
CLAUDIA RUIZ: It's going to voicemail. Would you like me to begin while they keep trying her, or would you like to wait for her?

JOHN LAPRISE: Let's roll. We're running a little bit late now. Let's [get this call going.]

CLAUDIA RUIZ: Okay. Yeah. [inaudible]. We will now begin the official recording of this call. Good morning, good afternoon, good evening everyone. Welcome to the At-Large Social Media Working Group call on Thursday the 17th of January 2019 at 19:00 UTC.

On the call today, we have Abdeldjalil Bachar Bong, Alfredo Calderon, Bram Fudzulani, Cheryl Langdon-Orr, Dave Kissoondoyal, Dev Anand Teelucksingh, Ejikeme Egbougu, Glenn McKnight, Harold Arcos, John Laprise, Lianna Galstyan, Lilian Ivette De Luque, Maureen Hilyard, Shreedeeep Rayamajhi, and Susannah Gray.

We have received apologies from Matthias Hudobnik and Oliver Crépin-Leblond. From staff, we have Heidi Ullrich, Evin Erdogdu and myself, Claudia Ruiz on call management.

Before we begin, I would like to remind everyone to please state their name before speaking for the transcription purposes and to please mute your lines and microphones when not speaking to prevent any background noise. And with this, I turn it over to you, John. Thank you.

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.

JOHN LAPRISE:

Thank you, Claudia, and good morning, good afternoon, good evening, wherever you are, to the Social Media Working Group call. Thank you for coming and listening and participating.

We have a full schedule today. We want to discuss a few things from the last ICANN meeting as well as things to look at on coming ICANN meetings, as well as any issues that we have. Dev's got a Slack update for us, and we also have a graphic from Evin, and finally, we'll wrap up for any other action items that people want to add or comment on from the other thing.

So, without further ado, let's jump into the first item, which is looking forward to ICANN 64 in Kobe. You know what? I'm going to flip items four and three on the agenda, because I'd like to go through some things on 63 before we get to 64. So, I'd like to talk about the past and the present before we get on to the future, if that's okay with everyone.

So, I'm seeing that we talked about for ICANN 63, [we got some calls] for blogs that have been posted to the ALAC Illus ALT list, and also, we asked people in this group if they'd be interested in blogging. We welcome some relevant content, both at the RALO level as well as the global level. So, if anyone is interested in blogging, please get in touch with Evin or myself.

Also reaching out to O&E for upcoming events [inaudible]. If you've been following the ICANN handle, you'll see that we have been posting some content, but we could use a lot more content.

And this gets to the next issue. If you look at any of the RALO-level handles, or I keep a running follow on the ICANN At-Large handle, when

Evin sends something out on the [inaudible] handle, which is usually related to an ALAC or At-Large meeting, there's usually only a handful of us who are retweeting and liking those posts.

This is one of the core, dare I say, responsibilities of the [social leads] to share out any information. If Evin's posting something on the global handle, then we should be sharing that out. And so I'd really like to ask [inaudible] have other people also share. Very obvious who's sharing and who's not.

So, I would really like the social media leads to [renew] sharing and liking content that is coming out of ICANN At-Large handle. Does that sound okay to everyone? Any thoughts or comments on that? Alright, I see a few pluses. [Okay.]

That's really essential. That's where we start, because in order to get the message out, we have to amplify the message, and that's the way we do it, at least in the short-term in the core of the organization.

So, I'd really like to see the social media leads taking a more active role and managing the handle or managing the hashtags and sending out content that's related to At-Large [inaudible] on the handles or on the hashtags. Both, actually. You'll see that when Evin is sharing content out to the At-Large [inaudible] use all the regional-level hashtags. If social media leads are not seeing those, that's a problem. They should be watching that kind of thing.

So, that's point C under four. Point D is the [inaudible] for content related to education. We talked about this in ICANN 63. We had a conversation with Betsy. We haven't heard anything back from her, so

we're poking her to see if there's any content that she would like us to share out, because the new education platform is up and running, and it's really good.

