YEŞIM NAZLAR:	Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Social Media Working Group single-purpose call, taking place on Thursday, 18th of June, 2020 at 14:00 UTC. And just to clarify, the single-purpose call is related with ICANN 68 social media and communications.

On our call today, we have Shreedeep Rayamajhi, Olivier Kouami, Joan Katambi, Peters Omoragbon, Vrikson Acosta, Stephen Dakyi, Gnanajeyaraman Rajaram, Raitme Citterio, Amrita Choudhury, Jonathan Zuck, Bram Fudzulani, Alfredo Calderon, Glenn McKnight, Sarah Kiden, Minata Zong-Naba, and Sébastien Bachollet. We have received apologies from Maureen Hilyard, Cheryl Langdon-Orr, Yrjö Länsipuro, Daniel Nanghaka, Lianna Galstyan, Olivier Crépin-Leblond, and from Joanna Kulesza. And from staff side, we have Heidi Ullrich, Evin Erdoğdu, and myself, Yeşim Nazlar. And I'll also be doing call management for today's call.

Before we start, just a kind reminder to please state your names before speaking for the transcription purposes. And now, I'd like to leave the floor back with you, Shreedeep. Thank so much.

SHREEDEEP RAYAMAJHI:	Thank you, Yeşim. Namaste. Good morning, afternoon, and evening. First of all, I'll take the opportunity to welcome you all to this single-purpose call, meeting of Social Media Working Group. If there is any AOB, please let us know. Speak now. So, I guess there is no AOB.

So, moving on. I hope you guys have checked the agenda. If there is any addition, change, or anything missing, or disagreement, please let us know now. I guess now we can endorse the agenda, as well.

Now, talking more about the Social Media Working Group, the communication for the social media competition has been sent out. And we have also received a few of the requests from Olivier Kouami and Sarah about translating the thing into French and I think that's a great thing and would really like to appreciate that. And hope the staff will be able to send it out soon. I would also like to take this opportunity to thank the staff for the support and cooperation.

Now, getting back to the agenda, I'd like to request Jonathan to take the mic for his presentation. Jonathan, you have the mic.

JONATHAN ZUCK: Thanks. It's good to be here, everyone, Social Media Working Group. There's going to be a lot to tweet about during the ICANN meeting. And so, what we have developed are some talking points for ICANN 68. And so, these are not new talking points but really just customized to this meeting. So, they're based broadly on the At-Large policy platform. And then, we've just cherry-picked our talking points—our messages—based on the sessions that will be taking place during ICANN 68.

And so, we can talk a little bit about tweeting. And I guess Glenn and Shreedeep are going to give a tutorial on being a good social media maven for the meeting. But I see basically two different things that you'll want to do. One is to tweet about the fact that the At-Large have

sessions coming up and to tell people who they're going, etc. and the points that are being made by different speakers.

This part of the … This discussion is about what to do when you are in another session and how to think about tweeting about the session from the perspective of an At-Larger. So, in other words, you have these talking points in front of you and you hear someone say something that agrees with one of them. Then, you might want to amplify that in your tweet.

If you hear someone say something that disagrees with our talking points, then you might want to point that out. "So-and-so just said that DNS abuse is less of a problem than people are making it out to be." And you might then … Your tweet might go on to say, "Our data suggests otherwise," or something like that, so that you're engaged in the conversation in social media as you go along.

So, that's the idea behind this particular discussion, is how to tweet out other people's meetings, given the context of our messages and our positions. I hope that makes sense. And I'm happy to take questions at any point. Next slide.

So, this is the basic structure of the talking points. There's the talking points themselves on a particular topic and then the sessions where this topic will be discussed at ICANN 68. I know that you all have a sign-up sheet about what sessions you're going to cover for the Social Media Working Group. And so, this is just a discussion of which sessions are likely to talk about these particular areas of interest to the At-Large that you might want to think about covering if this a topic of interest.

The first one is DNS abuse. And we have three talking points there—that the current levels of DNS abuse are unacceptable and they're rising. Compliance needs new tools to combat systemic DNS abuse. What this basically means is that Compliance, right now, is only reactive to individual complaints and they don't have a way to look at a registry or registrar holistically to see if there's a pattern of promoting or allowing DNS abuse that they can, then, enforce against. So, this one-off addressing of complaints just isn't getting the job done when there's something systemic that's happening.

And then, a big talking point that we find somewhat frequently is that no new round of applications until DNS abuse is addressed thoroughly by the ICANN community. So, one of the overarching talking points for the At-Large is that there's no rush to have another round of applications for new gTLDs because there's no demand for them other than from the people that want to … From the end user community, there's no demand for additional TLDs.

So, the relevant sessions at ICANN 68. DNS Abuse and Malicious Registrations During COVID-19. DNS Abuse: Establishing an Acceptable Threshold—that one is our session. DNS Abuse: COVID-19 and End-user Issues—that is our session, as well. And then the GAC will be discussing DNS Abuse Mitigation with the Public Safety Working Group and there's two different sessions with this title, part one and part two. And then there's a DNS and Security Workshop. So, those are all places that it's worth going to and attending to tweet about DNS abuse. Next slide.

