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YESIM NAZLAR:

Let's please start the recording first. Good morning, good afternoon, and good evening to everyone. Welcome to the at-large social media working group call taking place on Monday 10th September 2018 at 12:00 UTC. On our call today on the English channel we have John Laprise, Daniel Nanghaka, Pastor Peters Omoragbon, Sarah Kiden, Olivier Crepin-Leblond, Bram Fudzulani, Amer Al-Subai, Shreedeeep Rayamajhi, Yrjo Lansipuro, Glenn McKnight, Amrita Choudhury, [inaudible], sorry, [inaudible], Dev Anand Teelucksingh, Alfredo Calderon, Ejikeme Egbougu, Michel Tchonang Linze, and Lilian De Luque. Currently we don't have anyone listed on our Spanish channel and we have received apologies from Lianna Galstyan, Dr. Govind, Susannah Gray, Eranga Samarathna, Satish Babu, Maureen Hilyard, and Narine Khachatryan. From staff we have Edin Erdogdu and myself Yesim Nazlar, and I will be managing this call. Our Spanish interpreters for today's call are Claudia and David. Before we start, as usual, I would like to remind everyone to state their names before speaking, not only for the transcription, but also for the interpretation purposes as well please, and a kind reminder for those who are on the phone bridge, please don't forget to use star 6 to mute your lines and star 7 to unmute. Back to you John, thank you very much.

JOHN LAPRISE:

Thank you Yesim. Good morning, good afternoon, good evening to everyone. This is John Laprise for the transcript record, thank you very much for coming out to the social media working group at-large call. We have been making progress on a number of fronts, and at this meeting

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*Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.*

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we will be talking about a couple of things, one is that the RALOs have largely decided upon social media working group leads, as we discussed in previous meetings, these leads will be the controlling group, but the lead group in each RALO, with respect to their social media presence, or all at-large members in there and ALSes in their region, additionally we have a Google Sheet that lists relevant information that can be shared among those members and we'll be making that available shortly. I know Evin has been working hard on that. Additionally APRALO has submitted some information about some of the things that they're doing which we'll discuss. Again we'll just make sure everyone knows about the strategy and tact documents that are on the working page. We'll talk a little bit about goals, and then we'll see where we're at and we'll move forward, so without further ado, for those social media working group, the RALO leads who are on this call could they chime in, let's see... is Sarah on the call? I am going to go through the list on the agenda, is Sarah on the call?

UNKNOWN SPEAKER: Sarah is on the call, Sarah can you hear us? Just checking, making sure Sarah's line is unmuted and she is on the phone bridge, not dropped.

JOHN LAPRISE: Alright, maybe I am just going to go through the list, this might be... 10 minutes here, so... Sarah Kiden, I will apologize in advance for mangling names, Bram Fudzulani, [inaudible], [inaudible], John [inaudible] from AFRALO, thank you very much for joining us. From APRALO, [inaudible] and Amrita Choudhury, thank you very much for contributing. From

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EURALO, we have Olivier Crepin-Leblond, Wale Bakare, Yrjo Lansipuro, I always have trouble with Finnish, I apologize, [inaudible]. From LACRALO, we're still... I believe we are still getting some nominees, so ring on that, and also Susannah Gray from NARALO, and we're getting some more people from NARALO as well, because ideally we want at least three per RALO to represent those RALOs and be the lead of social media. At this point, I will open the floor and see if there is... either we have people on the call who would like to volunteer and Evin you can take some names for people who are volunteering, so I see... I recognize Alfredo, go ahead Alfredo.

ALFREDO CALDERON:

Yes I want to volunteer for the working group, but I don't know if it has to be through the chair from the region or can I just raise my hand and volunteer at this stage? That's it.

JOHN LAPRISE:

Thank you Alfredo, this is John Laprise for the record. You don't have to go through the chair, we had made the call through the RALO leadership initially, however, we're happy to take volunteers on this, so thank you Alfredo for jumping up. Are there other people who wish to speak up at this point? Alright, I see Ejikeme, go ahead.

EJIKEME EGBOUGU:

Hi everybody.

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JOHN LAPRISE: Yes we can hear you, you're faint.

EJIKEME EGBOUGU: I don't know if you can hear me.

JOHN LAPRISE: Yes we can hear you, the volume is just low.

EJIKEME EGBOUGU: I would like to volunteer.

JOHN LAPRISE: Okay. So Ejikeme has volunteered, I believe AFRALO. Do we have anyone else who wishes to speak up at this point?

UNKNOWN SPEAKER: Sorry hello, can you hear me now?

JOHN LAPRISE: Yes.

