
YESIM NAZLAR:

Good morning, good afternoon, good evening to everyone. Welcome to the At-Large Social Media Working Group call taking place on Thursday, 25th of February 2021 at 15:30 UTC.

On our call today, on the English channel, we have Olévié Kouami, Nikenley Severe, Priyatosh Jana, Shreedeeep Rayamajhi, Jonathan Zuck, Sindy Obed, Bukola Oronti, Sarah Kiden, Joan Katambi, Dave Kissoondoyal, Lianna Galstyan.

On the Spanish channel, we have Lilian Ivette De Luque Bruges and Harold Arcos.

We haven't received any apologies for today's call, and from staff's side, we have Heidi Ullrich, Evin Erdogan, and myself, Yesim Nazlar. I'll also be doing call management for today's call.

As you know, we have Spanish interpretation, and our interpreters are Marina and Paula. And 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 so much, Yesim. Good morning, good afternoon, good evening. Thank you for attending this call today. We have a decisive call

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today. We have to make some decisions regarding our planning prior to ICANN 70 and after ICANN 70.

Until now, we have been fulfilling our plan according to what we intended. We have already completed the webinar on best practices in social media with very good attendance. Then the webinar working group held a webinar also with Jonathan, extremely interesting, on presentation. This is actually not specifically related to other working groups, but it does have an impact on how we prepare for ICANN 70.

There was a request for collaboration from our At-Large community members from Latin America and the Caribbean, South America, and Central America to conduct our first promotional video. Everybody submitted them on due time, were sent to Jonathan who was very kind to give us support with the assembly and editing of the video.

So what comes now is promoting this video in all our social media, institutional and personal social media for the general At-Large and the RALOs so that this message gets to an increasing number of people.

So now, considering that we have completed the first video and we'll start with its promotion, the next step will be another video. Before moving on, I want to express a special thanks for those who gave us support for this video, León Sanchez, our Board member from Mexico, Eduardo Diaz from North America, Betty Fausta from the Caribbean, Guadalupe Island which is a French colony in the Caribbean, Vanda Scartezini from Brazil in South America.

So, well, we expect you will enjoy it and you will publicize it and [promote it as much as you can.] So now, back to our agenda, let's see

what we are going to discuss today. We will start with Jonathan. We will see the video and I will talk about a very fun and dynamic activity that we've organized for our At-Large sessions in ICANN 70. So, thank you, and I will give the floor back to Evin or Jonathan.

EVIN ERDOGDU: Thank you, Lilian. I think Jonathan's ready to go with maybe a preview of the ICANN 70 promotional videos. They're in the social media folder in our Google drive. Jonathan, which video did you want to show?

JONATHAN ZUCK: The one with Eduardo's picture in it.

EVIN ERDOGDU: Thank you.

LEÓN SANCHEZ (VIDEO): I am Felipe Sanchez. I invite you to the ICANN 70 to attend the At-Large sessions. We'll wait for you. Welcome to At-Large.

INTERPRETER: There is a French speaking member.

EDUARDO DIAZ (VIDEO): Hi. I am Eduardo Diaz. I am the co-chair of the North American Regional At-Large Organization, or in short, NARALO. I am located in the beautiful, sunny, breezy port city of San Juan, Puerto Rico. Today, I'm here to

encourage you to sign up for the ICANN 70 virtual meeting and to invite you to join us during the At-Large community sessions. And please, do participate in our social networks. We look forward to see you there. Thank you very much.

LILIAN IVETTE DE LUQUE: Vanda's missing. Vanda's not there.

JONATHAN ZUCK: I wasn't given a video by Vanda. I was told there were only three. Sorry. Do we have a video from Vanda?

EVIN ERDOGDU: Sorry, that might have been my mistake. So there was a fourth person actually, yes, but they couldn't share the video. But it wasn't vanda, actually. So, my mistake. We have all three videos. Thank you.

JONATHAN ZUCK: Okay. And just so you know, that video there is the one with Eduardo, right here with the P is the PowerPoint that creates that video so that anybody that wants to can go in and see what it is and edit it if they want to and recreate the video. So it's sort of based on—I don't know if you can—you have to open it in PowerPoint, unfortunately. Sorry. I wasn't trying to get you to double click on it. But it's the PowerPoint so that people have it as a sample.