You'll learn about this in our tutorial that you're getting from Glenn and Shreedeep. But the hashtags you use when you tweet are critical as

well. And so, we will have hashtags that are specific to us—At-Large Session, At-Large Position, ICANN 68, etc.—that are designed to trigger people internally to pay attention to this issue.

But to get broader exposure to your tweets from the people that are not attending the meeting, you'll want to also include hashtags that are related and in high use on Twitter by others, that are related to what it is you're talking about because that will draw people to your tweets, based on interests they already shown in these hashtags. In fact, sometimes people subscribe to hashtags. So, they might decide, "I want to see all the tweets by anybody with the hashtag cyberattack," for example. And so, if you've included that hashtag then your tweet will be seen.

And so, sometimes the vocabulary of the Twitter world is different than our vocabulary. So, for example, hashtag DNS abuse, I want us all to use it but it's not going to draw anybody in because it's not in popular use yet. The rest of the world doesn't think of it as DNS abuse. They think of it as cybersecurity, cybercrime, cyberattack, etc. Or they look at the specific versions of DNS abuse, like ransomware. And so, the more that you can include these hashtags that are in high use outside of the ICANN community, the more you'll bring people in to see your tweet. I hope that makes sense.

Glenn, you've got your hand up. Go ahead. You're muted, I think, Glenn.

GLENN MCKNIGHT: Great. Thank you.

JONATHAN ZUCK: Yeah. There you go.

GLENN MCKNIGHT: Okay. The quick question … I just want to put it context-wise because this whole topic, it was brought up in the last session that we had. But now, it's really a dominant issue and it seems to spread beyond just At-Large. Can you contextualize this for us? Because it seems to be dominating the entire discussion. That seems to be the driving talking point. So, perhaps you can put some historical context to this.

JONATHAN ZUCK: Oh. You mean to the topic DNS abuse, generally?

GLENN MCKNIGHT: Yeah. Generally. Historically, I've been involved with ICANN a long time but this is a single topic that just is … And it's a great topic. I'm not dissing it. Just that it has raised up like cream in milk, right to the top. And it's so dominant that … I just want to put it in contextual.

JONATHAN ZUCK: Yeah. Thanks, Glenn. So, I think there's a long history of DNS abuse and there are a couple of things going on. One is not to be underestimated. But the At-Large, at the beginning of the year, decided to make this one of our central issues—campaign-style issues—for the At-Large in 2020.

And so, consequently, we have done a number of webinars, panel discussions at three different ICANN meetings.

And so, we've actually taken a real leadership role in breaking some of the obstacles that have existed to discussing this issue because the biggest problem with DNS abuse is that solving the question of DNS abuse involves the Contracted Parties and potentially ICANN spending money. And so, that's the difficulty associated with getting anything done about.

And so, the folks like the individual end users, governments, law enforcement, consumer protections agencies, all of these folks are lined up across the battlefield from the Contracted Parties who are working … The good ones are working to try and stem DNS abuse, though they could be doing better. But there are some that don't even show up to ICANN meetings, that aren't part of the policy development process, that are really some of the worst actors out there. And so, there were some new TLDs in 2012 that had something like 50 or 60% of the registrations on that domain had some kind of DNS abuse associated with them.

So, that's one thing that's going on is the At-Large has created some real momentum and has helped bring on board and give hope to the folks that have been quietly fighting this for a long time, such as the GAC, the Business Constituency, the SSAC, and the Intellectual Property Constituency.

The second thing that's going on is that during this COVID crisis, there's been a lot more media attention on DNS abuse. Again, not everyone is

calling it DNS abuse because not everyone's perspective on the problem comes from the DNS the way that ours does.

So, people might mention cyberattacks, or they might mention a specific type of attack like ransomware, or they might mention malware, or hacking, or something like that, that are more end user-accessible terms. But there's been a lot of media attention. And so, this has really put the Contracted Parties on the defensive about DNS abuse during the COVID crisis. They even had their own webinar to say it wasn't as big a problem as everybody thought it was.

And so, it's an interesting issue. I think in many respects, the COVID issue is a little bit of a red herring. But we benefit from it, in that it has raised the profile of the issue generally. But the characteristic of the DNS abuse hasn't really changed with COVID. People have used every kind of disaster that's ever happened—the hurricanes, earthquakes, all those things. Whenever there's an opportunity to raise money for a cause or something like that, a bunch of hackers get together and try to redirect your money toward them instead of away from the Red Cross or something.

So, it's been an ongoing thing and COVID has helped just raise the visibility of it. And so, I think those are two things that are helping to drive this as a generalized topic. But I wouldn't underestimate the importance of the role that we have played over the past three ICANN meetings in helping to bring attention to this as well. Does that help, Glenn?

GLENN MCKNIGHT: Yes. Thank you. I'm muting again. Thanks.

