

YEŞİM NAZLAR:

Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Social Media Working Group call taking place on Thursday, 17<sup>th</sup> of December 2020 at 1300 UTC. On our call today, on the English channel we have Olévié Kouami, Innocent Adriko, Alfredo Calderon, Lianna Galstyan, Daniel Nanghaka, Priyatosh Jana, Obed Sindy, and Dave Kissoondoyal. And on the Spanish Channel, we have Lilian Ivette De Luque Bruges. We have received apologies from Joanna Kulesza, and Dev Anand Teelucksingh. From staff side, we have Evin Erdoğan, Siranush Vardanyan, and myself, Yeşim Nazlar and I'll also be doing call management for today's call.

Our Spanish interpreters today are Claudia and Marina, and before we get started just a kind reminder to please state your name, not only for the transcription but also for the interpretation purposes as well, please. And with this, I would like to leave the floor back over to you Lilian. Thanks so much.

LILIAN IVETTE DE LUQUE BRUGES: Good morning, good afternoon, good evening everybody. It is certainly an honor for me to chair this Working Group related to social media. I would like to welcome all of you to this first call in preparation for ICANN70. ICANN70 will require work from us and we will do lots of activities. So, let's start with our agenda for today, and then I will give the floor to Evin so as to start with the work today.

---

*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.*

---

EVIN ERDOĞDU:

Thank you, Lilian. The agenda overview for today, thank you Lilian for the introduction, will have an ICANN70 Social Media Working Group strategy review. There is a Google Doc that was circulated and we will actually circulate it for feedback today after the meeting and get your input on it. These are activities that we have traditionally done for the past several ICANN meetings, especially during these virtual meetings during 2020 and we're also expanding upon those activities to have more regional impact as well utilizing Spanish. We'll have an At-Large Capacity Working Group Social Media webinar which Alfredo will kindly provide some more feedback on. Then we'll wrap up with some action items and a summary of this call before we rejoin again in the new year. So that's the main overview and unfortunately, as Yeşim noted, Maureen is likely an apology for this call so perhaps we could just jump into the ICANN70 Social Media Working Group strategy. And thank you, Alfredo, I note your comments in the chat.

But, yeah, for those who are unfamiliar as well, the Social Media Working Group has a regional leadership rotation so for each of the ICANN meetings and all the meetings that At-Large members are a part of, so three times a year the chair rotates depending on the region of the meeting. And so now we have Lilian with us for ICANN70 and LACRALO. So, thank you so much Lilian and maybe we could go ahead and just open this Google Doc that's linked to the agenda. Thank you also to Siranush and Alfredo for joining us and so we could perhaps review this document. Okay, so Lilian feel free to jump in at any point, but I can just provide an overview of this document.

---

YEŞİM NAZLAR: Lilian is asking for the floor.

EVİN ERDOĞDU: Oh yes, please do. Yes. Thank you.

LILIAN IVETTE DE LUQUE BRUGES: Before reviewing the document itself, I want to thank Daniel, Siranush, and Alfredo for being at this call because they are key to this teamwork, and we want to create a team and work as a team. [Yesterday—well, you know,] the ICANN70 will be held in Latin America and the Caribbean, and we spoke about involving NextGen and fellows so as to participate actively with our hashtag on our social media, on our activities. And at the same time, we want to have a greater commitment from our region. The idea is not only LACRALO, but all RALOs to be really involved in [At-Large] work. We would like Alfredo to prepare a webinar so as to prepare our community to be more interactive, to have activities that may engage them. And now we can go to the document you were showing. Thank you, Yeşim.

EVİN ERDOĞDU: Thank you, Lilian. I'm not sure, I can just do a walk-through of the document and then hand it over to you. For pre-ICANN70, actually, a few more of these are complete now, but there's a list of things that this group needs to do.

LILIAN IVETTE DE LUQUE BRUGES: Sorry, yes. Go ahead, yes. Yes.

