
CLAUDIA RUIZL

Good morning, good afternoon, and good evening, everyone. Welcome to the At-Large Social Media Working Group call on Monday, the 8th of July, 2019, at 17:00 UTC.

On the call today, we have John Laprise, Vrikson Acosta, Antonio Medina Gomez, Daniel Nanghaka, Dave Kissoondoyal, Dev Anand Teelucksingh, Ejikeme Egbugu, Glenn McKnight, Lianna Galstyan, Lilian Ivette De Luque, and Priyatosh Jana.

We have received apologies from Cheryl Langdon-Orr.

From staff, we have Evin Erdogan, and myself, Claudia Ruiz, on call management.

Before we begin, I would like to remind everyone to please state their name before speaking for the transcription purposes.

Thank you, and with this, I turn it over to you, John.

JOHN LAPRISE:

Thank you. Thank you, everyone, for being on this call today. It's our first call after the ICANN 65 meeting. We're going to talk about some of the things that happen at ICANN 65, some next steps, and where we go and actually start the clock for ICANN 66 at Montreal, which is – this is July – only four months away. So no time like the present to start blasting out content related to the next ICANN meeting.

With that, the big news I would say is we had what I think – people who were there are following on – a really successful launch for the universal

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acceptance activation pilot. We had folks from UASG speak in a dedicated session. There were other sessions outside of At-Large as well that focused on universal acceptance. We have a coordinated action plan to share out this information.

Part of this plan relies on you, the RALO leads, and everyone who is on this call to facilitate this. So this is an action item for all of the RALO leads, which is to get in contact with your RALO leadership and work with them to begin developing content that is on universal acceptance that is appropriate for the people in your regions.

Now, to that end, UASG has a lot of content already done that can be used by us. In particular, if you look down in the related AIs, you'll see Edmon Chung's contact there. He has a lot of UA material that is suitable for use on social media posting. He has said to reach out for him to resources. You'll see there's an e-mail address as well. So I would put this on the RALO leaders as an action item: to reach out to Edmon to get content so that you can share it out to people who follow you and rebroadcast and redistribute.

In addition, there is a pilot workspace – there's a link to that – and Item C, which is there's a RALO tracking page. This is something that Evin and I are working on presently, but we have a lot of action items that are related to the UA pilot. One of the things we want to do is track what we're doing by RALO and build some sort of dashboard. We have a checklist and we are going to be measuring – for instance, one of the action items from the UA launch was that each of the RALOs that is supposed to have a meeting, a dedicated session, in their monthly RALO meeting about UA. That will be a checkbox on the dashboard. Every

RALO will have a separate dashboard with the same metrics. In some cases, it'll be a checkbox. In some cases, there'll be a slider. For instance, you'll know how many UA-related posts have gone out, what platforms are being used. So we will use this to track the rollout of UA across the RALOs. We will have some metrics then to report back to ALAC. That is the plan.

Are there any questions at this point? I'll open the floor here to anyone who has a hand up or a question.

I see Leon's question in the chat. It would except it's my understanding that Edmon has content that's language-specific, which might be more useful in that regard. However, maybe Evin can work with Edmon to create in the workspace a repository or at least a few links to content. So that's one way we might be able to do that. We'll have to talk with Edmon and see what's best for him, what's the best distribution. That's a great idea, Leon. I will take that as an action item and reach out to Edmon and see – yeah, because we already have that as an action item that Evin is working on. So we'll see what that ends up looking like at the end of the day.

Let's see. All right. I don't see any other comments in the chat, and I don't see any hands up. I'm trying to think. At this point, what's incumbent upon you as RALO social media leads is to begin thinking in terms of universal acceptance. Familiarize yourself with universal acceptance and then start tracking down content to share out and work with Evin and Edmon to get appropriate content and share out.

To Dave's question in the chat I see, in part, having a RALO specific tracking page – the communications plan for universal acceptance is built in large part along the lines of the Social Media Working Group, which is that the RALO leadership is responsible for communicating with the ALSes and the individual members, and then they are responsible for putting out content to their, at the ALS level, membership and individuals, to their circle of friends, and that bounces back up the chain.

