
ANDREA GLANDON: Good morning, good afternoon, and good evening. Welcome to the At-Large Social Media Working group teleconference, held on Monday the 15th of April, 2019, at 19:00 UTC. On today's call we have Ejikeme Egbougu, Cherie Lagakali, Cheryl Langdon-Orr, Glenn McKnight, Harold Arcos, who is on audio only, Yrjo Lansipuro, John Laprise, Lianna Galstyan, Shreedeeep Rayamajhi, who is also on audio only, Susannah Gray, Dave Kissoondoyal, and Jonathan Zuck. From staff we Don Hollander, Evin Erdoğan, and myself, Andrea Glandon on call management.

I would like to remind everyone to please state your name before speaking for transcription purposes, and to please keep your phones and microphones on mute when not speaking to avoid any background noise. Thank you and over to you, John.

JOHN LAPRISE: Thank you very much, and welcome to this meeting everyone. I'd just like to start out with a thank you for being here. We have a full agenda but I'm hoping to get through in a goodly amount of time. The big items we have are some follow-up on ICANN 64. We have Don Hollander on our call today to talk a little about universal acceptance, and some things I'm hoping that the social media working group can assist on that. Then start thinking and

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talking about ICANN 65 which is coming up in just a few short months, so let's get started.

So, first of all, ICANN 64. So, ICANN 64 we had the new normal social media working group breakfasts. We are planning on repeating that at ICANN 65. We had a fairly good response on Twitter. And ICANN 64 we also did outreach with the fellows at the traditional NPC At Large sessions, and that will be a continuing thing. One thing that we also did at the meeting for the first time, and this is more of a courtesy of Jonathan, was to, at the public sessions, basically, three main policy things in the public session and share that out on social media.

I think going forward if we can get those ahead of time of Jonathan and work up a nice slide infographic, we can make that something that we sort of hang our hats on before every meeting. So ICANN 65 talking points. This is a new initiative from Jonathan on these talking points, but I think it's a fantastic one. And I'd like to us to do as much as we can to advance that. I'm going to hand [inaudible] to Evin so she can address points and be in second, but I also want to say is that the ICANN 64 was very good, it was very productive. We were incredibly busy.

On a personal note, as you may or may not know, I'm right now stepping for the vice chair ALAC and I found that a lot of the times I would normally spend on social media was being cloaked by talking to members of other constituencies face-to-face. So it's

not a bad thing, but the people who were at the meeting, were active on social media, I really appreciate helping, stepped up and were sharing across the platforms, and I really appreciate that, so well done everyone.

Alright, Evin, so you have a few points you'd like to bring up under 3a or 3b?

EVIN ERDOĞDU:

Sure, John. Thanks. Just, for the record, two quick notes. There were three winners from the Tweet competition that we had at ICANN 64, which was great. There were so many participants and a lot of great Tweets to pick from, and I look forward to working with you all on that again for ICANN 65. They were mailed last week, so you should get them within three days and I'm in touch with the winners on that.

And then also, from ICANN 64 there was an update to all social media banners on Twitter and Facebook, and I've submitted a formal request to our ICANN Comp team to help develop a very polished version of that. So, thank you all very much for that input and we'll be sharing with you that banner once it's completed. Thanks.

JOHN LAPRISE:

Thank you. I'm John Laprise for the record. Yeah, it worked out really really well and I'd definitely like to work on that for ICANN 65. I do want to make one note of reference, is that in the last, in ICANN 64 we had allocated times to speak with [inaudible] team at ICANN, and I was very interested in the session; unfortunately, due to time constraints, we were unable to give them the time they were allotted because eventually the president and the chairman of the board ended up taking up all the time, and we can't really kick them out of the room to talk to someone else.

So, on that note, if I could add to the action items, of a request to the ICANN 65 planning group to invite the strategic communications team back. To actually have the meeting that we had promised them at ICANN 64. I would really like that. I'm on the ICANN 65 planning team, so let's just make sure that's added to the discussion.

Okay, so let's move on to point four, and let's talk about universal acceptance. I see Don Hollander you are on the call. Would you like to say a few words about universal acceptance for the people on the call before we start discussing -- oh wait, I'm sorry. Let me [CROSSTALK] Yeah, I see your hand up, Daniel. Daniel, I recognize you.

