SOCIAL MEDIA CONTEST

Our social media contest is aimed at our At Large community, aims to increase engagement, reach, onboard new members, increase our following on our social media platforms, and increase attendees to our sessions.

STAGES: Pre week: Messages on twitter about suggestions where to find more resources to better understand some sessions, promove the #, expectations campaign about the social media contest, inviting to participate, post messages about the pre week at large sessions.
Responsible: members of the working group.

Meeting: Start the contest, designate who of the members of the wg will be in charge of monitoring the networks and doing the metrics to choose the winners, we propose that it be someone who participates online in the meeting. announce the categories to be awarded, choose the winners of 1, 2 and 3, announce the winners in the wrap up session.

SOCIAL MEDIA CONTEST

CATEGORIES AND HASHTAGS

We decided to use the **twitter platform**

Tweet –Re Tweet – Selfies – Photos of the sessions

Participants In Person and On Line

First, second and third place will be awarded

Hash tags: #ICANN75 #AtLarge75 #AskAtLarge
#APRALO #AFRALO #EURALO #LACRALO #NARALO

Promotional Video
Record, edit and publish a promotional video with the leaders of APRALO inviting the community to participate in the ICANN75 meeting and to participate in the social media contest, lasting between 30 to 60 seconds.

To involve Fellows and Next Gen