

# ICANN Social Media

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# Agenda

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- ⦿ Introduction
- ⦿ Overview of Social Media
- ⦿ What Makes an Effective Tweet?
- ⦿ What Makes and Effective Facebook Post?
- ⦿ How to Amplify Your Social Media Post
- ⦿ Personal Accounts
- ⦿ Challenges and Impacts from COVID-19

# Overview of Social Media

- Social Media Goals and Trends
- Twitter
- Facebook

# Social Media Goals and Trends



## Business Goals

- ICANN social media content should add value and build awareness of ICANN’s work and support our mission.
- The goal of our social media messaging is to reinforce ICANN’s commitment to transparency, accuracy, and consistency.
- Social media gets information out quickly to ICANN constituencies, and drives them to take action.
- We also believe the expertise of ICANN’s employees can be utilized to help amplify our messages and inform communities globally in multiple languages.

# Social Media Trends



## Social Media Trends

- There are around 3.48 billion social media users in 2019.
- Social media use in LAC is higher than in any other region in the world
  - 3-5 hours a day on average in 2019, almost twice the North American average
- Of the top 10 fastest growing social media platforms, two are based in China (Wechat and Sina Weibo), with more than 1 billion active monthly users combined.
- Tweets with images are 150% more likely to get Retweets than text-only Tweets.
- Almost 60% of U.S. Internet users selected Facebook to watch videos online in Dec. 2017.
  - Facebook also leads in LAC
- Mobile accounts for nearly 80% of time spent on social media networks.

# Overview of Social Media – Twitter and Facebook

Twitter and Facebook are social media platforms that deliver information in real-time and allow for instantaneous connection and engagement with users from around the world.



Twitter

- Founded in 2006.
- Claims more than 330 million monthly active users.
- Over 500 million Tweets are sent per day.
- 79% of Twitter accounts are based outside of the United States with the top-five countries being the U.S, Japan, United Kingdom, Saudi Arabia, and Russia.



Facebook

- Founded in 2004.
- Claims more than 2.3 billion active monthly users.
- 1.56 billion people log onto to Facebook every day on average.
- The top-five countries with the greatest number of Facebook users are India, the U.S., Brazil, Indonesia, and Mexico.

# Overview of Social Media – Twitter and Facebook

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## Security Concerns

- Both Twitter and Facebook, along with other social platforms, are vulnerable to a wide variety of security concerns:
  - **Hacking:** Profiles, accounts, even hashtags can be hacked.
  - **Identity theft and data leakage:** When accounts are hacked, all of your personal and confidential information is made available to the hacker.
  - **Malicious malware/spam/phishing:** It's easy to use social media sites to conduct spam, phishing, and more, just by creating fake accounts.

**At the start of 2019, Facebook deleted 2.2 billion fake accounts within three months!**

## Unreliable Statistics

- With such a large number of fake accounts existing on social media platforms and without a comprehensive and effective way to stop them, reliable and meaningful statistics and measurement of effectiveness (campaigns, engagements, demographics, platform usage, etc.), are difficult to ascertain.
- No social media statistic should be taken as fact.

# Overview of Social Media – Twitter and Facebook

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## Fake News

- The media reality in many countries forces the public to rely on social media where fake news and disinformation spreads fast.
- Additionally, false information has the potential to be even more dangerous in contexts with pre-existing low trust in institutions.

**Covid19 Infodemics Observatory: the 15 lowest ranking performers on this list in terms of news reliability were all in LAC.**



# What Makes an Effective Tweet?

# What Makes an Effective Tweet?



- Twitter posts have a limit of 280 characters so content and copy needs to be **short, concise, and inviting**.
- Include a **call to action** and speak directly to the reader. What do you want your followers to do? Read a blog? Complete a survey? Apply for a program?
- If you use URLs, use a **link shortener**.
- Use relevant and engaging **imagery** – pictures increase engagement by up to 94%. But imagery must be polished and professional. Twitter users are smart and poor graphics/pictures will result in decreased engagement and followers.
- Think **mobile**. The majority of users are consuming content on their phones so copy, imagery, and video need to be mobile-friendly.
- Use relevant hashtags (but no more than 2-3)!
- Don't over-post. Think **quality** over quantity.

