YESIM NAZLAR:	Good morning, good afternoon, good evening to everyone. Welcome to the At-Large Social Media Working Group call taking place on Tuesday 21st of May 2019 at 13:00 UTC.

On our call today, we have John, Laprise, Olivier Crépin-Leblond, Haroun Mahamat Cherif, Shreedeep Rayamajhi, Dave Kissoondoyal, Vrikson Acosta, Glenn McKnight, Priyatosh Jana, Amrita Choudhury, Lianna Galstyan, Ejikeme Egbougu.

We have received apologies from Maureen Hilyard, Cheryl Langdon-Orr, Alfredo Calderon, Lilian Ivette De Luque Bruges, Anahí Menéndez Ruiz, and from Maritza Aguero.

From staff's side, we have Evin Erdogdu, and myself, Yesim Nazlar, and I'll be doing call management for today's call.

Before we start, just a kind reminder to please state your names before speaking for the transcription purposes, please, and now I would like to leave the floor back to you, John. Thank you very much.

JOHN LAPRISE:	Thank you. I think there's one correction, because I think Lillian is on the audio bridge. She spoke up earlier.

YESIM NAZLAR:	Lianna? Lianna Galstyan? I've already read her name.

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: Oh, okay. My mistake.

YESIM NAZLAR: No worries.

JOHN LAPRISE: Alright, good morning, everyone. It's morning here in Chicago and it's rainy here. Thank you all for being on this call today. This is, I think, an abbreviated call. We have a few action items to run through and talk about universal acceptance pilots as well as the social media goals for ICANN 65 at the policy forum in Marrakech.

So with that, if there's anyone on the call who would like to add anything, please speak up now. My Zoom is fully functional, so if you're raising a hand, I will see it.

Alright, seeing no interventions, I'm going to move on. So the first thing we're going to talk about is the universal acceptance pilot. If we can go to the workspace, please.

So this is one of our big projects coming up here, which is the Social Media Working Group is working with the Universal Acceptance Steering Group to basically talk more globally about universal acceptance. I'll put on my NARALO hat for a moment. In NARALO, while there's niche need for this, especially in disadvantaged communities, we have a lot more language uniformity in NARALO than in many other RALOs, and so to be – I was thinking about this as I was driving in to work this morning, this is much more important for many regions of the world than it is for me in particular or for my RALO in particular. It's not

to say it isn't important in NARALO, but it has a lot more importance in other parts of the world.

And I really want to speak to all of you, so this really goes on your shoulders, to get out information on universal acceptance. So this page with the universal acceptance activation pilot has a lot of information, and I encourage all of you to please go through this page, read through it. The link's in the agenda today.

Read through it, and start thinking about making posts. As the pilot notes, there's a lot of education material on the site. We have a couple of slides that we're developing for social media distribution, but I would say don't rely on staff for all the slides. Be creative yourself.

This is really important globally, and it's especially important to you, so I would say reach out to your secretariats, to your RALO-level leadership, to your ALSes in the regions, reach out to your individual members and start the conversation or continue the conversation, or facilitate the conversation. This is what social media is all about.

So I would really encourage you and strongly encourage you. This is the first big independent task that the Social Media Working Group is offering up to all of the social media leads in particular and to everyone in the working group in general.

So at this point, I'm going to take a few questions if there's any questions about this, any comments. Amrita, I see your hand up. Please go ahead.

AMRITA CHOUDHURY.	Thanks, John. I had a question. The UASG team is in touch with us locally at ISOC Delhi as well as CCAOI to help them in reaching out to the community, but what I understand what they are trying to do, especially in the APAC region, is reach out to business entities, for example developers or website builders or others who are actually involved in making the websites and the IDNs compatible so that all the domains and these websites are universally accepted.
	So in that case, whom are we planning to target our communications to? Because ideally, from At-Large, our communication is to the ALSes or the end user community. However, I think they are looking not at the end users but at people who actually are working to the business entities.
JOHN LAPRISE:	Thank you, Amrita. Yes, I understand that they have a local strategy there for reaching out to the people who are making the products. There's no problem reaching out to them as well and to reinforce the message. But those people also listen to their customers, and those customers are often our end users.
	So it may be the case – and this is something to decide in your region, in your locality, what your priorities are. The Social Media Working Group is not dictating whom you're reaching out to or what purpose, except for the overarching purposes of driving universal acceptance deployment.
	You are on the ground in your region, you know far better than I do sitting in Chicago what's needed. So if they think in India that going after

business is really important, I would say – and if you agree with that, then I would support that to enhance their messaging in whatever way possible, whether that means directly messaging with the developers or messaging with the customers of those developers, whatever you work with them to come up with, that's what I would recommend. Again, we're not dictating at the Social Media Working Group level the exact tactics being implemented, we're talking only the most broad strokes about the strategy.

