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CLAUDIA RUIZ:

This is Claudia Ruiz speaking. Good morning, good afternoon, and good evening, everyone. Welcome to the LACRALO Communications Working Group call today, Monday, July 22, 2019 at 23:00 UTC.

In today's call we have on the Spanish channel Lilian Ivette De Luque, Anahi Menendez, Marcelo Rodriguez, and Antonio Medina Gomez. We have no participants on the English channel and we have apologies from Silvia Vivanco, she's from the staff, and Sylvia Herlein Leite. Our interpreters today are Veronica and David. And from staff we have Heidi Ulrich and myself, Claudia Ruiz, managing the call today.

Before beginning with the call, I would like to remind you all to state your name at the time of taking the floor, not only for the transcription but also for interpretation purposes. Thank you. And with that now, Lilian, you have the floor. Please go ahead.

LILIAN IVETTE DE LUQUE:

Thank you, Claudia. This is Lilian De Luque for the record. Good morning, good afternoon, good evening, everyone. Welcome to the monthly meeting of the LACRALO Communications Working Group. Today we have a very packed agenda for today. Unfortunately, there are not many participants connected to the call, but we'll work and we would try to reach some conclusions in terms of communications issues for the region, so thank you.

Okay. Harold? Claudia, excuse me, is Harold on the call?

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*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.*

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CLAUDIA RUIZ: No, Harold is not connected to the call yet but we have Sergio. He has joined the call. However, he has no audio.

LILIAN IVETTE DE LUQUE: So, who is going to read the agenda to be adopted?

CLAUDIA RUIZ: Okay. Please go ahead.

LILIAN IVETTE DE LUQUE: Okay, then today we are going to discuss a report on the use of the social media and its management. Then we will all discuss the participation in the Social Media Working Group, work distribution and team creation strategy, and then publication of the ALS activities. And then we would have an introduction to the ICANN and the Fellowship Program. With that, we will continue to the next item on the agenda.

Claudia, could you please upload the agenda on the presentation on the screen? Okay, there we go.

So, during this month, we were working on some statistics regarding the use of social media. So far we only have two social media accounts, Twitter and Facebook. On Twitter there you see the link. For those who do not know this, these are the figures for the last month. We have 40 tweets, 39 followers, and we're following 13 people. The Facebook page has been created a long time ago. I believe it has been available for seven or eight years now. We have 138 members, 5 new members during the last month. We have 94 posts, comments, and reactions, and

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we are now trying to start collaboration with the Social Media Working Group to work on a blog.

The idea is to post on the blog relevant activities for the ALSes and relevant activities for the regions. So, I would like to discuss with you the need to create an Instagram account and we also need to discuss the creation of a newsletter. At the same time, I would like to invite you all to join the Social Media Working Group. The idea is that we, the members of this working group, should participate in the Social Media Working Group so as to be in touch with all the policies and all the social media-related issues at ICANN and ALAC particularly speaking.

Harold, I don't know if you are already connected to the call or Claudia, but could you please post on the chat the steps to connect or to be contact with the Social Media Working Group? Thank you.

CLAUDIA RUIZ:

Sure.

LILIAN IVETTE DE LUQUE:

I see Anahi. She is saying that she's already working on the Social Media Working Group. Who else would like to volunteer to participate in the Social Media Working Group? Is there any volunteer? Okay. There are no volunteers. Then, is there any question or any comment, any feedback that you would like to all provide so we can move forward with the next item on the agenda? Okay. If not, if there are no comments, please, Claudia, can we just proceed to the next slide?

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We are interested in distributing the burden into more people of the working group. And we would like to do as follows. We want to work with the LACRALO Working Group leaders and we would like to take into account the most relevant information being addressed in those working groups in order to publish that relevant information on the LACRALO social media. Then, we would like to write and post the messages on our social media account.

