CLAUDIA RUIZ:

Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Social Media Webinar on Tuesday, the 16th of March 2021 at 15:30 UTC. We will not be doing a roll call as it is a webinar. But attendance will be taken from Zoom as well as on the phone bridge and noted on the wiki page.

I would like to remind all participants to please mute your microphones while not speaking to prevent any background noise and to please state your name when taking the floor so that the interpreters can identify you on the other language channels and to please speak slowly to allow for accurate interpretation.

We have Spanish, French, and Portuguese interpretation on today's call. Our Spanish interpreters are Veronica and David. Our French interpreters are Aurelie and Camila. And our Portuguese interpreters are Bettina and Esperanza. Thank you all very much. And with this, I hand the floor over to you, Lilian.

LILIAN IVETTE DE LUQUE:

Sorry. I was muted. So, good morning, good afternoon, and good evening, everyone. I would like to welcome you all to this session. This is our last webinar before the ICANN 70 meeting that is going to be held next. So the objective of these webinars is to get ready and to finish with our preparation that was started back in February with a webinar on best practices. And today, we have a rich agenda with very important topics. And these topics are going to strengthen our skills as

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communicators and as people communicating in the At-Large, community during ICANN 70, in social media.

So today, we have some speakers. We have Natalia Filina from EURALO. And she's going to speak about how to build, promote, and engage in a social media campaign. Then, we have Shreedeep Rayamajhi from APRALO. And he's going to present about how to be a Twitter star. Jonathan Zuck, he's a great collaborator. And he works and he collaborates with the social media working group. So he's going to give us some tips so as to a work on social media. And finally, we are going to speak about the activities that we are going carry out during ICANN 70.

So, without further ado, I would like now to give the floor to our dear Natalia Filina, who is going to present. So, please, Natalia. Go ahead.

NATALIA FILINA: Thank you very much, Lilian. Thank you. Claudia, please …. Yeah. No. It should be my presentation, I think. Yes. Thank you very much. So, I can start. First of all, I would like to say that I'm very excited to start this wonderful webinar and I welcome all of you. Lilian, you coordinate all social media activities during this ICANN 70 meeting. And all social media activities, Latin American and Caribbean Region of ICANN. And I would like to greet all of my colleagues, friends who will give us a lot of useful information to better present us in any digital communication channels or where we talk about At-Large, ALAC, ICANN.

So, I'd like to share with all of you my experience, how to build, to promote, to engage and to build effective social media campaigns. So, next slide, please. It's short information about me, who is the speaker.

My name is Natalia Filina. I'm living in Russia, in Moscow. I am a part of our wonderful At-Large community and I'm secretary of EURALO, as well as I'm a member of Capacity Building Working Group and Social Media Working Group.

I know exactly that our outreach and engagement work bases on our strong ability to build effective communication within our organization and with entire community. And if we want to keep in touch with our members and other interested followers, we should use all great benefits of social media. It's cheap, it's simple, it's very attractive. And now, it's so informative, too, which we are using almost, I think, every minute of our life and every second of our digital life. Next slide, please.

I hope this presentation and this part of webinar will help you to improve your social media presence for your personal and business purposes. But at first, we will talk about our At-Large social media activities and our activities during ICANN 70. And Lilian will tell us about our plan and our strategy. And we will talk how we should or will maintain the positive image, how we can communicate with the audience and transfer our messages with the goal to get—it's very important to expect a reaction from our followers. And we will talk about how to build social media campaign, how to organize work in process, and what best practices do we adopt for the ICANN 70 At-Large social media campaign. Next slide, please.

First of all, I would like to present our Social Media, great Working Group team. They are my wonderful colleagues, about which work I will tell you during my 10 minutes. And there is not full list of names, as you can understand, because many, many At-Large members are almost every

day helping us and improving our work in social media. And I would like to thank all of you for your effort, and your commitment, and hopefully we will have all of you in our social media channels as active commentators. And I hope we are having all of you now here, during this webinar. Next slide, please.

