YEŞIM NAZLAR:	Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Social Media Working Group Call taking place on Thursday the 1st of October 2020, at 16:00 UTC.

On our call today, we have Natalia Filina, Vrikson Acosta, Joanna Kulesza, Maureen Hilyard, Priyatosh Jana, Shreedeep Rayamajhi, Lilian Ivette De Luque Bruges, Wisdom Donkor, Bukola Oronti, Wale Bakare, Dave Kissoondoyal, and Bram Fudzulani. We haven't received any apologies for today's call. From staff side, we have Heidi Ullrich, Evin Erdoğdu; and myself, Yeşim Nazlar, present on today's call. I'll also be doing call management with my colleague Claudia Ruiz. She will be joining us shortly.

Before we get started, just a kind reminder to please state your names before speaking for transcription purposes as usual, please.

Now I would like to leave the floor back over to Natalia. Thanks so much.

NATALIA FILINA:	Thank you so much, Yeşim. I'm happy to welcome all of you on this call. It is my first call which I lead, and if something will be wrong or if I skip some important things, I apologize in advance and I will ask support from our staff and will [hear] our recording.

First, our agenda of this call. We will invite Shreedeep and Glenn, if he joins us, to talk about conclusions and recommendations after the last social media campaign during ICANN 68.

Then we will review our strategy and we'll try to understand about or [readiness], about sharing our responsibilities; and we'll look at our metrics and ability to create a post-analysis.

Then will inform you shortly about our upcoming social media webinar and we'll discuss shortly our next steps after ICANN 68 and what are going to do during our social media campaign for IGF 2020.

Thank you very much. I would like to give the floor to Shreedeep. Shreedeep, please, tell us about your experience and your outcomes from our last social media campaign.

SHREEDEEP RAYAMAJHI: Thank you, Natalia. Indeed, it was a great effort that we all did, and more or less virtually since a lot of the meetings are happening. So, it is kind of a learning experience for all of us.

But in ICANN 69, in social media working strategy, we tried to do a lot of new things. I mean to say we developed videos; we worked on ICANN frames—Facebook frames for different RALOs and stuff like that, and things like that.

But majorly, we also focused on things like communication. Evin helped me in this, and we were able to reach out to all of the ALSes. We were able to send the email to all the fellows. Siranush helped me. And then we were able to send that through. Communication is what plays a major role. And I think we are developing that part where we are taking it to the community.

I know the engagement was not to the expect level, but the point was that our efforts are growing. And then we will learn by our practice. In my recommendation document, I've documented everything that we have done and a few new strategies. And then Natalia has done a great work in compiling a new strategy for ICANN 69. I hope we will [inaudible] further work in the communication part. And that's about it.

And I feel like we have to motivate the new ambassadors because the engagement during the last ICANN meeting was [inaudible] very less. So, I think this meeting, we have to catch them. And we have to motivate them and work them, I think, more engage them to bring out their issues to community. Thank you. Back to you, Natalia.

NATALIA FILINA: Thank you very much, Shreedeep. We will take all of your valuable recommendations for our future work. I thank you, again, for your excellent lead and work all your efforts. It's not so easy, I now understand, to organize us for collaboration work. But I hope that our community members will be more involved this time. This is our third virtual meeting, and I think we are more wise for this time and more well-prepared. So, thank you very much.

I think we may go to the next item. We can open on the screen. Yeşim, if you can help us to see our strategy. Now we can review this document.

Let's look at our plan. I think now our strategy covers the main things that should be under our coordination. I would like to say that the main idea was to build the strategy, not for having a plan for us only for our small team, but to offer our communities a useful tool and try again to

engage more community members to support us. I tried to put into this document more links, more information for [inaudible] our members in social media because we know all of us are using social media a lot. And I think this plan will be useful. If we can scroll down, yes.

I think this day it is the last day for review of the strategy. It needs to be approved because the time is tight and we need to start. I think this strategy is almost the same as previous strategy which Glenn and I, and Daniel and [Alfred] and my colleagues developed it. Please scroll down.

