YESIM NAZLAR: Good morning, good afternoon, good evening to everyone. Welcome to the At-Large Social Media Working Group call taking place on Tuesday 11th of May 2021 at 14:00 UTC.

On our call today on the English channel we have Natalia FIlina, Lianna Galstyan, Alfredo Calderon, Peter Knight, Jonathan Zuck, Shreedeep Rayamajhi, Sébastien Bachollet, Eduardo Diaz, Sarah Kiden, Bukola Oronti, Mohammad Kawsar Uddin.

We currently don't have anyone on the Spanish channel.

We have received apologies from Olivier Crépin-Leblond, Lilian Ivette De Luque Bruges and from Daniel Nanghaka.

From staff's side, we have Evin Erodogdu and myself, Yesim Nazlar. I'll also be doing call management.

Our Spanish interpreters are Marina and Veronica for today's call.

Before we get started, just a kind reminder to please state your names before speaking, not only for the transcription but also for interpretation purposes as well, please.

With this, I'd like to leave the floor back over to you, Natalia. Thank you so much.

JOANNA KULESZA: Thank you so much, Yesim, and welcome to our first and maybe last call before our ICANN 71 meeting. I would like to welcome all of you. Thank

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you for joining and thank you for working together. It's my big pleasure, you know that.

At first, I would like to start with the review of the agenda, action items. And if you have any questions or ideas or if you want to correct me with this item, please take the floor. I don't see any hands and anything in our chat, and we can start, I see.

Unfortunately, we haven't Lilian on this call, and we will have not short report and discussion about the ICANN 70 Social Media Working Group team work, but I think we can have our screen this report and we can look at this shortly.

Yes. I'd like to say many thanks to all Social Media Working Group team and especially our LACRALO colleauges for excellent work and very active and consolidated work in social media, and great results. This report shows us this work. Next slide, please.

Yes, some words about Lilian. Lilian was our working group regional vice chair for ICANN 70. Next slide, please. I think you all have this link to this report or already saw it and you know which results we have after ICANN 70 and which things we did together but more, as I said, our LACRALO colleauges. And I can say that ICANN meeting to ICANN meeting, we didn't do nothing special or nothing new. We are working on maintaining the positive image and raising awareness, and we talk a lot about our At-Large Structures, At-Large people, At-Large sessions during each ICANN meeting, and we all the time invite to our session new participants and we are trying to attract more attention from youth people, NextGen people, and invite them to help us in our social media.

We had a Twitter competition, we had winners—I congratulate—and we promoted our At-Large and related session during ICANN 70, and we will do this again.

So after each ICANN meeting, we create the set of our ideas for our future work and some conclusions, and I think we will bring the best practices to each next round of our work. So, thank you very much. I think we can read again this report after this call. And now, I would like to go to our main topic for today. We will discuss our ICANN 71 plan for At-Large activities in social media. And I'm especially glad to see a new member of our team today, Peter, very welcome, and thank you for joining our team and we will be glad to work together with you. Thank you very much for your help in advance.

So, okay, in our ICANN 71 meeting, in our work, we will need to maintain the previous [mood] of our work in social media. We have the same task, to inform about our activities, to introduce At-Large leaders to talk about our work, and maybe, again, to explain about our work and the role of At-Large in ICANN ecosystem.

I think—and I suggest—don't change the type of audience. It will be, again, exciting community, our members, our ALSes' members, ICANN community, and maybe we will—and hopefully we will—attract attention from external audience who are already interested in ICANN work but maybe haven't any knowledge or understanding of this work.

So I've put into our plan three main spaces: Twitter, Facebook, and I know that we already have an At-Large Internet governance account,

but I still think that we need to figure out who is owner of this account. Maybe Evin, you can help me with this information.

