



# ICANN|76 CANCÚN

## AT LARGE SOCIAL MEDIA ACTIVITIES

Watch and share the At-Large ICANN76 promo videos, featuring speakers from the LACRALO, NARALO and EURALO speaking in EN, ES, FR & PT

León Felipe Sanchez X (I spoke to him on monday)

Jonathan Zuck X (I'll contact him again)

Sebastien Bachollet OK (send his video)

Denisse Hochbaum X (she is sick, she has written to me frequently)

A weekly video will be published during the month of February on the At Large social media, different RALOS and personal ones of the community members.



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## AT LARGE SOCIAL MEDIA ACTIVITIES

### Promote, participate and share of the Webinar “The Art of Assertive Communication

This webinar will have 2 parts. The first will have the objectives of giving participants the tools to express their ideas in a clear, safe and authentic way, to have efficient interactions managing language interactions between people from different geographical regions. (Latin Interaction)

The second part is to learn how to communicate effectively through social networks and how to adapt to each of the different existing social networks to reach more audiences and capture their attention.

All this focused and adapted to ICANN76 and our At Large sessions.

Duration 60 minutes Date **Thursday 23 February 2023** Time to be defined

Speakers: Eduardo Díaz, Shreedeeep Rayamajhi, Lilian Ivette De Luque



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## AT LARGE SOCIAL MEDIA ACTIVITIES

Join the  
**SMWG's ICANN76 Twitter Competition**

Use hashtag

**#ALAC76 or #AtLarge76**

**ICANN76 – LACRALO – NARALO – EURALO – APRALO –  
AFRALO**

Invite the RALOs, Fellows, Next Gen and all At Large community to participate.

The winner of the competitions will be announced during the At-Large wrap up session

There will be prizes for the top 2 winners!

Starting?

I already Have the information on the management of the social media of Apralo, Afralo, Lacralo I need Naralo and who manages the At Large social media to send them the information to publish



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## AT LARGE SOCIAL MEDIA ACTIVITIES

Use **Zoom Virtual Backgrounds** during ICANN76

Remote Participation

**Sign up to promote** At-Large sessions ICANN76 using

Encourage to the community to share the messages that will be published about the At Large sessions on social media.

This activity starts once the meeting schedule is published.



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## AT LARGE SOCIAL MEDIA ACTIVITIES

Photo frame: visitors to the booth will be invited to take their photos with a frame that has At Large and ICANN written on it, and they will be asked to upload them on their social networks tagging At large and with the hashtag that we will be using.

A world map to mark the respective countries of the visitors to the booth

ICANN acronym trivia game with some small prizes can be ICANN souvenirs

Can we keep Play Video or Slideshow with the photos taken

Fishbowl Raffle at booth drop contact into the fishbowl, this encourages attendees to return later to see if they have won a prize, giving them a second opportunity to engage.

Outreach Welcome Session and to make it more attractive we can provide a drink (champagne, wine or cocktail).

Make small capsules interviewing booth visitors which can be chosen at random or we can profile who to interview based on where they come from or for which community they participate in ICANN. (2 or 3)

With the registration of all these activities, we can, at the end, make a video collage to publish on our networks and record everything we did in the booth.

The main idea of everything is that this relaunch of the booth is successful.



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## AT LARGE SOCIAL MEDIA ACTIVITIES

Don't forget to reach out to your RALO's Regional SMWG Liaisons to exchange social media activities plan information:

- **AFRALO** Bukola Oronti
- **APRALO** Shah Zahidur Rahman
- **EURALO** Natalia Filina
- **LACRALO** Lilian Ivette De Luque Bruges
- **NARALO** Denisse de Alcantara Hochbaum