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YESIM NAZLAR: Good morning, good afternoon, good evening to everyone. Welcome to the At-Large Social Media Working Group call taking place on Thursday, 28th of May 2020 at 14:30 UTC.

On our call today we have Shreedeeep Rayamajhi, Adebunmi Akinbo, Joan Katambi, Priyatosh Jana, Joanna Kulesza, Glenn McKnight, Raymond Mamattah, Maureen Hilyard, Amrita Choudhury, Sarah Kiden, Natalia Filina, Jianne Soriano.

We have received apologies from Olivier Crépin-Leblond and Cheryl Langdon-Orr.

From staff's side, we have Heidi Ullrich, Evin Erdogdu and myself, Yesim Nazlar present on today's call, and I'll also be doing call management.

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

SHREEDEEP RAYAMAJHI: Thank you, Yesim. Firstly, I'd like to welcome you all to this meeting. I hope everybody is good at this time of COVID and are being productive. If there is any AOB, can you please state now? I think there is no AOB, so let's get back to the meeting.

Today's meeting is all about the virtual Social Media Working Group, and I think the role and scope of the social media is very important as it

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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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is a tool of communication but can be used more aggressively and can be used for better engagement and outreach because everybody is in the social media. So I'm looking forward to collaboration from all of you and hope we can make this ICANN 68 event a success. Now, I would like to endorse the agenda. If there is any issue or anyone has anything to add, please do.

I don't see hands or requests, so let's get back to the meeting. Now, I'd like to request Maureen Hilyard, chair of At-Large, to speak a few words.

MAUREEN HILYARD:

Thank you very much, everyone. Thank you for having me here too, because I must admit the social media group is not a group that I've actually had much to do with. But I've seen all the wonderful things that you've been doing.

And I just wanted to spend a couple minutes to explain to everyone how—this would be the best group to try something different, and also because you actually have an opportunity to be different because you are specifically tasked with a job to promote what it is we're doing within At-Large and also to give some support to the work of ICANN in general.

I felt that the upcoming ICANN meeting was an opportunity for people to promote their own ICANN meeting regions, and with this one coming up with Shreedeeep being held in APRALO was an ideal opportunity for APRALO's regional chair to take on the responsibility of doing the work

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that you do and you're doing it so well, and giving everyone an opportunity to have a chance to have some leadership.

Now, one of the things that was pointed out fairly early, which is very true, but unfortunately out of our control, when ICANN actually chooses where they hold their next meetings. So it's a bit of an issue. And I think that we're very lucky in APRALO for this meeting to be held now because the next one is not until about 2023 or something.

So it's a way down the track, and I think AFRALO has a similar sort of problem. But at the same time, we can sort that out when we come to it.

But I think over the next few meetings, everyone's going to get an opportunity to test their wings in a leadership role and to be as innovative and as exciting in your approach as you want to be. I think that this is going to be a good opportunity and you're all supporting each other. So yes. Congratulations for all the work that you have been doing, and I'm looking forward to what you do in the upcoming meetings and everything. So I'll let you go with it, Shreedeeep.

SHREDEEP RAYAMAJHI:

Thank you, Maureen. It is my pleasure to work as chair and I hope I will be able to work with all my best skills. I think collaboration is the key, and with all the groups, we will further collaborate with the different groups working around.

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So now let's go to agenda number three, action items. Evin or Yesim, can you update us on the action items from last meeting? Anything to update about it?

EVIN ERDOGDU:

Shreedeeep, thanks so much. Well, just basically they're all complete or they're in progress and complete from the stage that they were marked as an action item. One that is still a work in progress but is marked as complete here was the At-Large communication strategy. That has been shared with the regional vice chairs of this working group, and it's been taken forward to various groups within the At-Large and it will be updated again in advance of ICANN 68. And that is of course important for the Social Media Working Group to please participate in and provide input on.

