

YEŞİM SAĞLAM:

Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Capacity Building Workshop on the topic, the art of assertive communication, taking place on Thursday, 23rd of February, 2023, at 12:00 UTC. We will not be doing a roll call for the sake of time. However, all attendees, both on the Zoom room and on the phone bridge, will be recorded after the call.

I would like to remind all participants to please mute your lines when not speaking to prevent any background noise. And also to state your name when taking the floor, not only for transcription, but also for interpretation purposes as well, please. We have English, Spanish, and French interpretation. Thank you all for joining. And now, I would like to leave the floor over to Hadia Elminiawi, the Chair of At-Large Capacity Building Workshop Working Group. Over to you, Hadia. Thank you very much.

HADIA ELMINIAWI:

Thank you so much, Yeşim. And welcome all to the Art of Assertive Communication workshop. Thank you for joining this workshop. And a big thank you as well to Lilian Ivette De Luque, and our speakers Eduardo Diaz and Shreedeeep Rayamajhi. The objective of this workshop is to help participants with tools that enable them to express their ideas in a clear and safe and authentic way, to have efficient interactions, managing language interactions between people from different geographical regions. We will learn also how to communicate effectively through social networks and how to adapt to each of the different existing social networks to reach more audience.

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.

I thank you again and hand the floor to our first speaker Eduardo Diaz. He will be walking us through the communication techniques to implement in meetings. Thank you, Edwardo.

EDUARDO DIAZ:

Thank you so much, Hadia. Good morning, good afternoon, and good evening, everyone. This is Eduardo Diaz, and for those who do not know me, I'm a member of the At-Large Advisory Committee, which is abbreviated ALAC. And I also want to say that I was appointed by the ICANN Nomination Committee, better known as the ICANN NomCom, to fill the seat reserved for the North American regional At-Large structure abbreviated as NARALO.

Today, we will discuss effective communications as a critical skill that can improve your relationship and career. I will cover the two items in the agenda three and four within this presentation. I only have one presentation about the art of assertive communication. And I will cover within the presentation participating in meetings and mostly assertive communication on a global scale because. We have to take closure in consideration especially when we're looking at the emotions and body language. You know, different cultures sends signals in a different way. So we have to be aware of that.

Yes, if you ever wonder how to be more confidence in your communication and convey your message without being perceived as aggressive, then this is the right place. The presentation is going to take about 20 minutes. So I hope there will be a few minutes to answer questions, if you want to comment, if you have ideas, if you want to talk

about your experience where you have been communicating. But before we proceed, forward, I would like to clarify that all the graphics and images presented in these sessions have been obtained from Canvas website. ISO Puerto Rico, who is a NARALO At-Large structure, which is also abbreviated as NARALO ALS, has obtained a paid license for their use.

Next slide, please. So what's assertive communication all about? Well, it's a skill of expressing yourself clearly, directly and respectfully, while considering other people's needs and feeling. It's all about effective listening, you setting boundaries and being open to negotiating and compromising to find solutions that work for everyone. That sounds like what we do every day in ICANN. In simpler terms, it is not about being pushy, or dominating a conversation which some of us do from time to time unconsciously. It's a way of communicating and to be honest and direct without damaging relationships with others. You can talk and be direct, but again you can be respectful to the feelings of others.

Overall, the goal of assertive communication is to get along well with other people. In the first part of this presentation, I will show you how assertive communications compare to other communication style, so you can tell the difference. And in the second part, I will give you four tips how to communicate more assertively, which will help you communicate more effectively and strengthen your relationship with others.

So if you're ready, I'm ready. So let's get started. Please, next slide. There are several types of communications including passive

communication, aggressive, the combination of passive and aggressive, and assertive. I'm pretty sure that other styles of communications are there, but these are the most common.

Next slide, please. Passive communication refrains from expressing ourselves. Which means we don't communicate our needs and wants effectively. And as a result of that, it often leads to others needing help understanding them or understanding you resulting in not allowing me to have my thing that I want to say. Passive communication maybe driven by fear, a desire to avoid conflict or lack of confidence to speak up. As simple as that.

For example, a passive communicator will say things like this, and I'm quoting things here. You will hear, I don't care what we do here. I will go with whatever the team decides. You have more experience than I do. Things like that, you will hear from a passive communicator. Some characteristics of this, include being apologetic, self-deprecating, indecisive, and never getting what it really wanted. And I'm pretty sure we have communicated with people that are passive communicators, even though we don't know we can categorize them at the moment.