DANIEL KOUAMI: Thank you very much, John, for that. It's Daniel speaking for the record. On the issue of the coms team communication, on the 24th during the office of engagement call, I referred to the update from the coms team which was also lead into the selection of the team that won the communication strategy. So I'm going to request all prospective members of some working groups to also attend the [inaudible] call; at least there will be some insight. It's also good to have a follow up with the coms team after ICANN 65. Thank you.

JOHN LAPRISE: Thank you, Daniel. This is John Laprise for the record. Can we make sure that Daniel's message is disseminated by mainly what is also on the platform that the only call is a strong encouragement to members of the social media working group to be on that call. Okay, so now Daniel, is that a new hand or are you speaking again? Okay, so -- That's okay. So now let's move on to point four, and I see Don Hollander is on the call and if Don would like to say a few words about universal acceptance before we start discussing some sort of social media policy to assist with universal acceptance, that would be appreciated. Don?

DON HOLLANDER: Thanks very much. It's Don Hollander here. So, just briefly, an introduction to universal acceptance, it's the idea that all the

main names and all e-mail addresses work in all applications, which is sort of self-evident, but the reality is that they don't. And this was -- we started to see this back in 2001 when the first, the very first set of new gTLDs started coming out into production, so that would be dot info, dot tel, dot museum, that sort of thing.

But that accelerated really in 2010 when we started to see the first IDN ccTLDs; so these are top level domains not in the ASCII characters, and accelerated again in 2013 when we started to see the new round of gTLDs which had characteristics of more than three characters, basically just new. And the core issue is that people, developers, have been slow in updating their systems to recognize that these things exist, and so people who try to use these new, their domain names, in these new top-level domains, are experiencing challenges.

So that's what the universal acceptance theory group is here to do, is to try to raise awareness with the development community that these things exist. And the fixes are generally pretty simple, pretty straightforward. It's just that people need to A. know about them, and B. care enough about them to make the changes to their applications. Most of the applications are effectively a bug fix. It's just that people don't know about them, and even when they do, they're answer is often "Oh, well, nobody ever complained about it before."

And that's generally correct because people are not actively using many of these new top level domains, or domain names within them. So that's a brief look at universal acceptance, what the issues are. And the universal acceptance theory group was formed in 2015 and it's a community initiative to help raise the issue. It's an independent initiative that's strong with support by ICANN. John?

JOHN LAPRISE:

Thank you, Don. So, before we -- So I'd like to open discussion on the floor, if people have thoughts about this. I've heard a longer presentation by Don before which was fantastic. And I have few ideas about how we might go about this, but I'm [inaudible] there are people who have some thoughts. So, I will open the floor to anyone. Jonathan, I recognize you.

JONATHAN ZUCK:

I should hope so, it has my name right there. This is Jonathan Zuck, for the record. Yeah, so we had a meeting at ICANN 64 that was partly about the substance of universal acceptance and partly about getting some buy-in from regional leaders to participate in an outreach experiment to see what our community does when given a task, kind of, a defense of what those communication pathways might look like, and who needs reminding, and sort of have an exercise of process within the At-Large, that can have

long term beneficial consequences in terms of policy development and other areas in which we need the feedback of individual users and ALSes et cetera.

And so the net of that was unanimous consent to engage in some kind of outreach experiment and in my head, I had designed some elaborate testing exercise where everybody in the At-Large got an email address with not three characters or with an IDN, it went off and tested the top sites in their country, et cetera, and I had a conversation with Don where he kind of reigned all that in and said that the top priority really is just informing folks and getting the word out to a broader community and to develop an organization and things like that, that this is even an issue, and so the first phase of this isn't doing anything as difficult as doing some testing, but really just an outreach.

And so at the end of our conversation, what Don and I sort of came to the conclusion of is that it makes sense to have the regional leaders, the RALO leadership have presented with some documents and at a task to pass on to the ALSes to write about in their blogs, or whatever venues they have. This issue of universal acceptance and Don actually has some grasp blogs, et cetera that can be customized by people to make them their own.

But for the most part, the goals, the objectives, would be to see if we could through the realm of leadership get the individual ALSes activated to publish something about universal acceptance

through their members. And then maybe track this through tweeting about it and having a hashtag for it so it's easier and look at where that hashtag happened and see how we did.

