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YEŞİM NAZLAR:

Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Social Media Working Group Call taking place on Wednesday 12<sup>th</sup> of June 2019 at 13:00 UTC. On our call today we have John Laprise, Olivier Crépin-Leblond, Adebunmi Akinbo, Lilian Ivette De Luque Bruges, Haroun Mahamat Cherif, Vrikson Acosta, Gnanajeyaraman Rajaram, Joan Katambi, Anahi Menendez Ruiz, Bram Fudzulani, Amrita Choudhury, and Dave Kissoondoyal. We have received apologies from Cheryl Langdon-Orr, Glenn McKnight, Dev Anand Teelucksingh, Alfredo Calderon, and from Sergio Salinas Porto. From Staff side, we have Evin Erdoğan and myself, Yeşim Nazlar present on today's call and I'll be also doing call management.

Just a kind reminder to please state your names before speaking for the transcription purposes. Now, I would like to lead the floor back to you, John. Thank you very much.

JOHN LAPRISE:

Thank you very much. Good morning, good afternoon, good evening to everyone. Welcome to the Social Media Working Group Call. This is John Laprise, Chair of the Social Media Working Group.

Today we have a brief agenda. ICANN65 is fast approaching in Marrakech. We have a couple of items to discuss and actually, let's see. Yeah, can we scroll the screen down a little bit so I can see the agenda more clearly, please? Hold on a second. There we go.

Alright, so our two big items on this agenda are Universal Acceptance and ICANN65. So, to everyone. So, the Universal Acceptance. I'll be

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rolling out a plan for Universal Acceptance which I'm still putting the final touches but a lot of the work we're going to do is going to be via Social. We'll also be working with the Universal Acceptance Team and the RALO Leads and the RALO Leadership to really push this out to all the ALSes. So, I would advise everyone on the call, especially the Leads, to sort of prepare to start sharing out the Universal Acceptance content and memes and start thinking about this.

Going forward, we will have, at ICANN 65 we have a dedicated session on this where we'll be explaining what we're going to be doing. And, at this point, I'd like to open the floor because I'd like to solicit and brainstorm any ideas that the Social Media Working Group might have on this topic.

So, the basic idea is to really push the ALSes to become knowledgeable about Universe Acceptance and start having conversations with their members about Universal Acceptance. So, at this point I'd really like anyone on this call, please, who has ideas about what might work best in their regions to share it with the group so that we can all take advantage of the collective wisdom. So, if anyone has any ideas about, you know, what things are they doing that they find are successful in messaging. And I'll keep an eye out for any hands here.

So, while people are thinking about that, some of the basic things that we're going to be doing is a concerted broadcast email to both the RALOs, the ALSes in those RALOs, on Universal Acceptance as well as adding to the Social Media Working Group's Content Calendar and At-Large's Content Calendar, Universal Acceptance related content. And, really, you know, that's the baseline for work if we can get within the

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RALOs, you know, we have post-ICANN readouts now blooming in a lot of the RALOs. If we can get some sort of programs within the RALOs to talk about Universal Acceptance among their members, that would be fantastic.

So, if you are talking with your RALO Leadership, definitely talk about Universal Acceptance. If you're not fully aware of what Universal Acceptance is I strongly advise you to... There are two links on this page and go take a look and read and learn and inform yourself.

I see Amrita's comment in the chat. That's great. I'm glad it's discussed. So, one of the things, a quote by a U.S science fiction author is that, you know, progress is constant, but it's not distributed evenly. So, there are probably going to be pockets where people who know a lot about Universal Acceptance in your region and then there will be people who know nothing about it. So, the challenge is to connect those groups so that the people who know about Universal Acceptance can talk about it with people who don't know about Universal Acceptance. So, part of the challenge may be identifying who doesn't know in your region about Universal Acceptance and making them aware, and then educating them.

So, this is the mission that we've been given going forward in part for the Social Media Working Group but as a larger ALAC directed effort in terms of the kind of messaging we can do. So, are there any other thoughts or comments? I am looking at, I don't see any hands at this time. Alright.