The idea is to divide these into two groups. There's going to be one group dedicated to social media and to contact working group leaders and the other group is going to be in charge of ALS activities. We would like to follow the order that is already on the slide. What is the idea of all these? We need to have two groups and then we're going to assign tasks to those working groups. And once they are finished with the assigned activities, we're going to rotate, and just to learn what the other working groups are doing and to have a dynamic activity. If there are working group members who have knowledge on this topic, I would kindly urge them to provide their contributions to the working group.

So, in summary, what are the activities that we are going to do from now onwards or up until our next meeting? This is to be part and to participate in the Social Media Working Group, to follow and retweet each post of the LACRALO ICANN, ICANN At-Large account in Facebook and Twitter, to follow and to repost any post related to the Internet governance ecosystem or any ALS-related information, events that are relevant for the region, and we need to participate and to draft reports to post that information on the working group, and to participate in the design of different reports for the blog that is being created by Glenn and Dev in the Social Media Working Group. So, once we have these

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two groups and once these tasks are assigned, I would like to know who of you are going to be volunteers for this task.

So now I would like to give you the floor, Anahi, Marcelo, Antonio, for you to tell me what you would like to do. Can you hear me? Hello? Claudia, can you hear me? Harold?

MARCELO RODRIGUEZ: Marcelo Rodriguez speaking.

LILIAN IVETTE DE LUQUE: Hello, Marcelo. Please go ahead.

MARCELO RODRIGUEZ: Sorry, I was participating in another meeting but I am paying attention to these discussions. In my task with the Internauta, we are working with the social media, so I'm also working on a webpage and a web portal. So, that is my area of interest so far, so as to make my contributions to the LACRALO Communications Working Group. And I would like to thank you for the opportunity to participate. I would like to thank Sergio Salinas Porto for giving me the opportunity to participate in this working group, and I would like to thank Harold as well. So, that would be my possible contribution to promote the activities that you are now announcing.

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LILIAN IVETTE DE LUQUE: Thank you, Marcelo. Thank you very much. So, Marcelo is interested in joining this working group. Thank you. I'm taking down notes. I am already connected to the call.

CLAUDIA RUIZ: Anahi has her hand up. I don't know if she would like to take the floor.

LILIAN IVETTE DE LUQUE: Anahi, please go ahead.

ANAHI MENENDEZ: Hello, everyone. This is Anahi Menendez for the record. Can you hear me?

LILIAN IVETTE DE LUQUE: Yes, Anahi. Please go ahead.

ANAHI MENENDEZ: Okay. I would like to make my contribution as well. I work in social media strategies but I can also contribute in anything that you might need.

LILIAN IVETTE DE LUQUE: Okay. Thank you, Anahi. I know that you have plenty of knowledge in terms of network and communication strategies, so your support is going to be a vital importance for us. So, we have Anahi, Marcelo.

ANAHI MENENDEZ: Yes, you can count on me but I wouldn't like to overlap with other activities and with other members, so we need to get organized with this.

LILIAN IVETTE DE LUQUE: Yes, Anahi, you're right. I'm taking down notes. I'm also taking down notes of your names and tasks. So, tomorrow I'm going to send an e-mail to all of you just to coordinate the tasks that you are going to be assigned, and then I'm going to communicate that to the staff and to Harold for Harold to post that information on the wiki so that we can start working at once.

Claudia, could you please go to the next slide? Thank you.

SERGIO SALINAS PORTO: Lilian, sorry. I'm now on my car and driving, so thank you. Good evening, everyone. This is just to tell you that I am here, available, and I am at your disposal for anything that you might need. My participation is going to be intermittent but I can also contribute to your activities. If there is any need that needs to be covered, you can count on me, so I am at your disposal to work with you.

LILIAN IVETTE DE LUQUE: Thank you, Sergio. I know that you have great knowledge on these communications issues, so I believe that your contribution and your relationship with ALSes and ALS engagement is going to be really

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important for us. So I'm going to be in touch with you and I know that taking into account your availability, you're going to contribute. So, thank you for that.

SERGIO SALINAS PORTO: Thank you, Lilian. Just a brief suggestion.

LILIAN IVETTE DE LUQUE: Please.

