



Asia Pacific Regional Internet Governance Forum 2021

Highlights of the SIA Report

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Changes in the SIA Report Format

1. An separate evaluation is under development to assess the overall impact & goals on Internet Governance in Asia Pacific. Certain metrics e.g. the number of workshop proposals from the Asia Pacific region at the global IGF, and the number of proposals selected in regional and global IG events will no longer be measured under this SIA report.
2. Since the event has become mostly virtual, the MSG has started to focus on social media promotion and engagement. The Stakeholder Engagement Committee was formed. The assessment of social media engagement is separated from Output 1 (the event) to become an individual output.

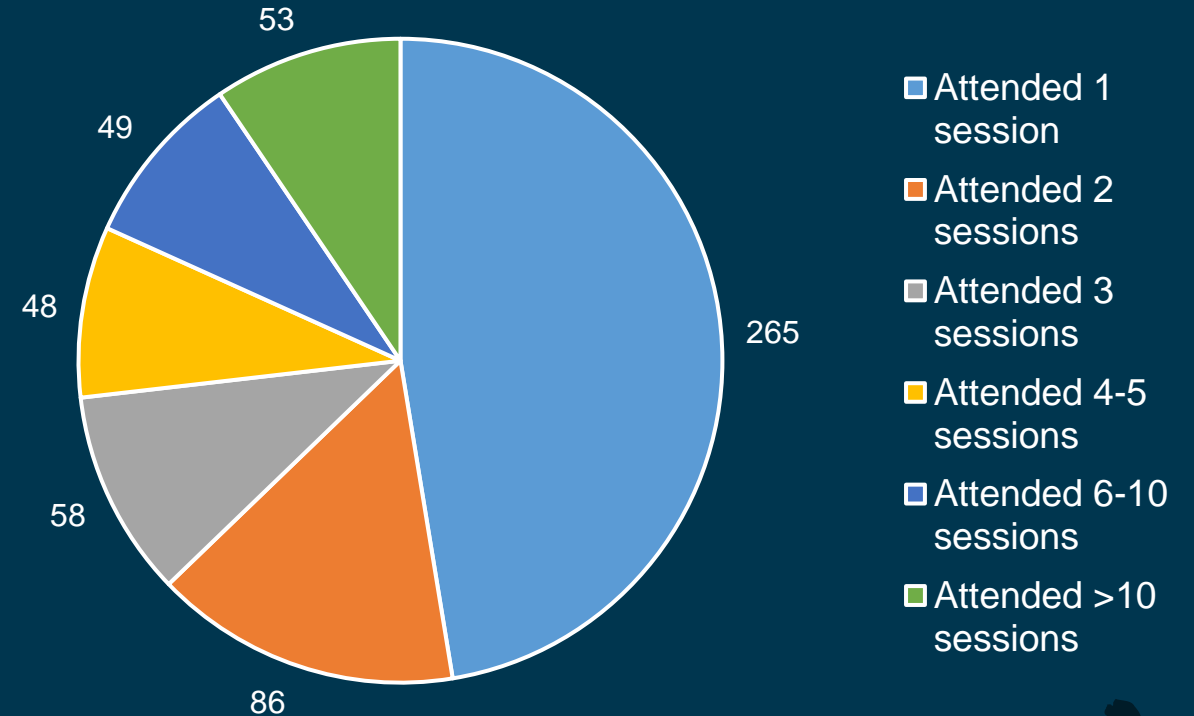


Highlights of the SIA Report on APrIGF 2021

1. Significant increase in number of online participants (+47%), most of which only attended 1 session.

• Numbers of online participants:

559 (+47%)



Highlights of the SIA Report on APrIGF 2021

2. Numbers of proposal submissions and Fellowship applications have decreased. Outreach needs to be improved, and detailed planning is necessary.

However, diversity and quality of sessions have improved based on the overall feedback from the MSG.

Level of engagement of Fellows has exceptionally increased based on their activeness and tight bonding among Fellows and Mentors. Many of them have continued to participate in national, regional or global IG programs.

- Numbers of proposal submission:

46 (-29%)

- Number of fellowship applications:

80 (-42%)



Highlights of the SIA Report on APrIGF 2021

3. A full review on the MSG membership system has been conducted for a few months earlier this year. 2 levels of memberships were introduced, i.e. Active Member and Observer. The terms and criteria are strengthened. Members are generally more active and willing to volunteer for MSG work, 2 new committees have been formed, resulting in successful improvements in this year's event. Such development proved that the MSG has successfully improved its structure.

Fellows have automatically become MSG Observers, and they can opt to be Active Members if they can fulfil the requirements. This helped to bring in new blood to the group.

- Total number of members:

104 (+33%)

- Numbers of Active Members:

47 (-8%)



Highlights of the SIA Report on APrIGF 2021

4. Frequency of meetings has almost doubled, showing the dedication of committee members this year. New committees are formed and committee members are in general more active in contributing their work.

• Number of meetings:

102 (+89%)



Highlights of the SIA Report on APriIGF 2021

5. Much focus and effort were put in creating more social media content. Fellows are required and have done great job to spread the words. It will take more effort by the MSG to help to promote. Can explore different marketing approaches next year.

- Number of followers:

2456 (+27%)

- Number of social media posts:

250 (+129%)

- Social media engagement:

12551 (+105%)



Prospect of APrIGF 2022

- Despite that most participants have expressed their preference for a physical event, APrIGF 2022 is likely to be virtual.

No proposals have been received at the moment, possibly due to the uncertainty with Covid situation and travel restrictions.

- More focus on outreach to missing stakeholder groups, e.g. government and private sectors, and underrepresented communities, e.g. persons with disabilities, non-binary communities, etc.



Highlights of yIGF SIA Report 2021 (1/2)



Innovation in program design

- ▶ **Mixed-language** sessions at yIGF
- ▶ **Interactive** games & session

More collaboration with community

- ▶ **Collaborations** with community members: .JP, .TW, .VN, .NZ, etc. for promotions
- ▶ Bridging the yIGF participants with APriGF MSG members

Higher engagement

- ▶ Higher **attendance rate**
- ▶ Higher **participation** at APriGF after yIGF
- ▶ **Effectiveness** in engaging Facebook live audience has increased for 299%.

Social Media & publications

- ▶ **Quality reflections on social media** by yIGFers

+145%

of applications

+1.78%

Avg. attendance rate

+19.0%

of FB live engagement

+25%

of comments of Syn.
Doc. made by yIGFers

+2200%

of reflection posts
created by NMAs/ yIGFers

+108%

of participants

+16.67%

of alumni as volunteers

+61.5%

of invited guests

Highlights of yIGF SIA Report 2021 (2/2)



Reduced in-person networking opportunities

- ▶ Decreased **motivation** for continuous participation
- ▶ **More challenging** in promotion

-68.9%

of posts reposted/
shared

Shift in focus on engagement

- ▶ More focus on **program innovation** & community members engagement
- ▶ Reduced **social media campaign**

-26.84%

Total # of attendees

-16.1%

of likes of content
related to yIGF

Emphasis on quality over quantity

- ▶ **Engagement** of participants
- ▶ **Quality** of online publications, program content
- ▶ **Effectiveness** on enhancing participants' knowledge & sense of belonging to the community

-31.6%

of economies/
countries

-70%

of people reached on
FB live