And then over here on the far left, I guess you could click on that if you want to, but we don't have to go through the whole thing. That video is an instructional video explaining what's going on in the PowerPoint, if that makes sense. So if you run this one—you could just run the first few seconds of it, maybe, the one with León on the picture.

JONATHAN ZUCK (VIDEO): Hey, this is Jonathan Zuck here, and I just wanted to show you how I used PowerPoint to create this latest video, which is a promotional video for ICANN 70. This is more of a traditional video—

JONATHAN ZUCK: That's probably enough. We don't have to play it on this call. I just wanted to let people know that that was there for anybody that's been trying to learn how to use PowerPoint to create videos. This is the PowerPoint source with the P, and this one that says "How to" is a description of what's going on in that PowerPoint. Okay? That's it for me.

EVIN ERDOGDU: Great. Thanks, Jonathan. By the way, did we want to chat about the Twitter walls or just shall I follow up with the Social Media Working Group on that?

JONATHAN ZUCK: Are you talking to me?

EVIN ERDOGDU: Yeah.

JONATHAN ZUCK: Sure. I guess it's on the agenda. I'm happy to talk about them. The idea behind the Twitter wall is that people could, in a separate window on their computer, have a screen that is dynamic and shows the At-Large tweets as they're happening. And often, they can keep track of how many times people have tweeted or something like that so that if we're having a contest or something like that, you can see the numbers as they're going along. But it's a way for people to see all the At-Large tweets together in an attractive way and it's dynamic. So it would just be a link that was opened in a separate window that would show us the tweets as they were happening. So that was something that Lilian thought would be a good idea to add for ICANN 70, and there's a lot of different vendors out there that provide that service, so I think it's probably up to others what we're able to pay, what makes the most sense for us. So maybe Evin's been looking into that. But that's the basic idea behind the Twitter wall.

EVIN ERDOGDU: Thanks, Jonathan. Yeah, I can follow up and see what potential resources we have internally. So, thanks for sharing that with the Social Media Working Group, and I'll follow up. Back over to you, Lilian.

LILIAN IVETTE DE LUQUE: Thank you, Jonathan, for all your support and your ideas that you shared with us. We will be working with the Twitter wall, very dynamic. So now let's go to item four, the agenda, which is a review of the activities. Alfredo is not here with us, right, Yesim?

YESIM NAZLAR: Correct. Alfredo is not on the call with us.

LILIAN IVETTE DE LUQUE: Okay, so [inaudible] If you agree, I will kindly ask the vice chair for their support that we can prepare for the next webinar on March 16th. Evin, can you tell us [inaudible] prepare for that? Is there a date and time, who will be the target guest? Can you tell us something about that?

EVIN ERDOGDU: Sure, Lilian. Thank you. Actually, before we discuss that, if you wanted to just discuss the Capacity Building Working Group social media webinar and the ICANN 70 social media strategy, the agenda item four, and then I'm happy to provide an update on the upcoming social media webinar.

LILIAN IVETTE DE LUQUE: Yes. I apologize. The problem is that the screen on Zoom is too small, and I cannot see, I cannot read properly, so I got confused. I'm sorry. So let's continue with agenda item four. I'm sorry, I can barely read. And we can have a quick update on this item. Thank you.

EVIN ERDOGDU:

Sure. Thank you, Lilian. Yesim, maybe you could click on 4B, the ICANN 70 social media strategy, and you can just show people next steps and what's been going on. Okay, so we've gotten a lot of activities complete, which is great. This Google Doc with the strategy is a good reference for everyone. In case you haven't reviewed it, please do. We've already had the collaboration with the At-Large Capacity Building Working Group, as we just discussed, and Alfredo was as key part of that, so many thanks to him, as well as increased collaboration with the Subcommittee on Outreach and Engagement as well as ICANN fellows and NextGen. The ICANN fellows and NextGen will be more active in the At-Large sessions, and hopefully, we can get a few new members from their participation.

