

YEŞİM NAZLAR:

Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Social Media Working Group call, taking place on Wednesday, 27th of January, 2021 at 14:00 UTC. On our call today, on the English channel, we have Daniel Nanghaka, Lianna Galstyan, Alfredo Calderon, Priyatosh Jana, Olévié Kouami, Hadia Elminiawi, Sarah Kiden, Adebunmi Adeola Akinbo, Sébastien Bachollet, Bukola Oronti, Sivasubramanian Muthusamy, Michel Tchonang Linze, and Marcelo Rodriguez. On the Spanish channel, we have Lilian Ivette De Luque Bruges. We have received apologies from Olivier Crépin-Leblond, Joanna Kulesza, and from Dev Anand Teelucksingh.

From staff side, we have Evin Erdoğan and myself, Yeşim Nazlar. And I'll also be doing call management for today's call. Our Spanish interpreters are Lilian and Marina.

Before we get started, just a kind reminder to please state your names before speaking, 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:

Thank you very much. Good morning. This meeting is very important because we are going to finally adopt the working plan that we have proposed from December the last year. It was open for comment in a draft version. And we do need to adopt it and to start organizing ourselves through some kind of activity schedule with dates, so as to start each of the activities until we start ICANN 70.

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.

So thank you all for your presence, those who are here today. And we would also like to know, today, what your thoughts are and how you can contribute and provide your support. We're talking to the regional vice-chairs so that this proposed agenda is actually successful.

So now, I would like for staff to show the document that we have put forward for the consideration of the members, so as to have a last quick look at it, to adopt it, and start prioritizing the first actions we're going to take. It's worth saying what is doing faster. And the first thing is the webinar with the Capacity Building group that we have been working with the Webinars Team, a wonderful team led by Hadia.

So let's have a look at it again, what we have put forward as proposal. And at the end of it, I would like that those present here adopt or make a change, if required, so to start the activities themselves.

This is the document. The third thing, collaboration with the groups—the meeting we have with the Outreach and Engagement Subcommittee later. We will promote the cooperation between these two working groups because it is very important. I have always thought that the Social Media WG, with its presence in the media, is actually a good mechanism for more people to get involved and work with the At-Large community.

The hashtags have been created. I would like to have the support of Evin here, with the hashtags. Evin, please, if you could.

EVIN ERDOĞDU:

Sure. Thank you, Lilian. I just wanted to briefly summarize the document, for those who haven't viewed it before. As Lilian noted, we shared it during the December Social Media Working Group call. And it lists the steps that we have to take before, during, and then after the ICANN 70 Virtual Meeting.

So, some of these are already complete, including this document being open for comment, for everyone to see. We mainly want everyone to understand all the promotional activities we're doing so that you can share them in your own network and in your own region. Particularly since the ICANN 70 meeting is based in the LACRALO region, we want to emphasize Spanish as well.

So there are a few things. Now that the ICANN 70 schedule is being developed, once we have the sessions available, then we can start, for instance, a sign-up spreadsheet for this group to attend At-Large sessions and promote them live, like on Twitter, or share photos or selfies of them attending these sessions. We want to have a very visual presence on social media for At-Large

We have just received some virtual backgrounds—at least one—for the ICANN 70 meeting. And then, we'll create Facebook frames and also for the five RALOs as well. And then, Lilian has a wonderful idea as well, that we'll be making promotional videos of members of the LAC community in the various languages, including Spanish, French, and Portuguese. And of course, we'll be creating graphics for our Twitter and Facebook competitions and sending out emails to all of the ALSs regarding these activities. And we also will be developing a newsletter

for all these activities as well, including outreach to the Fellows and NextGen to join our At-Large sessions.

So that's summarizing the pre-activities. And then, you'll see also a draft of that email, which is just a good summary for all of us to see for all the activities that we're planning. We'll be sending this out soon, as soon as we have the information regarding ICANN 70 At-Large sessions.

And then, of course, during the meeting, there's a few lists of how to interact so of course, give that a look. We already have a few hashtags. And of course, we want to create some Spanish hashtags or hashtags in regional languages. So we can always do that. And then, of course, after the meeting, Lilian will, with the help of this group, create and distribute a social media report.

