
CLAUDIA RUIZ:

Good morning, good afternoon, good evening to everyone. Welcome to the At-Large capacity building webinar on social media best practices taking place on Monday the 8th of February 2021 at 22:00 UTC.

We will not be doing a roll call as this is a webinar, but attendance will be noted on the Wiki as well as the audio bridge. I would like to remind all participants on the phone bridge as well as computers to please keep your microphones muted while not speaking to prevent any background noise, and to please state your name when taking the floor, not only for the transcription purposes but also so the interpreters can identify you on the other language channels. Please speak slowly to allow for accurate interpretation. We have Spanish, French and Portuguese interpretation for today's webinar.

Once again, thank you very much for joining. I will now hand the floor over to Hadia Elminiawi. Thank you. Hadia, you may begin.

HADIA ELMINIAWI:

Thank you so much. Welcome, all, to the At-Large Capacity Building Working Group social media webinar. We are happy to have with us today two guest speakers, Lilian Ivette De Luque, chair of the Social Media Working Group, and Alexandra Dans, communications director for Latin America and the Caribbean from ICANN Org.

This social media webinar will provide participants with the tools and training needed for effective social media account management and engagement, including publication of content and interaction with the

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audience. Welcome all again, and I hope this will be an engaging webinar. And I hand it over to Lilian.

LILIAN IVETTE DE LUQUE:

Thank you very much, Hadia. Thanks for the introduction. I would like to welcome all the participants in this webinar. This is our first webinar organized by the Social Media Webinars Working Group, and this is going to be a webinar for our working group on social media.

As a step forward, in preparation for ICANN 70, this is going to be a session that is going to be organized. So once again, let me welcome you all, and thank you for joining us today. We have people from different regions. So, thank you for participating, thank you for being here. Thanks to NextGen and fellows, to support staff, to members of other ICANN working groups, and members from the Latin America and Caribbean region.

The idea, as I said before, is to make the most of this session. Let me propose you something regarding this session. While we move forward with our presentation, you can take down notes, because the idea is to have a Q&A session at the end of this presentation and to have a dialog at the end of the presentation so that we can start discussing or talk about anecdotes or cases so that we can speak freely and discuss openly regarding social media. We can also share experiences, good experiences, bad experiences, and the idea is that you can contribute with your views and with your ideas regarding other practices or other issues that might be helpful for us in order to have a good and healthy

debate in order to improve our social media presence and in order to be able and be very effective during ICANN 70.

I'm going to begin my presentation in this webinar on best practices on social media by recalling some general practices that we all know, but they're good to be taken into account in order to give a framework to this presentation. As you know, Internet is a sort of phenomenon and the same applies to social media. Internet has grown so fast that on many occasions, we do not know how to manage Internet and social media, and with social media, we have the same issue. If we use them in the wrong manner, it can be harmful, and if we use them in a positive manner, we can have plenty of benefit. And this is one of the objectives of this webinar, that is to say, to show you the best.

So let's go back to the first slide, please. As I was saying before, we have been discussing social media and Internet. As I said before, social media is a very powerful tool, and billions of users around the world connect or use social media to interact, to connect among themselves. You interact with your family, friends, and they also connect to news channels, favorite products, anything that is of interest for them.

So in this case, in order to have a successful interaction during our next ICANN meeting, ICANN 70, is of vital importance, because we would like social media to be active and we want to be very connected during our meeting. Next slide, please.

Before getting into the best practices guide, let me tell you something about very sensible information and the things we need to take into account in social media. As we know, everything that is uploaded to the

network will be there forever. So the right to be forgotten is something that is still questionable.

So we have many battles to fight, and it is very important to have a good control of the pictures that we share and of the opinions that we issue, and of course, of the information that we deliver. This is not only about content, because content is really [relevant,] but it is also about the way in which we do things. Nobody can say that his or her LinkedIn, Twitter or Facebook account is something private, because nothing is private. Everything is public, regardless of the security level that we add to this.

So therefore, the language, the images, the messages will be available for anyone accessing or having access to social media, and this is open in the virtual world. So, presence in social media will provide plenty of information about the people and the image that we give or that we would like to give is important. Participation and pertinent participation can also for example reveal someone that is highly connected to the virtual world, more than to the physical world. And this is something that usually happens. It can also imply or be translated in a different [thing.] And if you don't participate, this can also give signs of very little participation, and we have to find the balance between this.

So let's start by having a very brief best practices guide. We need to use simple language. We always have to check the contents that are going to be published. When it comes to graphic content—that is to say, photographs—that is a great ally for us in order to have a really good interaction with your audience. We need to develop original, quality and

useful content. We can retweet or have other content, but it is good to have our own content available. We cannot steal ideas from people.

We have to investigate and see the hours where our contacts and followers are connected and are active in social media. This is really important, particularly for them to be able to see quickly and with more frequency our content. During ICANN 70, of course, during the sessions, we have to be there publishing, posting information. So before beginning a session, we could for example show what we are doing before the session, but of course, we have to take into account the time.