We've created hashtags for people to use, which we can also remind and share later in this call. Facebook frames have been created. Thank you, Shreedeeep, for making those, and there are also Facebook frames for the five RALOs, so please use those if you have Facebook.

I will create a google signup spreadsheet now that the At-Large sessions for ICANN 70 are confirmed, so I'll share that with the group and all of us here can volunteer to promote certain sessions. So it would be great if everyone promoted all the sessions, but you can also sign up and say, hey, I'll definitely be at this one and be sharing updates with my networks.

The videos have been made, so that's complete. Thank you, Jonathan and Lilian, for coordinating on that. ICANN 70 sessions are updated on the At-Large Wiki workspace. And I'll also show in a moment the ICANN 70 Twitter competition promo card. Once they're approved, we

can also distribute those and get everyone aware of the competition coming out.

On this Google doc, on the second page, there is also an e-mail draft that will go to all At-Large structures across the five RALOs regarding the social media activities, and ICANN 70 talking points are in development. As usual, that's related to the sessions. And a newsletter or an e-mail will be sent specifically for these At-Large sessions, and we can share that with NextGen and ICANN, so stay tuned for those. So I'll share this link in the chat, feel free to explore and make any comments if you feel the need, and looking forward. Thanks. Back over to you, Lilian.

LILIAN IVETTE DE LUQUE:

Thank you, Evin. I would like to add something. In the chat, I see a question by Jonathan, so perhaps we can answer that question. Let me note two things. First, I want to highlight the success that we had with the collaboration between the At-Large Social Media Working Group and the fellows and the NextGen. We have had a very positive reply from them. They have participated in our webinars. They reacted very positively. So that was a very successful idea, and of course, in the future, we can continue with this relationship with them so that by the end of the process, hopefully, they would like to join the At-Large community.

You have just talked about the profile frames. I would like to send to the group the links, or maybe we can post them on the Facebook page to remind people of the availability of these profile frames, because we are coming close to that meeting, so it would be good to start disseminating

this more so that we can all have our own profiles with these Facebook frames. Those were the two comments that I wanted to share with you. Jonathan, go ahead.

JONATHAN ZUCK:

Yes. In the great webinar that you gave about social media, one of the things that came up—and comes up, I think, all the time—is the value of images in social media posts, that they get more likes, they get more shares, etc. And so we had a brief discussion about coming up with some stock images that are specific to the things that might be discussed at ICANN 70. So I don't know whether or not that idea has been lost, but I think there's a real value to it.

When I was the head of a trade association, it wasn't my idea, but it was the idea of our social media person, to create a few nice graphics about the issues we were discussing when we were having our fly-in, and that way there was always an image that could go with every tweet or post. And so now that we know what all the sessions are, we could decide on some specific images related to DNS abuse or to subsequent procedures or some of the other session that are happening and then make those available so that people have a default image to use since they're not sitting in a session taking photos. So I just wanted to raise that. I now need to jump to another call, but I was hoping to remind everyone that we had discussed that.

LILIAN IVETTE DE LUQUE:

Thank you, Jonathan. I can only thank you now for all your contributions. We will be sending Vanda's video to you so you can put it

together with the other videos so that we can start disseminating the videos next week. Would that be possible?

JONATHAN ZUCK: Sure. I thought there wasn't going to be a video from Vanda, but we can incorporate another video for sure.

LILIAN IVETTE DE LUQUE: Thank you so much, Jonathan. So you and Evin can talk about this. We're going to forward the video to you. Yes, the idea was to have somebody speaking in English, French, Spanish and Portuguese. Thank you, Jonathan. Have a good day. Thank you for joining us.

So now let's move on to agenda item five. I can barely see the screen. We have organizing upcoming activities and feedback from the vice chairs. Preparing for the At-Large social media webinar. Okay. Evin, let's talk now about the webinar that we are planning to have on March 16th, because it is important for all the members that are in this call to know what we are planning to do and to get some feedback from them regarding this activity. And we would also like to listen to the views of the regional leaders. Perhaps they have something else to say about the activities. Thank you.

