

ICANN|70
VIRTUAL COMMUNITY FORUM



ICANN At-Large webinar

Social Media campaign:

**to build,
to promote,
to engage**



Who is the speaker?

Natalia Filina

Secretary of EURALO (ICANN, At-Large)

<https://atlarge.icann.org/alses/euralo>

Vice-Chair of ALAC Subcommittee on Outreach and Engagement

Officer of SIG IoT (ISOC)

<http://iotsig.org/main/>



What does the presentation cover?

- How to build a Social Media campaign?
- How to organize a working process?
- What best practices do we adopt the At-Large Social Media campaign?

At-Large Social Media Working Group

Regional Vice Chairs:

LACRALO Lilian Ivette De Luque Bruges

APRALO Shreedeeep Rayamajhi

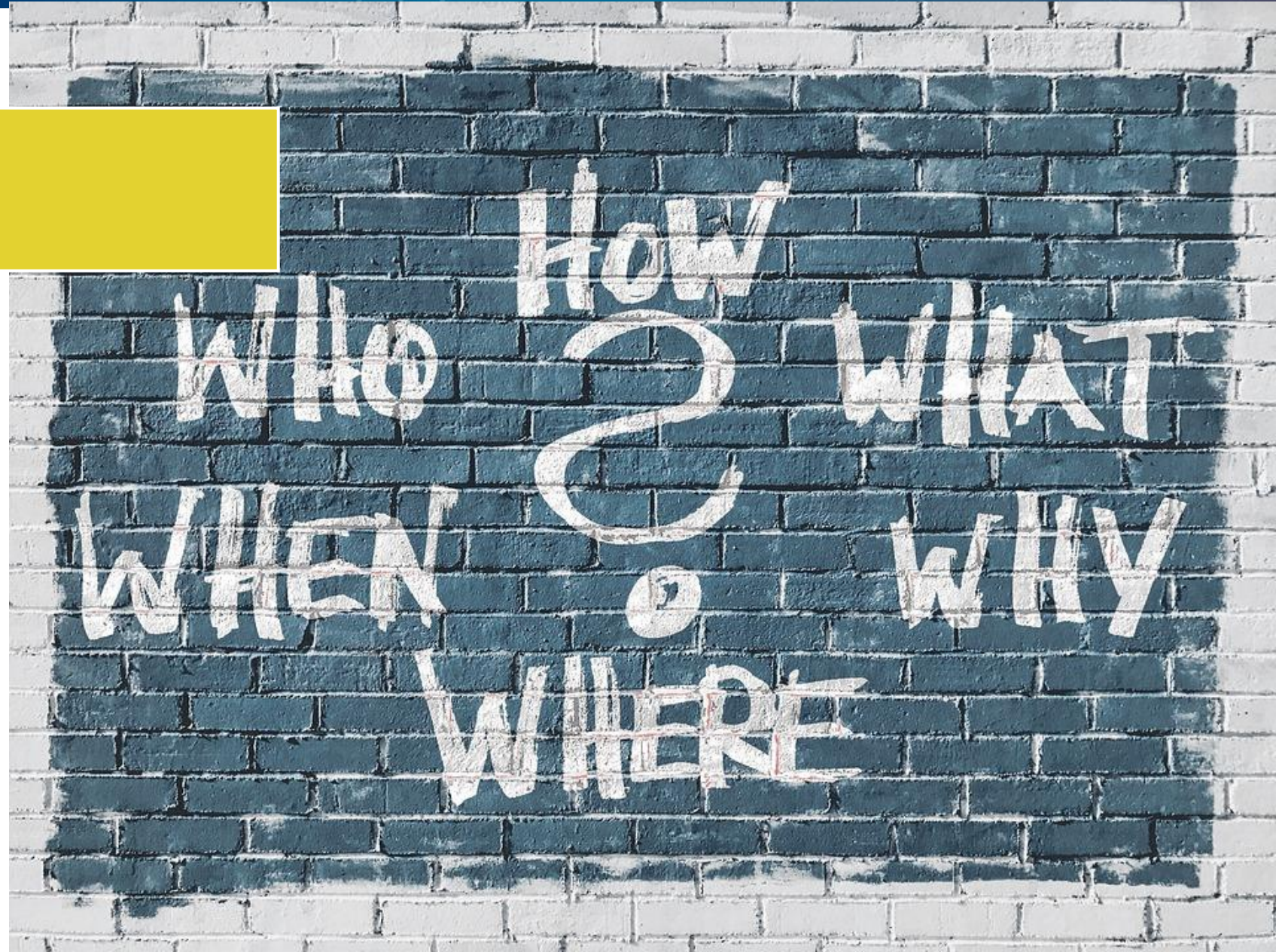
AFRALO Bukola Oronti

EURALO Natalia Filina

NARALO John Laprise (Former Chair)
and Glenn McKnight



1. You need a plan!



At-Large Social Media Strategy

Target audience

- existing community members (ALS's members and individual members who are still not very actively involved in the activities)
- ICANN community
- external audience interested in the ICANN work and results of it

Timing

Goal

to maintain a positive image of the At-Large community, to establish and enhance our communication with the audience.