And we need to use the right social media for each content, because it is not the same to post on Facebook than on Twitter, because each network has its own personality and characteristic. Hashtags are a very good aspect to attract new followers. Next slide, please.

It would be good not to synchronize the accounts of different social media. We usually have a sort of package available to synchronize an account, but each account should be managed independently because each content being published could be different. So it is not good reading the same on Facebook and Instagram and Twitter, so you are reading three times an information. So it would be good to have different information.

You have to respond as soon as possible. You have to keep good manners. You have to be educated on social media. Of course, you cannot reply to everybody in the same manner, because we have the

haters—people or contents that are always providing opinions in a bad manner. And I have experience on this.

Do not accept friend requests or followers just because you would like to have thousands and thousands of followers. And let me tell you something about this. There is something that is going on in Colombia particularly taking into account the political polarization that we are undergoing. We have name for example let's follow good people. So that is a hashtag. And if you're not following that hashtag, you're not supposed to be a good person. And there are people following those hashtags and then we have some problems, because we have different followers and there we have new problems and issues and differences among followers.

And on the other hand, we have some other aspects to take into account. We have the followers on the one hand, but we need to investigate the profiles of people sending you invitation or friend requests. That would be a best option. Then you have to verify information and the information that is going to be shared. You have to verify the sources in order not to duplicate fake news. And there is something very important, and this is to take care of your data in order to access social media. You have to choose strong passwords, and of course, you have to remember them. Next slide, please.

I am reading the chat, and Eduardo, you are right. The translation to English does not include the same as in Spanish. So I am also following the translation into English. But thank you for your message.

Now let's talk about good manners on social media. I mentioned education. That is something that we need to have and that we have to transmit in our physical or face-to-face life and in our virtual life, because communication is the art of transmitting, interacting or participating with other people, and good manners on social media are really essential as well as in real life.

We have good manners, and one option would be to thank people. We have to be thankful, because our social media profiles or our personal or business profiles are working because we have followers, and these are the people following us and interacting with us.

Empathy. In life, we need to be on the other one's place, and the same applies for social media. But this is something that is not very well practiced. But if we could practice empathy, we would avoid some judgment in thoughts on social media and some ideas, political or cultural ideas.

Then we have to smile. How do we smile on social media? Can we do that? We can smile on social media. So your comments on social media have to be good, positive. They have to be enlightening. And seeing the positive aspect in social media as well as in life is a key to success. So we have to get over-negativity and pessimism, and you have to be positive.

Share. We have to help—you have to socialize, we have to share our opinions and ideas with other people. Respect. To be respectful. You have to participate by respecting other people's opinion, because we are not thinking exactly the same. We cannot insult or we cannot just provide opinions without any rationale. So we need to find respect.

Twitter is one of the social medias where we see more expressions of disrespect, and if I may, we sometimes say that Twitter is a sort of sewage because of the comments that we can read there.

Then we have to hear. We hear on social media because we are interested in other people's opinion and therefore, it is of vital importance to do that in order to learn and grow. So we have to hear people, we have to hear our contacts on social media. That is a good thing.

To be self-critical. This is something really difficult. Practicing self-criticism is not easy at all. Acknowledging or recognizing our own errors in real life is going to help us on social media, but this is not an easy task.

Sincerity. We have to be ourselves. We are not supposed to be what we are not, or we cannot pretend to be what we are not. Sometimes, we show our life or we show what we would like to be. So we need to be sincere, we need to be honest on social media, and we also have to be humble and we have to be aware that we are not a book and we do not know everything. We have to be willing to learn, even from bad things. So humbleness is really important for humanity, and we have to work with this because sometimes, this is really important. Next slide, please.

I'm going to speak about the most popular social media. This is going to be a brief summary. These are the social media accounts that we use during ICANN meeting. We have Facebook, and that is the most popular social network. Alexandra is going to speak about that. Then we have Twitter. That is a sort of microblog to report news. Instagram, we share

images with meaning and quality. Google+ for a better positioning of our product. Then you will let me know if you use this, because I received an e-mail not long ago telling me that Google Plus is going to be over soon.

Flickr, that is a profile that you can create where you can post images. This is what we have at ICANN in order to post our pictures. LinkedIn, this is a social media or social network for labor purposes. And then YouTube. So the question would be, what is your favorite social media? What is your favorite tool? And this is something that we're going to discuss at the end of the presentation. Next slide, please.

Here, I'm going to speak about something really important, and this is digital identity, and the importance when we connect on social media. Before moving forward, I would like to say something. Exposing ourselves on social media can have a positive aspect, but of course, there are many risks. Each of us do have a digital identity, and this is what makes us different in the network. This identity is composed by things that we published or things being published by third people. and there, we see the retweets or the information that we share, or something that we publish, and that thing that we published is being shared by people. And if we have not a good security level, people can take that information.