EVIN ERDOGDU: Thanks, Lilian. Happy to start off and then hand over to a regional chair. Thank you, Yesim, for showing the ICANN 70 page. She's highlighting the At-Large prep webinars. So the At-Large social media webinar will be on Tuesday, 16th March at 16:30 UTC. And as done during the previous

ICANN meeting, it would be a similar agenda, just showing best practices and a preview of At-Large sessions ahead. So Shreedeeep and Natalia and Jonathan have confirmed that they'll also be part of this as well, so it would be great to have the regional chairs also participate and promote this session. So with that, I'll turn it back over to you and the regional chairs. Thanks so much.

LILIAN IVETTE DE LUQUE: I think that [Bukola] and Shreedeeep are here on the call, so perhaps I would like to know your views and your contributions to the activities that we are planning. If you have nothing to add, then we can move on to the next item.

SHREEDDEEP RAYAMAJHI: Yes. Hello. I think the preparation weeks are great. The way we are going is good. The way we are addressing the next generation leaders as well as our fellows is what is very good about the strategy that we started, and Lilian is doing great because ultimately, the whole thing comes down to our fellows, to our leaders who are going to step in and talk about the issues, share about the issues.

So I think the preparation weeks are very important, and especially for us as well in terms of reaching out, and sharing is always more important. I think that there is more to what we can do in terms of the preparation webinar where we can talk about what we experienced during the past meetings, what we can do, because a lot of the people come and they have this—the problem that I see in the whole

community is people have so many ideas but they hesitate to implement that.

So I think my focus this year in the ICANN 70 preparation week would be more about making leaders talk about and to do thing that they want to talk about in the community, in the social media, because the space is open, the community is here, and it's just that you hesitate. So that would be my approach. And I think we reach out to young new leaders, and this is a session for the newcomers this year, so we have to reach out. Thank you.

LILIAN IVETTE DE LUQUE:

I fully agree, Shreedeeep. Thank you so much for your contributions. I'm sure that the preparatory week will be fundamental, because we have been fellows ourselves and we know that there lies the future of the communities within ICANN.

right, then. In line with what Shreedeeep was mentioning, we can talk about item B that precisely refers to collaboration with NextGen and fellows, and with the Subcommittee on Outreach and Engagement.

As I said at the beginning, we had a very positive reception and reaction among the subcommittee members. They participated in our webinar and in Jonathan's webinar, so we will try to make sure that they will also promote the videos in their social media and they can have an active participation there.

I think that social media activities go hand in hand with objectives, the mission of the Subcommittee on Outreach and Engagement. That is to

achieve enhanced engagement of the community in order to get more people participating actively in the At-Large community.

We have also provided support to LACRALO, precisely to the communications working group. They with working hard on their promotional activities for the LACRALO general assembly that will take place within the context of ICANN 70. This is a meeting in the Latin America and Caribbean region, so we are also working together with them because we want to team up with all the RALOs to provide as much support as is needed.

So we'll see if we can set up a meeting with Subcommittee on Outreach and Engagement in order to set a path to continue with this strategy that we are following for ICANN 70 and beyond. So now, let's talk about the hashtags, Evin, because we need to be aware what we are going to post in Twitter and in all other social media. Thank you.

EVIN ERDOGDU:

Okay. Thanks, Lilian. So for those of you that have the agenda open, you can see the ICANN 70 hashtags there. These are kind of just the standard hashtags and we adjust them for each meeting. The ones that we always use include ICANN and then all the RALOs like AFRALO, APRALO, EURALO, LACRALO, NARALO, ALAC, but for the meeting, we also have an #AskAtLarge hashtag which if you're on Twitter, you can look up and see if anyone's asking At-Large any questions and you can engage with them on Twitter that way, and also, ALAC70 will be the hashtag for the competition, so please use that. more about that in a moment. And then ICANN 70, of course, for the specific meeting. So

yeah, those are the hashtags, and I'll send this out as Lilian request as well, just to make sure everyone has it. Thanks.

