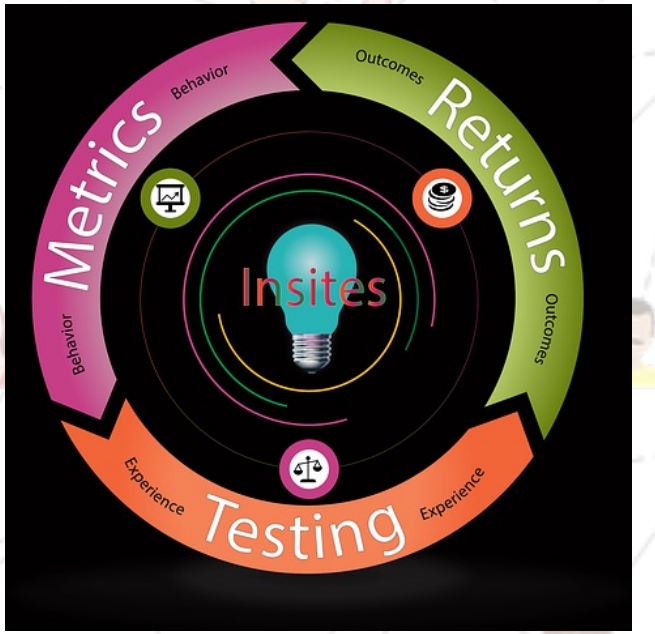
Reports, Strategies, and Metrics



ICANN 73 - virtually in San Juan
Report, Strategies and Metrics

We counted on the collaboration of SMWG members from all RALOS!

Special recognized to :

Heidi Ulrich

Jonathan Zuck

Daniel Nanghaka

This team made it happen!

ICANN 74 is coming soon! The Hague, the Netherlands – May 11th to May 16th

Reports from ICANN 73, virtually in San Juan, Puerto Rico – from March 7th to March 10th

NAME of Campaign and Objectives:

Name of Campaign:	ICANN|73 SM			
Campaign Manager:	Eduardo Díaz (SMWG Co-Chair) & Denise Hochbaum (SMWG Co-Chair)	Jonathan Zuck (ALAC Vice-Chair) & Daniel Nanghaka (Chair of Outreach and Engagement)		
Staff Support:	Heidi Ullrich Claudia Ruiz			
Other Support:	SMWG members and additional volunteers as available			

OBJECTIVE

- To raise awareness of and engage with the ICANN At-Large community whose work affects the future of the global Domain Name System (DNS) before and during the ICANN73.

GOALS

- Capture interests, prompt audience; click the links and participate in the meeting
- Help audience understand how to engage in the discussions ICANN policy issue areas

Jonathan Zuck delivered a guide that was useful for all members present in the call

Who's the audience?!

- Talk with people involved with ICANN and the people that need guidance

What?

- Use cards collected with special platforms with free download
- Check the regions, age, and gender for specific platforms. It makes communication easy.

When?

- Verify the table that gives the best hour and weekdays or weekends that the posts will be seen. Each platform presents different audiences time to reach them.

Audience + Purpose = Design

PRIMARY: EXTERNAL FACING

- New and potential At-Large Structures (ALSs) and Individual members (IMs)
- **Demographic:** Both genders, younger generation
- **Geographic:** Worldwide
- **Interests:** Internet consumer protection, safety & other ICANN policy issue areas
- **Knowledge:** Limited knowledge, understanding. & experience in ICANN & At-Large
- **Desire:** Want to learn, get involved & make a difference
- **Behaviors**: Constantly learning, follow news, attend meetings & gatherings, actively listen & share viewpoints
- **Influencers**: Subject matter experts & authorities in global DNS, Internet Governance & other ICANN policy issue areas

SECONDARY: INTERNAL FACING

- Community members and leaders
  - Inactive ALSs and Ims
  - Other SOs and Acs
  - Staff & Board members
  - ICANN groups, structures & departments
  - Organizations associated with ICANN
  - Influencers of Internet policy issues

Target Audience and Purposes

MESSAGE SUMMARY

- **Explain to external audiences why they should care about ICANN and the DNS. Interweave all messages with the needs, wants and interests of the end-users.**
- **Explain to internal facing audiences what At-Large is and why it is important to take it into consideration when developing global DNS related policies.**

Social Media Work Group : Strategies

CALL TO ACTION

- Prompt audiences when meeting sessions are coming-up to encourage participation
- Inspire participation in the meetings by providing a brief description of each
- Solicit to click links for more information and further engagement

STRATEGIES and Actions:

Recommendations:

(may or not be considering efficient due of the frame time and members agenda)

Strategies during the preparations for ICANN 73

- Listen to the community chairs and members about their expectations and suggestions. Whoever will be able to participate & can contribute .
- Redesign new sub-groups (3 to 4 people) in each RALO.
- Define the roles of participants. Who will be responsible for each task?
- Establish a communication practice between the member participants, independent of official meeting calls
- Incorporate the ideas and share to all members the complete information, circulating documents to everyone.

Actions during ICANN event

- Observe that communications that are posted by the staff are shared with your group. These postings can be informative cards and agendas.
- Be responsible for advertising, attending, and reporting each meeting during the days of the ICANN 73.
- Posting comments with photos or cards in order to facilitate the user's attention
- Promoting a short video: 30 seconds, informing what specific meeting must be announced. These videos, eventually must be spoken in the regional language.
- Evaluate the attendance in each meeting during ICANN

Leadership tasks and preview actions overview

Task
Identify meetings for Livestream
Identify SM channels
Distribute Facebook, Twitter frames and Zoom backgrounds
Create SM Tool Kit
Create instruction guide for resources
Checkpoint meeting with SMWG members
Create hashtag lists
Assign resources to meeting sessions
Create message templates
Pre-program Email, FB and Twitter posts
Campaign goes live
Take first set of metrics
Campaign ends
Take second set of metrics
SMWG final report

ICANN 73 - NARALO/SMWG - 3 WEEKS PREPARATION: Engagement and outrech

	DATE	SIGNED BY		ORGANIZATION	COMMENTS
		SMWG - At-Large Meeting	Update & Decisions	People	Approval Plans and Recommendations
					expecting responses on Feb 21
	21-Feb	Staff and members collaboration connected	. Define hashtag and addresses		
	22-Feb	ICANN 73 - preparation 1st day	. Define the content		
	23-Feb	ICANN 73 Preparation 2nd day	. Reach up ICANN Fellows, NewGen by (Deborah and Sivanon)		
	24-Feb	ICANN 73 - Preparation 3st day	. Video in 4 language-preparation	Jonathan , Denise, Heidi and LIASON Chairs	
	25-Feb			STAFF and NARALO MEMBERS	Monitoring the connection until ICANN-73 conclusion
	26-Feb				
	27-Feb				
Blast information	28-Feb	Staff, members, Jonathan and Daniel	Launch video in all medias	asking to share and likes	Observing the share and connections
	5-Mar	Produce contents	#RALOS (in all Medias) questions and challenges	Members and Staff working together to produce	OUTREACH BY SOCIAL MEDIA
	6-Mar			information based on that meeting	
ICANN 73 Puerto Rico	7-Mar			Members and staff posting resume of each meeting	
ICANN 73 Puerto Rico	8-Mar			Members and staff posting resume of each meeting	
ICANN 73 Puerto Rico	9-Mar		SOCIAL EVENTS NIGHT - KARAOKE	Members and staff posting resume of each meeting	
ICANN 73 Puerto Rico	10-Mar			Members and staff posting resume of each meeting	
(day after)	11-Mar	ICANN 73 (day after finnish the meeting)			
DOC/Metrics/Reports	24-Mar	Metric Analyses / Creat and Distribute the reports		Members and staff posting resume of each meeting	
Post ICANN73	TBD	NARALO meeting	SOCIAL MEDIA ENGAGEMENT AND RESULTS NewGEN and Fellows Reports		

SMWG : ALAC – Member Confirmations

Members

Regional Vice-Chairs: AFRALO Bukola Oronti APRALO Shreedeep Rayamajhi EURALO Natalia Filina LACRALO Lilian Ivette De Luque Bruges NARALO Denise Hochbaum

RALO Leads: AFRALO Sarah Kiden APRALO Lianna Galstyan EURALO Olivier Crépin-Leblond LACRALO Lilian Ivette De Luque Bruges NARALO Denise Hochbaum

The members of At-Large Social Media WG, organized by regional affiliation, are:

Region	Member	Position	Membership Confirmation (October 2021)
AFRALO	**Bukola Oronti**	**AFRALO Regional Vice-Chair**	✓
AFRALO	Sarah Kiden	Member	✓
AFRALO	Adebunmi Adeola Akinbo	Member	✓
AFRALO	Daniel Nanghaka	Member	✓
AFRALO	Ejikeme Egbuogu	Member	✓
AFRALO	Caleb Olumuyiwa	Member	✓
AFRALO	Wisdom Donkor	Member	✓
AFRALO	Olévié Kouami	Member	✓
AFRALO	Luke Kapchanga	Member	✓
AFRALO	Joan Katambi	Member	✓
AFRALO	Michel Tchonang Linze	Member	✓
AFRALO	Minata ZONG-NABA	Member	✓
AFRALO	Raymond Mamattah	Member	✓
AFRALO	Stephen Dakyi	Member	✓
AFRALO	Lavish Mawuena Mensah	Member	✓
AFRALO	Sarata Omane	Member	✓
APRALO	Gnanajeyaraman Rajaram	Member	✓
APRALO	Cheryl Langdon-Orr	Member	✓
APRALO	Maheeshwara Kirindigoda	Member	✓
APRALO	Priyatosh Jana	Member	✓
APRALO	**Shreedeep Rayamajhi**	**APRALO Regional Vice-Chair/Regional Chair, ICANN68 Virtual Policy Forum**	✓
EURALO	**Natalia Filina**	**EURALO Regional Vice-Chair/Regional Chair, ICANN69 Virtual Annual General Meeting, ICANN71 Virtual Policy Forum**	✓
EURALO	Matthias Hudobnik	Member	✓
LACRALO	**Lilian Ivette De Luque Bruges**	**LACRALO Regional Vice-Chair/Regional Chair, ICANN70 Virtual Community Forum**	✓
LACRALO	Raitme Citterio	Member	✓
LACRALO	Milo Paraison	Member	✓
LACRALO	Nikenley Severe	Member	✓
LACRALO	Antonio Medina Gómez	Member	✓
LACRALO	Vrikson Acosta	Member	✓
LACRALO	Marcelo Rodriguez	Member	✓
LACRALO	Sindy Obed	Member	✓
NARALO	**Denise Hochbaum**	**NARALO Regional Vice-Chair, Regional Co-Chair, ICANN72 & ICANN 73**	✓
NARALO	**Eduardo Diaz**	**NARALO Regional Vice-Chair, Regional Co-Chair, ICANN72 & ICANN 73**	✓
NARALO	Glenn McKnight	Member	✓
NARALO	Alfredo Calderon	Member	✓

Resume of SMWG members in each RALO

- AFRALO: 16 members
- APRALO: 5 members
- EURALO: 2 members
- LACRALO: 8 members
- NARALO: 4 members

APPROACH: STEPS TO SUCCESS

- Announce each meeting 10 minutes before it starts to arouse curiosity and remind members. Use a hook (clever expression) to encourage participation
- Use email, twitter, and Facebook to post announcement in #1 with appropriate set of hashtags, brief description of the meeting, zoom link, Livestream link (if available) and an action call to participate and share with their own Social Media (SM) channels.
- After each meeting ends, use email, twitter, and Facebook to post a brief summary of the meeting with appropriate set of hashtags, links to the meeting recording and an action call to share with their own SM channels. Use screen capture of the session and post picture of session and observations
- Assign SMWG members, RALO members, ALAC, staff and others; one per meeting, to perform 1, 2 and 3.

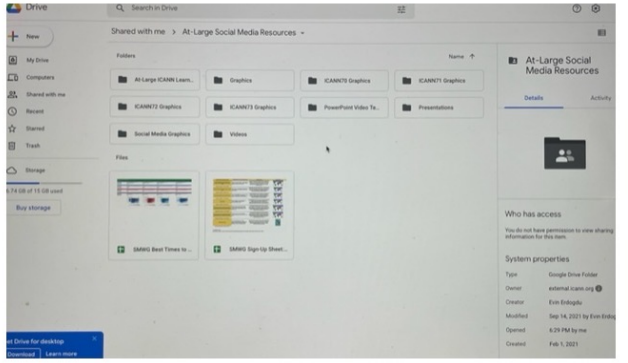
- Use scheduling software (e.g., Buffer, Hootsuite, etc.) to pre-program 1 and 2 as much as possible to automate
- Identify which meetings could be live streamed and announced in 1.
- Create and use a SM Tool kit to be disseminated among At-Large. This tool kit is to be used by:
  - At-Large members to disperse their own At-Large related free-will messages through their own SM channels.
  - Create and use Facebook frames and Zoom backgrounds for At-Large ICANN 73 Pre-Week and CANN72 AGM.
  - Use and track metrics for the SM channels identified for this campaign.
  - Provide summary report on results

Strategies: best days and time to post on Social Media

Best times to post on social media				
Social Network	**Time Zone**	**Time Zone**	**Time Zone**	**Time Zone**
Facebook	**PT**	**CT**	**ET**	**GMT**
Best Time to Post	Tuesday, Wednesday and Friday 7 a.m.–11 a.m.	Tuesday, Wednesday and Friday 9 a.m.– 1 p.m.	Tuesday, Wednesday and Friday 10 a.m.–2 p.m.	Tuesday, Wednesday and Friday 2 p.m.–6 p.m.
Best Day to Post	Tuesday, Wednesday, Friday	Tuesday, Wednesday, Friday	Tuesday, Wednesday, Friday	Tuesday, Wednesday, Friday
Worst Day to Post	Saturday	Saturday	Saturday	Saturday
Twitter				
Best Time to Post	Wednesday 7 a.m.– 1 p.m., Tuesday through Thursday 7–9 a.m.	Wednesday 9 a.m.– 3 p.m., Tuesday through Thursday 9–11 a.m.	Wednesday 10 a.m.– 4 p.m., Tuesday through Thursday 10 a.m.–noon	Wednesday 2 p.m.– 8 p.m., Tuesday through Thursday 2–4 p.m.
Best Day to Post	Wednesday	Wednesday	Wednesday	Wednesday
Worst Day to Post	Saturday	Saturday	Saturday	Saturday
Instagram				
Best Time to Post	Tuesday 9 a.m.–noon, Monday through Friday 9 a.m.	Tuesday 11 a.m.–2 p.m., Monday through Friday 11 a.m.	Tuesday noon–3 p.m., Monday through Friday noon	Tuesday 4 p.m.–7 p.m., Monday through Friday 4 p.m.
Best Day to Post	Tuesday	Tuesday	Tuesday	Tuesday
Worst Day to Post	Sunday	Sunday	Sunday	Sunday
LinkedIn				
Best Time to Post	Tuesday and Thursday 7 a.m.–10 a.m., Wednesday 7 a.m.–noon	Tuesday and Thursday 9 a.m.–noon, Wednesday 9 a.m.–2 p.m.	Tuesday and Thursday 10 a.m.–1 p.m., Wednesday 10 a.m.–3 p.m.	Tuesday and Thursday 2–5 p.m., Wednesday 2–7 p.m.
Best Day to Post	Tuesday and Wednesday	Tuesday and Wednesday	Tuesday and Wednesday	Tuesday and Wednesday
Worst Day to Post	Sunday	Sunday	Sunday	Sunday