There were several other action items. I can just run through them now. There was the discussion on whether Instagram would be useful, and someone was interested around the time of the virtual ICANN 67 meeting to discuss within their RALO about this. And then there was a discussion on the grass roots nature of volunteers and ALSes, and going into ICANN 68, this is probably something [inaudible] discussed again how to utilize the ALSes in the region and individuals to help promote that meeting and At-Large activity.

And then there was a signup sheet and encouragement for people to volunteer to sit in on ICANN 67 virtual meetings and live tweet the sessions. There was a Google doc for that and also there was a new At-Large activity on DNS abuse website page which is still live, of course,

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and it's being updated, and soon we should have a video posted that Jonathan Zuck had created for that meeting. And we'll be updating it with DNS abuse sessions during ICANN 68 and the Social Media Working Group can promote this on social media as well.

Also, ICANN 68 talking points are in development, so the working group can also promote that on social media. And just to note as well, it's not an action item here, but usually there is a Twitter competition, and last virtual meeting, there was a visual element since it was remote and so people tweeted photos, and that was pretty successful so we may wish to do that again.

But all these are complete, so thanks very much, and back to you, Shreedeeep.

SHREEDDEEP RAYAMAJHI: Thank you, Evin, for that update. Indeed, there have been major changes with the communication strategy coming in and social media getting a lot of role and scope. I think that is a major achievement for us and we further should collaborate in areas where we can work.

Now, getting to the next agenda item, number four, update from social media regional vice chair, do we have Bukola from AFRALO?

YESIM NAZLAR: Bukola is currently on the Zoom room. I'm going to try to unmute you. Let's see if you're able to speak, please. I don't know what wrong today but I'm not able to unmute anyone.

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SHREDEEP RAYAMAJHI: Okay, then let's have Natalia from EURALO.

NATALIA FILINA: Yes. I'm here and I'm ready to add my comments, if I can. Thank you very much. I would like to think we are having this very important call and I'd like to say that it's nice decision to take every RALO's co-chair to lead the activities before every ICANN meeting. I think it's great to rotate our [inaudible] and to lead this activity. Thank you very much.

I'd like to say shortly about our decisions and our [talking to us some weeks.] I'd like to say that I suggested earlier—and thank you, Maureen and Daniel and colleagues that support this idea, we can modify our work with our document and to work more effective, and I suggest to develop a general outreach At-Large strategy for next five years, and like operational strategies every year as annexes, our outreach strategy and with adjustment and addition [inaudible].

To this general strategy, we can add RALO strategy every year. Virtual strategy is a readymade solution in case of cancellation or postponement of our physical events, as we can see at this and future, autumn for example. And I think we need to add annex the communication strategy, and this structure will look like an umbrella. And I think this way will allow us to work more closely and to do our activities in synergy ways.

And I'd also suggest to—I don't know, maybe just I think very important things. I think there's a wonderful document that John Laprise

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developed with advice what we can do in social media and which rules we can follow. We can take this document and use as a reminder for all our members who are going to be very active and who are already very active in social media, in chat, in Twitter, in Facebook, in Instagram, I don't know, everywhere.

And I suggest that we—no, that was not my suggestion, Daniel said it, but I support fully that we can hold an outreach and engagement webinar for our community. And then we make a recording for this webinar and we can use this way to explain our community what we are doing and what are our goals and which results we are expecting.

And I also think that we may have a summary list—I don't know, maybe somewhere in Wiki page. So we may have a summary list of all our activities and we need to update this list with notice. And can we or cannot to use this information to go outside with this on social media? Or we need to share this information only within our community. I think it's important and it's a very easy tool for usage for all our members, because even in Social Media Working Group, are working now just co-chairs from each RALO. I think every our member can be involved in our work, and I think it's again collaborative [inaudible].

And so I think we need to help our members become active members of our outreach and engagement work and we need to encourage to do a lot in social media. And I think we need to learn that a lot of our members have separate blogs and I think it's a great way to use these blogs to put the information involving At-Large and maybe an opinion, and I think very important to follow the rules or I don't know, borders in which we identified in our communication strategy.

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I think that's it from me now. Thank you very much for your attention.