---

EVIN ERDOĞDU:

Sure, thank you. Okay, so everyone should be able to see some pre-ICANN70 task there. This document is a couple pages of things that most of the activity is what we do before the meeting, and then during the meeting, we implement. So we will open this document for comments and collaborate with the At-Large Capacity Building Working Group, the ALAC subcommittee on outreach and engagement. And thanks also very much to Daniel for joining. He's with us to provide some input from the outreach and engagement perspective. LACRALO and ICANN fellows, and NextGen hopefully. Especially during this past year in the virtual environment we definitely want to encourage their participation more, and especially in At-Large sessions.

We're actually completing number four right now, conducting a Social Media Working Group meeting and then we'll create hashtags in English and Spanish. We already have a couple created that we'll utilize for our regular Twitter competition, and we'll also have a Facebook competition this time around. We'll create Facebook frames for ICANN70 and the five RALOs and from this meeting, we hope to get the approval of everyone here on these activities and there'll also be a Google sign up spreadsheet for At-Large sessions as soon as those are finalized and ready, so probably in the earlier part of 2021. We'll also plan to make two promotional videos for ICANN70 which will be 30 seconds to a minute with different members of the LACRALO community in their native languages, including English, Spanish, French, and Portuguese.

We will, of course, update the website and Wiki with the ICANN70 sessions and create graphics for these Twitter and Facebook

---

competitions. And also send the email to all At-Large structures regarding the Social Media Working Group activity, and there's a copy of that email in this document as well. And usually, the CPWG, which is the Consolidated Policy Working Group, creates talking points for each of the ICANN meetings, and this time we'll try to polish it up a bit with an official communications template, which I'll work with Coms on. And we will also have a newsletter or an email that will be sent to the entire At-Large community, including the ICANN70 fellows, NextGen, about ICANN70 At-Large sessions.

Finally, the social media webinar with the At-Large Capacity Building Working Group will take place. Those are the key activities that are planned to be implemented before ICANN70, and I won't read out the email to all the ALSs, but if I could ask for people to kindly review it. But it goes over some of these activities in more detail. Yeah, thank you Yeşim for scrolling. And, yes, so then during ICANN70 we'll utilize the hashtag ALAC70 for the competition and ask At-Large as well just to make the sessions more engaging and interactive on Twitter regarding ICANN70. And we also ask that everyone take selfies during this time, especially, it's not quite certain yet if it will be a virtual meeting or not.

But we would still encourage selfies and the most photos to be shared as well. And thanks again to Siranush for being here because we would love to plan or just brainstorm how we could possibly collaborate with the ICANN70 fellows and NextGen more, or what they have planned. Then, all of us here would be monitoring social media. As you all know I would post on the ICANN At-Large official feeds and then be monitoring for any use of hashtags, and then hopefully all the members would be retweeting and resharing information regarding At-Large activity. And

---

then on the last day we would announce the winners of the competition as usual.

And after ICANN70 Lilian, as the chair, would create and distribute a social media report of all these activities. So, thanks again. That's the general overview and I'll hand it over to Lilian and others for comment on this in general. Thank you so much.

LILIAN IVETTE DE LUQUE BRUGES: Thank you very much, Evin. I would like to note something down regarding each of the activities that we have thought about or we are scheduling for ICANN70. The Latin America and Caribbean region has an excellent host. That will be a virtual host, of course, but we want the meeting to have the spirit that identifies Latin America and the Caribbean. So apart from the traditional activities, we are proposing some new activities so as to be more interactive. Anyway, the most important thing is to achieve a sense of belonging to the At-Large community. To have new members, to receive new members, and to work together to promote teamwork.

For instance, Alfredo will speak about, we have thought about for our webinar. The idea is that from that webinar, or after that webinar, we will have people more prepared to effectively use social media so that the messages will be conveyed in a more accurate fashion and really stronger for all people reading our messages in social media. This is why it's important to have Alfredo, Daniel, and Siranush, and all of you here at this call because I want to work as a team so that all of us support each other and become stronger. It's important to remember the

---

hashtag. I know that the hashtag for the first time would be in Spanish because language should not be a barrier for participation.