And there's, of course, close collaboration going on with the Outreach and Engagement Subcommittee but also with the Capacity Building Working Group. And there will be a social media webinar in advance of ICANN 70. So just wanted to provide that overview of the document. And I've shared it in the chat. Please, everyone, take a look and provide feedback. Thanks very much.

LILIAN IVETTE DE LUQUE:

Thank you, Evin. You couldn't have summarized it better. Just in a few words, it is what we're telling our working group to do before, during, and after the ICANN 70 meeting. Let's go back to the agenda, if you would, please.

Perfect. As I was saying, that is our working plan. The activities that are most important—the major activities would be the webinar that Alfredo and I will talk about shortly, about it together with Hadia. Also, the Twitter competition. And we want to include Facebook as well. And at the end, there's a very interesting proposal by Akinbo about the use of Instagram, that little-by-little, we'll start diving into it. It's more visual.

And promotional videos, there are two ideas—one, to do a very short thing, as I said in the first meeting—like 30 seconds or one minute tops because it would be ideal for the message to be more effective, short and to the point with very active members in our region, so that they call people and invite them to join the ICANN 70 At-Large sessions and to participate. There will be someone to do this in English, someone to do this in Spanish, in French, and in Portuguese in one single video.

Then, we thought of the need of doing something else with the At-Large leadership—RALO chairs, and Lito, Patricio, Leon, the Latin American leaders. And I have a proposal here to put forward. Either we do one video with them, a short thing. Or on a regular basis—on a weekly basis—to launch a video of each one of them, one or two a week, up to the date of ICANN 70's meeting, where will show one of them inviting people, talking about the meetings. Sergio, LACRALO, talking about the region, RALO's chair. To have individual, very short videos of each one of them, to have them coming out weekly until ICANN 70. This is what I'm coming forward with. I would like to know your opinion on this regard.

Now, talking about the newsletter, it will be something a bit different. We will do it to be sent as a PDF to the email list, where we will receive

the activities where we can all participate in social media and the most relevant meeting so that people can have something in their hands—something really top-of-mind of what we’re doing and what we will.

In a few days, we will have the Facebook from done for our profile. The image that will identify ICANN 70 has already come out and that will be on the Facebook frame of the profile. And also, the one that will be in the background that we will in Zoom for our meetings. If anyone would like to use another background of their region or ICANN’s, you are welcome to do so.

The competition of Twitter and Facebook—and then after we listen to Akinbo, we can include Instagram messages—it is very important. We need to take into account the [cache] that we will promote and we need to see the images that we will come up with in the competition. And I would like to thank you all because you are quite active. And I would like us to get to the At-Large people we know so that they are also active and get involved. That is extremely important.

And another important point, here in item three, is to get to know the thinking of the vice-chairs of the regions. I would ask you to talk a bit, just a minute, to let us know what you think and what your support, your contribution would be for these activities we are engaged into because we are a team and we want all to work together, hand-in-hand. Before we go into the webinar item, I would like to know whether anyone has the floor. Sarah, we can hear you. Thank you for being with us.

SARAH KIDEN: Hi, everyone. I wanted to give feedback when Evin gave an update. I wanted to give feedback about the virtual background. I don't mean to offend anyone but I would just like to say that some of the backgrounds for some of the ICANN meetings don't work well for people with different skin tones, especially darker skin tones. I think the one for the last meeting was one case in point. So I would kindly request the Communications Team to have different backgrounds—dark ones and light ones—so that people of all skin tones can use them. And now, I thank you, everyone, for the good work.

LILIAN IVETTE DE LUQUE: I fully agree with you, Sarah. It is true. It is good to have a variety, a diversity of backgrounds with the best possible resolution. Evin, let me ask you. Is any of our vice-chairs here with us in this call and whether they want to make any comment. Can you help me here?