Next slide please. So the next type of communication is aggressive communication. Totally opposite of passive communication. In this case, the person is dominating and involves blaming, attacking, finger pointing. Aggressive communications often use confrontational language and want to control the conversations. People are dominating conversations. They don't allow anybody to talk. It reminds me of the way some politicians communicate. Some politicians communicate this way for the reasons of authority, I think. They think that by doing this,

they reflect more authority. Aggressive communication can be challenging to communicate with and can make others feel intimidated.

So if you're not a passive communicator, if you can feel intimidated, like I mentioned before, and then you become a passive communicator without knowing that is happening to you, just because the other person is being aggressive and you feel intimidated. Some examples of phrases that an aggressive communicator will use include, I'm right. You're wrong. Another one that you will hear is, I will get my way no matter what. And there's the classy one, it's not my fault, it's your fault. So those are basic aggressive communicators.

Characteristics of these aggressive communicators include making decisions for other people instead of listening to them, may bully to get the way or use opportunities, argues when faced with the disagreements or when they do not get their way, and uses confrontation and intimidation to get what they want from others. And this is what an aggressive communicator is. And while I'm going through this presentation, just go back and look at experiences that you have had in your business and meetings and things like that and think about will that be conversations that you had and say, that's a passive communicator, and this has been I have seen this in a meeting of aggressive communicator by trying to make a decision for everyone.

Next slide please. Now, this is a combination of passive aggressive communication. And be sure most of us we have experience with passive aggressive communications, which are the hardest ones to deal with because passive means you don't know what they're thinking, and aggressive they do it up behind your back most of the time. Let's talk

now about this behavior. And like I said, we have all probably encountered at some point this type of behavior. Give me a second. Let me fix this here. Okay.

This type of communication is when someone expresses their anger or frustration indirectly, through passive resistance instead of confronting the issue openly. And so what are some example of passive aggressive behavior? Well, people have been moody, giving someone the silent treatment. I mean, these are behaviors that you see from passive aggressive.

Giving someone this silent treatment, complaining behind someone's back instead of speaking to them directly and when people do this, well, you don't know that it's happening because you were not there when they talk about you or your actions. Procrastinated on tax that they were fined, intentionally being late or slow, purposely doing a poor job or acting in a way that will frustrate others. I mean, these are behaviors of passive aggressive communicators.

Sometimes passive aggressive people will even act innocent or clueless when they've done something to hurt someone else. It can be very frustrating for all of us, for someone to deal with someone who communicates in a passive aggressive way because it's not always clear what they're feeling or want. If there is no a one-to-one communication in a direct and clear way, you will miss what the other person is thinking. So it's very frustrating to deal with this type of people that are very passive aggressive. They might say one thing, but being another. One second, please. Give me one second here. I'm fixing something in the computer.

So if you ever had to deal with someone who is being passive aggressive, know that you're not alone. You can tell by some conversations that you have met people that are this type of communicators. It is unexpected behavior that may mean trouble with and can be challenging. But the best thing you can do, just stay calm. You continue communicating openly. And set boundaries when necessary. You can often work through these situations and come to a resolution. The hardest part is to be aware that you are talking to a passive aggressive person. That's the hardest part.

So next slide, please. And that brings us to the assertive communication, which is the main talk today. You have seen the communication that is passive, a communicator that is aggressive, and some of their characteristics, and some of the people, communicators are passive and aggressive. And once you understand this difference, it will help you realize who you're talking to, because if you don't have this this awareness, sometimes it's difficult to know what's happening in your communication.

So assertive communication is direct, but at the same time, respectful. The driving force behind this type of communication is the value of mutual respect. Assertive communicators say, what's on your mind clearly, but you also respect the opinions of others. Assertive communicators are not trying to silence or control others or rather state their preferences. They use the "I" language instead of "you" language, which aggressive communicators will use. They use you problem. It's not my fault. It's your fault.

For example, instead of saying you are causing the delay, you may want to say I'm concerned about the delay. You're talking about perception. You're bringing you perception of somebody causing a delay. Instead of pushing into the person you bring it back to you and use "I" language and then you say the perception that you have, you have concerned about the delay, which has a different effect in the communication. This way, we own perspective without attacking or blaming the other person.

To become more assertive communicator, there are four tips that I want to share with you. In this in the steps, I will add to putting in the context of ICANN and the global perspective. So bear with me. Next slide, please. Tip number one. Tip number one is to be clear about your needs and wants. This means being direct, you need to be specific about what you need and what do you want from others. And again, been respectful about it. It is important to remember that others cannot read your mind. So you need to communicate clear and respectfully what is on your mind. Direct specific and what is it you want from the other person or whoever you're talking to.

