
YESIM SAGLAM: Good morning, good afternoon, and good evening, everyone. Welcome to At-Large Social Media Working Group call taking place on Wednesday, 1 February 2023, at 15:00 UTC.

On our call today on the English channel we have Denise Hochbaum, Betty Fausta, Alfredo Calderon, Sébastien Bachollet, Bukola Oronti, Priyatosh Jana, and Hadia Elminiawi. And on the Spanish channel we have Lilian Ivette De Luque Bruges.

We have received apologies from Sarah Kiden. And from staff side we have Heidi Ullrich, Gisella Gruber, Claudia Ruiz, and myself, Yesim Saglam. And I'll also be doing call management for today's call.

We have Spanish interpretation provided, and our interpreters are Claudia and David. 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 as well, please.

And with this, I would like to leave the floor back over to you, Lilian. Thank you very much.

LILIAN IVETTE DE LUQUE BRUGES: Thank you, Yesim. Good morning and good afternoon to you all. The main objective of this call today is to actually provide a follow-up of the execution of our activity plans for social media for the ALAC sessions in ICANN76. I would like to thank the liaisons group in particular for all the support they have given us. And I would also like to thank the staff and the At-Large community members.

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

Having said this, we can now go to the third item on our agenda and this is the review of compliance activity of the social media plan. I have sent a presentation yesterday. If you could please put that presentation up. That's it. That's the right one. Thank you. That's perfect.

I don't really see the full screen. Do you think you can shorten the image a little bit or maybe put the image larger? I mean, I need to see the image smaller so that I can see it in full. Smaller, please. I want to see the full image. I want to see the full slide. Okay, that's perfect.

YESIM SAGLAM: Lilian?

LILIAN IVETTE DE LUQUE BRUGES: Yes, go ahead, Yesim, please.

YESIM SAGLAM: No, no. I was just going to check if you're happy with the way it shows, it's displaying. Thank you. Back to you, please.

LILIAN IVETTE DE LUQUE BRUGES: No, it doesn't really look well. The image is out of place.

YESIM SAGLAM: Lilian, actually this is the way how it should look, but if you are not happy with the format....

LILIAN IVETTE DE LUQUE BRUGES: No, that's okay.

YESIM SAGLAM: Oh, okay.

LILIAN IVETTE DE LUQUE BRUGES: It is okay now, thank you.

YESIM SAGLAM: Okay, sure

LILIAN IVETTE DE LUQUE BRUGES: All right, so the first activity is the promotion video. As you know, this video would have been recorded by the LACRALO, NARALO, and EURALO members who would be speaking English, French, Spanish, and Portuguese. There will be a slight modification here to the original plan.

I'm not really sure why the videos are now lasting more than 20 seconds. And so this is what I have decided. We will use the videos individually, and we will be playing two videos a week. We will play them on our social media, and we are also going to share them with as much people as we can so that they can all also share them in their own social media. We can post two videos each week.

So this is the update or this is where we are. I spoke to Leon on Monday. He told me he was traveling and he was aware of all of this and probably he will send this today or tomorrow. Jonathan as well as Leon and Sindy Obed who is recording the messages in French for LACRALO I

will send a new message by email suggesting them to remember. And Denise has been ill, and we have been in constant contact with her. And she has written to me on the chat that she will try to send it today. So thank you, Denise, for your effort.

As I said, we maybe can post the videos throughout the whole month of February in the At-Large social media in the RALOs. And I also have the contacts of the people who are in charge of social media in LACRALO, APRALO, and AFRALO so that I can be in contact with so that we can post all the videos and messages. We are also going to share all of these on our Skype groups and also with the community members.

So I have a question. To connect with the person that is in charge of the At-Large social media, that person sent an email to At-Large with what they want to publish, what they want to post. So I would like someone from staff to tell me what is it that we need to do to be in that communication so that we can send the necessary...or so we can actually make the necessary postings on the social media. So I would like to hear than someone from staff so that I can go on to the next slide later on.

HEIDI ULLRICH:

Hi, Lilian. I wasn't really clear on your question. Are you asking about the process for posting something on the ICANN social media? Could you clarify?

LILIAN IVETTE DE LUQUE BRUGES: So let me repeat. How will I get in touch? Is this through the email, the staff email, so that I can send the videos and the messages that need to be posted on social media, especially on Twitter, for At-Large?