# What Makes an Effective Tweet?

## Effective



Did you know that Japan once claimed the world's most powerful supercomputer?

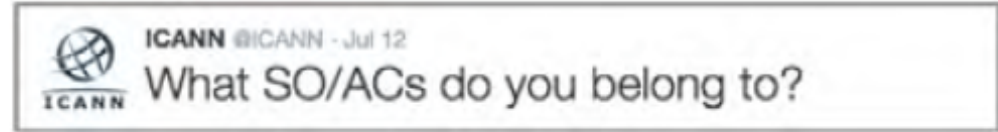
Read our 10 Things You Didn't Know about Kobe, Japan blog to find out more >>  
[go.icann.org/2UwVbzh](https://go.icann.org/2UwVbzh) #ICANN64



- ✓ Text is less than 280 characters
- ✓ Image properly sized (1200 x 600)
- ✓ Meeting hashtag used
- ✓ Shortened URL
- ✓ Engaging image and copy

## Not Effective

### ✗ Poor Twitter Post Example



- ✗ No image included
- ✗ No call to action
- ✗ No hashtag included
- ✗ No link provided to lead people to engage with the post
- ✗ Don't include acronyms when there is room to spell them out

# What Makes an Effective Facebook Post?

# What Makes an Effective Facebook Post?



- Facebook posts have a character limit of 5,000 (significantly more than Twitter) but copy should still be **short** and **concise**.
- Include a **call to action** and speak directly to the reader. What do you want your followers to do? Read a blog? Complete a survey? Apply for a program?
- If you use URLs, use a **link shortener**.
- Use relevant and engaging **imagery** – pictures increase engagement by up to 94%. But imagery must be polished and professional.
- Facebook is a great platform for **video** as there is no length limit. *Example:* instead of linking to a video on YouTube, upload the video directly in the post.
- Think **mobile**. The majority of users are consuming content on their phones so copy and video need to be mobile-friendly.
- Don't over-post. Think **quality** over quantity.

# What Makes an Effective Facebook Post?

## Effective



ICANN

Published by Jane Sexton [?] · April 12 · 🌐

Are you interested in shaping the future of global Internet policy?

ICANN is seeking NextGen applicants in the North American region for #ICANN66 in Montréal, Canada. The application deadline is 10 May 2019.

Apply now >> <https://go.icann.org/2LvCpTN>



- ✓ Main Text less than 5000 characters
- ✓ Image properly sized (1200 x 630)
- ✓ Includes call to action and hashtag
- ✓ Engaging image and copy

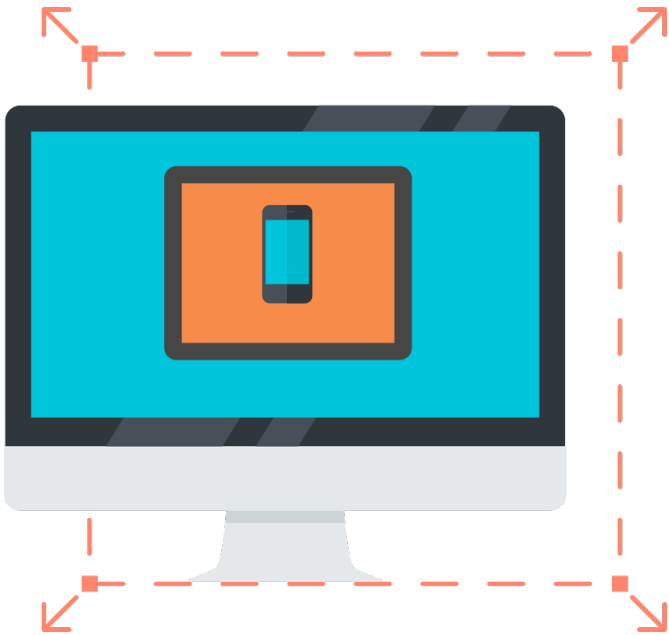
## Not Effective

### ✗ Poor Facebook Post Example



- ✗ Image not sized properly
- ✗ No call to action
- ✗ No link to provide Headline and Descriptive text
- ✗ Doesn't Use the Meeting hashtag