I would say that use your local expertise to determine a plan of action. Does that help, Amrita?

AMRITA CHOUDHURY.   Yes. Thank you, John. I guess what I understand is that while UASG wants us to help them [inaudible] business and the IT hubs, we can also – to the end users, we are [as it is] sharing the information through mail, but we could also have tweets or Facebook posts, etc., the social media outreach [inaudible].

JOHN LAPRISE: Thank you. Yes, absolutely. Are there other questions about this?

LIANNA GALSTYAN: John, may I?

JOHN LAPRISE: Yes, please go ahead.

LIANNA GALSTYAN: Thank you. [inaudible] from the UASG about the universal acceptance, there is a [dynamic coalition] on DNS issues, and they targeted also the universal acceptance and a greater outreach to the end users and governmental, a broader awareness about the IDNs and the universal acceptance thing.

so I would say that if we target even the end users and make the wider announcement of the work being done [inaudible] UASG and the [inaudible] they also are going to do a survey [globally,] [inaudible] and once we have [inaudible] I will share it with all the members of our working group.

And John, since I'm on a phone, may I ask you on the slides that you're talking about and the links that you [inaudible] to share that on our group so that I have them [inaudible]? Thank you very much.

JOHN LAPRISE: Thank you. You were cutting out a little bit there at the end, so I didn't quite catch what you asked. Could you repeat that, please?

LIANNA GALSTYAN: Yes. I was asking about the slides [inaudible] talked about earlier that you presented. I cannot see what you're talking about, but later, if you provide that on our group, I will see that and probably use it for sharing.

JOHN LAPRISE: Yeah. The slides for sharing are not visible yet, that's a work in progress. That's on one of the action items. That is something we're working on presently, but we will make available, so watch the media feeds.

One other thing I would ask as you are going through and both developing and implementing your messaging strategies in your regions, and this is for reporting back to ALAC and in line with the ARIWG working group is that we need to do some documentation about what we're doing and how effective we are, because they want some metrics.

So what I would also ask in addition – so this is an action item in addition to the outreach that we're asking for – is to actually do a little bit of documentation about what are you doing. So even if it's a brief memo that says, "Oh, we reached out to these people, we shared this kind of content to this audience, our five leads have this many followers and we retweeted this many times," something just to give us a sense of the kind of activities that you're taking within your RALOs. And you can filter that back to Evin, because we want to document what we're doing, and if we're doing something wrong, we want to fix it and do it better next time. But we want to document what we're doing and save it so we can look at it after we do it, and see how we can improve it. Does that make sense to everyone?

I'm not seeing any hands, and I'm not seeing any nos, so I'm going to take that as a yes. So point one is to work within your RALOs to spread the word, and point two is to document what you're doing and get that documentation to Evin. Preferably, if we can get some documentation back to Evin back to ICANN 65 so we have something to report on at the

ICANN 65 meeting, that would be fantastic. So you can set that as sort of a target date for some documentation.

Alright. Are there any other questions about the universal acceptance activation pilot here? Any other questions? I'm looking for hands. Going once, going once, going three times. I see no hands.

So let's move back to the main agenda, please. Thank you. The policy forum, we're moving on to ICANN 65 policy forum. So here, one of the things that I have a question this morning about is that we're moving into a format – so the first thing you see up there is the Social Media Working Group breakfast tweet-up. In the past, we've done two tweet-ups, one open only to At-Large and then another one on the second day that's broadly open. I think for this meeting, and probably going forward, we are going to have only a single Social Media Working Group breakfast tweet-up, and it'll be open to everyone. So if you're in Marrakech, please come to breakfast at 8:00 on the first day, and let's touch base, chat, and [inaudible] as we can.

So as we're going through the At-Large meetings – can we scroll down a little bit, please? Thank you. So this is a policy event. We have outreach right off the get go at 10:30 after the first working session. Yes, [inaudible], I see your request for metrics. So that's something that we're going to be – I'm sure Evin will have some metrics after the event in terms of what's been shared out on social media, and staff has been doing training on this, so I'm confident that we'll have something to show for after the event in terms of metrics. And if we don't have a baseline, we'll be developing a baseline.