EVIN ERDOĞDU: Thank you, Lilian. I believe we do have at least one. Unfortunately, not all of them are here today. Some have sent apologies or responded over the mailing list. I believe Bukola is here, Bukola Oronti. She's the AFRALO Regional Vice-Chair. Unfortunately, I don't see Shreedeeep for APRALO, or Natalia for EURALO, or John, either, or Glenn. So that is unfortunate but hopefully they will be on our next call.

I'm not sure if Bukola wanted to note anything. Or even if we don't have the regional chairs, if anyone from the regions would like to say anything, they're, of course, welcome, if they have any feedback on the

ICANN 70 social media strategy. And thanks so much, Sarah, for the comments. I'll pass them on, as well, to the [Com Team].

LIANNA GALSTYAN: Can you hear me? Hello?

UNIDENTIFIED FEMALE: Go ahead.

LIANNA GALSTYAN: Thank you. I'm sorry for the background noise. I'm on the street and on the phone bridge. So unfortunately, I don't see a presentation or the comments in the chat, if any. Just wanted to make some comment regarding the overview strategy and the activities that we are doing. In general, I like it very much, especially the addition of an Instagram account, since that is very popular for our youth and we should aim, also, to involve more young participants. So that is really a good addition.

And also, for the Facebook account. We are doing the competition for the Twitter, for the tweets. But we kind of—well, not ignoring but not putting forward much for the Facebook activity, while in some regions we should take into account that Facebook is widely used and not everyone is using Twitter. So we should, in any way, put our efforts for engaging and spreading the word about the activities that we do.

For the Capacity Building and the webinars that we're planning ... And I know that Lilian has already agreed and talked with the leaders, the GSE

Team, and the leaders from the LAC region. That is amazing. That's really very good for us to share that information. And before that preparation week, before ICANN 70, it would be really good if we have a scheduled announcement or the visuals for that event, for preparation and later on for the main event as well.

And if we have that visual to share with the scheduled timeline, then we can spread through all the regions. And the regional leaders will take that on. And on the right time, through all the regions, we would post it on our account. And also, we can use that mailing list that we have, and share that among our participants, and then later on ask for all the ALS representatives, probably, to share that later on with their members.

So what we're doing, I really like it in the way we do. And the whole teamwork is really amazing. Thank you very much.

LILIAN IVETTE DE LUQUE:

Thank you so much. Very productive, your comments. And noted, because it is very consistent [with what] we are proposing. Now, I'm going to give the floor to the members of the Capacity Building Working Group, Alfredo and Hadia, so that we can discuss a little bit more what the webinar is about. So Hadia, with your hand raised, you have the floor. And after Hadia, Alfred.

HADIA ELMINIAWI:

Thank you, Lilian, so much. So I raised my hand, actually, to comment on the previous discussion. So since Natalia mentioned young participants, and since we are creating promotional videos, and maybe

we are considering Instagram as well, I would propose to consider TikTok, too. So I don't know if you would like to bring this into discussion as well but it's just a thought. And of course, we have the creating videos with PowerPoint webinar coming in February. So anyway, I'll stop here and give you back the floor.

ALFREDO CALDERON:

Hadia, let's talk about the setup we have for the social media webinar on February the 8th. So go ahead. Thank you.

HADIA ELMINIAWI:

Okay. Thank you so much. So on the 8th of February, we have the social media webinar. And Lilian actually sent a description to the webinar. The description says that, "Social media are a powerful communication and approach tool. They connect us and allow us to interact constantly. For this reason, we bring this webinar on best practices in social media. [Inaudible] and effective [account] management, creation] of content, and interacting with their audiences."

So actually, this is what the webinar is meant to do. The agenda will start with generalities, like what are social media platforms—utilities, characteristics, advantages. This webinar is presented by Lilian and Alexandra Dans, ICANN communications manager for Latin American and the Caribbean. So it will follow with guidelines and good practices to follow, characteristics of the most popular networks, and description to social media at ICANN, the channels, [inaudible], audiences, perspectives.