With respect to the talking points, I think it's really important to be supported by Shreedeeep so as to create these talking points and discuss with the community. When you were chair, we created one hashtag for each RALO. This meeting would be held in Cancun so the colors will be like a yellow, blue, very bright colors [showing] the Latin American spirit so that there will be some highlighted profiles. As we say here, they will be simple but certainly appealing.

And the Facebook frames may also be used, I don't know, in Twitter or in our WhatsApp status. That would be interesting. The promotional videos. Why this limitation in time? Because a video, if it is long, certainly they don't capture the attention of people. Sometimes when they read that it's two or three-minute video, they don't watch it. But if we have a message of 30 seconds to one minute, we may convey the message and it may be included in our WhatsApp status and in our own social media. We would like to call the community, I am thinking about one person of the Caribbean speaking in French, another one speaking in English. Someone from Mexico because there would be a message in Spanish.

And in the case of Portuguese, I would like some people from Brazil to speak in Portuguese. If the message is in English, a fellow may also shoot a video. And the other video will be with our leaders León, Lito, because they are Latin American, and the chairs of the RALOs. And Maureen, of course. So that will be our list. And talks about graphics. It's important then to perhaps, I don't know with, I think that the stuff is

---

waiting for the ICANN [meeting] to be open and prepared so that the image or the logo may also be used by us. And in the video, everyone has to speak in its mother tongue. English, Spanish, French, and Portuguese.

It's important to make a relationship with Facebook because there are lots of people in Facebook. The audience is larger, it's more graphics, so it will be good to have pictures, photos there of the place, the meeting, etc. And we are going to work with a Communication Working Group, the LACRALO Communications Working Group. I'm not longer chairing it, Marcelo Rodriguez is now the chair. And I would like to share some activities with [Alejandro] also that is the representative of ICANN in Latin America for communications. The idea is to work with them all, as I repeat, I like this to be a teamwork. With respect to, let me see. [We would have a] newsletter that would be simple, straightforward, and we should distribute it to all of the mailing lists we may have. We will include there all the activities and all At-Large sessions so that people may prepare their schedules. They have it ready apart from the ICANN application so that they may be more active in their participation.

And then we have the webinar, as I mentioned before. And during the course of the meeting, I would like you to be really active. I would like you as members of the Social Media Working Group to act as the engines that fuels all this so that we become known to our community. By this, I mean including the reports, the awards, the prizes, everything. I see some comments on the chat, so now I open the floor for more comments. Thank you.



---

YEŞİM NAZLAR: Lilian, I see Daniel's hand is up and then Alfredo.

LILIAN IVETTE DE LUQUE BRUGES: Of course, we will now then give the floor first to Daniel and then Alfredo. Thank you.

DANIEL NANGHAKA: Thank you very much. Hope you can hear me loud and clear. Going through the ICANN70 document that has been developed, I think this is a great guiding document that can be used to be able to expand on the impact of social media regarding to how we can be able to reach out more and engage with the community, especially online. This document also goes hand-in-hand with the outreach and engagement strategy that was developed and where we look at ways of how we can be able to engage the community online and also to preach the cause of ICANN At-Large and also represent the voice of the end-users.

The previous ICANN69 was a very good example of how social media could be very important. I see a lot of these things have been replicated, which is a great idea, and also this should be able to [spur] a lot of feedback in the region. But to add on more, what brings a very unique value proposition here is that ICANN70 being in LACRALO, also we need to [find] ways of how we can have more local community engagement and inclusiveness because many times we tend to forget about the new members who are trying to understand ICANN. We've also tried to—I don't want to use the word "neglect," but sometimes because of the busy schedules, we find that we are leaving out the core community members because through outreach members are encouraged to

---

understand what ICANN is and also such that we can be able to raise the numbers.

Despite the fact that in various working groups there's a need to promote individual members. Also, bring in more ALSes, but I think through the social media strategy for ICANN70, which calls in a lot of collaboration with outreach and engagement, and the capacity building. At least I'm happy Alfredo is on the call. This will be a good thing that we shall be able to [record,] and also I think during our next meeting for outreach and engagement, I'll request that Lilian to be able to do at least a brief presentation on behalf of the Social Media Working Group on strategies and you can also brainstorm more on how we can be able to tap into the potential for collaboration more and more in promoting the various tools that have been highlighted.