So yeah, this is very policy-heavy. For those of you who are not there, please pick up – as you can, tune into the meeting to listen in on a channel. Again, the normal rules for social media posts apply. Use a link, use a picture, and use a hashtag, and then say something, hopefully interesting, smart and funny. Those are the three sort of touchpoints you want to stick with.

It's going to be, as always, a very busy, very intense meeting. As some of you may know, I'm serving as vice chair for policy still under Maureen, and that means that in the course of meetings, I will probably be doing a bit less social media posting than as is usual, because I'll be having to keep the meetings moving along at a good pace.

So I will rely on all of you as well as both those of you who are present as well as those of you who are not in the meeting to pick up and run with the discussion and the commentary. Again, I think the hashtag for the event is going to be icann65, it usually is, so be sure to use that hashtag in order to get involved in the conversation.

Olivier, I see your hand up. Please go ahead. Oh, sorry, Olivier, I'm going to call to you, and then Sarah, you're up next. Thank you.

OLIVIER CRÉPIN-LEBLOND: Thank you very much, John. I wanted to check if we needed perhaps to look in advance at hashtags that might be used by the local community, so to sort of widen our spread so that tweets get tweeted to more people – picked up by more hashtags, and whether it was worth doing an exercise to try and see in advance of the meeting if there are any hashtags like, I don't know – and I guess they would probably be in

French, so #alac64 or #icann64, but there's also hashtag, I don't know, [inaudible] or something. I don't know. Or maybe there could be some local universities. Maybe check with Aziz what university groups he's bringing over, and also tweet with their hashtag.

JOHN LAPRISE: Thank you, Olivier. That's a great point. I know – and I see Sarah's question in the chat about using ALAC64 as a hashtag. I know in the past that the reason we've been going with the ICANN whatever the number of the meeting is, that we go with ICANN65, is that it's a broader audience for that hashtag. ALAC is a much narrower audience, and so in terms of getting reach, we skew to where the people are, and in this case, that means ICANN65.

In relation to Olivier's question about local hashtags, that's really important too, and I think the suggestion of asking Aziz about local use hashtags as well as potentially reaching out, as Olivier points out, Aziz is bringing in a student group, though we should do some sort of outreach I think with that student group because they're likely social media users, so if nothing else, we should introduce ourselves to the student group independently – and that's an action item – on site so we have a chance to interact with them and that they can be familiar with us, and they can choose to engage with us on social media. That would probably get us some local credibility and boots on the ground, as it were. They would also be the people – to Olivier's point – to ask about what would be appropriate local hashtags to use, because the end users are probably more knowledgeable than anyone else. How does that sound, Olivier?

OLIVIER CRÉPIN-LEBLOND: It sounds great.

JOHN LAPRISE: Excellent. And Sarah, I think I answered your question about the ALAC hashtag. Is that satisfactory?

SARAH KIDEN: Yes. You answered my question, though I just wanted to add that some of the AFRALO ICANN 65 planning team, and we are planning for the students as well as other activities in Marrakech, so if you're interested in getting particular time to meet the students, please let us know and we will add it to our agenda. Thank you.

JOHN LAPRISE: Okay. And Sarah, please consider that a request, I'm making that request now. So you can forward that on to AFRALO, that we are requesting time with the students, at least the Social Media Working Group is, just introduce ourselves, and hopefully get them more involved and energized.

Alright. Are there other questions at this point? I'm looking for hands, and I do not see any at the moment. If we can just scroll down, the meeting block has been largely defined. Once this is finalized, again, we will work towards having formal titles on all these that are more descriptive. And Evin, I'm sure staff is doing this, but can you just make sure that we work with Gisella to make sure that we have plain

language descriptions of all the sessions like we did at ICANN 64, because that worked out very well and then we'd really like to continue that pattern for sessions.

Okay, we can keep on moving down. Keep on scrolling down, please.

YESIM NAZLAR: John, this is the end of the page for Monday. Not sure if you're seeing it or not.

JOHN LAPRISE: Yes, I am. I was just thinking to move through the – if we're going to go through the whole schedule or just go through the one day.

YESIM NAZLAR: Okay. So Tuesday? You'd like to me [inaudible]?