EVIN ERDOGDU:

Sure. Thank you, Natalia. So for the At-Large social media accounts, we have quite a few listed there, but mainly we're using ICANN AtLarge on Twitter and also on Facebook and YouTube, although YouTube is mainly for streaming our At-Large Capacity Building Working Group webinars and other events that we stream live. Twitter and Facebook have very regular posts, and those are also what we utilize primarily during ICANN meetings to promote all the At-Large sessions.

And I see also that the EURALO and LACRALO and other RALOs have their own social media feeds, and these are very handy to not only reshare what's shared on the main ICANN At-Large feed but also anything more related to the region. And I believe all the leads have access to those RALO social media platforms, and I am managing from the staff side the ICANN At-Large social media feed.

Happy to also reshare anything that you post as well, so please follow those channels, and I can see what people are sharing if you tag us in it. So yeah, was that all you wanted me to share, Natalia?

JOANNA KULESZA:

Thank you very much, Evin, for this information. If you know in previous call when we were preparing our social media campaign, we already discussed this and we discussed which kind of audience we may have in different social media platform, and I think—[I see now and you can see]

that we have a big [list of accounts] of our RALOs, and it is great and we know that some of our personal accounts in Twitter for example, as Eduardo said and for example my account in Twitter, we will use again like our official accounts of our RALOs and At-Large accounts, and we will share the information there too. And I think this story may be repeated in Instagram too as Lilian said and did in previous time.

So I see the questions from Alfredo about our focus engaging internal. I think maybe it's a question to my wording in English. Not just internal ICANN community but internal audience interested in ICANN community work. So Alfredo, please.

ALFREDO CALDERON: Yes, Natalia, my question is regarding the type of messaging or messages that we're going to be sharing in the social media communications as we approach and participate in ICANN 71. Remember this is a policy forum meeting, so it's sort of geared to people that are already involved in policy, regulation and so forth within the community.

Now, if we're reaching external individuals from the community in general, the message is going to be a little bit different to have them engage in ICANN as a whole. Not in our community in particular, but as a whole. So I'm just wondering how are we going to deal with that in this setting of ICANN 71. Thank you.

JOANNA KULESZA: Thank you for your question, Alfredo. I think, yes, it will be policy meeting and it will be not so easy to explain shortly what we are going

to do and discuss, but I think we cannot skip this time to try to attract the attention of external community and internal ICANN community members who still didn't touch our work or didn't know about it. but I think it's not the main focus for this time. Thank you very much, Alfredo. Is it your old hand or a new hand?

ALFREDO CALDERON: No, I actually have another comment, and I don't know if you're going to cover it in your strategy, but when we do the social media competitions, we need to refine the rules of who's going to participate and qualify to win one of the prizes. That's my comment. Thank you.

JOANNA KULESZA: Thank you very much. Yes, as we discussed. Jonathan, please.

JONATHAN ZUCK: Thanks, Natalia. One of the things that I wanted to add in is that we did, from the webinars team, a webinar on creating videos in PowerPoint, so had the idea of doing a video creation competition. And Heidi thought that that might best be accomplished through the Social Media Working Group. I don't know if she talked to you about that, but we can probably talk offline about it. But that may be an interesting basis for the contest, since Alfredo mentioned that this is sort of an advanced meeting in a way, that maybe creating little videos that explain some of the technical things we're discussing might be a useful thing to have leading up to the next meeting.

JOANNA KULESZA: Thank you very much, Jonathan. I think we had some item in our strategy. I don't see it now, but definitely, we need to [put] this and we should have this contest. [And when, now on this call, at this call,] we will discuss our preparation week, we will discuss the possibility to find the time for a webinar to explain people how they can do—let them create the video for promo. Thank you. Sébastien, please go ahead.

SÉBASTIEN BACHOLLET: Thank you, Natalia. I hope that I am not too far from the topic. First, when we talk about the fact that it's an internal meeting, yes and no. Our goal when the groups were talking about mobilization of ALSes and the individual RALO members, one of the topics was to have them involved in policy. Therefore, it's also a good time to push for that if they participate to this ICANN meeting.

