CLAUDIA RUIZ:	Good morning, good afternoon, good evening, everyone. Welcome to the At-Large Social Media Working Group call on Wednesday the 30th of January 2019 at 17:00 UTC.

On the call today we have Cheryl Langdon-Orr, Michel Linze, Shreedeep Rayamajhi, John Laprise, Dave Kissoondoyal, Yrjö Länsipuro, Lianna Galstyan, Amrita, Dev Anand Teelucksingh, Ejikeme Egbuogu, Wisdom Donkor, Sarah Kiden, and we have received apologies from Matthias Hudobnik, Alfredo Calderon, and Maureen Hilyard.

From staff today we have 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 when not speaking to prevent any background noise. Thank you, and with this, I turn it over to you, John.

JOHN LAPRISE:	Thank you very much, Claudia. Good morning, good afternoon, good evening wherever you are. Welcome to the social media call. So, just to briefly go over today's agenda, we're going to start out with – I want to take you on a whirlwind tour of what I do on social media, then we're going to just quickly rehash some of the things we talked about last meeting regarding ICANN 64 social media goals, and then Dev and I – well, Dev leading, talking about Slack, and then also Evin has a presentation on social media metrics, which was a topic that came up last session.

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.

So, I'm going to get started here. I take it at this point everyone has seen my screen, so I'm going to jump over to Chrome, which I use as a browser. This is what my normal screen looks like. Has everyone seen this?

CLAUDIA RUIZ: John, no, we're not seeing your screen.

JOHN LAPRISE: Okay. Well then, I see the button for "stop share." Oh, "share my screen." There we go. Alright. So, you folks are seeing my screen at this point. So, I'm primarily operating on three platform, Facebook, LinkedIn and Twitter, and I use them for very different purposes.

Facebook, I use to communicate with friends and family, and I keep it relatively private. There are a few things that I will – default setting on Facebook is private. There are a few times when some posts, I will change the privacy setting to global, but in general, everything I post on Facebook is private and stays that way.

LinkedIn is business-y. So this is me on LinkedIn, and you can go check out my profile here. So yeah, [one of the] volunteers at ICANN [who] has a day job. This is the outside of the Internet industry, I should say. So, I content here, I occasionally blog on here, and I use this more for business-y and topical postings. The postings here are always public. LinkedIn is am ore professional platform, and so I tend to post content that is relevant to a business-y audience that is on LinkedIn.

Finally, we have Twitter here, and you can see over here. Now, this is the base Twitter platform. And it may look different to you folks because I have by default set to a night setting so it goes dark. So I'm always in night mode. And this is what the basic Twitter [feed] is, and so you can see – let's see, what am I looking for?

However, this is not where I usually engage on Twitter. I use Twitter's advanced platform, which is TweetDeck, which looks like this. [inaudible]. This is TweetDeck. Tweet used to be an independent platform, but it's now a platform that Twitter's acquired. Each of these columns you see is a separate feed. I really recommend everyone use this to manage their Twitter feeds if you use it like I do.

This is the baseline of all content, this is content that mentions me in particular, these are notifications to my account, that's a column for work. And over here, you'll see I have a column both for ICANN At-Large postings and a column that keeps an eye on the [NARALO] hashtag. So if you're wondering how it is that I always know who is and who isn't posting on Twitter or retweeting on Twitter, I just go over to the appropriate column and can check it out. So like here, I can look at the social media tag, and we'll see – no, let's see here. It's not showing. Apparently, [inaudible].

Yeah, so these are people who have liked this. And what's this point? Oh, yeah, this is an NCUC thing as well. So, people who are attached to both are probably seeing it and liking it.

So when I'm looking and seeing who is sharing and resharing contents, so like this is something that Evin posts every week with respect to the

call – remember that the last meeting, I was asking people to share and reshare this content. This like and retweet is probably [inaudible].

I would appreciate it if the social media leads actually take the lead and begin sharing and retweeting this content. You'll see Evin has helpfully posted using all the right hashtags, so there should be no problem in you folks seeing this. You just need to start sharing it out.