JOHN LAPRISE: Yeah, go to Tuesday. Because we have these working sessions, we're going to be moving [inaudible]. One of the other things that we'll be doing in policy, just so you know, is that as we sort of [pilot it at] ICANN 64, the Consolidated Policy Working Group is drafting basically three talking points that we want to communicate broadly across the meeting, and to that end, once those talking points are drafted, those are things that we're going to want to share and we'll also be looking for AFRALO speakers to present at public fora. And Sarah, you can carry that back to AFRALO, that I will be – and I'll put on my vice chair for

policy hat for a moment – I will be seeking out AFRALO speakers to present these talking points at public fora.

But within the Social Media Working Group context, these talking points, we're going to be more aggressively posting on social media during the meeting.

Are there any questions about the meeting? All of you folks can look at the schedule. Glenn, I see your hand up. Go ahead.

GLENN MCKNIGHT: Yeah. Thanks, John. I tried a little experiment at the last meeting where I tried to imitate what we did with our general assembly at NARALO, and it's a common practice that a lot of organizations like the Internet Freedom Festival and many of the IGF where there's collaborative notes, someone leaves the note as a summary of what actually happened so our community At-Large can actually who wasn't there or perhaps have bad memories and can't remember what the topic was, but I did notice that in the Google doc, a lot of people were actually following the notes. But nobody really took it up to actually do the other sessions.

So I'm not suggesting it, because this committee has enough responsibilities, but I'm just saying that if people are DIPLO curators already, this is a natural good practice for them. But every RALO perhaps should be saying, well, okay, you guys are going, but it would be kind of nice to have some summaries of sessions that you're at rather than just something in the newsletter, which is oftentimes one month later or whatever. But if these curated notes can be created –

but this is a big job, and it's a new concept for our community. I don't think we really get it. Same as the blog. They don't seem to understand it either.

So I'm just throwing it out, that if there is an interest, I'll probably be doing some, but it'd be interesting to see if anyone else seems to want to take this on. But the standard is DIPLO has been doing it for a number of years, many of us do DIPLO reporting already, so if this is of interest, people can reach out to me and we can organize informally. But as I said, John, I did look at how many people signed up, and they were happy to read it, but they were not volunteering to do sessions or contribute. So just a passing comment.

JOHN LAPRISE: Thank you, Glenn. Olivier, I see you, but I'm going to make a few comments quickly before I call on you. I think that's a fantastic idea, Glenn. And Evin, I want to set an action item both for O&E and for ALAC consideration as well that we consider the idea of RALO-level rapporteurs for the meetings, because that's what Glenn is essentially describing, is having RALO-level rapporteurs who will be basically focused on the interests of their RALO, reporting on the activities that occurred during the annual meeting.

So this is something to consider going forward. I think it would be prime material for the blogs that Glenn is spearheading, and it would be a great sort of addition to our O&E portfolio, especially if we're trying to explain to the rest of the world what we're actually doing. These kinds of regionally focused reports would be great.

Glenn, is that a continuation or is that an old hand?

GLENN MCKNIGHT: Yeah, you're absolutely right. The other term, curator, rapporteur. But again, it's not meant to be a complete transcript, it's key ideas that were discussed and any action items so that somebody who couldn't be there – I just spent five days at the SSIG and it was in Spanish, so I had to listen to the transcription, and if you asked me what was discussed in many of the discussions, it's a blur. No, it's absolutely a blur. And there was some really good stuff there. But you know what? After five days, your head is mush.

So we have launched, John, something called NARALO Insights, which is a video series on policy issues, one on one interviews using this tool that we are now currently using, and it's actually quite good, because people don't [inaudible] listening to an interview, and it's out of the inspiration we got on the back and forth that was happening with Jonathan Zuck and George Kirikos on this new PIR, DotAsia new registry agreement. And George had a lot of strong opinions.

We were not supporting him, we just wanted to give him a platform so that he can elaborate a little bit more. And it worked out well. we've done one on multi-stakeholderism with Brian [Cute] and Marita Moll, and we did one with one of our persons who's one of our new members, Michael Casadevall, on DNS over HTTPS.

So this is a different approach than just doing the hot topics, it's real current stuff that you guys are working very hard, but the problem we think – and I think this is true for item number two in the At-Large

review – how do you communicate to the great unwashed? How do you explain these complex items? And newsletters are tough, blogs are tough, but maybe video – so we are trying to do many techniques. And I don't want to be chastised that I'm not sympathetic to people who don't have video equipment or – this has nothing to do with video equipment. You just use a Zoom room, you just go ahead and do it if you're inclined to do it.