We know our goal, our task now, our audience and we need to understand that we're interested not to attract the attention of just our community members, but we will attract the attention of external audiences interested in ICANN and At-Large work and we will try to be more understandable. We will try to explain the topic of our session and our discussion more easy. And, of course, we will be more attractive, I think.

We will, again, use Twitter and Facebook as the main social media channels, but I think all of us can share the information in Instagram, in LinkedIn, etc., because we [inaudible].

I see that it was, again, an idea to gather all of our social media channels, but I see now just ICANN, At-Large, EURALO, Facebook, At-Large and I would like to ask you to fill these gaps. This empty space needs to be filled. So, I would like to ask to do it today and to put the links of NARALO, AFRALO, and APRALO social media channels.

I think it's easy for us—thank you, Evin. It will be easy for us to gather metrics for post-analysis. I think we can count number of session

participants, number of tweets used. It's easy and we will show these numbers—the number of retweets and questions. I think the last item number mentioned of At-Large sessions members of the community and social media maybe doesn't show our effectiveness. But I think we have an influence to these metrics, too. Please scroll down.

We can see the list of action items, and in the column of first possible, we would like to see the names because a lot of things need to be done to Monday or to the start of middle week of ICANN 69 and we can understand that we need to create a lot of promo cards.

As for promo cards, I will prepare a template and will give an instruction on—or you can fill it out. I offer… For ICANN 68 session, I made slides and PowerPoints and then I sent them as JPEG, as images. I would like to say that it's easy because not everyone has the open graphics programs on computer, and it is easy and fast way to create a promo. I think it's not so good when this work is just in same hands because a lot of promo materials, we need to do.

So, you can see that we will give the information for our community members and outside audience regarding scheduling, regarding time zones, regarding topics of our sessions.

Now, Jonathan is helping us to create a nice video in which, on behalf of Maureen and our RALO chairs, we invite people to participate in ICANN 69 At-Large Session and answer the questions.

If we can come back to the strategy, we will see the questions on which we will have an answer. I need to check with Jonathan what has happened with this video, but I think we will be ready with it until the

next week. Yesim, can we come back to the strategy? To the screen? Sorry, Evin or Yesim, can you help us?

[Perhaps it is] better to come back to the strategy to show what we're going to do and what is done already.

So, let's go. We in At-Large picked up the [inaudible] of discussion and launched the programs with the topic of DNS abuse and universal acceptance. Many of our members are involved in these processes and in the development of policies and [inaudible]. And we know that it is in the list of priorities for ICANN, too. We will focus on these topics, too. We will have some sessions.

If we can go to our Twitter contest. So, ICANN says that it usually played out among our members. But this time, I think we will be happy to meet new followers. For this, for better motivation, we need to tell what prize is for the winner we will give. This way allows us to engage new people to help us to spread information and for the future, I guess.

So, I would like to ask our staff regarding prizes. And for the future, [ICANN suggests] that we may offer something regarding an invitation to our learning processes—maybe access to the closed courses or webinars. So, I guess we should discuss it at least [inaudible]. Now, I would like to know which prize we will give the winner.

EVIN ERDOĞDU: Natalia?

NATALIA FILINA: Yes.

EVIN ERDOĞDU: Sorry. I can't raise my hand. I think, by the way, there's a connection issue on Yeşim's end, but we're getting that sorted through.

Regarding prizes, I just wanted to let you know we've made a request and we'll get back to you about gift cards as prizes for the social media Twitter competition that we have. But we always have, as a prize, announcing the winners during the At-Large Wrap-up Session during the ICANN meeting. We'll show the top three winning tweets and also feature the winners in the newsletters and any social media announcements. So, I'll update you as soon as we hear back about budget for the prizes. Thank you.

NATALIA FILINA: Okay, Evin. Thank you very much. So, I think we need to discuss it shortly and decide until—I don't know, until the next of—next week. Oh, no. I think we need to discuss it shortly and decide until Monday, may because we will give the announcement about it. Thank you very much.

I would like to ask you what do you think regarding our strategy? Maybe you can see that something is missing in it and which that we need to fix.

