

A background of a complex network graph with numerous nodes and connecting lines, transitioning from light to dark.

ICANN 79

San Juan, Puerto Rico

Welcome to Social Media Work Group

Primarily Ideas



Post and Share messages about ICANN79 schedule and content



Outreach and Engagement



Define metrics that are number relevant to ICANN

Central Idea

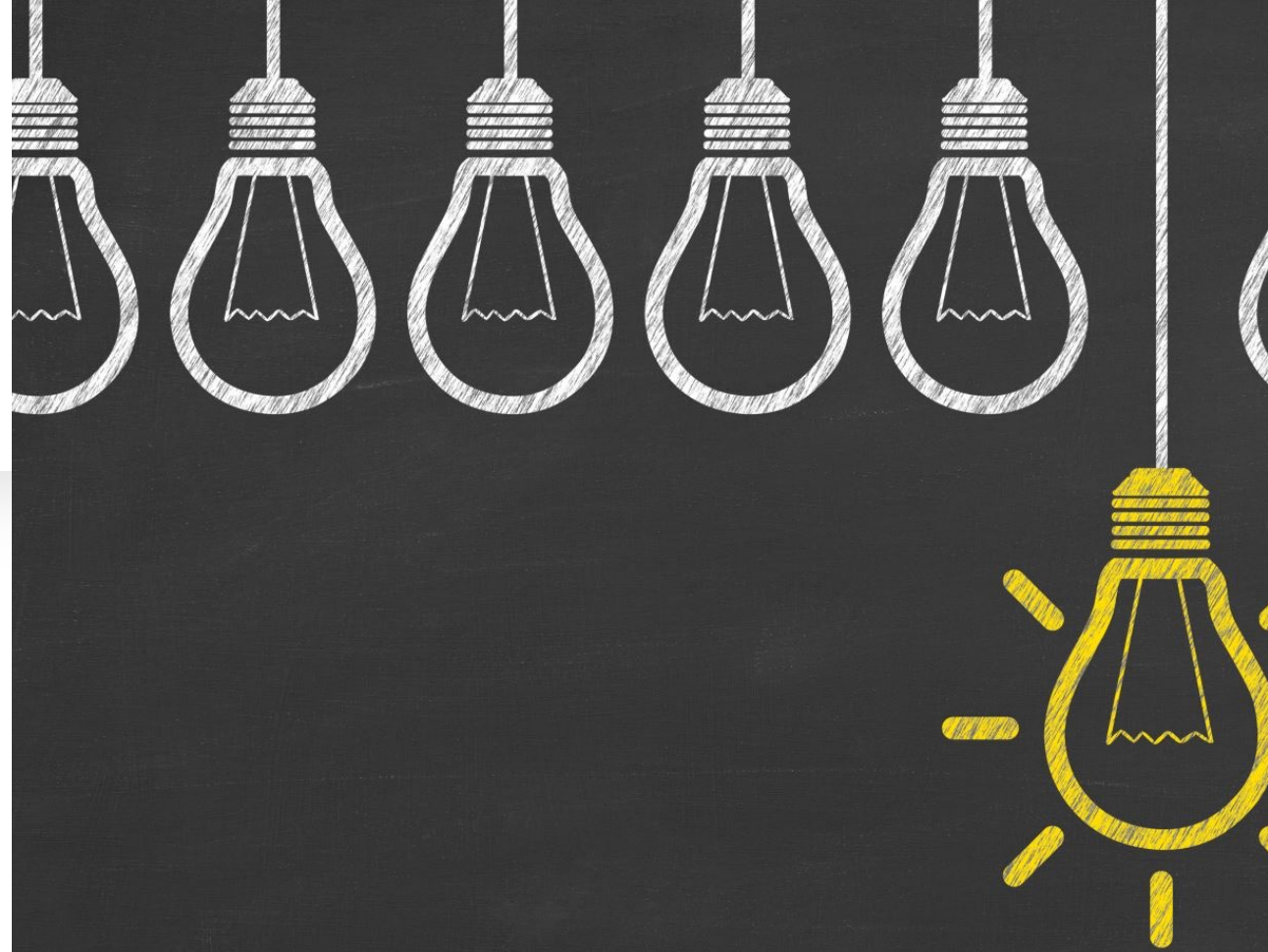
- As a stakeholder and member: (some commitments)