So it's important to track at the RALO level the progress of each RALO and how that's going. We can combine effort and do a global look at some point, but at present, I want to see the progress the RALOs and the actions the RALOs are actually taking in support of universal acceptance because it's important to hold each RALO accountable for advancing this communications program.

As Jonathan Zuck has said – I concur on this – this program that was rolled out – I encourage you, if you haven't seen it, to go back and look at the video for this – is a template for other initiatives we might undertake in the future to activate RALOs, ALSes, and individual members throughout At-Large. So this is an experiment of sorts in messaging. We are trying to make use of the conduits and the paths we have to communicate messages both from the top and then also from the bottom because part of the communications plan also relies on end user feedback to find out where there are problems with universal acceptance and to flag UASG and to inform UASG about where pressure may need to be brought. Or we can point out that either a webpage or a vendor is not providing good enough support for universal acceptance. That determination, finding those things, is part of the job of individual

users at the end to feed that information back up the chain. So the communications plan goes both ways, both from RALO leadership on down and then back from the end user all back up to communicate back to UASG. That's the reason why we're going to have different RALO tracking pages: we want to see whether or not this process works and/or whether it works in particular RALOs rather than other RALOs. So we're going to go with RALO-level tracking at this point.

I hope that answers your question, Dave.

All right. I still see no hands. I am monitoring the chat. I would counsel everyone to, if you have a chance, look at the presentation on UA, especially the At-Large session, and then keep an eye out for these action items because, as the social media leads, you're going to be instrumental in helping your RALO communicate information out. They may be sending out e-mail content, but you're going to be on the frontlines to share out content on social media platforms. So work with your RALO leadership and with Evin and with Edmon to get that content out.

Let's see. On ICANN 65, ICANN 65 as usual was a very busy meeting. There's a lot of discussion on the EPDP, of course. There was additional discussion on subsequent procedures – in particular, some discussion about new gTLD rounds. There's additional commentary on the new contracts that ICANN was offering with the existing gTLDs. I'm trying to think. There was a high-interest session on – what was it? Was it encryption of ... applying SSL and TLS to URLs and the DNS. So, as usual, there's a lot going on at a meeting.

I appreciate everyone who dialed into a session, talked about it, shared about it. We did award prize to top social media participants. I will say, with participation, I think, Evin, you can comment on this. Can you comment a little bit about participation at ICANN 65 on social media?

EVIN ERDOGDU: Yeah. Can you hear me okay?

JOHN LAPRISE: Yes.

EVIN ERDOGDU: Great. I thought it was good. We had our social media Twitter competition again. This was the second one that we had, the first one being at the ICANN 64 community forum in Kobe. Twitter prizes were also handed out. I would say there was a disadvantage this time since it was a shorter meeting. Well, the positive was that it was a policy forum, so it was very heavily focused on policy and there was a lot of great activity from At-Large on that end, including workshops. But maybe the disadvantage was that, since it was a more compacted schedule, we couldn't have our usual Social Media Working Group breakfast meeting. It was just more of an informal meeting during the welcome coffee.

So I think maybe with the longer meetings, especially with this upcoming ICANN 65 annual general meeting and the ATLAS III meeting, there'll be a lot more opportunity to connect and also promote those events. So it was great. I think the session titles, of course, always help

promote attendance, but maybe we had a little more activity on social media during the last competition for the [inaudible].

JOHN LAPRISE:

I would add something to – Evin reminded me of this one when she was talking. This is looking for [inaudible]. I already mentioned ICANN 66. I'd really like everyone to think hard about ICANN 66 and begin talking about it on the platforms you use. ICANN 66 is going to be a very large and significant meeting. So, on top of it being the annual general meeting, it will be ATLAS III. And NASIG will be happening as well. Glenn is on the call, and I see him talking about it in the chat. We will have an additional 60 people attending for ATLAS III. We will probably have some additional people coming in from NASIG also into the meeting. So this is going to be a very, large, robust meeting in Montreal, and it will be a long meeting.