Also, these tools have also been documented in the communications strategy, which is great, and I believe that this will really work. Thank you very much.

LILIAN IVETTE DE LUQUE BRUGES: Thank you very much, Daniel. Your proposal is extremely important. We have considered it among our primary objectives, which is to increase the presence of At-Large and the connection with the new members and bring ALSs to our community. So, noted, we will work more on that and I will now give the floor to Alfredo. And after Alfredo, Shreedeeep.

---

ALFREDO CALDERON:

Gracias Lilian. Thank you, Lilian, for this interesting approach. I want to put on the table a couple of comments and ideas. First of all, and I agree with you Lilian, and with Daniel, that we need to be more inclusive when we have our meetings. Being them face-to-face or virtual. Now since we're having a, probably and we can all agree that ICANN70 is going to be virtual even though there's already a vaccine available, that we need to keep in mind that each region has its own language. So, my first proposal is that the Capacity Building Working Group, especially the webinars team early next year, probably at the beginning of February, offers a webinar where the best practices when using social media can be explained.

The same as we did in ICANN68 and ICANN69 where we had Glenn, and Shreedeeep, and Natalia prepare a webinar on those tools that are more effective in social media. Now the additional idea that I have for that webinar is, and I saw this and I think that Lilian was the one that organized that. She had a presentation and, believe it or not, it was in English and in Spanish. All the slides were divided in two parts. One part was in English and the other part replicating the text in English was in Spanish. That would even enhance more what we have been doing when we communicate and use English as a working language although we have interpretation.

But it will enhance the understanding of what we're seeking. So having said that Lilian, my proposal is first of all we identify resources from the region that are experts in social media communication tools like Facebook, Twitter, and build on the previous presentations that Shreedeeep and Glenn and Natalia have developed and have them in two languages. That will make people better understand the ideas that

---

we're trying to bring across. That's my first idea. And I think Hadia is on the call and we can coordinate this as soon as possible so we can get those volunteers and work on that presentation, and have it early in February so the audience can be better prepared and engaged towards whatever other activities we're going to have in ICANN70.

My second idea is that besides the Twitter competition—and Siranush is on the call, and I know that when we had the meetings face-to-face we had a similar competition for the most tweets and retweets among the fellows. Why not do another category where the fellows and the NextGen can also participate in that category and give them a prize, or a gift, or whatever you want to call it? Initially, those are my two ideas and, again we need volunteers in the Social Media Working Group that are capable of tweeting in English and Spanish and in Portuguese to be more inclusive and engage and outreach the community of the LACRALO region. Thank you.

LILIAN IVETTE DE LUQUE BRUGES: Thank you very much, Alfredo. Excellent ideas, and noted. One of our banners, I think, will be inclusiveness. I will now give the floor to Shreedeeep, then Hadia, and then Siranush. Shreedeeep, you have the floor.

SHREDEEPP RAYAMAJHI: Thank you, Lilian. Basically, from my experience from chairing ICANN 68 until now, what I believe is we have progressed, we have streamlined things to be done, and as we are going on, we are progressing, learning, and applying things.

---

So the things that I've seen as a challenge is with the social media contest, we have not been able to be very visual. I mean to say, when I talk about visual, it always comes out at a certain time, late. That way, the communication happens very slow. And that is a problem, first. The second problem with the social media competitions, it is very hard for us to manage the prizes. So if this thing could be managed in a proper way, the prize is attractive, people get interested.

Now, the second point is regarding social media metrics tool, about using different tools. There are various tools available, and we have to now look into a proper tool, professional tool in evaluating how we are going about with the hashtags and things like that.

Third one is the involvement of the fellows. Fellows are our ambassadors. And then I think—and I hope—this year we will probably have a session with the fellows, the Social Media Working Group chairs, and we can collaborate with them. And further, we can engage them. Because at the time when the competition is happening, previously, when John was around, he used to engage with people. And that used to have a series of [tweets,] communication and things like that. So that needs to be replicated. So we want to use the fellows as volunteers, as well as they can be our workforce as well.