UNKNOWN SPEAKER: Okay, yes I would like to volunteer. But can I choose to volunteer for the Twitter.

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JOHN LAPRISE: So, good question. We have about... for those of you, this is John Laprise for the record, for people who couldn't quite hear as he is coming in very softly, he asked if he could volunteer for the Twitter. Absolutely, the way that the regional working groups are set up is that, people in these regional working groups should work on those platforms where they have a presence and they are familiar with and if they want to, to expand to other platforms. The actual, which platforms each working group focuses on, is up to those working groups entirely. This social media working group recognizes that different platforms have different utilities in different parts of the world, and what works in Canada may not work in South Africa. So, that is what platforms you actually work is something to work out with your fellow members of your RALO working group, to coordinate with them.

UNKNOWN SPEAKER: Okay that is fine. Thank you.

JOHN LAPRISE: You're very welcome. Thank you. Other questions or hands? Okay seeing none, we will move on. So, we're into the RALO social media activity. Is there someone from APRALO who would like to talk about their social media activity and submitted... I see Amrita, go ahead Amrita.

AMRITA CHOUDHURY: Thank you John, I hope I am audible. Amrita for the record. So the plan to enhance the APRALO is primarily on Facebook and Twitter, because

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these are certain social media tools which are used more in this region. The idea is more interactive, the suggestions which we placed was to have a live discussion on a particular policy because we find that participation and policy discussions, or policy writing is a concern and community members can ask specific questions related to that particular policy. Then have certain sessions which would be live sessions, like you know one leader speaking about, with ICANN 63 coming up, we could have possible two live sessions or one live session on what to expect from ICANN 63. There could be Q & A's with APRALO leaders, or even at-large leaders on how to engage with community, and perhaps on a monthly basis we could highlight an ALS, which would also encourage others to do... other ALSes to, you know, do certain activities or initiatives. These could, simultaneously be tweeted out, so that there is more engagement. Possibly, we could also have tweeted discussions, a particular thing where in different ALSes tweet on that subject to have a general conversation. So, these will be rough ideas which came up on building a social media strategy.

JOHN LAPRISE:

Thank you Amrita. Those are fantastic ideas, I know many groups which have successfully implemented, sort of having the monthly online tweetup, one of the things that they've done successfully is, after the online meeting, especially on Twitter, they use something like Storify, which allows someone to grab a bunch of tweets and put them in sort of a blog form and then they have share out the form, so people who are not participants and people who are participants are able to document the events of the Twitter gathering, the Tweet up for others. That is something which you can take away and show in the future, then

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over time you end up with a record of these different meetings coming directly from the Tweets. Storify is a very easy application to use, I have used it myself. By and large, the things that you talk about doing are exactly the kinds of things that I was hoping the regional working groups would be using. Dev, I see you.

DEV ANAND TEELUCKSINGH: This is Dev Anand Teelucksingh, thanks. I guess my question is, you know, if APRALO is suggesting is good. My obvious question is why don't we do that for the actual at-large itself? Why not have these ideas [inaudible] at-large social media channel. It seems to be a practical thing that could help everybody. Thanks, that's it.

JOHN LAPRISE: John Laprise for the record. Great idea Dev. All we need is someone to take the lead on it and we can start on that as well. We can add that as an action item Evin. Did Amrita, you have another hand up? Or was that an old hand? Go ahead.

AMRITA CHOUDHURY: I did have my hand up, it's Amrita for the record. In fact this is something which I was going to suggest, it should not be limited to one RALO but it would be combined activity of at-large, [inaudible] join together and can do it, it would be one combined activity, or for example, highlighting someone, it could be a specific RALO also. It would at both levels.

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JOHN LAPRISE: Thank you, Alfredo.

ALFREDO CALDERON: Yes, this is Alfredo for the record. I was under the understanding that from staff, Mario was going to do something with social media, so we can channel it through him to follow up on the idea that some people mentioned. Thank you.

JOHN LAPRISE: Sorry this is John Laprise for the record, did we get communication from Mario on that?

EVIN ERDOGDU: Sure, thank you John. This is Evin for the record. Yes, he definitely works with ALSes and is a great point of contact, if you are already coordinating with him on an event with your ALS or as a community member, feel free to let him know and he can help draft and retweet, for sure.

JOHN LAPRISE: Okay. Other hands at this point about going forward? We are going to take Dave's suggestion as an action item, and that's a fantastic idea. Do we have anyone who wants to volunteer to take the lead on the first one? Dev. [inaudible].

UNKNOWN SPEAKER: [inaudible].



JOHN LAPRISE: I think we have a voice call. Yes hello.

UNKNOWN SPEAKER: [inaudible].