Additionally, just for everyone's reference because I'm not everyone knows, the Montreal will also be my last meeting as an ALAC member. I have been asked to stay on as the Social Media Working Group Chair, but it will be my last meeting as an ALAC member. Jonathan Zuck will be taking over at the close of the ICANN 66 meeting as an elected ALAC member from NARALO. So that's just an FYI to everyone.

It will be a very busy meeting, and I strongly encourage you to get out and start sharing early. There's going to be a lot happening. The EPDP is moving along. There'll probably be more on Subsequent Procedures. It's all the hot topics that we're dealing with all the time here. With ATLAS III, there's going to be more things thrown into the mix. There will be a

lot more policy training. So I strongly encourage everyone to start talking about ICANN 66. It's July 8th, but this is going to be a really large and significant meeting, and I encourage everyone to begin talking about it early rather than later.

With respect to NASIG, I would encourage Glenn, if we already have a NASIG hashtag, to get that into the mix. At least I will from NARALO. Susannah and Alfredo can also do that. Also, ATLAS III – we should probably use an ATLAS III hashtag, or at last start to or at least start publicizing it, getting it into the mix. I think ATLAS III is probably – I haven't checked yet – going to be ... I think we may be the only ones on that, but we'll have to do a search on that.

Are there any other questions at this time? This may be a brief meeting because, really, this is our rally from the previous, from ICANN 65, which is talking about universal acceptance – so the outcomes and how we're going to move forward on the UA pilots – and then also looking forward to ICANN 66.

Okay, I see no hands. One thing I also would like to mention is the ICANN 65 policy report that is going to be published. One of the things that ALAC is doing is providing a series of talking points prior to every meeting. We're getting better at this. We've done this for the last two meetings. Jonathan Zuck intends to continue doing this, which I heartily approve of and applaud. Once those talking points become available closer in towards ICANN 66, we should take it upon ourselves to share it out to the community. So that'll be something else.

Evin, do you have any items at this point in time?

EVIN ERDOGDU: No. I have a few AIs that I just noted from this call, but I don't [inaudible].

JOHN LAPRISE: Okay. Do we have any comments from any participants on the call? I'm looking for hands or comments on – oh, Lianna, I see your question. I think probably the ATLAS with the number 3 at the end as opposed to the three I's. I'm not sure. What I would recommend is we need to do just a quick – oh, "Number 3. Agreed." Yeah, shorter is already better. So let's go with your first recommendation, Lianna. So we'll go with ATLAS 3. That can be in the mix with ICANN 66.

I'm not sure – Evin, how well did the ALAC 65 work as a hashtag, do you think?

EVIN ERDOGDU: Well, the first time we used it for the community forum, we had ALAC 64 as a hashtag. That worked really well. This time – ALAC 65 – we had participation but it was less. I'm still exploring why, but I think it had to with it being a bit of a smaller meeting. Maybe we could choose another one and just try it out for the next one.

JOHN LAPRISE: You know what? I think, rather than that, right now we should make this an action item for usage by the RALO leads, that we should, when we're sharing out information, be using the ATLAS 3 hashtag, the ALAC 66

hashtag, and the ICANN 66 hashtag with [meaning]-related content. We want to make sure we get all three of those hashtags in the mix early. If we're sharing things about Montreal beginning now, then we want people to start thinking in terms of those three hashtags belonging together. So I think perhaps getting things in the mix earlier is better, so, when people in the future start searching for it, they'll start seeing all those hashtags and they'll use them. So I think getting in and staking a claim and getting it noticed earlier is better.

I see Dave's comment on analysis – oh, yeah. That reminds me. I didn't get to ask you at ICANN 65, Evin, but could you talk a little bit about the social media training that staff did?

EVIN ERDOGDU:

Oh, yeah. Great question. If you would like it for reference, the agenda was posted to the At-Large review implementation working space and actually was updated since then. So I'll post the final agenda that we [inaudible] there. It was a great meeting. Very successful. It was all of our At-Large staff that was there. We had this training with the communications department, and also other staff from the policy department attended. There was a two-hour session. The first hour was focused solely on social media, and that included ICANN's formal accounts as well as just general practice on how to use various platforms. There was also actually a sandbox account created for staff to play around in because there were varying levels of experience with staff. Our staff has great language skills, so hopefully they can [inaudible] a little more with that as well.

