

KSK Rollover Communications Plan

Updated 22 September 2016

Contents

- KSK Rollover Overview
- Communications Objectives
- Approach & Tactics
- Webpage
- Key Messaging
- Key Dates
- Social Media Strategy
- Crisis Communications
- Global Stakeholder Engagement
- Working with ISPCP
- Measuring Progress

KSK Rollover: An Overview

The Key Signing Key (KSK) rollover is the process of replacing the current Root Zone KSK.

- ⦿ The root zone KSK is a cryptographic public-private key pair that plays an important role in Domain Name System Security Extensions (DNSSEC).
 - The root zone KSK serves as the trusted starting point for DNSSEC validation.
 - Software performing DNSSEC validation trusts the root zone KSK. The KSK builds a “chain of trust” of successive keys and signatures to validate the authenticity of any signed data in DNS.
- ⦿ ICANN is executing an extensive outreach campaign with our technical partners to ensure that those who currently use the KSK know about the pending change.

Communications Objectives

1

Ensure that those who currently use the KSK to validate DNS data know about the change to the trust anchor. They need to know why it is happening and the timing of the rollover.

2

Educate target technical audiences on the validation side of DNSSEC (often confused with signing, or the consumer side of DNSSEC) in servers. These audiences need to know how to prepare for the pending change.

3

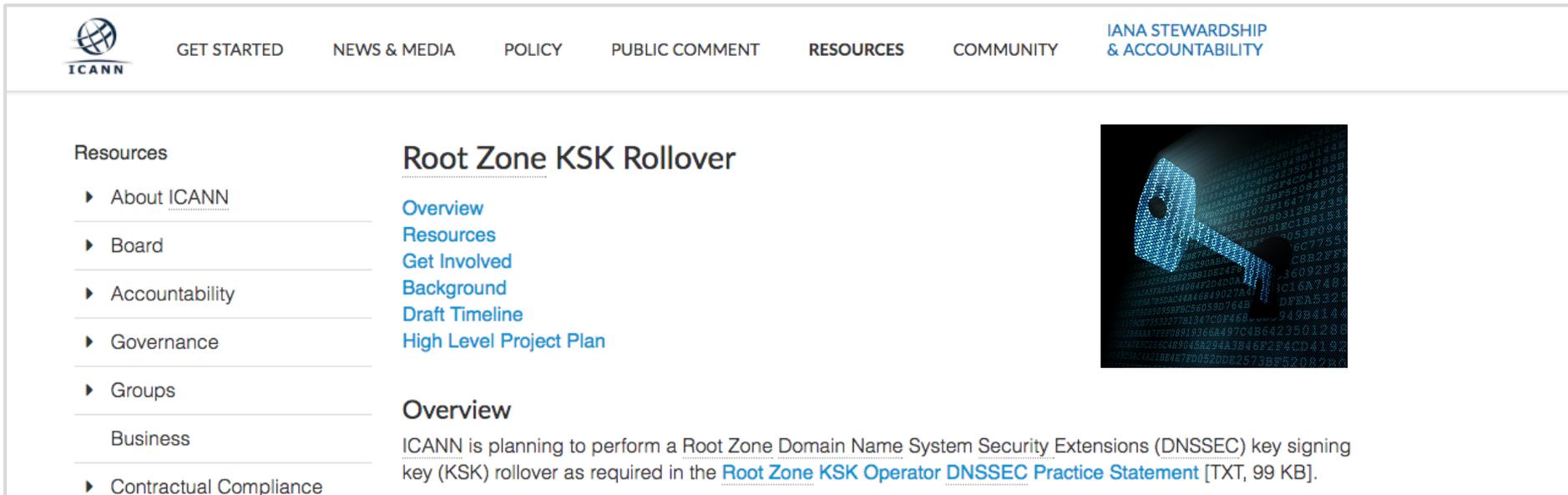
Ensure through earned media that Internet users inside and outside the ICANN community are aware of the change and know where to go should they experience problems.

As the KSK rollover plan unfolds, there will be additional communications objectives that will be added to this plan.