SHREEDEEP RAYAMAJHI: Thank you, Natalia. Great work done with the ICANN 68 strategy. Indeed, the videos are good, and even I communicated with the APAC regional managers and they were very helpful and they showed a lot of interest. So the resources are there, and I think the regional leaders just have to step in, collaborate, and we can create webinars and share it. Apart from that, what you mentioned about engaging the users, yes, that is key, and with social media, aggressively, we can engage and outreach the work done at policy level. We can get things done. So a round of applause for the work that you've done.

I would also take this opportunity to thank John Laprise, our former chair, who's done such a fabulous work and has contributed and supported us in this journey.

So now I'd like to request Lilian to update if there is any to update about the work done at her region.

LILIAN IVETTE DE LUQUE BRUGES: Hello everyone. I try to speak in English or Spanglish. I want to say you that in LACRALO, keeping [commandment and work] together with the Social Media Working Group, we are working in a strategy and continued sharing the message. And also for the ICANN 68 meeting, we will be sharing all the activities that program this group because we want that all community in LACRALO, in Latin America and the Caribbean participate actively in this meeting.



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We go in our language, in Spanish and English and French in all LACRALO social media. Facebook, Twitter and Instagram. [You can come with me] for work side by side for developing the objectives that you propose in this working group. Thank you for your attention.

SHREDEEP RAYAMAJHI: Thank you, Lilian. Surely I'm available. You can always e-mail me. You have my e-mail address. If you have any kind of support, any kind of work, collaboration, we're always there. I would also like to update you about the work that we did in the ICANN 67. We created a Facebook group in social media and in the twitter account, we were facilitating people with the information of meeting because at times, it is quite hassling. So ideas like this can simply help. So thank you, Lilian.

Next, I don't see John. Is John there?

YESIM NAZLAR: Shreedeeep, John Laprise is not present on the call.

SHREDEEP RAYAMAJHI: Okay, John is not there still. We have already thanked him and we are further moving forward with his vision and role, make it better and more engaging in the social media. So now I would like to go to the next agenda, the fifth agenda, to Glenn McKnight to talk about the comments on the ICANN strategy that has been proposed and developed by Natalia and Evin and Glenn and Dave.

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GLENN MCKNIGHT:

Great. Thank you. This document, you have to actually read it from the appendix back. So what I did is I took John's original concepts of a strategy which is an appendix too where he summarizes some of the strategies that each of the RALOs can actually deploy in terms of implementing an effective strategy. So I think what we really want to focus on in this document is planning for the ICANN 68. And what we have here is a step by step process of suggesting ways and implementing in terms of the social media channels. Whether it be Twitter, Facebook, Instagram, Pinterest, any of these strategies.

Now, history has shown—and the last time we engaged our community, we did a very good job on the tweet storm in terms of people getting active and sending their pictures of where they were at the time and that was our first virtual meeting, what they were doing outside of their building or at their desk, whatever, and that stimulated quite a bit of excitement.

What I'm suggesting, and Natalia, is that we start looking at each of the sessions coming up that will be from a June 21st, 22nd, 23rd, 24th, 25th, and we do have the schedule now. There's a number of sessions starting, for me would be 12:30 in the night. But we need to add all those sessions into the chart that's in this document itself. If you scroll down, you'll see a table. So gang, the volunteers in this committee need to allocate their name and the assignment, and the idea being as they're participating in the session and they're active in the session—and I'm going to be a little brazen and suggest maybe a little more than just a simple tweet—I think it's really important to summarize, especially since the time zone difference, many people in other time zones will not be on the call because it's in the middle of the night.

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So what I'm saying is that perhaps as we did at the Marrakech meeting in 61—and you can go and look at the blog that we did for that. We had a number of volunteers that summarized a session, which is too many characters for Twitter but they could be placed on the blog or somewhere else.