The second-half of the training session, the second hour, was devoted more towards blog writing and sending messaging out. So that'll be very helpful as well, along with the Social Media Working Group and the Outreach and Engagement Sub-Committee. I think, with this new communications strategy coming up, this will all tie in very well. So it was a great training.

JOHN LAPRISE:

Great. Was there any discussion about analytics?

EVIN ERDOGDU:

I wouldn't say there was substantial discussion. It showed the priorities, maybe, for strategies. We looked at analytics, but actually the conversation around that revolved around how Facebook and Twitter, for instance, especially Facebook, and how their in-house analytics are probably not [inaudible] because the way they track their social media analytics goes towards supporting their business and it's maybe not an objective rule of thumb. So they recommended different analytics to follow. So we did have a discussion on it, but it wasn't a training, I guess, on how to analyze.

JOHN LAPRISE:

Okay. Evin, in response to this question, was the session recorded or was that just a staff session.

EVIN ERDOGDU:

It was a staff session.

JOHN LAPRISE: Okay. So, to Dave's question, it was not recorded. If I can put in a request, that would be – this, I guess, would bounce up to Heidi – that, if there is a Part 2 of staff training on social media, I would think that something along the lines of analytics would be useful and it would actually kill a couple of birds with one stone, going to metrics and social media training – both – in terms of the ARIWIG needs. So if you can just put a bug in Heidi's ear to suggest that.

EVIN ERDOGDU: Sure. And maybe to your request it wouldn't require formal training, per se, which does require resources but maybe a follow-up with Comms and ask them how they're tracking this – their [inaudible] and [inaudible]

JOHN LAPRISE: Absolutely.

EVIN ERDOGDU: Great.

JOHN LAPRISE: We've got this informal discussion about how things went at the end of every member, but since you're monitoring the ICANN handles/the At-Large handles, if we could have a standard reporting [forum] to just take a look to see where we're at at the end of every meeting and maybe do

something comparative from meeting to meeting now that we're getting into routine, that might be useful. Is that something that's possible. I know you have so many poker chips to allocate to tasks, so I'm conscious of that.

EVIN ERDOGDU: Sure. In fact, I had started – I remember it was a couple months ago now that we decided, at least on a quarterly basis, we'd have an update on the analytics. A lot of [inaudible] derived from the platforms, but it did show an uptick after every meeting [inaudible]. So that's great.

JOHN LAPRISE: I'll make a suggestion. I'm not seeing any other hands. Rather than doing a quarterly analytics, let's do it, I guess, by semester because I think from the close of one meeting up through the close of the next meeting makes more sense in terms of the annual flow of the work at ICANN. So maybe you take the week after the previous ICANN, like we do normally – everyone takes a break the week after an ICANN meeting – and then start the clock up to the next ICANN meeting and then start the analytics again a week after the next ICANN meeting. Does that make sense?

EVIN ERDOGDU: Yeah. I could just note an AI to have post-meeting analytics.

JOHN LAPRISE: Yes.

EVIN ERDOGDU: Sounds good.

JOHN LAPRISE: That will also address – I think Dave had ... yes. It also addresses Dave’s question in the chat.

All right. Are there any – oh, Lianna, I see your hand up. Please go ahead.

LIANNA GALSTYAN: Thank you, John. I’d like to ask about the ATLAS [inaudible]. Whenever we will have officially announced the selected members, would it be possible if we make an announcement to those people who are interested to be part of the Social Media Working Group on a RALO level to organize a webinar or some kind of raining that you were talking about so that they would know what we expect about sharing the information as the ATLAS 3 will really be the meeting for everyone who was selected? So we can rely on them, but we need to somehow train or let them know what they can do, what to share, etc.

My question is, should we do this on a RALO level or is it advisable for us to do that for all five RALOs, and, let’s say, to make such a kind of announcement in our monthly meetings and then see who’s interested and then do that combined meeting? Thanks.