Communications Approach & Tactics

- ⦿ Traditional communications tools
 - Announcements/blogs/newsletter articles
 - Educational materials (FAQs/KSK at a glance)
 - News media placements
 - Speaking engagements/industry events
 - Graphics/Infographics
 - Webinars
 - Webpage on ICANN.org
- ⦿ Social media
 - Twitter, LinkedIn, Facebook, Weibo, Google+
 - #KeyRoll
- ⦿ Utilize ICANN staff & community stakeholder groups
 - GSE Team, SO/ACs, technical and non-technical partners
 - Technical/network operator discussion groups

KSK Rollover Webpage



Resources

- ▶ [About ICANN](#)
- ▶ [Board](#)
- ▶ [Accountability](#)
- ▶ [Governance](#)
- ▶ [Groups](#)
- Business
- ▶ [Contractual Compliance](#)

Root Zone KSK Rollover

[Overview](#)
[Resources](#)
[Get Involved](#)
[Background](#)
[Draft Timeline](#)
[High Level Project Plan](#)

Overview

ICANN is planning to perform a [Root Zone Domain Name System Security Extensions \(DNSSEC\)](#) key signing key (KSK) rollover as required in the [Root Zone KSK Operator DNSSEC Practice Statement \[TXT, 99 KB\]](#).



⦿ Web page resource hosts:

- Blog posts in multiple languages
- Educational resources
- Calls to action and opportunities to get involved

Key Messaging

1

As with passwords, the cryptographic keys used to sign the root zone need to be changed to help maintain integrity and ensure the continued security of the Domain Name System (DNS).

2

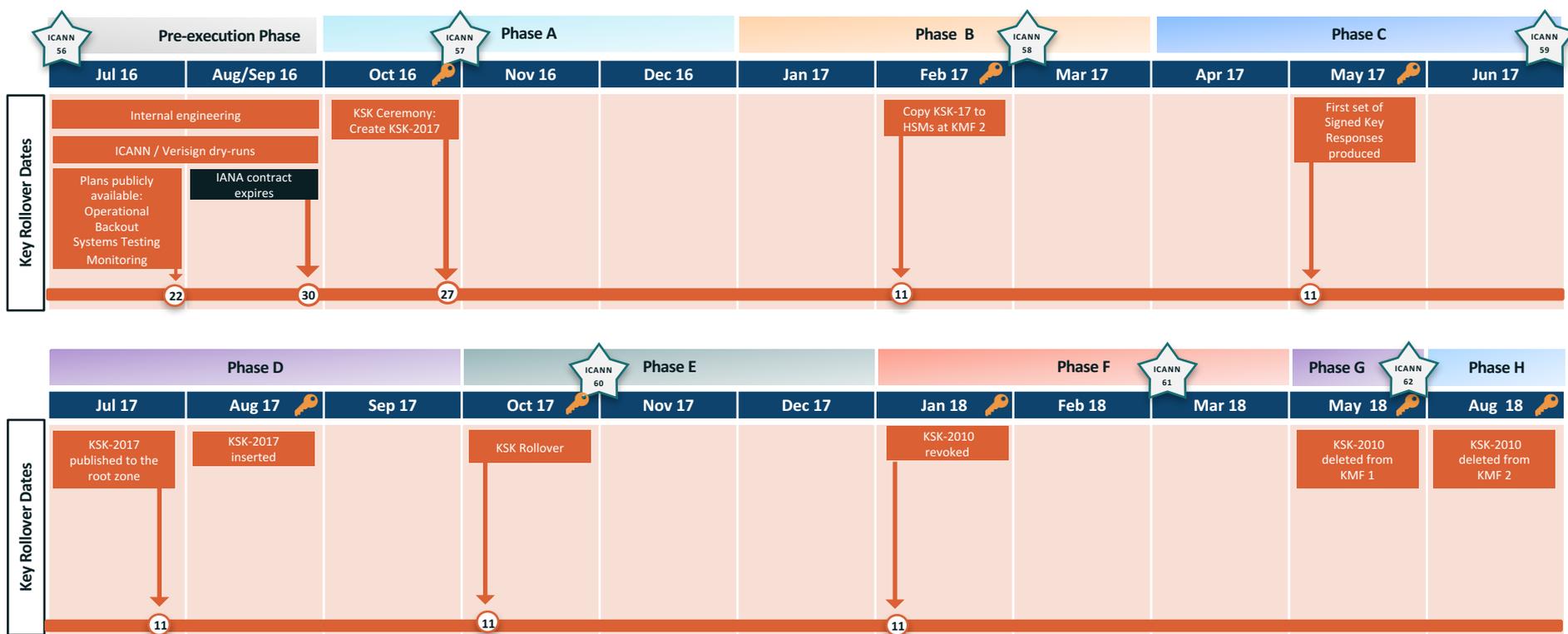
This type of change has never before occurred at the root level, so the rollover must be widely and carefully coordinated to ensure that it does not interfere with normal operations.