Some people are quite confused and they believe that in order to have a digital identity, you need to have an active participation or presence on the Internet. But that is not the case. If you have a very active activity or presence on the Internet, you have a greater digital identity. In this period of time, it is really important for us to have a digital identity

regardless of our participation or regardless of the frequency with which we participate. We can share perhaps a video or a picture or anyone can comment that picture, they can provide positive or negative feedback. We can have personal data published on documents.

So it is easy, for example, if you pay attention to government social networks, to have personal information. But this implies third people. And even if you don't have an active presence on the Internet, you also have a digital identity. So, what do you think? What gives more information about yourself? Your identity document or your social media?

Well, we have to protect both of them, because criminals can do many wrong things with that information because we are posting information and that information is being collected, and that information can be taken not only for criminals but for anybody willing to take that information. And this can affect anyone on the Internet, and anyone can locate you on the Internet.

So opening a social media profile is really easy. To post information on that social media profile is really easy as well. But we have to avoid spam and bad content. And now I'm going to speak about messaging applications. Sometimes, it is really bad to see the amount of messages that we receive that are really empty or for example messages saying that if you're not sharing that particular information, you're going to have bad luck for example. And we start receiving that piece of information or that particular message on several occasions.

So before sharing, before publishing, you have to think about that. Before posting information, you have to think about the information that you are going to post. The higher the sensible the information is, the higher the possibility to suffer any fraud of identity. You can be a victim of grooming or many other crimes. So please, let's do avoid publishing personal information or too much personal information. And we have to be very careful with the information that we share on kids. That is really important.

Sometimes, we publish pictures of our kids and there, we see people willing to take those pictures or willing to collect those pictures. So avoid clicking on any link or attachment or message unknown, particularly because this can be really risky. And this is also related to the messages that we receive on the messaging application.

And being on social media sometimes makes us not to be so aware of these situations, and sometimes we are not paying attention to what we post or to what we publish or what we see. When it comes to geo localization of our profiles and the content of our profiles on social media, we have to be checking our location and share that location whenever we need to do so. So we have to make a smart use of this feature. Telling everybody where we are at every point in time, this is something really dangerous. For example, we post a picture and we say we are here, we are doing this in this particular location. And we are offering information to criminals, because they know that we are not at home for example.

And the other thing that we need to take into account is that we always have to check our privacy settings. We never should use the default

privacy settings, because this can be translated into different [surprises.]

I'm going to speak once again about respect. We cannot share privacy information or private information of other people. We cannot tag people if they're not willing to be tagged. That is something that we need to take into account, and this is important when we create WhatsApp groups, sometimes we are included in WhatsApp groups without being requested or sometimes we find ourselves in the Facebook groups without our permission. So this is not good. This is something that we need to take into account.

If there are any requests for friendship, we have to be careful. In the Internet, not everything is what it looks, and not everyone is what it says it is. So in Internet, you have to be careful because people lie. If I were to tell you every lie I was told, well, I wouldn't have enough time.

And finally, we have to remember that always in the Internet and in social media, we are ourselves are the first defense line to protect ourselves. Next slide, please.

Let's talk now about best practices. Why? Because as it happens, with the yin and the yang, the good and the bad, there are always two sides to the coin. So, relations in social media are one of the most exploited purposes for the net. Families and friends get closer if they are distant, and sometimes people get apart if they are too much involved in the social media. People who were lost in the past are gathered again. It's fantastic that we meet friends we haven't seen for 20 years. Love relationships are born and die. Perhaps it's wonderful.

But there has also been an increase in the levels of harassment and even criminality. And sometimes, we clash against the people and individuals who say lies. So if you have a message to give [inaudible] people who are actual fake and liars, well, perhaps you can share them afterwards.

So the use of social media and the use of relations in the Internet has to be careful. We have to be careful with the way we present ourselves with the pictures we share and the data we share, and which media we use is also a factor to consider. It's not a question of having profiles in all social media of the world if we're not going to interact in all of them, because we cannot even interact in real life. We are paying too much attention to the Internet media.

This will have a direct impact on our personal and professional life. So this is a reflection I'd like to leave for the end. I'm about to close. I'd like to go to bad practices. As it's listed here, use social media only to criticize. There are people who have become experts in this, haters who only see the negative side. Add unknown profiles. If there is a request of friendship, it's not just a question to accept it right away. We have to check if we have any common features, if the postings that person has made are relevant to what we do, because eventually, that person could become a nuisance and [inaudible].

We shouldn't post anything because that will mean a waste of time for our friends. What we post must have substance. We have therefore to apply self-control. If we posted the same thing in Facebook and Twitter, that is not smart, because the result is not good.