But again, this chart that's shown here, we need them to actually sign up what session, summarize the notes of that session, promote it in advance, and you just saw some of the examples of the Facebook cards that should be generated with the content, and it should have perhaps a picture of the speaker, the topic, the time, the Zoom room, some important information, the hashtags that are necessary so that a little Facebook flyer or ad or promotional piece is perfect for Twitter, because Twitter doesn't take PDFs, they don't take other attachments, but they will take a JPEG.

So whenever these JPEGs are created, of the material, they could be a good way to promote the forthcoming session.

As you know—look at those sessions. DNS abuse is a big item and it was going to be huge at our booth in Cancun. It was going to be information. I think Caleb was working on a hangman using the terms. There was going to be buttons, “We’re against DNS abuse.”

So this is a core concept that people are interested in and I think people are spending a lot of time, like Jonathan Zuck and others, which is in many ways giving people a reason why we’re doing what we’re doing, because it resonates with the end users. People can relate to it. They

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may not be able to relate that much to SubPro and other topics, but this topic is a key issue and it's a segue for us.

So I just want to turn to my colleague who did a fantastic job. It's great working with Natalia. Natalia, would you like to comment on this document?

NATALIA FILINA:

Glenn, thank you very much, and thanks a lot for the great example of work and all of these fantastic ideas from you and Dave. So I think that our leaders, our people, our members may be the best [inaudible]. So I think we should [plan and carry] all the information. But if we use only text and only images, pictures, it's maybe not so good and our better way to use our leaders to talk about important things, to explain how people can be involved in our work, to talk about not so easy things about policy development processes, about topic of our session, about our [inaudible].

And I think using the text and photos of our leaders, our members, maybe we may create a video. I think the best way to stay with this on our YouTube channel for example. I think video is always the best way to explain something to share the information and spread it. And if there are representatives of our ALSes maybe involved in our work, we may use this way too and to talk about the way to join us from these ALSes. And I think it's very important to spread the information on the ground in our region. And if we are talking about the [biographies] of our leaders or opinions regarding some ICANN issues or At-Large topics, it's very good, and I think my colleagues agree with me now and we with

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Glenn are ready to work on the visual part, and I think we need to start with this work because there's not so much time before our ICANN meeting.

And I can see that Glenn mentioned the blog in the chat. If we are talking not about ICANN meeting, about for example IGF meeting, it's good to have right summary as result of our work, some were on our website and [received it,] and our social media. And we always need to encourage people to participate in this work and spread information in social media channel even if not At-Large social media channel but private. Social media channels because people talk a lot about our work. It's great.

Thank you very much for our collaborative work.

SHREEDEEP RAYAMAJHI: Thank you, Natalia and Glenn, for this wonderful work. IF anybody has any ideas or anything to share, please do. The mic is all yours. Joanna.

JOANNA KULESZA: Thank you, Shreedeeep. This is just to note, thank you, those are all wonderful ideas and I sincerely hope we manage to get those incorporated and share them with the community.

YESIM NAZLAR: Shreedeeep, I believe Joanna is having an issue. Maybe she dropped from Zoom.

SHREDEEP RAYAMAJHI: Sure. No worries. She can always comment on that. We'll have her speak as soon as she's there. I also have a few ideas about the social media Twitter competition. The first one is question for At-Large. So a lot of the times, what happens is people are typing and they kind of cannot put it in front at the time and it is very hustling and bustling. So if we all agree, then what we can do is we can set up a hashtag like question for At-Large before, two, three days, and people can ask the question and that question can be used by Maureen and Jonathan on the policy level and things like that. So if you all agree to this, I think this can be a very good thing because if we have five or six questions that are coming from the public—because there will probably be 50 or 60 and out of those, selecting 10 or 15 good questions and getting it out on the table can really get the forum engaged.

And for the Twitter competition as well, I have one more suggestion. Since it's a forum and At-Large represents diversity, so this year, why don't we have a certain condition saying when you tweet or when you post your photo or any message with a statement, please tag five people from different regions? That way, what happens is the people who are tagged are bound to at least acknowledge, comment, so that way it can create further engagement. So if anybody would like to add on this or comment on this, then open.

I think Daniel is there.