Tasks

- to inform about current activities (sessions and webinars) and to invite to participate in
- to introduce the At-Large leaders
- to talk about the work and significance of the At-Large in the ICANN ecosystem

Engaging new members is not a proposed task but can be a valuable key result of all outreach and engagement activities around Social Media actions.

Metrics for Post analysis

Social Media Platform

Twitter (accounts of the At-Large members and @ICANNAtLarge)

Facebook - RALO's pages, pages of At-Large members

Instagram

Expected results

- better understanding of the role, goals, and current tasks of At-Large in ICANN
- getting feedback
- meeting new members interested in participating in the ICANN policy development process
- meeting new partners in the regions

2. You need a team!



We encourage our community to support us!

At-Large Social Media Strategy is open to all At-Large members (for comments, suggestions, ideas-ideas-ideas)

We use the guidelines and principles (Communication strategy, Outreach and Engagement Strategy, O&E virtual strategy)

We distribute the responsibility





ACRONYMS AND TERMS

Term of the Week:
accountability mechanisms

Mechanisms established in the ICANN Bylaws that enable review and reconsideration of ICANN's actions. These mechanisms are:

- Empowered Community
- Reconsideration
- Independent Review Process
- Ombudsman

3. Be interesting and explain easily

At-Large Capacity Building Webinar

Monday, 7 September 2020, 21:00UTC for 60 minutes



DoH/DoT: Benefits, Drawbacks and a Way Forward?

Guest Speaker Holly Raiche
Moderator Joanna Kulesza

As you know, the DNS resolver responds to a user request to translate a domain name into an IP address. DNS queries and responses are sent in plain-text, to enhance users' privacy and security, protocols like DNS over TLS (DoT) and DNS over HTTPS (DoH) that provide encryption to DNS traffic are used.

During the webinar we will discuss:

- What** the terms mean?
- How** the two technologies work?
- What** are the benefits and drawbacks of the both technologies?



Spy Booth, an artwork by Bapsky in Cheltenham, England.

French and Spanish interpretation will be provided

ICANN|68
VIRTUAL POLICY FORUM

25 June 2020,
08:30-10:00 (Kuala Lumpur) 00:30-02:00 UTC

ICANN | AT-LARGE

Policy Session: Aligning UA and IDNs with the Multilingual Internet: End-user perspectives

Session Details: For a significant section of end-users for whom English is not the first language—both among current users as well as within the next billion users—an aspirational goal is that of a multilingual Internet: an Internet that they can use in their own script, and having content in their own language.

The current initiative by the ICANN community to promote the use of IDNs and Universal Acceptance is closely tied to the growth of the multilingual Internet, as these are mutually reinforcing topics for end-users: the more the multilingual Internet (defined in terms of parameters such as language, writing systems, culture, diversity and gender) develops, the more the demand for IDNs and UA will rise.

Although ICANN's remit is confined to the technical aspects of promotion of UA by filling technical gaps and disseminating technical information, end-user communities may need to go beyond these and look at building a multilingual Internet for the future, which will in turn benefit UA and IDNs. Further, given that IDNs and UA form its foundational infrastructure, these would be high-priority items in the progression towards the multilingual Internet.

The proposed session will examine the current state of end-user participation in the journey towards the multilingual Internet—with special focus on IDNs and UA—and explore the possibilities of leveraging end-users, their organizations and their communities in activities such as outreach, remediation and awareness-building for IDNs and Universal Acceptance.

Zoom Meeting Link: <https://icann.zoom.us/j/91206599583>
Zoom Meeting ID: 912 0659 9583

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communities in activities such as outreach, remediation and awareness-building for IDNs and Universal Acceptance.

4. Your audience should know your LEADERS



Video content is more effective than pictures and graphics
<https://www.youtube.com/user/ICANNAtLarge/about>