Similarly, since I'm in NARALO, and I'm a NARALO ALAC representative, I keep an eye on the content on the NARALO hashtag. Alfredo is a big poster, and I see a lot of his content. When I see it, I like it and I share it. Also Internet Society content here, some other ICANN. Ejikeme also posts when I see it here. So, if you're posting content on this hashtag that is relevant to NARALO, I'm going to be liking and sharing it.

And at present, I've been just following the ICANN At-Large, and periodically, I can look at one of these other hashtags. So if I look at the ICANN hashtag, TweetDeck creates a brand-new column with all the ICANN content. Some of this is relevant to us, a lot of it is not. Some of it is just spam. And you can glance to the same hashtags, and then eliminating – there we go. There we go, remove this column.

So that's TweetDeck. Let me just see if – are there any questions about TweetDeck? So, I'm not seeing any hands at the moment. I'm going to go back. Heidi, I see your question. I don't believe there's a mobile version. On my mobile device, I use Twitter, but if I'm [blogging] at the ICANN meeting, I will keep on Twitter the ICANN 64 hashtag, and just keep an ongoing search of that f or content.

Evin, to your question, TweetDeck is free, there is no charge for that application. It's just an advanced version of Twitter that Twitter actually makes and maintains. I think Cheryl is busy typing. Oh, and Android does have TweetDeck. Well, I'm going to have to take a look at that then. Alright. Thank you, Cheryl, for that. Android does have TweetDeck. I'll be getting busy on that.

Alright, so I'm going to jump back over here and show you a couple of the advanced tools that I also use. So, the first one, I'll go with Buffer first. Buffer is a content aggregator and scheduler. There are many applications like Buffer, I just happen to like Buffer. Hootsuite is another really popular one.

What Buffer and Hootsuite and content sharing tools let you do for instance is schedule posts across multiple accounts. So you'll see here a bunch of these accounts are affiliated with a nonprofit I also have, but then I have also some personal accounts as well.

Buffer allows me to schedule content, so these are tweets that are scheduled for in the next couple of days to be posted. I don't have to do anything except initially set up the posts, then Buffer will periodically send out content in these queues. You can also analytics on the posts that you're sending out, and there's a lot of other things.

Buffer does have a free version. I think the free version lets you have up to three accounts, which for a lot of people is enough. I've got a paid account, but I have a few more social media accounts.

You'll also see there's an Instagram connect, so for those of you who [inaudible] Instagram and other content platforms, Buffer's got you

covered. Again, Buffer's one of many different applications that do this kind of work, and it's really just a question of which content you like. I'm going to give you an example here how when I see content, I go and share it.

So I'm going to open up a new tab here. I am going to go to Reddit. I find a lot of good news and content on Reddit. I'm going to go to Politics because I'm a very political person. Let's see, net neutrality. Let's see if there's anything on net neutrality these days. Let's see, that's months ago. I want to find something from the past 24 hours. There we go. So, I would go over to this article on Motherboard.

Okay, this is content about net neutrality here in the U.S. Now, one of the nice things about these social media aggregators is they have a nice handy dandy button so you can post content or queue content up. I'm going to show you how this works. I'm going to share this in Buffer. So, I want to share it with these accounts, and you just click on those to show.

I click on this because I want to add a picture to Twitter. The way this application works, it doesn't default to add a picture, and it's always good to add a picture where you can. I'm going to also go in here and change this to add hashtag, because hashtags are important. And now I'm going to go down here, and I'm going to type in [inaudible] net neutrality. Okay. So now I've got sort of postings for Facebook, Twitter, Facebook accounts, LinkedIn accounts. That's all good.

And now when I go down here, I can either share now, which means it just immediately blasts out to the accounts I've selected, I can schedule

posts so I can add it to the back of the queue. I'm going to go ahead and share it now, and all those posts across all six of those accounts are now just shared to those accounts. So, that's that.

I'm going to jump back over to this and see if I've got any questions at this point. That was a whirlwind tour of Buffer. Any questions at this point? Yes, thank you, Buffer. Alright, I see no questions at this point. I'm going to jump back over to here and close out Reddit, and going to introduce you folks to another Twitter tool which has a free version, which is called Manage Twitter.