To do this, it always helps to start by having a goal in mind. What is what you want to get from this conversation? You must be clear on what you want to achieve from the conversation and also be prepared with relevant information and arguments if you are supporting a specific position in where you want to get from the conversation. This preparation will help you stay on track, avoid becoming emotional, and communicate your message effectively.

An example of clear and direct asserted communication is as follows, and I'm quoting here. I appreciate your offer to help, but I prefer to handle this task on my own. Thank you for your understanding. So here you have how I feel, what I want, and I'm thanking you for understanding of what I'm saying. So you have been directive, firm, clear. You say how you feel, what you want and what you want to get from this.

Now let's go to tip number two. Next slide, please. Yeah, I have a comment here from Raymond that says, some people think we should read mind. No, we don't read minds. We perceived things, but we don't read minds. So assertive communication is something that you use to make sure people understand what you want, to be direct firm, and always respectful and understand what the other person feelings are. Tip number two is using the "I" language instead of "you" language. "I" language helps you on your perspective, like some of the examples that I gave before, I feel like, I'm concerned about a delay. And you don't attack or blame others. You are the one reason for the delay. So it's an "I".

This can help you communicate more effectively and respectfully for example and then providing examples so we can put this in some kind of context. And here I'm quoting. I have been feeling frustrated about doing most of the chores around the house. Okay, that's how I feel. I understand that you're busy, but I need help. How can we make this work? Again, a feeling of what's happening. What is what I want? I want to help. I need help. And I want you to help me. Can you do? How can we make this work?

So there are three steps on this. And you do this in a calm way, direct, firm, and you are not blaming anyone for this. The speaker, which is you, takes responsibility for the feelings, without blaming and clearly describe what I need. So you take responsibility for the feelings that you have. I mean, we men we don't read minds. And you say what you want and describe it very clearly. So that's tip number two, the "I" language before the "you" language.

So tip number three, please. Next, next slide. The tip number three is to be aware of your body language. Okay? Now when we do virtual calls, it's very hard to see body language. In fact, in a virtual meeting, most people, they don't have the cameras for whatever reasons. So you will never see the body language. Everything you will see you can tell emotion by how people are expressing themselves. But there too, we work in a global environment. Maybe I have inflections in the language, which I'm very peculiar to my culture, because we are very expressive versus in other languages and cultures, they have a different way of reflecting the word.

So you will feel that they're transmitting a specific feeling by the way you hear it. And it might be the only way around. Maybe they're expressing something else or nothing at all that relates to what they're talking about. So you have to be very aware of these things. This is not black and white. You do this by practicing and by doing it. And in a global stage, you will learn doing this talking to people from different cultures. And if you are not clear or you think you are not understanding or you're getting the wrong message, look, ask direct and very clearly. Ask. I feel like you're saying this to me, can you repeat this, please.

But in a face-to-face meeting it's different because you can see people how they move, how they react, how they see you. And I will get into that later on. Make eye contact. You make eye contact, stand up straight, and use a calm voice to communicate assertively. Like I said, I wanted to touch on this importance of the body language when we communicate across different culture, like I said in ICANN.

It is essential to be mindful that avoiding eye contact while speaking especially with someone in a position authority is considered more respectful in certain cultures. In other cultures, a head nod, a shake doesn't necessarily indicate agreement or disagreement. Additionally, some cultures may smile as a sign of politeness or respect with our agreeing with you. And if I bring it to the Latin American Congress, and I know Lilian is going to talk a little about this, it is common to speak with hand gestures, like I'm doing now, but I since I'm briefly, it's like that. But if you see me face to face, I talk a lot with my hands. And that doesn't mean that I am aggressive. It's just that that's the way. We are very expressive in what we say.

So it's not that I'm aggressive. If I'm talking to somebody that is not accustomed to that, is not aware that, they might see me as an aggressive communicator on that way. So you have to hear and practice and make sure you're aware of these things. So you have to be a very active listening. You have to hear what people are saying to you. And it's not an easy thing to do. And it requires practice. So it is essential to be aware of the body language and respect and try to understand cultural backgrounds of those we're communicating with. And like I said, this is very special culture in a global setting, where

diverse cultural perspective come into play, okay? Just like we do in the ICANN organization, which is global.

Next slide, please. And the last step you need to active listening. It's vital to effective communication where you, the listener, which is your concentrate and try to understand the speaker's message. It involves showing interest in the speaker words. Asking clarified questions like I said before, if you're not sure ask and provide feedback to ensure comprehension. Like, sometimes, you hear people say, let me tell you what I heard, like rephrasing what you heard. So you know that you're not talking across where you're talking in sync. Active listening helps to build trust, foster empathy, and promote mutual understanding, leading to more productive and positive interactions. Active listening requires a lot of practice and effort.