SERGIO SALINAS PORTO: Let's start working in the ALAC Working Group. And secondly, it would be important to have metrics in relation to the working group activities because we need to show that these working groups that have no participations – because in the past these groups did not exist – we need to prove our performance and our advance. So after each meeting or on a monthly basis, we need to create some metrics to show how LACRALO is working, at least from the communications point of view. This is going to give us a clear perspective and in the future this is going to give us a possibility just to plan ahead. Thank you.

LILIAN IVETTE DE LUQUE: Yes, Sergio, we did get some metrics of Twitter and Facebook in the last month. And so month by month, we will measure the effectiveness and efficiency of our messages in social media. The subgroup will collect those metrics and that is for us is extremely important.

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So we will go now with part of the publications of the ALS group and the LACRALO, which is we need to have more participation of ALSes and we need to advertise their activities which is even more important for the region. They can either post these themselves to Facebook or Twitter, and there is also a collaborative work to post relevant activities in the LACRALO relevant working group. So, we would include these subgroups that we want to create and we need to see how we're going to reach out more significantly to ALSes.

Marcelo, I know you have some experience and also Anahi and Antonio in Colombia, but I think we need to distribute the regions or perhaps to agree on how we're going to motivate people so that they engage more, that they post more of their activities. And the same applies to the working groups. We need to be in constant communication with them so that can publish and post what they're doing. So to the extent the people in the region know what we're doing in each of the areas of the RALO, we will attempt to have a sense of ownership. So I want to hear what your opinions are in terms of motivation for ALSes to participate and to help and publish their activities.

ANTONIO MEDINA GOMEZ: I would like to take the floor.

LILIAN IVETTE DE LUQUE: Antonio, please go ahead.

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ANTONIO MEDINA GOMEZ: Thank you very much. How are you doing? I have a concern. I think that all the proposals now on the table like how to select volunteers and try to engage ALSes so that they are informed of their activities, I would like to suggest that we provide a working plan that would be a communications plan, because it is one thing to post a message in social media to inform the members of the ALSes and quite another thing is to post a message that is targeted to the Internet community in the regions, the community that is not part of ALSes. This may include how to create activities, how to inform of different achievements, but also to motivate them so that they can be part of LACRALO. There are different kinds of messages that I think should be structured within the plan and we need to know what is the objective that we are looking for.

We do have some mailing lists and through the mailing list we can hear about the different members of the ALSes and the activities that we ourselves prepare and provide. So I think it's important to have an initial work. This is my suggestion because I think this is like having an idea of what we should do.

Those volunteers who have just been presented, they will have better elements to decide which messages are the ones that can be published. I think we should be looking more openly at this communication process because it's not only social media but it's also a strategy through e-mail and now we also have some members within WhatsApp. So all the representatives of different ALSes, I think we need to look for the way to participate, looking for objectives. That is my suggestion. Thank you.

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LILIAN IVETTE DE LUQUE: Thank you, Antonio. You are right. We began with this need for ALSes to be more integrated and to inform of our activities, that we were sending information through WhatsApp and many members in the regions did not like this. There were some people who withdrew. The ALSes stopped posting their information and this created a certain distance. So the idea is to go back to all the lists. What you say is of course very true. We need to organize the ALSes and this is what we are going to agree on with the different people who are volunteering to support the group.

Just to remind you, we are now on item #7 and #8 on our agenda, dealing with collaborative work with working groups and ALSes.

I agree with you, Antonio. Thank you for the suggestions.

As I was saying, when we started with this activity, I said to the ALSes that – well, we had an agenda before organizing an event. Then once the event is over, I ask them to post or to provide us with a picture so that we can post them on Facebook and Twitter. So this is what we want to resume. We want ALSes to interact more with us. And with respect to the working group, our idea is that the relevant actions that need to be known by the LACRALO community, we need to take them, we need to organize them, and then post them in the form of news.

I don't really know which other members of the group can have a suggestion on this item. Is there anyone who would like to make suggestions?

Anahi says in the chat room that she agrees with Antonio and that she believes he provides a comment about having a target and a strategy.

