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

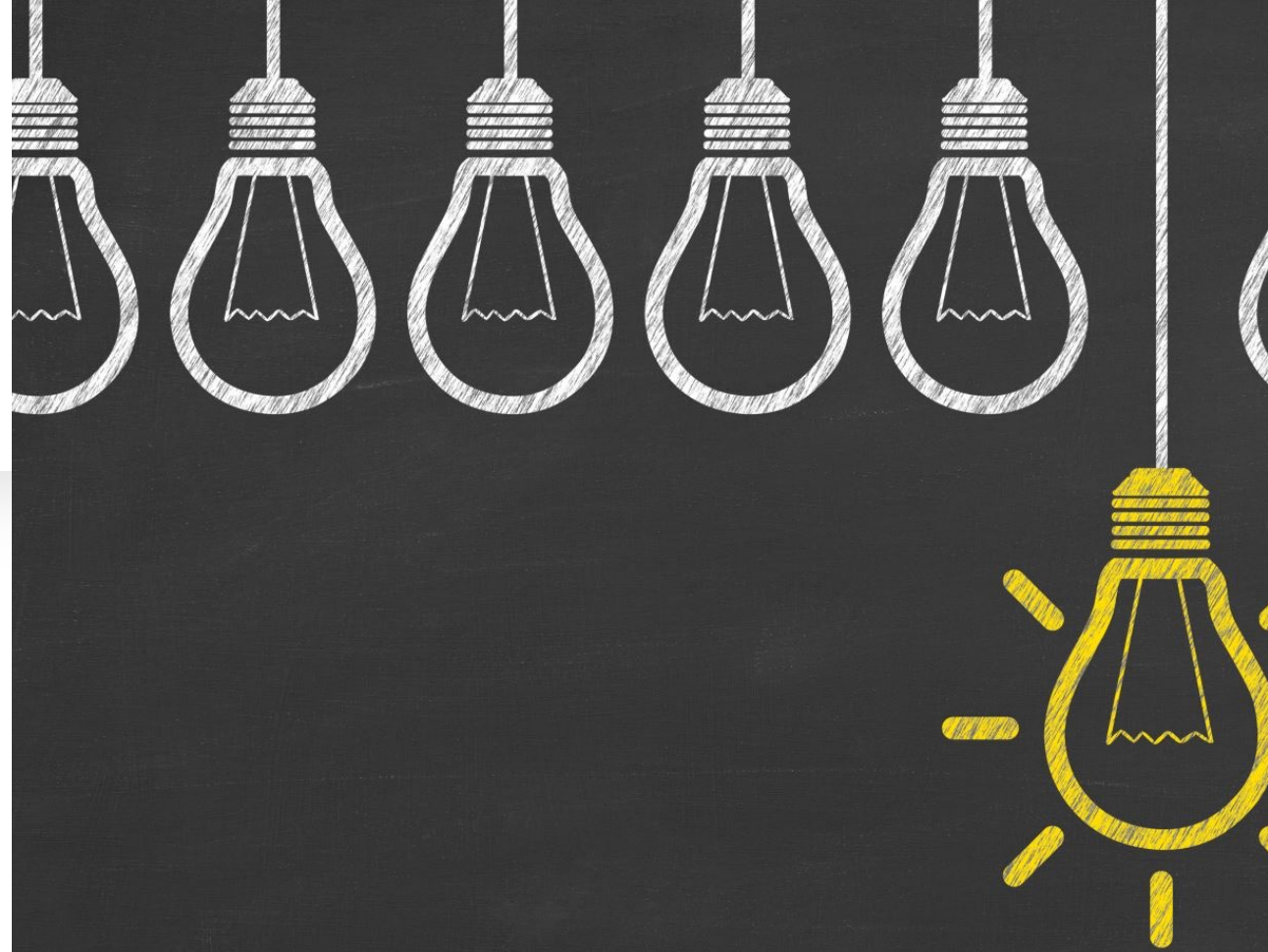Define metrics that are number relevant to ICANN

Central Idea

As a stakeholder and member: (some commitments)

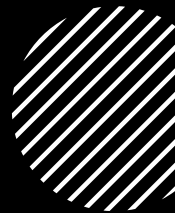WHAT ICANN MEANS TO ME

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?)

Find your niche in Social Media posts
Meetings that MUST be covered by SMWG

At-Large leaders	At-Large Consolidation Policies Work Group	At-Large Plenary Session 1 -Internet Governance for the SDGs	At-Large Plenary Session 2 - NIS2
At-Large Leadership Wrap-Up	At-large and regional leaders	At-Large OFB -WG	ALAC / GAC
ALAC / SSAC	ALAC /ICANN Board	NARALO Townhall	NARALO Round table

Group of Contents: Write and POST About One or MORE TOPICS

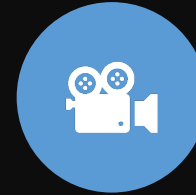|			
Business	Academia	Speakers	Regions
At-Large ALAC	Women in Tech (DNS Women)	Social Groups of Minorities	Special Events
Townhalls	Plenaries	Articles	ICANNwiki

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 VIDEO HIGHLIGHTING ONE TOPIC

COMMENT ON YOUR POST

BE CONCISE BUT CREATIVE.

PROMOTE DIALOGUE BETWEEN PEERS

Metrics in two phases

- 1st Phase - general messages –
  From February 15^{sth} to 29th - Including Pre-week

- 2nd Phase – specific messages
  From March 2nd to 7th - covering the ICANN79

  USING: hashtagify.me OR Others APP and Tweeter Analises

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

Planning Time – Activities that must be POSTED and SHARED

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

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: AT-LARGE

- March 3rd Sunday: AT LARGE / ALAC

- March 4th Monday: opening ceremony + ALAC plenary

- March 5th Tuesday: At-LARGE/ NARALO / ALAC

- March 6th Wednesday: At-Large/ NARALO/ ALAC

- March 7th Thursday: At-LARGE/ PLENARY/ BOARD WhapUP – SM Competition Winner

- Abril 4th Thursday: Report and Conclusion

Working together in smalls 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!

Material prepared by Denise Hochbaum