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Okay, we're going to move on. If people want to intervene at a later point in time, please do so. Alright, so we're into... I'm on Point 4 now which is the ICANN65 Policy Forum. The Policy Forum, Evin has helpfully put up some of the pictures for the tweetable tags, or the tweetable cards. Go ahead and get sharing those out, folks. You know, ICANN65 is, I know I'm traveling to Marrakech at the end of next week, so it's fast upon us. So, start telling people about ICANN65 approaching. I mean, right now, I know on Social Media that the RightsCon 2019 is going on in Tunisia. I've been doing some interventions there on Social Media encouraging them to attend ICANN65. You know, in some ways while a lot of the people who attend RightsCon are maybe potentially is organizationally naturally aligned with NCUC. At heart, they're all At-Large people, so the more people we can bring from RightsCon to talk and intervene and be present in Marrakech, the better. At least, that's my perspective.

Yeah, and Evin has in the chat put up a link for the meeting in Marrakech. So, start talking about the ICANN65. With in particular ICANN65, like I said, we will have another, we'll have a Breakfast Tweet up as well as a Tweet Competition for the meeting that we'll be running. Beyond that, I would ask everyone to review both the strategy and technics documents to help to refresh your memory on best practices for tweeting, especially surrounding a meeting. So, remember, try to tweet with links, hashtags, pictures, and you know, you want to add, you know, if you want within your tweet or within your Social Media content, you want to be inciteful, funny, and interesting. Those are the three key factors that you want to try to embed in your tweets.

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I've also been informed that, you know, since we're going to be in Morocco, there will be a significant French-speaking contingent so if you, well, my French is really bad, and I have no intention whatsoever in tweeting in French. However, for those of you who are multi-lingual, or are Native French speakers, I strongly encourage you to tweet out in French and share in French.

So, let's see. Yeah, and so ICANN65 coming up. It's a Policy Meeting so if you are able to, by all means listen in on sessions in the meeting and give us your thoughts on Social Media and broadcast to that the wider world. And that's, I mean, I'll be on site in my ALAC role and in my Vice-Chair role, so I found in the last meeting that that means I don't do as much sharing out, but I do try when I'm not chairing a meeting to be active on Social Media, so you will see me a lot in the coming weeks I'm there.

Alright, let's see where we're at. Alright. Evin have I... I'm going to bounce us back over to Evin and see if I've covered everything. We are running through this but I'm not seeing any interventions from the people on the call and I don't have a lot to say at this meeting except to encourage everyone to be active, to do your homework, be active on Social Media and be prepared for the Universal Acceptance rollout and also the ICANN65 Policy Forum. Evin?

EVIN ERDOĞDU:

Thanks, John. Yeah, this is Evin speaking for the record. You basically covered everything. Thanks so much. And I do encourage everyone to visit the ICANN65 Meeting Workspace because now all of our sessions

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have titles, as well as agendas. So, this is super handy for promoting these events and getting interest with the people that are attending and also the remote participants because it basically tells everyone what's going on during those meetings. So, definitely check those out and please, you know, if you have an app that you use to schedule tweets in advance, I do that which is very helpful, you could do that and look out for the At-Large twitter handle. I'll be posting there live pictures and so forth so please retweet those.

And just to event updates that John already mentioned but I'll go into detail about. The tweet prizes and Social Media Working Group ICANN65 Tweet Contest will be taking place. So, our first one during ICANN64 was a great success and we got a lot of engagement that way over Twitter. And so, the top three winners also received prizes. This time we'll try and deliver it on-site on Thursday and they will be local prizes. So, on Monday, Tuesday, and Wednesday use #ALAC65 to enter this competition and at the end of the meeting on Thursday we'll announce the winners.

And, finally, there will be a Welcome Coffee on the first day of the meeting on Monday from 8 to 8:30, and so we'll just have an informal gathering of those Social Media Working Groups at that time. And this Welcome Coffee is for everyone from At-Large, but we could probably have our own little gathering to the side and get things started. So, I'll circulate those two banners that are on the agenda and if you have any questions let me know. And other than that, the pre-ICANN65 Policy Report is now available and that's also been linked to the agenda so definitely please download that and get an idea of all the sessions that

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will be going on and retweet and repost that information. That does it for my end. Thank you, John.

JOHN LAPRISE: Thanks, Evin. Amrita, I see your hand up. Go ahead.

AMRITA CHOUDHURY: Thank you, John. I had a query that the Social Media Tweet Competition is from 24<sup>th</sup>. So, are we going to announce about the Tweet Competition over Twitter and other Social Media handles before the 65 starts or do we announce it on, you know, it will be announced on 24<sup>th</sup> and then people start? You know, it starts building up over the week and, you know, I'm confused by 27<sup>th</sup>.

JOHN LAPRISE: Yeah, Amrita. I don't see any reason to keep the news embargoed. I think that, you know, I think you should feel free to share it. Evin, I see your hand up.