EVIN ERDOĞDU:	I'm so sorry for interrupting, Natalia, before we move on to this section. For some reason, I can't raise my hand. I just wanted to know … We just received confirmation that we have a total of $250 for gift cards, so that's great news.
NATALIA FILINA:	That's really great news, yes. Good. We will announce it. Really great. I think we will engage much more people this time. Thank you very much.
	I would like to give the floor to my colleagues, and we will be happy to hear what we can do better or how can we identify the names for each item which we need to do until our start of social media campaigns [this time].
	I see not so many names in the list of responsibilities. I tweeted my name. When I understood that I can do something, I offered to participate in this work. To Lilian, to Bukola, to Shreedeep—I would like to ask you, are you ready to help us with Facebook Frames? You did great last time.
SHREEDEEP RAYAMAJHI:	Natalia?
NATALIA FILINA:	Yes, Shreedeep.
SHREEDEEP RAYAMAJHI:	The ICANN 69 frame is already there, so it is already running.

NATALIA FILINA: Great.

SHREEDEEP RAYAMAJHI: It's already running, so I want to send the link. It is running. First, I have made that. And I think the best thing is, we lack communication. With ICANN 69, we have to be very smooth about spreading the news. The newsletters are the best form of advertisement, so we have not been able to use that. Last ICANN 68, I kind of like did something like a registration campaign so that has to be pushed through the newsletters.

So, we have to work with the RALOs and RALO's social medias to further push that campaign for registration as well as social media campaigns so that it goes out. A lot of the time, the information doesn't. Thank you.

NATALIA FILINA: Thank you very much, Shreedeep. I agree with you. I think we should use two ways to spread the information. I suggest to you to put the links to Facebook Frames to our strategy. It is the main document from which we can take the information which we gather in one email for the full community—for all At-Large members.

The second way which you proposed—our newsletters—but not in each RALO. This new letter released now. For example, in EURALO, I just started to create the content for it and I think we will use it to raise— yes, to spread information. Thank you very much.

Maybe someone can add something—new ideas, how can we engage people to participate, how can we share the responsibility.

I think it is a much difficult thing to share this work because each ICANN meeting, we can see that work in just our small group.

But I think if we can come back to our strategy—let me scroll down to my suggestion regarding the promo cards which will be a short summary of our discussion. We discussed with Glenn in Skype the way to ask Siranush maybe to invite maybe fellows from the last one or two ICANN meetings to help us with it. Or, I think, at least we will do it after ICANN 69 and we will have time to prepare these promo cards to maybe listen to the records or to come back to our notes from each session. So now, I don't know which way we will use for it.

Evin, I see your hand please.

EVIN ERDOĞDU: Thank you, Natalia. I just wanted to note, by the way, other promotional materials that we'll have. Shreedeep noted that we had communications activities in place last time that we can repeat this time. So, I just wanted to note as you can see on the agenda there, there are several items that I will send to the Social Meeting Working Group like we did last time.

One would be the session signup sheet. That's a Google Doc that will show all the At-Large sessions during ICANN 69. And our Social Media Working Group members can sign up to promote these sessions on social media. So, stay tuned for that.

Also, there will be updated parts of the At-Large website showing our policy sessions and also just At-Large sessions of interest during ICANN

69, as well as a graphic promoting the ICANN 69 Virtual Twitter Competition which we just discussed. So, I'll send graphics that can be distributed on social media and also links to sign up. So, you can use all of those.

So, I just wanted to note—stay tuned for that. And this working group can promote all of that. Thank you.

NATALIA FILINA: Thank you very much, Evin. Great news. So, we'll do that.

I see your hand, Wisdom, please.

WISDOM DONKOR: Hello. Good afternoon from Ghana. I just want to contribute a bit to the discussion. I've been listening and [inaudible] contribution on the list, but I also think for us to be able to enhance or improve communication within our community we also need to look at [an entire change]. When you look at a developing country, for example, we have age groups. Certain age groups are very active on social media, and certain age groups are also—some are active using emails and all that. We have a small number of groupings that [inaudible] not use [inaudible] the Instagram. More often you see the celebrities using the Instagram and all that.