Like I said before. I highly encourage everyone to take the initiative to research and actively practice this skill of active listening. There is a lot of help in the Internet to do this. It is a crucial element in our interactions with others and can significantly improve our assertive communication skill. So assertive communication is direct, clear and respectful. But at the same time, part of it is that you have to listen what people are telling you in order to be clear and effective.

So great. We have reached the end of the main content in my presentation on the Art of Assertive Communication within our allotted time. I hope so. Let's take a moment to review what we have learned so far. So next slide please. It is important to remember that practicing this steps alone won't be enough to make lasting impact. You also need

to be aware of these communication skills when communicating with others.

I mean, you have to be aware that some people can do it as easy as doing it, but you have to practice this and be aware of this communication skills. And being intentional about implementing them in your daily interactions. So the keyword there is intentional, you make a conscious way of doing this. By putting the steps into practice and being mindful of your communication habits, you can become a more confident and effective communicator, which is what we all want to do in ICANN. We communicate to reach things, you know. These tips will help you stay on track, avoid becoming emotional, and communicate your message effectively.

Finally, I recommend that you explore more about assertive communications by visiting websites such as YouTube, where you can find many informative videos that explain assertive communications in various contexts and other situations. It is good to refresh these ideas. This will allow to deepen your understanding of assertive communication and learn practical strategies that you can apply in your own life.

Next slide, please. And this is the last slide. Assertive communication is a powerful way to express yourself while maintaining respect to others. That's basically what I said at the beginning of this presentation. This communication style, like I said before, is characterized by clarity, confidence, and focus on expressing your thoughts, feelings, and opinions in a direct, staying positive, and persistent way. Always being respectful. By being assertive, you can effectively communicate your

needs and boundaries, negotiate conflicts- we hear about this all the time- and build healthy relationships with others. More importantly, communication is necessary for there to be a compromise. Okay? More important, communication is necessary for there to be a compromise.

I want to express my gratitude to everyone who participated in this part of this seminar. Your active involvement of all the people that are here and engagement have made this At-Large capacity building series a huge success, not only because you're here now, but they get recorded and people can go back and hear them at their leisure. So thank you once again for the participation and support. And I don't think I have more time. I don't. If you have any questions, comments, ideas, experiences, please. I'm not being able to read the chat, but I'm here if you have any questions. Hadia, back to you. Thank you so much.

HADIA ELMINIAWI:

Thank you so much, Eduardo, for this informative session, for all the communication tips and tools that you provided. I would like also to note that there is an ICANN learn course. It's called effective listening, I believe. And it also speaks to active listening. I know that you didn't have enough time to speak about each of the introduced topics, but this is a very good beginning. Thank you so much, Eduardo. I now give the floor to Lillian.

LILIAN IVETTE DE LUQUE:

This is Lilian Ivette speaking. Good morning. Can you hear me?

HADIA ELMINIAWI: Yes, Lilian. We can.

LILIAN IVETTE DE LUQUE: Okay, thanks for confirming. Good morning. Greetings from the Caribbean, Colombian coast. I'm Lilian Ivette De Luque. I'm a member of LACRALO. At present, I'm a mentor in the ICANN program on behalf of ALAC. And I'm also in the outreach and engagement and social media working group within At-Large. I also had the position of vice president of universal acceptance representing our region. This is quite a broad topic, but I tried to summarize it as the basics in order to understand what Latin American and Caribbean people are like.

And this is just to avoid some cultural clash when you have to attend the meeting in Cancun when you are there in person. Not only when you are in Cancun, but also whenever you have the chance to visit our region, because not all of us are the same. And we are quite different. In fact, one single word can have even four different meanings for different countries in our region.

These are some of the common characteristics that identify Latinos and Caribbean people. Of course, I should say that we are called Latin Americans because our language has its roots in the roman languages in the Latin language. We all have certain characteristics that identify us in different parts of the world, but we, in Latin America, the Caribbean, are quite unique.

We are considered a very appealing, attractive culture because of our music, because of our cultural and historical background. We are usually identified by our own traits, our physical traits. And whenever you see a Latin American person or a Latino in a place, you know that that person brings about all the historical and cultural background with them. We are passionate. We are passionate about what we do. We have a passion for our work, our family, our schools at the social level.

And given the characteristics in our regions, we have had difficulties to grow and to meet certain objectives. We know that there are certain areas in our region that are lagging behind. We are also characterized by a mix of languages. Officially, in the region, there are four languages. Spanish, English, Portuguese, and French. German is also spoken in the Greater Antilles, Aruba, Borneo, Curacao.