EVIN ERDOĞDU: Yeah, thanks John, and thank you Amrita. Definitely I think the sooner the better. So now that we've shared this with the Working Group and everyone's kind of okay with this plan, I can go ahead and even announce this happening today and you could just retweet it, but feel free to go ahead and announce on your personal and professional networks as well. So, yeah, the earlier we get the information going the

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better. And I will also request that ICANN retweet this from the ICANN Social Media handle. Thanks.

AMRITA CHOUDHURY: Thanks, Evin. I think, you know, just a suggestion, though we can start, you know, we should tweet and retweet it now so that people have an idea. But, also, you know, we should retweet it on 22<sup>nd</sup>, 23<sup>rd</sup>, even though many would be traveling but it would have a more impact because it will be on more people's minds. Also, is it possible when ICANN provides communication now about Marrakech, can we have a line added somewhere that there is a Tweet Competition if possible because many people might not be looking at Social Media but they may be reading the materials.

JOHN LAPRISE: Absolutely. We can definitely do that. There's no reason, and I mean, the more the merrier so I think that those are great ideas and we should definitely be doing that. Can we put that on an Action Item, Evin?

EVIN ERDOĞDU: Sure. I just wasn't totally clear where exactly you'd like to have this information shared.

JOHN LAPRISE: Amrita?



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AMRITA CHOUDHURY: Okay, for example, there are you know, there might be a place where you have information about ICANN, you know, there are the things like there's a Gala Dinner or there's some dinner, or there's a Coffee or something and you can also have there's a Tweet Competition, or something. Somewhere where you know in the meeting [inaudible] where it is appropriate.

JOHN LAPRISE: Oh yeah. So, Evin, this is something with Branding and Marketing especially for At-Large Sessions. I mean when we have any kind of signage or well, basically, signage at this point, we should have like a corner with... We should have our hashtag on that corner somewhere so people see it and use it. You know, I don't know within the technology within the, either within Zoom or within the Community Website whether that, I don't think that's possible. But I mean, normally I would think this would be sort of like a banner thing or not a banner but just like a sidebar thing. But, it's something that should be part of the Style Guide I guess for documentation so that people don't have to think twice about the hashtag. I think that's, and that's a great idea Amrita because I've been thinking about this for a while, too, and I had forgotten.

But like you know when we see signs about something for At-Large there should be at least in a corner, or like a bright sticker in the corner with the At-Large hashtag so people know to use it.

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AMRITA CHOUDHURY: John, another thing which we could do perhaps, you know, which may be easier is when we have the presentations also going to start for At-Large, in any of the sessions, wherein, you know, we can have you know one corner and then we have the hashtag mentioned and about the [inaudible] competition. For example, whenever a session is going to start, there is a [inaudible].

JOHN LAPRISE: Oh, yeah. You know what? Can you, Evin, this is an Action Item for you. Can you please touch base with Heidi and maybe Gisella, though I don't think it's Gisella, I think it's Heidi, but you know our Staff Starting Script for sessions? Just add in that, add in the reference to the hashtag as part of the Starting Script for all sessions.

EVIN ERDOĞDU: Sure, okay great.

JOHN LAPRISE: Because that will put it into the record. Yeah, that would be brilliant because that way every session starts with a reminder, an audible reminder that there is a designated hashtag. Great idea, Amrita. Thank you. Alright, are there any other questions or I see, I'm looking for hands at this point.

One thing I will also point out to everyone, especially those people who are attending, you know, I just received my email last night from ICANN because there's a migration to a new meeting tool, am I correct in this, Evin? There's a new application that's being rolled out for meeting

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coordination of some sort? I haven't gone through the transition yet, but I did see the email come into my email box.

EVIN ERDOĞDU: Yeah, that came out I believe today. It came out today so be on the lookout for wording about that. I can share with the group involved if you'd like some additional information.

JOHN LAPRISE: Yeah, that'd be great and also that'd be something that we should probably share out more broadly on Social Media.

EVIN ERDOĞDU: Sounds good.

JOHN LAPRISE: Alright. So, are there any other questions, comments? I am looking for hands and I am seeing none. So, at this point, I think we are prepared to... So, we will at this point consider having a meeting after ICANN65. I know after the meeting, Evin, that you folks on Staff are sort of in recovery mode. What is a... When will Staff be prepared for ICANN65 subsequent meeting for the Social Media Working Groups?

