

YESIM SAGLAM:

Good morning, good afternoon, good evening to everyone. Welcome to the At-Large Social Media Working Group call taking place on Wednesday 27th of July 2022 at 12:30 UTC.

On our call today on the English Channel we have Shah Rahman, Olévié Kouami, Priyatosh Jana, Alfredo Calderon, Princess Lovia Tetteh, Bukola Oronti, Sivasubramanian Muthusamy, Bakary Kouyate, Isaac Apenteng, Lavish Mawuena Mensah, Bright Kportikla, Benjamin Chukwu, Laura Margolis, Mohammed Awal Alhassan.

Currently we don't have anyone on the Spanish channel.

We have received apologies from Pari Esfandiari, Lilian Ivette De Luque.

From staff's side we have Gisella Gruber, Claudia Ruiz and myself, Yesim Saglam present on today's call. And I will also be doing call management for today's call.

We do have Spanish interpretation and our interpreters are Claudia and Lilian. 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 in case someone joins our Spanish channel. With this, I would like to leave the floor back over to you, Shah. Thank you very much.

SHAH RAHMAN:

Thank you, Yesim. Good morning, good afternoon, good evening. Today's the first call in this time of ICANN before the [inaudible] of

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ICANN 75 that will be going to happen in Kuala Lumpur in September. So we would like to share and interchange our information strategies so that we can engage our audience in each of the regions, including our APRALO, AFRALO, all the regions [inaudible] so that our audience and target participants join in a smooth and effective way.

Before just going to the start that meeting, just want to share that in The Hague, we have discussed how we can effectively manage this social media and what could be our strategic plan so that for the future, after a long time in COVID situation, we have seen a drop back participants on the ICANN session and also to make sure that we can reach to the appropriate audience because in our discussions, and also need to collaborative communication [inaudible] from all the regions to get involved in bringing back to the discussions.

So I'm opening this floor from your perspective, anyone who maybe like to share their thoughts, anyone from their regions. It would be better to hear how we can [inaudible]. [Any concept notes from yours?] We have some agenda items. I bring it—before the discussions, I want to know that if we have any suggestions from our group members, that will be helpful for us to go ahead for this [inaudible]. Yes, Daniel, I see your hand.

DANIEL NANGHAKA:

Thank you very much. I hope my audio is clear. First of all, I'd like to thank you for attending this meeting, all the members of the social media working group. Just a heads up is that [0:04:55][inaudible] ICANN meeting at The Hague, we did not have adequate engagement in social

media tools, both on Twitter or Facebook and so forth. And since this was kind of like a resume, a boot up of ICANN meetings with a hybrid mode.

I think we have at least some key learning points that we have to adopt. One thing is that we should not forget the old tactics that were used to share. But we should think about, how can we be able to add some bit of creativity, also some bit of innovativeness, to the way we are going to be able to communicate with social media.

One of the things that we have at least for the past ICANN meeting maintained is a spreadsheet whereby draft messages created and these messages can be shared by different members or community members in order to gain traction.

One of the things that all these messages would be attached with the hash handle of ICANN75. So I think we need to come up with, we need to agree on what would be the respective hash handle which will allow us to be able to track analytics during ICANN 75. Then, if possible, before we've seen some bit of incentives being given out to maybe the best social media personnel. If possible, staff can advise whether this can be adopted for the upcoming ICANN meeting in Kuala Lumpur. This would be a good thing, because this will help to make sure that at least an activity is [inaudible], or shared, respectively.

So with that, I appreciate the work that is being done by the APRALO team and as the chair of outreach and engagement, I'm happy to work with you, and also for the overall outreach on this. But the most important thing that would be the possible outcome of this meeting

would be to come up with a social media strategy that would be used to effectively gauge the mode of interaction through the various social media streams. Thank you.

SHAH RAHMAN:

Thank you, Daniel. Yeah, you said very well [inaudible] some of that innovative way to [inaudible] the way to work. So, it would be very helpful if me and other members of this group can join to work. So hopefully we can [inaudible] output and we can also analyze [inaudible]. I see that Shreedeeep's hand is up. I'd be very happy to hear from you, Shreedeeep, additions.