JOHN LAPRISE:

Thank you, Lianna. That's a fantastic suggestion. I know that there were privacy issues with releasing all of the list of people who were ATLAS 3 selectees.

That said, however, I think providing a workshop space for the ATLAS 3 attendees to get develop some competency with social media, regardless of their existing level – some additional knowledge about social media – would be fantastic. It's a way we can activate 60 more people to get involved in social media in At-Large. We should make that a point – how do we do this? I think we reach out to the programming committee. Evin, can we reach out to the ATLAS 3 programming committee? In the leadup to ATLAS 3, and as soon as possible, actually, we should schedule meetings with the ATLAS 3 participants once they confirm their participation in a workshop format.

So, as to Lianna's question about whether we do this at the top level or at the RALO level, my inclination is to do it at the RALO level because that's the whole purpose of having RALO leads: to have a better understanding of the specifics of social media within your regions. So I would say that each of the RALOs should work with the ATLAS 3 participants from their RALO to get them up to speed on social media.

David, I see your hand up. Go ahead.

DAVID MACKEY:

Hi there. I just wanted to go back to the question of the analytics. I've got an idea. I don't know if it's implementable right now. One of the things that I've worked with in the past on doing digital marketing analytics – the analytics are best if they are worked in conjunction with

pre-established goals as opposed to just reporting what's happening. If it's possible to identify what sort of organization or goals that we want to achieve with our digital marketing social media efforts, if we can attach analytics towards how we are arriving at those goals, that might also be something to consider.

JOHN LAPRISE:

Okay. Thank you, David. Great contribution. I'm going to leave that as an action item for the RALO leads because that's not for me to determine. That's for the social media leads to really sink their teeth into and think about what are the goals. The goals well might be different by RALO, although it's probably useful to have an overall goal. That's something I want to get input from the RALO leads on. So I would like some input from the RALO leads regarding goals for social media work.

I'm going to call on Daniel an, David, just to check to see whether your hand is still up or is that an old hand. Daniel, go ahead.

DANIEL NANGHAKA:

My suggestion was I think that the ATLAS 3 participants may not have good knowledge or skills on using Twitter or social media tools. [inaudible] or training be conducted to be able to speed that up and help the ATLAS 3 participants use social media for engagement, I think that would be a cool thing. I'd just like a small training for them. I think that would be awesome. Thank you. Back to you.

JOHN LAPRISE: Thank you, Daniel. Yes, that's a fantastic idea. Lianna had spoken about that earlier, and we're actually going to go ahead and implement that at the RALO level. We need to coordinate with the ATLAS 3 committee when that information about when the selectees are announced in some fashion. So we should actually reach out to them and – oh, Daniel, can you mute your mic? You're – thank you. So we can reach out to the ATLAS 3 selectees at the RALO level and coordinate training sessions with them on social media to up their skills.

I agree, David. I see your comments in the chat regarding that is requires some thinking. Yeah, we're not going to come up with any answers today.

As for Glenn's comment, yes, there aren't many leads on this, but we will be sending out – actually [inaudible]. So we should be sending out an e-mail regarding these decisions onto the Social Media Working Group mailing list so social media leads who are not on this call are aware of the action items they're now responsible for. See, when you show up to a meeting, you get volunteered for things. It's great. Happens to me all the time.

Dev, I see your hand up. Go ahead.

DEV ANAND TEELUCKSINGH: Can you hear me?

JOHN LAPRISE: I can. Thank you.

DEV ANAND TEELUCKSINGH: Okay. As I was hearing the previous suggestion regarding possible training, I'm not sure that's totally needed. I think the more broader question has to be, do we have a list of all of our At-Large community? Or are their social media handles on Twitter and Facebook? I guess that would be directed to Evin. If that's the case, then maybe we should be reaching out to them on social media and maybe having tips and so on because, to be quite honest, if they're already engaged on social media, I don't know what are the additional tips in a short timeframe of such a busy schedule. It may be a long ICANN meeting, but it's going to be a very packed schedule with ATLAS 3. So I'm not sure how much training could be effectively done.