Look, there's people in our community that are happy to do it. And so just do it. And whatever we're doing with NARALO that can help anybody, just please lean on us, Eduardo and myself, and we're happy to help.

JOHN LAPRISE: Thank you, Glenn. Olivier, I see you. And just for the record, Joan and Shreedeep, I see your comments in chat and I will address those momentarily. Go ahead, Olivier.

OLIVIER CRÉPIN-LEBLOND: Thank you very much, John. I think you mentioned speaking at the public fora, but there's not going to be a public forum in Marrakech as far as I understand. There are going to be some high-interest topic sessions, but no public forum.

JOHN LAPRISE: Thank you, Olivier. That's my mistake. So that makes it even more important that we get the talking points out on social media and disseminate broadly. We'll still have to find some appropriate venue to

get those talking points out, whether it's – we'll just have to figure it out on the fly. I think Jonathan and I and the other members of the CPWG can figure out sort of where appropriate interventions can be made, but thank you for that. Glenn, is that an old hand?

GLENN MCKNIGHT: Yes. Sorry. I'm trying to put it down, but I don't seem to do it. Ignore it, John.

JOHN LAPRISE: Alright. To Joan and Shreedeep's comments about hashtags, by all means, you're welcome to use whatever hashtags you want. We don't have any – we don't allocate hashtags and we don't control hashtags. Hashtags gain value from people using them. If you can get a lot of people tuning in and using the hashtag, by all means go and use them. But the point there being that if people don't use those hashtags, then they really don't have a lot of shared value. Popular hashtags are sort of, I guess, an illusion of a kind. It's something everyone agrees to that that hashtag has particular meaning and value. But it doesn't have any intrinsic value in and of itself. Its value is only because people share an idea and agree upon the hashtag as being valuable.

So by all means, use other hashtags if you think that's appropriate and useful, and if it is useful, great, we'll be happy to use it. However, I just want to caution you that – and to Joan's question, there's no permanent hashtag. Hashtags are malleable, and in fact, hashtags might be used by other groups that have similar acronyms. So when you use a new

hashtag, it's always a good idea to search on that hashtag to see what, if anything, other people are using.

Evin, I see your hand up. Go ahead.

EVIN ERDOGDU: Thank you, John. I just wanted to note, to coordinate, there's been a lot of discussion of course for policy and social media and outreach and engagement at ICANN 65, and just wanted to note there that the social media points should support Jonathan ZUck's and ALAC's talking points as well. The draft will be on the CPWG this week.

So the idea is – so the Social Media Working Group and the Consolidated Policy Working Group have one message repeated. So perhaps that can be an AI that you and Jonathan Zuck coordinate on this. Just wanted to note that. Thank you.

JOHN LAPRISE: Outstanding, Evin. Thank you very much. Alright, are there any other questions or comments? And Evin, you still have your hand up. Are there any other questions or comments? I am seeing no hands.

Let's move back to the agenda at this point. I just want to see if we've – Evin, I'm going to turn the meeting over to you, because I see the next two points, [A and B, are up on yours.]

EVIN ERDOGDU: Sure. Thank you, John. So I guess I just wanted to mention since you were just discussing ICANN 65 schedule as well as the hashtag – and thanks again, Olivier, for the note on relevant local hashtags – just wanted to get your thoughts on an ICANN 65 tweet contest. I've been chatting internally and we will have local prizes available.

So we could have a similar structure to what we did at ICANN 64 and create a hashtag for people to compete at ICANN 65. So if you confirm, I could then just get that started and set up an image to promote the contest. Yeah, go ahead.

JOHN LAPRISE: So as many of you know, in ICANN 64, we ran a contest for social media posting. I think we'd like to continue that. Can I just see a show of yeses if people are interested in continuing this for ICANN 65? So if you can vote on this across the participants, if you just click on the yes or the no, so whether you think this is useful.

I'm seeing a few yeses. I'm seeing no nos. I'm seeing a hand up from Glenn. Glenn, go ahead.

GLENN MCKNIGHT: Yeah. I think what's important in terms of promoting the competition or contest is some kind of small promotional card that could be at the booth or distributed, because you have to tell people so many times – so if something could be designed and produced and printed and it could be at the booth – we have a booth every day at the event, so it

may be worth supplementing this. So I'm not sure if communication will do it, but I'm just going to ask if that's possible.