SHREEDEEP RAYAMAJHI:

Thank you, Shah. I think the most important thing in all these meetings is communication. When I say communication, a lot of the times, even the e-mails don't go reach out to the community. So first thing that we did in the past ICANN meeting was we made sure that we send out the registration as well as all the information to all the ALSes as well as in the different groups. So, that has to be done, because if the communication is clear, only then we can ask the ALS representative why information is not going. So firstly, information has to flow on.

Second, regarding the engagement, I think the most important thing is the ICANN fellows. We have not been able to use them in the proper way because they are our ambassadors, they have their communities, they have their people and the engagements are really going [inaudible].

So I think the first thing we have to do is we have to establish a communication you have to establish a collaboration with the fellows, the fellows of the Kuala Lumpur ICANN 75 meeting members, and then we can further create, because those are our ambassadors.

The third thing is, Daniel rightly said, the social media competition. I think that is the best part. We have missed out on that. I remember in ICANN 67, even [Sébastien—]everyone was like tweeting. So that thing has to be there so that it goes out to the community. And we can collaborate, we can contribute, we can engage. But the first thing is we need a vision. Daniel is there. Outreach and engagement. And Shah, you're there from APRALO, and many of the leaders are there. So, we have to collaborate. And a lot of the times what happens is all the work comes down to a chair responsibility. So, that is what my personal feeling is. So, I think we have to divide, collaborate and work, utilize the fellows as well, because they are the people there and they are the ones who can really work on the visibility of themselves of what the work they are doing and what the work we are doing. Thank you.

SHAH RAHMAN:

Thank you, Shreedeep, for your opinion and suggestions. Yes, it is [inaudible] during COVID, we have now [inaudible] that competition. Earlier, [it was competitive.] So, maybe it needs to resume again to [inaudible] optional way [inaudible] make by that community as well as by our fellows. I just recall that we have a group, big number of fellows. So, we can engage them in our communication channel as well. That would be a great effort for them as well and we can try.

Now I want to share one of the things is that the regionals, maybe by next—or some, one or two weeks, the draft program will be circulated from the ICANN. So from the regions, if we see the policies that need to be highlighted, so if we can come on those in a [polished] way so to [inaudible] or circulate in our Facebook and Twitters, so some sorts of context that we need to also develop to engage that audience. That is also in need to think as well.

So at this point—can you hear me? I am actually some source of maybe noise coming, but maybe my internet is a little bit poor here. So I'm afraid of [inaudible].

YESIM SAGLAM:

Shah, if I may, unfortunately our interpreters are having a hard time trying to interpret due to the background noise. I'm not sure if you would be able to avoid the background noise. If possible, that would be much appreciated.

SHAH RAHMAN:

Okay, I am trying to actually [inaudible] is coming. I apologize for the background. [Can I get some others from our group, anyone share your opinions?] [inaudible]

YESIM SAGLAM:

Sorry, I think it will be a bit noisier where Shah is. I'm hearing a prayer call at the moment. It will take a couple of minutes. Anyone who would like to share their ideas so Shah can stay on mute?

ALFREDO CALDERON:

I've been in the social media working group in the past, and I just want to make a few comments. First of all, I'm not sure if we are clear on what is our strategy for communication. Because as I have said before, we have an issue with the sessions within the program. Only registered participants have access to the sessions through Zoom. And we haven't been effective in communicating that through our networks that they have to register in order to gain access to the session. I don't know if that's going to change for the next ICANN meeting. So that's my first comment.

The other one is I think it was Shah that mentioned that we haven't been effective or weren't effective in ICANN 74. And I was wondering, what are the metrics we're using to determine the level of effectiveness? Since we are not actually doing outreach, we're doing more engagement with the ICANN community itself.

So my question is, what are we going to do to outreach to the larger community outside of ICANN to get them involved in some of the sessions, and eventually become volunteers within ICANN through their ALS or individual members, or whatever we are looking for? So those are a couple of comments.