5. Show the inner workings of your organization

We invite to participate in the ICANN70 At-Large sessions



6. Care about your audience

We remind about the schedule, time zones, supported languages



7. Push for the feedback



8. Encourage and let your audience to support your activities



We are organizing the Twitter competition



To support existing followers
To get new ones

At-Large Twitter competition

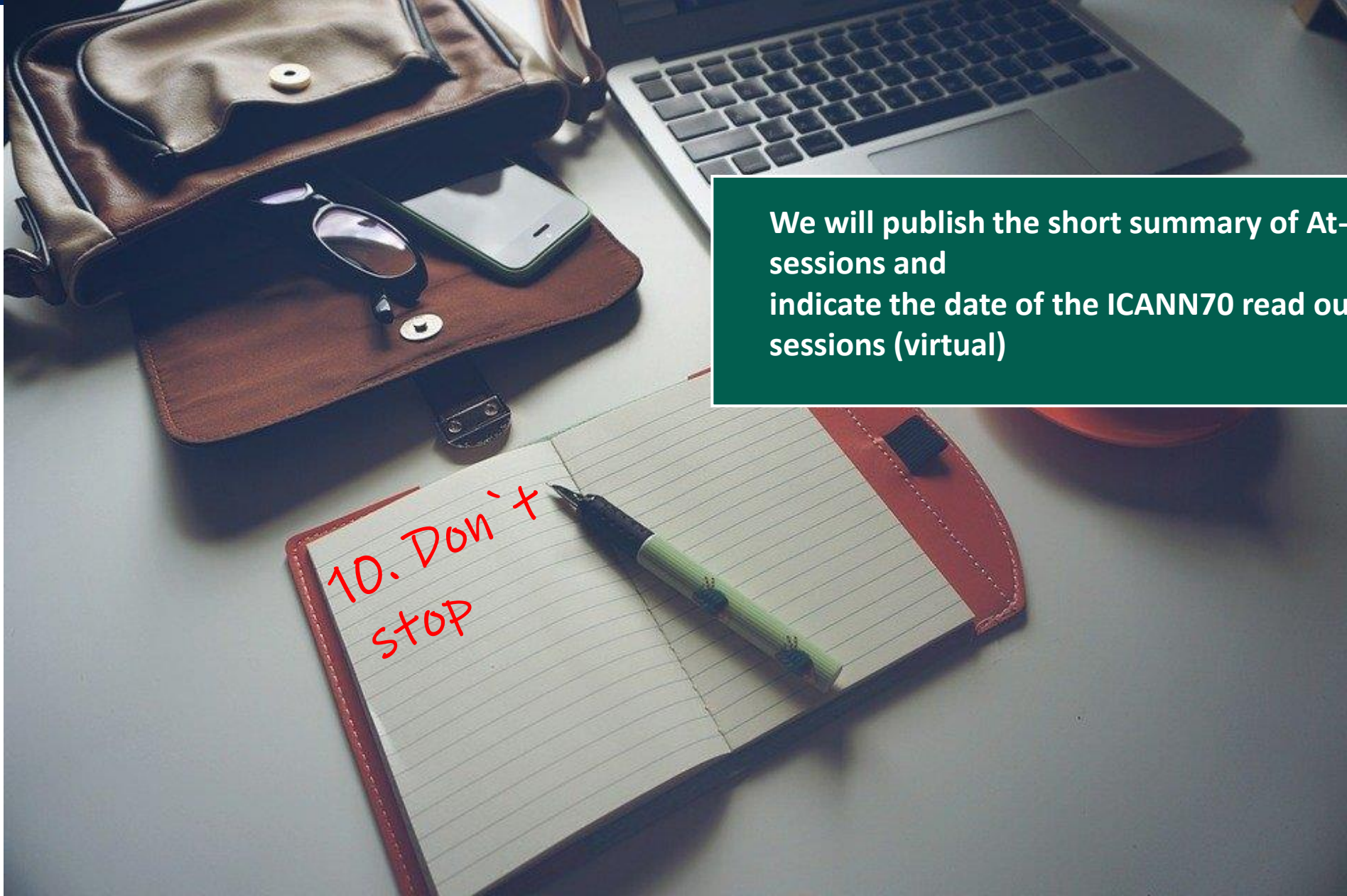
- which tweet about At-Large will gather more likes
- which tweet about At-Large will gather more comments
- the best comment/question to post (focus on engaging of an outside audience)

9. Build joint campaigns

We will talk about the presence of At-Large in Europe

At-Large Structures
Members
MOU Partners





We will publish the short summary of At-Large sessions and indicate the date of the ICANN70 read out sessions (virtual)

Thanks for your attention!

We invite you to follow At-Large news in Social Media and support us!

<https://twitter.com/ICANNatlarge>

<https://www.facebook.com/EURALO/>
<https://www.facebook.com/APregional/>
<https://www.facebook.com/EURALO/>
<https://twitter.com/FilinaNatalia>

<https://twitter.com/icann>
<https://www.linkedin.com/company/icann>
<https://www.facebook.com/icannorg>
<https://www.flickr.com/photos/icann>
<https://www.youtube.com/user/ICANNnews>
<https://www.instagram.com/icannorg>

LACRALO Social Media

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Facebook: LACRALO-ICANN At Large

Instagram: LACRALO.Icann

APRALO Social Media

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Have a fruitful ICANN70!