Find out what you need to do.
[More](#)

SPREAD THE WORD

Help spread information about IPv6 and what your organization and industry must do to prepare!
[More](#)

RSS FEED

Text Frozen – Discussion Guide and Podcast [RSS](#)
ARIN Responds to NTIA Request for Comments on IANA Functions [RSS](#)

From the Twitterverse [Twitter](#)

TeamARIN: Gearing up for IPv6 - <http://bit.ly/thr96BE>

<http://TeamARIN.net>
Event Calendar
Education
Blogs
Social Media Interaction



Upcoming ARIN Meetings



Network Sponsor



Network Sponsor



Get your camera ready!

- Snap a photo of:
 - What you hope will be IPv6 enabled the next 5 years
 - The most unusual place to see IPv6
- Contest begins **May 2, 2011**
- More information coming soon to www.TeamARIN.net



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ARIN XXVII • San Juan, Puerto Rico

