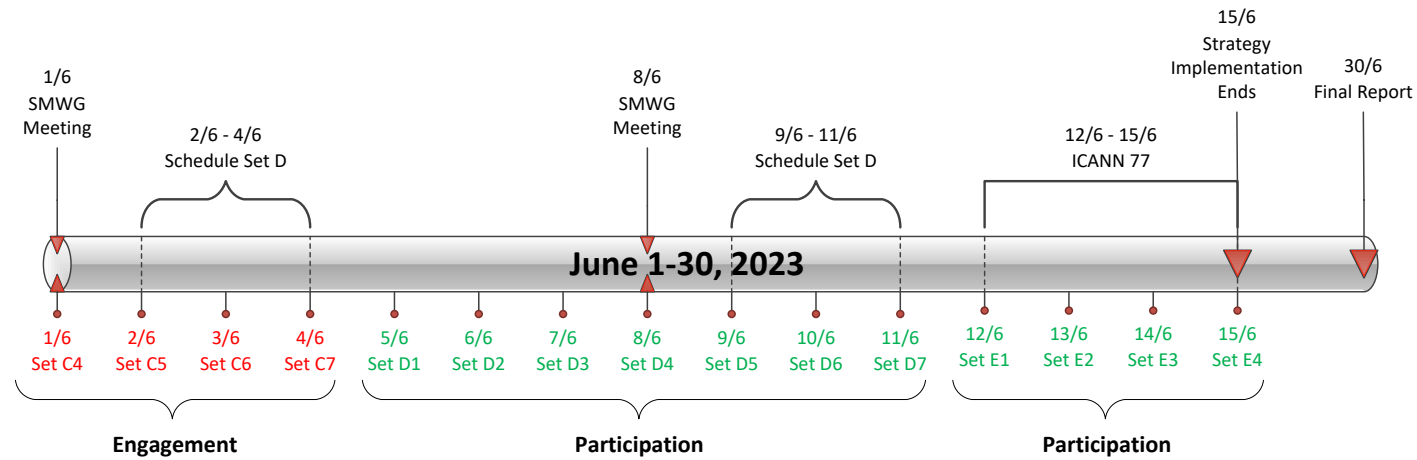
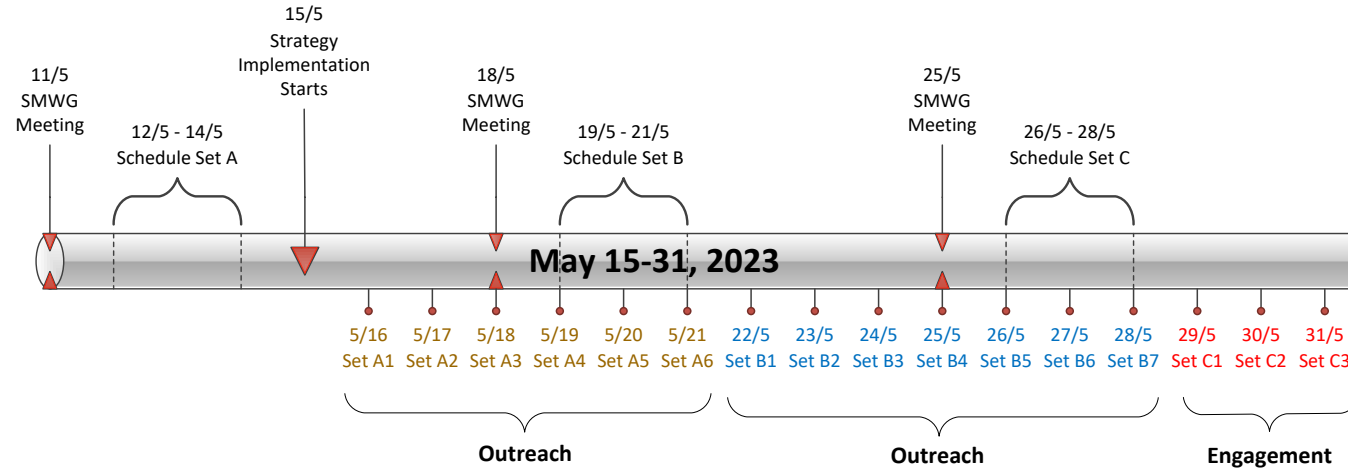