LILIAN IVETTE DE LUQUE:

Great, Evin. Thank you so much. And please remember to use these hashtags when we share our selfies or photos during the session. Let's try to use our hashtags, because those will give us an indication for further evaluation, assessment of participation of how social media works after ICANN 70, and we make [inaudible] and also to reward the people who participated in the [inaudible] competition.

So now let's move on to the next item, Facebook profile frames. Perhaps Shreedeeep could share them again in his Facebook profile. I kindly ask you to share them in your profile so that people can use them and replace the photos they have. So I count on that.

And now item C, let's see the Twitter competition promo cards. I see them in English, French and Spanish. Can we see any of them bigger? Can you zoom them?

Here we are. This one is in English. We also have it in Spanish and French. We're going to share [them as well.] Perhaps we can send them to the mailing list and Skype group. We should share them on our social media to start promoting this traditional competition of ours. Let me ask you, do you all agree, do you think everything is okay? Is there anything you want to say? So, Evin, the action now is to send it, send them all to the Skype group, to the mailing list and let's set a date for all of us to post and retweet these promo cards. Thank you. Yesim, can you please show the agenda back again, display it again?

Okay, so the only pending action on our part is to make [inaudible] pending action. First, we'll develop videos with At-Large leadership. That is Maureen, Lito Ibarra, and Rodrigo de la Parra. And we're about to [inaudible]. It will not be just one [inaudible] will be posting during and before ICANN 70. Each of them will discuss a specific topic, short video, should take no more than one minute to increase [new dynamics] and to generate [inaudible] and interest in our community and in general what At-Large [is.] Because as I was saying, social media is great as an instrument to attract people to our At-Large [inaudible]. That is the first [inaudible]. The videos [inaudible]. We have some timeline [inaudible] organization purposes. So once the videos are ready, we will work with our webinar of March [inaudible].

We are going to distribute that in the mailing list, the Skype list, and we want to make sure that everybody has up to date information about what the Social Media Working Group has been doing in the weeks prior to ICANN 70, what we are going to do during ICANN 70 to promote our competition and to provide a briefing of the most relevant sessions at ICANN 70 so that we can have them at hand and they can be aware of what the community is doing. This will not be the typical newsletter. This is something that I can prepare in a template, and then convert it into a PDF file, then we review it and then we distribute it. So these are the three activities that we are planning to do in the next two weeks that we have before the prep week and ICANN 70.

I don't know whether there is anything else to add in order to move on to the final topic. Evin?

EVIN ERDOGDU:

Thanks, Lilian. No, I think we're at the action items and summary part of the agenda. If you want to review the action items, I've been taking a few down.

Thank you, Yesim. So I'll circulate a lot of resources with the Social Media Working Group, including posting on Facebook the ICANN 70 and RALO frames, and also the Google signup spreadsheet for ICANN 70 AtLarge session, and Zoom backgrounds, and those videos produced by Jonathan promoting ICANN 70, and the promo cards. And then you'll follow up with the presenters for the At-Large social media webinar, including Shreedeep, Natalia and Jonathan, and Gisella from staff is also coordinating this. So those were the action items I recorded from this meeting. If there are any adjustments, please let me know. Thank you.

LILIAN IVETTE DE LUQUE:

Thank you, Evin. The presenters is something that we really need for our next webinar, so perhaps we can talk to them, perhaps during the next week. Shreedeep has already told us about the topic he's going to address, and we need to talk with Natalia, Jonathan, Gisella, we need to start working on invitations, etc. So we have less than 20 days before the webinar in order to get it well organized. I'm sure that it will be a success, as everything that is done by this group. I'm being humble, as you can see. I thank you deeply for all your support.

So, if we have nothing else to discuss, I think, Yesim, we can adjourn this call. Evin, could you please share to my e-mail the action items list? And then tomorrow, we can talk in order to start coordinating the activities that we need to take care of. So Yesim, we can finish this call. Let me first

thank you all for taking your time to join us for this call. Thank you so much. Yesim.

YESIM NAZLAR:

Thank you very much, Lilian, and thank you all for joining today's meeting. This meeting is now adjourned. Have a great rest of the day. Bye.

[END OF TRANSCRIPT]