# Social Images and Resizing



It's important that all images used in your social posts are properly sized.

**Twitter** Image size: 1200 x 600 pixels

**Facebook** image size: 1200 x 630 pixels

# Sharing Videos

## Video

Instead of an image, you can also upload a video in a post.



Liana Teo  
@liana\_teo

Following

The big moment. Breaking of the sake barrel.  
#ICANN64



[https://twitter.com/liana\\_teo/status/1105063638270791686](https://twitter.com/liana_teo/status/1105063638270791686)

- The shorter the video the better. Videos that are under 60 seconds automatically loop, increasing the overall number of views.
- The majority of users are **not** listening to any audio while watching videos so make sure your content can be understood without audio (include subtitles if necessary).



# How to Amplify Your Social Media Post

# Best Practices

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- Create engaging content with simple messages.
  - Write copy that is engaging, interesting, and that can be understood by a large audience that might not know what ICANN or its SO/ACs are or do
- Avoid acronyms when possible.
- Don't use phrases or sayings that would be unfamiliar to a global audience.
- Use relevant graphics in correct sizes
- Add a call to action – what do you want audiences to do?
- Think quality over quantity
- Make your content mobile-friendly

# How to Amplify Your Social Media Post

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- **Cross-promotion:** At ICANN we encourage our executives, leaders, and influential community members to use their social handles to promote or engage with our content. The best way to increase your audience and engagement is to have your content reach as many people as possible (not just your followers).
- **Mentions:** Make sure you tag relevant handles and users in your content when appropriate. If your content is highlighting a specific person or organization, make sure they are tagged in the post (ex: @ICANN, @icann\_president, @ICANNAtLarge).
- **Timing:** Schedule your posts for times that are effective. The best hours to post are during commuting hours (AM and PM) and during lunch breaks mid-day (11:00-13:00).
- Also take into account **time zones** – don't post content aimed at an APAC audience during North American work hours.
- **Voice:** Use a warm and inviting tone. Social media is a place to humanize companies/organizations/brands.
- **Diverse content:** Try to diversify your content and use engaging imagery and video when possible.
- **Multilingual posts.**

# Personal Accounts

# Five Rules of Engagement

1. Remember Nothing is Private on Social Media
2. Use Common Sense
3. Be Transparent
4. Protect ICANN's Reputation and Your Own
5. Follow Best Practices



# Personal Accounts



- ICANN staff often share ICANN’s posts on their personal social media accounts – it’s something we encourage and welcome. However, do use common sense when sharing ICANN content on your personal social media accounts. Please refer to the **Five Rules of Engagement** before posting.
- **Remember, do not post confidential information about ICANN.** Ensure your posts about ICANN are professional and appropriate. **If you’re unsure if you should post an ICANN-related message, don’t post it or check with ICANN Communications before sharing.**

# Challenges and Impacts from COVID-19

# Challenges and Impacts from COVID-19



- Especially in 2020, attention spans were overloaded, as social media feeds were inundated with posts on COVID-19 and politics.
- Governments and medical organizations with official resources on COVID-19 have seen an increase in engagement. While organizations, such as ICANN, that do not disseminate information on COVID-19 are not seeing the same increase or even seeing a decrease in engagement levels.
- ICANN's in-person meeting photographs were some of our most engaged posts. The challenge becomes how do we replace this type of content?





## Thank You and Questions

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