JONATHAN ZUCK: All right. So, for each of these, I did a search in Twitter for related terms that have a higher usage rate than our term. And so, the size of the word on the word cloud here is a reflection of how often it's used. And so, you'll see that cybersecurity is big. Infosec, which is information security, IoT … Those are very frequently-used terms on Twitter right now. And so, if it's relevant for your tweet, I would include one of those words in addition to the vocabulary that we have in order to broaden the appeal of your tweet. I hope that makes sense. Next slide.

Another big topic of discussion is the access to registrant data. In other words, we used to refer a lot to WHOIS data. But WHOIS has been kind of gutted because of the General Data Protection Regulation, or GDPR, in Europe. And so, we've been, for the past couple of years, dealing with how ICANN can become more compliant with this regulation. The net result of this has been to make data on registrants a lot more difficult to get to.

And so, while we appreciate the importance of privacy to registrants, we're concerned about the implications for non-registrant end users who vastly outnumber the registrants—just the normal people that are trying to do end user activities on the web, like make flight reservations or do online banking, etc. They are the ones that are most concerned with trying to get to the malicious registrants and making sure that cybersecurity researchers, and law enforcement, and others have a

means to get to those folks so that those malicious sites can be brought down.

So, our talking points on registrant data are that we want to protect the privacy of registrants but we need to find a balance with consumer protection. And the current EPDP—which is the Expedited Policy Development Process, on GDPR—the current EPDP outcome is insufficient to protect individual end users. So, what's happened thus far in this two-year process has not yet brought about a result with which we are satisfied on behalf of individual end users and their ability to be protected from malicious activity.

The relevant sessions at ICANN 68, there's a GNSO session on Registrant Data Policy. And then, there's a DNS Abuse: COVID-19 and End-user session. So, bringing up the issue of registrant data at those sessions would be very good. Next slide.

So, this is the world cloud that I found on some related issues. "Privacy," I think, was the word that I may have put in there as a search because, again, WHOIS, registry data … You have to remember, our world, at this point, is really only known to a small number of people. And so, the way to build this issue out to the broader end-user community is to use terms with which they are familiar.

So, "consumer protection," I think, may have been my search term here. But include "privacy." You don't want to include some of these. But "consumer awareness," "regulation," etc., these are the kinds of words that get used more frequently and that people are looking for in their hashtags. So, make sure when you're talking about registrant data

privacy that you include some of these more generic hashtags to bring people to your tweet. Next slide.

The next big topic of discussion and a priority for the GNSO Council is to continue the work of the Subsequent Procedures Working Group, which is kind of a mouthful that doesn't seem to mean anything. But basically, it's about plans for how to handle a potential new round of applications for new gTLDs.

So again, the overarching talking point that isn't here is that there's no rush to have a new round of applications. But we would suggest the work of the Subsequent Procedures Working Group is incomplete. They've just been going for four years or something. And so, they're worn out which means that perhaps their charter was not well-enough defined. But we don't think enough work has been done for any new round to take place.

The DNS abuse concerns must be addressed prior to any new round— so, that's not DNS concerns but DNS abuse concerns—must be addressed prior to any new round.

And we remain concerned about indigenous and community participation. We as the At-Large have identified as objectives of any new round, that there be broader participation in the application process by indigenous communities and by other types of communities. And so, we want to strengthen programs like applicant support, community priority evaluation, and mentoring, and things like that that will lead to a broader group of applicants. And in fact, we have an At-Large session on that. It's at the bottom here—New gTLD Applicants:

Expanding the Circle. That's about getting more folks to apply than normally do.

But other places that you might want to be tweeting about our talking points is there's a GNSO session on the New gTLD Subsequent Procedures Working Group. Another At-Large session, PICs and PICDRP: What's the Right Path Forward? And we'll talk about PICs in the next slide. DNS Abuse: COVID-19 and End-user issues—again, another At-Large session. And then, the GAC Subsequent Rounds Discussions. And there are three sessions with that title that are worth observing, and tweeting about, and taking the opportunity to remind everyone what our position is when you're tweeting about it. Next slide.

This was a tougher one. So, I ended up doing a search on "indigenous rights." And so, you can see that some of these things are not as relevant to us, like "give back their land" and things. But "human rights," "indigenous rights," "respect," "communities …" Those are the kinds of things that you're going to want to make sure that you include as hashtags in addition to the ICANN-specific hashtags that we come up with for this meeting. Next slide.

Another big topic of discussion at ICANN right now is something … Oh. Sorry. Sébastien, please go ahead.

SEBASTIEN BACHOLLET: Thank you very much. If you can go back to the previous slide. I am always puzzled why we are talking about only indigenous rights. The problem is underserved people, underserved community. And that could be a poor group of people in a very developed country. And it

could be an underserved completely country. It could be indigenous. It could be some other.

And I think we need to broaden the issue and not to strengthen it. And we need to find a way to put it broader than this one. For example, sorry for my friends from Brazil but I will not put any hashtag Brasil for the moment, with the current situation.

JONATHAN ZUCK: No. I wasn't recommending that. Sorry.

