ICANN80 - Kigali

AtLarge - SMWG

Strategy

❖ Objective(s)
❖ Channels
❖ Timeline
❖ Messaging

Strategy

Overall strategy goal:
To increase participation and engagement of AtLarge members (i.e ALSes and individuals) and potential members in ICANN80 meeting.

Objective(s)

- Increase participation and member engagement
- Raise awareness of main policy discussions
- Enhance the event's credibility
- Raise awareness of ICANN / AtLarge among ALSes

Social Media Tools & Social Media Platforms

Platforms

★ X (formerly known as Twitter)
★ Facebook
★ LinkedIn **
★ Instagram **

Tools

● Scheduling
● Analytics

Timeline

❖ **Frequency Strategy?**
  ➢ Facebook
  ➢ X (formerly Twitter
  ➢ Instagram
  ➢ LinkedIn

Messaging

- ★ Raising awareness
  - ○ Highlighting theme,
  - ○ Sessions
  - ○ Key dates (registrations)
- ★ Increasing Engagement
  - ○ Promoting interactive sessions
  - ○ Networking opportunities
  - ○ X - competition (Formally Twitter)
  - ○ Booth activities, Pictures, etc
- ★ Enhancing credibility
  - ○ Highlighting
- ★ Hashtags
  - ○ #ICANN80   #ALAC80   #???

Booth Activities

- ❏ Q & A
- ❏ AtLarge/RALOs educational materials
- ❏ ???

Metrics

Set of metrics to help assess the effectiveness of our social media efforts in achieving the overall goals and objectives.

- Content performance
- Hashtag performance
- Engagement rate
- Reach & Impressions
- ???

X - Competition

The usual Twitter (X) competition planning.

★ Promotion
★ Criteria for participation & judging
★ Winner selection
★ Prize selection & presenting
★ Integration with overall strategy

Task Allocation

➔ Messaging & Frequency strategy
➔ Booth
➔ Metrics
➔ X-Competition

Time-Frame

Meeting 1: 16th April

Meeting 2: 30th April

Meeting 3: 14th May

Meeting 4: 28th May

Meeting 5: 4th June **

Thank you.