And communication. I mean to say the things that we have practiced from past few ICANN meetings is we have been constantly sending the ALSes' representatives the information of our social media competition. And I hope that continues with different language as well. And if that can be translated in the different parts of the world in different

---

languages by our leaders with the help of ICANN staff, that could be great. Those are my suggestions. Thank you.

LILIAN IVETTE DE LUQUE BRUGES: Thank you so much. Your experience is really invaluable. That is important, your comments. And with your own experience as a fellow yourself, you're giving us a chance to know how this group operates. And with Siranush's support, I think we could carry out great work. In particular, with those from our region, we might be able to disseminate and replicate this information and item, and therefore engage more people. I will now give the floor to Hadia. Hadia, you have the floor.

HADIA ELMINIAWI: Thank you so much. Of course, great ideas from everyone, and great experience as well. So I'm just going to respond to Alfredo's suggestion in relation to a best practices for using social media webinar. Certainly, this is an excellent idea. It's very important as well. And most importantly also, we need to have it as soon as possible so that people can make use of what they learned from this webinar before ICANN 70.

So actually, as a group, the webinar team, we have our next meeting on the 7th of January. We don't are not scheduling, definitely, any webinars in January, but we could have our very first in 2020 on Monday, February the 1st. And we can schedule that for the best practices for using social media. So this is a tentative date. So we'll definitely discuss it as a group during our meeting on the 7th of January. But meanwhile, we could work together on that in order to have the

---

webinar on Monday the 1st of February if this is good for everyone.  
Thank you.

LILIAN IVETTE DE LUQUE BRUGES: Thank you, Hadia. Excellent. Great information. I fully agree with what you said, because actually, something I discussed with the staff, and we've actually been organizing our activities and schedule to work things with sufficient time in advance for everything to be conducted in proper form and time so that we're not rushing by the end of February or march so that all things are gradually completed.

By the way, I am a social communicator and journalist, but that's my background. I have experience in the development of newsletters, organization [of advertising] events and activities, so I'm offering whatever I can provide from my experience to the group, and will be happy to help.

I will be there on the meeting of the 7th of January to fine tune the details. As I said on the chat, when we organize the ICANN and the NextGen database, we are still having details from people there, even from other continents. Of course, I have to check with staff this issue of data protection, but perhaps we can use that to invite them to join ICANN and the activities of the Latin American region. I will now give the floor to Siranush. Siranush, we missed you so much.

SIRANUSH VARDANYAN: Thank you, Lilian. And I welcome everyone for this call. A couple of things from my side. Lilian, you raised up a good point about data

---

protection. Actually, one thing is definitely clear, that a lot of fellows and the participation of fellows in this call makes [my words really] the point that fellows play an important role within not only At-Large but within the whole ICANN community in promoting or doing the real important and great work. So first of all, I thank all participants here, including the fellows, because as we said, once a fellow, always a fellow. So fellows are my heroes all the time.

The data protection issue, since the GDPR is in place, you all know that we have some restrictions as ICANN to share the contacts of the fellows or their e-mail addresses. Their names are posted publicly on the website definitely for each meeting, but it's always hard to share their e-mails outside of this group. But the point is that I am always here as a liaison with the fellows. So whatever information is there, I'm always happy and open to share with fellows and ask them for their further engagement.

Keep in mind, for ICANN 70, we have fellows selected from ICANN 67. There will be about 28, 29 fellows who will be newcomers in the sense that that would be their first ICANN meeting considered as parts of their fellowship, one out of three. So they will be all newcomers who are going to participate at ICANN 70.

And after the official announcement how ICANN 70 will take place, will it go virtual or in person, we will start the activities with the fellows, including the mentoring process, and I will be more than happy to start sharing and promoting all the activities which you are planning to do, including the Twitter competition, Facebook competition among the fellows.



---

So you have my full support in this. And when I see the list of activities planned already, I'm just happy to say that it's really hard work ahead of this whole team, but this is a great start and these activities definitely will bring more input from—the promotional activities will help a lot and fellows will be engaged, with great pleasure I assume, because the experience shows that they really love this type of activity. So you have all my support here, definitely.