I guess my question is, do we have an idea of the number in terms of the ATLAS community? What are the At-Large community? How many are on Facebook? How many are on Twitter? How many are on other social media platforms, like LinkedIn and whatnot? Then you could start thinking of probably tailoring unique strategies in terms of what types of tweets to promote. By now, we seem to be emphasizing Twitter as opposed to Facebook. If there are more people on Facebook, as an example, then maybe we should focus more on Facebook. But we need some idea of what exactly our community is on the social media networks. Otherwise, we're just trying things without really understanding what we are right now. That's my suggestion.

JOHN LAPRISE:

Thank you, Dev. I completely agree, Dev. I would go further in saying that part of the reason that the working group strategy is conceived at the RALO level is that different platforms are prevalent in different regions. I talk about Twitter a lot in part because I'm in the U.S. and Twitter is a popular platform for a lot of uses, whereas as Facebook has a different value than in other parts of the world. There are parts of the world where people think the Internet is Facebook. That doesn't happen to be true in the U.S.. So determining the proper employment of platforms is really a decision that is properly in the hands of the RALO leads. They have a better understanding of what platforms are used within their platforms. That includes, to Glenn's question, blogging as well. What is popular? What is needed? What is useful? That's really a RALO level call.

Now, if there's global content that has global import, than sure. As we've said before, you'd pass it up to Evin and it gets shared out across the global-level handles. But at the RALO level, that's a RALO-level call.

In terms of training, I think, for the ATLAS 3 participants as opposed to At-Large generally, it's important because we know they're going to be at the meeting. That's 60 more people that we can energize and get active in contributing on social media platforms coming up to ICANN 66. So those people, I think, represent a special case. They may not need training. They may need training. But even if the training is how to post well and what hashtags to use, even if it's a 30-minute call, I think that would be advantageous. To get them in the habit and start practicing would be useful.

I see Ejikeme's comments. Yeah, I completely agree. There are different constraints on social media used depending on where you are in the world, and that's always a challenge. Again, that's another reason why the decision about social media usage and posting is rightfully a RALO-level decision: the RALO leads know better than I do or know better than we do on what is appropriate in a given RALO. It's one of the reasons we designed this as a [devolved] system: so that the RALOs can make those choices.

Evin posts on Twitter and on Facebook and on LinkedIn. Is that right, Evin? Are those your three primary platforms?

EVIN ERDOGDU:

I would say it's mainly Facebook and Twitter and additionally – yeah, we have Skype as well if you count that. We do cross-posting with different communities within ICANN org, including staff and the main ICANN handle and YouTube and Flickr. But not so much LinkedIn. Honestly, it would help to have more resources towards this, but I can make a priority if you'd like to focus more on LinkedIn. I can do some more of that.

JOHN LAPRISE:

No. At this point, I think Facebook and Twitter, definitely. Everything else is advantageous. Again, I think it's really up to the RALO leads to take the lead on this. I agree with Glenn that – and part of the UA activation strategy is to start flexing our communication muscles to [get] the ALSes and talk to their members and get them activated to start responding and replying using hashtags to get them involved in the

conversation, involved in the community, and being more participatory. It's great to have lots of people lurking, and I'm sure we do. It's even better to get those people interested enough to start making comments and even, dare I say it, starting to get involved in and volunteering to write policy because, at the end of the day, that's really what we could use.

To David's earlier question, from my perspective – I'll take off my hat as Chair right now – when I'm thinking about a goal for social media, it is to increase energy and activation so that people get more involved and we convert lurker into active members into potentially policy makers. I know that might be a dream, but nonetheless, that's my dream. That's my two cents at present. That's subject to change, and it is not the position of the Chair. That's a different thing entirely. We're listening to everyone to think about what goals should be.

Anyway, I see Glenn and then I see Dev. Glenn, go ahead.