And comparing. Always be comparing is not a good practice. If you compare with someone who has made a great travel and you haven't, it's not right. People have to be free. People have to publish whatever they want. And then another bad practice is stalking., being too much interested in some profiles. That is not good. And then get hooked on the update button. That is not something that we should do at all times. Let's move on to the next slide, please.

So our conclusion for this webinar, though I'd really like to know what you think at the end, what are the best practices or bad manners, bad practices you are thinking of, we can share those at the end. But basically, the skills we show in how we manage our social media will have a direct impact on our personal and professional lives. The world is in a race. Changes have been so fast that even without realizing, we have been adapting ourselves to this world. Nobody was born knowing how to operate in social media. As they move forward, we learn, we adapt, and we don't even realize. And this is a reflection I'd like to share, a list of good practices for social media. This is an opportunity to use them in our favor and not against us.

And this is a good message I want to convey to you. Whenever social media are at our positive service, they're good. They should not be working against it. So, thank you very much for your attention, and we'll continue our discussion after Alexandra's presentation to share your thoughts. Thank you again.

HADIA ELMINIAWI:

Thank you so much, Lilian. Do you want to take questions now, or after Alexandra's presentation? Maybe someone has a question or a comment now. Would you take this now? I actually also wanted to ask you about—you mentioned during the presentation, this is a very informative presentation, and thank you so much for it. So you mention that we don't need really to accept all followers, and my question here is if you're running, for example, a private account, it does make sense to not accept everyone, to vet your followers, but if you're running, for example, an Instagram as a way to advertise for example ICANN 70, do you still need to vet your followers, or would you be just interested in growing them rather than vetting them? Of course, you have the risk of having bots following you, and that's not really good. So, I would like to know your ... if you could elaborate a little bit on that.

LILIAN IVETTE DE LUQUE:

Excellent question, Hadia. Indeed, because let's make a distinction here. First of all, well, let's go back. Private is a relative word in the Internet. What I wanted to say is that we should not not accept everyone. We should accept those people we do know. But we should make a small research on what that profile is about before accepting. If we have, for example, friends in common, interests in common, how much posting this person has done, how many followers this person has.

So, that's what I meant. It's like being a little bit more careful so that we're not going to be ending up with individuals who would later on cause us damage. It happened to me, for example, that I accepted people who are from my environment, people from my same town, from my same city, and [I meet them in the streets] and they never

greet me, because they basically accept anyone from Facebook, following Facebook suggestions. So what I mean is that we should be careful in selecting what profiles we accept. That is for personal accounts.

Now, in professional profiles, well, social media are excellent for promotion. Let's say we have a beauty business or we are influencers for food products or gastronomy, whatever, we have to accept everyone, of course. And actually, the profile should be public because the intention is to grow and to have more profiles, more people following our products and interacting with our services. But in Facebook and in Instagram, there is this option to have a private account, and there, we have to be very careful when selecting our contact. It's a question of caution.

When I receive a request for friendship, I check first. Let's see. With ICANN people, if I receive a request, I double check. If that person has 30 contacts sharing with me and they're all from ICANN, of course I accept, because we are sharing common interests. That is basically the difference, Hadia. And thank you for your question.

HADIA ELMINIAWI: Thank you so much, Lilian.

LILIAN IVETTE DE LUQUE: I see Remmy has a question.

HADIA ELMINIAWI: Yes. So Remmy, please go ahead.

REMMY NWEKE: Hello. Lilian, thank you for the presentation, and thanks to the social media team for putting this together. In one of your statements, you made mention of having a trust platform where one can get information, and government seems to be the onus for that. But many times also, government platforms are used for propaganda, and one wonders how [inaudible] in telling or presenting truths to the people.

Secondly, there are people who use a particular account, and then state that the views that are presented, even though it could be for the organization, is private. What do you think about that? Create an account in social media, and then state that it is for [inaudible] that the views are personal. I would like to have your views on that. Thank you.

LILIAN IVETTE DE LUQUE: Thank you, Remmy. Very good question. Let's talk about the situation with government. When I say government, I mostly refer to the collection of informational data on government employees and vendors, and contractors as well.

I will refer to the case of Colombia. In Colombia, applications were developed in the ministry of public function, which is equivalent to several ministries of labor, so you have these databases with information of each and every employee in every agency of government. In government websites, we also have to publish our information, and this is for transparency purposes, but transparency can

jeopardize my safety, because anyone can download that information. But this is something that we have to accept because there is a law, at least in Colombia, that says that we have to be accountable and transparent and provide information to the citizens on our performance as public servants. So our information is there. It is public and open to anyone. So this is a risk we have to take, and we are bound by the law to do that.

As far as the privacy of our data, as I was saying, Internet is not private. We were led to believe that it is private. Even though we set up thousands of [inaudible] and security devices, there will be leakages at some point in time, and companies, what they do, organizations for instance, is they—and it happens in political campaigns, they move around to see what people's mobile numbers are, to send messages of political campaigning messages. So data privacy is very weak, unfortunately. So this is something beyond our control. Any other question?