SEBASTIEN BACHOLLET: I think we need or you need … Sorry to be direct but you need to find some … The first one, list of hashtags was meaningful and useful. This page, I think it's not what we need. Either we work again on that or you work again on that. But it's not what I will call the best one to be used. Sorry for that, Jonathan. Thank you.

JONATHAN ZUCK: No, no. It's okay, Sebastien. I had a lot of difficulty figuring out the best way to describe this. So, I agree that we probably need to work on this more. The idea behind this is threefold, I guess. Sometimes, it's underserved communities. But it's more that, right now, if you look at the characteristics of applications and how things turned out, it's big companies, and as you say from highly-developed regions, and with large portfolios of names, that are being used generically.

And so, what didn't come out of the last round were local communities that were in the underserved regions. It wasn't global communities that weren't well-funded. It's not even TLDs that are meant to be niche TLDs that were created because there are economic disincentives, such as minimum fees to ICANN, to creating niche TLDs. And so, it's all kinds of things that might make the namespace more interesting and more innovative didn't happen because of the economics of the program.

And so, I don't know the right way to describe it. We ended up coming up with "Expanding the Circle" for the session name, Sébastien, if you remember that discussion because it began with alternative TLDs, which had different implications, etc. So, it's a tough topic but the idea is can we get some folks other than the ordinary ones to participate in any future round? And that includes underserved or economically underdeveloped communities, for sure.

So, yeah. This word cloud is probably the least effective one. I agree. I'm sorry. Amrita?

AMRITA CHOUDHURY: Thank you, Jonathan. I agree with you. It's very difficult to narrow down the possible options because the issue is quite broad. Indigenous community is one of them. Obviously, underserved are … There are minority communities also who may not have the economic power to go in for a new gTLD. So, those are there. Possibly, "user rights" or "user interests" could be some words which we could look at.

And it is just not the users, also. There might be some less-developed communities or even countries who may not even know what their

rights are. And it may be compromised by bigger nations who have a wider knowledge. So, I guess we would use these as well as think of new terms to use while tweeting on this.

JONATHAN ZUCK: Yeah. So, we can keep thinking about it for sure. And I'm using "indigenous" in a broader way, too. I don't mean original communities. I just mean, for example, when we talk about GeoNames—Geographic Names—should the country that actually has the mountain range get some propriety over that name? That's one of the concerns that we have as well. So, I was trying to find a way by talking about indigenous rights. But anyways, I'm being told that we need to move on. So, I agree with everyone. Let's keep working on this particular word cloud. I agree. Next slide.

I just did these quickly. All right. Registry voluntary commitments, previously PICs. The talking points are … Must have a way to hold registries to their commitments. So, registries made commitments for a number of different reasons—one, to differentiate their application. Sometimes, it's to overcome an objection by the community or by the GAC to their application. But what's happened historically is that these public interest commitments have been very difficult to enforce because they seem to be—

PETERS OMORAGBON: Yes.

JONATHAN ZUCK: Yes?

PETERS OMORAGBON: Sorry I broke in. I was trying to get into the discussion but I was muted. So, I just wanted to ask a question on the indigenous or the underfunded [inaudible] communities. I know this has to do with DNS abuse. This is not critical of ICANN. Where I'm going, naturally, is I'm for whatever that could be done to include every internet end-user from that very village, [inaudible], in the remotest part of Africa or Asia to the more developed city in New York or France, as long as they're all using the internet to promote one activity or the other.

So, I'm for that, which brings me to a particular issue that is ongoing right now, even within ALAC, in terms of trying to see how [inaudible], in our ALS, should be involved in ICANN activities. Now, if this part of ICANN were having a discussion which is a very—

JONATHAN ZUCK: Pastor Peters, unfortunately, I think I've got to move on. And you're straying off of this particular topic into general policy. We've got to stick to social media stuff.

PETERS OMORAGBON: I know. Sorry. Can I have my two minutes, please? When I'm done with my two minutes, then you can choose to accept my contribution or [deal with it].

JONATHAN ZUCK: Okay.

PETERS OMORAGBON: Interrupting me will not take us anywhere. So, should I continue or I should not?

JONATHAN ZUCK: I think you shouldn't continue on this path because we're already crunched for time and you're going off the topic of the meeting.

PETERS OMORAGBON: I wasn't going off the topic. I was building up to something, and you interrupted me, and you affected my train of thought.

JONATHAN ZUCK: Okay. All right. Go ahead, then.

PETERS OMORAGBON: Don't worry. I will put my issues down in writing and I'll send to the group. Thank you.

JONATHAN ZUCK: Okay. Thank you. I'm sorry. Evin?