JOHN LAPRISE: Okay.

DEV ANAND TEELUCKSINGH: I don't think if I am the one to actually volunteer as my time is kind of difficult, but perhaps what we can do is look at... a key policy point that's... a policy issue that is of great impact. It could be a simple, I guess the KSK rollover might be the one, since that's the one that is going to happen in a months time, yeah. That's a timely one, so that could be a real... how it can be approached is that we can have a person from each of the RALOs that could speak to it, perhaps could have somebody, a subject matter expert just to give an overview of what it is, or perhaps a video of preparatory material beforehand. Then we could ask questions and turn it into a Facebook Live session or Twitter Periscope type of session.

JOHN LAPRISE: Yes, John Laprise for the record again. I think that's a great idea to pick on the KSK rollover, in fact that I think perhaps we should grab someone from ICANN, either potentially SSAC or from technology team at ICANN.

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I know that they have been doing a lot on a lot of platforms to get the news out on KSK rollover and this would be yet another way that they can add to their communications outreach, which is important. Alright, I see... Sarah was in the queue first on the dial in, so Sarah do you want to speak up now?

SARAH KIDEN: Hi, this is Sarah for the record, I just wanted to request that you [inaudible]...

JOHN LAPRISE: I am sorry Sarah, you were a little garbled for me, can you repeat that for me please?

SARAH KIDEN: I am saying my call dropped [inaudible] and I would like to ask you to repeat the [inaudible].

JOHN LAPRISE: Okay. So, this is John Laprise again for the record. So, we had called for additional volunteers as RALO leads and then the more recent call was for a volunteer to take a lead on hosting a general at-large tweet up and Dev suggestion and [inaudible] and I think we've arrived at a topic of KSK rollover. I seen Glenn has got some stuff in the chat, as well. Alright, Lilian I recognize you. Lilian, you have your hand up. Alright we'll pause of Lilian, Daniel, do you want to say something, you have your hand up.

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DANIEL NANGHAKA: Daniel for the record, I hope I can be heard loud and clearly. I would like to [inaudible] social media. [inaudible] should be subject to metrics, and each metric, we need to look at [inaudible] during ICANN 63 and other upcoming meetings. Then, when it comes to [inaudible] engage all the different RALOs, all the RALOs in one space [inaudible], for example for the ICANN 63 meetings, and I see that [inaudible]. How are we going to [inaudible] our social media engagement for ICANN 63? [inaudible].

JOHN LAPRISE: Excellent, thank you Daniel. Lilian are you on sound now?

LILIAN DE LUQUE: [inaudible].

JOHN LAPRISE: Yes we hear you.

LILIAN DE LUQUE: My English is not good [inaudible]. I volunteer for the social media working group in LACRALO.

JOHN LAPRISE: Okay Lilian, we will add you to the LACRALO social media working group. So, yes. I see the comments in the chat, thanks Glenn for stopping in. Yes, getting some metrics down for Daniel's needs or

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Daniel's comments are important as well. Let's see... alright and that actually sort of takes us... Daniel's comments takes us into the ICANN 63 social media goals. That is, [inaudible]. Alright, so we've got first on the calendar is the KSK tweet up, but then following that is probably the next one should be on ICANN 63, as an intro. Then as for goals for social media at ICANN 63, A, we need to find out from the registrants, and this is another thing we can ask Evin for, I think. Is, who in at-large is going to... A, physically present at ICANN 63 who is active in social media, in at-large. Then, who is going to be chiming in at range. We do have some tools, or ICANN has some tools right now that do measure engagement. [inaudible]. So, we will be capturing that information, likes, comments and such. That actually gets to one of the other issues we have, like what does engagement mean for the working group more broadly and I would like to open this discussion at this point, as this sort of ties into the ICANN 63. Which is, so... we have two... as I see it, and I'm open to criticism and also... and critical ideas on this, we have two main audiences in at-large for social media. We have those people who are already engaged in some way, who have already joined the conversation in some way and we are trying to energize them to become more engaged. Then we have people who are lightly engaged, or are just sort of showing up for the first time to get them, to put them into at-large. Can I get some comments here at this point about what people think about engagement with respect to social media, how shall we be using social media engagements to grow at-large engagements, and I know for those of you who are on the outreach and engagement, you may have some ideas on this as well. I want to open the floor at this point. Amrita, I see you.

AMRITA CHOUDHURY: Thank John, Amrita for the record. When we're talking about engagement, as you mentioned, there are two or three types of engagement. One is to sell the story of APRALO, or the ALSes to the APRALO or the at-large community. The second is to motivate the ALSes to spread the word and engage their own communities with these stories. Third is the engagement is with the outer world, which is the ICANN community at-large or the community beyond ICANN on what is happening at at-large, or the different RALOs, what is going on and why they should engage in, or become an ALS. This is how I perceive it.