And the second is to tell you that we at EURALO are working on specific event the week in-between the prep week and the meeting itself to gather members of our ALSes. And one of the goals will be to have them participating to the ICANN meeting, and some of them will be there for the first time. Therefore, I don't think we need to consider that they will be only usual suspect who will be participating to this ICANN meeting.

One of the other reasons is that it's in—as we change place, people don't care if it's A, B or C meeting, they participate and they need to be taken care, as in any other meeting. We have decided that it's a policy meeting and we have organized it like that, but it's not because of that that we will not have new people.

Regarding the contest—and that's my personal hat, not as EURALO chair—I would like that we find a way to allow people to work together, not to work against each other. And yes, I know contest is very easy, but may I suggest that the contest is not the best one but the one who has been able to gather the bigger team to work on one single video? Thank you very much.

JOANNA KULESZA: I like so much what you say, Sébastien. And yes, I have some question about our competition or contest in Twitter, and we will discuss it too today because it looks like now not so far away for other people, not just for people who already involved in this social media work. Alfredo.

ALFREDO CALDERON: I just wanted to agree with what Sébastien said, and I understand completely that the focus shouldn't be only to engage or reach out to internal individuals and ALSes. My concern that arises is, are we as RALOs going to be able to simulcast any sessions that are happening within ICANN 71 and in the prep week, or do we need to go through a process to get approval from somebody within ICANN to allow us to do that?

And besides that, for example, North America is trying to develop a strategy to simulcast or broadcast some of the meetings that are supposed to be public within the region, but it seems that there has to be a process in place. I was just wondering how Social Media Working Group is going to deal with that. Thank you.

JOANNA KULESZA: Thank you very much, Alfredo. I fully agree with you, and I think it's great—and thank you very much—that we are discussing this now and we have time to change something in our strategy and decide about better way to involve people in such difficult topics. So, Alfredo, if you have any additional points. No, it was an old hand. Okay.

So if we can, we go through the document. Next slide, please. So the metrics, it's a very short question, but I think it's very important, because we need to understand how we can estimate and evaluate the results of our work. And as I understand, we have time to time the problem with gathering the metrics from social media. And I think now we should decide about the set of metrics, and at least we may, for example, compare if we need to do that or to see, do we have a progress or haven't, and somehow to estimate it with, for example, metrics, something like numbers of participants of our sessions, or I think maybe much more better for us, number of questions or comments in social media.

We still haven't any questions and comments during the ICANN meetings, more between meetings, but maybe we need to work on it too. So if we can, we go to action items and, yes, some part of this spreadsheet is empty, and I think we need to understand about the deadline and responsible, I mean set of names who will lead on each item. So of course, we will do a promo card, and you know from my experience from ICANN 69, we maybe don't need to do promo cards for each session, because I saw that a lot of session, we had three weeks of ICANN 69 but now we will have not so much sessions, and we need to

use this time for explaining topics and to tell about speakers, maybe something else.

And if you see in the end of this document, I suggested a new way to create our promo cards, but I think it's maybe not so typical for us and I will be happy to hear from your comments or maybe you suggest something else. But I think we may create something which will be a showcase of At-Large work in social media. Maybe something special if we can do that in the framework of ICANN work in social media. I think Yesim can say something about the rules, and can we do that or cannot do that?

Alfredo, if you want, please take the floor.

ALFREDO CALDERON: Yes, Natalia. Thank you again. And sorry for asking so many questions, and some concerns that I have. I was thinking that probably instead of a promo card for each one of the sessions, we can work on an infograph, sort of describing the sessions that are going to happen within At-Large and aggregate that together so that within one image or one document or one visual aid, individuals can see what's going to happen during that date. So that's my suggestion. Thank you.