And so I think the goal at ICANN 65 would be for Don to make a presentation to the At-Large regional leaders asking for their buy-in and their commitment to follow up to their ALSes to get their ALSes to publish one of these draft blog items, et cetera, that Don already has in hand. And then see what we can do to track that and then we can get some bragging rights about the actual reach that At-Large has which it should be enormous there's just reasonable feedback.

So, anyways, that was the overall thing and it's pretty straight forward after that, the testing and stuff. It's just getting people to write about it, with drafts that are already done, and so that's what we're hoping to try and accomplish. So I'd be happy to see feedback from folks on that idea, but I think that ideally we're trying to schedule a session in Marrakech where John makes his presentation as the ALAC vice-chair out to these RALOs that in turn would then activate their ALSes and we would try to track it through. So that's the broad strokes. Happy to take questions.

JOHN LAPRISE:

Thank you, Jonathan. So, yeah. And I am working on a presentation and it's already on the agenda for ICANN 65.

Leading up to that, I think something definitely push out to the regional leads. Don, one question for you. I looked at the USG website and I saw that you have a number document in papers. Do you have any infographics that would be suitable for sharing out on social media platforms? That we could take and disseminate them?

DON HOLLANDER:

Don Hollander here. Thanks for that question about infographics. The short answer is not that I can think of offhand. What would you want that infographic to show? The extent of the problems, the opportunities? We focus on mostly on words.

JOHN LAPRISE:

Well, okay. John Laprise for the record. So, I guess if we're trying to inquire a call to action and a call to awareness, then an infographic that just basically raises the issue in people's minds. So I know you gave a great presentation to try to entice this into your email at ICANN 64. But something that we could share out on our social media platforms that would, if someone saw us, would actually, is what is universal acceptance? What does it mean, what does it mean for you as a user? And why is it important? You want to [inaudible] the language you choose. So a couple of infographics that we could share around I think would go a long way.

DON HOLLANDER: Okay, so it's Don again. We certainly have a generic USG presentation deck, and within that there are a number of slides that sort of give you an idea as to where the issues are. People are more than welcome to take those deck and find individual slides out of it, that might work. But let me talk to the coms team and see if we can provide you something that encompasses a number of things in a single visual presentation.

JOHN LAPRISE: Okay. John Laprise for the record. I think that'd be great. Even if it's one image per slide, and we have like three or four slides, that would be great. I think Evin's got her hand up, so, Evin?

EVIN ERDOĞDU: Thanks John. This is Evin, for the record. And I don't know, maybe this could be a tabled for another time, but I thought perhaps it could be useful, especially for some of the participants on our call now, maybe Don or Jonathan could kind of mention the previous works that had been done with the universal acceptance theory group and perhaps anything from prior studies or pilots, and I know that there's a 2017 evaluation of websites for acceptance of variety of e-mail addresses, so maybe if there could just be like, broad strokes, some input, so the group has done prior to this? Thank you.

DON HOLLANDER: It's Don, here. I could talk for a long time about the work that we've already done. If you go to [USG.tech/documents](https://www.usg.tech/documents), you'll see a whole range of documents there. Evin was talking about our 2017 study of the top style sites where we showed just 8% of all the websites tested, accepted all our used cases. And a similar percentage, about 8%, did none of them. So we're doing that study in 2019 and in fact we've got a couple of studies related. That one is the top thousand websites that is currently in contract, processed.

And then we have another group that's going to do smaller groups of 50 websites so that if somebody had brought back to look at some industry or some geography, we can get that done in a week or two weeks. That's not terribly hard to do, but we can do that for you. So we have studied browsers, how UA ready are the browsers. Currently setting e-mail systems to see how EU ready e-mail systems are. We're looking at how well deployed e-mail capable systems are. So, there's quite a range of material in the system already.

JOHN LAPRISE: John Laprise for the record. Jonathan, I see you have your hand up.

JONATHAN ZUCK:

I do, thanks, John. That's a new hand. I really want steer us away from evolving too much into a substantive discussion about this because I think at the time we were done with our conversation in Kobe, people all solved a sense of problems, and there's some census of trying to participate in some way to alleviate the problem. And so, what Don has identified is trying to get as many people talking about it as possible. And maybe that's posting an infographic on social media, but ideally, it's probably something a little more substantive, which is if people have a blog or something like that that they write to, you know, getting them to do it.