So, I think for us to be able to reach out to everyone as much as possible, we have to look at this very carefully and see how we can strategize to get to everyone. One way that I think we will be able to do that is trying to identify maybe [inaudible] champions. Champions

[inaudible] various regions. If you talk about West Africa, there should be some champions. That should be pushing communication to everyone, making sure all the communication that we're talking about gets to everyone.

So, that is one thing that I think can help. We can help. We can identify these champions and maybe make them the face of—I don't know; we can find a better word for that—face of the community when it comes to communication within the various regions. I think that will help to reach out to the majority of people across the world. Thank you.

NATALIA FILINA: Thank you very much, Wisdom. I hope I spelled correctly your name. I [can't] agree with you regarding our communication. At first, I would like to say that we have a great communication strategy, but each ALS, each member, each RALO has to work to implement it.

And we understand for everyone, now is not a very easy and active time. We will need to think about our work, money, families. We need to be careful with our members and when we call our members or participate, we understand it is difficult. Of course, we will ask. And we are asking or members to be closer to each other on the ground—I mean our ALSes, our members in each country and in each region. We always ask to give us updates, not just to keep in touch, but for understanding how is our members now and how is our community [inaudible] now. Thank you.

I see your hand again, but—okay, it is off. We can go to the next item, I think.

If we haven't any additions to our strategy and to our ability to start the work, I would like to say that on Monday we will have a social media webinar. During this webinar Shreedeep, Glenn, and I will give an interesting and useful, hopefully, information for all social media users. I tell about our community members and outside communities.

We will discuss how to build an effective social medial campaign, how we can organize working [processes], and what best practices do we adopt for the ICANN 69 At-Large Social Media Campaign. If Shreedeep or Glenn can add something to this item, so welcome.

Okay, we will see each other and we'll be happy to see you on our webinar on Monday. Now, I think we have time to discuss shortly our future steps after [ICANN 68 and ICANN 69] and our preparation for the upcoming IGF 2020.

I would like to say that our strategy is the document with two parts. The first part explains what we're going to do during our ICANN 69. And the second part is about IGF 2020. And I think we will bring some best practices from our ICANN 69 Social Media Campaign to the social media campaign of IGF 2020.

Now I think [inaudible] we need time to discuss [inaudible] and we will bring our ideas how we will do that after the ICANN meeting.

Glenn, I see your hand please.

GLENN MCKNIGHT: Thank you, Natalia. I'm sorry I was a little bit late. I had some issues with my fiber connection cut at home. Long story. My neighbor decided to

lay some grass and he cut right through the cable without realizing the new fiber cable was only two inches below the grass. So, I lost everything from last night and I still don't have Internet connection.

I think what we tried to do with the social media strategy was to inform the membership is that not only what we're trying to convey as a core message on why it's important to be a member of At-Large and how to be involved and how we're active, but also the awareness of current or pertinent issues that pop up. Years ago, DNS abuse was not a hot issue. It's very much of a hot issue now.

And I think some of the stuff we're trying to convey to the uninformed is the relevance of what we're doing—our current and relevant role within the ICANN ecosystem. I think we have a very important role to play, and thank you for everybody to be involved. I think it's critical that you commit yourself to the schedule and be active with conveying these messages. And please read what we've worked on in terms of the strategy.

It's hard to be at every meeting, but I suggest that you find something that you're really passionate about. You don't have to be an expert on everything, but find something that resonates with you and follow through on that. And as we said in our slideshow to be a Twitter star, Shreedeep and I say look at what people are doing, how they make their tweets very relevant and very poignant so that they get followed up.

Yeah, I think we have a message. I think we're focused. I think we have a great strategy. And that's my two cents. Thank you.

NATALIA FILINA: Thank you very much, Glenn. I would like to thank you for all of your efforts and your readiness to help in any way and any time for us.

So, Evin, maybe this is the time for item seven. We need to give the summary of this call and to identify, again, our action items.