HADIA ELMINIAWI:

Thank you, Lilian. There is a question from Chokri about metrics to measure social media impact in attracting new ICANN fellows. I'm not sure that this question is directed to you, or would you like to take that one, or would you like to leave it to Alexandra?

LILIAN IVETTE DE LUQUE:

Let me answer this question very quickly, because this is a very important question made by Chokri, that actually, we have both been fellows, we will always be fellows in our heart. So we are about to start

implementing this metric, because we are now working with social media doing correlations very closely both with fellows and NextGen. So we're going to work on that, Chokri. Thank you very much. And Hadia, if you agree, I'm going to answer the last one, and then we move on to Alexandra.

HADIA ELMINIAWI: Yes, please. It's in Spanish. If you could read it as well.

LILIAN IVETTE DE LUQUE: This question is in French, so I do not understand French. Perhaps we can leave it for the end. So I will now give the floor to Alexandra, Hadia, and thank you all for your attention.

HADIA ELMINIAWI: Thank you. Alexandra, please go ahead.

ALEXANDRA DANS: Just to say that the question in French is, how do you recognize truthful Facebook account from a hacked account? How do you distinguish both?

LILIAN IVETTE DE LUQUE: Okay. As I was saying, we have to do thorough checking, because the accounts are stolen, and there is some cloning. So you have to do a double check to check if there are common contacts, and in that case, let the other person know, "Listen, I have received an invitation from

your account. Is that you?” These are very simple steps that could prevent account cloning. Thank you very much.

ALEXANDRA DANS:

So before I start, for those of you who do not know me, I am ICANN communications director. I work in the regional office in Montevideo, Uruguay, Casa de Internet. One of my main roles is to coordinate the communication functions in Latin America and the Caribbean, and very recently also in North America. I was born in Montréal in Canada where I lived for over 20 years. So I speak French, Spanish, English, and a little bit of Portuguese as well. For this very reason, I’m responsible for ICANN social media in those languages.

Perhaps you are aware that we have a Twitter account in English, but also in Spanish, in French, in Portuguese, and also in Russian and Arabic, but those are not under my control yet. We work on multilingualism in Facebook as well. So let’s start with the presentation proper. Next slide, please.

So the slides are in English, but I'm going to present in Spanish, so you can follow a little bit of each. I will start with a general overview of social media. You will see that some topics overlap with what Lilian has presented, but it’s my hope to contribute and share new details. Then we’ll talk about what makes a tweet effective, what makes a Facebook post effective. We are going to see as well how we can expand, how we can amplify our work in social media. I'm going to touch very briefly on what a personal account is, and I think it’s relevant to close with a

challenge that the pandemic has represented for our work in ICANN. Next slide, please.

In ICANN, we want our content shared on social media to add value and build awareness of what our work is and what our mission is about. The goal of all the messages that we share is always to reinforce our commitment to transparency, accuracy and consistency. We use the social media for information from the organization to get really quickly to our constituencies to the general public that follow us and drive them to take action if any specific action is required.

We also believe that our employees—and here, let me add the stakeholder community can support our work by amplifying through messages in multiple languages. Next slide, please. Now I'm going to share with you some trends and some details of interest. In 2019, there were 3.48 billion social media users worldwide. The use of social media is higher in Latin America and the Caribbean when you compare it with the rest of the world. In 2019, the Latin American and Caribbean has spent three to five hours a day on social media, and this is almost twice the number for North America.

Out of the top ten fastest growth social media platforms, two are in China gathering over one billion active monthly users combined, and as Lilian said, any post with images are 150% more likely to get retweets than those that only have text, and 60% of US Internet users use Facebook to watch videos.

So Facebook is still the most widely used social media platform for Latin America and the Caribbean where you can find more people enjoying

social media. 80% of time spent on social media networks are on mobile devices, and this is very applicable to what we're going to see on best practices later on. Next slide, please.

In this slide, we're going to see a brief overview on the Facebook and Twitter. These are the main platforms I'm going to concentrate on. And it is important to highlight that Facebook popularity has been decreased because young people now prefer WhatsApp and other platforms, but Facebook is still leading in developing countries. We also need to take into account that there are other platforms that are part of this Facebook group. For example, WhatsApp and WhatsApp in Latin America and the Caribbean has a strong presence as a communication medium.

It is difficult to say the platforms that are going to be more relevant in the future, but it is also good analyzing how we can manage platforms in an effective manner, because we need to be on social media, but we need to choose the best platforms for the best audiences, and according to the messages that we are going to share and according to the regional content and context, and depending on the audience. Next slide, please.

Lilian also mentioned something regarding this particular point, and I'm going to speak about some disadvantages of social media as I am pointing out here, both social media, Twitter and Facebook, are subject to some security concerns such as hacking, identity theft, and phishing or spam. And as a piece of information, at the start of 2019, Facebook deleted 2.2 billion fake accounts in three months. So this sort of cleaning being done by Facebook is on a regular manner.