GLENN MCKNIGHT:

Sorry. I was muted. Thanks, John. A couple of things. That's why posted this comment about communication. We have on the call today one of our newest members in NARALO, who's actually going to be attending ATLAS 3: David Mackey. David I invited into one of our NARALO Insights video series because one of the hot topics in NARALO from a Canadian perspective was the new digital charter. So we had Marita Moll, myself, and Adrian Schmidt go through all the ten points on a video, and we shared it with the community. It was an example of us – and that's why we're doing the UA and a video as well with the organizers. David is an

example of perhaps that we could have done just some tweeting about the video. But I have the analytics on YouTube viewership. We promote it through our NARALO newsletter.

I think what's key here, as you said earlier, is how to take somebody who's new and find out what their expertise is and get them involved little bit little. It's a big thing to get involved with ICANN, so you have to come in at your comfort level. So it's a big commitment, but David has been watching for at least six months before he actually got a little more involved. I'm happy to see that he's on the call today. Thanks.

JOHN LAPRISE:

Thank you, Glenn. And welcome, David. Dev, you have your hand up, I see. And, Glenn, your hand is still up, by the way.

DEV ANAND TEELUCKSINGH:

Just to respond a little bit to what has been said, I still think it's something important: to really get an idea of who are all of our persons that are on the various social media networks. Originally this was supposed to be something that an ALS survey was supposed to be done on, but that seems to have fallen by the wayside school since the survey is not going to be done, at least not in time for ICANN 66.

So perhaps what might be useful is for the RALO leads to at least gather the information and put it on a comment sheet to see how many persons are on Facebook, Twitter, or whatever. I think that will give us a sense of how many persons of the community are engaged. I'm [not] on social media. The results might surprise us. We may have assumptions

that maybe people are on Twitter more. But maybe it's Facebook. Maybe it's on LinkedIn in certain regions. You can really do an analysis on that. We did an analysis. The last time we did an analysis was in 2010. I can tell you because I was the Chair of that group to come up with the ALS survey in 2010. You can go way back in the history archive to get the results of the survey. You would see some interesting trends there, even way back then.

So I really would suggest as an action to Evin to coordinate with the RALO leads on [inaudible]. So let's get a template, a way we can record: these are the community members in the region, these are their Facebook/Twitter [inaudible] and LinkedIn? Whatever. Do you all use WhatsApp? Let's get some ideas here. I think then you can really have a communication strategy that could straddle all of those things. So this touching a little bit more on the outreach and engagement side of thing, but I noticed Daniel is here, so I hope he's taking notes on this. So that is my strong suggestion for an action item.

JOHN LAPRISE:

Thank you, Dev. I echo Dev's thoughts because, at one point, we had asked for people to begin compiling lists, at least on Twitter, of handles that are active within the At-Large community. I'm not sure that actually went forward.

So what I'm going to do then is I'm going to take Dev's advice. Evin, let's make that an action item for the RALO leads: to begin trying to assess and take a census of active At-Large members on various platforms

within their RALOs. Let's set a due date. This is July. Let's set a due date for October 1.

Yeah. Ejikeme has got a good point, too. We can add that in. "Can we announce on our RALO e-mail newsletters for members to drop their social media handles and then compile them?" Yeah, let's add that as part of the plan for that action item. For that matter, we should have the RALOs announce in their monthly meeting to please get in touch with the RALO-level social media leads to share out that information as well.

Yeah, we can post this on the RALO list as well. Thank you, Dev. That's a good point.

Dev, your hand is up again. Go ahead.

DEV ANAND TEELUCKSINGH: Very quickly, I'm just thinking out loud. You can make it as a survey. That will make it easier to collect the information because you can have a Google form, for example, that will automatically go into a spreadsheet. So you won't have to take information and copy it in and all that stuff. So maybe a survey could be done. That will help once the form is designed properly and all the information is consistent, etc.

JOHN LAPRISE: I'm down with the survey idea. However, I think, at this point in time, I'm more interested in people volunteering information in part because one of the reasons we haven't released the ATLAS 3 information broadly is that it runs into potential GDPR issues. I am concerned, at least at

some level, that sending out a survey to someone who hasn't asked for a survey is a potential GDPR violation. So I would hesitate before we start down that road.