We also have in the Caribbean, and in San Colombian Island, portmanteau. Portmanteau is a mix of English, Dutch. And portmanteau is a language of the Dutch Antilles. We can also hear portmanteau in San Andres in Colombia, in that island. Then there is Patois. Patois is a language spoken in Jamaica. It's a mixture of French and English. Then we have Creole. We can also find it in the area of the Caribbean. So it is not just four languages that are spoken. There are at least 7 or 8.

We also have a lot of indigenous languages that are official languages in many countries. Actually, there are lots of initiatives to promote the learning of those languages. There is one language in my country that is specific. The same happened to Brazil, Bolivia, Paraguay because we

have a strong indigenous root. And as a result of all this language mix, we can have different names for the same object or the same thing.

At the same time, we are characterized by being warm people. We usually can affectionate. We are understanding. We like other people to feel appreciated. So you can easily see that there is at one. It's not because we are disrespectful. It's because we are just like that. We are warm people. We tend to hug one another. We tend to kiss on the cheek. And we make gestures to say hello. You may have someone at the other side of the seat, and you would just wave your hand, and you will call that person by the name.

So let's move to the next slide, please. We have a good sense of humor. We have the ability to laugh at everything. We are usually finding a ton of humor in everything life. Sometimes we laugh at ourselves. We have that ability. If we make a mistake, well, we make a joke out of that. We'll laugh at ourselves. So we make things lighter. We usually use one word to say something that may have a different meaning. We try to use a word that have double meaning.

And we also use a lot of nicknames. It is quite common here among friends and families not to be call by our names. Usually, we use nicknames like elticky, or baby, or in my case, for instance, some people would call me [00:38:43 - inaudible]. I never knew why they came up with that nickname, but it's just a token of affection. My name is Lilian, and 90% of my friends call me Lily. Alberto would be Berto. Eduardo, Edu. So it's not that we are lazy when speaking, but we try to be affectionate, and we shorten the names.

We are quite expressive. Kisses and hug and handshakes are regular part of our daily interactions. We hug one another. We give ourselves kisses on the cheek. We shake hands, but we also have a touch or a pat on the shoulders. That is part of our introduction. We tend to be very affectionate when we say hello to someone. So please don't be scared if somebody approaches you and tries to kiss you or to hug you. That's part of what we do. We are always touching and moving our hands. You can see that Eduardo-- We try to accompany with our hands.

And as I was telling you, we also make sounds. Sometimes we whistle just to call somebody's attention, just to tell that person that you are calling them. So we are an emotional culture. We are filled with emotions. And of course, music is an integral part of our life. We are born, we grow, we fall in love and we die accompanied by music. In my own country, I live in the Caribbean coast of Colombia, and I'm closer to Puerto Rico, Aruba, some Caribbean islands. I'm closer to those to those islands than to the capital city, Bogota.

So whenever there is a funeral here, you will hear music here. Sometimes cheerful music is played to be pay tribute to that person who has died. So usually, we choose the music that we want to be played at our funeral. And we fulfill those wishes. When we fall love, there's love songs that are called serenades. And we may use music to tell the other person that will love her or him, or we hate him or her. So music is a vehicle for expression for us. And in a Caribbean or Latin American countries, you will hear music everywhere, in supermarkets, on public buses, in taxis, at home, everywhere you will hear music.

So the most typical types of music are salsa, Bolero, Merengue, typical from the Caribbean, bachata from the Dominican Republic, samba from Brazil. Now with the carnival parades in Rio de Janeiro, you can see beautiful Samba dancers. Tango in Argentina. Cumbia. But Cumbia has a different format in different countries. Their name is Cumbia. But the Cumbian Mexico is different from that in Colombia and is different from the one played in Argentina and in other countries.

Vallenato here you can see an accordion behind me, and that was brought from Germany. That is an instrument that was brought from Germany. And we adapted soccer. Exactly. Zouk, Betty is telling us. Yes. Similar to reggae. I'm sorry that I haven't included it. So Calypso, yes. Calypso, Zouk, Reggae. Bob Marley will love him. And now that when we will go to Mexico, you will listen to a lot of Ranchera.

Next slide, please. Now let's go to the fun part. Next slide, please. In the jargon, we have different Mexican expressions that are quite common and you need to be on the alert so that you know when you hear somewhat to what they mean. For instance, if you want to say friends, we would use cuates in Mexico. For a very close friend, you would use [00:44:18 - Foreign language]. Just the guy or man way. Someone who is handsome or a beautiful girl, cuero. But in Colombia, cuero is a word used to ugly people. So it's amazing. In Mexico, it means a beautiful person. But in Colombia, it's just the opposite. Nice, that would be buena onda.