Here again I have a paid version, so what you'll do is you'll connect to Twitter. If you use this application, you may not have all of the features that this shows, but I did use a free version for quite some time, and it worked pretty well. It's busy analyzing my Twitter account. Oh, sorry, to Dev's question, Buffer does have a mobile up, but I find the mobile app, if I'm live tweeting, I want to focus just on – I'm writing content specifically to Twitter, and I found that the Buffer app is less useful on the mobile device than it is on the desktop. But that's a personal decision. Let's see, it's cooking along.

One of the things that Manage Twitter lets you do is sort of clean out your Twitter account. If you [noted] earlier that I have a lot of followers, and I follow quite a lot of people, one of the things I do though is I accumulate sort of junk follows. So in this case, I am identifying people who are not following me back. Who are they? Yeah, I want to save two unfollows, see if anyone has no profile image, which usually means they're a fake account. No. Not English.

And you'll see here I follow 20 people who don't tweet in English. Those are probably ICANN people, but we still want to continue with. These are inactive. I don't recognize any of these people per se, so I'm going to save eight unfollows. I look for fake people. I don't have any fake followers – I'm not following anyone who's fake, and you'll see here are fake followers. These are people who I don't follow but who are following me, and I gave them sort of a spam score. They are people who [inaudible] one reason or another or accounts that are following my account. I have no idea who are what they are, but I'm not going to deal with them.

So I'm going to go to [inaudible] action thing, and now I'm going to go through and unfollow those people that I identified earlier. And this has the effect of – this is sort of conditioning your account, this is a more advanced tool. It's like if you want to get rid of people who are either inactive on Twitter or people you think are fake followers that you're following who are fake, this is a tool to help you manage your Twitter account. And as I said, all the functionality is available for free level, but there's a baseline functionality that I still found useful at the free level.

So that's Manage Twitter. I want to jump back here. Okay. Oh, to Wisdom's question about how this can be leveraged [inaudible], one of the ways is for instance in TweetDeck, there's a hashtag – so if we're looking at what's in AFRALO, if you follow the content that's [made in] AFRALO, the social media leads for AFRALO should be posting Internet-related content to the AFRALO hashtag. At the moment, I'm seeing Ejikeme is doing it, but I don't see much other content that [inaudible] Africa-related.

So you have internet-related [inaudible] At-Large-related content [inaudible] hashtag, [inaudible] they'll start using it themselves and that grows the usage of the hashtag.

Let's see. Lianna's question about putting out a course for this. There's a lot of courses. I'm giving a very focused one for our purposes, but if you go online, there's a ton. I'm by no means the best teacher in the world. There are people out there who teach these things. I just happen to have – this is my role at the moment so this is what I'm doing. But thank you.

Claudia, see if you can get a dial out for Sarah. To Michael's question about saying a tool can only be valid if the community masters it, I would say it's not so much the community but it's more a question of individual mastery, or utility, it's finding a tool that works for you and then employing it. A hammer isn't any good if you leave it in the toolbox all the time. It requires practice and use if you choose to use it.

If you don't use Twitter very much, then some of these tools are not going to be so useful to you. What I would suggest in that case is to find tools that help you in your chosen platform. So if you're an avid Instagrammer, I'm sure there are tools out there that do for Instagram what TweetDeck does for Twitter. So, find the tools that work for you on the platforms you use, and use them, and master them as [inaudible] lists.

I'm going to show you, so I built a number of lists. Some of them are for work and some of them are for ICANN. These two lists in particular – and these are lists that are open and you can subscribe to. So, this is a

list that I compiled [inaudible] individuals that are involved in Internet governance, and so when I'm on TweetDeck – I don't think I have this set up at the moment, but I can add a list – so once you have a list that you subscribe to, you can go immediately and look at – you can add a column to your TweetDeck feed that is the content that's being shared out by people on that list. So this is net governance individuals. So you can do this for any list, and once you create a public list – and this is something that [Wisdom or someone] asked me earlier about the use of in Africa and the AFRALO hashtag. Well, one of the things you can do also is in your region create lists of users who are invested in and working on Internet issues in your area. Create a list and then begin monitoring that list and looking for content from this. In fact, I recommend that all the ALSes, if you're involved with an ALS, create a list with your members and their hashtags.