So I think it's a comprehensive webinar, very well-crafted, and it will be very useful to ICANN community in general, not only the At-Large community, in my opinion. And definitely, we are advertising it to the entire ICANN community. And the main purpose of this webinar, at this point in time, is actually to prepare for ICANN 70 meeting in Cancun. And again, the leads of this are our regional leads. We also have in preparation ... So I thank you and I'll stop here.

LILIAN IVETTE DE LUQUE: Thank you, Hadia. Now, Alfredo, we'd like to hear your view on this, mostly about the program.

ALFREDO CALDERON: Thank you, Lilian. Actually, I think it's fantastic and it's adding to what has been done previously in other ICANN meetings. As a whole, I'm satisfied. And I think we're moving in the right direction.

I do want to make a comment about TikTok. And that is basically that let's not overburden ourselves, adding too many tools as part of our strategy. We can look at TikTok, probably, for ICANN 71. And actually, those that want to use it, they can use it as an individual to share information.

But our energies, right now, will be concentrated in using the social media networks that we already have in-place, like Twitter, the YouTube channel, and Facebook. And we already have a competition with the Twitter storm or the tweets. So let's leave it at that for now. Otherwise, we'll have too many things on our hands to work with. And the team

isn't that big to spread ourselves among different social media tools. And besides that, I think that Alexandra from communications will give us some tips on which are the best social media tools that we will be able to use.

Keep it in mind that after the meeting, we want to generate a report. An we need something that's tangible and something that we can actually collect the data from to submit the report. Thank you.

LILIAN IVETTE DE LUQUE:

Thank you very much, Alfredo. From my own experience and the voice of wisdom, I would say I fully agree with you. We have to take it easy [inaudible] effective. And indeed, Alexandra is willing to help us. Her participation in our webinar will actually be very interesting to be aware and get familiar with the entire ICANN universe of social media and communications.

I want to take this chance to thank for the presence of the chair of the communications group, LACRALO, Marcelo, whom, together with Adrian, who is the Capacity Building LACRALO Chair. We're working with them as a team for the region to be actively involved, being deposed in these activities, particularly in the At-Large sessions with all our areas of competence for the activities we have planned. In LACRALO, the spirit is of the great enthusiasm of collaboration to move this thing forward, bring it to success.

I want to thank Natalia for her contribution with the promo card. Your input, Natalia, has been extremely helpful. Thank you so much for that. And based on what you have said, I think we are ready. We are ready to

start and to report or inform, through the mailing list or the Skype channels, the various steps and the dates of our activities, to be better organized. We don't want to be rushing things the last minute. We want things to be done as easily and as calmly as possible. We will now target our energy in the webinar that is coming very soon. And the promotion each of you will undertake will be key for success.

First meeting, we discussed this possibility of involving the NextGen and the Fellows. With that, the intention is to make them aware of what the At-Large Community is through social media. This is the hook we are using to increase the number of people engaged and potential members of our working groups and the RALOs from our At-Large community. So we are going to invite them to the webinar and we're going to send them an invitation to take part in the competitions, and the hashtags, and also attend our sessions.

I understand that the Fellows have to attend some At-Large sessions. That's mandatory for them. But there are other sessions that they can attend as voluntary sessions. We want more people to be engaged and commit themselves and be part of our At-Large community.

I'm checking if there are any other hands raised. I see Shreedeeep is with us, has joined. Shreedeeep, if you are so kind as to give us a comment and help us with the Facebook frame development because the ICANN 70 visual is already available. Is that possible, Shreedeeep? Can you give us your input on that?

SHREDEEP RAYAMAJHI: Thank you. I think we are going on the right track. So from our side as well, we are planning to do some videos and stuff like that. And as she has suggested, we will be doing the Facebook, different regional teams item and stuff like that. So I think we are prepared. And let's go about what else we can do and reach out to the community because it's more about the newcomers. So things should be aligned as for they want. So I think it's never too late. And we can add webinars. We can add our outreach. We can work with our RALOs. So that is my whole suggestion. And thank you for ...

LIANNA GALSTYAN: May I also comment?

LILIAN IVETTE DE LUQUE: Thank you for your suggestions. Lianna, take the floor.