Summary of the inputs for SM Actions

Meeting May 11th

Proposing a Social Media Messages Timeline for ICANN77

@4 May 2023



Tools and platforms team members

- Group Principals Co- Leaders
- Shreedeeep Rayamajhi (Rapporteur*)
- Daniel Nanghaka
- Adebunmi Akinbo
- PRINCE (new member)

Integrating Instagram to Facebook and Twitter demands that our Instagram Page is a Business Page.

1.Add your Instagram or Facebook account to an Accounts Center

Tap profile or your profile picture in the bottom right to go to your profile.

2.Tap more options in the top right, then tap settings "Settings and privacy".

3.At the bottom, tap the "Accounts Center".

4.Tap Add "Facebook" account or Add Instagram account and follow the on-screen instructions.

5.Once you add your accounts to the same Accounts Center, you'll have the option to share a post to Facebook from the same screen where you add a caption.

1.Connecting Twitter with Facebook

Have your login information for both Twitter and Facebook in front of you.

2.Login to **Facebook.com**.

3.Type a search in the search bar at the top "Twitter Application".

4.Click the yellow banner "Go to your Twitter Profile Settings to start".

5.Click the blue banner at the bottom "Connect to Facebook".

6.Then, allow and authorize access for Twitter and Facebook.

7.Enter your Twitter login information and select the option to update your Facebook status.

8.Choose your preferred settings and click "Allow."

1.Connecting Twitter with LinkedIn

Have your login information for both Twitter and LinkedIn in front of you.

2.Login to **LinkedIn.com**.

3.Move your cursor over your name in the top right of your home page and then click Settings.

4.Click the Profile section.

5.Click the Manage your Twitter settings link.

6.Check the boxes next to the settings you want.

7.Click Save changes.

=====note=====

We can either Schedule or Integrate.

The Schedule is good if we pick an application.

Integration is good if we don't need to spend now.

Our Handle and choice of hashtags:

- @ICANNAtLarge
- #ICANNAtLarge
- #ICANN77
- Issues relevance: #ICANNAtLarge77

PLAN FOR HASHTAG REPORT

The screenshot shows a Twitter thread from the account **ICANN At-Large**. The tweets are as follows:

- Tweet 1:** Pinned Tweet. **ICANN At-L...** @ICANNAt... · Mar 30. Includes a graphic for **Universal Acceptance Day** on Friday, March 31, 2023, at 12-3 PM EDT. The graphic lists a program of speakers including Greg Stuber, Mike Singer, and others, and provides registration information at https://bit.ly/ICAN_Day.
- Tweet 2:** **ICANN At-L...** @ICANNAt... · Mar 29. Text: "Join the At-Large Consolidated Policy Working Group call on Wednesday, 29 March @ 19 UTC with discussions on ALAC / At-Large policy activity, including ALAC Advice to the ICANN Board and #ICANN Public Comments. #AFRALO #APRALO #EURALO #LACRALO #NARALO". Includes a graphic of four construction workers with a sign that says "POLICY".
- Tweet 3:** **ICANN At-L...** @ICANNAt... · Mar 28. Text: "Please Join!".
- Tweet 4:** **Adebunmi Adeola...** @aare... · 35m. Text: "#ICANN #ICANN77 is loading soon. #ICANNAtLarge #ICANNAtLarge77".
- Tweet 5:** **Inkmedia Comp...** @Ink... · Mar 27. Text: "#ICANNATLARGE, Registration at bit.ly/NARALOUADAY". Includes a graphic for **Universal Acceptance Day** registration on March 31st, 2023, from 12 to 3 PM.
- Tweet 6:** **Inkmedia Comp...** @Ink... · Mar 27. Text: "#ICANNAtLarge, #ICANN, #ICANNUADAY Mark your calendar Register bit.ly/NARALO-UADAY". Includes the same registration graphic as Tweet 5.
- Tweet 7:** **TeamNARA...** @teamnara... · Feb 10. Text: "Because the vendor is discontinuing support for Pathable, we will no longer be using this tool. Instead, we will be using Sched. icann.org/en/blogs/detail... #ICANN #icannatlarge #NARALO @isocpr".
- Tweet 8:** **.hamburg** @punkthamburg · 13s. Text: "Im Oktober wird #Hamburg Gastgeber des nächsten @ICANN-Meetings sein und wir können es kaum erwarten! 🌍". Subsequent text: "Unter icann78.hamburg haben wir Dir bereits alle wichtigen Informationen für das bevorstehende #ICANN-Meeting in Hamburg zusammengestellt. 🥰".
- Tweet 9:** **Adebunmi Adeola...** @aare... · 35m. Text: "#ICANN #ICANN77 is loading soon. #ICANNAtLarge #ICANNAtLarge77".
- Tweet 10:** **Luna Madi** @L_Madi · 2h. Text: "#ICANN's Samaneh Tajalizadehkhoob presenting on the women strengthening cyber resilience panel at the #MEDNSF2023 'these days there a lot of programmes that women can proactively approach and use in their favour' to break the male dominant field." Includes a video thumbnail for the **MIDDLE EAST DNS FORUM 2023**.
- Tweet 11:** **ICANN_AR** @icann_ar · 3h. Text: "تابع اليوم الأول من منتدى نظام أسماء النطاقات لمنطقة الشرق الأوسط 2023. لمعرفة المزيد والانضمام، قم بزيارة << bit.ly/3UbpWt9".

At the bottom right, there is a banner for **ICANN77 WASHINGTON, D.C.**

Best times to post on social media				
Social Network	Time Zone	Time Zone	Time Zone	Time Zone
Facebook	PT	CT	ET	GMT
Best Time to Post	Tuesday, Wednesday and Friday 7 a.m.–11 a.m.	Tuesday, Wednesday and Friday 9 a.m.–1 p.m.	Tuesday, Wednesday and Friday 10 a.m.–2 p.m.	Tuesday, Wednesday and Friday 2 p.m.–6 p.m.
Best Day to Post	Tuesday, Wednesday, Friday	Tuesday, Wednesday, Friday	Tuesday, Wednesday, Friday	Tuesday, Wednesday, Friday
Worst Day to Post	Saturday	Saturday	Saturday	Saturday
Twitter				
Best Time to Post	Wednesday 7 a.m.– 1 p.m., Tuesday through Thursday 7–9 a.m.	Wednesday 9 a.m.– 3 p.m., Tuesday through Thursday 9–11 a.m.	Wednesday 10 a.m.– 4 p.m., Tuesday through Thursday 10 a.m.–noon	Wednesday 2 p.m.– 8 p.m., Tuesday through Thursday 2–4 p.m.
Best Day to Post	Wednesday	Wednesday	Wednesday	Wednesday
Worst Day to Post	Saturday	Saturday	Saturday	Saturday
Instagram				
Best Time to Post	Tuesday 9 a.m.–noon, Monday through Friday 9 a.m.	Tuesday 11 a.m.–2 p.m., Monday through Friday 11 a.m.	Tuesday noon–3 p.m., Monday through Friday noon	Tuesday 4 p.m.–7 p.m., Monday through Friday 4 p.m.
Best Day to Post	Tuesday	Tuesday	Tuesday	Tuesday
Worst Day to Post	Sunday	Sunday	Sunday	Sunday
LinkedIn				
Best Time to Post	Tuesday and Thursday 7 a.m.–10 a.m., Wednesday 7 a.m.–noon	Tuesday and Thursday 9 a.m.–noon, Wednesday 9 a.m.–2 p.m.	Tuesday and Thursday 10 a.m.–1 p.m., Wednesday 10 a.m.–3 p.m.	Tuesday and Thursday 2–5 p.m., Wednesday 2–7 p.m.
Best Day to Post	Tuesday and Wednesday	Tuesday and Wednesday	Tuesday and Wednesday	Tuesday and Wednesday
Worst Day to Post	Sunday	Sunday	Sunday	Sunday