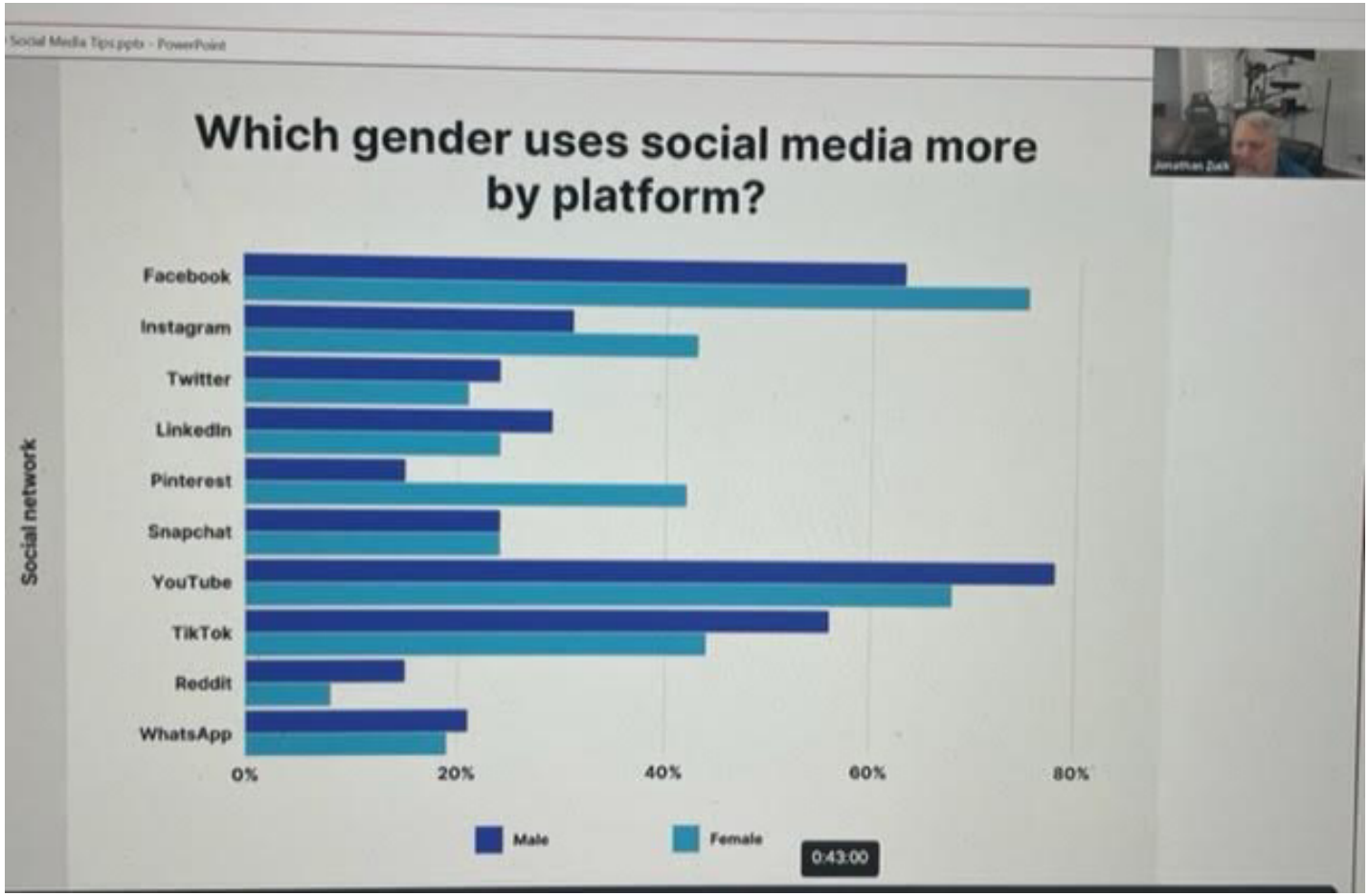
Resources and instructions provided by EduardoDiaz and Jonathan Zuck

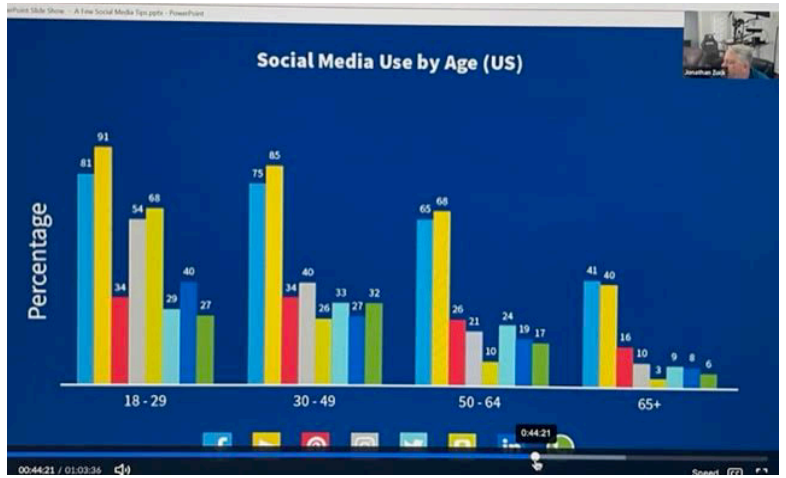
Toolkit elaborated by Eduardo Diaz : detailed guide for SM engagement



At Large Social Media Resources WIKI/Wall

Information based in JZ presentation





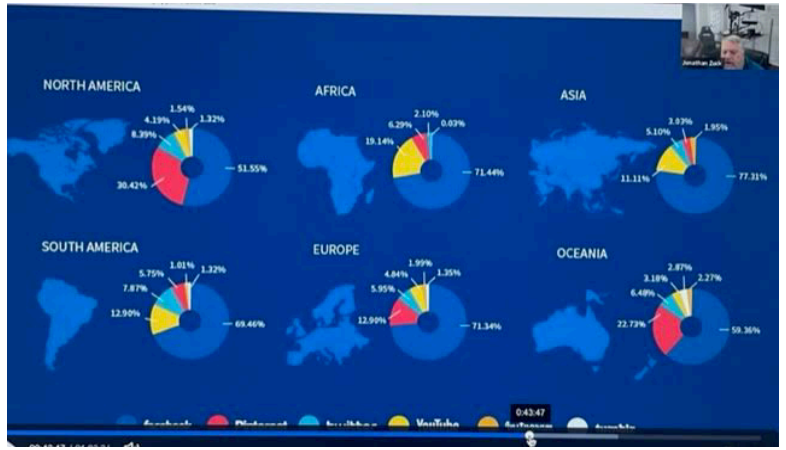


Table sessions: template *(it was prepared for ICANN 72)*

Session linked to At-Large agenda	SMWG Member and social media handle	Template Tweet	Tweet Picture
At-Large Leadership Session: Welcome to ICANN72, Workstream Updates & Policy Talking Points	Bukola Oronti, Olévié Kouami, Lavish Mawuena Mensah, Matthias Hudobnik, Alfredo Calderon @acalderon52, Dave Kissoondoyal	Join the #ALAC/At-Large Leadership Session: Welcome to #ICANN72, Workstream Updates & Policy Talking Points, starting at 17 UTC. Agenda: https://go.icann.org/3lvcJM4 Follow @ICANNAtLarge @TeamNARALO on Twitter! #ICANN #AFRALO #APRALO #EURALO #LACRALO #NARALO #MTG_1	
Monday 18 October: 17:00-18:30 UTC			
At-Large Policy Session 1: Closed Generics: What's Next?	Sarah Kiden, Luke Kapchanga, Sarata Omane, Lilian Ivette De Luque Bruges, Eduardo Diaz @eduardodiaz	Join the #ALAC/At-Large Policy Session 1: Closed Generics: What's Next? starting at 19 UTC. Agenda: https://go.icann.org/3lvcJM4 Follow @ICANNAtLarge @TeamNARALO on Twitter! #ICANN #AFRALO #APRALO #EURALO #LACRALO #NARALO #ICANN72 #MTG_2	
Monday 18 October: 19:00-20:30 UTC			
At-Large Policy Session 2: Tackling DNS Abuse	Glenn McKnight @Inkmedia, Adebunmi Adeola Akinbo @dnsaworks, Joan Katambi, Gnanajeyaraman Rajaram, Raitme Citterio, Dave Kissoondoyal	Join the #ALAC/At-Large Policy Session 2: Tackling DNS Abuse, starting at 17 UTC. Agenda: https://go.icann.org/2YDdvhG Follow @ICANNAtLarge @TeamNARALO on Twitter! #ICANN #AFRALO #APRALO #EURALO #LACRALO #NARALO #ICANN72 #MTG_3	
Tuesday 19 October: 17:00-18:30 UTC			
ALAC & SSAC	Daniel Nanghaka, Michel Tchonang Linze, Cheryl Langdon-Orr, Maheeshwara Kirindigoda, Milo Paraison	Join the #ICANN72 #ALAC & SSAC meeting featuring former #ICANN Board Chair, Steve Crocker, starting at 19 UTC. Agenda: https://go.icann.org/2YDdvhG Follow @ICANNAtLarge @TeamNARALO on Twitter! #AFRALO #APRALO #EURALO #LACRALO #NARALO04 #MTG_4	
Tuesday 19 October: 19:00-20:00 UTC			
At-Large Policy Session 3: ICANN Accountability and Transparency and the ICANN Reviews (part 1)	Ejikeme Egbuogu, Minata ZONG-NABA, Priyatosh Jana, Nikenley Severe, Antonio Medina Gómez, Denise Hochbaum, Dave Kissoondoyal	Join the #ALAC/At-Large Policy Session 3: #ICANN Accountability and Transparency and the ICANN Reviews (part 1) starting at 17 UTC. Agenda: https://community.icann.org/x/9gVyCg Follow @ICANNAtLarge @TeamNARALO on Twitter! #AFRALO #APRALO #EURALO #LACRALO #NARALO #ICANN72 #MTG_5	
Wednesday 20 October: 17:00-18:00 UTC			
At-Large Policy Session 3: ICANN Accountability and Transparency and the ICANN Reviews (part 2)	Caleb Olumuyiwa, Raymond Mamattah, Shreedeep Rayamajhi, Vrikson Acosta, Sindy Obed	Join the #ALAC/At-Large Policy Session 3: #ICANN Accountability and Transparency and the ICANN Reviews (part 2) starting at 18:30 UTC. Agenda: https://go.icann.org/30hRNQF Follow @ICANNAtLarge @TeamNARALO on Twitter! #AFRALO #APRALO #EURALO #LACRALO #NARALO #ICANN72 #MTG_6	
Wednesday 20 October: 18:30-19:30 UTC			
NARALO Trivia Night	Glenn McKnight @Inkmedia, Denise Hochbaum, Wisdom Donkor, Stephen Dakyi @NanaYawBotar, Natalia Filina, Marcelo Rodriguez, Eduardo Diaz @eduardodiaz	Join the #ALAC/At-Large Trivia Event, hosted by #NARALO, starting at 20 UTC. Agenda: https://go.icann.org/30hRNQF Follow @ICANNAtLarge @TeamNARALO on Twitter! #AFRALO #APRALO #EURALO #LACRALO #ICANN #ICANN72 #NARALOTriviaNight	
Wednesday 20 October: 20:00-21:30 UTC			

