SoMe- Planning for ICANN75: Strategy

- **At-Large Talking Points at ICANN75**
- **Social media messages (Content) and Image**
- **Best time to post on social media**

Our posting strategy

- **schedule 2 posts per day Saturday/Sunday**
- **posting schedule throughout the day in order to connect with our global community**
- **post type: Visuals/Text**
- **majority of updates we share come from content in our ICANN75 Schedule**
- **share one post each day**
- **All new posts share multiple times that day and scheduled for further**

Additional:

- **Post a countdown**
- **Create an event page**

Hashtags: Create a catch Hashtags

- **Hashtags to use for ICANN75: Join #icann75 at our #atlarge75 session on …**
- **For outreach & engagement?**

Social Media Chanel: Use Multiple Social Networks

- **Facebook /Twitter/Integrum/LinkedIn – who will lead?**
- **Fellows/community**

Live Streaming:

- **Official At-Large page: Facebook/YouTube**
- **Regional Page's: Facebook**
- **Live tweet**

Social Media Contest: resume

- **Name announcement and Gift (souvenir)**