3

Internet service providers, enterprise network operators and others who operate DNSSEC validation must update their systems with the public part of the new key signing key (KSK).

Key Dates

- Identify opportunities for outreach and community engagement around key events in the KSK rollover timeline.
- Consider media briefings, roundtable discussions, involvement in ISP and other regional community events.



Social Media Strategy

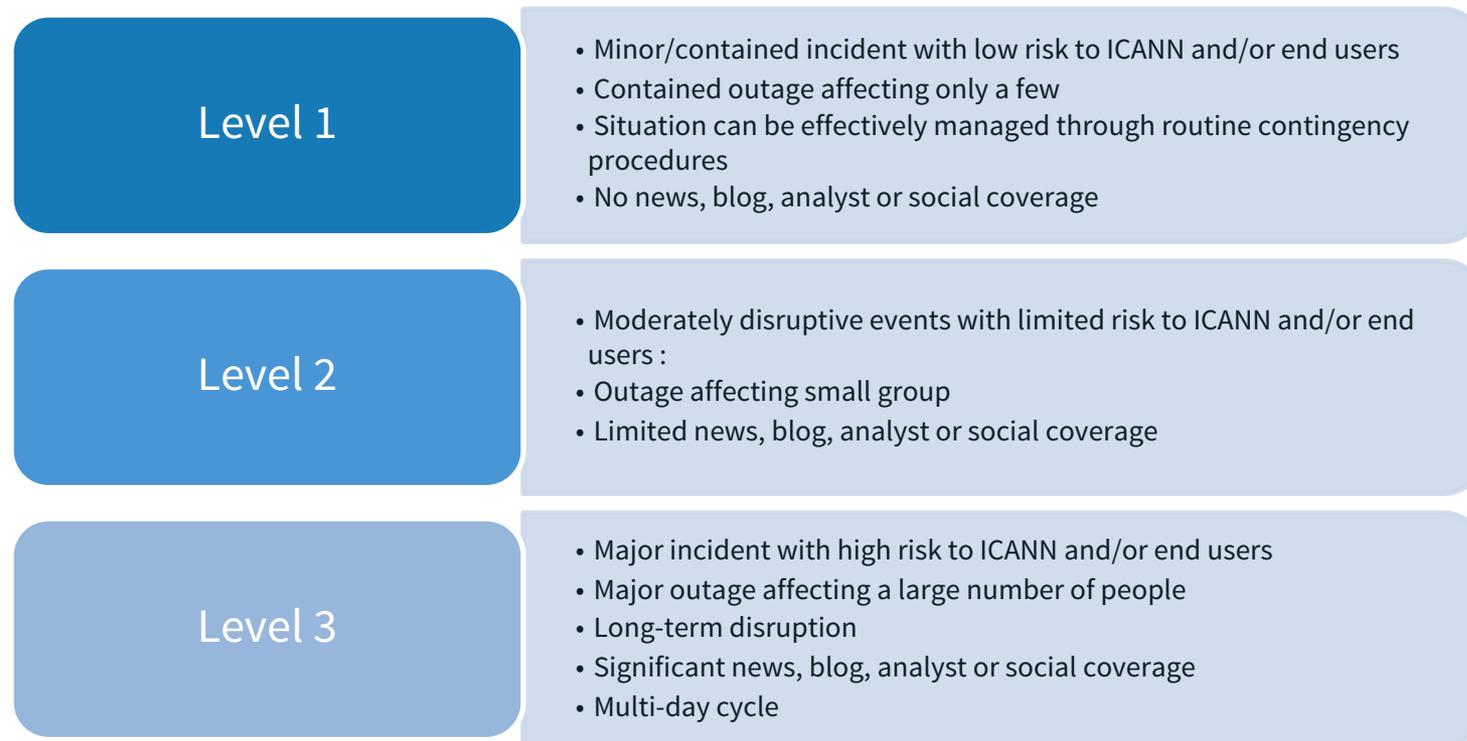
- ⦿ Drive audiences to the KSK rollover webpage on ICANN.org.
- ⦿ Use ICANN accounts to capitalize on existing relationships of trust and influence.
- ⦿ Aggregate content with the hashtag #KeyRoll.
- ⦿ Engage with technical partners to tap additional influencers and expand reach.
- ⦿ Target engagement using paid campaigns to promote priority tweets (eg. KSK rollover plans published).
- ⦿ Track Facebook and Twitter engagement to collect metrics for future retargeting.
- ⦿ Participate in relevant LinkedIn groups to reach industry professionals.