JOANNA KULESZA: Thank you very much. I fully agree, it will be great and we will work on it. So if you come back to our action items, we go to the point of summary of At-Large session. I would like to suggest to create after each At-Large session, and [I think it may do] a moderator, a short summary

which we can use and put on promo cards for our social media explanation of our work and our session, because I think ICANN 71 as policy forum will be a little bit difficult for understanding for external audience, and we will explain again and we will attract and we will try to tell that it's not so hard to participate and to understand it. And if you have any other idea and if you think it will be difficult for moderators of our session to do that, please tell me. [inaudible]. Sarah, yes, we can see you. Thank you.

SARAH KIDEN: Hi everyone. So regarding the summary of sessions, I'm not sure how busy the moderators would be. I would like to suggest that we can have someone from the Social Media Working Group also contributing to this instead of leaving this on the moderators. And if that's the case, then I'd like to sign up to help in some of the sessions. Thank you.

JOANNA KULESZA: Thank you very much, Sarah, and thank you all for participating in creating the document and our discussion all the time. Thank you very much. So, again and again, I'm trying to tell more about our At-Large leaders, but often, we haven't any additional time to do this. But I think we will try again to put in our social media channels the information about At-Large leaders, because I think it's very attractive and very interesting for people, and I think if we will put not just short bio information but I don't know, something like answer for the question about the ICANN or At-Large work, it will be great. And as I see some of

leaders now here on the call, I will ask you to give us some support and help in this question.

So we are going to the item "video," and we will try to create videos, and yes, it will be great opportunity to organize video content. We will use our new hashtags ICANN At-Large 71 and ALAC 71, and I think we may add something new, but these hashtags will be enough for us. But your suggestions are very welcome.

So we did it in autumn, we created promo cards with [ask At-Large,] but we haven't any questions from people. If you think it is irrelevant item, we can cancel it or delete it and don't do that, but I think it will be good opportunity to open the door for people.

So, about Twitter competition, as we discussed in e-mails, I suggested to exclude the Social Media Working Group chairs from the list of possible winners, and as Alfredo suggested, to exclude the names of other leaders of our community to allow other people to participate and to win. Jonathan, please go ahead.

JONATHAN ZUCK: It's not a priority issue, but since we're talking about Twitter, I'm wondering whether or not you have a sense whether people enjoyed having the Twitter wall or not, having all of the tweets with this hashtag available to them? Do we know whether people used it or anything like that? We just put it together quickly last time, but is it something we should try to repeat, I guess is my question.

JOANNA KULESZA: Thank you very much, Jonathan. The wall is excellent tool, and we will share this tool and we will invite people to use it. It's wonderful, great tool for us. Thank you very much. So if we come back to the Twitter competition, I guess we need to open the floor for short discussion of this question, because if you disagree with me and you think that all people, leaders of Social Media Working Group team and leaders of RALOs, can participate in this, so please tell us now it, but I remember well this question or this comment, I don't know, from somebody, that it's all okay, it's already [used one, so please take all prizes.]

And I think it's really not so good to have a winner from the list of our RALO Social Media Working Group chairs [inaudible]. If you have some ideas or some thoughts about this. So I don't see any hands and I think as Sébastien said, all our things we are doing should cooperate people but not divide them.

Shreedeep, I see you on the call and I would like to invite you to help us with nice Facebook frames again. We are going to the item about webinar [inaudible] maybe in our preparation week. and as I suggest some time ago, maybe if we are doing this so often last time and we already had two social media webinars and people already know where our presentation may be found and they know how we may do the best social media campaign and how can we be a Twitter star, I think we don't need to repeat it again, but if we will have an outreach and engagement call during the preparation week and part of this call we will take for our social media report or social media short discussion, it will be great to tell more about policy courses, maybe, but not repeat this information or social media presentation. If you have some—

LIANNA GALSTYAN: Natalia?

JOANNA KULESZA: Yes.

LIANNA GALSTYAN: Hello. Hi. I'm sorry to interrupt. I was trying to [inaudible] earlier on your question, [inaudible]. I'm glad you can hear me now. I will make some brief comment on the discussion points that we had so far. I will start with this contest and participation of the leaders. I would support the thing that you suggested, that you and the others probably bringing this item, that the leaders and the chair actually should be excluded with winning prizes, because we have signed up as leaders to move forward the work of the social media group and not to get the prizes for the work that we wanted to do.