HEIDI ULLRICH: I would think that we...I'm sorry. David, I'm hearing you in Spanish. I'm guessing that you would send us the videos and we would post them on the wiki page. Would that be...? And then you would just send that wiki page to everyone and say here are the videos. Please send them out. Is that okay?

LILIAN IVETTE DE LUQUE BRUGES: Yes, that's okay. That's just for us to post on the At-Large Twitter account, should I send them to you to the staff email?

HEIDI ULLRICH: Yes, that's fine. We'll go ahead and do that. We'll set up a social media wiki page on the At-Large 76 workspace.

LILIAN IVETTE DE LUQUE BRUGES: Okay, so thank you very much, Heidi. Let's then go now to the next slide, please. This is a significant activity. It's very important. The organization part is almost ready. We have been coordinating with the capacity building webinar sub team and with staff as well. So the headline is "The Art of Assertive Communication," as you can see on the screen now.

We have three speakers that have already been confirmed: Eduardo Diaz, Shreedeeep Rayamajhi, and myself. The webinar is going to last 60 minutes. It is scheduled for Thursday, 23 February. We've already defined the time. Thank you, Gisella, for your support. It is going to be 12:00 UTC.

So this morning I sent Gisella a summary of the webinar and a promo card to start promoting and sending the invitation letters. So we can send those letters to the speakers and to all the At-Large community, the Fellows, the NextGen members, and also to post on social media.

So do we all agree with what I've said so far?

I would like you to pay attention when you receive the communication of this webinar so that we can support each other and post in our own social media. This is something that every call and all the messages and the exchanging with you I have asked for your support so that we may post all these activities in our social media account [inaudible] retweet, repost, share everything that is posted by At-Large in their own accounts. We should also tag ICANN in Spanish ICANN so as to broaden our scope as well as some other accounts to broaden our scope.

Okay, next. Yesim, please? Great. Okay, so now we're going to speak about our traditional Twitter competition. Here you have these two hashtags for the contest: #ALAC76 or #AtLarge76. Do you think that we should use both of them, one of them? Which do you think is better?

We should define it because all the posts for the contest or for any of the postings that you may do in your own social media account we should use this hashtag. So we have to decide on it. So can you please

write, I don't know, in the chat whether we should use both of them or only one of them? And if only one, which one?

Apart from the hashtag we are going to define right now, we are going to use ICANN76 hashtag as well as or tag all the RALOs: LACRALO, NARALO, EURALO, APRALO, AFRALO. And we are going to send an email. I'm going to check it with the staff, but the idea is to send an email and a message through the Skype group or the social media inviting all the community members and the Fellows, NextGen, everyone to participate in this contest.

In general, Africa has won this prize. Why not Asia, Latin America, Europe, or North America this time? It would be great. The winners, as usual, would be communicated during the At-Large wrap-up session. And there will be a prize for the top two winners. This will be discussed directly with the staff.

I think that it would be convenient so as to be more dynamic on the social media to launch this contest some days before the ICANN76 starting date. And of course, it should last during the whole meeting. So this is just to know which will be the start date for this contest so as to follow it up on the social media and then know who will be the winners.

I've already mentioned that I know who to get in touch with at the various RALOs, but I think that a RALO is missing. Sebastien, perhaps could you with Natalia, I may send information to you so that you may post it in your own social media accounts?

SEBASTIEN BACHOLLET: I didn't come to speak during this meeting. I wanted to know what's happening. But definitely we will check with our social media. I guess with Natalia we have the tools. I guess it's in Twitter #EURALO1, but I will check on that and give it to you. Thank you.

YESIM SAGLAM: Just wanted to let everyone know that Lilian has dropped, and we are redialing back to her now.

LILIAN IVETTE DE LUQUE BRUGES: Hi. Can you hear me?

YESIM SAGLAM: Yes, we do.

LILIAN IVETTE DE LUQUE BRUGES: Yes, unfortunately, the call just dropped. Sebastien, could you please repeat your question because I was not connected. Can you repeat, please?

YESIM SAGLAM: Sebastien, are you able to repeat your question, please?

SEBASTIEN BACHOLLET: I don't have question. I tried to answer the question I got. I'm not asking any question, sorry.

YESIM SAGLAM: Then if you could please repeat your answer as Lilian [inaudible].