I tried moving [my – Claudia.] I think maybe it's a volume thing, I might be overstaying the volume [so I can] speak a little bit softer and I won't be cutting out, because I think I'm overloading the mic.

So, what I would suggest is using the lists to aggregate people who share content in your region and then keep an eye on those lists to identify content that's useful for sharing more broadly. So, any questions at this time?

Alright. I'm not seeing any question at the moment, and I think I have eaten my time up. Oh, I see [inaudible] is typing right now. No. Alright. So, without further ado then, I'm going to move into point four, which is social media goals.

One of the things I will continue hammering on the social media tool for any workshop, either before or during, this tips and trick session is basically that, but I find for a lot of people it's really useful to have a hands-on experience of technology and have someone who can be right there when they're doing things, either installing things or settings things up, and we might set up some sort of workshop so we can share how we actually do things, because a lot of these technological tools, it really helps to actually be like, oh, where do I click? And have someone at your side pointing things out. So, we will try to schedule some time at the Kobe workshop for that kind of training.

Have we had any additional information from Japanese ALSes? Cheryl, do you have any information on that score?

CHERYL LANGDON-ORR: There is only one Japanese ALS that I'm aware of, and the APAC Hub is working with them on whatever is going to be happening locally from a host point of view. What information were you seeking from them?

JOHN LAPRISE: I think it was more just what opportunities exist for collaboration with the Japanese ALS, if any.

CHERYL LANGDON-ORR: That would be virtually none, unless you speak Japanese.

JOHN LAPRISE: Okay.

CHERYL LANGDON-ORR: I'm not joking, and I'm not being glib. John, I wasn't joking. The Japanese ALS –

JOHN LAPRISE: I'm not [thinking – I know.]

CHERYL LANGDON-ORR: Yes, the Japanese ALS does its own readout and briefings in Japanese after ICANN meetings and always has, so their engagement is not in often real time in ICANN meetings. But unless we can operate in Japanese, the opportunities are extremely limited. So if you want me to follow up on any particular question, I can, but I will be doing so via a translator and getting back to you.

JOHN LAPRISE: Okay, Cheryl. So, I think we'll table this particular action item because it sounds like the language barrier is going to be a bit problematic. I have many talents, but speaking Japanese is not among them.

So, [promotional] multi-stakeholder advice development graphic. I know Evin has been sharing that out on a periodic basis. Going int other meeting, we should make sure that we put it in the rotation for the inventorial calendar.

And actually, that's a point I would like to raise at this juncture, which is [an] editorial calendar. One of the things that goes with sharing out content on social media is to post on a regular basis. If you post on a regular basis, people come to depend on your content [inaudible] and tools like Hootsuite and Buffer help you do that because you can schedule content over many days and make sure that you're sharing content on a regular basis.

I believe – Evin, can you help me out with the next point, which is – well, first of all, [get down the] editorial calendar, but secondly, the [breakfast gatherings.] We don't have a final schedule for sessions at ICANN 64 yet, so I think we're still waiting for that to drop before we can hard schedule the breakfast gatherings. Is that correct?

EVIN ERDOGDU: Hi, John. Yeah. So the block schedule, the generic schedule's set up, but the specific sessions haven't been totally 100% confirmed yet, so until they are, we can't really plan, but we could plan maybe things we wanted to discuss or focus on. But it should be updated soon, and for sure as soon as it's posted, we'll be sharing with Social Media Working Group. Thanks.

JOHN LAPRISE: Excellent. All right. That's great. We're still mulling over the best tweet prize. I haven't seen much on the mailing list. Does anyone have any thoughts here about a best tweet prize at ICANN 64? I really don't know how we're going to judge [inaudible]. Glenn mentioned in the last

meeting that he's seen that at other meetings, but I don't know how we would actually judge such a thing.