For a pool you would use alberca in Mexico. [00:44:53 -Foreign language] for cool, great. And money, they use [00:45:00 -Foreign language]. When they want to say that something is very good, they

say, [00:45:04 -Foreign language]. For children, they use the word chamaco or chamaca. A teenager would be called chavo or chava. Give love means apapachar.

In Colombia, we use a different consentir. For a night club, for a disco, in Mexico, they call it antro. So if you want to go well at night in Cancun, you say, let's go to the antro. And that means that you're going dancing. When you ask for a beer, you have to ask for a chela. A full person would be a baboso or tarugo.

An appetizer here in Colombia, we call it gala. In Mexico it would be botana. That is that in social events, you will see botanas. Ice creams are called nieve. Sandwiches are called tortas. Where [tortas is a word used in other countries to identify as a pie for the pudding. Work is called chamba.

A blunt person is called güero. Let's go, okay, everything is alright, they use orale for that. [00:46:33 -Foreign language] Monday. Camion is the word they use for buses. There is some person [00:46:42 -Foreign language]. And someone you dislike they call it naco. Here, we call it [00:46:49 -Foreign language]. Do not bother, I can't believe it, I can't believe that, it's [00:46:58 -Foreign language]. You've seen special emphasis as a statement. True means [00:47:08 -Foreign language]. And when you are drunk, it means that you have a peda. So these are the typical and most common expressions that you will hear in Cancun. As I already said, in other countries, in Latin America and in the Caribbean, these words would be different.

Next slide, please. And I'm about to conclude this part led by Eduardo and myself. So let me share with you a few thoughts about the four magic keys for an assertive and effective communication. The first key is the key to the mouth. The one that opens the heart so that we can express ourselves. There is a saying in Latin America, I'm not sure if it exists in other parts of the world, that says that when you have abundance in the heart, then your mouth can speak out of that abundance.

The second key, the key to the ear, which help us listen openly without any judgment, without any prejudice, without rushing to interject or to respond. That is the key to attention. Then we have the key to the eyes, the one that we use to observe, to learn, and get to know those people we are communicating with.

We start with effective observation. And from there, we can read between the lines. We can understand what they are trying to tell us. We may know if the person is lying to us or if the person is telling us the truth. We can also see that the posture, the look of that person because when a person is lying or telling the truth, you can see that in the eyes. So it is important to open that key. The key to the heart.

And finally, the key to the heart, which can only be opened where the other three previous keys. When you open the key to the mouth, to the ears, and to the eyes, you can use the key to the heart of the person you're communicating with. Thank you for listening to me. I hope that this small contribution has been useful to you to learn more about Latin America and the Caribbean culture. Now I'm giving the floor to Shreedeeep.

SHREDEEP RAYAMAJHI: Thank you, Lilian, for handing the mic to me. It is a pleasure doing this presentation to this large crowd. And it is very interesting to see people from different regions and to collaborate and to communicate. Can we have the next slide? So a lot of the things have been said by Edwardo and Lilian. So I think communication is a simple process of where you share and where you receive. And as we have already heard about assertive communication, assertive communication is all about being focused, being one size and listening to others as well, giving that respect and taking that respect.

So next slide, please. So here we have an image of assertive communication, the passive communication, the aggressive communication, the passive aggressive communication as well as assertive communication. When you speak limited, when you listen to others and be engage, that's when you make a difference.

Can you have the next slide? So we are getting down to the topic about how to effectively communicate in the social media. I think I forgot to give my introduction. My name is Shreedeeep Rayamajhi. I am an APRALO member, and I have been engaged with the social media working group as the capacity group as well. So today we will be talking about social media and how to engage within these ICANN meetings and how you can be visible in the whole community.

So talking about social media. So what is social media? Social media it's related to human feelings, human emotion, human behavior, human values, and communication channel and content. So it's a mixture of

who you are. So whenever you are using social media, you have to focus on your values as well. And then you have to work with your values to support the things that you are doing and how you're going to present yourself, what kind of information that you give out, and how you will engage with the community.

Next slide, please. So as we talk about social media, the most important thing is the content. So what is a content? A content is basically a brief information. And it can be fit in the various form. It can be words, it can be sound, it can be a video. So you have to understand this. And especially for newcomers, newcomers who are coming to this community. What I will suggest is, when you are in the meeting, give your identity as well in the content. There are official ICANN hashtags that are there, like, #ICANN76, so that would probably be the official hashtag. And when you are sharing your thoughts about what you are doing or what you want to do, then you can use the hashtag as well.