JOHN LAPRISE: Thanks Amrita, other comments? Dev, I see you.

DEV ANAND TEELUCKSINGH: Okay, this is Dev. Perhaps it is not going to be a direct solution, but I think one of the challenges and I think this is something that is going to be... I am sure is going to be occupying the outreach and engagement, potentially the technology taskforce, is that there is a way to somehow pull in... if we could somehow ask questions coming out of say, a Wiki or a Wiki policy comment page into social media and then also feedback into the process. I don't have an exact solution but I think this is probably one of the goals to study to try to bridge that gap, because it seems to be very separate activities. I don't have an easy solution because there are challenges as how the Wiki is structured and so forth. The Wiki is not exactly very mobile friendly, which most people on social media are on. That's a challenge but I imagine especially the at-large

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[inaudible] after ICANN 63, you know, have the technology taskforce, this group, and the outreach and engagement group trying to come together to try and figure out this problem. I guess the challenge with engagement overall, and not just doing ICANN 63 is that, you know, is there a way to be have the persons respond to queries. I guess the question I propose to Evin, or to who is monitoring the at-large social media channel, do you get questions from... do you get engagement actually, in the sense of people asking questions about, either on Twitter or Facebook, and if so, do you answer them, or do you feel like you don't have time to answer them?

EVIN ERDOGDU:

Thanks Dev, this is Evin. If you're asking via Twitter specifically, not so much, but from my experience a lot of people already in our community, if they have questions they will email or approach a different platform, but I think that's a great idea and it could be utilized a lot more, but people could be engaging more with us on Twitter, and it could also be a great way for RALO leaders as well to engage with their community members. I am not sure if I answered your question but yeah.

JOHN LAPRISE:

You know what, I think... sorry John Laprise for the record. To Dev's point and Evin's point, one thing we might consider and this would be very easy implement is, creation and [inaudible] of a hashtag for questions at the ICANN meeting to at-large, so, you know hashtag question ALAC, and then that would make Evin's task easier, because

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then she monitors the hashtag and people who want to ask questions, send the question to those specific hashtags. See some folks typing, lots of folks typing. Alfredo I see your hand.

ALFREDO CALDERON:

This is Alfredo Calderon for the record. John that brings me to a question that I have regarding, you mentioned to have hashtags, but I recall that at some point in time we were talking about having set up a glossary or some list of general hashtags that each region is using so that we can, use that when we post something in Twitter or even Facebook. Thank you.

JOHN LAPRISE:

Thank for Alfredo, this is John Laprise for the record again. Yes, at present the way we're going which is we're going to using... the RALO should be using the regional hashtags, hashtag APRALO, hashtag NARALO, hashtag LACRALO, AFRALO, EURALO, etc. Those will be the... so the users in those RALOs should... when they want to share content they should use those hashtags. I believe those hashtags are on the Google Sheet that we're building right now with the social media working group regional leaders. We are trying to collaborate and grab people's social media handles, as well as the hashtags they use, as well as the ones we want people to use more broadly. We're also discussing, and I know, this has come up in some other... some other things and that is, is there any interest among the working group to adopt something, a platform like Slack to make out of channel communications easier and collaboration easier? Olivier, I see your

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question, I will refer that to Evin in the chat. [inaudible]. To Alfredo, so the hashtags used by the ALSes, I see Alfredo's question... so the hashtags that are used by the ALSes, the regional social media volunteers, the leaders, they should be plugging that information into Evin, so that she can capture it in the general document so that it is broadly available to everyone. So, that's a question of sharing that information. Dev, I see your hand.

DEV ANAND TEELUCKSINGH: Thank you this is Dev. Just going back to the hashtag question, I know there has been a document, a number working on the document, I am sure Evin has a link to it or something, I think it was a Google Sheet or document, so open for... to capture all of the hashtags used, ensure consistency and to reevaluate, what you know, whether the hashtag is too long or not, communicating the right thing you want to communicate. Going back to the thing with Slack, so the at-large technology taskforce has been reporting the motion to use Slack as a way of communicating, well as a replacement for group chat. This is the TTF presentation in the chat, page 22 which goes into the great detail as to why we should use Slack and so forth. We already have a Slack group already, at-large community, ICANN at-large community dot Slack dot com. The challenge has been, of course, for someone to have administered it. One of the things that is probably worth doing is when the budget request goes in for next year, given that Slack is affordable to non-profits, we will want to make a budget request for ICANN to actually support it directly. Yeah, but ICANN at-large dot Slack dot com is setup, I am the admin of that, being the former chair of the technology taskforce. I can [inaudible] to kick it off, that will be great.