And one more thing.

LILIAN IVETTE DE LUQUE BRUGES: Thank you very much, Siranush. It's great. I fully agree with you. You will be our liaison, you will bridge the gap between us and fellows and NextGen, and we will have some private communication with you and the people that perhaps may participate individual, English, Spanish, French and Portuguese, each of them in their native language. And we will start building up their participation in our activities.

I am fully aware that fellows have a representation of all stakeholders at ICANN, and when we speak about NextGen, there's a great variety because people are related to the ICANN ecosystem one way or the other. So this is key, you are key, for our strategy. So, thanks a lot, and I took note of all your suggestions and we will be in close contact.

I can see now that Olévié Kouami has asked for the floor. So you have the floor. Thank you very much for being in the call.

---

OLÉVIÉ KOUAMI: Okay. Hello. Thank you. My comment is about the point 14 of this agenda talking about the Social Media Working Group and staff to create a newsletter. So, I'm asking the question: isn't it more efficient to collaborate with the regional newsletter's producers to cover this topic? This is my question. Because if we create another newsletter, for me, it's too much. So I would advise to collaborate with the newsletters, the regional groups as AFRALO's newsletters, and RALO or the producers of newsletters to produce something at that point. That's my proposal, please. Thank you.

LILIAN IVETTE DE LUQUE BRUGES: Thank you very much, Olévié. It's a good observation, a good remark that you've made. Based on my experience, I think perhaps it may take some time. But the proposal is that it would be a special issue, a special newsletter. So this Social Media Working Group will prepare the newsletter with the information. It'll be a special edition. I would be in charge of creating this, and of course, I will circulate the newsletter so that all mailing lists will receive this newsletter. It is just a special newsletter. I know that I will issue it really fast. Once we've received all the information, we will share it with the rest of the RALOs, and each RALO may take some information from that newsletter and include that information in the regional newsletter. That'll be our collaboration. So, thank you for your suggestion. We will discuss it, but the idea is that this will be a special edition.

I see three hands up. I don't know if they're new or old, from Alfredo and Siranush.

ALFREDO CALDERON: Mine is a new hand, and I'm guessing that Siranush is going to make exactly the same point. For the fellowship program, there is a daily newsletter that comes out the day after the sessions during that date. So if we collaborate with Siranush, we can enhance that newsletter that is published through the fellowship program, and NextGen as well. So if we can organize and coordinate with Siranush, it would be even better, just so we can have a daily newsletter based on the sessions that are going on. That's my comment. Thank you.

LILIAN IVETTE DE LUQUE BRUGES: Thank you very much, Alfredo. I took note of that. We'll discuss it, but it's a good idea. And now I'll give the floor to Siranush because I see her hand is up. You have the floor.

SIRANUSH VARDANYAN: Thank you, Lilian. Just for clarity issue, fellowship is not producing the newsletter for any ICANN meeting separately. We are providing the input and provide for each newsletter, for each issue, one of the fellows to be featured in that newsletter and just sharing and promoting this newsletter among fellows on daily basis. So fellowship program is not producing a separate one. We are just providing the input for the general ICANN newsletters which are produced on daily basis for each ICANN meeting. So it would be better to collaborate with At-Large staff who can communicate with the communication team and to make this happen and included within the general ICANN newsletter published for each ICANN meeting. This is the first thing.

---

---

Second, when we are speaking about engaging fellows and NextGen, please don't forget that NextGen manager is Deborah Escalera and she is managing NextGen team. So please, for further, also include her in the communication so you aren't stuck only with fellows but also NextGen are involved in this information sharing and better prepare for the ICANN 70.

And a third point I wanted to say, I guess Shreedeeep made the suggestion to organize the outreach subcommittee's session with the fellows separately at ICANN 70. If you come up with a suggestion with the agenda and with a date which works for the team, I will be more than happy to include this in the fellows agenda and make sure that fellows participate in this session. and we can combine this session to engage fellows and NextGeners to be a part of this session if there will be a final call to have this session for ICANN 70. That's all from my side. Thank you.

