SMWG – ICANN77

Overall Strategy: The social media strategy for ICANN 77, a meeting focused on internet DNS policy, should help raise awareness of the meeting, increase engagement and participation, and enhance the credibility of ICANN and the event.

Implementation: To ensure the successful implementation of the overall social media strategy, a set of small teams will collaborate to develop a plan that synchronizes all necessary tasks. These teams will work together to ensure the project is executed effectively and all strategy components are implemented smoothly. The goal is to achieve a cohesive and effective social media campaign that aligns with the overall social media strategy.

Groups:

TOOLS & SOCIAL PLATFORMS GROUP

Responsibilities: This group proposes the social media tool(s) and the social media platforms that best fit to implement the overall strategy. It is also responsible for coordinating a brief training session to demonstrate how to use the proposed social media tools and platforms.

Group Principals

- o Shreedeep Rayamajhi (Rapporteur*)
- o Daniel Nanghaka
- o Adebunmi Akinbo

* This is the person that will report back to the SMWG members

TIMELINE GROUP

Responsibilities: The group is responsible for developing a comprehensive communication plan with a timeline for when and how often messages should be delivered. They will propose a time zone approach to ensure messages are provided most conveniently for the target audience.

Group Principals

- o Eduardo Díaz (Rapporteur)

- Shreedeep Rayamajhi
- Shah Rahman

MESSAGE GROUP

Responsibilities: The group is responsible for creating social media messages that support the overall strategy for the ICANN meeting. They will categorize the messages into three strategic areas: raising awareness of the meeting, increasing engagement and participation, and enhancing the credibility of ICANN and the event. The group will also look at the suggested hashtags - #NARALO, #teamNARALO, #AT-LARGE, #ICANN77, and #atlargepolicy - and determine if they are appropriate to support the strategy. If necessary, the group will propose alternative hashtags better suited for the ICANN 77 meeting.

Group Principals

- Sarah Kiden (Rapporteur)
- Hadia Elminiawi
- Shah Rahman

OUTREACH GROUP

Responsibilities: The group is responsible for planning and coordinating the logistics of the Outreach Booth activities, including scheduling volunteers to staff the booth, games, framed photos, etc. Additionally, they will plan and coordinate the creation of an outreach video to be distributed through the At-Large community. Furthermore, the group will produce a webinar that provides a forum for a policy discussion expected in ICANN 77. This webinar will drive the social media messages to be developed by the message group, ensuring that they align with the policy discussion and meet the overall objectives of the social media strategy.

VIDEO Principals

- Denise Hochbaum (Rapporteur)
- Lilian Ivette de Luque

WEBINAR Principals

- Hadia Elminiawi (Rapporteur)
- Denise Hochbaum
- Lilian Ivette de Luque

- o Bukola Oronti (Rapporteur)
- o Lilian Ivette de Luque

COMPETITION GROUP

Responsibilities: The group is responsible for planning and coordinating the logistics of the social media competition. This includes determining how to promote the contest, choosing the winner(s), and what type of prizes will be awarded at the end of the round. The group will ensure that the competition is aligned with the overall social media strategy.

Group Principals

- o Lilian Ivette de Luque (Rapporteur)
- o Denise Hochbaum

METRICS GROUP

Responsibilities: The group is responsible for proposing a set of metrics to validate the social media efforts done for ICANN 77.

Group Principals

- o Sarak Kiden (Rapporteur)
- o Eduardo Díaz
- o Lilian Ivette de Luque