So where do we start? Of course, for the bright and right start, we need a plan and we need a strategy. Why reasons for this? So if you'd like to have an expected result, we cannot be [inaudible]. It would also be possible to identify priorities. We should identify or establish mechanisms for coordination and for work. So we should set up a base of promos—I mean pictures, messages, videos, infographics, and identify the resources and timeframe. Next slide, please.

Next slide will help me to explain or use this idea. You can see now an example of At-Large social media strategy. We were using it for ICANN 69 meetings and our social media activities. And it seems to me that it's quite a good example. But I'm sure and I know exactly that now our Social Media Team, with leading of Lilian, will build a better one.

So each piece of this graphic is very simple, as you can see. And create for us a system or as a base for well-coordinated work. You can see that we know almost all about our target audience. We identified the timing of our work. We know our goals and we identified our tasks of our work. And we decided which social media platforms we are using. For example, for this social media campaign, we are using Instagram, too. And we know about our expected results. And I'd like you to know that the metrics are keys to understanding the result and effectiveness of our

work. And of course, it allows us to create a base for our first campaign reports and analytics. So, next slide, please.

What do you need for a successful social media campaign? I think the first thing—and maybe the last thing—is a great team. As we said above, we should identify our resources. And I guess you understand that social media working—we're all working in social media now—takes a lot of time and effort of well-educated, committed, and very creative people. And the core of At-Large Social Media Team has the responsibilities. And the entire community Is invited to support our campaign to help us to spread and share the information and engage more people in dialog and in our work. And I can say that all of you are our time.

So the next slide shows how it looks like in At-Large when we invite all people to help us. And you know I asked Santa this Christmas to give us the opportunity, maybe this year—hopefully this year—to meet each other again and allow me to gather more new photos like this from our face-to-face meetings. Next slide, please.

The next rule in my presentation is to be interesting and to explain easily. So the ICANN At-Large work may be sometimes not so easy to be explained or not-experienced members of the entire community and maybe of the ICANN community, too. So therefore, we had tried to find a simple way to explain the topics of our sessions, webinars, calls, meetings—online meetings for now. And we are explaining our acronyms, and maybe sometimes the working processes of the community, and the outcomes. And it's especially important or the newcomers and for the non-technical community, for youth, for

academia and researchers, in which engagement we're now focusing on, too.

And two words about the pictures, graphics, and images we are using. So I do remember, from my work and experience, that the most attractive advertisement should include the images of pets, cats, girls, and kids. So we don't follow this rule. We are trying to find the way to explain, even by pictures, our topics of the messages, sessions, calls. And we are trying to highlight the multinational nature of At-Large community. And we are using the guidelines like brand book, like it is in different companies, to use right colors, styles, backgrounds, and putting just a lot of pictures. It is general rule for all social media posts, I think.

And I'd like you to know that we try to translate our messages in different languages for being more understandable for the people from around the world. Next slide, please.

Okay. It's our wonderful people—stars of our community. And I'd like to say that I'm sure you heard, not once. It's also called a personal brand in social networks, in advertisement campaign. It is, first of all, a recognizable image of an expert in a certain field. But it also means the respect, the reputation, and powerful messages that your followers are waiting for. In At-Large, we show all the time and we tell about our leaders. They are at the root of the processes and progress. And we know about it.

And we would like that our audience know about it, too. And I'd like to remind that the use of videos is always much better than using just photos. And this great that all of our sessions now—the most number of

our sessions—you can find on YouTube channels and you can always watch this. Next slide, please. Thank you.

So the rule number five is show the inner workings of your organizations. Social media activities should include the complement of our inner working processes. If we were, for example, a building company, we would cover the building process—the work of improving an architecture project. Or maybe we should show our way to deliver the building materials.

But we are in At-Large. We all the time invite to contribute to the ICANN public comments proceedings and are ready to give any updates, news, information to show the source of information and to meet all of you on our calls, sessions, webinars, and discussions. And this is interesting. And I really think that it's interesting to see our people—to see how we built our discussions and how we get our results of our work and. And it, of course, builds the trust and shows our transparency. Next slide, please.