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So, to summarize all of these activities and to mention the people who want to support this group, I think tomorrow we need to organize the two groups and to very orderly think about what we want to do. Unfortunately, not everybody is here.

ANTONIO MEDINA GOMEZ: I would like to be perhaps more precise in my message. In social media such as Twitter, for example, you can usually follow some accounts from other countries – from Germany, from Spain, or Canada – and those accounts post a message saying, for example, “There is a meeting at 8:00 in the morning in such-and-such hotel.” So, if I don’t live in Spain, I may not be interested in that meeting, and so I’m not going to attend. And so it’s not good to post a LACRALO monthly meeting in social media because there people who are not [into that].

DAVID: The interpreters apologize but we’re getting very bad audio from Mr. Medina.

ANTONIO MEDINA GOMEZ: The message perhaps that we need to send is who we are and what we do, which are our activities, what is it that we are seeking.

LILIAN IVETTE DE LUQUE: I think I’m getting your idea. And you’re right. There are certain things that we post on WhatsApp. This is immediate information on meetings,

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etc. and then there are other things that you post in Facebook or Twitter.

Heidi here has given me a very good idea which is to start our own monthly blog such as is the case in other RALOs. I think it's something we can start doing right now that we need to be nourished with information from ALSes. So we actually need to go to the group to try to involve ALSes and working groups in the communications world. As I said, the Communications Working Group is transversal group. It lives together with the other ALSes and with the other members with the rest of LACRALO. If it does not have the support from all of these groups, we are sort of stuck in a way.

ANTONIO MEDINA GOMEZ: I think there are certain instruments that would use certain tools, for example, creating a monthly newsletter. This newsletter that I have actually seen a couple of times, I think LACRALO has sort of an ICANN newsletter that is both in English and Spanish, so perhaps we should have our own so that any person receiving it either by e-mail or because we post an article with the link in the social media, this can be actually very enriching.

It also provides more seriousness in what we are doing because we haven't had actually this kind of tools so far and we have been forgotten. And this is not our aim unless what you are retweeting is information that is of very high value. That's why I'm saying I think it's important to take a week to prepare a plan of work, to show it, to make

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it known, and then only after that can we start developing the different actions.

LILIAN IVETTE DE LUQUE:

Yes. This is what I have been saying from the beginning. We're sort of starting the route, the path, and from tomorrow we would like to enrich that path. We are trying to plan ahead and to start going. Each social media has its own target audience and its own way to convey the message. The proposal that Heidi is making here on the chat room is extremely important and I think we need to work on it and to try to have our own blog as soon as possible because this will be some kind of newsletter.

Many important things happened in Marrakech – important things for the region – that since then we haven't been really able to show the region what had happened. But from now on, we do know that our target is to organize all of these social media posts and our own blog and the support that we are going to have from the ALAC blog, which is what we have been discussing from the very beginning.

So, the program is now clear. I think it is clear for everybody. And what is coming ahead is to organize what we have discussed so far and to try to start some kind of joint group.

Thank you very much. Antonio, your input has been very important. I hope you can help us and you can support us in organizing this collaborative work that we're going to start from tomorrow actually.

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Alright, is there anyone else who would like to take the floor on this ALSes post and publications and our [official] blog and our [official] social media?

I would like to ask Sergio if you're still there and if you're still listening to us. Are you there?

SERGIO SALINAS PORTO: Yes, I'm here.

LILIAN IVETTE DE LUQUE: So, Sergio, I want to know, do we still want to have an Instagram account?

SERGIO SALINAS PORTO: Yes. I think we also need to have a LinkedIn account. I think we also need to expand. Of course the Instagram account will work to the extent that our ALSes and their activities are healthy. But we should have an Instagram account. It is a very quick way to communicate. The community is native in that the community engages very naturally in the social media such and such.

LILIAN IVETTE DE LUQUE: Okay. Thank you. Sergio, this is another task we have. I think it will be opened this week, and probably I will post all the activities that the region had in Marrakech to begin with. Then we can start to get organized to bring materials to start posting in our blog. This I think will

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be important. I will also look into the LinkedIn account to see how we can organize it based on what the region needs.