And then we have statistics. There is a participant asking regarding statistics. Let me tell you about this. For example, many of you will know that when we measure TV ratings, a TV channel cannot share that information with for example people. That has to be done by an independent third party, and the publicity fees are based on those ratings.

So there are other platforms providing statistics on different platforms [inaudible] let you know the amount of users and the time that they spend on the platform, but this is an issue particularly when there is no transparency regarding how these statistics are being measured and, for example, when we don't know the traffic being created or generated by the botnet. This is something that we need to take into account as well.

Finally, and as Lilian mentioned before, we have heard about social media use in order to spread fake news or false information. Nowadays, we have no way of avoiding people publishing fake news, and sometimes fake news comes from our own government. This is something that I also saw and something mentioned in the chat. In some countries, the reality of social media or social communication media, the monopoly of communication, censorship, the lack of freedom of speech leads to people going or resorting to social media in order to get alternative information.

So I'm going to speak about my region, but in the case of Latin America and the Caribbean particularly, this is done through WhatsApp and Facebook as I've said before. And on social media, the lack of information or misinformation is also relevant.

And I'm also mentioning that lack of information is even more dangerous in context where there is a preexisting low level of trust in institutions. This is a problem for many regions and countries, and as a point of interest and a piece of information, let me share with you the UN program—there was an observatory being created on the COVID information, and the information shared by social media, this is done in 80 countries around the world, and they found out that there are 15 countries with the lowest ranking performers on the list, and the information they provide, and in this list, Latin America is included.

So this is also related to ideologies. For people coming from Latin America and the Caribbean region, we know that this lack of information or misinformation came from the government, and as I said before, this has to do with the local context and with the trust that we have in institutions. Next slide, please.

I also wanted to speak about what makes an effective tweet. Lilian mentioned something about this, and I have some suggestions for you. Twitter posts have a limit of 280 characters. Therefore, it is a good practice to have a very brief, concise and inviting text. Another good practice would be to include a call to action and speak directly to the readers or the audience, what do we want them to do. For example, read a blog, complete a survey, apply for a program. We need to have a goal in our communication. If we are using URLs, that is a good practice, it would be good to use a link shortener, because you will be saving characters, the message is cleaner because there is a shorter link. And these link shorteners give you the opportunity to have metrics, because we cannot trust on the metrics being provided by the platforms, but in

this case, you can get an idea of the clicks performed under our campaign.

We need to use relevant and engaging images. Pictures will increase engagement by up to 94%, but in this case, these images have to be polished and professional, because sometimes, bad quality graphs and images are going to give us a bad result, and this is going to be translated in a lower participation and fewer followers.

Then I'm going to speak about the sizes of images and things like that. And we also need to think about something important. We need to think mobile. As we said before, the majority of users are using or seeing this content on their phones, and therefore, the images, the video on the text has to be more mobile friendly.

We also need to use relevant hashtags in Spanish. We call them etiquetas. But we have to be very careful, and we don't have to use more than two or three hashtags, because if we have more than that, then the message is not going to be attractive. So it is important to have the hashtag, but we have to be very careful.

And we do not have to publish too much. We have to think about quality over quantity. That is something that Lilian highlighted before. It is not just a question of tweeting ten times during one session, but we can tweet once or twice with clear images and messages, and this is going to be better for our audiences. Next slide, please.

Here, you have an example of our account. You have an example of an effective tweet and an ineffective tweet, and you can see the difference. In one case, the one that is not effective, you are seeing that

there is an acronym. We are not addressing the global audience. There is no clear objective, we are not addressing any particular audience, there is no hashtag, there is no call to action. And the other one is more attractive from a visual point of view. Next slide, please.

Let's talk about Facebook. What makes a Facebook post effective? Basically, we need to apply the same rules, even though it is a different platform. And even though there are some differences when it comes to posting on Facebook because the character limit is privately 5000 characters, the text should be short and clear in order to be effective. Something that we do at ICANN because we are a global organization is to use multilingual posts. This is something very effective for us, and we see that it works much better when in the same post we have more than one language available. In this particular case, I know that Facebook has the option of choosing the automatic translation, but it's not the same, an automatic translation rather than writing that message yourself on the particular language we would like to address.

In the next slide, you're going to see an example of an effective and a not effective post on Facebook, and there you see another example taken from our Facebook account. There is on one hand a post that is not effective, only reading "Looking forward to ICANN 57 in Hyderabad," and in the other case, you see that there is a call to action, there is a more attractive message, and the image is a hashtag, and in the other post, there is not even a hashtag for the meeting. So these are clear examples for you to be able to see an effective post and a not effective post. This is common sense. Next slide, please.