Of course, [inaudible] community member, we have the equal right with the others, but I think we understand that every time we put more effort to encourage people to participate, so just sharing or putting this tweet or Facebook comments and posts, that is our job that we want to do, it's not that for which we need to take prizes. This is my opinion on it.

As for the other suggestions and the contest in itself, [probably] can be thinking for the next time being something new, because the same kind of contest, maybe that brings attention and participants but not to the topic or the essence of discussion.

Regarding on the video preparation, etc. on the capacity building or the actual summary of the topic that Sarah agreed to make the reporting, etc., with the moderators, if they agree to be a part of this job, actually, they can put some bullet points like we do of key messages of that session, just some of the topics. That would be also interesting to represent and share within all RALOs as the outcome of that session.

Regarding the video preparation as a welcome messaging from the leadership, as I understand from EURALO, that can be done, or ALAC chair, Maureen can prepare to have this short video promotional things, what they can focus, it will be, as previously we have done, like talking points. So they can briefly bring the attention or the focus of everyone of what is going to be discussed in this policy forum.

Yes, that's true that on this meeting, it is a policy forum, but we can have newcomers and ALS members and we want to encourage them to participate even if that is the first time, they do not know what was the background discussion for a lot more time, but they need to know what this particular meeting will be focused on the topics.

So if we have the leaders promoting these aspects of discussion of this policy forum in particular within the prep week or the main event thing, that would be an excellent starting point for the video preparation.

I probably have a lot of comments, but [inaudible]. Thank you for giving me the floor.

JOANNA KULESZA: Thank you very much, Lillian. Very valuable additions and feedback from you, and sorry I didn't see your hand or something else. And yes, we had the idea—and Sarah suggested it—to choose the best tweet or post in social media, but we understood that this selection process and the set of criteria for this contest will be complicated for us, but it's a great idea, and I think even now, we have time to, I don't know, create maybe something new or to prepare something new. And the video is always successful, yes, and we will use it again. But I kindly ask you to put your ideas or thoughts into the document and we will have an ability to put in our strategy in time. Thank you.

So you know that our great NARALO Facebook page helps us to share our information. I would like to thank Alfredo, Eduardo for helping us to promote our news. And I think—and as we discussed with Eduardo—we will use this way, and we will create a Facebook live stream, but we need to understand the way we will do that, because maybe it will be great idea to have one sort of the video, and we will do reports from NARALO pages, because Eduardo, if you want, you have the floor now. Yes, please. You know how we can do it better.

EDUARDO DIAZ: The strategy that I have been thinking and piloting, which I used some of the great meetings that EURALO has been doing, and one of them is the readout in Spanish of the ICANN 70, which I thought was great. It's really a push strategy, not a pull, because everything I hear here is a pull strategy, meaning promote the ICANN course or for example, ICANN policy development, [and guide for At-Large participants,] promote that

video or whatever that is, you promote it by sending a link, right? And you hope people will click on that to go and see it. That's a pull strategy.

What I'm doing is, what I'm saying is, and I'm piloting this, is let's take these meetings that are happening and just push them through all the social media that we have, live, bam, because mostly people that are there, they get notifications that this happens when it happens. You see what I'm saying? I don't know if you're subscribed to some social media that when there's something happening live, you get a notification saying there is XYZ doing a live now, so you might go there.

And I'm not thinking here about doing this in ICANN 71. My idea is that at one point, all the RALOs should do this for themselves, because I'm only one, and secondly, you do stuff in the region that is pertinent to your region, and you should broadcast this as much as you can. For example, I see this as a tool for outreach, not only engagement, in the sense that we have had the NARALO page for a few weeks now and we got about 54 members subscribe, some of which I've never heard of. So to me, that's outreach. [Many, they're crazy people that just join the group,] but there are a few that are interested in the things that we are doing there. So when we do this broadcast, I know people will go and see it. Some of them will, at least get a notification.