Lists. So, for those of you who use Twitter, the ICANN At-Large handle has four lists. Two of them, I authored, and two of them, ICANN has authored. I strongly suggest that everyone subscribe to those four lists and get more familiar with using this within Twitter.

I use them – and I'll talk about this in a little bit, but I use them in collaboration with Tweet Deck, and I usually keep a running feed that's focused on a particular handle so I can monitor what's going on in, say, Internet governance or Internet policy.

But the use of a list is a really handy tool to identify content that could be shared. So yeah, so ICANN At-Large handle has four lists. I recommend everyone subscribe. Right now, there's only a handful of people who are subscribing. So, go there and subscribe to the lists.

Point F is what I was talking about before, which is when ICANN At-Large post content, the social media leads should be sharing, retweeting that content, just as a baseline. That's what's going to help get our message out and that's what's going to attract more attention. And theoretically, it's [some level of building engagements.] Or at least open the door to engagements.

That's a primary job of the social media leads. [Even if they] do nothing else, then I want them to act as amplifiers. I was wondering, how many of the social media leads have posted regional-level events, or how many [inaudible] using regional-level hashtags? I know that in NARALO,

that's been going a little bit, because I've seen it. But, is there anyone [inaudible] other regions who have been using their RALO, their APRALO hashtag, in [associated] events that are relevant?

ADEBUNMI AKIMBO: Can I quickly interject before we proceed? Hello, can I quickly interject?

JOHN LAPRISE: Absolutely.

ADEBUNMI AKIMBO: Okay. Thank you so much. I want to quickly take you back on the platforms At-Large has. I recall, and I can see, that At-Large also has an Instagram handle that has been abandoned for quite a while. The last time it was used was in 2015.

The best way to utilize all our handles is to actually pick the one that strategically distributes information. Do I have the floor? Do I go ahead?

JOHN LAPRISE: You do.

ADEBUNMI AKIMBO: Okay. There's an echo, that's why. Okay. Like I was saying, the Instagram has been abandoned since 2015. But the unique thing about social media is that on the Instagram, you could instantly post from the

Instagram to the Twitter and the Facebook handles simultaneously without leaving the Instagram page.

And it's beautiful, because you take pictures, you take videos, and At-Large could actually have its own TV channel [inaudible] one-minute videos and it can easily be used to run [certain streams] by the wayside just to ensure that most people get to understand what At-Large is all about. [inaudible].

Briefly, let me just also state that we could have communication template, a communication plan we could stick to particular hashtags that we know are always relevant, we know the hashtags are always relevant to At-Large, [the words or semantics, the abbreviation,] RALO, when we use these consistently, they drive traffic and give us an optimized presence online before we now decide [inaudible] has a particular hashtag.

I perhaps understand that our handle is At-Large. We could also write out a hashtag with the same name of our handle. Consistently when we do this, it drives traffic, easy to find on any [strategic] platform, and people can easily get to understand more when they just have the word At-Large. Thank you.

JOHN LAPRISE:

Thank you. Those are excellent suggestions. And this gets to some of the thinking of the working group, which is that [inaudible] social media chair, I'm not a big Instagram user. That's not where my strengths lie, and part of the idea regarding evolving responsibility for social media management to the RALOs is if we have someone who is more

conversant with a particular platform, that they actually use it, take charge and start using it.

So, I applaud your suggestions. And for those people who use Instagram, by all means, jump on it. I'm not in the business of putting up roadblocks. But we only have – we're a volunteer organization. We don't have the resources [inaudible] Instagram. It sounds like you have more expertise, and there are probably others who do as well.

So, that's one thing. The other thing, I would say – well, I'll be – there's a later discussion, but you're talking about also the ability of posting in one platform [that posts] in other platforms simultaneously. And actually, a number of platforms have that capacity. It's one of the things I'll be working with staff at some point in the future, but [this is a future] discussion topic. But personally, I use Buffer to schedule content posting. So, I use a social media aggregator to post content and manage my content. Dev, I see your hand up.