SEBASTIEN BACHOLLET: My answer is that we have a hashtag #EURALO1 in Twitter, but I will check to be sure on that and I will send it to you. I am sure that Natalia has the right information, but I guess it's the one in Twitter. Thank you.

And please, when you change interpreters, please repeat who you are because it's quite strange to have a change of voice and we are supposed to imagine that it's the same speaker. Sorry for that.

LILIAN IVETTE DE LUQUE BRUGES: Okay, perfect. So let's go to the next slide. Okay. As you know, many people will be connected. Many will be attending online, so we are going to pay attention to the Zoom virtual background so that everyone may use this background during the ICANN76 meeting. And we are going to share the link so that people may register. So I don't know whether they would have to attend or not. It's not clear right now for me. As we said, we encourage the community so that they may share all the messages we're going to post. Next, please.

So this is Item #4 in the agenda. These are the activities that we may do at ICANN booth, that At-Large booth during ICANN76. I have been discussing with Natalia, and we should reduce because we have to choose two or three activities, in fact, because we don't have much time. It's just three days—Monday, Tuesday, and Wednesday—and it's quite not much time, much free time. This is the result of our

brainstorm session, so we have to choose two or three activities so that the booth may have activity.

The first one is the photo frame so that visitors to the booth may take a picture. Perhaps we should prepare the frame beforehand, and the frame should say, I don't know, At-Large ICANN76 which should be written on the photo frame. And upload them to our social media using the hashtag. So this may be done in our own social media accounts or in At-Large accounts.

And to perform once again what we used to do before the pandemic that is to have a world map so that each visitor to the booth may mark with some pins to put a pin on the country where they were coming from.

We also suggested a trivia game just in ICANN acronyms and to give a small prize or some ICANN souvenir.

And with all the pictures taken, and as I was discussing with Denise in some other meeting, to prepare kind of a slideshow. And I think that it may be posted on our wiki page and to share the link to the wiki page.

We also proposed a kind of fishbowl raffle. This was proposed [inaudible], so that people may their name and then take the name out to see whether they win some prize or not. So it will ensure that they will come back to our booth. At least they visit the booth twice.

Natalia is proposing, and I think that it's really a good activity, a welcome session, an outreach welcome session, and perhaps to give

something to drink. This welcome session may be held on Monday as a reopening.

And these are some other ideas that we are discussing. We prepare some small interview capsules.

Based on what Heidi is saying, we only have one hour. So perhaps maybe one activity a day. So it will be the photo frame, the world map, and the welcome session. So I think these three activities will complete our time in the booth. What do you think about these three activities that I have just proposed? Because we have to choose among all these. So it will be a photo frame, world map, and the outreach welcome session. Okay, Heidi, I'm reading your ideas on the chat box.

HEIDI ULLRICH: Lilian, perhaps I could just explain.

LILIAN IVETTE DE LUQUE BRUGES: Yeah, you have the floor.

HEIDI ULLRICH: Yeah, thank you. I'm happy to explain. I love the idea of the photo frames or we could do something like an At-Large logo on a stick that you put in front of your face when you're taking your selfie. And we could do the world map. We could do that all three days. And I love the idea of a welcome to At-Large. That's fantastic on that first day.

And then perhaps to continue the work of At-Large on the thematic approach, we could do another. The second day could be all about policy or all about a deep dive into something just very quickly. And so people could ask questions to that guest speaker. It might be Jonathan. It might be someone else who wants to talk about a particular policy issue. And then the third day finally on Wednesday it might be another item. It might be outreach and engagement opportunities.

Or we could switch the days and on Tuesday we could have LACRALO members who are there for their general assembly really doing outreach to the Latin American and Caribbean Islands community and have something all in Spanish or in English for the Caribbean. But something like that so there's a theme every day to draw those people back.

You could also have a bingo all the way through the three days. So every day during that one hour there will be a few bingo questions numbers given, and at the end that third day if you get bingo you get a prize just to draw the people back every day. Just some fun ideas there. Thank you.

LILIAN IVETTE DE LUQUE BRUGES: Thank you, Heidi. Your ideas are perfect. They're excellent. They complement everything we've been discussing so far. Do you think you could please send an email with all those ideas? And this is then how we're going to get to our final idea. So with these ideas that you have just mentioned, we can complement and we probably will cover the whole ideas for the booth. Heidi, do you agree with all of this?