Alright, if there are no more opinions or inputs on these issues then perhaps we can go to Item #9 which is the introduction of the scholarship.

In Marrakech, we have this initiative. We had this idea. This is a very important initiative to get involved with the community. The idea was to create a webinar for young people between 18 and 30 years old. And why? Because this is related to the NextGen Program and for Newcomers, that is to say people who are not in touch with ICANN but who might be interested in ICANN ecosystem. So this is for men and women and indigenous young people for them to get involved in the ICANN activities. So this webinar is for the Latin America and the Caribbean region and is just a starting point to get ready to be the host for Cancun meeting in 2020 and 2021.

So we are going to use some promotion mechanisms in order to promote the participation of these Newcomers. And for that, I would like to have the active participation of ALSes, LACNIC, indigenous associations, the Internet observatory. This webinar is going to be carried out in Spanish with interpretation into English language because we want to engage also the Caribbean part and we don't want them to feel excluded. The date and time, initially we wanted to have it by mid August but this probably is going to be held at the end of August so that we have plenty of time to promote the webinar.

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Now, when it comes to the time, we're just deciding the most appropriate time. I would suggest having the webinar on the first day by noon or early in the afternoon. We need to discuss that altogether. We need to discuss that with the staff.

According to my experience, this is my first webinar – the first webinar I am organizing – so I would like to learn from your experience when it comes to setting the time and date. I would suggest that they have to be before the application round for the NextGen Program. It's going to be a 90-minute webinar. Before taking the topics, let me tell you that I have been in touch with very important universities of Mexico, [UNAM,] and the Telecommunications Institute in Mexico. They're closely related to other working groups. We also have the support of some indigenous people and they are working on cybersecurity matters. So we're working with them in [Guajara]. In Panama we have the collaboration of Jocelyn. She is the [inaudible] director. We have also an indigenous community working there, Mariel from Paraguay who is also contributing to this. We have also representation in Peru. In Colombia, I was able to talk to the observatory representative.

So I feel quite weak when promoting this in the Caribbean regions. So I would like to get your support. I would like to talk them and to other people from the Caribbean regions because they have plenty of experience and I need them to help me with the promotion of this webinar. I have people in Dominican Republic but that is the only place, but I need some help to contact other countries in the Caribbean region. I'm in Latin America. I'm in Central American countries. I also have some contacts there.

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We are going to speak about the Fellowship Program. We're going to do an introduction to ICANN and an introduction to the At-Large community, the ALAC group. On ICANN, we're going to speak about Internet governance. There is going to be an introduction for people to learn about the Cancun meeting. The idea for this webinar is to have some speakers – Sergio, Harold, myself, [Andy]. And I would like to engage someone from the staff if that is possible.

We also need to create the application form by means of the Google Form app. This is going to be the application form in order to circulate this form to all the interested parties.

We also need an e-mail account to receive the questions and to receive the application forms. I would need the support of the staff because I need to know if this form is going to be directed to a particular e-mail account or if it is going to be received by the LACRALO mailing list.

Then we need to take into account the amount of people that is going to be participating because according to my experience, I know there are many people who are interested in ICANN. We have a large group coming from the Internet Governance School. They are going to provide support as well. The idea is that people ask questions and we need to be able to solve those questions by e-mail.

This is, in a nutshell, our idea for this webinar for this second part of the year. Do you have any comments or any questions, any suggestions? Of course, I need your support for the promotion and the organization of this webinar. So if anyone is interested in providing any idea, you have the floor. Is everything okay? Is everything clear? Do you have any

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questions? Please let me know if you agree with this. The floor is yours. Because we are the Communications Working Group and we're all members of this working group, so your opinion is important for me.

I see Marcelo. He likes the idea. Thank you, Marcelo, for expressing your idea on the chat. If there are no comments ... and I also agree with that. Is there any comment by the staff? Any comment, any question, or any contribution? What do you think about this? Do you agree with this? Because the idea is to proceed if you agree with that with the next item on the agenda.