ICANN77 At-Large SMWG Messages Team

Team members: Hadia Elminiawi, Sarah Kiden*, Shah Rahman, Annette Bonuke*, Daniel Nanghaka
(* are Co-Leads)

Hashtags: #ICANN77 #AtLarge77

Before (Outreach and Engagement)

Registration for #ICANN77 Policy Forum is now open. Please register to attend in person in Washington, DC or remotely. In person attendees must register by 7 June 2023. More information available here <https://meetings.icann.org/en/icann77> #ICANN77 #AtLarge77

Please join the At-Large Sessions during #ICANN77 to learn more about ALAC's policy development work. Register to participate in person or remotely <https://meetings.icann.org/en/icann77>. #ICANN77 #AtLarge77

Pass by the At-Large Booth during #ICANN77 to learn more about At-Large's role in advocating for internet end users within the ICANN multistakeholder model. #ICANN77 #AtLarge

Want to know more about how you can get involved in At-Large's current activities and ongoing work? Pass by the At-Large Booth during #ICANN77 to find out more! #ICANN77 #AtLarge77

ALAC's session on [insert session topic] scheduled for [insert day and time in DC timezone] (UTC) in [insert room] and/or [insert link] will delve into [insert session breakdown] . Please register to attend in person, or remotely. <https://meetings.icann.org/en/icann77> #ICANN77 #AtLarge77

[insert speaker's name+ social media handle] invites you to participate in ALAC's session on [insert day and time in DC timezone] (UTC) in [insert room] or [insert link] that will explore [insert session topic]. Register to participate in person or remotely <https://meetings.icann.org/en/icann77>. #ICANN77 #AtLarge77

During ICANN77 (Participation)

ALAC's session on [insert session topic] will begin at [insert time in DC timezone] (UTC) in [insert room]. Find the session agenda and materials here [insert link]. #ICANN77 #AtLarge77

Please join the ALAC & [e.g.SSAC, GAC, GNSO] joint session [insert day and time in DC timezone] (UTC) in [insert room] or [insert link] that will explore [insert topic discussions]. #ICANN77 #AtLarge77

Thank you for joining Day 1 of the At-Large's Sessions. Find details about Day 2 sessions here [insert link]. #ICANN77 #AtLarge77

[Day \(e.g.1\) sessions covered \[insert summary\]. To participate in Day 2 sessions, register to participate in person or remotely <https://meetings.icann.org/en/icann77>.](#) #ICANN77 #AtLarge77

It is the first day of #ICANN77! Pass by the At-Large's booth to find out more about ALAC's role within ICANN. #ICANN77 #AtLarge77

It is the last day of #ICANN77! Do not forget to pass by At-Large's booth to find out how you can stay engaged within At Large post-ICANN 77 Policy Forum. #ICANN77 #AtLarge77

Thank you [insert social media handle] for passing by ALAC's booth! #ICANN77 #AtLarge77

After ICANN77 (Reporting)

Thank you for joining us at the ICANN77 meeting! Please see the recordings for all sessions here [insert link] and the meeting report here [insert link]. #ICANN77 #AtLarge77

Day (e.g.1) session on [insert session topic] discussed [insert session topic]. To learn more, find the session recording here [insert link].CANN77 #AtLarge77