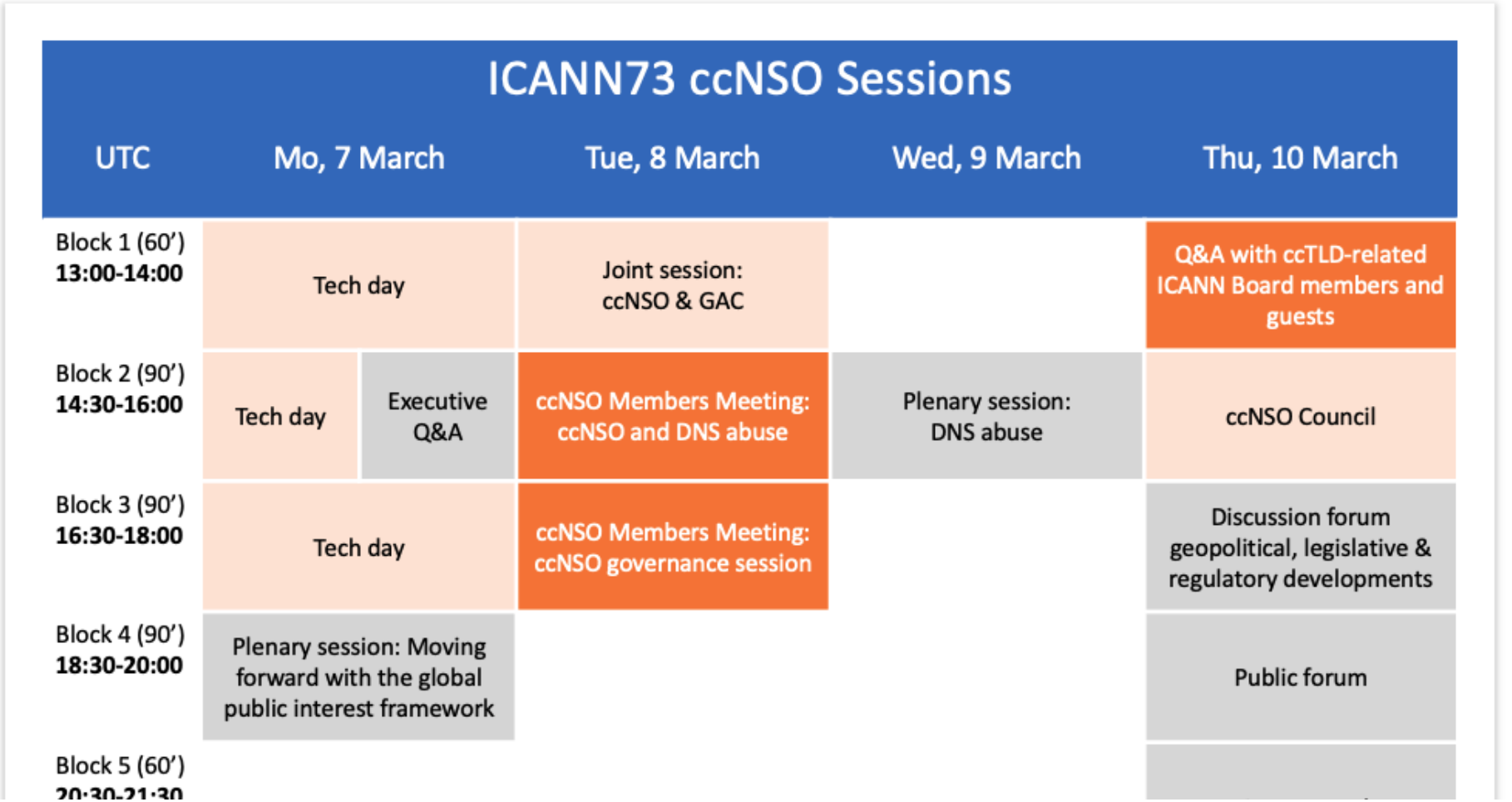
Weekly Measurements			
	@ Sunday. FEB 27/2022	@ Thursday, 21 October 2021	Delta
ICANN At-Large Facebook Page (Likes)			
NARALO Facebook Group Page (Likes)			
@TeamNaralo (Followers)			
@ICANNAtLarge (Followers)			
NARALO YouTube Channel (Subscriptions)			

Table Sessions Template prepared for ICANN 73

Example of structure

Meeting Hashtag	Date	Time	Session - Click on the title to see the specific agenda	Message by staff and SMWG Members	Images	Click to Tweet Link
#sm7301	7 March	13:00-14:00 UTC	At-Large Leadership Welcome to ICANN73	**MSG1** The Chair of the #ALAC will provide opening comments for #ICANN73, followed by an overview of the week ahead for #atlarge73, March 7, 13:00 UTC. Join Us! #sm7301 @teamnaralo **MSG2**		MSG1: https://ctt.ac/Uy0jV MSG2:
				.@icann #icann73 - Exploring the CCT recommendations and their value and urgency in the current environment as we move to a new round of applications for new gTLDs #atLarge73 #sm7301		
				@ICANNAtLarge Policy Session 1: ECCT Review Revisited @ICANN CCT recommendations and their value and urgency in the current environmen #ICANN73 #ALAC73 #AFRALO #APRALO #NARALO #LACRALO #EURALO #sm7301		

Example of ICANN 73 sessions designed for specific group



ICANN73 ccNSO Sessions

UTC	Mo, 7 March		Tue, 8 March	Wed, 9 March	Thu, 10 March
Block 1 (60') **13:00-14:00**	Tech day		Joint session: ccNSO & GAC		Q&A with ccTLD-related ICANN Board members and guests
Block 2 (90') **14:30-16:00**	Tech day	Executive Q&A	ccNSO Members Meeting: ccNSO and DNS abuse	Plenary session: DNS abuse	ccNSO Council
Block 3 (90') **16:30-18:00**	Tech day		ccNSO Members Meeting: ccNSO governance session		Discussion forum geopolitical, legislative & regulatory developments
Block 4 (90') **18:30-20:00**	Plenary session: Moving forward with the global public interest framework				Public forum
Block 5 (60') **20:30-21:30**					

USE the hashtags in each campaign

- **Facebook**: New followers, Page likes, Post Reach & Total Reach, Engagement Rate (i.e.) :
  - (likes + comments + shares)/# of fans), Fan Countries & Languages

- **Twitter:** Number of Retweets, New Followers, Tweet Reach & Total Reach, Engagement Rate (i.e.) :
  - (likes + mentions + retweets)/# of followers), Followers' Countries & Languages

- Reach consensus on hashtags and mentions to use in each campaign
  - Possibilities:
    - #icann73
    - #atLarge73
    - .@icann **
    - .@IcannAtLarge **
    - .@naralo ** (other RALOs as well)
    - #sm73xx
      - Where
        - sm = social media
        - 73 is the ICANN meeting number
        - xx = session number
        - For example:
          - for the first session, "At-Large Leadership Welcome to ICANN73." use **#sm7301**

New apport for metrics : #sm(73)xx

ICANN 73 registered these results:

- Hashtags designated by meeting session (16 sessions in total)
  - - #sm7301 – 3 tweets
    - - #sm7302 – 0
    - - #sm7303 – 2
    - - #sm7304 - 0
    - - #sm7305- 0
    - - #sm7306 - 8
    - - #sm7307 – 2
  - - #sm7308 through 16 – 0

Metrics provided by ICANN Staff

Based on the comparison of numbers from ICANN72 Prep Week
to the last day of the ICANN 72 (right)
last day of the ICANN 73 : focusing the period after the 28 October to 10 March (left)

ICANN 72

- **7 October**
- Twitter followers: **8,488**
- Facebook likes: **4,434**
- **28 October**
- Twitter followers: **8,517**
- Facebook likes: **4,435**

ICANN 73

- **10 March 2022**
- Twitter followers: **8,664**
- Facebook likes: **4,465**

Metrics provided by Eduardo Diaz

October of 2021 (left) – March of 2022 -from 1 to 10 (right)

ICANN 72

Facebook:

- **NARALO:**
  - Outreach: 6 new members
  - Engagement: 44 (9 post + 35 Reactions)
- **At-Large**:
  - Outreach: 1
  - Engagement: Not Available

Twiteer:

- **NARALO**:
  - Engagement: 5.6% }
- **At-Large**:
  - Outreach: 29
  - Engaged: Not Available

ICANN 73

Facebook:

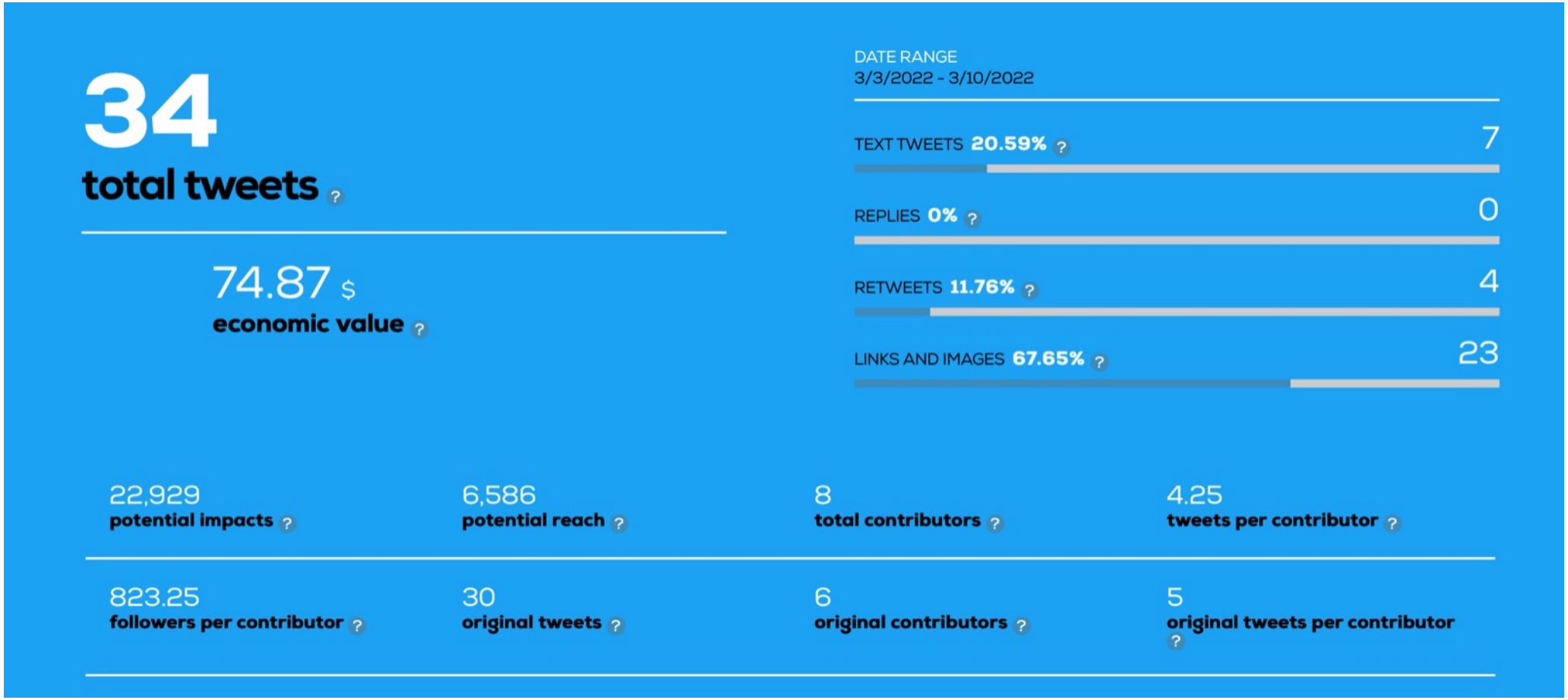
- **NARALO / At-Large**
  - Outreach: 8 new members (8% increase)
  - Engagement: 22 (10 post + 12 reactions)
  - Total Views 79

Twiteer :

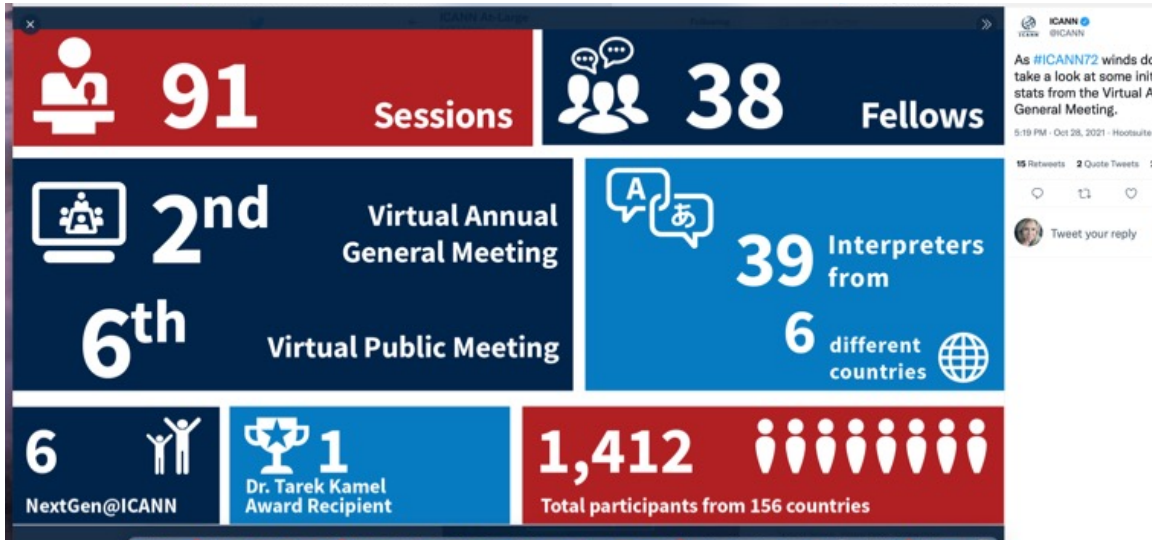
- **NARALO:**
  - Outreach : 2 people
  - Engagement: 27 people (re-twitter + replies + likes)
- **At-Large 73:**
  - Engagement - HASHTAG (in 34 twitters)

Tweetbinder.com provided this result : #at-large73

(research made by ED)

