

Social Media Work Group

ICANN 77 – Basic Plan

1st meeting April 20th

SOCIAL MEDIA TOOLS

- #s
- #NARALO
- #NARALO TEAM
- #AT-LARGE
- #ICANN77

WEBINAR

by CAPACITATION BUILDING

Focused in educate and encouragement for FELLOWS and NextGen.

(Hadia is drafting a propose and let us to know very soon)

ICANN77 – Outreached and Engagement

VIDEOS:

- Invitation for liaisons/ leaders and all volunteers that are eager to express your presence, using their language, highlighting the importance of the participation in this Forum
- The registration link must be included in those posts

30seconds to 45 seconds

POSTINGs/CARDs:

- Imagens from ICANN-Wikipedia
- Photos from the past ICANN meetings, highlighting the speaker and sessions
- Words/phases and or simple texts

Posting & strategies

Before ICANN77 starts:

- Organizing to post in one or two days in a week at the same UTC time

During ICANN77:

- Encourage volunteers that they take the responsibility to post at least one comment + photo about one session that they attended, exactly after the session ends

During ICANN77:

- Competition :We will also host a contest to encourage fellows, next-gen participants, and newcomers to explore their roles in being a part of ICANN by posting comments and photos.

Booth activities: PICTURES and GAMES

- Ask for volunteers to collaborate with At-Large team
- Announce previously the program for each day
- Make a planning the volunteer days/hours
- Explain to the volunteers the tasks that they can be responsible
- Be present for solving problems and answer questions

Tools:

- Frame for pictures with NARALO logo and Hashtag
- Bring to Booth hats or accessories (American Cliches) for being wear during the pictures

Games:

- Any game that makes the participants to learn and identify ICANN's terminologies

MUSIC of the World

Plan for be developed, if it were appropriate

- Large selection of the One Music related to each country represented at the ICANN community.
- Make a playlist that can be used in some parties that the venue have an available sound system

Metrics & Reports

We will provide the metrics on Tweeter and Facebook in the wrap-up meeting

We will encourage the regional team to make the local metrics before ICANN77 starts

We will ask to staff to account the At-LARGE participation online and in person in each session this constitution

After two weeks, we will be ready to give to present to At-Large a complete report from this Forum