And I think what we should try to do is think of this as an exercise in process, more than anything else. In other words, is it possible to start with the RALO leads, the regional leaders, and say, "Here's the project. Here's some draft texts, please reach out to each of your ALSes and follow up with them and hold them accountable to getting the ALSes to make a blog and share something like that about this topic. Here's draft text for you." Et cetera. And then keep track of that and record on it and get some metrics that way to get an understanding of whether or not we can actually do an activation like that.

Because in the future, if we have to try and do surveys or other things, and establishing these mechanisms for communication, I think would be invaluable, and if we're able to succeed in generating a bunch of blogs, you know, et cetera, and a bunch of

bi-directional communication, I think it will do a great deal for the At-Large brand. In fact the ICANN community. So I really encourage us to not worry that much about the specifics. We'll have draft texts for that.

But for us to think really hard about the process and how we might leverage our large [inaudible] in this beneficial way, in the near to mid term. So this is a branding exercise as much as anything else. That's what I'm hoping that some of this is. And Don's group is well-resourced, et cetera, helps provide materials to pass on to these folks, to pay for translations if necessary, to do some tracking via the Asia folks. They're well positioned to be good information resource for us to do this experience in out-reach.

JOHN LAPRISE:

Don, I see you have your hand up.

DON HOLLANDER:

Yeah, thanks. So it's Don Hollander. There's a number of things that you could do to accelerate that. I understand, Jonathan, purpose here, and I'm delighted that USG can be your example vehicle for this. Just in terms of some things that are quite simple, in terms of amplifying the message to the USG runs a number of social media campaigns on LinkedIn, Facebook, and Twitter. If people from the ALAC community can simply like or share those,

then we can start, we continue with our tracking as to how that grows in terms of usage and visibility.

I'm not quite sure what that social media measurement tools are, but we have folks who do do that and you can say, "Right, well, ALAC is going to do this actively for a period of one month," for example, say from Marrakesh, and then we can see how much more amplification we get. There's a lot of things that could be happening but that could be done pretty simply. Thanks.

JOHN LAPRISE:

Thank you, Don. Daniel, I see your --

DANIEL KOUAMI:

Daniel, for the record. Just to add a little -- Glenn was walking on how we can be able to communicate using blogging, so probably this would be a good opportunity for [inaudible] be shared for the links that Glenn is working on. And also [inaudible] we should also leverage for the newsletters that are being produced by the different RALOs. [inaudible] aware that RALOs have a good newsletter, so [inaudible] those channels to handle the different [inaudible] for sharing information. Back to you, John.

JOHN LAPRISE:

Thank you, Daniel. Jonathan is that a new hand or is that an old hand?

JONATHAN ZUCK:

It was an old hand, but I guess I was starting to type to say, I appreciate Don wanting to make this easy, but I don't want to turn this in to we send out a Twitter post and hope that folks that there's subscribers will re-tweet it. I think what we want to do is really stretch the relationship between the regional leaders and their ALSes and what that feedback looks like.

It's possible, have a little bit of an accountability framework in there that says, "Hey, re-check your ALSes, get them to do X, check on them in two weeks if they haven't done X and remind them and report back," and let's start to get that kind of vocabulary going within our region, because I think we need it going forward, and I think that's what will really allow us leverage our side. So, let's not just make this a, "Hey, we'll tweet about this in the hopes that everybody that's also on twitter re-tweets it." I think that's not enough of a test. I think we really want to like we said, sort of stress that those relationships between regional leads and their ALSes.

JOHN LAPRISE:

John Laprise for the record. Thank you, Jonathan. I agree. I think that conversation, however, happened at the [inaudible] level within this working group. I mean, we're pretty much on the [inaudible] content that we share that we think is useful, and that

we're making the content open and on a corporate platforms across the world. That's our reason. I think Daniel's [inaudible] that we need is the place to it, and again, at ICANN 65 I will be talking with the RALO leads to make this call to action.

Even before then, though, we can certainly get out to different regional mailing lists some content on USG, to get the word out. I think it would be good, and I think Jonathan, chime in here. It would be really good to have -- to sort of sow the field before ICANN 65 with UASG content so that when it comes up in the meeting, no one's caught by surprise. Everyone is like, "Oh, yeah we've seen that," or, "We've heard about that." And so we come to the actual meeting with the different RALO leaders, they're already prepped to have the conversation. Are there any comments? Any other thoughts?