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DANIEL NANGHAKA: I like the approach that is being taken by the Social Media Working Group. [inaudible] we have seen previous milestones in the previous strategies [inaudible] ICANN meeting.

SHREDEEP RAYAMAJHI: Daniel, you are not audible.

DANIEL NANGHAKA: What I'd like to put clearly here, what I'd like to understand is that previously in the design of the respective post cards that were shared on social media [were made] by Glenn, but in this strategy, who is responsible for the design of this? I would suggest that probably, we could ask staff to liaise with the communications team to be able to design for us this template for this card and then they can be shared.

And the role of the team will be to share this but also to tweet the sessions. I think that [inaudible] on this issue of the design [inaudible]. Thank you.

SHREDEEP RAYAMAJHI: Glenn, I see your hand up.

GLENN MCKNIGHT: Yeah, I think Daniel brought up an issue here, is, who's going to produce the cards? What's the prize for the tweet storm? Where are we? And just to respond to your idea—and I think that's a good idea and I know

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Amrita's responding back. When does it become a violation of their rights if we're tagging a bunch of people?

I think it's a question of if you're friends. If they know you and you know that this information is valuable, you're not spamming to 10,000 people that come to the session. We all have friends and associates associated with something on cybersecurity or whatever. Those people should be tagged about this. And I don't have any qualms on tagging, and I don't think we've done that. So I think it's a really good idea to do some kind of tagging.

And we're not talking unrealistic amounts, five or six people that you personally know and you're sharing something that could be of value to them. You're not sending them some kind of scam. So I don't think that's a bad idea.

But back to who's going to produce these mail cards, who's going to produce the promotional material? Is it going to be communications that is going to do this? I guess I'm just asking an open question on this.

SHREEDEEP RAYAMAJHI: Thank you, Glenn. Evin, would you like to speak?

EVIN ERDOGDU: Thanks, Shreedeeep. Yeah, just wanted to address what Glenn was saying and also Daniel about the cards. So ahead of each ICANN meeting, there are design and print deadlines from Comms if we wanted an official document or documents like cards to distribute on social media. We would need to submit that request ahead of the deadline. And



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unfortunately, for ICANN 68, that has passed. But for the upcoming meetings, of course, we can discuss what sort of imagery or information we'd like to share on social media with a note that the schedules are usually in flux and some details change, but what we could do is maybe create generic cards pointing to our own social media platforms, website pages, like the At-Large ICANN 68 workspace for instance.

And for this meeting, I've utilized Canva before to promote our Twitter competitions, and I know Glenn has a lot of resources as well. But I'm happy to create imagery that won't be like an official ICANN image. I could create something, just let me know what you'd like me to create and I can take a stab at it. Thanks.

SHREDEEP RAYAMAJHI: Great, Evin.

DANIEL NANGHAKA: I'd like to react to the comment that has been made by Evin. [I appreciate the fact that] you're taking up this initiative, but probably what I'd suggest, since you're initiating that communication, already, there are some session that will be coming up, and being populated already on the ICANN agenda. So probably [let's let staff] at least be able to at least [copy the sessions] and submit them to the Comms team. Then Comms team works out something, then brings it back to the social media, then we can share.

SHREDEEP RAYAMAJHI: Daniel, your voice is breaking up.

DANIEL NANGHAKA: Can you hear me? What I was suggesting is that [we can send] at least a communication to Comms team such that they can design the cards based on the agenda that is going to be circulated on ICAL. [Then members of the] Social Media Working Group can go ahead and share all this activity. Hope that makes it a little bit clearer. Maybe [inaudible] more on how effective it can be such that we can have at least [inaudible].

SHREEDEEP RAYAMAJHI: Daniel, can I request you to type it? Because a lot of the voice was broken so we could not figure out. So if you could just type it, we will probably take in consideration what you have to say. Joanna, is that an old hand?