LIANNA GALSTYAN: Yes. Thank you. I wanted to comment regarding Fellows and NextGen participation. We really like this. I personally really like this idea. But I also wanted to share that yesterday, we had the call with regional leaders. And also, there are some general understanding and support arose for that idea, for involving Fellows and NextGen into the session. And especially Social Media Working will really get a good outreach here.

And we wanted to invite Lilian, and Siranush, and Deborah to share about a plan on how this can be done. But really, the way that we plan it is very good. So very good support to this idea. Thank you.

LILIAN IVETTE DE LUQUE: Thanks to you. It's very good that we are all connected with these ideas of expanding At-Large. Hadia, we can hear you.

HADIA ELMINIAWI: Thank you, Lilian. I just had one quick comment. It's not a comment. It's actually an announcement. And of course, on February 15th, Jonathan Zuck will show us how to create promotional videos. So that's an additional webinar that we planned in order to help in promoting ICANN 70. So watch out for the announcements of the webinar. And that's it. Thank you .

LILIAN IVETTE DE LUQUE: Thank you, Hadia. We will be on top of that. There are many things being done jointly with the Webinars Team of Capacity Building. Yeşim, I think that now we can go to Adebunmi's presentation. We can't hear you, Adebunmi. Thank you for being in the channel for social media. Please go ahead.

YEŞİM NAZLAR: Hi, Adebunmi. If you are speaking, we cannot hear you.

ADEBUNMI ADEOLA AKINBO: Can you hear me?

YEŞİM NAZLAR: Yes. We do. Thank you.

ADEBUNMI ADEOLA AKINBO: Oh, okay. So my bad. I've been trying to communicate. I updated the slides, based on questions. And I don't actually know who to send them to. So [please know that I've] been able to ... I've asked for my previous to be shared—my board to be shared. So on that note, if someone is helping me to control the slides, can we go to the next slide?

We're talking Instagram. Not to fault any suggestion but TikTok has not reached the educational stage that Instagram has gotten to. Like Twitter, TikTok has its own challenges. And at the moment, like I said, it hasn't reached the educational stage that it needs to get to. Saying that, like every other social media platform, Instagram is an entirely visual platform. Please go to the next slide. Next slide, please.

Now, the visual assumption allows us to assume that because can take the picture, Instagram would not be needed. However, we [undermine] a [stretch] in publicity some social media platforms create for some of us. When I say "some of us," I mean people within a particular age and we'll get to that. So the social media platform currently strong enough to compete with its ownership, which is Facebook, because Instagram actually belongs to Facebook, is the Instagram. It allows for more engagement. And we'll get to know more about that. It will provide [customer support]. But let's go to the next slide.

Now, the reality check is this. Twitter engages between the ages of 25 to 34. And I've put that resource there [in source]. And Instagram creates a 33.1%, when it comes to engagement. Next slide, please.

Now from the crowd, it's glaring that if you actually want to educate an average person, what is actually going on, you could actually use Facebook because Facebook allows for more characters. But you can only access Facebook through its app or through a browser. Fortunately, the Instagram app is tighter and easily accessible than the Facebook app. And I'm saying this based on research on the number of people who download Instagram and they use it.

So you could actually give storytelling support for whatever activity that the At-Large is doing at any point in time, with any other community. It allows you 2,200 words and you could always use a picture to decipher whatever—or a picture to represent whatever activity is going on. Next slide, please.

Now, the opportunities are enormous and it's highlighted in three red colors—the visual and then simple. You don't have to do a very big or overboard design to pass your message across. You could actually ensure that each header carries the message and that the content supports whatever the header is presenting. And then, it attracts more younger generation. Next slide, please.

Okay. So yeah. Engagement. Engage with netizens where they spend their time on the, understanding your demographics. You will be able ... Someone was talking about algorithms. So we will get there. So this picture is just to ensure that you get the message of engaging. Next slide, please.

The strategies are very simple. We define the content with a graphic. For example, Lilian, I can see a picture, even though I can't see your

face. A picture tells me how she looks like. Now, if I don't have a biography, I can use the content side of the Instagram to define or elaborate more on the biography of Lilian. Just citing an example. [I follow] Lilian. Next slide, please.

