

At-Large Social Media Working Group

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Description

The At-Large Social Media Working Group aims to raise awareness of the ICANN At-Large community and enhance end-users' engagement with the community by developing a strong and sustainable presence on social media. The At-Large Social Media WG, in close coordination with At-Large Staff, is mainly tasked with implementing the Social Media Strategy for At-Large (<https://community.icann.org/x/1BcQAQ>). Since the WG wasn't officially established until the ALAC addresses the issue during its Monthly call at the end of May 2014, an interim At-Large Curation WG was formed and functioning during the month of May, implementing the Social Media Strategy. [Dev Anand Teelucksingh](#) accepted Olivier Crépin-Leblond's request for him to take on the position of Interim Chair. After the WG was officially chartered, members agreed on the continuation of his Chair position. In July 2017, incoming ALAC Member [John Laprise](#) served as Co-chair with Dev. John Laprise served as the Chair of the Social Media Working Group from July 2017-May 2020.

In May 2020, the role of the SMWG Chair evolved to that of a rotating Regional SMWG Chair. Shreedeeep Rayamajhi, formerly Regional (APRALO) Vice Chair for the SMWG, first assumed the role of Regional SMWG Chair ahead of the ICANN68 Virtual Policy Forum.

Some of the tasks for the At-Large Social Media WG include:

- Create templates for 'fluid content' (e.g. messages from ALAC-Announce mailing list);
- Plan and draft required quantity of 'static content' during each work period (e.g. background information about the people and work of the community);
- Provide live coverage of ICANN meetings and events on social media;
- Facilitate cross-community interactions via social media;
- Monitor and analyze social media Key Performance Indicators (KPIs) on a regular basis;
- Assess additional digital channels for potential expansion;
- Develop best practice and organization knowledge in social media management.

At-Large Social Media WG members should have some knowledge and experience in social media communications. At-Large Social Media WG Members should be from all regions with at least one member from each following group:

- ALAC Subcommittee on Outreach (<https://community.icann.org/x/cqfbAQ>)
- At-Large Capacity Building Working Group (<https://community.icann.org/x/1lc3Ag>)
- At-Large Technology Task Force Working Group (<https://community.icann.org/x/FpfbAQ>)
- Each Regional At-Large Organization

Members will work collaboratively and handle a variety of tasks in a rotational basis. However, only the At-Large Staff can directly publish content through the At-Large accounts on social media channels, as those accounts are official representations of the organization and the At-Large staff are accountable for quality control, consistency of messaging, and reputation management.

Contact

Staff Support Leads: [Claudia Ruiz](#)

Mail list: social-media-wg@atlarge-lists.icann.org

To subscribe to the mailing list (or read the archives / manage your subscription) please visit <https://mm.icann.org/mailman/listinfo/social-media-wg>

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[At-Large Social Media Engagement Toolkit ICANN73](#)

Members

Regional Co-Chairs: **AFRALO** Bukola Oronti **APRALO** Shah Rahman **EURALO** Natalia Filina **LACRALO** Lilian Ivette De Luque Bruges **NARALO** Denise Hochbaum

The members of At-Large Social Media WG, organized by regional affiliation, are:

Region	Member	Position	Membership Confirmation (October 2021)
AFRALO	Bukola Oronti	AFRALO Regional Co-Chair	✓
AFRALO	Sarah Kiden	Member	✓
AFRALO	Adebunmi Adeola Akinbo	Member	✓
AFRALO	Daniel Nanghaka	Member	✓
AFRALO	Ejikeme Egbuogu	Member	✓
AFRALO	Caleb Olumuyiwa	Member	✓
AFRALO	Wisdom Donkor	Member	✓
AFRALO	Olévié Kouami	Member	✓
AFRALO	Luke Kapchanga	Member	✓
AFRALO	Joan Katambi	Member	✓
AFRALO	Michel Tchonang Linze	Member	✓
AFRALO	Minata ZONG-NABA	Member	✓
AFRALO	Raymond Mamattah	Member	✓
AFRALO	Stephen Dakyi	Member	✓
AFRALO	Lavish Mawuena Mensah	Member	✓
AFRALO	Sarata Omane	Member	✓
AFRALO	Mohammed Awal	Member	
AFRALO	Isaac Apenteng	Member	
AFRALO	Princess Lovia Tetteh	Member	
AFRALO	Carine L. Malor	Member	
AFRALO	Annett Bonuke	Member	
AFRALO	Mutegeki Cliff Agaba	Member	
APRALO	Gnanajeyaraman Rajaram	Member	✓
APRALO	Cheryl Langdon-Orr	Member	✓
APRALO	Maheeshwara Kirindigoda	Member	✓
APRALO	Priyatosh Jana	Member	✓
APRALO	Shreedeeep Rayamajhi	Member	✓
APRALO	Shah Rahman	APRALO Regional Co-Chair	✓
EURALO	Natalia Filina	EURALO Regional Co-Chair/Regional Chair, ICANN69 Virtual Annual General Meeting, ICANN71 Virtual Policy Forum	✓
EURALO	Matthias Hudobnik	Member	✓
EURALO	Betty Fausta	Member	
LACRALO	Lilian Ivette De Luque Bruges	LACRALO Regional Co-Chair/Regional Chair, ICANN70 Virtual Community Forum, ICANN 76 Community Forum	✓
LACRALO	Raitme Citterio	Member	✓
LACRALO	Milo Paraison	Member	✓
LACRALO	Nikenley Severe	Member	✓

LACRALO	Antonio Medina Gómez	Member	✓
LACRALO	Vrikson Acosta	Member	✓
LACRALO	Marcelo Rodriguez	Member	✓
LACRALO	Sindy Obed	Member	✓
NARALO	Denise Hochbaum	NARALO SMWG Vice-Chair, Regional Co-Chair, ICANN72 & ICANN 73	✓
NARALO	Eduardo Diaz	NARALO SMWG Vice-Chair, Regional Co-Chair, ICANN72 & ICANN 73	✓
NARALO	Glenn McKnight	Member	✓
NARALO	Alfredo Calderon	Member	✓
N/A	Samwel Kariuki	Member	
N/A	Prosper Mawusi	Member	
N/A	Shehab Karman	Member	
N/A	Isaac Majeed	Member	
N/A	Prince Andrew Livingstone Zutah	Member	
N/A	William Mensah	Member	
N/A	Rachad Sanoussi	Member	

Meetings

Next Call: [30 May 2024](#)

[Previous calls](#)

[Action Items](#)

Resources

- [At-Large Social Media Engagement Toolkit](#)
- [At-Large Communications Strategy 2020-21](#)
- [ICANN Meeting SMWG Facebook Frames](#)
- [Winners of ICANN Meeting SMWG Twitter Competitions](#)
- [Winners of ICANN Meeting SMWG Facebook Competitions](#)

Archived Resources