DEV ANAND TEELUCKSINGH: Just a quick reminder. The form would allow you to really decide how you want to structure the data within the spreadsheet, so at least that [inaudible] you need to do it as an exercise because, even if you are asking them directedly/privately/whatever. So I would there's some benefit in actually working on a form. Again, it helps with the consistency of the information. Information is [inaudible].

JOHN LAPRISE: If we do it in such a way that we're not sending out a survey but rather having a resident survey on a page where people can check in and put in their information, that would be good.

DEV ANAND TEELUCKSINGH: Yeah.

JOHN LAPRISE: And we can share that because sending out the invite in and of itself is potentially a problem. If people see it in a public forum and say, "Oh, yeah. I'm going to go and sign up," that's on them and then we're in the clear. So I'm just a little cautious about that, especially since I know how much is going into the EPDP, and I'd hate to be in the position of where I'm stepping on someone's privacy toes.

Oh, yeah. From Ben. Absolutely, yeah. Well, first of all, it's easy to get on the RALO mailing list. As for sharing your handle, find, at the top of the chat, a list of regional social media leads. Or you can contact Evin, and she will put you in contact your social media leads for your RALO so we can take care of you, Ben, for that handle information.

Are there any other questions in the chat that I've missed? Or is there – Dev, yeah, I'm onboard with a Google sheet to do this and do the analysis. I'm completely onboard. I'm just wondering about the implementation. That's something I think we should talk about on the list to get wrapped up and finalized.

Are there any other questions on the line right now? I'm looking and I'm seeing no hands.

In that case, I think we're prepared to just summarize some of the action items and then close this meeting for today. I see Dev has posted the previous 2010 ALS survey. Come to think of it, the thing is that it's 2010. Dev, if we can replicate that for 2020, that would probably be a really good thing. So let's think about and let's talk about and let's make an action item of potentially replicating the 2010 ALS survey for 2020. Let's put that in the long-term planning hopper.

Evin, let's move towards wrapping this meeting up then.

EVIN ERDOGDU:

Okay. Would you like for me to read off the AIs?

JOHN LAPRISE: Yes, please.

EVIN ERDOGDU: Okay, sure. Well, there are quite a few, as always, the first one being the Social Media Working Group members to get the other listed RALO leads to develop content on universal acceptance that's appropriate to their region, and the Social Media Working Group leads and myself to get int touch with Edmon Chung to obtain universal acceptance material, including language-specific material for their region. I'm going to work with you, John, to develop metrics for the RALO tracking pages for the UA pilot – those new pages. Social Media Working Group RALO leads are requested to start thinking about ICANN 66, ATLAS 3, and NASIG activity and commercial strategies within their region. Social Media Working Group RALO leads should use ATLAS 3 with the number "3," ALAC 66 and ICANN 66 hashtags for the upcoming event.

Myself, John, and Heidi to discuss further discussion with ICANN Comms department on analytics with social media and using that for metrics. Myself to work with John to do post-meeting analytics. That's just an updated [cadence]. John and Social Media Working Group leads to coordinate with ATLAS 3 participants once they are confirmed. John requested the RALO leads to determine what are the goals of their social media strategy. Dev requested an ALS survey for member activity on social media. Myself to coordinate with John to have a survey by October 1st and confirm it as GDPR-compliant. Dev will coordinate with us on replicating the ALS survey from 2010.

Finally, I will work with the RALO newsletter editors to make sure that there's a call to have their members share their social media handles with their respective Social Media Working Group leads. Social Media Working Group leads will also note this on RALO monthly calls and mailing lists when appropriate.

JOHN LAPRISE:

Sounds great. As a final action, let's just make sure that we e-mail these action items out to the Social Media Working Group list because all those RALO leads and all those people who are involved in the Social Media Working Group who were not on the call should be made aware of all the work that we've assigned them. So that's probably a good idea. So let's get that out on the Social Media Working Group e-mail list.

With that – I see no other hands and no other questions – I will adjourn this call. Thank you very much for participating today.

[END OF TRANSCRIPTION]