EVIN ERDOĞDU:	Thanks, Jonathan. I just wanted to check, actually, with Shreedeep. I should have checked before. But on some calls, we've been using a timer. I just note we're about halfway through the agenda. If you'd like to use a timer for questions and feedback, just let staff know. Thank you.
SHREEDEEP RAYAMAJHI:	Yes. Sure. We'd surely like to use a timer. That would help. And if you have any questions, you can always put it in the Social Media Working Group and to the people … Everybody's there. So, Jonathan, please continue.
JONATHAN ZUCK:	Okay. So, we need to have a way to … The history of PICs is difficulty with enforcement. I guess we need everybody to mute. Contract Compliance must identify the RVCs which will be difficult to enforce. And At-Large requires the means and money to bring a DRP on behalf of end users.
	The problem with PICDRPs from the At-Large perspective was that you had to be an injured party in order to bring a PICDRP. And so, if we simply see a registry that is violating its commitments, we don't have the means to bring a DRP. And so, one of the things that we have requested is both the standing and the funding to bring a DRP on behalf of end users generally.
	The relevant sessions at ICANN 68 are PICs and PICDRP: What's the Right Path Forward? that Holly Raiche from the At-Large is leading. And

then, also the GAC Subsequent Rounds Discussions that we discussed before. Next slide.

This is also another one where it went astray. Accountability was the closest I could come up with. So, let's not have a big discussion about whether these are the best terms or not. This is an example of looking at what terms are more used than ones we use. So, I did hashtag accountability and these are some of the things that came up. Next slide.

Universal acceptance is another big discussion. The talking points are that 80% of websites are noncompliant. In other words, they don't accept the new TLDs. When try to enter in, say, your email address to register for a website, especially if it's an IDN TLD, then the websites are not programmed to accept them. This undermines ICANN's credibility and it must be addressed prior to any new rounds. So, those are, again, big talking points on universal acceptance. The relevant sessions at ICANN 68 is there's a Universal Acceptance Annual Strategic Plan Webinar that's a prep session. Next slide.

Again, trying to find things that make sense. I put in "multilingual." And you can see, even "multilingual" is not particularly popular. And these are some of the things, like "ecommerce," etc., that come up more frequently. And so, finding hashtags that are more popular than the ones we use will help your tweet be seen by more people. Next slide.

And these are some other sessions of interest. The DNS and the Internet of Things: Opportunities, Risks, and Challenges. And ICANN and COVID-

19 – Advancing Policy Work in the Current Environment. Those are sessions that would be worth checking out as well.

And I think that is the end of my presentation. And I'm sorry to have gotten us down a deep hole as I went along. But I'm happy to take any other questions or just hand the mic back over to Shreedeep. All right. No more questions. Shreedeep, back to you. Thanks for the opportunity.

SHREEDEEP RAYAMAJHI: Thank you. Thank you, Jonathan for that presentation. It is indeed very interesting and informative. Social media has many engagement possibilities and working it from different sides helps in conversion [of goal] and engagement as well.

I would also like to request all the participants and members to contact the regional leaders and social media and use the Social Media Working Group email address. If you have any ideas, concepts, or anything regarding the ICANN 68 social media campaign, please do contact us.

Now if nobody has any questions, then let's get back to the agenda. Anybody have any questions? Anything? No. I guess not. So, next we have a presentation from Glenn and me. Glenn, would you like to start?

GLENN MCKNIGHT: Yeah. Hi, everybody. So, very quickly. We have very little time. We developed this slideshow. Some of the information in it is not exactly the same as what Jonathan has said but we agree to disagree.

So, the slide show, quickly, today is one of many that we'll be doing on particular modalities that are used in social media. The next one will be on Instagram. So, today's presentation will be how to become a Twitter star. So, next slide, please. So, go ahead, Shreedeep. You and I will just switch back and forth.

SHREEDEEP RAYAMAJHI: Yeah. Thank you, Glenn. So, basically, the objective of the webinar is to help the Social Media Working Group volunteers to promote and capture shared information. This year, we have tried to use various other tools as well. We are working on the hashtag—the At-Large hashtag. And with this webinar, we have conceptualized a few tips that are very handy and will help you. Glenn?

GLENN MCKNIGHT: Next slide, please. Okay. You know me. You know him. Next slide. Go ahead.

SHREEDEEP RAYAMAJHI: Oh. Yeah. So, basically, the first thumb rule is to have a profile picture that helps to create credibility. When you tweet, try to use simple words. Try to be passionate. Try to keep it low. Use genuine hashtags. Try to us the regional hashtag, the [inaudible]. Currently, hash COVID is quite going on. So, try to relate it to those hashtags. Then, it helps to increase visibility. And be yourself. So, that will help you capture more retweets, and conversion, and engagement, as well. Thank you. Glenn.

GLENN MCKNIGHT: Okay. Next slide. So, rule number two, we want you to connect with others. So, the idea here is follow other people as well as follow people back. It's called networking. This allows people to connect with you personally through direct messaging. Our goal for this rule number two is the power of social networking to influence people.

So, bear in mind what Jonathan was saying—relevant information, see who is saying things. I'm not saying stalking them but please bear in mind there's influencers and that you could be having greater impact on the statements that we're trying to say by getting this information to the influencers. And that's called using social networking. Next slide, please.