DEV ANAND TEELUCKSINGH: Thank you. Can you all hear me?

JOHN LAPRISE: Okay, you have the floor.

DEV ANAND TEELUCKSINGH: Okay. Thanks, John. Just to respond to some of the things, first of all, At-Large staff does have access to Buffer, and unless it's been changed, it was what was used to cross-post to, say, Twitter and Facebook and so

forth. And we also did create the Instagram account way back in 2015, 2016, as a test to see whether should At-Large use it and so forth.

The challenge was, of course, Instagram is a very visual medium, and unless you have lots of photos to push to Instagram during the conference, and you have somebody dedicated to doing it, then it becomes a challenge to fill. So, it was decided then, well, given our resources, [let's] first focus on Twitter. And perhaps also, admittedly, there was not really that much persons with experience with Instagram. More persons had experience with Twitter and Facebook. So, just to give some historical background.

But the staff has the Instagram credentials, so if they want to cross-post to Instagram as a trial to see what could be done, maybe we should try it. That's it.

JOHN LAPRISE:

No hands. And I'll also make one last comment. I know that at least within the feed that I typically watch on Twitter, I don't see – it's not normally the practice here, or at least in the feedback, where people hashtag their own names. That is not so popular in Twittersphere, in the US at least, and that's another reason why norms and practices on social media platforms may vary across regions. So, the social media leads in different countries and different regions should, by all means, adopt the norms and preferences in their region. Doesn't always translate up to a global level or necessarily to another region.

Okay, so I'm going to move on. I'm actually on point I at this point so Point four I. And this will actually bridge over to point three, and that is

tool training [inaudible] workshop. I'm planning on hosting a webinar, or another meeting that's specifically just about tool training. I've done this once before, and I'll be doing it again. I guess my question to – and this is primarily for staff, but I also want to welcome anyone who's involved in social media in At-Large to also participate. The question is, I'm wondering if it would be beneficial for me to run it at the Kobe meeting where people who are actually attending the Kobe meeting [inaudible] facetime, or if I should run it before the Kobe meeting. And I'd like to get some feedback on that. And also, if there are other people who are interested in running a social media primer, like we have some interest in Instagram, people who want to run [sort of to] teach it on different platforms with respect to At-Large specifically, if they are interested and/or willing to host those events.

So, I guess it's a twofold question. I will be leading some teaching activities, but I'm also opening the door to others as well. So, is there any thoughts about timing with respect to the Kobe meeting? I'll take questions and comments at this point. I see Cheryl [inaudible] before, not at Kobe. Okay. A bunch of people typing at this point.

Oh, okay. It seems that there's some consensus to host the [teaching] before, so what we'll do is that we'll host some tools and tricks workshop prior to the Kobe meeting. This may be the topic of the next Social Media Working Group call. So, it'll be a tips and tricks session at the next social media call. For staff in particular, so that we'll]actually see you physically at Kobe, let's try to put some time on the calendar so that we can have some face-to-face training time at Kobe. You can see how I generally have my system set up to give you folks some idea of how I work.

Alright. So, which actually that brings us now into point three. Like I said, we're reversing. Are there any questions on the action items from ICANN 63 or something that people want to add at this point before we move on to 64?

I see your comment, Heidi. Okay.

Alright. So, let's move on to 64. Here, there's a couple things I just wanted to mention, and also, we do have a list of – an open comment list for things you would like to see at 64.

The first thing is that we're going to continue with the breakfast gatherings that we had in Barcelona. So, you'll start to have on day one a meeting for At-Large social media voices who are in attendance, and on day two, we will open it up to ICANN more broadly, like we did at Barcelona. So we'll have practice meetings on the first two days of meeting, calendar dependent.

So that's one thing. Just some informative points about ICANN 64 for those of you who are familiar with meetings is that this meeting, the organizational team is planning on putting up – this is going to be a lot more policy-focused than perhaps some recent [past meetings have been, it seems.]