JOHN LAPRISE:

Yeah Dev that would be fantastic. Can you coordinate with Evin to provide the... because I don't have access here, to the right Slack channel so we can [inaudible] it, share it out to the social media working group folks. I would be happy to do a little bit of organizational work to get it up and rolling because I have been using Slack for some other work I do, so I can at least do the initial setup for the social media working group and get it working. I will speak to the group at-large, I have been using Slack for a couple of years now in my business world, and I find it a very useful tool, and I am thinking of it in terms of the at-large working group as an out of channel communications tool, so that we can use it to share content before we actually share it in a public venue on one of the platforms we're using. Also, to share information like hashtags, strategies, and at some point, where we can have a common repository of information at a glance. It is mobile friendly, so once we get it setup I would encourage everyone to take a look at it, play with it, because with new technology, you play with it. Dev, I see you.

DEV ANAND TEELUCKSINGH:

One quick follow up is that one of the benefits of Slack is that you can have integration so that when a particular hashtag occurs on Twitter it pulls that into a Slack channel, so you can create a Slack channel with a particular hashtag and when something happens on Twitter you get that post into the Slack channel. You can look at those integrations, especially when you are doing things like Q & A and stuff like that.

JOHN LAPRISE:

That's fantastic. Okay, let's see... so we talked about Slack. Seems we have a long list of action items at this point, are there any questions on the floor at this point? My general marching orders at this point are that the regional working groups should continue to work among themselves and coordinate their social media activities. We're going to actually step up the meeting schedule, I think we're going to meet in two weeks from now to see where we're at. We'll get some additional coordination within the working groups, we're going to try to get people who are active in the working groups, the regional working groups up on Slack. We're going to be sharing out those hashtags we've discussed. We will be looking at the... an at-large wide tweet up on the topic of KSK rollover, with hopefully ICANN support. I am sure their communications department will be interested in it. We may have to do multiple tweet ups, because of time zones, so we'll have to have people running them at different times. Also, what am I missing? I see Dev... yes.. to Olivier's question, I think Evin answered that, the LinkedIn page had not been... I think Evin had mentioned that the LinkedIn page had not been heavily used of late. Trying to think, was there anyone else who wants to say anything at this point as we're moving along? I thank you Dev, I see that in the chat as well, the link. [inaudible] I recognize your hand.

UNKNOWN SPEAKER:

Just to note that if we do want to use LinkedIn to disseminate information, if we think most ALSes or most ALS representatives are on LinkedIn, and I don't [inaudible]. The tool that at-large uses which is the [inaudible] which is used for the at-large channel can also support

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LinkedIn. So, as an output channel. The idea being that you know, [inaudible], for people who don't know that's a social media tool that allows you to crosspost to other social media channels. So you can post a message in one place rather than multiple places, just something to note if the group decides that we should try to use LinkedIn, we do have the capabilities.

JOHN LAPRISE:

John Laprise for the record again, and part of this also... I see Olivier's comments. It would be interesting to see what the RALO level breakdown of the LinkedIn group members are. I know that LinkedIn is popular in the US, I don't know how popular it is globally. So, I think again, this is one of the reasons that we've devolved to the RALO level organizations that there might be some regions where LinkedIn is not an issue at all, and those regions we probably won't be posting, but in other regions where LinkedIn is more popular it is probably going to be a more active platform. This is sort of in the hands of the people who are the leads in those regions. So, other comments or questions at this point? Alright, that was the last thing that I recalled is that also... follow up on metrics for the tweet ups as well as for the ICANN 63 engagement. I don't think I'm forgetting anything at this point, are there any last questions before we wrap this meeting up a little bit early? No? Yes... Evin did you catch Sarah's comments about the AFRALO sign up for?

UNKNOWN SPEAKER:

[inaudible].

JOHN LAPRISE: Yes.

EVIN ERDOGDU: Great, I can record it.

JOHN LAPRISE: Okay, great thank you Sarah. Alright, with that said we have... we will set up another meeting in two weeks, we are still looking for someone... so I encourage the RALO level leaders to go out and start thinking about tweetup topics, we will work on the global tweet up on the KSK rollover and we will be addressing these action items in the next two weeks. I look forward to your participation and seeing you online, and with that I will close the call.

UNKNOWN SPEAKER: Thank you. This meeting is now adjourned, have a lovely rest of the day. Bye-bye.

UNKNOWN SPEAKER: Thanks everyone, thanks to the interpreters.

**[END OF TRANSCRIPTION]**