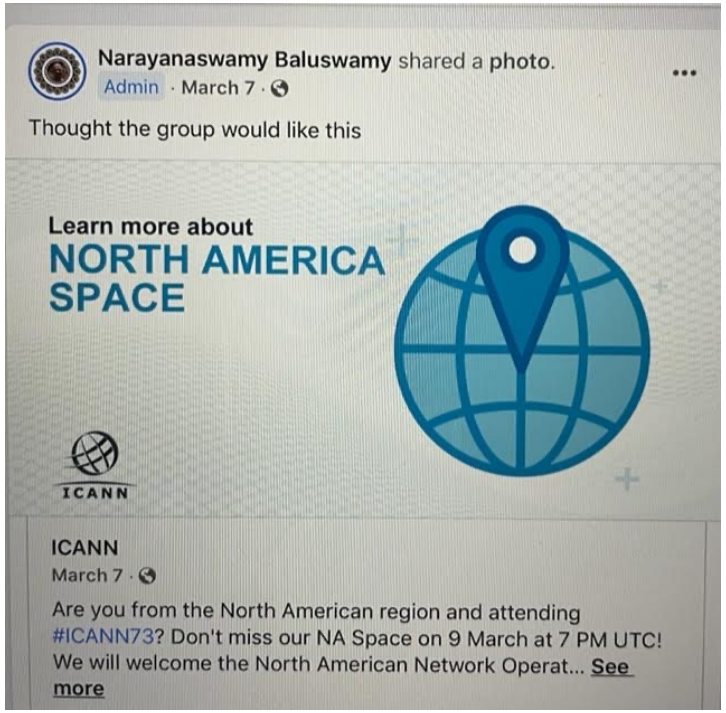


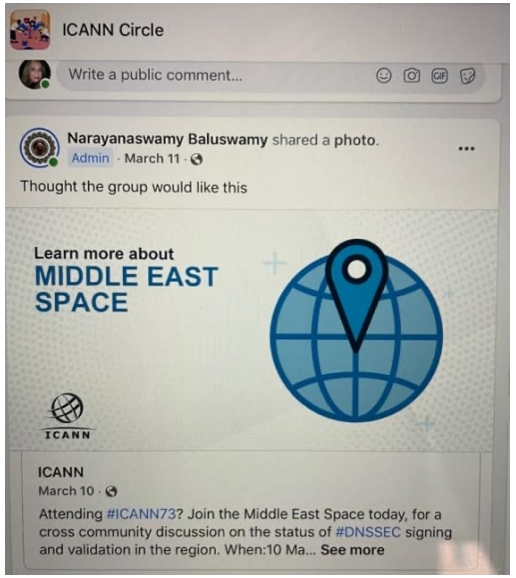
ICANN 72 x ICANN 73

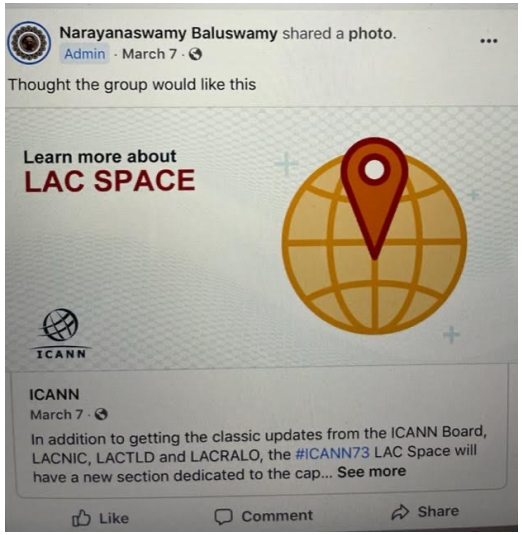


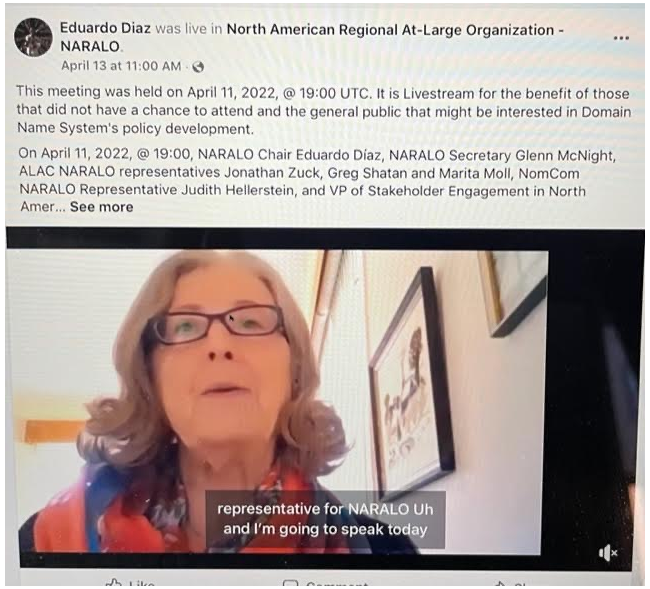
FACEBOOK at ICANN Circle

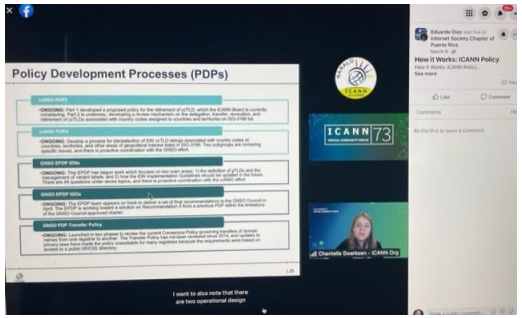
during March 7th to March 10th (manually) counted 51 posts

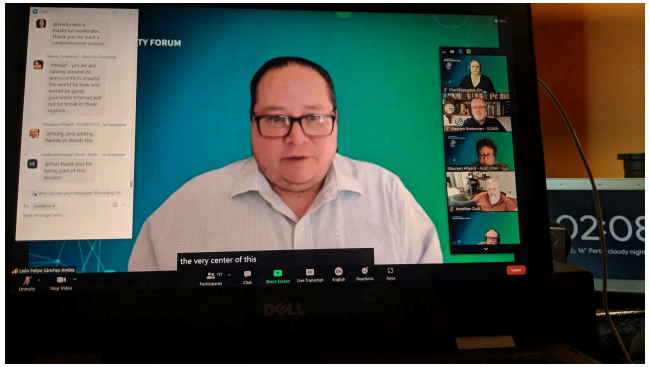


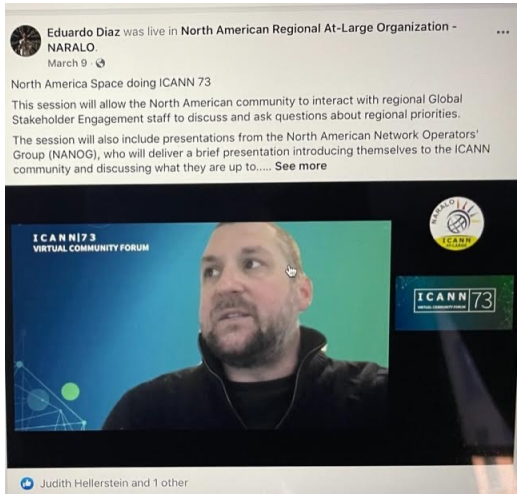






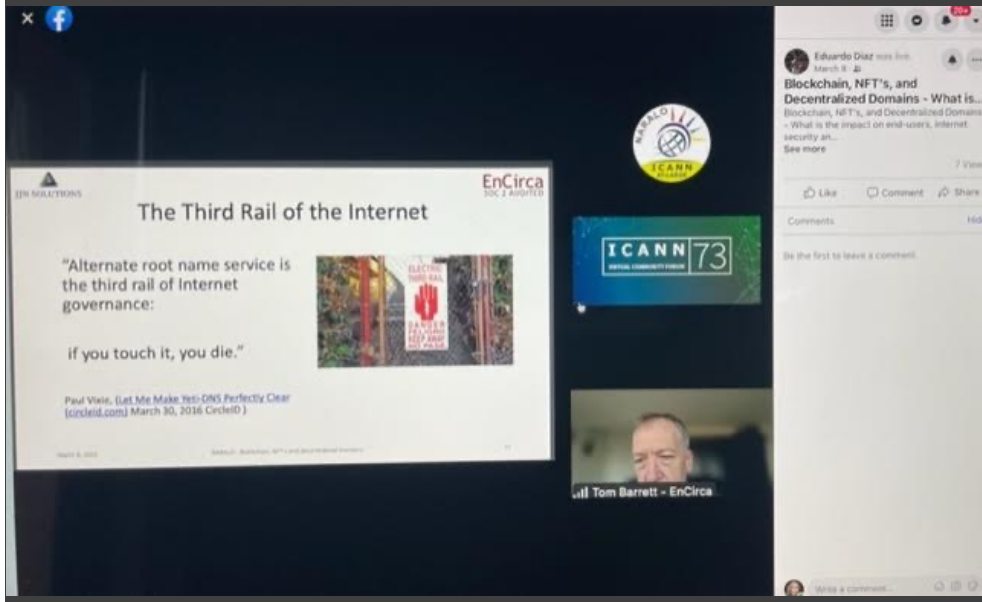






Sessions posted and recorded (from March 7th to March 10th)

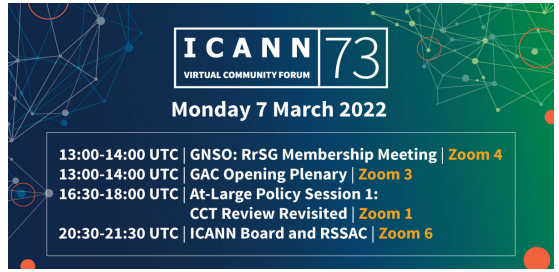
#atlarge73 (4 posts) and #IcannFellows (10 posts)



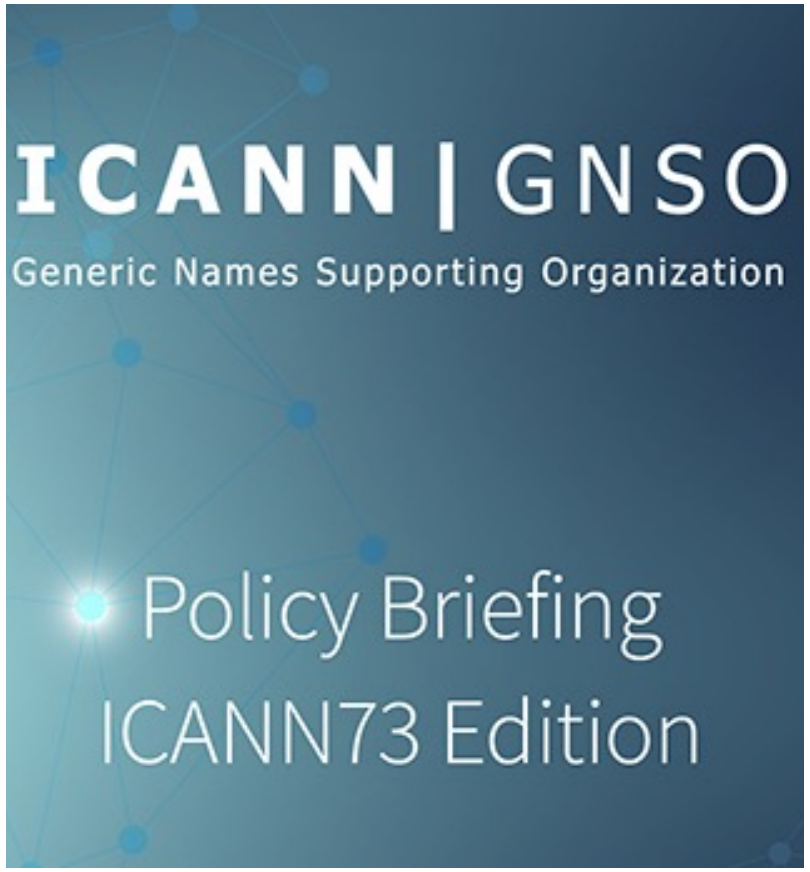
Steady numbers of participants collected during the sessions