My third comment is towards the fellowship program. I've been a recent mentor in the fellowship program for two years. And at least with my fellows, I have encouraged them to tweet, but they have other tasks that they have to take care of within each one of the sessions they participate. So it's a little bit tougher for them to tweet and pay

attention and get to know the dynamics within the different working groups and communities within ICANN. So although we are encouraging them to do that, we can't rely on them that much, unless we have alumni which have been through the program for a couple of cycles. So those are my comments. Thank you.

SHAH RAHMAN: Thank you, Eduardo. I think now my noise is less. Can you hear me?

YESIM SAGLAM: I think it's better. Thank you.

SHAH RAHMAN: Yeah. Thank you, Alfredo, for your comments. Yes, we are more on engagement and that is [inaudible] follows. So, with this point of view, we want to reach [inaudible] outside of the ICANN community [inaudible]. So we also need to bring those who are also not in the same level of understanding of things. So it is also our responsibility to engage that audience [inaudible].

So at this point, I would like to hear from any other [inaudible] that you'd like to share. What could be done, more effective communication that we can bring those who are not still involved with the ICANN, or maybe we can target the newcomers to reach them, [know better] the ICANN so that they can also be [part of the future] of the ICANN meetings [inaudible].

Any comments from any members? Then another thing is that we want to hear the regional activities as well like that I do think that some of the regional outreach program that is going on could be highlighted in our regions. So, we can also bring new participation in this way. So, just some of the thoughts I'd like to—how we can more inclusively do that. Now that we have good metrics [inaudible] from your comments.

Yes, the next big event in our region is the global IGF that we are also sharing and also promoting through the ICANN's [inaudible] sessions that have a discussion of Internet governance. So we can also [inaudible] our community as well. Would you like to share some notes, Olévié?

Okay. Thank you. I think that originally, also, [inaudible] in the regions, we also have regional Internet governance is also happening like the next [inaudible] happening here also. We are trying to [inaudible] some of the sessions [inaudible] ICANN mission. So that is one of the things [inaudible] in the region and also in the SIG activities offered by the national SIGs. There, we also have opportunities to share topics and activities that we additionally also can [inaudible] I'm looking for some inputs if anyone can have—anyone can share that [inaudible] for the next upcoming meeting [to design that this way. So like the heard about earlier.] Priyatosh, do you have any [inaudible]?

Okay, I do not see any hands. The number four is about effective communication and bilateral sessions with ccNSO within our ALAC community and GNSO and GAC [inaudible] meetings. If there is a region [inaudible] activity can happen that could also—we can share with them

the social media in maybe in [inaudible] reach out in that way. It would also need to be [inaudible] before the final meeting.

So from my side, I don't have much to say. If there's anything anyone would like to add, any suggestion for the next meeting, when he can make a plan based on our discussions or the [the mailing list]? Maybe we can have some input, then come up with, next meetings, possibly after two weeks. Is that good for everyone? Laura, your hand is up.

LAURA MARGOLIS:

Yes, hello, everyone. And I'm new to this group, and happy to join you. So I'm just discovering a little bit how you're working and the strategies and everything. And I was listening to what Alfredo mentioned about the fellows, that it's a good idea to get them involved. But at the same time, it's very difficult to attend the meeting and start tweeting or using the social media.

And that's difficult for everyone. Because if we really want to attend, and at the same time, start tweeting and publishing your social media, it's not easy not for the fellows, and then many times not for us too.

So I wanted to know if we have any budget to spend in social media. And I don't know that part, that area, if someone maybe can clarify that. And also, I was listening to all your comments, and also Daniel's comments, and it's not very clear for me what's the strategy we are using or the group is using is social media.

So maybe you can send me any link or something to read about that, or tell me what's the strategy that we are using. And also, I would like to

know about the budget if there is available or not. Because I think if we have a budget, maybe we can think about making the social media part more professional. I don't know. Just some comments, and I would like to hear your feedback.