Alright. I see [inaudible] good point. So we have a pile of action items on or around this UASG. And I think that we've sketched up some good ideas on how to proceed prior to ICANN 65, at least on social media. Daniel's on this call so I think that's [CROSSTALK]. And I think we're in a good position, and I wanted to thank Don Hollander for coming on this call, and also our chief, chair Jonathan Zuck, for also coming in and chatting. Cheryl, I see your hand up. Go ahead.

CHERYL LANGDON-ORR: Just very briefly -- I wasn't terribly clear on our next steps. So, if you can just reiterate that.

JOHN LAPRISE: Oh, thank you Cheryl. Yes, of course. Next steps on our parts of the social media working group are, we're going to be getting some info graphs, and start sending those. We are also going to, in fact I've already done it myself, is tell certain followings lists on Twitter. I expect it to be on the platform shortly. And that word we will be sending it out to the social media lead. We'll do some social media leads, some marketing orders to start sending UASG content.

And also, once we have some good content we'll also e-mail out to the different RALO mailing lists content on UASG. They'll be a discussion I mentioned next OA meeting regarding UASG. Outreach on a broader scale. And then AT ICANN 65, we will be hosting the meeting with the RALO leaders. I'll be leaving and meeting with the RALO leaders on universal acceptance to get them to reach out to their ALSes and their individual marketers to kick off the word on the universal acceptance.

So, I think the strategy right now is, on the social media front, that we get the word out to as many as possible. Recognizing that not everyone will be tuning in. And do the same thing on the e-mail. And then taking care of the next step, which is activating the EOI

network. To start thinking about and start talking about universal acceptance. And then the next step up from EOI is taking it to the RALO leaders at ICANN 65.

So, if you can imagine, it's sort of a series of enclosed pyramids, each one moving up a little bit more. So we've got starting with the social media working group, moving up to OAE, which falls under the social media working group, and then finally all the way up to the ALAC level, where we go uphill to be able to a ALAC leadership for their actions. Is that clear, Cheryl?

CHERYL LANGDON-ORR: Excellently, thank you.

JOHN LAPRISE: Okay, great. Alright, so I think that summarizes universal acceptance. And again, Don, thank you for coming on the call. And I hope we're gonna be able to help out universal acceptance move forward, and the [inaudible] option.

So, the next thing. The A and B. So, on ICANN 65 call before social media goals, I think -- Good eye, Don, thank you. I think the first one, and I think I mentioned this earlier, has to do with the talking points. The policy talking points. If we can have whatever our talking points will be for ICANN 65, neatly wrapped up in a nice infographic that we can share prior to the meeting. And then

disseminate those as the meeting begins, or prior to the meeting, that would be one good goal so everyone going in [inaudible].

The second big goal, I think, is just universal acceptance. We spent most of this meeting talking about that, so right now it's executing on that plan. And so if you're on this call, you're a social media lead, or you're not a social media lead and you're just on this call, that means you're active on social media, so I would ask you to go ahead and find a universal acceptance page which is in the next chapter, they're wanting to show their content, and make it available, and on the ongoing basis, continuing to teach that content.

Jonathan, your mic is live, I think. So those are two big goals. Does anyone else have any goals in place to see for ICANN 65?

Alright. Not seeing any hands at this point. We will continue -- Oh, Cheryl, I see a hand up. So, go ahead, Cheryl.

CHERYL LANGDON-ORR: Thanks very much. It's just struck me for a go for ICANN 65. Cheryl Langdon-Orr, for the record, by the way. Once we did have some language challenges in the convene meeting. And I've been noticing that next meeting, 65 in Marrakesh is a policy one, but is it also one that is meant to focus on outreach and engagement? I was wondering whether we can make sure we're well solidified,

clear, on our activities supporting outreach and engagement. It's going to be going on during that space.

Obviously, some of us involved in different parts of the ICANN meeting will be doing our usual tweaks of fixture, from those spaces. And yeah, likes and retweets are good, but they might be some specific efforts to them being made that the hour the group is gonna be particularly aware of. And I was wondering whether we can maybe task ourselves with some specific objectives. Not lofty ones, just, you know, particular ones that could be supportive of that. That's all, thanks.

JOHN LAPRISE:

Thank you, Cheryl. So, on that, I think that we will consider the request, I would like to have Daniel as our new chair as an action item to consider what, if any, social media goals you might have for us or ICANN 65. How can we assist or be it's agendas for ICANN 65? So, Daniel can you think about that and get back to us? So that we can assist on getting the word out. That wraps Cheryl's point quite well. Alright. Are there other social media or ICANN 65 goals?