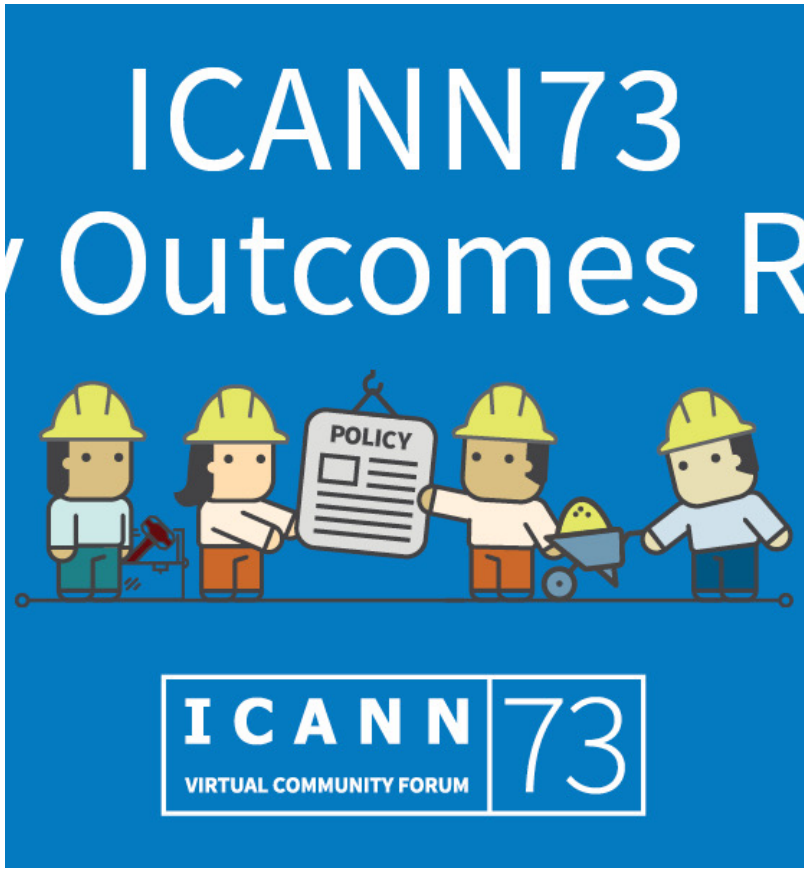
- **At-Large Leadership Session: Welcome to ICANN73**
- *March 7th 13:00 UTC :* **122 participants** included interpreters and staff
- **NextGen Presentations**
- *March 7th 14:30 UTC* : **58 participants** Included staff
- **Plenary Session: The Global Public Interest Framework: Is it Useful?**
- March 7th *18:30 UTC :* **406 participants,** included staff and interpreters
- **DNS Women in Support of Local Initiatives**
- March 7th *20:30 UTC* : **119 participants** included Interprets and staff
- **Achieving Universal Acceptance: The Way Forward**
- March 8th *13:00 UTC:* **149 participants** included interprets and staff
- **ICANN Board and ALAC**
- March 8th *14:30UTC* – countable participants weren't available for visualization
- **At-Large NARALO: Blockchain, NFT's, and Decentralized Domains - What is the impact on end-users, internet security and stability, and ICANN?**
- *March 8th 16:30UTC* : **212 participants** included interprets and staff
- **At-Large Policy Session 2: Prioritization Framework: ALAC Prioritization Assessment Tool Review**
- *March 8th 18:30UTC* - countable participants weren't available for visualization
- **How it Works: ICANN Policy**
- *March 9th 13:00UTC* - **94 participants** included interprets and staff
- **ICANN Board and GAC**
- *March 9th 13:00 UTC* – **326 participants** included interprets and staff
- **Plenary Session: Evolving the DNS Abuse Conversation**
- March 9th 14:30 UTC- no available number of participants
- **At-Large Policy Session 3: Protecting the Rights of Registrants and End Users for a Secure and Stable DNS**
- March 9th 16:30 UTC – **218 participants** included interprets and staff
- **North America Space**
- March 9th 19:00UTC - **58 participants** included interprets and staff
- **ALAC- GNSO**
- March 10th - **131 participants**
- **GAC – ALAC**
- MARCH 10th - **212 participants**
- **LAC Space**
- March 10th - **61 participants**
- **At-Large Wrap Up**
- March 10th - **124 participants**

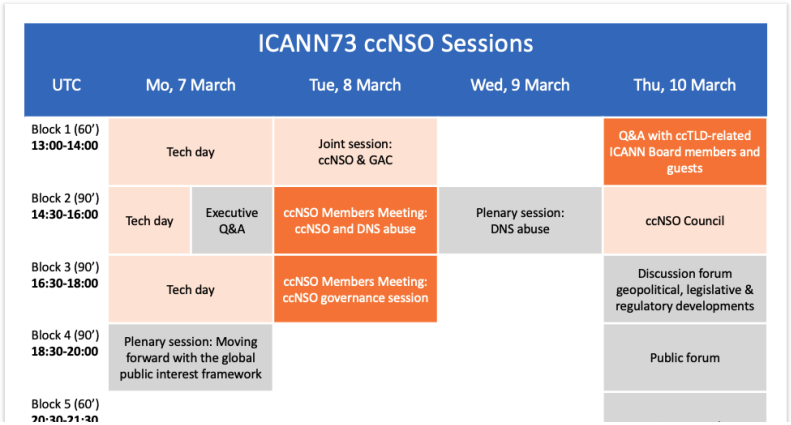
OBS: the list of sessions and numbers were based on sessions attended by DH



Announcement of schedules by ICANN Circle at Tweeter



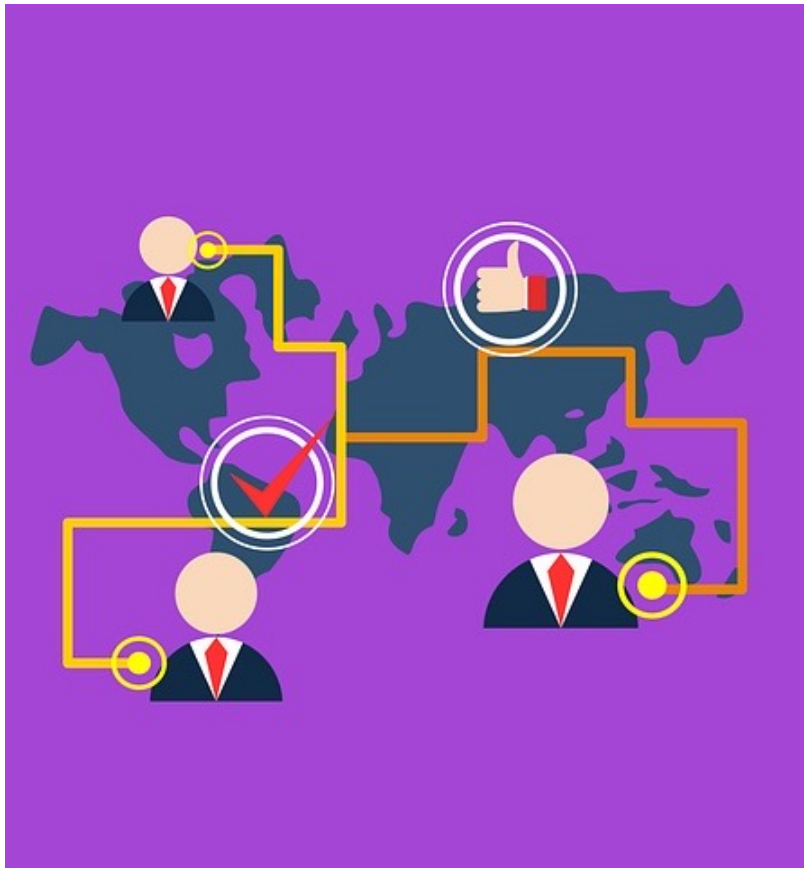




ICANN73 ccNSO Sessions

UTC	Mo, 7 March		Tue, 8 March	Wed, 9 March	Thu, 10 March
Block 1 (60') 13:00-14:00	Tech day		Joint session: ccNSO & GAC		Q&A with ccTLD-related ICANN Board members and guests
Block 2 (90') 14:30-16:00	Tech day	Executive Q&A	ccNSO Members Meeting: ccNSO and DNS abuse	Plenary session: DNS abuse	ccNSO Council
Block 3 (90') 16:30-18:00	Tech day		ccNSO Members Meeting: ccNSO governance session		Discussion forum geopolitical, legislative & regulatory developments
Block 4 (90') 18:30-20:00	Plenary session: Moving forward with the global public interest framework				Public forum
Block 5 (60') 20:30-21:30					