EVIN ERDOĞDU: Thanks John. So, well, so actually just to note right after the meeting officially finishes on Thursday, I'll be working along with the team on compiling post-ICANN65 Policy Report, any feedback, outcomes for that

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so please, you know, give me any updates you'd like to share. But, usually since people, you know, both community and Staff are traveling back after the meeting or some people also have their own travel plans, we usually give about a week. So, we could do the week after the meeting.

JOHN LAPRISE:

Okay, let's kickoff a Doodle for the week after the meeting, or give everyone a week to recover and kickoff a sort of a post-ICANN65 Social Media Working Group Meeting to talk about the roll out of Universal Acceptance as well as sort of kick over and see what we learned at ICANN65 and how that went.

EVİN ERDOĞDU:

Sure, sounds good.

JOHN LAPRISE:

Okay. I think someone was trying to intervene. I heard some sound. I don't know if that was a dial-in or what but there seemed to be someone who was. I heard a little bit of sound coming from a mic. Is there someone who wishes to intervene?

YEŞİM NAZLAR:

Yes, John, sorry. This is Yeşim. That was someone dial-in so that was it and now we have another issue on the line. Sorry for that.

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JOHN LAPRISE: No problem. Yeşim we're waiting for that issue to resolve at this point?

YEŞİM NAZLAR: Yes. It's resolved now. Thank you.

JOHN LAPRISE: Okay, thank you. So, this is the final call for anyone seeking to intervene on this call. I'm looking around. I see no hands, so this is going once, going twice. There's someone. Yes, go ahead. We can hear you.

ADEBUNMI AKINBO: Okay, it's Adebunmi. Sorry for my error. I stay in a remote area. I was trying to make contribution to areas of pre-introduction allowed before an event with our message. I'm also to ask if we have an Instagram for the ALSes or are we too going using the At-Large Instagram because one way or the other, the Instagram allows us to do a proper introduction. [inaudible] information for the average person who wants to follow us was new or was already in our Twitter update. That would be my suggestion at the moment. Thank you.

JOHN LAPRISE: Thank you very much. This is John Laprise for the record. So, again, Evin we're not at the top-level, we're not actively using Instagram although I believe we have an account. But at the RALO level, this is a decision that the RALO Leads and the people who are active on Social Media and in the Social Media Working Group in the RALOs need to make a decision on their own about which platforms, which Social Media platforms, are

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best suited for their regions. In this case it sounds like we have a member who is really interested in using Instagram and I strongly encourage him to do exactly that. And we have the pre-ICANN65 Policy Report that's on the website that you can download and I'm sure that that can be converted or adapted for Instagram and that would be fantastic. But if you think Instagram works in your region, and works as an effective outreach tool, I strongly encourage you to do it. Me, personally, it is not a platform I tend to use so I'm wise enough to know when my expertise is lacking so I would encourage those of you with expertise, by all means to use it; adapt, share, and make available. Amrita, I see your hand up. Go ahead.

AMRITA CHOUDHURY:

John, a last question. You know, its even in Barcelona and other places, the Social Media Working Group would meet, would catch up for, you know, breakfast or someplace. Are we planning to catch up sometime during the day or the morning or something this time?

JOHN LAPRISE:

Hi, Amrita. Yes, if you look at on the agenda 4B. That's our Welcome Morning Coffee. We don't have a formal breakfast because of the constraints of Marrakech but we do have Breakfast Tweet up which is Morning Coffee on Monday, June 24<sup>th</sup> so that will be our gathering point like we've done in past meetings. Okay?

Alright. Anything else? I'm looking. Oh yes, I see Sarah's intervention and Evin, can you take that? About adding a hashtag to the main agenda page as an Action Item. I don't know how workable that is but talk with

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the web folks and see if we can at least make the hashtag more visible online. Alright, yes. I hear someone clearing their throat. Is someone want to make an intervention?

Okay I take that as a no. I'm looking around. I'm looking for hands. Are there any further interventions before I close this meeting? Seeing none. I am going to return to you thirty minutes of valuable time to your days. I thank you for your participation and your contributions. I think that this has been a productive meeting even though it's been a short one. I look forward to seeing all of you online and I'll see some of you at ICANN65. And we will speak then again after ICANN65. Have a great day or a great evening or get some sleep. Thank you very much and I want to close this meeting.

AMRITA CHOUDHURY: Thank you all. See you at ICANN65.

YEŞİM NAZLAR: Thank you all this meeting is now adjourned. Have a lovely rest of the day. Bye-bye.

**[END OF TRANSCRIPTION]**