Alright. Going once, going twice, going three times. I've seen no hands at this point, so I'm going to close this part of the meeting. That's point five if you have additional ideas or goals. Please

contact be or Evin on that, and we will add that to a future agenda.

So, we are down to the action, almost. Evin, I'm gonna hand this over to you, because there's quite the list there.

EVIN ERDOĞDU:

Sure, John. Evin, for the record. So far, what I have, I'll just read them off. I will work with Jonathan Zuck on a side graphic for policy topics for ICANN 64 -- pardon, ICANN 65. For the social media working group to distribute in advance of the policy form. I'll work with Daniel Nanghaka to promote the next ONjgjhgE call on the working group list here.

John and myself will coordinate with Glen McKnight on a zoom call similar to what you did last week with Don Hollander. And the follow-up for the universal acceptance. And I'll follow up with Don as well on an infographic to be developed as a part of a [inaudible] pilot, he said he would reach out to the ICANN communications team, and I can lead with them as well.

And Jonathan Zuck volunteered to perhaps draft an idea or draft text for At-Large structure blogging regarding the UA pilot. I will begin to cross-post any UAS posts on our ICANN At-Large accounts, including Twitter, and of course, anyone else from the group please re-tweet. Also add to the list of resources from the UAS website to this list after this call. And then finally, Daniel

Nanghaka will consider what social media goals he'd like this working group to have for ICANN 65 and how to best assist the subcommittee on outreach and engagement. Thanks!

JOHN LAPRISE: Excellent. John Laprise for the record. Are there any other items that we missed that the -- think of one that we missed somewhere? Jonathan, I see your hand up. Go ahead.

JONATHAN ZUCK: Sorry, this is just a developing conversation in the chat, and I thought I would raise it. Does this working group have funds itself? Someone is mentioning that our photo archive is about to go away, and it's just feels like it's not as significant enough dollar number that we wouldn't be able to come up with some way to have a Flickr account for the social media efforts of that large.

EVIN ERDOĞDU: Jonathan, and John, if I may, this is Evin. I actually think for reporting up the chats, and Glenn, we did just update. We upgraded our Flickr account. This is the ICANN At-Large Flickr account. So now we do have unlimited bandwidth to store photos, and our photos won't be deleted. So, Glenn, I'm happy to think with yours as usual, you usually send me your photos as well which is very helpful in addition to our official ICANN photos. So

just continue to share with me and we can, you know, have new albums, separate albums, but the good news is we have unlimited storage now of our photos. Thanks!

JOHN LAPRISE: Oh, excellent news. Jonathan, Daniel, I see your hand up. And Jonathan, your hand --

DANIEL NANGHAKA: Thank you very much, it's Daniel for the record. It's great that you've reported about the Flickr account. I am also putting in the creative common licenses for sharing pictures and the likes. [Inaudible] one of the things that Glenn had put [inaudible]. Thank you, back to you.

JOHN LAPRISE: Thank you Daniel. And then I see in the chat that Glenn has got some concerns of taking a picture, so, this is something that you should probably kick-off offline to try to capture that archive of pictures before we lose them forever. And that's more of an urgent action item. Because that's pretty time sensitive. Okay. So that's the action item summary. So at this point I would open the floor for any other business. Anyone have any other items? And I'm going to ask Evin to speak up first because she has [inaudible].

EVIN ERDOĞDU: Thanks, John. So, stay tuned. Just wanted to let everyone know, Heidi also wanted me to pass this on, but Atlas Three will soon launch the expressions of interest forum. It's a Google form. Basically, anyone interested in attending the third At-Large summit which will be ahead of ICANN 66 this fall. So they'll be an email to everyone on the mailing list, and we'd love to have the social media working group also promoting this, so it will be on Twitter and everything as well. So, stay tuned. Thank you.

JOHN LAPRISE: Okay, great. Thank you. Is there any other other business? Not seeing any hands. Alright, so, going once. Going twice. Going three times. Seeing no other hands. I am going to call this meeting on the social media working group. Thank you all for attending this meeting, wherever you are. And I hope you have a great morning, day, afternoon, or evening. Thank you very much.

ANDREA GLANDON: Thank you. This concludes today's conference. Please remember to disconnect all lines and have a wonderful rest of your day.

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