

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
- ARIN Consultation & Suggestion Process Update
- Social Media & Blog Roundup
- Internal Collaboration
- ARIN Events

2024 Milestones



Key Messages
& Annual
Report

Email Template
Retirement

Site Audit
and Updates

LMS Launch





Consultation held 1 November
– 4 December 2023

Retirement Announced 11
January 2024

Direct customer outreach
campaign in progress

Hosted Reg-RWS Basics
Webinar 22 February

Reminders (Community and
Direct email) March and
May

**Email Template
Retirement is coming!**

ARIN Consultation & Suggestion Process 2023



Consultations

- Email Template retirement
- Internet Routing Registry (IRR) improvement
- Autonomous System Number (ASN) fee harmonization
- Expanding two-factor authentication options for ARIN Online

Suggestions

Seven suggestions were accepted for future prioritization

- 24 closed over the course of the year
 - Nine declined/out of scope
 - 11 completed
 - Two duplicate
 - Two referred to the Board

ARIN Consultation & Suggestion Process 2024



Consultations

Resource Public Key Infrastructure (RPKI)/BGP Intelligence

NOW OPEN – Consultation on Approaches for Adjusting the ARIN Registration Services Plan Fee Schedule

Suggestions

- Multi-factor authentication for API keys
- RPKI Service improvements (three)
- IRR Service improvements

Four previously completed suggestions were closed during backlog audit

Social Media Roundup



Growth for Our Channels

March 2023-March 2024
(vs. previous 12 months)

LinkedIn Impressions

107,713 ↑18.6%

LinkedIn Engagements

5,205 ↑21.5%

Total Audience

23,690 ↑4.6%

Engagement Rate (per Impression)

3% ↑5.2%

Video Views

15,021 ↑24.1%

Top Topics

Measured by engagement rate,
March 2023-March 2024



ARIN & Industry Meetings



Fellowship Program



IPv6



RPKI



Blog Roundup

2023 Total Posts: 55

TOP THREE POSTS

1. Micfo's Amir Golestan Sentenced to 5 Years in Federal Prison for Defrauding ARIN
2. ARIN and IPv4 Address Leasing
3. Let's Grow with IPv6

2024 So Far...

12 Posts to Date

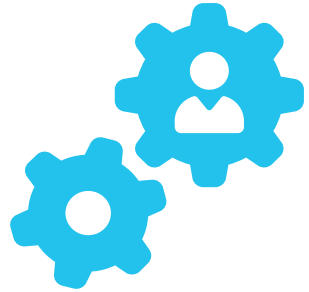
DON'T MISS:

ARIN RPKI Updates and Upcoming Enhancements

Check out our Top Ten Blogs of 2023

www.arin.net/blog/2024/01/08/top-10-blogs-2023/

Everything is better when we stick together!



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!

WARIN

ON THE ROAD



SAVE THE DATE

24-25 October 2024 • Toronto, Canada



ARIN 54 

POWERED BY PARTICIPATION

Thank You

Questions or Comments?