JOANNA KULESZA: It's still the same hand. I apologize for dropping. I'm now on two devices so if anything goes wrong, I'll try to continue on the other one. Thank you guys for this most inspiring discussion. What I was trying to say is that there will be a series of webinars leading up to ICANN 68. Those would be capacity building webinars, focused among other things on DNS abuse and universal acceptance. We're trying to target the overall policy priorities within At-Large. And specifically in the APRALO region where we should be meeting. [Wasn't] this meeting virtual, we would be meeting in person. If I could kindly highlight that those webinars are taking place, I will share a link in a moment. And if I could kindly ask you

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for that twitter storm or whatever that's going to be to include these, that would be wonderful.

The next capacity building webinar is happening on Monday, June 1st. I tried to do my own Twitter storm using Twitter handles. I apologize if anyone felt spammed, but I agree with Glenn, I think this is something we can do when we are on Twitter and I'm happy to give you a GDPR complaint interpretation of that practice.

So if I could kindly ask this group to work with us as closely as has been the experience thus far, John has been wonderful, Daniel has been wonderful, Natalia, Glenn, everyone here has been wonderful in promoting the capacity building work. So I will be sharing a few links here in the chat and I'm happy to stay in touch with you guys and to make sure that we can coordinate the work that is focused on building capacities to get more people within At-Large to go hand in hand with the outreach that you guys are doing and the strategy I'm sure will increase.

So that was all I was trying to say. Thank you so much for bearing with me.

SHREDEEP RAYAMAJHI: Thank you, Joanna. Certainly, the work, we need to collaborate and further create an impact with the work that is being done at capacity building and further outreach and create a better collaboration. And I think that is the way how Social Media Working Group should work to maximize the impact and reach out to the people. And then within the APRALO region also, we have started sharing more resources of capacity

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building information more related that is directly coming from ICANN. So I think I will suggest the other RALO chairs as well to work with their social media in the region and further work to create a better engagement and outreach. Now I think Natalia has her hand up.

NATALIA FILINA:

Thank you very much. About our webinars, thank you, Joanna, for your excellent work and [we having you] on this call. And of course, it's good to say more about the fact that our At-Large webinars are a great—I don't know, school, maybe, and a good opportunity to raise knowledge. And I think our capacity building work now in this virtual year can be—I don't know, maybe a core of our outreach and engagement work.

And in general, I would like to add that I think in our Social Media Working Group, we should always have a communication strategy on our table. It's a guidebook for everyone and everything we bring out by social media, because we cannot control everything and everyone who want to say something about us. I mean our members and people from outside. And people should do the right things on our communication channels, I their own social networks, if they are going to mention us. And I think it's also maybe new, maybe old task, for us to check sometimes what community or society states about At-Large in the networks, because we were mentioned more than one time in connection with the topic of .org for example, and I think we must understand the [part of societies] and their attention to our action, and we need to respond sometimes with words, with thoughts, and sometimes with actions on some important things.

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That's all from me for now, thank you very much.

SHREEDEEP RAYAMAJHI: Thank you, Natalia. Indeed, that's a reality, and we need to be driven in a very standard way with a fixed strategy. The communication strategies already there. It is being worked. For the time being, even at our RALOs, we can certainly develop a standard way to word about the consistency of the information dissemination, how we're going to outreach, how we're going to engage with the social media. So individually, I have done something so please, I can show you the document that I've developed, we can collaborate and work for a larger goal.

So now, we get into the next agenda item. Anybody have any questions, anybody want to speak? I guess that's a no, so now getting back to the ICANN 68 At-Large workspace, Evin, can you update us on this?