Also, we are implementing something that was recommended at ICANN 63, which is that the sessions in the calendar are no longer going to be just sort of generic. They will have topic titles by session. So, when you look at the calendar, you'll see the general topic that ICANN or At-Large will be discussing in the session, which I think is a really big plus. It will help with social media as well. It'll help people sort of decide whether or

not to be in a session as opposed to being “Generic session number five of 12.”

So, at this point, I want to open the floor. I'll be there, of course, and I'll be live tweeting if I can. But I think I'll open the floor, but also, if you're going to be at ICANN 64, [you should] get in touch with Evin and let her know so we have a sense of who's going to be there. But beyond that, I would like to open the floor and take suggestions on what people [inaudible] see in practice at ICANN 64.

UNIDENTIFIED MALE: Hello. Can I join the meeting, please?

JOHN LAPRISE: Yes, you may.

UNIDENTIFIED MALE: Can I contribute, please?

UNIDENTIFIED MALE: Yes. [Let's go.]

UNIDENTIFIED MALE: I don't think [the moderators] can hear me.

UNIDENTIFIED MALE: [inaudible].

JOHN LAPRISE: Okay, is there someone who would like to speak at this point. I heard two voices there. Well, alright, so I'm not seeing any comments or any voices at this point, but to let you know, there is a page on the ICANN 64 forum page, and that includes [inaudible] any comments on practices that you'd like to see for ICANN 64. We do have someone with open mic, so if you could close your mic, that would be great.

[inaudible] I see you're up next on point five of the Slack update. Are you ready [inaudible]

UNIDENTIFIED MALE: [inaudible].

JOHN LAPRISE: [Does someone have an open mic, please?] Dev, are you prepared to present on five?

DEV ANAND TEELUCKSINGH: Can you hear me?

JOHN LAPRISE: Yes.

DEV ANAND TEELUCKSINGH: Okay. Well, I don't really have any slides regarding the Slack update. [inaudible] last call in which we went through the different – how we

want to organize Slack. [I do want to have somebody suggest have a call which suggest an action item to have a call with] Evin, and perhaps yourselves, and with you, John, and of course, any interested leads [to really] go into the Slack and actually make the modifications and changes and so forth.

I just want to make sure Evin, which I presume is going to be taking point in managing Slack, to make sure that she's aware how to do things and so forth. So that's my recommendations for the action item. Okay, great. Alright, well, that's it. [inaudible].

JOHN LAPRISE: Okay, Dave. That sounds [inaudible].

DEV ANAND TEELUCKSINGH: [inaudible] if there's any questions regarding Slack. Sorry. I'm done. Go ahead, John.

JOHN LAPRISE: No, that's okay. [inaudible]. Alright. No, Dave, that sounds good. We'll get a meeting on the calendar, and we will [inaudible] open it up to folks who are interested and want to learn more about Slack. [We're going to] organize it.

Alright. Evin, I think you're up next.

HEIDI ULLRICH: Evin, we can't hear you.

EVIN ERDOGDU: Can you hear me now?

HEIDI ULLRICH: Yes. Thank you.

EVIN ERDOGDU: Okay, great. Sorry about that. Thanks. So, most of you are in the Social Media Working Group chat on Skype, but if you're not, I had shared in there the ICANN multi-stakeholder advice development graphic, and it's just a general reminder. That came out after ICANN 63, and it features the policy advice development process for the advisory committees of ICANN, including the ALAC.

It's a handy image that you can share in your network, so just wanted to remind everyone to please share that, and maybe we can even think of ways to promote it during ICANN 64. I'll share the link in the chat as well. But if you have any question, feel free to let me or staff or John know. Thanks.

JOHN LAPRISE: Thank you, Evin. [Glenn,] I see your question on Metrics. And yeah, [Ariel] did provide metrics. I'm sure we can generate those reports, or I'm sure staff can generate those reports, because they're probably just regular. [inaudible] are you going to [inaudible] those reports that Glenn was mentioning in the chat?