This is a very important rule—care about your audience. For us, for At-Large, we always should remember that our community is so big and our community is multinational. So people from around the world, working in At-Large, are going to join now and remind about the schedule. We've indicated times of our session, or webinars, or discussions. And we remind about time zone. And we always tell about supported global languages on which our sessions or webinars will be translated. It's very important.

Now, we know that it's still not so easy time for us. And we know that not everyone is able to join, in the right time, our session. And I think it,

unfortunately, will be true for ICANN 70 sessions. So we should care about our members and our followers and we should provide the information about the links to the records, too. Next slide, please.

So I like so much this rule number seven, push for the feedback on social media because if I will ask you or my friends, "Why do you like the social media?" I think you can give me—or all people can give me—a lot of reasons to love it. But when we launch the At-Large campaigns, the most important benefit is the ability to keep in touch with our target audience and getting feedback. And you know that from 2020 year, we're using the hashtag, #AskAtLarge in social media. And we're always ready to answer to all comments and to all questions. And we are happy to receive it.

I'd like to note that we can remember that negative comments are not our problem because allow us to show the democratic nature of At-Large community—to figure out, always, something new and start the dialog with the people. And I can say that we should use this opportunity to raise up the issue or to give, maybe, food for mind, and new ideas, and new ideas, related topics we need to focus on. And the popularity sometimes comes to us after the—maybe not comfortable but after not-so-comfortable questions or comments in social media. And we need to use this opportunity to be more popular. Next slide, please. Thank you.

So, you know that each ICANN meeting, we are organizing a Twitter competition. And I'd like to encourage you to follow our social media, find information about our competition, participate, create interesting and beautiful tweets with pictures, with your portrait, and see how

much retweets they will have, and getting prizes. So I'd like to say that I'm still waiting for my prize from ICANN 69 and I will be very happy to receive it. Next slide, please. Thank you.

It's very important to catch this opportunity to build joint campaigns during our social media campaigns. To build joint social media campaigns means to make it stronger, and to increase the audience, and to remind about our potential—about our partners, structures At-Large, our members. We're always doing this—doing cross-postings with our partners and [focused] with ICANN as the main partner of At-Large. Next slide, please.

The next rule is don't stop. You know, it's not so correct, related to our audience, to stop the social media campaign and social media dialog with our community when our main event—for example, ICANN 70—is over because when we disappear from the public field, we disappear from the mind of our followers. And At-large is working in social media before, during, and after ICANN meetings because we really have a lot of information to share and we always invite people to participate in our activities now, as now there are virtual activities—unfortunately, just virtual.

And after ICANN meetings, we are having the opportunity to gather people and to give a short summary from ICANN community—in our example, from At-Large community after At-Large sessions. And we always announce the date of our sessions for different regions or different languages. And you know that after each ICANN meeting, we slowly come to the next ICANN meeting and different internet governance events, which we are waiting, supporting, and which we are

participating. So this rule is about we constantly keep in touch with our community and our followers.

It is the end of my presentation. Next slide, please. I think you know all of our social media channels. But it may be useful information for you. And I would like to thank all of you for your attention. And please follow us in our social media. Thank you having me in this webinar. And I'm giving back the floor to Lilian, Shreedeep, and Jonathan and waiting for the very useful, interesting, presentations of them. Thank you very much.

LILIAN IVETTE DE LUQUE: Thank you very much, Natalia, for your wonderful presentation. Now I'm going to give the floor to Shreedeep. He's our next speaker. And after that, we will continue with the presentation. So, Shreedeep, please go ahead.

SHREEDEEP RAYAMAJHI: Thank you, Lilian. Thank you, Natalia, for that interesting presentation. Indeed, you've covered all the topics. And now it comes to me. I'm basically Shreedeep from Nepal. I'm currently one of the regional chairs of the Social Media Working Group. And here, we have been doing this Twitter Star webinar from last three meetings. I think we started this in ICANN 68. And from then, we have been conducting this. Can we have the next slide?

So the basic objective of the webinar is to help our members use to some tips and tricks to promote, and capture, and share information about ICANN 70 meetings. Next slide.

