

Distributed ALAC Social Media (SoMe) Strategy

Purpose: To enhance global engagement with At Large and build awareness

Constraints: Global, disparate, multilingual user base with issues of regional import arising

Primary Media: Twitter, Facebook, LinkedIn, Instagram

Plan:

- RALO leadership should identify 5-10 top SoMe users within their constituencies based on engagement/followers and directly approach them to be deputy content curators.
- RALO leadership should select one of these deputies to be overall SoMe chair at the RALO level who will interact with the SoMe working group and with ICANN
- Upon their agreement, those content curators should share their best At Large relevant content (in original languages) with Evin @ AtLarge for global sharing on At Large formal channels.
- RALOs should compile spreadsheets listing SoMe handles of ALSs and individual members, country of origin, and primary language of composition
- These lists should be publicly shared and interested At Large members encouraged to connect/link/follow these account to build community sharing capacity