I think we actually [post the] top five tweets in terms of engagement, but it's not necessarily a best tweet kind of thing. Anyone have any ideas?

EVIN ERDOGDU: John, if I may.

JOHN LAPRISE: Yes.

EVIN ERDOGDU: I don't see anyone raising their hands, but just FYI, staff will be bringing some gifts to distribute as prizes, so we've kind of got that part covered. So we just need criteria and judges from the working group. Thanks.

JOHN LAPRISE: Okay. Well, alright, so at this point, we need to develop some criteria for judging best tweet. Can we reach out to Glenn? Because I know he mentioned that they've done it before, or he has experience doing it before, so his input on judging criteria will probably be very helpful [to start with.] So let's reach out to Glenn to do that.

But meeting format, point E, that also is something that's moving along. The schedule for ICANN 64 is firming up, and like I said last time, they will be – the sessions, the ICANN At-Large, the ALAC sessions will have

more descriptive titles, which I think will be very helpful and we'll be doing a lot more policy work, so that will also be useful. So that's very exciting [to get] those in. We will have to be sharing out content based on both the new format, which is a point of engagement, as well as the actual content that we're sharing.

Alright, are there any questions about ICANN 64 at this point? The floor's open. I'm looking for hands. [inaudible]. Alright, I see no hanbs at this point. Alright, so I'm going to move on to point five, and that's the [inaudible] strategy for ICANN 64, and also, Evin has a point. Dev, I see your hand. Do you want to take the floor, please?

DEV ANAND TEELUCKSINGH: Sorry. Can you hear me?

JOHN LAPRISE: Yes.

DEV ANAND TEELUCKSINGH: Okay. Sorry about that. Yeah, this is regarding the point four. I don't know if Evin [does] this, but as the schedule gets finalized with proper [inaudible] and time and meeting times and so on, do you populate [inaudible] with appropriate messaging? [inaudible] check out the discussion at Tuesday, etc., and just have I t in the queue ready to go, or do you just try to compose it on the fly? I'm wondering if some preparation in preparing these tweets or [inaudible] would help, because Buffer can do that. So that was [inaudible] general question.

EVIN ERDOGDU:	Yeah, thanks. To answer your question, it's yes to both. Once the schedule is finalized, basically, I set up a schedule on Buffer to announce each session and the location and the AC room, so basic joining details for the community. And then depending on the topics or the agenda or what is happening or any pictures that are taken during the session, I post those kind of while the session is going on so there's a bit of advanced scheduling and there's also kind of live, on the spot tweeting, and retweeting as well. Thanks.

DEV ANAND TEELUCKSINGH:	Alright, thanks, Evin. So I guess a quick follow-up perhaps. Previously, what we tried to do is we have like [inaudible] called static content, and the dynamic content. The dynamic content is what is happening right there and then at the ICANN. But there is perhaps opportunity to [inaudible] static content, and this is where we have – so for a background, we have [inaudible] the WHOIS [inaudible] EPDP [inaudible] is being discussed and so on. So maybe it might be useful to have some of that static content prepared. [inaudible] WHOIS, those types of things. Just a suggestion. It's up to the chair whether he wants [to take it] or not.

JOHN LAPRISE:	And Evin, if I can intervene here, one of the things that we talked about with respect to having the sessions actually have a topic focus is that this may lend itself to using better hashtags to promote the individual sessions. So, when we're in the process of pre-scheduling all these

posts, knowing those topics and finding related hashtags to put in those posts is a consideration of the first time, I think.

In the past, like when the ICANN president shows up, we usually throw his handle in the posting, but now if we're talking about EPDP, we might throw in a related hashtag for that, because before, it was not so obvious. So this is, I think, an opportunity to broaden engagement.

DEV ANAND TEELUCKSINGH: Absolutely, yeah, and this is [inaudible] thinking. I think we're going to have better [title] data than At-Large outreach leaders working session 1, 2, 3, 4, 5, 6, 7. Yeah.