SHREEDEEP RAYAMAJHI: The third rule is be generous and promote others. Retweet and follow others as well. And when you are doing it, use some comments. Try to have your own voice. I mean to say just don't retweet it. Try to have some hashtags. Try to have your own opinion. And that helps to build something like a … It's more likely to get engagement in a way, putting up to the statement that a person has done it. So, it is more like creating a better engagement. Glenn?

GLENN MCKNIGHT: Yeah. I just want to emphasize that the last part of the goal is we want to encourage you to know each other. Build solidarity. Support each other so that if someone has done a great tweet, retweet them. And let's show solidarity amongst each other. Okay. Next slide.

Okay. Rule number four, ask and answer questions. Connect with others. So, in this case, for engagement's sake, ask your followers questions. It doesn't hurt to ask the question. Everybody else wants to ask the same question. So, craft it as a question. Let them show off their, as we say in American English, their chops—what their knowledge is. This is the best way to engage them. Get some valuable information back in the process. They'll answer your questions, share your knowledge, participate, engage, consider engaging in chats. So, the whole goal here in rule number four is treat the discussion as a normal, real conversation. Next one.

SHREEDEEP RAYAMAJHI: The rule number five is acknowledge the source. Always, always, always. When you are tweeting, always acknowledge people and always source the information because that way you are creating a loop. So, that helps to create visibility. And when you are doing that, always be respectful. And it's more about being visual with a positive message and creating a prospect for everyone. So, that way, the visibility increases as well as the conversion increases. So, it is better in terms of conversion, as well as engagement. Glenn?

GLENN MCKNIGHT: Okay. Thank you. Rule number six, please. Thank you. Rule number six is use of pictures and graphics—not that this is something I'm interested in but it's a passion.

Add quality pictures. Everybody uses a cell phone. A lot of times, it's shaky. It's crappy. It's not zoomed in. If you can get quality pictures of

the speaker and share it in your tweet, that person, who will see it because you should be doing at symbol on who the speaker is, they're going to share to their network. They're not going to share a crappy picture. So, if you use quality pictures—not just use pictures but quality pictures—it will dramatically increase the chances of it being retweeted. So, the keyword here is quality.

When we use pictures, we use cartoons, and we use graphics, it enhances our chances of retweets. So, not just pictures of yourself because who cares about that? You and your mother. We're talking about who you're profiling because they're going to see it and they're going to retweet it. So, the goal is to increase your chances of being retweeted. And pictures are one of the ways that enhance your chances of that tweet being retweeted. Next slide.

SHREEDEEP RAYAMAJHI: And Glenn, I would also like to mention that pictures are a great way of storytelling. It catches people's attention. Rule number seven, mention and tag. We also talked about this in the last meeting. When you are tweeting, if it's an issue, if you want someone to talk about it, tag people. It's how you build engagement. It's how you build the conversation. And then, that also helps people to come in and talk about issues and stuff like that. So, it's more about being very precise, sharp, using keywords, and connecting with people. Glenn?

GLENN MCKNIGHT: Okay. Next slide. Thank you. Okay. We're moving quickly through this. We're limited with time. But rule number eight. I think we'll get this

done. And just seeing the chat, yes. The slideshow is completely available to anybody who wants to use it. And I'm sorry we have to rush through it as quickly as we are. But I think it's a nice enhancement to what Jonathan is doing.

Okay. This is the stuff that Jonathan was talking about. So, you want to add hashtags. And this is the list of the ones to consider to add. Remember, make it count. Add the appropriate number of hashtags. Okay. Next one.

SHREEDEEP RAYAMAJHI: Rule number nine, don't be abusive. Be nice.

GLENN MCKNIGHT: What are you talking about? Being abusive. No. Sorry.

SHREEDEEP RAYAMAJHI: It's like just be simple. Be yourself. I think that's main way to get engagement running. People are more nice and people want to have conversation when there is a positive message. And people just sometimes … A lot of the times, questions help. That more helps for the engagement. But using simple words and being nice helps.

GLENN MCKNIGHT: Great. And as we said in the last part, there's no dividends in revenge. Guys, just keep it highbrow. Maybe you hate that person's guts but you know what? You're there for a job. And you know what? It reflects badly

on everyone if you start having a cat fight with somebody. Please, please, please keep it civil. Do not get into fights with people. Next one.

Okay. Here is rule number 10. Unfortunately, it's hard to see this. But when you get the slide show, it will show the five levels of social media engagement. This drills down into the levels. And I'm sorry. I can't even read it. But feel free to and analyze this when you get the slideshow. Next slide.

SHREEDEEP RAYAMAJHI: Do we have—

GLENN MCKNIGHT: Are we on to the quiz?

SHREEDEEP RAYAMAJHI: Yeah!

GLENN MCKNIGHT: Okay. Go ahead.

SHREEDEEP RAYAMAJHI: Yeah. So, we have a question. Please answer. So, Twitter used to be limited to how many characters. Is it 355? 121? 140? 280? Tick tock, tick tock, tick tock. Time is clicking.

GLENN MCKNIGHT: We need a jingle. Oh, here we go. 71% said 140. Is that correct?