EVIN ERDOGDU: Sure. Thanks, Shreedeeep. Just a note, I'll try to link that on the agenda afterwards, but also, I did share in the chat and I'll share again the ICANN 68 At-Large workspace. It's just a very handy space to see all of the session details and timings as well as the agendas. And as I noted, sometimes they change closer to the time, but it's a great place to get all of your information about the sessions to tweet. So please pay attention to that space. It also has resources, so if you're on a call and you really like a certain presentation, the presentation will be posted there so you could retweet that for instance. And also, the At-Large activity on DNS abuse, this is going to be updated with the ICANN 68 sessions related to the topic, and the idea that Jonathan had created for

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the previous ICANN 67 meeting will also be posted there and that would be great to distribute as well and it'll also be on our YouTube channel. And the ICANN 68 virtual Twitter competition, I haven't, I guess, heard specific feedback on this from this group during this call, but I assume then that we would do the same thing that we did last time. And I've heard great new ideas about how to increase engagement on Twitter. But what we could do is what we did—encourage people post themselves attending the meeting and garner as many likes and retweets as possible. And then the winner of that competition is posted to the Social Media Working Group page and also in their regional newsletter and announced on Twitter and our social media. So it's a great way to get people excited for this virtual meeting.

So yeah, I'll share the links in the chat, and back over to you, Shreedeep. Thank you.

SHREDEEP RAYAMAJHI: Thank you, Evin, for that update. Indeed. Evin, I just wanted to ask you if there is any prize or anything with the competition.

EVIN ERDOGDU: Thanks. Good question, Shreedeep. In previous competitions, there was. When we were on the ground face-to-face, we had prizes distributed. And a couple times, one of the winners—we did the top three and one of them maybe wasn't at the meeting so we tried to mail it to them. But during this pandemic time, I think it would be difficult. Maybe we can come up with some ideas for online prizes. But at this stage, we've just been promoting them, thanking them on our social

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media and highlighting them in our newsletters. But ideas are welcome for pandemic-friendly prizes. Thanks.

SHREDEEP RAYAMAJHI: Thank you, Evin. If anybody has any ideas or any comments, please raise your hand or speak. Glenn.

GLENN MCKNIGHT: I don't have an idea on that, and all of it sounds great, to have a bit of humor in it goes a long way so don't forget to wear double masks in your picture.

My question—and I brought this up in my conversation with Evin and Dev a few weeks ago after I brought this issue up that this committee has been dormant, and my comment was metrics.

In the past, we would have some idea on what the impact—I don't mind assisting in some aspects of this and participating, but I think we need to know our metrics. We need to have some idea moving forward. This is complete reboot.

And may I suggest that we have a whole long list of people that said they're supposed to be in this committee, and unfortunately, I don't know how many people knew about this call. I saw that it was posted in the Skype list after it started. So we need to really improve our communication to these members and see if they're actually still being involved. In our case with NARALO, I'm not an official member of this committee. The person has become the director of communication with ISOC. She's an employee now at ISOC. But it's important to find out

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after all these efforts, what worked, what didn't. Because we haven't really done a postmortem on any of the activities the last few years. But moving forward, I would hope we would learn from our mistakes.

SHREDEEP RAYAMAJHI: Thank you, Glenn, for those words. I think, yes, we need to buck up and we need to certainly get in people who are interested and who want to work and then get the younger people with fresh ideas and things like that.

I'm also in lookout of that. So probably, we from the regional chairs have to work a bit about getting those new people, and give them the tools that they need. So we probably have to look into the metrics as well.

So Glenn, if you would be interested in developing something, I would help you. So if you could just set up a document or something and we'll talk about this, then it would be really interesting and focused towards bringing in the next generation of leaders in the social media as well. So that would be very good. And I think we all should collaborate in this.

GLENN MCKNIGHT: To respond to putting me on the spot on that, you don't have to look at me, just go back to the former staff who actually produced reports on what the analytics were. We have that historical information on the results of our campaign. So I said we should go back and look at those, what tools they used and basically, it'd be very important to find out how successful this campaign is going to be for the next one.



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We have very little time. We only have a couple of weeks before the next meeting, so we have to get moving on who's doing what, what sessions people are covering and ramping it up. But I think after it, we definitely should have some analytics on this. But again, just go back to what the former staff did.

I'm here because I have historical experience with this concept for the last few years. So I'm not saying Evin is doing a bad job, I'm just suggesting, why aren't we doing this as an action item? I keep bringing the same thing up and up and it's ignored entirely again. So Shreedeep, it's frustrating.