SHAH RAHMAN: Thank you, Laura. Alfredo, would you like to give some feedback? [Yes, I think that Alfredo [inaudible] comment.] We are volunteering during this social media activity group. From best of my knowledge, we don't have this discussion yet for budget or something like that. Everybody is doing voluntary sharing their posts, and even those who are organizing, they are even sometimes doing voluntary. [inaudible] Any comments from anyone?

LAURA MARGOLIS: Okay, thank you. Thank you, Shah, for your answer. Of course, I know we are all volunteering here. But sometimes we also need some resources in order to work better and more professional in our volunteering mission.

SHAH RAHMAN: Thank you. Yes. So maybe we have covered most of our agenda items for today's discussion.

HAROLD ARCOS: Sorry, I want to make a comment.

SHAH RAHMAN: Do it, please. Sure.

HAROLD ARCOS: Thank you very much. First of all, I apologize because I joined the call a bit late. But I would like to make a comment about the two points that you were discussing. One is the importance for next meeting. So Shah is asking for suggestion. My suggestion is to prepare a list that may be circulated in our mailing list of the phrases that we consider are important so as to be circulated in what we may call pre ICANN meeting, saying that Kuala Lumpur would be the closing because it's our annual general meeting. And it will be the closing of a years that has been quite shocking for us because we have lost participants when talking about the global community. And focus ourselves on universities, as we have done before, and it has been suggested before.

So when you ask, Shah, for suggestions, I think it's important to have a list of short sentences, short phrases so as to be able to communicate our message strongly before the meeting and during the meeting. And we may ask the comms team at ICANN all the pictures and general infographics they may have so as to be included in our publications and our postings before the meeting takes place. So we contribute to the meeting. Thank you.

SHAH RAHMAN: Okay, I lost my connection. So yeah, I heard some of Harold's inputs and all the things. I appreciate Harold's comments on this. [inaudible] some

of the inputs, share with all of you [inaudible]. And do you think that on this [inaudible].

Okay. So, this is the preliminary things for today. Tomorrow, we have our general planning sessions. So, maybe from the meeting, I will gather more information on how we are going to plan from our region. So the next meetings, I can share more clearly [inaudible] and also, we'll let you know how we can more effectively engage ourselves on the next [inaudible] At this moment, if no one had any comments, I would like to say thank you, all of you, for joining the meeting. Any questions from anyone? [inaudible]

The ICANN 75, I think it could be the hashtag in general. Anything that you are asking, [inaudible] didn't get your questions [clearly.]

ALFREDO CALDERON:

Thank you, Shah. So when I asked what is the hashtag for the upcoming meeting, it's because one thing is to have a hashtag for ICANN in general, but if we're going to try to emphasize our community, At-Large, we should have at least one specific hashtag to point the audience to our community as well. Thank you.

SHAH RAHMAN:

Thank you. I don't see any other hands. So I'm fine with this suggestion, and if we—the hashtag. Yes, that is good. We should have a hash tag [inaudible]. If I have not seen any other—Shreedeeep, your hand is up.

SHREDEEP RAYAMAJHI: Yes, Shah. We generally used to have two hashtags. I mean, it used to be ICANN meeting hashtag plus ALAC meeting. And we kind of like in the past, we have developed a hashtag called Ask At-Large that was like, if there were any questions, we used to promote that. So that is the thing, just wanted to update.

SHAH RAHMAN: Thank you, Shreedeeep, for the reminder. Yes, At-Large hashtags as well, but if you have ALAC sessions [inaudible] that could be also ALAC. Most probably, these are [the common functions we have used] in hashtags that can be also used in the upcoming meeting as well. Thank you, Shreedeeep, for your [reminders.] And thank you, everyone. That is also [inaudible] At-Large ICANN 75. We can use the hashtag [inaudible]

So from my side, I think that we have covered most of the [inaudible]. I have nothing much to share currently. Maybe the next two weeks, you can have a meeting. So I'm going back to a Yesim from my side. So can you please take over the call?

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

[END OF TRANSCRIPTION]