Okay, Sergio believes it's a good initiative.

Okay. If there are no further questions or no further comments and if you agree with all we have said about the webinar, we're now going to proceed with the next item on the agenda. That is an action item and this is to send e-mail to people who are interested in participating in these two sub working groups in order to get organized for the work with have ahead with the ALSes, with the Social Media Working Group and with other working groups. We need to open an Instagram account and we have plenty of activities to move ahead. So I would like to have your support for this.

Thank you, Heidi. Heidi says that the webinar is quite interesting. Thank you, Heidi. You are our kind of mother or godmother for these activities – you and Siranush – so I would like to thank you all for your trust in us.

SERGIO SALINAS PORTO: Lilian, I would like to make a comment.

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LILIAN IVETTE DE LUQUE: Sorry, Sergio. Please go ahead.

SERGIO SALINAS PORTO: Just a brief comment. I believe that we should have a kind of a strategy for our members to share the content that we are posting on social media. I believe that we need to have a kind of list. I mean we need to list the Twitter accounts of the members, their Facebook accounts, and Instagram accounts because this is going to be useful for us. We also need to have their e-mails. I mean we need to create a list with this information. Some information is available but some information is still missing. This will help us in our organization.

Then we will have to do a very detailed work because we need to update this information and we are going to ask them to replicate the information that is being posted in their account so that we can promote the activities. This has to be an everyday activity, so we are going to request that from them.

So I believe that this is going to be organized quite quickly. Perhaps the staff might help us to get that information. I know that each of the ALSes that is a page or a wiki page for ALSes where they have already stated there a contact information. But we also need contact information from people who are related to LACRALO. So with that information in mind, we also would like to have the contact information of individual users who will be able to create a quite comprehensive database for people to participate and this is going to be part of our communication tools. So I would like to suggest creating that list while

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we create a communications plan while we start working in the other topics.

LILIAN IVETTE DE LUQUE:

Thank you, Sergio. This is quite interesting for us. This is of vital importance for our organizations. You are right, because we are many people but there are only a few of them following us on their social media accounts or reposting our information. So I believe that we have to do a detailed work. We have to check the information and verify the people that are part of LACRALO for them to be a part of our social media and for them to share the information that we post because this has to be an effective work. It is not possible to have such a huge region but only a few people following us, so we need further interaction.

Is there any other comment or any other suggestion? Hello, Adrian, welcome. It is better late than never. Welcome to the call. Thank you for joining.

This training or capacity building activity is really important for us, so we will keep on working together so as to create good initiative. And you're right, Marcelo. Marcelo is saying that we need to know the tools we have. And you are right, we need to see the tools that we have available and we also need to take into account metrics. He's also right when he says that we need to do teamwork.

Thank you all. Thank you very much for these contributions. Is there any other comment or any other feedback? If there are no further comments or feedback, we are going to create a summary of the pending action items. The idea is to start working by tomorrow. We

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need to get organized and we need to start at once so as to move forward and create our communication strategy.

It is a pity that the leaders are not here, but I would like them to participate because this is something that we are starting today and in two years time, we need to have deliverable and we need to discuss that with them.

SERGIO SALINAS PORTO: Yes, Lilian. Let me say that I was not aware of motivating them for them to participate in this meeting, but I believe that they will be available to participate in our next meeting and they will be ready to understand how this works, not only in terms of this working group but also in terms of other working groups. But we need to be patient because there are people who are new to this and this is going to be a quick learning process. So I'm sure this is going to happen, but sorry because I was not able to write information to them. Sorry for that.

LILIAN IVETTE DE LUQUE: No problem, Sergio. I also sent some reminders, but of course we are going to try to engage them on because they are willing to work and we need to work altogether with all working groups in the region.

Is there any other comment or questions? If there are no further comments or questions, Claudia, we will finish this call. I would like to thank you all for your time and your contributions. Thank you for your great support. We will keep in touch so as to start working in an

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organized manner to realize and to perform these tasks. Thank you again, and goodbye.

**[END OF TRANSCRIPTION]**