Crisis Communications

- ⦿ A KSK rollover crisis communications plan is in development to ensure preparedness for any unexpected KSK rollover-related issue.
- ⦿ Given the rapid nature of crisis events, it is imperative to have as many documents as possible prepped, pre-approved and at-the-ready in advance of an event.
- ⦿ The Keyroll Crisis Communications plan will:
 - Set out roles, responsibilities and protocols.
 - When possible, have pre-approved messaging in anticipation of possible occurrences (e.g announcement, emails and tweets).
 - Establish a dedicated Twitter handle for technical community (@kskroll).
 - Include SMS as an emergency communication method.

Crisis Assessment

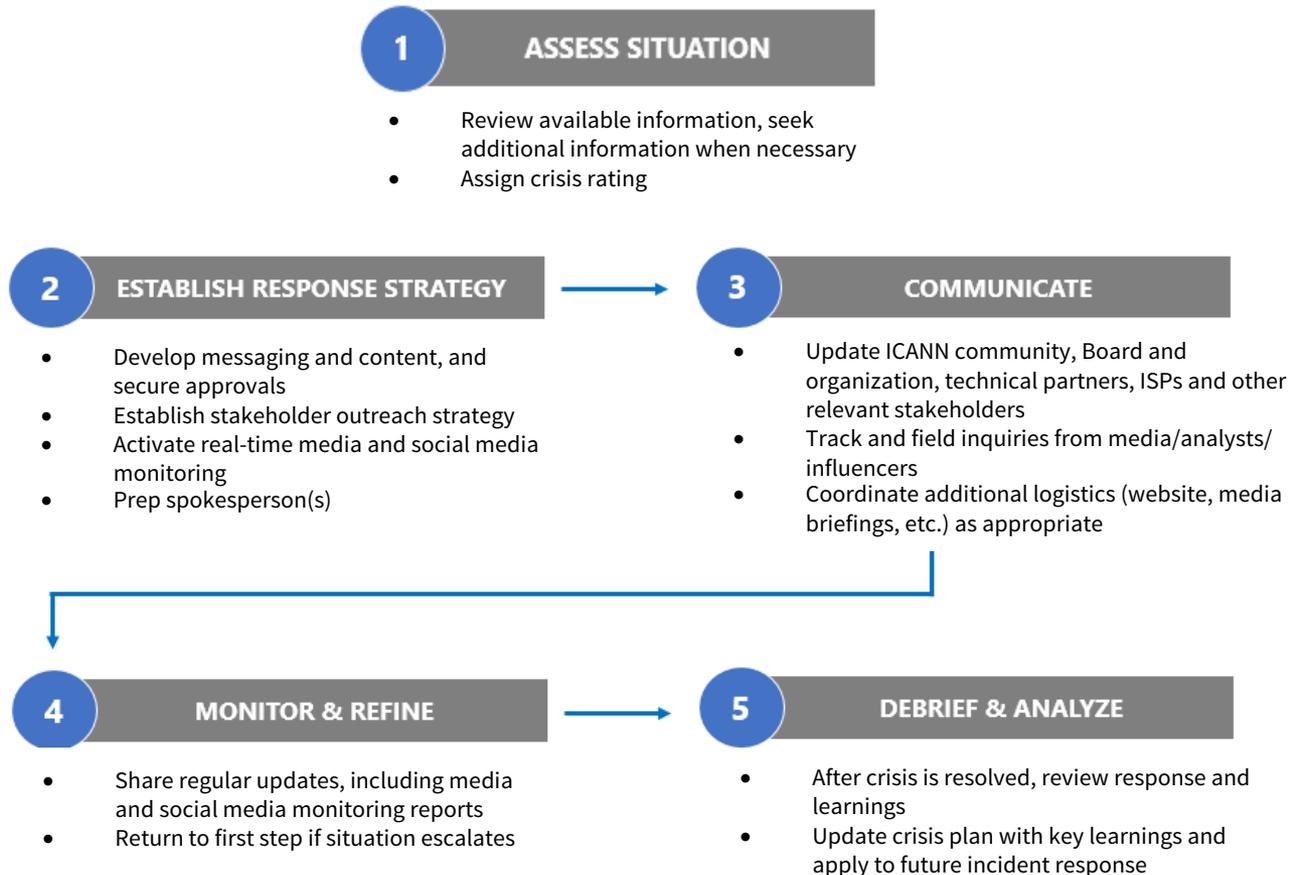
ICANN will thoroughly evaluate the KSK crisis situation before implementing a response strategy.