And previously also ICANN used to run a contest about what you are doing. So that was quite interesting. And a lot of the people they used to share their photos, their content, they're sharing their ideas, things about what they were doing, what they are planning to do within the ICANN meetings. So that is an interesting part. Because ICANN meeting is not just within the location.

A lot of the people join in virtually and it's a mixture of combination that brings in to that platform everywhere that you can see and understand the culture that is happening there. And even in the past there were cultural tours that were happening. So that was part of it. And when

you are especially talking about content, you have to work on the basic information that you are giving.

Next slide? Yes, so social media values. So when you are giving the information or sharing your views, you have to be very accurate. Please be sure when you're sharing that, when you're doing that, try to have some engagement, try to have some story. Like in the morning, if you're there, try to share your opinion, your thoughts. If you're very in the meetings, try to share your thoughts, relay that situation to the meetings.

If there is anything that you want to know, just go to the hashtag and look for people if they are discussing the same topics, do join in communication and networking. You just find the network, the hashtags are there, the people are there joining, even in the Zoom chat, a lot of the people are trying to engage the communication. And it is very interesting the way meetings are happening. A lot of the people go in and they are like quite interested in the chat, apart from the information.

So when you are sharing the information, try to be accurate. What that does is that helps to build that trust and when you are tweeting as well, if you are a newcomer, and if you like somebody speaking something, just tag those people in Twitter or Facebook if you find them. ICANN community is something that we believe in more of a socially working and we believe in the legacy of who we are. I mean to say, like, people can easily contact people and talk with. And if you have anything to share or anything to learn as well, please do a community. If somebody

has written something, then please do go and like and share. And in the meantime, you can do the thing.

Let me have the next slide. So when we are talking about the social media strategy, so basically, it's all about the content. So once you start to engage, with your photos, with your thoughts, with your ID, yes, you need a certain consistency where you have to consistently post within that event, you have to tag people, you have to commit some time, as well as you need to collaborate as well.

So that happens once you start engage, it is automatically aligned. And the best way is just be comfortable, be who you are, share your thoughts about what you are seeing, what you are listening. If there is a problem about that session, if you are finding it very hard to understand, then always go back. If there are new conversations happening, especially for new comers, do join those. At any point of time, if you feel uncomfortable or if you're not able to understand, then just reach out to people. The people in the community are very friendly.

Can we have the next slide? Yes, so when we specifically talk about the content strategy you try to use keywords, try to use smart, sharp words. Story telling is part of the deal. I mean to say, if there is a certain story or if the content is within certain parameters, then people do engage. And you need to have the clarity in that. And use proper keywords with the hashtags so that it is visible, consistent regular posting, and quality. Once that happens, then recognition, now people start to engage. Commitment, focus topic, quality, promptness and reference. Okay. So consistency, regular posting, quality, recognition. I hope now it's clear.

Okay. Commitment, you need to be very focused. I mean to say, if they're in a session, try to find out the speakers who are speaking, try to get some content, and try to tag them. So once that is done, even they will also share your content and it will help you to be more visible as well. And it is the part of the social engagement where you have to step up and make that effort.

So collaboration, as collaboration says, you need to use the right hashtags, keywords, the referencing and tagging. So it's completely, completely easy and it is very comfortable. If you are a newcomer, do not hesitate. That is what I do say to you. Social media is your forte. So always reach out. Always be who you are. And try to be respectful, try to reach out and try to understand the work that is being done here. And do some pre-work. I mean, just say, have your schedule set up. Try to be more organized so that it can help you.

Can we have the next slide? Okay. A social media engagement. So basically social, when we talk about social media engagement, we kind of look into different levels. So the first level is the observing level. Once you're there, you're observing people what they are doing, how they are doing. And then when you observe, then you learn and then you move to the next step. You follow them. Then you start to engage. And then you endorse them. And then you contribute. So these are basically the steps that you have to do when you are using social media.

And apart from that, if you hear someone who's speaking very well just go to their profile and to see their social media profile if it's open. Like them, send them a message, or tweet them, tagging them saying what they have heard, what you've like. And give your perspective as well,

about your country, about what you have heard. So that way engagement can happen. And that is the most important thing what a new comer has to do or what we have to do. Because this community is all about a contribution.

And if we start to contribute in such a way, then that ring moves on and then it passes on and then more engagement happens. If you just limit yourself within yourself, then it will not grow. I mean to say, if there is someone's speaking something about a topic that you are interested in, then please do join, please do add, please do not feel outdated. If it's in a Zoom, if you are in the Zoom meeting, do reach out. And if you are in the virtually, you could always have their say in your social media. That way, you are promoting them and they will also will come and like you, so that way collaboration can happen.