SHREEDEEP RAYAMAJHI: I think so.

GLENN MCKNIGHT: Okay. We're into part two of our crafting the tweet. Now, we're going to drill down here to suggest ways to craft your … It's very, very difficult. Twitter requires a special set of writing skills that's more effort than composing detailed email. Always use sharp, smart, and keywords. According to Mark Twain, "I didn't have time to write you a shorter letter so I wrote you a long one." That's a very interesting statement. Mark Twain is saying it's much, much harder to be concise. And this is even harder than a concise letter.

So, to compose a summary of an ICANN session or a policy topic requires patience. It requires dedication to writing with limitations. As we stated the original was 142 characters. Now it's 280. You have a little bit of time. Some people know how to do this very, very well. And our goal here in part two is share with you some examples of how some people are doing it right. Next slide.

SHREEDEEP RAYAMAJHI: So, good reporting style. Tweets should be brief, smart keywords, encapsulate the key ideas of the session, incorporate relevant hashtags, link to the important documents, acknowledgement of speakers, quality pictures. So, basically, these are some of the points. And if you have some more then you can use it.

But basically, the ultimate goal is to be yourself. Have a clear version of what you want to say and how you want to engage with the people that are there, with the hashtags that are there. So, that's the clear objective. Have that clarity. Glenn?

GLENN MCKNIGHT:
Yes. Next slide, please. Okay. Here's a good example. This is from someone that I follow on UK issues. So, you see a picture. You see a little information. So, go to the next slide.

Another example here is from Samantha Dickinson, which I think everyone here should be following her. And just want to tear this one a little apart compared to the last one. Yes, she does not have a picture. But lookit. She's got hashtags. She's got at expressions. She writes exactly what she means to say in terms of that session. So, she really knows how to handle this information very, very well. Next slide. And again, you'll have time to review this stuff in detail yourself. So, back to you.

SHREEDEEP RAYAMAJHI:
So, what are the features of poor tweeting? So, long tweets, promotional or advertising, repeating the tweets, using unwanted irrelevant hashtags, posting wrong links, poor and negative content, retweeting without logic. And sometimes, when you make a lot of mistakes also, people ignore those tweets because it seems as if you are not putting 100%. So, these are some of the lists of poor tweeting. Glenn?

GLENN MCKNIGHT: Yeah. Next slide. Okay. Here we go. Quiz number two. Go ahead, Shreedeep.

SHREEDEEP RAYAMAJHI: So, we have the quiz. What is not a recommended best practice for creating tweets. Number one, keeping it brief with a short number of hashtags? Providing a link to whitepaper, briefing note, or agenda? Include a quality photo of the speaker? Unverified URL links? Inclusion of speaker names? Tick tock, tick tock.

GLENN MCKNIGHT: The answer is … D! Okay. Part three, activities and duties. Okay. Back to you, Shreedeep.

SHREEDEEP RAYAMAJHI: Okay. Part three, activities and duties. So, right now we have a sign-up for being the prime reporter for ICANN 68 session, which is available. You can recommend people who are interested and share it within your social media. And you can see this, and you can use the ICANN 68 images as well. Glenn?

GLENN MCKNIGHT: Okay. So again, you should have this slideshow handy. Make sure you sign up today because the other day I looked. There was only myself and one other person. I'm hoping everybody has the link. I think Alfredo

did mention that he couldn't get into it. Evin, can you address that issue, making sure that everybody—everybody here—is signing up? Next slide. I think we're getting close to the end, here. Is that the last slide? I don't remember.

YEŞIM NAZLAR: Yes. This is the last—

GLENN MCKNIGHT: Yay! We're done! We made it and we have five minutes left. Wow! Okay, Shreedeep, it's back to you.

SHREEDEEP RAYAMAJHI: So, any more questions? Anything anybody wants to speak? We have five more minutes. I think this has not been tried. So, what we can do at the local level is we can collaborate with different RALOs and leaders this year so that there is a tweet salon or something like that that goes on. Yeah, Natalia.

NATALIA FILINA: Thank you very much. Jonathan, I'm sorry. I was first. I would like to say that I have sent you a simple promo card that we can use to tweet the information about our ICANN 68 session—At-Large session. And you all have the picture in your email. We can use it for tweeting the information. And if you have comments and I need to fix something in this promo card, please write me. I will do a [inaudible]. I will modify it

and we may use this template for all At-Large sessions. So, thank you very much.

SHREEDEEP RAYAMAJHI: Thank you, Natalia. So now, if we don't have any questions or anyone to speak, then let's get back to the agenda. So, now we have Social Media Working Group ICANN 68 Strategy. Glenn and Natalia, you have the mic.

NATALIA FILINA: Thank you very much. As we are [inaudible] our plan. Thank you all for the excellent coordination of our work. And thank you all for completing this plan. I think that [honestly], that we have not so much time to do and to prepare everything that we planned. But I think we will continue to implement all of our interesting ideas between our ICANN conference. [For example], talk about our leaders, talk about our ALSs explain our hot topics, etc.