JOHN LAPRISE: Thank you, Glenn. I think it is. In fact, I think Ejikeme's comments, and I just noted to Evin to try to [get him his gift.] So we ran the contest for the first time at the last meeting. We're still working out some of the kinks in the logistics, but it would be good to be able to distribute gifts at the meeting.

So I think, Evin, we'll run with this, and I think keeping the same process as last time is workable. I hate reinventing wheels, so let's go ahead with that. And I'm going to turn the meeting back over to you, Evin. Sorry, Glenn, is that an old hand or a new hand?

GLENN MCKNIGHT: I'm not sure if you caught or noted my suggestion. What I'm saying is communication, if they can produce a mail card that can promote the contest so that people are aware of it and actually get involved –

JOHN LAPRISE: Oh, yes. Yeah, I completely agree. Last time, we were sort of throwing things together at the last minute, but having some mail cards early on to let people know to [inaudible] on the ICANN 65 hashtag, to let people know that there is a contest, would be great. And I think we should take that as an action item.

Sarah, I see your hand up, and then I'll give it back over to Evin. Sarah.

SARAH KIDEN: I also wanted to suggest that you could maybe add the hashtag to the agenda page, because I know all At-Large people go to that page. So we just have the hashtags and other information that we may need.

JOHN LAPRISE: Excellent. Yeah. The schedule – the agenda pages on the Wiki should have hashtags on them, just for reference purposes. In fact, for that matter, any general signage that ALAC – that we have should have a hashtag on it as well that we use.

                       Alright. Evin, I'm going to turn this back – or, sorry, I'm going to pause on Evin and go to Shreedeep. Shreedeep, go ahead.

SHREEDEEP RAYAMAJHI: Yes, John. What I was suggesting was if we could pin the contest on the different pages, then I think that can also create a lot of interest.

JOHN LAPRISE: Thank you, Shreedeep. Yeah, there's definitely more we can do with messaging to let people know that the contest is going on, and I think we're going to do that prior to this meeting as opposed to ICANN 64. This is a learning process for us. We're doing more and more as time goes on, and building upon past success. But that's a point well taken, that the contest should be more thoroughly advertised, both within At-Large and more broadly across the ICANN community. Okay, Evin, go ahead.

EVIN ERDOGDU: Thanks, John. I just wanted to address Glenn's request as well regarding the mail card. Happy to make that an action item for myself. In general, the deadlines for print and design are in advance of the meeting, so I'll just coordinate and check that Comms team can potentially do a mail card. If they can't though, I'll definitely coordinate with them on how to have cross-promotion on the general ICANN social media feeds about our At-Large Twitter contest. So noted, and we'll do that. Thanks.

JOHN LAPRISE: Okay. Evin, I know Glenn was talking about mail cards, but when he was saying mail cards, in my head somehow I was thinking electronic mail cards for both sharing and dissemination via like e-mail and such. That's probably a quicker timeline. But I don't know, Glenn, were you talking physical mail cards?

GLENN MCKNIGHT: Yeah. Both. 90% of what I produce in the mail card is for Facebook and Twitter, and I'm also experimenting with animation with the cards as well. Yeah, in this case, 200 cards I'm suggesting, it's not a big expense. But I'm just cautioning you, it took us three, four weeks to finally get a mail card, even electronically, produced. And I've seen the case again and again where things have been asked for and we don't get it. So let me know.

HEIDI ULLRICH: John –

JOHN LAPRISE: Hi, Heidi. Go ahead.

GLENN MCKNIGHT: Let me finish.

JOHN LAPRISE: Oh, sorry.

GLENN MCKNIGHT: I'm just saying, if it's not possible because they're not given enough lead time to do this, let me know, I'll produce something, but I'll make sure that I pass it by you guys and Evin first to make sure the font and look is right. So let me know. I'll bring them with me like I did with LACRALO brochures to SSIG. Back to you.

JOHN LAPRISE: And Heidi, before I let you speak, with respect to Glenn's request to make sure everything follows ICANN's style guide, is there a publicly available style guide we can get to Glenn to help him out there? Go ahead, Heidi.

HEIDI ULLRICH: Yeah, thank you, John. And thank you, Glenn, for the idea. So given that we're just a few weeks away from Marrakech, I don't know if we can get

a designed mail card from ICANN, plus there's a cost of the graphic artist. Every time you go back to make a change, there's a cost.