So, regarding the webinar, this presentation is created by me and Glenn. Everybody knows Glenn. And It was he who motivated me to create this presentation. And we both created it. Next slide, please. And here is our bio, as well. Okay.

So now, so basically the presentation starts. And the first rule of our presentation is your online presence. So when you are using Twitter—not just Twitter, and social media—it's all about trust and how you portray yourself. So whenever you are using social media, what I would suggest to our leaders is to have their information—the information that they want to share—be correct and precise. And what that does is that helps you to create a certain credibility. And it's always good to be yourself, not faking or not being someone else. It's just really comfortable being yourself and having your precise image that helps in getting that attention. Next slide, please.

So rule number two is connect with others. Especially Twitter is all about networking. And when you are socializing in Twitter, you basically want to tweet as well as you want to share as well—tweet it as well. So in such conditions, you have to follow people who you know. And you follow them back, and you get connected. And If you see the messages that are relevant to you about your region, about your culture, about the topics that it interests, then write a message and start the discussion. And that is the way to do it. Can we have the next slide?

Rule number three is be generous, promote others. Every time you promote people, they also give you back. So every time you like someone's tweet, they keep into mind that, "Okay. Somebody has done it." So you do your genuine work. Always be there. Be attentive of all the issues. And comment in a precise way.

So the basic one here is all about consistency in what you are commenting because when you comment, people also come back to your profile and they also check your profile about what you have tweeted. So if it's relevant, then there are more chances of visibility. And visibility matters hugely in social media for engagement. So it matters for how you are going to create and how you are going to network, how you are going to write, how you are going to tweet your content. So it's very important that you become consistent with quality content. Next slide, please.

Rule number four, ask and answer questions. Comment on others, as I have mentioned. It's very important, when we are in this virtual world, nobody is an expert. Let me tell you. Nobody is an expert. We all come from different regions. We all need to connect. And for a person who's coming from Africa, he's a leader. So he knows more about the culture. The person who's coming from Asia, that person's a leader. He knows more about Asia.

So that's how we have to connect. We have to ask if there are issues, in terms of the content that we are interested in during the meeting. Then, always have that curiosity to ask that question because that helps in networking. That helps in connection. It's the way how our community is not about being a leader. No. It is all about helping the

community—helping, collaborating, networking. That's what it is all about, I can contend. That's what I have learned. And that helps in sharing knowledge. That helps in creating better engagement. And that is a real part of the conversation that starts. And that is very important. Next slide, please.

Rule number five, acknowledge the sources. The thumb rule is that if you are getting any information from anyone or any space, always, always, always credit that because the more you credit, the more you get appreciated. And that is a very good way of appreciating others' work, as well as how you're going to learn. And being respectful to the content creators is something that is very mutual. Next slide.

Rule number six, use pictures and graphics. Every time you are uploading any pictures, try to have good quality pictures. Ultimately, that quality of image matters because every time you see a picture of somebody in a profile, or if somebody has uploaded a good-quality picture, then you're like, "Good."

And that's the way to increase the engagement. Engagement is not just about interaction. At communication level, engagement has many dynamics. It represents quality. It represents how you are going to lay out your content strategy. There are a lot of things that matter. So in such a way, the best way is to have good-quality picture. And that way, people do notice. Next slide, please.

Rule number seven, mention and tagging. This is a very good strategy, if you are tweeting or if you are even using Facebook as well, tagging people with relevant content or relevant issues, that helps to create

engagement. And that we all know. So it is more about how you are going to make that impact and how you're going to portray the story. So that is all up to you, about how you are going to create that engagement, because ultimately, it's your account, it's your idea, and it's your vision.

So, people are there. Leaders are there. And you just have to reach out. You just have to tag them. You just have to talk to them, ask them the right questions. You can just introduce and be there. And this helps you to enhance your audience as well. This helps you to increase your communications skills as well. So, it really helps. Next slide, please.