Now, we have to define the hashtags and the content. Imagine our first post. Normally, it's always good to abbreviate when you are doing designs. And then probably, your first design gives the full information. So imagine that we are on Instagram and you say, "Welcome online to vICANN 70." You don't know what vICANN 70's all about. You could actually look at the design and, "Oh, v actually means 'virtual ICANN meeting,' At-Large." Now, next slide.

Now, the beauty of Instagram is that it allows you to create slides in one post. So the person or individual who is still on that one post can actually understand certain things while he or she should stay with this particular post. You're keeping the audience and making sure you don't lose the audience, saying, "Participate in all our competitions." Next slide, please.

Twitter competition. Next slide. At-Large Social Media Instagram Competition. Next slide. And if you look at the bottom of each slide, you see an arrow that actually says "next page." At here, it says "thank you." So in four or five seconds, you already get the message. And if you still need more information, you have 2,200 words—characters that you could actually use to put whoever—the viewer, the follower, whoever it is that's following you—to understand the message you are [inaudible]. Next slide.

Okay. So here, it talks about education, orientation, information—informing the average end user who wishes to know more about At-Large what our activities are. And at times when we have no program at all, whoever is in charge of these pages can easily pick up any of these materials, form them into an educational post, and send them out young people, followers, keeping tabs, at each point in time, what he or she needs to look out for. Next slide, please.

Same goes for the next slide. So I will not be saying too much about this next slide. What is ALSs? We could actually do another slide that says, “What is ALSs?” and then inform the follower, who is actually following me, what ALSs is all about and how can you participate in the future of At-Large. Next slide, please.

Okay. So same thing. We’re having a meeting and there’s going to be a breakout—like two meetings separately. We could [inaudible] which meeting. Now, this is the Policy Working Group Call. Now, if it comes up, we can develop a graphic for it and tell any other person who wishes to know what’s going to happen there a brief about what is happening there.

Now, where this is competing a little with Facebook is that Facebook could allow you to do the same thing. But the beauty of the Instagram is that even though you download it on the browser to view, the most interactive, quick interactions in social media at the moment is Instagram. It allows you quick access and allows you to quickly understand what the call is about. This is ICANN meeting. There’s so much and if you are not careful, you may get lost in the whole crowd.

But with a working Instagram page, it's easy to engage the followers or the fans where we are. Next slide.

Okay. So, before this final page, I've actually sent the upgraded slide show to the Social Media ICANN group. I don't know they can get it. But if they can, I would have loved to show the engagement slide, looking at an Instagram Page and trying to understand the followership. Are you with me? Can you hear me, please?

UNIDENTIFIED MALE: Yes. We can.

ADEBUNMI ADEOLA AKINBO: Okay. Good.

LILIAN IVETTE DE LUQUE: Yes, yes. We're here.

ADEBUNMI ADEOLA AKINBO: Okay. So if any of the staff could check their mail to see the upgrade. I posted the algorithm page before this final page. The algorithm will show you an individual and the followership. I will show what you call the header highlights. The highlights will allow you to separate each community within At-Large. So you could have the awards. You could have "about us." You could have orientation. You could have communication—whatever highlights you actually want people to focus us.

During the course of the meeting, someone mentioned video. Fortunately, Instagram allows for 50-second and other amount of videos to be highlighted on them. Again, this was mentioned for TikTok. Education videos are easily developable, and used, and followed on Instagram. Again, TikTok is still having that challenge of being used for education or [inaudible]. Not that it cannot be used, but it hasn't got into that [leverage].

Another thing I have also looked at is the workability. Considering the number of people in the At-Large community, especially in the Social Media Working Group, you can easily integrate your Instagram to your Twitter and Facebook so whatever you post on Instagram easily gets posted to your Facebook and your Twitter. It overcomes the number of characters you can actually use on Twitter because its abbreviated and creates a link for whoever sees your Twitter to go to your Instagram and read the full message. Same thing applies for Facebook. So, one person could actually handle your Facebook and your Instagram, paying close attention to Instagram. Same thing goes for Twitter and Instagram.