EVIN ERDOĞDU: Sure. Thanks so much, Natalia. And thank you, Yeşim, for displaying the action items. I just recorded three. Just that I will work with you and Shreedeep on an ICANN 69 social media email to our ALSes on the regional list as we did before for ICANN 68. And we can include the At-Large virtual Zoom backgrounds in this email as well.

Also, I'll distribute the Twitter competition graphic and a sign-up sheet for the promotion for the ICANN 69 sessions. So, stay tuned for those. Those are the ones I received, but please let me know if there are any updates to the action items. Thank you.

NATALIA FILINA: Thank you very much, Evin. So, I think we're on the end of the call maybe.

Maureen, sorry. I see your hand please.

MAUREEN HILYARD: I just thought I would just catch it before the end of the meeting. I just wanted to say thank you very much to everyone here who is actually

contributing to this effort. I have to agree with what Glenn said about this group being really critical to getting those messages out, as he said.

And I think that one of the things, too, that's really important for this particular meeting is the [inaudible]. And it is a time when people are going to be moving, not only what it is. We're going to be running at the meeting, but after the meeting, at the end of the meeting there are people who are leaving and people who are coming in. So, there's another opportunity for more [inaudible] and those sorts of things that might come out of ICANN 69 as well.

But I did sort of want to just raise, too, how proud I am of this particular group. First of all, that you took on a suggestion for the rotating leadership. It's something that's really new. I mean, it's just not done within At-Large or within ICANN on such a regular basis. But I could see that the work that you were doing was very focused on each of the ICANN meetings.

And I think that what has actually happened—and Shreedeep did an amazing job to introduce the system and the work that he's done. And the fact that it's continuous improvement that you're taking on board this transition phase that Natalia has introduced us to working on what went well under the previous leaders.

But it is an opportunity for us within At-Large to see people growing as leaders within our community. We're [inaudible] it with the social media group at the moment, but it's an important group because, as Shreedeep and Glenn have said, communication is really important. And if you can be a good communicator, it's really helpful in your leadership.

And so, I think that this is a good testing ground for new leaders within the RALOs and within At-Large and on the ALAC.

So, I just wanted to say thank you very much. I always look forward to hearing what's new within the social media group and the good work that's being done. So, great. Thank you.

NATALIA FILINA: Thank you very much, Maureen. I totally agree. It's very important to constantly education our audience about At-Large work, ICANN priorities and focuses. Thank you very much for the opportunity to lead in this process now for me. It was a great idea regarding rotation. And Maureen, thank you for your time and participation in all of our discussion.

Thank you, my dear friends and colleagues, for help and for support. I think we, each ICANN meeting, we do our social media work better because I think it's important to explain to people what happens and what we do for end users.

If you would like to add something, we have time for your messages or suggestions or ideas. I see no hands now.

Thank you very much for your participation. Thank you very much that we are having a great team. So, be careful. I wish you a very fruitful ICANN 69. See you.

Oh, Glenn, sorry. I see your hand.

GLENN MCKNIGHT:	Sorry. I've been in the chat. I don't know if we had a chance to share earlier on the sign-up sheet for the volunteers on the call today to signup for the sessions. Do we have the distributed? Because I don't see the link. I don't have email or anything, so this is the first time I'm checking stuff.
NATALIA FILINA:	Evin, please.
EVIN ERDOĞDU:	Thanks, Glenn. Yes, we noted that we'll share that after this call today, so stay tuned. We'll share it over email, though, so would you like for me to share it with you over Skype?
GLENN MCKNIGHT:	You can't. I don't have Wi-Fi. I don't know when I'm going to be connected again. I will stay on for the next half hour. I'm at a friend's house, but if you get it to me soon, I'll write it down. And when I get connection over weekend, Hopefully I'll be able to signup for sessions.
EVIN ERDOĞDU:	Thanks, Glenn.
GLENN MCKNIGHT:	Thanks.

NATALIA FILINA: Thank you, Glenn. Thank you, Evin. Thank you all for your participation. Bye-bye.

[END OF TRANSCRIPTION]