In this slide, I wanted to speak about the different images used in our social media post in Facebook and Twitter. I'm sure that you'll see a picture being posted where you can only see, for example, the feet of people or only the roof, and sometimes you have to click on the image to see the full image.

Social media users are not going to do that. They're not going to click on the image to enlarge and see the full image. So it is better to have a full image at first look. As you can see, Twitter and Facebook have similar image sizes for both platforms. If you use the same image, the difference is going to be very little. But that is not applicable to other social media. For example, for an Internet governance story, the size that you need is different from these sizes. And sometimes, when you have an image and if you do not resize the image, sometimes the text is not complete.

And I believe that we are working with different audiences from different countries, it is important to use an image, and this image needs to be related to the language that we are using on the message. If we are, for example, inviting someone to join a program, it would be good to have an image with the actions translated into that particular language, not to use, for example, an English picture or a picture with the text in English if we are, for example, writing a message in Spanish. Next slide, please.

There are some other rules or tips for sharing videos. These are basic tips, as the idea would be not to have audio, because sometimes users are watching those videos with people around or in a conference for example, and they are not activating the audio. And the duration should

be no more than 30 seconds. Videos should not be more than three minutes, but for example, a video of 60 seconds would be ideal. Next slide, please.

So just to sum up best practices, we need to create engaging content with simple messages, and it is important for you to write and to deliver a message for a global audience. This audience is not going to know about ICANN, or perhaps the audience will not know the community. Therefore, it is important to avoid acronyms whenever possible. For example, if we're talking about At-Large and we would like to invite new people to join At-Large, people who had never been in touch with our organization, it is better to speak about end users and not to write or use acronyms that are not going to be understood by people outside of our community.

There is something that is also important, and this is an effort that we are making since communications at ICANN are internationalized. We are not supposed to use phrases or sayings that would be unfamiliar to a global audience. And this is related to, for example, things like saying, for example, that the program is going to be launched during next winter or next spring, because seasons are not the same in the different countries. So that is something that we need to take into account. We don't have to use sayings that could be very common in the US or in other countries, or even characters or local celebrities that are not going to be understood by a global audience. That is something very important to take into account.

Then we have to use relevant graphics in correct sizes, as I've said before. We need to add a call to action. What do we want the audience

to do with this post that we are creating? And we need to think about quality over quantity. We need to be very careful during ICANN meetings because we have plenty of simultaneous sessions, and even though we are covering or trying to cover them all, sometimes one single post is enough. And the content has to be compatible with mobile devices. Next slide, please.

And then we have to see how we replicate or amplify the social media post or message. From ICANN, we encourage our executive leaders and influential community members to use their social media accounts to promote our content. The best way to increase our audience and the engagement is to have the content and deliver that content to as many people as possible, not only followers. And it is also important to tag relevant users when applicable. If for example we are making reference to a particular person or organization, we need to tag that organization because when we mention or when we tag that institution or person, we are giving people more opportunities to learn about this institution or that institution to share our tag or post.

We need to take into account timing. This is something that we can do by searching in Google for example timing, if you would like to know the best hours to post, you can search for that information on Google. Before the pandemic, the best hours to post were during breaks and midday, lunch breaks and midday for example. We also need to take into account time zones. That is to say, do not post content aimed at, for example, the Asia Pacific audience during North American hours. Sometimes it is good to plan to schedule our post for them to be published at a particular time according to the audience we would like to reach.

We need to use warm and inviting tone. This is something that Lilian mentioned before. Social media humanizes companies, organizations, brands. This is also something cultural in our Twitter account in Spanish for example, since we are addressing Latin America and Caribbean, Spanish speaking audience, we do not use for example the [inaudible] in Spanish, we use [inaudible] in Spanish. And this is not the same for the social media or the messages that we post in Chinese social media. Therefore, it is important to note the context and the audiences.

Diversity of content, as Lilian also mentioned, we need to use engaging images and videos, but we need to post different things in different messages. If you pay attention to ICANN Instagram account, you will see that it is totally different to the things that we post on Twitter.

And multilingual posts are really important. We have noticed how these improved our contact and communication with the community. Next slide, please.

Now, talking about personal accounts, we have five rules of engagement that we have shared with the organization staff. As Lilian said, we have to remember that nothing of what I post in social media is absolutely private. We must also use common sense, be transparent, protect ICANN's reputation as well as that of our own whenever we post, and follow the best practices that we have shared before. Next slide, please.

I think it's not necessary to delve too deeply into this because Lilian has already talked about it. [inaudible], the ICANN staff and the community, it's important that we interact and we share, but we have to be careful

about what we share and with whom. And if we are not sure if a posting is professional, well, remember that you can always check with the organization staff, at-Large staff and the person responsible for communications in your region. Certainly, my colleagues in At-Large know who these people are. But if you are not sure, again, it's good to do a double check before posting.