Rule number eight, hashtags. This is very important. The hashtags, currently, for the ICANN 70 are #icann70, #ICANNAtLarge, #atlarge, #AtLargeWebinars, #AFRALO, #NARALO, #EURALO, #LACRALO, #APRALO. There is a new one, #AskAtLarge, which you can use. And moreover, it's all about how you are going to be visible. Visibility is something that is very important when you talk about engagement. And even—thank you, Jonathan--#AtLarge70 as well.

So be relevant. If it's related with food culture, tag it. There are so many things internet is connected with. It's your choice. It's your tweet. And you have to be created about how you're going to use the hashtags. You have to use the official hashtags, as well as you can use the local geographic, cultural hashtags as well. Next slide, please.

Rule number nine, don't be abusive. Be nice all the time because everyone is connected to everyone on the web. Web etiquettes are something that really matters. Be polite. There is no dividend in revenge.

So a lot of the times, you get into situations. But it's always your right to be polite and be humble. It really matters about having a clean image and doing the job well. Next slide, please.

Yes. So social media engagement. Now here, we talk about social media engagement. I think Daniel also mentioned about this somewhere in the chat. This is the thing about social media. Whenever we talk about social media, it is not just about action. It is about observing, following, engaging, endorsing, and contributing as well. So it's all about how you're going contribute, how you're going to relay the content that is there, the event, the actions that are happening in ICANN, and how you're going to really do things to your own region or own country's things, or problems, or challenges that is happening. If you do that, that is the best way—to create a story, to create an engagement, to build up that content.

So a lot of the times, what people don't do is people just tweet. Every time you tweet, always have a content and always have a certain engagement strategy so that people can get back to you and then follow the thing. As I said, always relate the tweet to the actions happening to your country, about the things that you are facing in internet, or the challenges that you are facing in the internet. That way, people can relate and your visibility will be quite highlighted. Next slide, please.

Yeah. Questions and answer. If you have any questions, if you would like to speak, and if we have time, I would request the moderators to allow people to speak, if they have any questions. Because ultimately, what I see is a lot of the times, people do say, "We want to do this. We want to do that in social media." But there is no restriction in social media. Social

media is open. Do. If you want to use social media, then the boundary is endless. It's your space. It's your thinking. It's your capacity. It's your strategy. Use it. Do it.

That's what I said because when I started my journey in ICANN Social Media Working Group as a chair, when I talk about #AskAtLarge, it was something very small that started but it picked up because that was an idea that we started with the thought that people should have the right to ask questions. And now, it is picking up. And that's what I want the leaders from Africa, from Asia, from Latin, from North America … Do it. If you have anything new or if you want to go for it, then do it. Yeah. Please, please, please. If you have any questions, lay out. Or I think my presentation is done.

You can always contact us. We'll always be there during the meetings. We will be engaging. And always, always try to create a regional collaboration. That's what we are lacking during our meetings. And regional collaboration, I need to say, let's have a tweet regarding DNS abuse issues so that it can further used in the ICANN Policy Working Group as well. Thank you.

LILIAN IVETTE DE LUQUE: Thank you, Shreedeep. Excellent presentation. It was very illustrative. It made us learn many new things and reinforce the knowledge we have. So we'll now give the floor to Jonathan Zuck, who is going to deliver a very interesting presentation on social media. Jonathan, go ahead, please.

JONATHAN ZUCK:	Thanks. Can you hear me okay?
CLAUDIA RUIZ:	Hi, Jonathan. You sound kind of low. Can you please speak a little bit louder.
JONATHAN ZUCK:	Yes. Hang on a second. I don't know why I'm sounding so low but let me … How's this? Does this sound better.
CLAUDIA RUIZ:	It's a little better. I'm just checking with the interpreters. One moment. Can you please say a few words?
JONATHAN ZUCK:	Or this? Is this better?
CLAUDIA RUIZ:	Looks like they are having a little bit of trouble hearing you. Can you just test a little bit more, please? A few words, "Hi. My name is Jonathan."
JONATHAN ZUCK:	Yeah. It should be automatic. Uh, hi. My name is Jonathan. I'm going to just give a few random tips associated with social media.