Anyhow, I hit a roadblock yesterday with the NARALO meeting. I was told not to do that until they check with the Legal, and I don't know [inaudible]. My belief in this is that all these meetings are public, and we should be able to recast them, and it's easy, and ICANN as an organization doesn't have to get involved in the actual doing it, it's done by us as part of our ALSes, as part of our RALO for outreaching into our

region. But I was told I have to wait and see if a live meeting is public or not. [They have to answer me that question.] So we will see before ICANN 71.

And I think one of the things that we can do in ICANN 71 is select those meetings that we think are very appropriate for our ALSes and other people out there, because there would be plenaries about not only policy but about things, DNS abuse, I don't know if there's going to be something about DNS abuse, which is a theme that many people are interested in hearing. Maybe not something specific policy, but something like that, something that you can broadcast everywhere at the time that it's happening.

And there's no need for anyone to register, to go to Zoom, to download a Zoom application. They just go to YouTube, to Facebook, to Twitter, and they just hear that. And the idea also there is that if you get it in your page, let's say the EURALO page, gets broadcasted there, then people in your network, you should promote it in your network to have people that manage other pages to do this link and pass this link to those pages so they can see it live there too. So it's just a push out there and broadcast. And I think this is a strategy that we haven't done before, and if we do it correctly and would manage this in a way, it will have a very positive effect with little effort, which because we are all volunteers, we don't work full time on this, so such things are very effective with little effort and something that we all know how to do. Thank you.

JOANNA KULESZA: Thank you very much, Eduardo, and we definitely will use this way. Alfredo, please.

ALFREDO CALDERON: Yes, I just want to support 100% what Eduardo just said. The idea was ours that we came up with when we were chatting about something else, and we decided to go ahead.

Now, the thing is that the important thing that Eduardo just mentioned is that if we as a group decide to follow this strategy, can you imagine the amount of engagement we will get to our social media networks as individuals? I for example, when we have done this pilot, I managed about four Facebook pages and I just post the link and automatically, people log in to see what's happening, and questions and comments come up. We even increased our membership in our ISOC chapter thanks to this strategy.

So think of that worldwide. It would be great. Thank you.

JOANNA KULESZA: Thank you very much, and I fully agree with you, and we need to open all our doors and make simple things, and yes, if we will see the number of people who are watching the video on Facebook, we will wonder. And definitely, we will use it. Thank you very much for your help and for your idea. It is so easy, but we didn't do it before. Thank you very much.

So, we have just [ten minutes] until the end of the call, and I will go quick to the end of this document. So we will promote the At-Large learn courses with focus on ICANN policy development, and I think it's

very important before this ICANN meeting, and yes, I saw the comments in our chat about Deborah, and I think, yes, she should be invited in our work and it will be great if NextGen and our fellows will help us and will participate into our work. But I think it's still a little bit difficult to engage these people. But [inaudible].

As Sébastien said, we will have the EURALO events during ICANN 61. It will be EURALO policy session, EURALO town hall, and EURALO social event because the location of this ICANN meeting is Europe, and we will take the lead in this part of our event and we will promote this. Jonathan, please go ahead.

JONATHAN ZUCK: Thanks, Natalia. I wanted to mention the courses. I don't know if people have had a chance to look at them yet. Right now, the system is set up so that in order to take the policy course, you have to have taken the At-Large introductory course, and the policy fundamentals course as prerequisites. You can't take the At-Large policy course until you've taken those other two courses. And I guess I don't know whether or not that's too much of a burden or not. If you're hoping for people to take the policy class prior to the policy forum, it would end up being their third class, and I don't really know where people are. I think there's some value to doing all three, but that's the way that it's set up right now and I just wanted to make you aware.