So I would highly suggest, Glenn, you've done so many of them, if you could please just design something, that would be great. And if you could maybe locally print them.

However, I would agree with John that this is a social media contest. It just makes sense that everything's electronic and we're using social media to promote this contest. Thank you very much. And there is a style guide that we can get to you. Thank you.

JOHN LAPRISE: That would be fantastic. Alright, Glenn, thank you so much. We will gratefully accept anything you [inaudible] to produce for us. Evin, go ahead. I see your hand up.

EVIN ERDOGDU: Thanks. I was just going to mention the second part under the ICANN 65, the social media banner update. I think everyone here on the call already knows, but I'm just going to share in the chat that our social media banner was officially updated on our Twitter and Facebook accounts, and we're working on updating it on the At-Large website as well. So thank you all for that, because that was a direct brainstorm at ICANN 64. So anything like this, we're always happy to create and deliver, especially visual content, it's always a super great way to get people engaged.

JOHN LAPRISE: Outstanding. And then Evin, I'm going to let you take it forward because we're right about on time, maybe running a little bit early. Let's go to the action items summary and see where we're at.

EVIN ERDOGDU: Alrighty. Okay, so I actually have been updating the page, but I'll update it again. We have quite a few action items from this call, and the last call, we also still have a couple AIs in progress. But the first from this has to do with the Social Media Working Group leads and members reaching out to their regional RALO secretariat, ALS contacts and members to disseminate the universal acceptance page and related resources, and we can share that link again. It's linked to the agenda as well. And to generate their own tweets and Facebook posts on this topic, and then also perhaps a key part of this as well is for them to follow up with the results of that so that we have some metrics that we can report on at ICANN 65 about for instance the number of views their posts had or how many people engaged with them or how many views we have on this resource that we share. And then please send them to me before the meeting, and I'm also happy to share this page with you if you need information.

And then you and I, John, will coordinate on one Social Media Working Group breakfast tweet-out at ICANN 65 since it's a [short meeting.] And I'll also ask probably Aziz I think is probably the best person to ask for the local university hashtags, and as Olivier suggested, looking at any local community hashtags that they use, even ones in French. And tailing off of that as well, perhaps coordination between John and Gisella on this Social Media Working Group meeting with the student

group at ICANN 65 on site so that they can have face-to-face introductions.

JOHN LAPRISE: [inaudible] with AFRALO, because Sarah said she'd pass along the message as well.

EVIN ERDOGDU: Okay. I'll update that AI to note coordination with AFRALO then. And then also, the descriptions and titles are mostly determined, but they will be finalized soon. So once those are there, they'll all be on the Wiki. And then as Glenn suggested as well, perhaps coordination between John and Maureen on outreach and engagement and ALAC consideration of RALO-level rapporteurs for the ICANN meetings themselves, and greater coordination between John and Jonathan Zuck on social media and policy talking points for ICANN 65. And [inaudible] on this call, I'll set up the ICANN 65 tweet contest and related prizes to be delivered on site, and also follow up with Comms to see about a potential mail card, but if not, we will definitely be cross-promoting on general ICANN social media feeds. And also, Sarah's idea to have the agenda pages also list somewhere the hashtags that this working group will be using at the meeting.

So I think that's it.

JOHN LAPRISE: Okay. I see one other thing. Nice job, Evin. Joan has a question about whether or not we have a Facebook page and Instagram account.

EVIN ERDOGDU: We definitely have a Facebook page. There's a link I just shared above, but I'll put it again in the chat with – it's a bit cleaner because this is just a general Facebook page, and we also have a Twitter page, John. We don't have an Instagram page. ICANN does, and we're looking into that, but at this point, At-Large does not have an Instagram page.

JOHN LAPRISE: Okay. Alright.

DEV ANAND TEELUCKSINGH: This is Dev.

JOHN LAPRISE: Yeah, Dave, go ahead.

DEV ANAND TEELUCKSINGH: Just to quickly jump in. I'm on mobile, so sorry, I can't raise my hand in Zoom. We do have an Instagram account, actually. It was set up as a trial from the Social Media Working Group. So I guess we'll have to find the credentials and share them if they haven't been shared with you, Evin.

We never used it in the sense that two volunteers tried to use it during one ICANN meeting, and the result was very – it didn't go much further than that. But we do have the account, an Instagram.

JOHN LAPRISE: Oh, great.