CLAUDIA RUIZ: Okay. Better now. Thank you so much.

JONATHAN ZUCK: All right. Excellent. Okay. So the first question—and thanks for this great presentation, Shreedeep. And, Natalia, there isn't a whole lot for me to add. It's really more just drilling into a couple of the things that they spoke about.

One of the questions that comes up is who's the audience? And for us, that's a decision between is it just the people that are inside the ICANN circus tent or is it the rest of the world that might be interested in the issues that we're talking about during the ICANN meeting. And the way that we should approach our hashtags and our attempts to get people engaged are going to differ between people that are kind of in the know and people that aren't.

So one example of this … Before I go on to that, one example of this is an old formula that we used at my old office, which is an audience plus purpose equals design. In other words, figure out who your audience is, what your purpose is. And with those two things, you can figure out what the design of your video should be, your presentation should be, and really what your posts should be.

So one example would be the #DNSabuse. It turns out, "DNS abuse" is not a widely-used term. If you look down at the bottom of the screen here, it's got a popularity of one. So if it's your intention to randomly catch people that are interested in DNS abuse, which is something that does matter to our constituency, you might not catch them with the

hashtag, #DNSabuse. That's the way we talk about it in ICANN because we deal with the DNS. And so, we therefore think of it in DNS terms.

But if you, for example, say #cybercrime, you can see that it's a much higher popularity of hashtag. So far, more people are subscribing to it and it will come up in their feeds, that particular hashtag, far more frequently than #DNSabuse will. So choosing your hashtags, it becomes a very critical part of doing your social media posting because if you want to grab people from outside of your inner circle—outside of the ICANN tent—then choosing hashtags that already have a high popularity associated with them will help you attract those people.

So one site that you can go to look at the relative popularity of hashtags is the all-hashtag.com. So that's my first big tip is choose your hashtag based on the audience that you're trying to attract. And a lot of these sites will actually break things down regionally as well. So again, you can choose hashtags that are particularly important to a very specific audience as well.

The next thing that came up in both presentations is that pictures are worth more than words. There's an old adage that a picture is worth 1,000 words. And nowhere is that more true than in the realm of social media. Posts with pictures and videos get viewed more, clicked on more, liked more, shared more, retweeted, reposted more than the posts that don't have those things.

So think about where you might get images. One of the ways to get images is just to do, when we're doing Zoom calls, is to do a screen capture. On all three platforms, Windows, Mac, and Linux, you have the

ability to capture the screen. And I'm happy to go over that with folks, if that's helpful. And then, you can post the picture of the person as they're talking as part of your social media post.

The other thing is just to come up with images that are interesting and somehow relevant to the thing that you're discussing. And one good source for royalty-free images is something called Pixabay. If you go to Pixabay.com, they're all licensed for unlimited use. You don't have to pay a license fee. You don't have to attribute them. So if you go to Pixabay, you can find images that are relevant to the topic you're posting about and you can make use of them inside your posts.

One of the things I did to be helpful is I went onto Pixabay and I downloaded a bunch of images that seemed relevant to some of the sessions that we'd be talking about. There's a couple here that are related to regulation. And I think that particular plenary has been pushed off. There's some GDPR images, issues about Europe and privacy. There's some issues related to helping others, which is like our applicant support issue.

There's issues related to the contract. I created some word clouds. There's some great free sites on the web that allow you to create these word clouds. So for example, the DNS abuse image down here, I created by uploading the PDF of the Contracted Party House's DNS Abuse Framework and it generated a word cloud for me from that PDF.

So just different things you can think about as examples. And these graphics are available for your use. And you can find them here. Atlarge.wiki/resources will go to a Google Drive that has all those

graphics in it and it also has all the promotional videos that we've produced, if you want to share them yourself.

Finally, a new thing that we're doing this time around is a tweet wall. I don't know if you've heard of those but they look a little bit like this. We're going to have a wall that you can go to and just see all of the posts on Instagram and Twitter that have the #AtLarge70. That's why, Shreedeep, I wanted to make sure and get it in people's radar because the social media competition that's going on is going to require that you use the #AtLarge70 hashtag in order for it to be noticed as part of the competition.

