



UPDATE ACTIVITIES SOCIAL MEDIA WG FOR ICANN 70

PRE ICANN70

DURING ICANN70

POST ICANN70



PRE ACTIVITIES ICANN70

1. Open for comments the SMWG draft of activities
2. Collaborative work between SMWG – CBWG – O&E SC – RALOS – Fellows – Next Gen
3. To create hashtags in EN & ES for social media
4. To create Facebook frames for ICANN70 and the 5 RALOs
5. In the next SMWG Call, activities will be approved and begin implementation
6. SMWG to make 2 promotional videos for ICANN70 (30 sec to 1 min): First with members of the LAC community in EN, ES, FR & PT with an invitation to join ICANN70, and second with At-Large Leadership, including LAC Board members.
7. Staff support:
 - to update At-Large website and wiki workspace with ICANN70 sessions
 - to send email to all ALSes regarding SMWG activities
 - to request Comms template for ICANN70 ALAC/At-Large Talking Points
 - to create graphics for ICANN70 Twitter & Facebook competitions
8. At-Large Social Media Webinar with the At-Large Capacity Building Working Group
“Best practices in social media”
date to be confirmed: february 8 2021 for 90 minutes
Speakers: Alexandra Dans – Lilian De Luque
9. Once you have the agenda of activities and the agenda of At Large sessions, a short newsletter will be created with the most relevant information and it will be sent to the different mailing lists

DURING ICANN70

- ✓ SMWG members and At Large community to participate in and promote the ICANN70 SMWG Twitter and Facebook competitions, take selfies and use the hashtag #ALAC70
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- ✓ SMWG members to engage with ICANN70 Fellows and NextGen, promoting engagement at At-Large sessions
- ✓ During the ICANN70 meeting, constantly monitor the activity on our social media, use of hashtag, publications
- ✓ During last session At-Large of ICANN70, announce the winners of the Twitter and Facebook competition

POST ICANN70

- Create and distribute and ICANN70 SMWG report