JOHN LAPRISE: Alright. If there are no other comments at this point on point four, I'm going to move into point five. And Dev, did you want to speak a little bit more about Slack at this point?

DEV ANAND TEELUCKSINGH: Well, we're supposed to have a meeting to go over some of those, how we want to structure Slack, but based on [the]discussions we had in December, I've made some changes already to the Slack rooms and so forth. But really, it's up to, I would say, [inaudible] try to work on some documentation and so forth. I've already started doing that on the Wiki, so I'm going to slowly build it out, sort of like the onboarding At-Large thing for Slack. But I do want to have that conference call with you, John, and Evin especially, because Evin is the [inaudible] admin to

actually create the channels sand so forth, especially for those groups that [inaudible] I cannot be a member of.

JOHN LAPRISE: Okay. And for everyone's reference right now, if you haven't gotten on Slack, this is what Slack looks like. This is the ICANN At-Large community. We've got a couple of channels set up and a couple of users who are involved. And as time goes towards ICANN 64, we will be posting more of this and also probably will be posting related content on it. So, if you aren't on Slack already, I would suggest that you give it a whirl and see what you think of it, and play around with it. Just like most online tools, a lot of it is just rolling up your sleeves and digging in and seeing what's going on. I know that's my learning process for a lot of online tools. Go ahead.

DEV ANAND TEELUCKSINGH: Just to mention that what John's screen was showing was I think he showed only the ones he's been active in. There's a view that shows the entire list of Slack channels. There's quite a lot more. If you were to click on, I believe, channels, you would see all the different channels. As we've discussed, we've created channels for each of the RALOs, and for the working groups, we have WG- and the name of the working group. So that was the suggestions coming out of the December meeting I think it was. So there's quite a few channels there, not just those few that John is frequenting or visiting all the time. That's it. And I see John you can join those channels by browsing them. Yeah.

JOHN LAPRISE: Yeah. [inaudible]. I need to join that one, I need to join that one, so it's pretty darn easy. And I'll get more of it done later on. Alright, so I think we're up to you, Evin. You wanted to discuss analytics.

EVIN ERDOGDU: Yeah. Thanks, John. I'll just be brief. Basically, looking at Buffer at least –

JOHN LAPRISE: [inaudible].

EVIN ERDOGDU: Go ahead. Oh, okay.

JOHN LAPRISE: I just stopped sharing the screen.

EVIN ERDOGDU: Sure. Well, posted to the agenda are four Excel spreadsheets showing the latest analytics that we have from Buffer on our social media performance. And please let me know, but as far as I can tell, I could only reach back 90 days for the analytics. So this is the period from November 2018 to basically today in January. So basically, after ICANN 63. And I shared the most retweeted tweets, the most liked tweets, the most shared Facebook posts, and the most liked Facebook posts. But since this is kind of a 90-day period and I can't go back further, I think going forward, I would suggest this would be a standing agenda item, and at least on a monthly basis, I could update and compare it to the

last 90-day period, just how we're progressing and what is generating the most activity. But from a kind of [surface] level, this initial data is showing that basically, a lot of posts related to DNSSEC and the KSK rollover as well as EPDP were most retweeted. So, that doesn't really come to too much of a surprise as those were very substantial topics of discussion for the At-Large community and for ICANN in general. So, this update's a little more broad, but in subsequent SMWG calls, we'll have more of a comparison. Thanks.

JOHN LAPRISE: Okay. You know what? Evin, you said you can go back 90 days? Is that right, or did I mishear that?

EVIN ERDOGDU: Yeah, 90 days, but if you guys know if it 's possible to get more data, please let me know. But from what I could tell from my buffer interface, I could go back within a week, within 30 days, 60 days and 90 days. So I just think going forward, I could just do periodic updates starting from this data. Thanks.

JOHN LAPRISE: You know what? What I would recommend is that I would take – for individual tweet sort of engagements, I would do a 30-day cutoff, so do it like the middle of every month or the beginning of every month kind of thing, and just take a month-by-month snapshot of individual tweets. On an ongoing basis, you probably – for like overall engagements, I would say both a monthly and a quarterly. So on the quarterly, you can

take the [inaudible] so we create both an individual average and a rolling average at least in the beginning, so you look at the overall engagements on a 30-day basis and a 90-day basis, and see which one is more useful. And then when you determine which one is more useful, just go with that so we have a single metric. Does that make sense?