SHREDEEP RAYAMAJHI: Thank you, Glenn. Surely, we'll work on this. We'll put it as an action item. I think Evin has her hand up.

EVIN ERDOGDU: Thanks, Shreedeep, and thanks, Glenn. I just wanted to note for the record that we have done metrics before for the Social Media Working Group from our social media platforms, including Facebook and Twitter. There's some Excel data as well as from buffer analytics that are presented showing a great increase in numbers particularly around meetings. And I can do this again. If you'd like, that can be a standing item, but it's also about, I guess, what we're doing with the metrics. And I think around every meeting, there's generally more engagement, more and more people will join the community. There's generally an upward trend. So happy to pull that data if you'd like. Thanks.

SHREDEEP RAYAMAJHI: Thank you, Evin. Anybody want to speak, any comments or anything? Okay, so we don't have any comments. Let's have an action item summary. Evin, have you listed the action item summary?

EVIN ERDOGDU: Yes. I can share this in the chat, and then I'll read it off. So these are the AIs I've captured. Firstly, I'll share this Social Media Working Group ICANN 68 Google doc with the group here for their comments and review ahead of ICANN 68.

I noted a couple pointers that you had suggested, Shreedeep. Wanted to get clarification on one. I think you had suggested like a hashtag ask At-Large for the sessions during ICANN 68, but perhaps we can follow up on the details of how to coordinate that so people are tweeting at At-Large and then we read off their question, but I'll follow up with you on the details of that.

Then you also noted requesting when tweeting that people tag five people or people in general from the region to encourage engagement. I will gather requests for cards and Canva images to promote for ICANN 68 from you as well as the working group, including the ICANN 68 Twitter competition. And in the future, the Social Media Working Group can request Comms-created images ahead of their print design deadlines for the meetings. And perhaps we could use generic ones since details tend to fluctuate closer to the time.

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I will also follow up with our staff team to see if an Amazon gift card would be an option for the Twitter competition winners and for the next meeting, I will create metrics. Thanks. Back to you.

SHREDEEP RAYAMAJHI: Can we also have a timeline map, something just to have all the leaders be clear about what are the things happening that it will be more aligned?

EVIN ERDOGDU: Timeline map for ICANN 68?

SHREDEEP RAYAMAJHI: Yeah. I mean to say the work that we will be doing, there was something like assignment allocation sheet and stuff like that, right?

EVIN ERDOGDU: Oh, yes, for the sessions for—yes. Sure.

SHREDEEP RAYAMAJHI: Okay. Anybody want to speak anything, comment?

GLENN MCKNIGHT: Yeah. I've put it into the chat, but I think it's worth mentioning that we should do a little webinar Zoom session showing typical tweets and then showing ones that are incredibly good, that are valuable. And those valuable ones get retweeted. Just saying, "Göran is speaking at the

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opening board meeting,” well, that’s kind of boring. That doesn’t say anything. But if he said something, like we’re having a 4% drop in our revenue or something, and a very succinct capturing those key ideas. So you could follow the entire session just on the tweets.

So I think it’s worth looking at a little Zoom webinar for the members and saying, “Okay, this is how to do it right and this is how not to do it.” It’s not meant to be a lecture, it’s to dialog. We want to empower people and let them take responsibility for it. And you learn by example. that’s why I keep mentioning Samantha as an example. if you study hers, you’ll say, “Oh, that’s how to do it.” So you can emulate it. It’s not difficult.

SHREDEEP RAYAMAJHI: Right. Yes, she's very good in Twitter, I've seen her, the work. That’s a great idea. Indeed, I think we should explore this as well. Any more comments?

And anyone want to volunteer in this group? I've put my name in there. Thank you, Glenn, for the idea. If there are no voices, then I think we will officially end this call. Thank you for attending, thank you for the productive meeting. Over to you, Yesim.

YESIM NAZLAR: Thank you very much, Shreedeep. Thank you all for joining today’s call. This meeting is now adjourned. Have a great rest of the day. Bye.

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[END OF TRANSCRIPTION]