Example of communications with cards and announcements

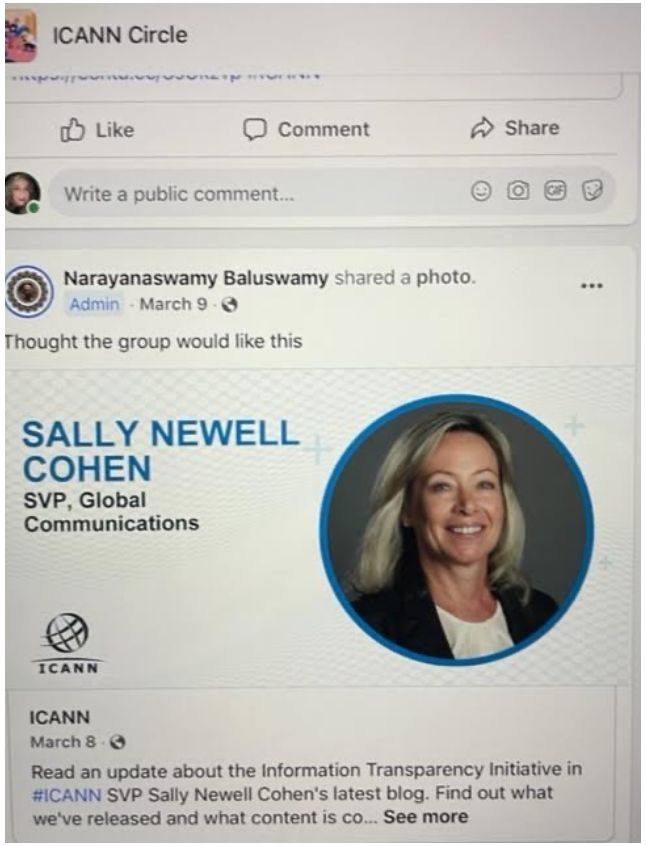


Promoting cards by PIXABAY.com

(Suggestion made by JZ in his Social Media instructions)

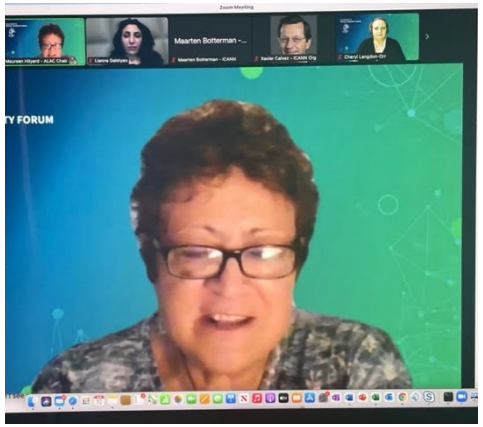
Special events promoted during ICANN 73

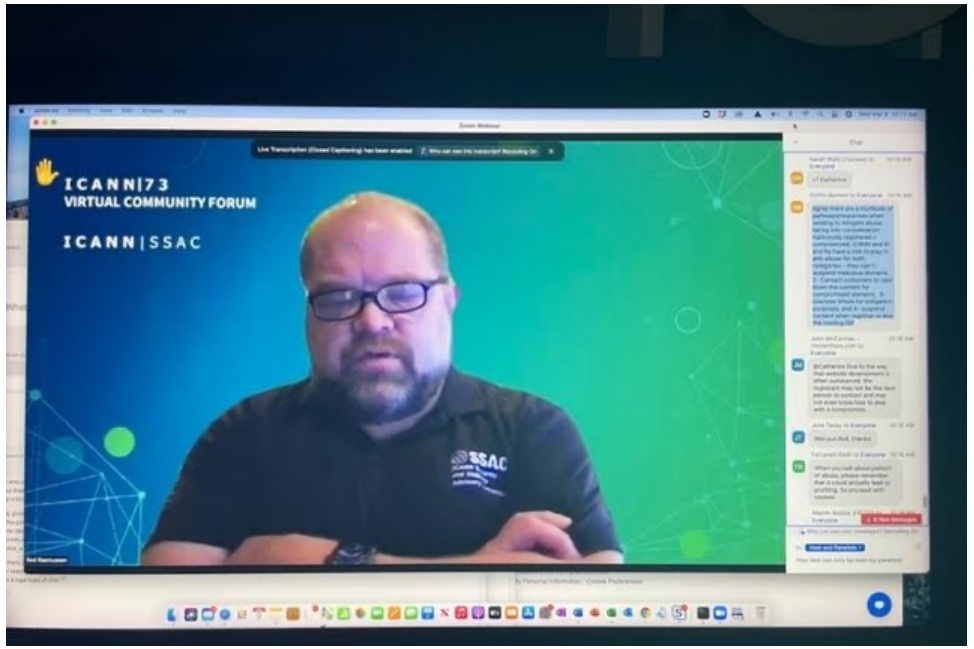
Posted in Tweeter at ICANN Circle



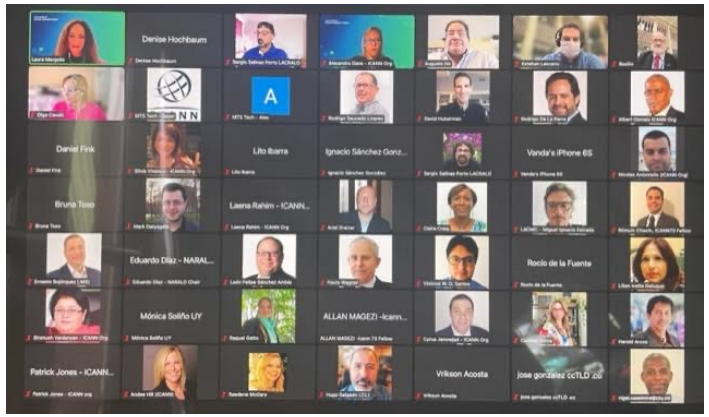
Following recommendations, members posted in two or more languages by their regions and also sharing posts

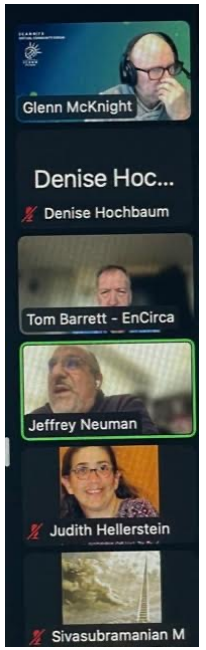
They
(and many others)
made ICANN 73
become an
unforgettable virtual event!

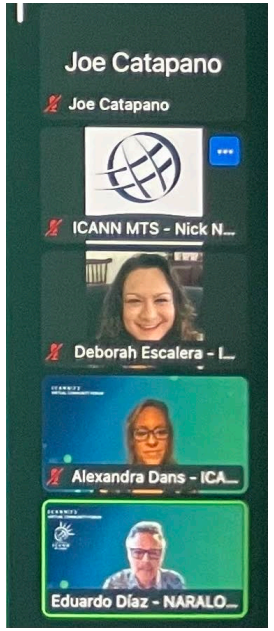




Leaders, speakers, members and audience







Final Thoughts: DESIRED OUTCOMES

Increase participation, discussion, and further engagement.

Recommendations:

- Involve the Next-Gen to share the topics of their research before the formal presentation.
- Involve actions at the ICANN Fellowship program
- Promote more visibility to the lectures promoted by the RALOS that are of general interest to the public (i.e: Blockchain, Ciber Security)
- Publish the metrics established in ICANN meetings always challenging NEW goals.
- It should be responsible for establishing the social media strategy for At-Large for the whole year.
- The round-robin of SMWG leaders has lots of merit, but the fact is, that many of us need some guidance in what works and what does not.

See you there!

MATERIAL DEVELOPED BY
EDUARDO DIAZ

WITH

DENISE HOCHBAUM
COLLABORATION

THANK YOU