EVIN ERDOGDU: Sure. If you would like metrics on Slack or Twitter, if you would like to specify, or I can just find generic metrics from our social media account.
Sure.

JOHN LAPRISE: Actually, you know, I just thought of this, but Slack would be a great place to post those metrics, and would get people to start using it more. So, that would actually be really useful, to start posting social media metrics on Slack.

Alright. So, going down the list. At this point in time, are there any other comments or questions, or other action items or orders of business that people would like to raise [at this point?] Because we are proceeding through the agenda at a workman-like pace.

Glenn, I see you. Please go ahead. Alright, we'll hold the floor open for a second, because Glenn is in the midst of rebooting. In the meantime, is there anyone who would like to speak up and say anything regarding any of the issues we've talked about today or where you'd like to see us going today? Dev , you have a hand up. Please go ahead and speak.

DEV ANAND TEELUCKSINGH: Okay. Just on the agenda, maybe I missed it, the changing At-Large meeting format. "Regarding discussions, we'll include descriptive titles." Has that been done or posted yet? Because when I went to the Wiki page, I didn't see it linked on the ICANN At-Large 64 Wiki page.

HEIDI ULLRICH: Dev?

DEV ANAND TEELUCKSINGH: Yeah.

HEIDI ULLRICH: Yeah. If I may, John?

JOHN LAPRISE: By all means, Heidi.

HEIDI ULLRICH: Thank you. So, Dev, we're just now getting to the submission of the request for the actual meetings themselves, the meeting slots. So, after that, then we will talk about the agendas, and then we'll be able to make the final titles reflect what the discussion will be about. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Quick follow-up question then. And what's the estimated time for that to happen? Two weeks before Kobe, ICANN 64? Three weeks? A day before ICANN 64? What's the timing like?

HEIDI ULLRICH: Yeah. It will have to be several weeks prior to the meeting itself. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Heidi. My suggestion then would be [that] perhaps we could, before the meeting happens, tweet, maybe do some post on the various days, what's going to happen on day one, day two, day three, day four, sort of like a blog post type of thing, and then that could be shared on social media once the agenda has been sorted out. Okay, that's my suggestion. That's it.

JOHN LAPRISE: Great suggestion, Dev. When I reached out to the ALT Plus group, one of the questions I asked is especially with respect to policy, this is a great way to sort of introduce policy topics that are going to be discussed at the meeting on social media. So, building awareness and interest in a new gTLD procedures prior to the meeting so that people can actually tune into the meeting and tune into the discussion [would be good.]

Okay, I see Glenn is back in. Glenn, I see your hand. Go ahead.

GLENN MCKNIGHT: Hi, everybody. Do you hear me now?

JOHN LAPRISE: Yes.

GLENN MCKNIGHT:

No? Oh, wow. Lots and lots of issues with Adobe for me. I was just going to say if we go back on that link that Dev provided, it was a fairly well laid out metrics on the use of social media, so I don't know if you had a chance to see it, John or anyone else, but I think that's a nice way to actually provide some kind of yardstick on how we're improving our social media outreach.

I know when I did the DNS symposium back in June, which was an ICANN event in Montréal, I went really active with social media. It really means a lot of dedication, getting the statements up and the pictures, but it takes a fair amount of commitment, so I'm hoping people, when they get to the ICANN meeting [inaudible] related stuff that they realize this is a job to do. So it's not just the occasional tweet like, "I'm having a great lunch," it really takes up time when you're there. And Cheryl, you [do have time.] I know you do it. So, I just think if we can even do a fraction of what Cheryl does, I think we'll be great. Thanks.

JOHN LAPRISE:

Thanks, Glenn. Yeah, if anyone's ever seen me at an ICANN meeting and you see that I look a little bit exhausted, absolutely, you see me tweet quite a lot at ICANN meetings. And multitasking between trying to participate in meaningful discussions in person and online at the same time can be grueling. So, point is well taken. This is hard work. What we're trying to do is really hard work. So we really have to get – thank you, [inaudible].