DEV ANAND TEELUCKSINGH: Alright. So I'll go back on mute until Any Other Business.

JOHN LAPRISE: Alright. So let's add one more ai to have Dev and Evin coordinate to hand off that Instagram account so we can get that centralized, and that will address Joan's query on that. So we'll be set up there. Cool. Alright.

Any Other Business?

DEV ANAND TEELUCKSINGH: This is Dev.

DANIEL NANGHAKA: Can I have the floor?

JOHN LAPRISE: Yes, please, by all means.

DANIEL NANGHAKA: Apologies that I'm late for the meeting. I'm following the previous call that we had on outreach and engagement. We were meant to have the Comms team on the call, but they did not – they weren't notified early.

But I'm also happy to share that we shall be having the Comms team in this next call for outreach and engagement and request the attendance for all members of the [SM] working group. Thank you. Back to you.

JOHN LAPRISE: Alright. Evin, based on that, I think send out an e-mail to the working group list to invite them to the next O&E meeting so that they can listen to the ICANN Comm team.

DEV ANAND TEELUCKSINGH: This is Dev.

JOHN LAPRISE: Yeah, Go ahead, Dev.

DEV ANAND TEELUCKSINGH: Okay. Thanks for this. So three points. The first one, sorry I was late. So one thing, [inaudible] proposed ICANN At-Large blog. I know there were some queries as to how posts can be compose and so forth, but one of the benefits – I'm sure you know, John – is that the blog posts can be automatically shared to social media without having to do copy and paste. So I think it might be useful to have a session, if not within social media, then within O&E, to walk you through how that is done.

Second thing, the Facebook page. I think – I'm not sure if you're an admin, John, of the Facebook page, and I think if not, then you should be, because I do see questions coming up, and I'm not sure whether

staff are answering them. So I don't know if Evin is aware of that and if she's responding to them. If so, great.

JOHN LAPRISE: Okay.

EVIN ERDOGDU: Dev, if I may, or John, if I may.

JOHN LAPRISE: Yeah, go ahead, Evin.

EVIN ERDOGDU: Yes. Thanks. Just to note, we had a staff member previously on the team that was monitoring Facebook, and they are not with our team currently anymore. But I started to look over Facebook then, and as of last week at least, there aren't any unanswered messages. But I can also look into granting admin access.

But I wanted to just note the differentiation between community versus staff social media feeds. Some of the RALOs for instance have their own Facebook pages that they create and post content on. But in terms of official Facebook or twitter page or even Instagram accounts, if staff is monitoring it, then it has different criteria for communication. So I just wanted to [inaudible].

JOHN LAPRISE: Yeah, and just speaking personally, I am reluctant to take admin, both responsibility for the page – there's a lot of other things that go into that. If Facebook has a lesser permission level than admin versus just simple sort of a power user, that would be okay. But I don't think the admin function should be devolved out of staff.

Glenn, the hashtag for ICANN 65 is going to be #icann65 as usual. We'll probably have an alac65 as well. I see a number of people who are talking about that.

Evin, I think you've got one last announcement on the business, which is ATLAS III EOI announcements.

EVIN ERDOGDU: Yeah. Thank you, John. Just a reminder that at the end of this month, May 31st, the ATLAS III expression of interest form will close. So if you or others you know may be interested, please help promote that. There are pinned tweets and Facebook posts on this. And I think so far, the latest count was about 23 applications, and we assume many people are trying to complete their required five courses before applying, but we definitely want to get those numbers up, so please help promote this page among your networks. Thank you.

JOHN LAPRISE: Absolutely. It's a great opportunity. ATLAS III is occurring in Montréal at ICANN 66, and so everyone, get your applications in and share out the open call for expressions of interest. Are there any other items that people wish to discuss at this point?

I'm seeing no hands. I'll be talking with Evin and we'll have a meeting – ICANN 65 is mid-June, so we should be able to get in another meeting and/or two before then. So let's plan on a meeting in two weeks to see where we're at, and we can listen to what the leads have been doing in their respective RALOs with respect to UA as well as preparations for ICANN 65.

And if I see no other hands – this is your last chance before we close the meeting. Going once, going twice, going three times.

So at this point, I would like to thank everyone, and have a great evening, morning or day, and let's close the meeting.

YESIM NAZLAR: Thank you all. This meeting is now ended. Have a lovely rest of the day. Bye.

[END OF TRANSCRIPTION]