LILIAN IVETTE DE LUQUE BRUGES: Thank you very much, Siranush. And I know that in the first meeting, there are lots of proposals. We are going to get in touch with Deborah. I have her e-mail, and certainly, she's a person that cooperates a lot. She's really committed to NextGen work, and they are one of the key participants for this proposal made by the Social Media Working Group. So we're going to get in touch with her.

You mentioned ICANN newsletter, and this is another important topic to take note. We of course will communicate to NextGen and fellows our proposal for social media so as to be in close contact, because I think

---

the key for this work is to communicate each other and to collaborate with each other. Is there any other hand raised? No, I see none, so Evin, you have the floor so as to close the meeting.

EVIN ERDOĞDU:

I don't know if we want to recap. I noted some comments from Shreedeeep and others regarding the prizes, so I just wanted to note that and also apologize. We were sending the prizes from the Los Angeles office, and because of the closures due to the pandemic, it was delayed. But rest assured, they are on their way. So now that we have that system in place for sending them from the ICANN office, next time, it'll be a faster process. So thank you for raising that, and I will circulate this strategy for promotion and comments on the Social Media Working Group list, and then start with these AIs.

And I also wanted to note, not all of our ALSes but some of them do have hashtags, so I can coordinate with Lilian and the regional vice chairs on perhaps linking with their hashtags on social media and partnering with them that way. So yeah, back to you, Lilian. Thank you.

LILIAN IVETTE DE LUQUE BRUGES: Thank you very much, Evin. So as to close the call, I would like first of all to thank you all for being here. Very good ideas, very good suggestions, and very good reception of those ideas and suggestions. We need to wait and see what happens inside ICANN, how things are developed, and then we of course prepare a program on that basis.

---

So first of all, we will check all the suggestions made in this meeting so as to upload the draft Google doc open for comments, and the idea is to schedule another meeting so as to approve this work schedule for ICANN 70. We will closely cooperate with the people in communications. We will get in touch through Skype, the mailing list, members of the Social Media Working Group. It's like over 40 members. And the idea is that all members may have an active participation.

Evin showed the Google doc for the next meeting. I know that we have the holiday season now, so I don't know if the staff will take some days off. On that basis, we will schedule our next meeting, and we will start scheduling the internal communication that we are going to have with the various groups so as to support each other and to implement this agenda.

Once again then, thank you for being here, for participating in the call, and we are still committed to this group. Thank you very much. Thank you, Yeşim, Evin. I think that we may close the call.

YEŞİM NAZLAR:

Lilian, I see Alfredo's hand is up, before we close the call.

LILIAN IVETTE DE LUQUE BRUGES: Okay, Alfredo, go ahead.

ALFREDO CALDERON:

Yes. I'm sorry, but I do need to press that for the webinar, the webinar team has a workflow and it needs some time in order to have the

---

webinar scheduled for February the 1st if that is the tentative date, or even February the 8th. So my request for you, Lilian, is to identify the speakers for that webinar as soon as possible so that we can get in contact with them and confirm the date and the process that needs to take place to schedule that webinar. Thank you.

LILIAN IVETTE DE LUQUE BRUGES: Thank you very much. Yeah, this is really very important. Before the meeting of January 7th of the webinar working group, it will be great if we have some names for that webinar. Yes, so you're right, this is really very important. And to schedule the webinar for the first week of February is key because people will get ready on time. So we may start then working with the social media strategy. Evin, you have the floor to close the call.

EVIN ERDOĞDU: Thank you, Lilian, and thank you, Alfredo. Well noted. We will coordinate with the CBWG on scheduling the social media webinar. So just wanted to thank everyone again, and as Lilian noted, we'll schedule the next call for the new year as soon as we all reconvene. So, thank you all so much, and stay tuned.

YEŞİM NAZLAR: Thank you all. This meeting is now adjourned. Have a great rest of the day. Bye.

---

LILIAN IVETTE DE LUQUE BRUGES: Thank you very much for the call. I really thank all your comment. Have a good day.

[END OF TRANSCRIPTION]