But we have two or three days ahead and I think we [need to gather], as Sarah said in chat, our accounts in social media. And I don't know. Maybe we have some time to do something else. Thank you.

SHREEDEEP RAYAMAJHI: Yeah. Natalia, any update on the promo cards? Because the designs that you have sent are really good. I mean to say the things that you have sent.

EN

NATALIA FILINA: Maybe we can ask Yeşim to add this picture now. I don't know. How can I do with my screen? Maybe we can see. It's very simple promo card. But I think if we will give a lot of information by picture, we will have more options to say something else. Yes, it is. Something else. For example, ask a question or add additional hashtags, etc. So, if you like it, I can continue this work. And I will prepare these promo cards for all our sessions.

SHREEDEEP RAYAMAJHI: I think it's great. It's simple. It's really … It's good. Others, if you have any comments, please. Natalia has done a great job here so …

NATALIA FILINA: Thank you very much. You are always so kind to me. But it's really very simple. But I think we need to say about our leaders, about the people who will join us as speakers, and [inaudible]. I think this is very simple work.

SHREEDEEP RAYAMAJHI: Jonathan's hand is up. Jonathan?

JONATHAN ZUCK: Yes. Hi. I just wanted to share an idea. I shared it in chat. But since we have somebody as talented as Natalia, it may be worth doing. In my old trade association, when we did … We brought all of our members to Washington D.C. to meet with their members of Congress and things.

We called it a fly-in. And we tried to do a lot of social media around the fly-in as well. And so, we held a similar session to this.

But one of the things that we did, because pictures are so important, is we produced a set of Twitter-sized pictures that deal with some of our central issues and that were visual. So, it might be things like DNS abuse, or universal access, etc. and they would be pictures or cartoons that we would use. In addition to just photos of the session, if we didn't have a good photo to share, you'd still have a picture to share because like Glenn and Shreedeep said, every time you include a picture, it's more likely to be seen and more likely to be retweeted.

So, creating a set of default images—cartoons or something like that— that we can use in tweets when there isn't a good photo to share was something that was very useful in my old job. And maybe that's something that Natalia would be interested in working on as well because of her graphic abilities. So, I just wanted to share my experience from my old job where they were really useful.

SHREEDEEP RAYAMAJHI: Thank you, Jonathan. That is, indeed, very helpful. I think we should do that. And any more comments? Glenn, was your hand up? Okay. Now, getting back to agenda six. So, we have an update. Evin, can you please update us on the ICANN 68 At-Large workspace?

EVIN ERDOĞDU: Sure. Yeah. Sorry. I see now that that wasn't linked to the agenda. But I'll share it in the chat. I just wanted to point out several key references

for the community. They're also great, in addition to what Jonathan and Natalia were saying. These are great pages to just promote continually throughout the meeting.

The ICANN 68 At-Large meeting page has all of our information and agendas related to the meeting. So, if you want to compose a really good tweet, it's great to take a look at the agenda and use the details that are on there.

There are also several links that are on the At-Large website. And one page is a comprehensive listing of At-Large policy sessions at ICANN meetings. And so, that includes a lot of what Jonathan was discussing earlier in the talking points—sessions that our community want to focus on in terms of end-user interests. There's also a page on At-Large and DNS abuse, as well as At-Large and universal acceptance, since there are also important topics to the At-Large community.

And finally, there is an ICANN 68 virtual Twitter competition. And many of you already know we've been doing this for the past several meetings. And the last meeting that was supposed to be in Cancun was the first virtual Twitter competition. They're always virtual, technically, because it's on social media. But this was including a strong visual component so we asked people to tweet images of themselves participating around the world. And the winner had the most likes and retweets. And that winner will get a prize.

So, there's a little promo card on the agenda. And as Shreedeep noted as well, our AFRLAO colleagues have kindly translated it into French. So, I'll be distributing this in English and French on our Twitter feed soon.

But it's also on there so feel free to also tweet that out and get participation. So, yeah. Thanks. Unless there are any questions, I'll turn it over back to you, Shreedeep. Thank you.

SHREEDEEP RAYAMAJHI: Questions, questions, questions? Any questions? Anyone wants to speak? Okay. We don't have anyone to speak so now I think the agenda is over. I don't have anything to say. I would just like to thank all the people participating, especially the staff, this year, for helping me with creating—doing such a wonderful job. I think we have moved on from the practice that John has shown us. And we are literally going on with better communication. So, we are further working more towards communication. And there are a lot of communication happening. So, that is really good that it's happening.

So, if you don't have anything, then let's adjourn the call. Thank you all for staying and putting your effort. And if there is anything—any ideas or any concept—please do contact us. Please feel free to write us at the working group or to the RALO leaders. Thank you. Yeşim, you have the mic.

YEŞIM NAZLAR: Thanks so much, Shreedeep. And thank you all for joining today's call. This meeting is now adjourned. Have a great rest of the day. Bye-bye.

[END OF TRANSCRIPTION]