So this wall, which you can bring up in a separate window on your computer, will be live, dynamically updating to show you people's new tweets from within the community that have that hashtag. So it's just for us and it'll just come up with all the posts that have #AtLarge70 in the post. And you can get to this wall now and throughout the week here at AtLarge.wiki/wall. So you can just type in that URL and you'll be able to see that in a separate window. These were originally designed to be up on big screen or something like that when you are at a physical conference. But this way, you can just have it up in a window and then it presorts the posts just to the ones that are potentially most interesting to you, that come from our community.

And then, one final thing I wanted to mention, that wasn't part of this presentation, but if you were at my Giving Presentations Online session, you'll remember that one of the things I warned about is being careful about using the virtual backgrounds in Zoom. Unless you have a very

level space behind you or a green screen, it can cause a lot of trouble, as you probably saw in Shreedeep's presentation.

So again, I just want to reinforce my recommendation not to use virtual backgrounds if you can avoid it. And if you're going to do it, make sure there's either a green screen or a level wall behind you because it'll detract from what you're trying to say and do when you're giving your presentation online, if you're disappearing like a transporter beam on Star Trek. So those are just some random tips I wanted to share. And I'm happy to take any questions.

LILIAN IVETTE DE LUQUE: Thank you, Jonathan. That was an excellent presentation. You have given us many important tools. So if you have questions, please ask those questions for Jonathan. He's here and he can answer them. Otherwise, we can just go to our next presentation. I see, also, that people are very happy in the chat with your presentation, Jonathan. So, congratulations and thank you on behalf of all the Social Media Working Group for your invaluable work and tireless support for all our activities.

JONATHAN ZUCK: My pleasure.

LILIAN IVETTE DE LUQUE: So let's then now go to our next presentation. This is going to be the last presentation. Claudia, if you could please show my presentation. I'm going to be the one speaking right now.

All right. So to wrap up this webinar, I would like to remind you of the activities that we are going to have throughout ICANN 70. Remember that we have divided the Social Media Working Group in activities before, during, and after ICANN 70. This activity we are having today—this webinar—is the last one. We are going to post some invitation videos on Twitter. These are videos for people to participate more in At-Large community.

So what are we going to do during ICANN 70? Our traditional Twitter competition, as Natalia was recalling all of us. We need to use the #AtLarge70 hashtag as well. And we're going to have a new competition. This is going to be sort of an experiment so that people get used to using Facebook during ICANN 70. And we're going to have some social media activities in future meetings as well. But this has been a beginning.

So we should also use #AtLarge70 as a hashtag in Facebook. We can also share a screenshot of our post on Facebook. We can share it with the At-Large staff, either on Twitter or something else. And we can have a look at how posts are going on Facebook. The winners of the competitions will be announced during the At-Large wrap-up session on Thursday, the 25th of March. And there will be prizes, of course, for the top three winners. So we would like, then, to invite all of you to be actively engaged in these activities. Next slide, please. Next slide, if you could, please.

This is one of the fun parts, which is taking a selfie or a picture and share it on Twitter or Facebook. And if you want, you can share them on Instagram as well. And you can add LACRALO's Instagram. ICANN also has an Instagram account, which would also use the #ICANN70 hashtag

and also #AFRALO, #APRALO, #EURALO, #LACRALO, and the #NARALO hashtags. So try to have a nice, fun selfie—maybe a picture of your participation in different sessions.

We should also use the #AskAtLarge hashtag for questions and the #ICANN70 hashtag during the ICANN 70 meeting so that you can have your questions answered by other community members and leaders. So this is important because it is going to give us a significant interaction between us as and audience and the participants in the different sessions.

