

ICANN71
VIRTUAL POLICY FORUM



Overview of the Outreach and Engagement Activities during ICANN71

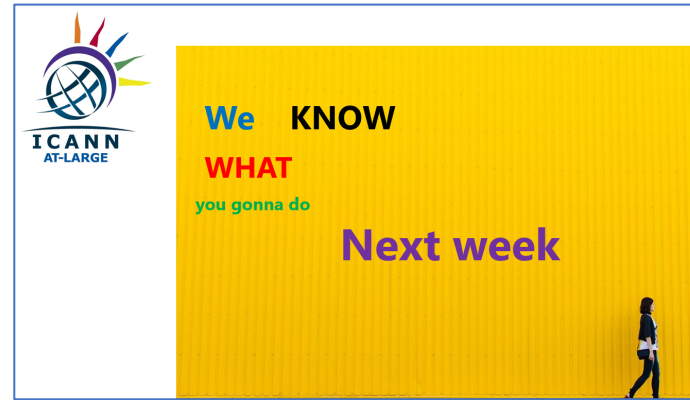


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Overview of the Outreach and Engagement Activities during ICANN71

Social Media Activities



Communication campaign in Social Media supports to maintain a positive image of the At-Large community, to establish and enhance our communication with the audience.

New design of the promo video and promo cards (hope you can recognize yourself and avatars looking like you-)



European At-Large region Promo video

“Ask At-Large”

Hashtags #ICANNAtlarge71 #ALAC71

Facebook live streams (with help of NARALO superb Facebook page and initiative!)

Promotion of <https://my.walls.io/i3p4c>



After ICANN71

Promo cards with summary of At-Large sessions
Promo cards about At-Large leaders

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Overview of the Outreach and Engagement Activities during ICANN71

Social Media Activities

SMWG's ICANN71 Twitter and Facebook Competition

We exclude the names of SMWG Chairs from the list of possible winners. Let the community members have a better chance.

There will be prizes for the top 3 winners
(Twitter)

There will be prizes for the top 3 winners
(Facebook)

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**At-Large Social Media Working Group (SMWG)
ICANN71 Twitter-Competitie**

14-17 Juni 2021

De winnaar met de meest boeiende tweet wordt bekend gemaakt tijdens de At-Large Wrap Up-sessie op donderdag 17 juni.

Doe mee in de geest van #ICANN's Virtual Policy Forum door ons te laten zien waar u deelneemt aan dit virtuele evenement. Zit je op kantoor of in een coffeeshop? Post een foto van jezelf die deelneemt aan de ICANN71 Virtual Policy Forum-sessies vanaf jouw locatie en deel deze met de **#ALAC71-hashtag** en het # van de stad waaruit je deelneemt. Help ons een virtuele vergaderfotogalerij te maken. Graag tot ziens allemaal online!

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**Concurso de Facebook de la ICANN71 del
Grupo de Trabajo de redes Sociales de At-
Large (SMWG)**

14-17 de junio de 2021

El ganador con el post más atractivo será anunciado durante la sesión de resumen de At-Large el jueves 17 de junio.

Únase al espíritu del Foro de Política Virtual de #ICANN mostrándonos desde dónde participa en este evento virtual. ¿Estás en tu oficina o en una cafetería? Publique una foto de usted mismo asistiendo a las sesiones del Foro de Política Virtual ICANN71 desde su ubicación y compártala usando el **hashtag #ALAC71** y el # de la ciudad desde la que participa. Ayúdanos a crear una galería de fotos de reuniones virtuales. ¡Esperamos verlos a todos en línea!



The ALAC/At-Large Social Media Working Group is planning **Social Media Competitions** for the ICANN71 Virtual Policy Forum!

Winners will receive **Vintage Amsterdam postcards**, among other prizes.

Stay tuned for details!



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14-17 June 2021

ICANN71 VIRTUAL POLICY FORUM



Overview of the
**Outreach and
Engagement
Activities**
during ICANN71

14:00 UTC, 16 June 2021

EURALO Social EVENT

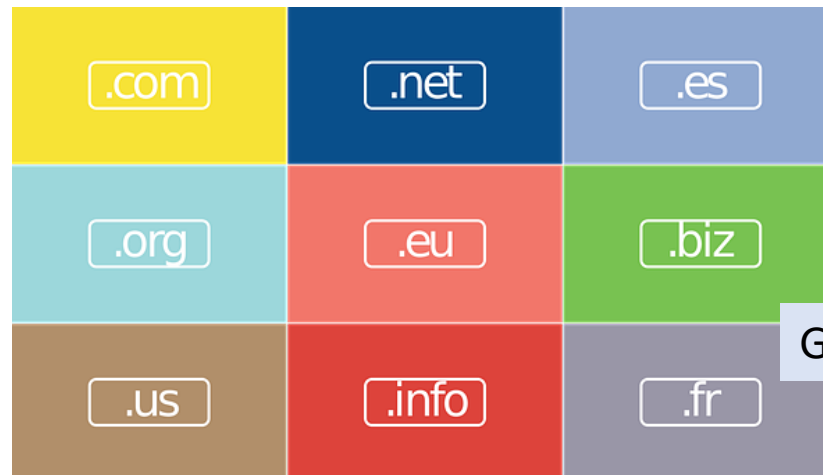
Virtual tour



GEMS



Painting lesson



GAME