JOANNA KULESZA: Thank you, Jonathan. So two courses, of course, and we will pay our attention and we will focus our work and we will promote these courses

not now only, not during preparation week or after ICANN 71 because I think it's a great tool, and yes, the best advertising is the advertising from At-Large people. And I think we will have an opportunity and time to say something wonderful about these courses and invite people to take it.

So we have just five minutes until the end of the call. If we can go down to the document, we will have what we are going to do after ICANN 71 meeting, we will invite people to readout sessions. And it is great that these sessions are supported by different languages. It's great. So we will gather the metrics and we will prepare the report and we will see what we did great or what we need to do better.

And I think the type or the design of promo cards of our promo materials maybe is not important topic, but I think it's important to be attractive, to be colorful, and to attract the attention of new people, not just people who already are in our ranks or involved in ICANN work, and I think we will work on it and we need to do all the [inaudible].

I think it is the end of our call today. If we can come back to our agenda. Yes, we already discussed our ability to have a social media report time during outreach and engagement call during the preparation week, and I think we will have separate discussion about the time, date of this call. If you have some additional comments, please put them into the document. And I think we may have additional one or two days, and then we should approve this document and we should start to work.

If you have any additional other business—Alfredo, please.

ALFREDO CALDERON: Yes, Natalia, I just wanted to go back to the issue of all the webinars that Jonathan has graciously given or provided on social media and video preparations and so forth. We should take the opportunity to advertise that so that other people can view them. We don't have to repeat them, but where they are, how can they use them, what are the benefits of watching them. That's just my comment. Thank you.

JOANNA KULESZA: Thank you very much, Alfredo. I fully agree with you. And I think our webinars, especially Jonathan's webinars, already are our showcase, and it's great that we have so talented people and we have the opportunity to teach other people same time to attract them to our work and to our ability, not just talking about the ICANN topics but to teach people to promote the important news and important information. Thank you very much. Jonathan, please.

JONATHAN ZUCK: Thanks. Thanks, Alfredo. It occurs to me that it might make sense—at one point, Sébastien made the suggestion and we did this, to do a kind of workshop with people's presentations and using some of the tools we talked about. It might be possible to do another workshop like that and then just say that people need to watch the giving better presentations online session before the workshop or something, so it's not just people that saw it—so rather than give that presentation again, let people watch it and then we could do like a training session where people are actually trying to implement the ideas, and I'm just on the Zoom with them to help them out. We did that at one point, and I think that it went

all right. So that might be the best way to evolve since we already have those session recorded.

JOANNA KULESZA: Thank you very much, Jonathan. And I would like to ask you, just for one second, if we already have your webinar on YouTube At-Large channel, we can promote it too, or we have just opportunity to give the new webinar.

JONATHAN ZUCK: I think that it might make sense—and Evin can probably answer this question—to pull the video out of the Zoom recording. You can save it as an MP4 and then we could upload it to YouTube. But right now, you can go back to the agenda item and play it, and I think you can get access to the interpretation somehow too, like you could play the French audio alongside it. But if you want to just turn them into videos, I'd be happy to create videos that combine the different languages so that people can watch the French version or the Spanish version or something like that. That's not too difficult to do. So if that would be useful, we could turn it into a couple of different—into three videos, I guess, in the different languages and we could put those on YouTube.

JOANNA KULESZA: Thank you very much, Jonathan. It will be great, because I think the language is not a question, but I [only] think if we are giving the webinar, it's great to give people, again, simple open door to this knowledge. But I think it's another topic for the discussion.

Thank you very much for joining this call. It's my big pleasure to discuss our important work with you, and look forward to our common work in the social media. And please put your comments and ideas and thoughts into the document. I don't know, maybe Tuesday midnight of Wednesday, and then we will approve this document and we will start to work on it. Thank you very much and have a nice day, night, afternoon, evening. Thank you very much. Bye.

YESIM NAZLAR: Thank you. This meeting is now adjourned. Have a great rest of the day. Bye.

[END OF TRANSCRIPT]