HEIDI ULLRICH: Sorry. Yes, I do. Yes, I'll make an action item out of that. Yesim, do we have Lilian? I'm not hearing her.

YESIM SAGLAM: Just checking with Adigo and, yes, she is connected. Lilian, are you able to hear us? It looks like she took it off. We are redialing back to Lilian.

BETTY FAUSTA: Hello, everyone. Are you hearing me?

YESIM SAGLAM: Yes, Betty, we hear you.

BETTY FAUSTA: Okay, just I think we can create a participant kit with, you know, sometimes we have like a postcard with the name of the event, some hashtag, and a place to put an individual photo or a group photo. So that could be interesting if the participant kit can be shared before the event so people can share this on their media and during the event. It's not exactly a photo card but it's something like a media kit. I'm not sure you really understand, but like a postcard. Some information about the event and the photo we went to, like a souvenir.

LILIAN IVETTE DE LUQUE BRUGES: Thank you. It would be a very good idea if people could have a souvenir of their passing through the booth, their visit to the booth. Because as it was written on the presentation, our idea is that this relaunch maybe sort of resuming and the booth should be completely successful. And then we need to try and reach the goals that we are thinking about. So the next step would be waiting for your email, Heidi. And then we need to organize our activities and organize our logistics and also to share it with Deborah in the call that we're going to have with her. All right, so I think we've already completed all these booth activities item. Can we go to the next slide, Yesim, please?

And we also need to remember that the different RALOs, the liaisons for the different RALOs are there to answer any concerns that the community may have and that you are critical to make the necessary outreach of all of our activities so that they can actually be successful.

All right, so I think this is the last slide. Is that correct, Yesim? Is this the last slide?

YESIM SAGLAM: Correct, Lilian.

LILIAN IVETTE DE LUQUE BRUGES: All right, so let's go back to our agenda. So our next steps are then...actually our next action items imply receiving the latest videos that we still have to receive. And have a calendar to determine the dates in which we're going to post our videos. And once we can post our schedule, once we know what our schedule is going to look like and

what our sessions are going to be like we probably need to have a schedule of our dates to post those messages.

And we can also have some promo cards with information on the sessions. We also need to be very aware of the promotion and the invitation to the webinar. We also need to be aware of what your message, Heidi, will be because this message will contain the final activities for the booth. And we need to choose who is going to manage the welcome session as well as a session on policies. I think you said, Heidi, Jonathan could be the person who could do this.

And also, contacting the RALO chairs so that they can also be in the booth and provide a short talk to the attendees. This I think is now clear. And then we need to do what you said, Heidi, with respect to the photos, the pictures. So that's perfect. Sebastien, we can hear you. Please go ahead.

SEBASTIEN BACHOLLET:

Thank you. Just to, no obligation at all, but to offer my help as I am one of the few who speak the three languages. It could be useful to have some diversity. Therefore, I know that we will have interpretation, but I always think that sometimes it's good to speak in the language of the place where we are going. And as you have three languages—English, French, and Spanish—could be, at least it's a suggestion. No need at all. No obligation, but that's my proposal. Thank you.

LILIAN IVETTE DE LUQUE BRUGES: Thank you, Sebastien. More than a suggestion, this is just a great support. It's an excellent idea. And then, of course, we will coordinate with you so that you can provide us your support with what you have just mentioned. Thank you.

So then we would also need to see what other issues are pending now. Otherwise, we can then schedule a last call for the end of February so we can have a summary of what we have done in terms of promoting our social media in February. And also to prepare for the meeting itself with all of these activities that we want to promote over there.

And finally, let me just say that in terms of the LACRALO general assembly activities all goes very well. We have our videos ready now. We have also sent or actually we have started sending a weekly email with information. We send them to the assembly participants. And this includes all the relevant information they need to know to be updated to know what's going on and to keep them engaged so that they all know what the preparations are for the assembly.

So that's all we wanted to deal with [we attending]. We've completed our agenda. If someone has anything else to add or actually if you all agree with what we have discussed today, then we can end this call.

I, of course, would like to thank you all once again. I would like to thank the staff, the capacity building working group, Sebastien, and all the liaisons, the social media liaison, and all the community for their support. And I know we are going to have very good activities and everything will be fine. Thank you. Yesim, you can adjourn this call.

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