WHAT ICANN MEANS TO ME

WHAT IS MY MISSION AT ICANN COMMUNITY

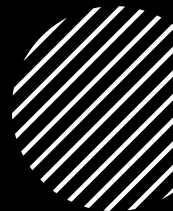
**HOW WE CAN EXPAND THE PUBLIC
RESPONSIBILITY AT INTERNET**

**HOW WE CAN TALK ABOUT ICANN AND
OUTREACH NEW MEMBERS**





How to accomplish the task



Following the timeline presented



Define subjects



Define messages



Create your communication



Use #ICANN79 and other #s pertinent to ICANN

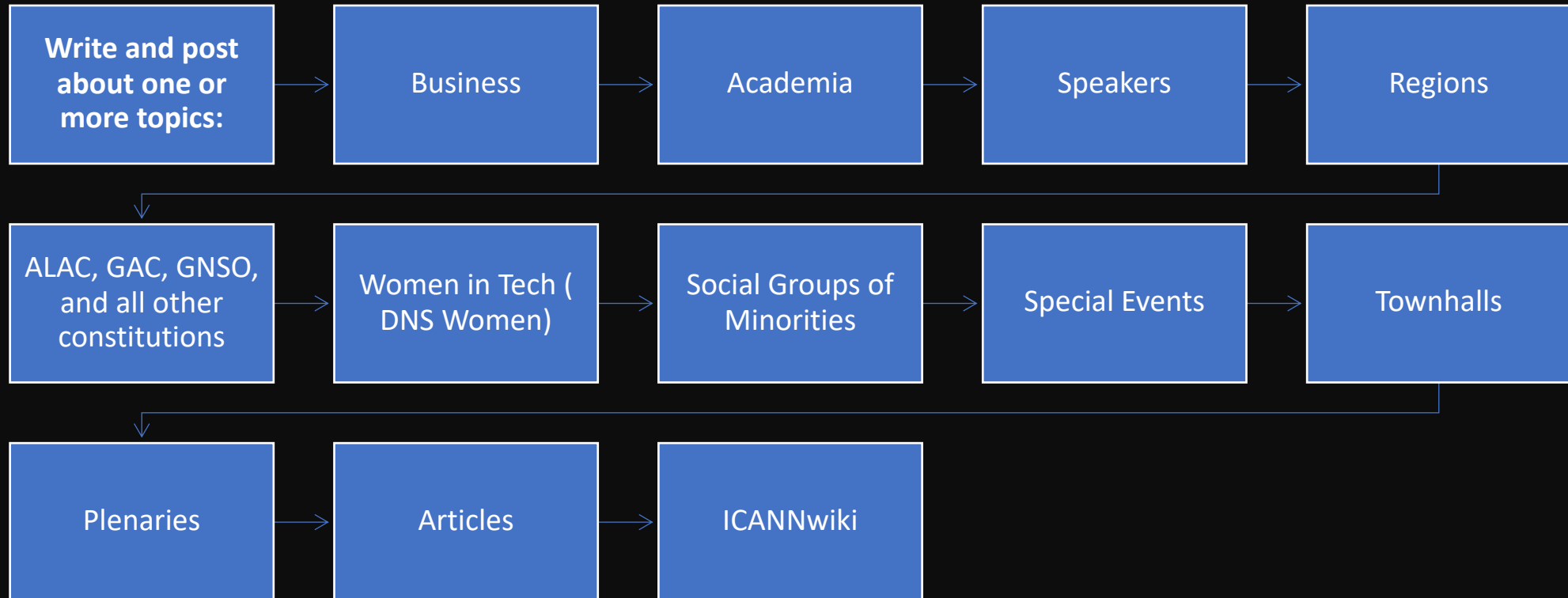


Share messages that you received during the timeframe



Control your activity (are you happy with your contribution?)

Group of Contents



Strategies for a good participation



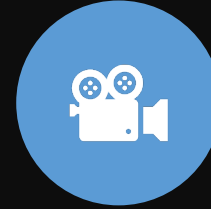
USE BASIC MESSAGES



CREATE YOUR OWN
MESSAGE



POST RELEVANT
PICTURES



POST A VIDEO RELATED
TO ONE OF THE TOPICS



CREATE YOUR PERSONAL
VIDEO HIGHLIGHTING
ONE TOPIC



COMMENT ON YOUR
POST OR COMMENT ON
THE COMMUNITY POSTS



BE CONCISE BUT
CREATIVE.



PROMOTE DIALOGUE
BETWEEN PEERS



Metrics in two phases

- 1st Phase - general messages –
From February 15th to 29th - Including Pre-week
- 2nd Phase – specific messages
From March 2nd to 8th - covering the ICANN79

USING: hashtagify.me OR Others APP

3 people are in charge of the final confrontation for the results

Planning Time – Activities that must be done

- 1st February – Opened dialogue
- 8th February – first sedimentary ideas (messages done)
- 15th February – (Webinar?) ON AIR
- 22nd February – ON AIR
- 29th February - ON AIR

| 2024 FEBRUARY | | | | | | |
|---------------|-----|-----|-----|-----|-----|-----|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | | |

MARCH 2024

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | | 1 | |
| 3 | 4 | 5 | 6 | 7 | 8 | |
| 10 | 11 | 12 | 13 | 14 | 15 | 1 |
| 17 | 18 | 19 | 20 | 21 | 22 | 2 |
| 24 | 25 | 26 | 27 | 28 | 29 | 3 |
| 31 | | | | | | |

Planning Time (examples) – See agenda

- March 2nd Saturday (some special meetings)
- March 3rd Sunday (some special meetings)
- March 4th Monday (opening ceremony + plenary)
- March 5th Tuesday
- March 6th Wednesday
- March 7th Thursday (last day)



Working together in small groups

- Find your topic or topics
- Find your media (photo, videos, text or links)
- Find your people in your region
- Find your people crossing regions
- Suggest to your group notes and articles
- Share your email with our mailing list and work with us!