Now, if I may, I will close my presentation talking about the challenges. But very quickly, I was thinking about sharing some graphics but then decided not to because it would be too long. I want to talk about the impact of the COVID pandemic with the impact it's had on our work. Next slide, please. You might have noticed that in 2020, there was an overload of information, and the social media were flooded with posts on the pandemic, on the COVID 19, and politics as well.

We noticed that governments and healthcare organizations either with government resources on COVID 19 have seen an increase in their social media engagement. Organizations such as ICANN that do not disseminate information on the COVID 19 are not experiencing now. Actually, we have seen a clear decrease in the levels of engagement. And here, we're talking about social media, but it's not just that. There was an impact, for example, on online webinars. There is a strong competition now on online webinars. Many events are now online. So, how do we deal with such an overload of information?

Our most popular posts have always been those sharing pictures [on site,] certainly with a message, but always with, I don't know, a member of our community, video, picture. Now we are facing this challenge of

how to replace this type of content and continue engaging our audience, and why not attract new participants.

So this is a challenge we have ahead of us, on which the ICANN communications team is working. This is all on my side. There is another slide with the contact details if you want to ask me something, if you have any questions. These are actually the social media. They're in English and should have added the other languages as well, Spanish, French, Portuguese, Arabic and Russian, but I know you know they exist. I'm here for you if you have any questions.

HADIA ELMINIAWI:

Thank you so much, Alexandra, for this comprehensive presentation. Indeed, very useful best practices, very good tips on how to amplify the social media [cause.] I very much liked your slides about effective tweets and effective Facebook posts.

So we have a couple of questions here. The first is from Eduardo Diaz. He says, "How you plan for the timing when you are trying to do it globally?"

ALEXANDRA DANS:

Well, as I was trying to say, thank you so much for the comments in the chat. So, we have staff that is distributed, scattered throughout all ICANN regions. I'm talking about communications personnel. So whenever we share messages for the groups of interest in our region, we do that on times that are appropriate for the region. It is clear that that is a challenge when we are talking about a public ICANN event that

takes place in a different time zone. Let's say we are in Singapore, but we have a session that is specific for Latin America and the Caribbean. Well, that is a challenge. But we follow what the people in the event is organizing, we follow the time zone of the event. But we are careful to be sharing within a time period that is the most appropriate for our target audience.

For example, whenever I have a global message on a global process to be shared in the languages of my region in the regional social media, it typically comes to me in the Los Angeles time, which is so late to be shared here. So I'd rather wait until the next day to do the posting. So that is also very relevant, and the person who's responsible for this has to be aware of this. I hope I have answered your question.

HADIA ELMINIAWI:

Thank you, Alexandra. And then there is another question that says, what do you think about orthography, styling and grammar in text? Do users care? That's from Lito Ibarra.

ALEXANDRA DANS:

Yes. of course. Absolutely. Thank you, Lito, for the question. Actually, it is very important, and actually, I missed making some emphasis here. What typically happens to us is that we have very good tweets from community members or individuals from any stakeholder, government, private sector, very good messages that we would really like to share from our social media accounts, but we cannot do that because actually, there are typos, then the drafting is not good.

So that is very much related to what I said about the images, that we have to use good images. The same happens with text. text must be concise and clean. And the spelling is one of the factors. I believe that a message with typos or spelling mistakes is not good for the organization, shows neglect, and this is not something [inaudible] happen. We want to share an image of professionalism in social media.

So this is to be taken into account, not only by us as an organization but also by users. If we want our content to be shared by others, we should look after that. it happened to me, actually, several occasions. I couldn't share content because of typos or spelling mistakes. So, very good. Thank you.

CLAUDIA RUIZ:

Let me check what happened with Hadia's audio. Maybe she dropped. Just a sec.

Okay, looks like we are getting connected. One moment. Okay. Hi everybody. I just wanted to give everyone an update on the bridge that we were disconnected, so now I am showing the poll. If you could all please complete it.

The first question is, how did you learn about the webinar? The options are Twitter, Facebook, At-Large mailing list, AtLarge calendar, Skype, or a colleague.

The second question is, what region are you living in now? The options are Africa, Asia, Australia and the Pacific Islands, Europe, Latin America and the Pacific Islands, or North America.

Question three is, how do you feel about the timing of this webinar, which was 22:00 UTC for today?

Next question, does the webinar duration allow for sufficient time for questions?

The next question is, "I learned something from this webinar."

And the final question is, "I would like to participate in other At-Large webinars."

Hadia and everyone, I am also posting a link to the Google document where you can complete it there if for any reason you're unable to complete it on Zoom. Thank you all very much. I hand the floor over to you now, Hadia.

HADIA ELMINIAWI:

Thank you so much, Claudia. And thank you all for being with us today. Thank you, Alejandra, and thank you, Lilian, for this comprehensive webinar. It was indeed very informative, great tips, and thank you all again for joining us, and this webinar has now ended. Thank you to our interpreters and thank you to staff.

[END OF TRANSCRIPT]