Can we have the next slide? Social media conversion. How does social media conversion happen? So basically, it's about values, the target, the goals, and the communication process itself. So this is more about what you are bringing in and what your target is. And how you set up your goals. And what process of communication that you're moving to for, especially for engagement. Because engagement happens only when there is visibility, right? And to be visible, you have to do an effort. And you have to do certain efforts. And once that effort is there, then only it kind of like gradually comes up.

And especially to my experience of using social media, from the past few years, I have been very, very into attending these virtual meetings. What I personally do is when I like people's status, especially with Twitter, with hashtag, official hashtag, what I do is I go to that hashtag, I

use Twitter Tech, and use that hashtag and all the tweets that are related to the hashtag comes there. And I go through most of the tweets and I like. And I try to engage on those conversations which impressed me. So if there is something about my interest within that person's status, I certainly tried to like it, or if I'm able to comment it, I do comment it. If I'm able to share it, I do share it. So that way engagement happens. And that is the best way of conversion. And that way, you make friends.

I still remember when I was new, I used to join these social media hashtags and I used to contribute, and John Laprise was there. He was the social media chair. And we both used to have a lot of conversation in the tweets, and he was quite interesting. And apart from that, in the Zoom meetings also, if something interested me, then I would probably give my comment and a lot of people would come, and comment, and we kind of like engage in such a way.

So please feel free to comment. The only thing, come prepared, that is what I will say. Schedule your meetings that interest you. At least try to go through the content that is available, I mean to say with the information that is given about the session, about the speakers and just enjoy the sessions. A lot of the times you hear so many good things, you learn so many things that you can share as a content.

So can we have the next slide? So yes, so this is another important thing hashtag. This is where we have to be focused when we are using the social media. Our stories, our content have to be targeted here. We have the official hashtag, I think #ICANN76. And apart from that, we have #Askatlarge, especially for newcomers. If you have any

questions, please do have your hashtags there with your questions. Please engage in such a way so that it creates that engagement within that community and helps you communicate more properly and gives you that visibility as well.

If there are any questions, I would love to take the questions as well, especially with social media. If anybody wants to share their experiences? Yes, Hadia.

HADIA ELMINIAWI: Thank you, Shreedeeep. This is Hadia for the record. I just wanted to ask if there is a hashtag for At-Large apart from #AskAtLarge.

SHREEDEEP RAYAMAJHI: Sorry. I didn't get you.

HADIA ELMINIAWI: Is there a hashtag specifically for At-Large, not only #AskAtLarge for ICANN76?

SHREEDEEP RAYAMAJHI: I think previously we used to have a hashtag for At-Large, but I don't know if they have announced it or not. But previously, they used to. And they used to have the At-Large hashtag. So yes, Lilian has mentioned that there is a hashtag with the At-Large76. Yes, Lilian.

LILIAN IVETTE DE LUQUE: Lilian for the record. As Shreedeeep read from the chat, yes, we do have that #At-Large6 along with #ICANN76. We also have those for the different RALOs. Thank you.

HADIA ELMINIAWI: Thank you so much, Lillian. Any questions or comments to Shreedeeep, Lillian, or Eduardo? I thank you very much for this very informative presentation. We have learned today about assertive communication, about how to distribute information using social media, and about how to interact with Latin and Caribbean people. Our speakers today were from Nepal, Colombia, and Puerto Rico. I thank so much the social media group and the LACRALO team. We are certainly looking forward to come into your region. I'll give the floor to Lilian in order to tell you about the competition and the boost.

LILIAN IVETTE DE LUQUE: Thank you, Hadia. This year, we will have the traditional Twitter competition. So I encourage you all to use Twitter during the prep week and the ICANN meeting. Please post your messages on Twitter using the hashtags that I have included in the chat so that you can take part in this competition. We are going to give a price to the two people who will be posting most tweets.

During the wrap up session for At-Large, we will present those prices. And At-Large, we'll have one hour a day at ICANN boost on Monday, Tuesday, Wednesday and Thursday. There we will talk about At-Large, the RALOs activities. We will also present information about some competitions. So those we will have friends for pictures, it will be a lot

of fun. So please visit us at our booth. And thank you all for attending the workshop.

HADIA ELMINIAWI:

Thank you so much, Lilian. Thank you again to all our speakers, our attendees as well. I would just quickly remind you that upcoming we have the art of gathering. This will take place sometime between ICANN76 and ICANN77. And during ICANN77, we will have a hybrid workshop about consensus building and decision making. Thank you all and keep tuned.

YEŞİM SAĞLAM:

Thank you all. This meeting is now adjourned. Have a great rest of the day. Bye.

[END OF TRANSCRIPTION]