But this is hard work and demands a certain level of commitment and action, which is one of the reasons we try to have the breakfasts early

on [inaudible] people sort of like psyched up and [geared in] and tuned in to posting [inaudible].

Alright. Let's see. Are there any other comments at this point? If not, I'm going to ask Evin to go through the action items that we've got set forward, and then we'll wrap things up with Any Other Business. So, Evin, over to you.

EVIN ERDOGDU:

Thanks, John. So, [inaudible] few here. A generic call to the social media leads of ICANN 64 request to share and like from the At-Large Twitter handle, but also the other social media feeds, and you also made a request for content for blogs that could be posted, blog topics. Also, a follow-up with Betsy regarding ICANN Learn and promoting ICANN Learn via the Social Media Working Group, and we'll also follow up with Dev on the Instagram post via Buffer.

And regarding a tool training workshop, you've offered to have a training session for the community, primarily for the Social Media Working Group leads before or during the Kobe meeting, and it could also be a topic of our next working group call before Kobe, and looking ahead at the ICANN 64 breakfast meetings. That'll be also focused, especially once the schedule and titles of the sessions are drafted.

Then we'll have the call between the three of us, myself, John and Dev regarding Slack, and additional ways to promote engagement with the working group and filtering it out across the community.

And then I'll also work on developing a metrics report similar to what was done end of last year. [I think] that's it. Thanks.

JOHN LAPRISE:

Alright. So, I see the impeccable Cheryl Langdon-Orr has a small bit of Any Other Business. Cheryl, the floor is yours.

CHERYL LANGDON-ORR:

Thank you. I just wanted to make sure that somebody is owning follow-up, if not action, on something that was discussed in outreach and engagement, so those of you on those calls will remember it, I am sure, but we talked about the unique situation in Japan and some limitations, etc., of outreach and engagement. But it was mentioned that there is a strong social media culture, and that perhaps there should be some leverage off that.

Now, I'm unaware of any specific outreach to our At-Large structure in Japan, but I think it may behoove us as a working group to at least get staff to formally reach out to the host and our ALS and see whether or not they have what could be best described as guest locals who, in whatever form of social media they are most well-known or comfortable in, to follow the ICANN meeting. And that could also have some useful leverage.

I just didn't want that, what I thought was a very good idea, falling through the cracks. That's all. Thanks, John.

JOHN LAPRISE:

Thank you, Cheryl. Absolutely. If we can add an action item to reach out to Japanese ALSes for social media support, and just open a conversation with them to let them know that we're going to be in time and we'd appreciate [inaudible] that would be fantastic.

Alright. And I think we have a beginning discussion about a potential best tweet prize as well. I see in the chat that [inaudible]. Let's take this on the mailing list, please. People who are interested in collaborating on that, I'd like to see some conversation on the mailing list regarding that, and we'll go from there and we'll take that up at the next meeting. Or not the next meeting, but the meeting plus one.

Next meeting will be a tips and tricks meeting. We will try to have a next meeting, so the last action item, which is scheduling the next meeting in approximately two weeks. We will send out a Doodle poll for that, and that will be a tips and tricks meeting within our next scheduled meeting.

[How does that sound?] Alright. So, seeing no other business today, or I don't see any other hands at this point, last call for new issues. Going once, going twice. And we are adjourned for today. Thank you, everyone, for coming and participating in the social media call. Let's get out there and start sharing. Thank you.

CHERYL LANGDON-ORR:

Thanks, John. Bye for now.

UNIDENTIFIED FEMALE:

Thank you all. Bye.

CLAUDIA RUIZ: Thank you all for joining the call. This meeting has now been adjourned.
Please remember to disconnect your lines. Thank you.

DEV ANAND TEELUCKSINGH: Thanks, everyone. Take care, all.

[END OF TRANSCRIPTION]