So we should also watch and share the At-Large ICANN 70 promo video that we did. We recorded those videos in English. They were made by Eduardo Diaz in English, in Spanish by León Felipe Sánchez, who is a vice-chair of the Board. It was made in French by someone from the Caribbean, from the Guadalupe Islands. So she belongs to EURALO because this is a French colony but she is a guest. And Vanda Scartezini, who is a very active At-Large member, she did this video in Portuguese. So these are the most usual languages we use in Latin America and the Caribbean. But this is not the main reason. It's because these are the languages that are the most spoken in the region. Next slide, please.

So we should use Zoom virtual backgrounds during ICANN 70, of course considering Jonathan's recommendation. It seems that sometimes we are floating. So if we don't really have a green background, as Jonathan was teaching us, they don't really work. We also would like to ask that you use Facebook profile frames for ICANN 70. And they, of course, also have the respective regions. And we should post them as profile pictures. Mine is a profile picture in Facebook and on Twitter as well.

And I sometimes use it on WhatsApp as well, to give more promotion to our ALAC sessions.

We would also like to invite you for the next sessions during ICANN 70. We have already shared how you can enroll and we would thank you for this. There are some people who have enrolled but we need more people tweeting, and writing, and posting more about the sessions that they have enrolled to. And finally, we would like to invite you to share policy meetings, DNS abuse meetings. Our At-Large website with some hot topics that we are having here. Next slide, please.

And we have the original vice-chairs for each of our RALOs. You get in touch with them for any information you may need or any question you would like to ask. There's Bukola Oronti for AFRALO, Shreedeep Rayamajhi for APRALO, Natalia Filina for EURALO. I represent on behalf of LACRALO and John Laprise is there for NARALO. Next slide, please. It is very important that you interact with our vice-chairs.

So that's all. That's what I wanted to remind you. It's just to give you a brief update. And I hope to see you again in our virtual community forum. We should all be very active in social media. And before I wrap up this meeting, I want to thank, very specially, our NextGen members and Deborah, their chair, our Fellows and our dear Siranush for the link and the very positive work we have had in terms of attendance to webinars. And we want to invite you to participate in our Twitter competitions, to post in our social media. And a special thank you to the At-Large community for having hosted all these activities before ICANN 70.

So thank you very much. And if you have any questions or if you would like to say something, we are open to receive your inquiries. I see somebody has raised their hand. Jonathan, please go ahead.

JONATHAN ZUCK: Yes. Thanks, Lilian. This is great information. I wonder if we should post the links to the virtual background and to the social media videos in the chat or something. Or are people going to get them out of the PowerPoint slide. How do people find those resources that you are telling them to make use of?

LILIAN IVETTE DE LUQUE: It's a very good comment, Jonathan. We are going to share that information in the RALO mailing list. And I'm going to share that information again. I'm going to contact staff so as to be able to send again all the links with a background, etc. for all the activities. So we are going to send that to the group for social media. And we are also going to post information on our At-Large Social Media. And particularly, we are going to share the information in the mailing list, Jonathan. Thank you for your question.

Is there any other question or any other comment? We are here to answer those questions. I see a comment by Maureen. Claudia, could you please read that information in English?

CLAUDIA RUIZ: I'm sorry. What did you say? The chat from Maureen?

LILIAN IVETTE DE LUQUE: Yes. Exactly.

CLAUDIA RUIZ: Okay. Chat from Maureen. Thank you so much, Lilian, Natalia, Shreedeep, and Jonathan. For your excellent presentation. I would support an ICANN Learn course being developed by the co-chairs to inform our new participants to At-Large about our social media opportunities to promote the work of At-Large.

LILIAN IVETTE DE LUQUE: Lilian speaking. Thank you, Maureen. It's a great suggestion. And I believe we have to work on that initiative together. So thank you very much for your comment. And we also have another message about the Ombudsman's office. So next week, we're going to have the Ombudsman's office available.

So if there are no further comments or no further questions, we're going to finish this webinar here. Thank you all very much for attending for this session. Thanks to the speakers for your support and for your wonderful presentations. Thank you to staff. Bye-bye. Thanks, everyone.

CLAUDIA RUIZ: Thank you, everyone, for joining. This meeting is adjourned. Please enjoy the rest of your day.

[END OF TRANSCRIPT]