EVIN ERDOGDU: Yeah. Thanks, John. Will do. Thank you. And I think Dev has his hand up.

JOHN LAPRISE: Oh. Dev, I recognize you. Please speak.

DEV ANAND TEELUCKSINGH: [inaudible] I posted a link there about how you do a report [in Buffer]. So I believe you can specify longer, like within this calendar period, within the Buffer paid, which [is what] ICANN has. So you could check it out. So I think you don't have to just go back to the [inaudible] 60 days, 90 days.

JOHN LAPRISE: Good.

DEV ANAND TEELUCKSINGH: [inaudible] as I understand it from the documentation. So, you could check it out and see if that works.

EVIN ERDOGDU: Thanks, Dev. I noted there is also an option to pay for a report, and I'm not sure if we would have that in the budget, but at least from the free content analysis, I think 90 days was the furthest back. But I'll look at this article and see what our options are. Thank you.

JOHN LAPRISE: Yeah. Three is good. Sorry, go ahead, Dev.

DEV ANAND TEELUCKSINGH: Sorry. I think [inaudible] and from what I understand – I'll just post the link there – it's available to anybody who has a [business account.] So if ICANN qualifies for that, which I believe it does, you could take it for a spin. You just send an e-mail to that e-mail address and [inaudible]. Okay? That's it.

JOHN LAPRISE: Thank you, Dev. So, moving along to item six, this is just – once again, so we have an outstanding call for blog topics, so people who want to write blogs and share them, please do so. We talked earlier about using the regional-level handle or the hashtags, so please write engaging content and share out – Dev, do you still have your hand up? There we go.

DEV ANAND TEELUCKSINGH: Sorry.

JOHN LAPRISE:	No problem. Also, we have a call to outreach and engagement. I believe we've got some meetings set up in the future, especially going to ICANN 64. So I think that's [inaudible] at the moment. I see that Evin has put into the action items we do have Betsy from Education and Learning coming in to chat with us to potentially collaborate on sharing out some content that's on the learning platform. And then again, this is a renewed call that if you are a Social Media Working Group lead, at the regional level or at the global level, you should be sharing content on a regular, if not daily, basis.

Use some of the tools we discussed today, keep an eye on relevant hashtags, and when you see content that's relevant, share, like, disseminate it. The things that, just as a baseline, I think that Evin shares out on the ICANN At-Large handle should as a general rule be shared and liked, period, by everyone, because that's information, when this meeting occurs, when that meeting occurs, how to connect to that meeting. That's information that everyone on that handle should be made aware of, anyone who's [inaudible] should be aware of, pretty much the people that you talk to should be aware of.

So, you need to stat sharing all this content out. As you can tell, I do this on a regular basis. I share out this content when I see it pop up in my TweetDeck. [I strongly] encourage all of you to use whatever tool is best suited for you to do the same. That's what this working group is about, is making use of the tools at hand.

So, are there any [questions] at this point? Seeing no hands, we have in the action item list Slack strategy discussion, a discussion about metric

organization, and also Betsy's calendar invite for next Social Media Working Group call. Yes.

Let's [inaudible] let us schedule another Social Media Working Group meeting for [two weeks hence,] with agenda to be determined. We can wait a week, and let's get this rolling, because we're gearing up for ICANN 64 in Kobe, because it's not too far away. It's in mid-March, and we are now at the end of January.

So, on that note, is there Any Other Business? I'm looking for hands at this point for Any Other Business. Seeing no hands, I'm going to call this meeting of the media working group – adjourn this meeting. Thank you all for coming and participating, look forward to seeing you online on social media. Thank you. Claudia, we're adjourned.

CLAUDIA RUIZ: Yes. Thank you all for joining. this meeting is now adjourned. Please remember to disconnect your lines. Thank you.

[END OF TRANSCRIPTION]