Also, below every single picture, you would notice that it's easy to pick the number of people who have viewed, if it's a video, or the number of people who have liked. And there is a button underneath the picture that actually allows you to have what we call insights. The insights will tell you the number of people that go to your page, the number of people it has reached, and some other measures.

Are you with me, please? Is anyone out there? I think I sent ... Okay. Should I go ahead?

YEŞİM NAZLAR: Yes, please, Adebunmi. Sorry.

ADEBUNMI ADEOLA AKINBO: Oh. Okay. Yeah. No problem. Okay. So that's the new update I have done to the slide. I hope it gets to you in good time. And then finally, if you have any questions, I really appreciate. Thank you for your time. You have the floor. I yield the floor.

LILIAN IVETTE DE LUQUE: Thank you so much. Excellent presentation. The challenge of Instagram ... Well, as Alfredo said, we will not be ready for ICANN 70 because we cannot cover too much. But it will be a very useful tool for education and commitment in the future. So I see a couple of hands raised. First is Sarah and then Natalia. So Sarah, you have the floor.

SARAH KIDEN: Hi, everyone. Thank you, Akinbo, for this very good and detailed presentation. I'm actually happy to hear that we can try out something else. I just have a question or a comment. I've heard Alfredo saying maybe we'll not be ready for ICANN 70. So my question or comment is in preparation for the next meeting, can we, in the meantime, do some sort of survey to get a rough idea about Instagram usage in the At-Large community—or we can even start with the Social Media Working Group—so that we know the use and uptake. Thank you.

LILIAN IVETTE DE LUQUE: Thank you, Sarah. I think that in between our meetings, we can start preparing this tool—this channel—so that it could be used in future meetings, as I was saying, for education, commitment and other times. Perhaps we can do some preliminary checks for ICANN 70. We have to talk about that. There are so many things in our hands. But I'd like to hear your views on that, if there is anything we can do. I will now give the floor to Natalia and then we'll go back and discuss Instagram use. Natalia, you have the floor.

NATALIA FILINA: Thank you very much, Lilian. I would like to thank all of you. And I'm happy, again, to be in the core of this work and waiting for the next ICANN meeting. Thank you separately for very nice presentation, Adebunmi. And I'd like to add some things.

So as for Instagram and as for other social media in general, we all understand that each type requires its own type of content. We are not talking about the number of social media channels but more about quality and our efficiency. So if we go into social media, we should understand the benefits of each type.

Of course, we think about our audience but we need to understand that, for example, a Twitter script, our [post catcher]. And if we add some text, our posts go to the person's account and we are spreading the information faster.

For example, Instagram keeps people entertained. Facebook provides more opportunity for discussion in comments. So therefore, my idea is if we are going to different kinds of social media channels, we need to

adapt the content for each social media and understand the goals of working in these channels.

And as I said previously, maybe if we will focus on a small number of channels, we can be more efficient because we all understand that our work as community members during each ICANN meeting, is huge. And we, at the same time, need to care about the spreading of information on social media.

So yes. I'd like to add that videos were very successful for us and we should use this way. And about youth, I would like to add something or to talk from Lianna. So, youth people. Yes. It's very fine. But we need to understand that to organize young people—our NextGen, our Fellows—it's a little bit difficult. And we need to use the [positive tasks1], I think, and remind of their responsibility, if we would like to involve them in our work. But we will, of course, do main work in a consolidated manner.

And I would like to note, as last point, that as you remember, we have not been able to organize the work of reporters who can make a short report after each At-Large session. And in this case, we would give a short description of the content of each session in social media networks. And I think we may try again to use this opportunity. And this is a good way to invite youth to this work and to give a chance to be more active in social media, too, with us. Thank you very much.

LILIAN IVETTE DE LUQUE: Thank you, Natalia. Excellent contributions. I fully agree with you. We must take note of all the comments you've made. I see Shreedeeep has

just raised ... You have the floor, Shreedeeep. You have just raised your hand.