* The rating system should be used as a guide and not be considered prescriptive; each incident is to be considered based on its unique merits.

Crises Response Flow

Upon flagging a KSK rollover-related incident, the crisis communication coordinator will work with the communications team to activate the response strategy.



Global Stakeholder Engagement

- ⦿ Educate ICANN's GSE team and seek assistance in communicating the KSK rollover messages to the ICANN community:
 - Brief regional teams on latest developments and trends.
 - Utilize regional support at key engagement events.
 - Conduct regional media outreach.
 - Translate key materials (5 UN languages + PT).
 - Provide consistent resources, messaging and presentation materials.
 - Host brown bag lunch series (OCTO).

Example of Key Engagement Events

Dates	Event Name	Location
2016 Jul 6-8	JPNOG	Okinawa, Japan
2016 Jul 17-22	IETF 96	Berlin, Germany
2016 Aug 1-8	SANOG 28	Mumbai, India
2016 Aug 8-10	SAFNOG 3	Windhoek, Namibia
2016 Aug 22-25	LACTLD Tech Workshop	Santo Domingo
2016 Sept 1-2	ausNOG	Sydney, Australia
2016 Sept 29-Oct 6	APNIC 42/bdNOG	Dhaka, Bangladesh
2016 Sept 26-30	LACNOG	San Jose, Costa Rica
2016 Sept 26	PLNOG	Krakow, Poland
2016 Oct 3-4	ENOG 12	Yerevan, Armenia
2016 Oct 5-6	NetNod	Stockholm, Sweden
2016 Oct 15-16	DNS-OARC	Dallas, TX co-located NANOG
2016 Oct 17-19	NANOG 68	Dallas, TX
2016 Oct 20-21	ARIN 38	Dallas, TX
2016 Oct 24-28	RIPE 73	Madrid, Spain
2016 Oct 29-Nov 4	ICANN 57	Hyderabad, India
2016 Nov 13-18	IETF 97	Seoul, Korea
2016 Nov 23-24	DENOG	Darmstadt, Germany
2016 Nov 25-30	AFRNIC 25	Mauritius
2016 Nov 28-Dec 2	PACNOG 19	Nadi, Fiji

Working with the ISPCP Community

- ⦿ The Internet Service Providers and Connectivity Providers (ISPCP) will play an important partnership role in reaching ISPs.
 - Directly reach member ISPs through targeted outreach.
 - Include KSK rollover at ISPCP open sessions at ICANN meetings.
 - Add a KSK rollover section to the ISPCP webpage.
 - Highlight updates and calls to action in ISPCP bulletins.
 - Include KSK rollover to CEO's Roundtable and other ISPCP event agendas.

ICANN | ISPCP

Internet Service Providers & Connectivity Providers

Measuring Progress

- ⦿ Record all outreach efforts in the outreach database.
- ⦿ Social media campaign measurement:
 - Click-throughs to KSK rollover webpage.
 - Reach of #KeyRoll around key posts.
- ⦿ Monitor sign-ups to the KSK rollover mailing list.
- ⦿ Record attendance at events, eg. ICANN meeting sessions, webinars.