SHREDEEP RAYAMAJHI: Yeah. Thank you. I completely support Natalia. And when it comes to social media engagement, strategic planning is a must. But the point is, at times of ICANN meeting, we lack volunteers. That is the reality. So at such situations, if there are friends who know about Instagram, if there are people who want to use Instagram and play around with it, they can always use the hashtag and go on. It's all about engagement and how we are going to put it out.

You don't need formal planning for doing the work, for doing the outreach, for doing the knowledge that you have or spread. Social media is such a thing. Even for Facebook, the thing we started was we randomly started the frames. So it takes in the [space] is gone.

So what I would suggest is the people who have the energy, who understand the mediums, the communities—because we all are leaders. It is all our responsibility. Then, it's an open [inaudible] lead, rather than [statistical] lead. It's an opportunity. That's how I came in. That's how Natalia came in. She is brilliant. Natalia is brilliant with colors. That's where she puts in. Lilian is brilliant with her experience with the social nature. I'm good with [things]. So that's how we make it out. So I think we should not restrict people.

But having said that, the reality—we have to do some reality check. But use the hashtag. Use the hashtag and it's an open platform for Instagram as well. So there is not a problem using it. So that is my point.

And take a lead. I would say take a lead. We all are there to support you guys, the younger, the youth, the leaders, the newcomers. It's our community and we have to all grow it. That's what I have to say. Thank you.

LILIAN IVETTE DE LUQUE: Thank you, Shreedeeep. I fully agree. I totally agree with you. I am fully identified with what you have just said. We can all become the leaders and leverage our strengths in our respective areas of knowledge to perform successful work.

As for Fellows and NextGen, many of us have been Fellows in the past. And they are led by Deborah and Siranush, whom will be working as their leads. So we want to engage them in very specific activities—activities that do not require a significant effort on their part. It's not the idea to [unorganized and insisting] and makes things simpler. Let's see how it goes.

As I said at the beginning, it is extremely relevant for each of us to become an advertiser of each of us who has responsibility. I want to give the floor, now, to Adebunmi, who has raised your hand. And that's the last because we are well past the hour of our meeting. Adebunmi, you have the floor.

ADEBUNMI ADEOLA AKINBO: Thank you so much. Quickly, Natalia raised a point on content. Like I said, Facebook owns Instagram. But the beauty of it is that Instagram, at the moment, is the only application that is mobile-enabled and easier to

access for the average end user. Not talking about a young person, now—end user. So it puts our message, our colors, our pictures, our imaginations, directly into their hands.

When you send a post, a friend of a friend sees it immediately. Why? Because he or she is connected in one way to the other person. When you send a post, you have an opportunity to send your hashtag, either in the picture or on the content. It does not restrict you both ways. When you send a post, you can actually include up to 10 pictures in a single post and at least have 2,200 characters of message.

Whatever the others agree, I am ready and willing to support. The fact is, the best way to come in the future is to use Instagram. Thank you for the audience. I really appreciate your support and [continuing]. I think it will be in the shared good of all. Thank you so much. Thank you.

LILIAN IVETTE DE LUQUE: Thanks to you for your excellent words. Thank you very much for your initiative and for bringing light, in our work, to understanding and managing the social media. Shreedeeep, is that a new hand or an old hand? Shreedeeep?

SHREDEEP RAYAMAJHI: Sorry. That was an old hand.

LILIAN IVETTE DE LUQUE: Okay. The hand is down. So I will now give the floor back to the staff, Evin or Yeşim, so that we close our meeting because we are well past

the hour. But before that, let me thank you very, very much for your contribution, for being here. And we'll continue and follow up so that we can move forward with our ICANN 70 project. Thank you so much.

EVIN ERDOĞDU:

Thank you all for joining. Bye-bye. Have a great day.

NATALIA FILINA:

Thank you very much. Bye-bye.

YEŞİM NAZLAR:

[Inaudible] today's meeting. This meeting is now adjourned. Have a great rest of the day. Bye-bye.

[END OF TRANSCRIPTION]