Draft At-Large Social Media Strategy

Ariel Xinyue Liang • Dev Anand Teelucksingh
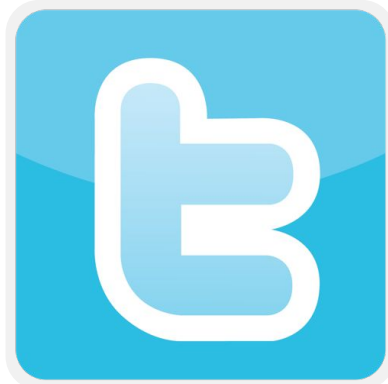
24 April 2014

Agenda

1. Situation Analysis
2. SWOT Analysis
3. Objectives
4. Measures of Success
5. Target Audience
6. Tactics
7. Organization & Planning
8. Future Development
9. Next Step

Situation Analysis

Situation Analysis

* Established in June 2009
* Post info from ALAC-Announce
* Posts are merely links to wiki
  * "At-Large Social Media Posts" blog with content organized by the time of posting (see slide no.5)
  * Copy of ALAC-Announce emails
* **876 fans (likes)**
  * Male
  * Aged 25-44
  * English-speaking
  * Located in the US, Latin America and the Caribbean & India
  * Got to know the page via Page Suggestions function
  * Low engagement

Dashboard | Board Rss | Projects | GSE | SOACB | At-Large | Cross Comm | GNSO | ccNSO | AoC

Q Search

At-Large Social Media Posts

Create | Edit | Share | Tools

- Expand all · Collapse all

- At-Large Social Media Posts
  - Images
  - REMINDER: ALAC and Meeting Strategy WG: the future of ICANN Meetings

- SPACE NEWS

ICANN News Alert — ICANN B... Friday, 18 April 2014

VOTE RESUMED: ALS Applic... Friday, 18 April 2014

CORRECTION - CALL FOR C... Friday, 18 April 2014

More

At-Large Social Media Posts

Added by Matt Ashtiani, last edited by Matt Ashtiani on Oct 03, 2013 (view change) Transition

This is the home of the At-Large Social Media Posts space.

Blog Posts from this space will be sent to the ICANN At-Large Twitter feed and the ICANN At-Large Community page on Facebook.

Recent Blog Posts

ICANN News Alert — ICANN Begins Transition To New Website
Nathalie Peregrine posted on Apr 18, 2014

http://www.icann.org/en/news/announcements/announcement-17apr14-en.htm _____ ICANN Begins Transition To New Website 17 April 2014 Click here to visit the new ICANN website » <http://new.icann.org> The Internet Corporation for Assigned Names and Numbers (ICANN) today announced the beginning of a transition to a new ICANN.org website. "We had three objectives for the new site: improve transparency of ICANN by making information easier to find, <http» ...

Edit

VOTE RESUMED: ALS Application (193) Fundetic Bolivia
Nathalie Peregrine posted on Apr 18, 2014

Dear All, The ALAC has decided to resume the vote on whether to accept the ALS Application (193) Fundetic Bolivia. The following question has been posted to the ALAC: **** Question: Should the ALS Application (193) Fundetic Bolivia be accepted? **** Please note that this vote will be closed on 21-April-2014 23:59 UTC. *Note to the electorate: If you wish to override your vote, please be so kind to contact Ariel Liang at ariel.liang@icann.org. Regards, Heidi Ullrich, Silvia Vivanco, ...

Edit

CORRECTION - CALL FOR COMMENTS: ALAC Statement on the Draft Implementation Plan for the WHOIS Online Accuracy and Reporting System
Nathalie Peregrine posted on Apr 18, 2014

Dear All, Olivier Crépin-Leblond, Chair of the ALAC, has asked that a reminder on the call for comments be made on the draft "ALAC Statement on the Draft Implementation Plan for the WHOIS Online Accuracy and Reporting System<https://community.icann.org/x/vhufAg>" in preparation for the start of the ALAC ratification process. The current draft, as well as additional information on the Public Comment, can be found on the At-Large Draft Implementation Plan for the WHOIS Online Accuracy and Reporting System Workspace<https://community.icann.org/x/vhufAg> </https></https> ...

Edit

Situation Analysis

* Established in July 2010
* Posts include:
  * ALAC-Announce emails in Pipermail (see slide no.7)
  * Links on ICANN News-Alert emails
* 1,356 friends
  * Male
  * At-Large community members & leaders
  * A few highly connected individuals serving as network hubs or linkages

[ALAC-Announce] CORRECTION - CALL FOR COMMENTS: ALAC Statement on the Draft Implementation Plan for the WHOIS Online Accuracy and Reporting System

ICANN At-Large Staff staff at atlarge.icann.org
Thu Apr 17 22:46:50 UTC 2014

- Previous message: [ALAC-Announce] CALL FOR COMMENTS: ALAC Statement on the Policy Development Process (PDP) on Privacy & Proxy Services Accreditation Issues
- Next message: [ALAC-Announce] CORRECTION - CALL FOR COMMENTS: ALAC Statement on the Policy Development Process (PDP) on Privacy & Proxy Services Accreditation Issues
- Messages sorted by: [date] [thread] [subject] [author]

Dear All,

Olivier Crépin-Leblond, Chair of the ALAC, has asked that a reminder on the call for comments be made on the draft "ALAC Statement on the Draft Implementation Plan for the WHOIS Online Accuracy and Reporting System<https://community.icann.org/x/vhxBAg>" in preparation for the start of the ALAC ratification process.

The current draft, as well as additional information on the Public Comment, can be found on the At-Large Draft Implementation Plan for the WHOIS Online Accuracy and Reporting System Workspace<https://community.icann.org/x/vhxBAg>.

Please submit any comments on the workspace using the comments function by 23 April 2014 20:00 UTC.

Regards,

Heidi Ullrich, Silvia Vivanco, Ariel Liang, Gisella Gruber, Nathalie Peregrine and T
ICANN Policy Staff in support of ALAC
E-mail: <mailto:staff at atlarge.icann.org>cmailto:staff at atlarge.icann.org> staf

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[ALAC-Announce] ICANN Newsletter -- 11 April 2014

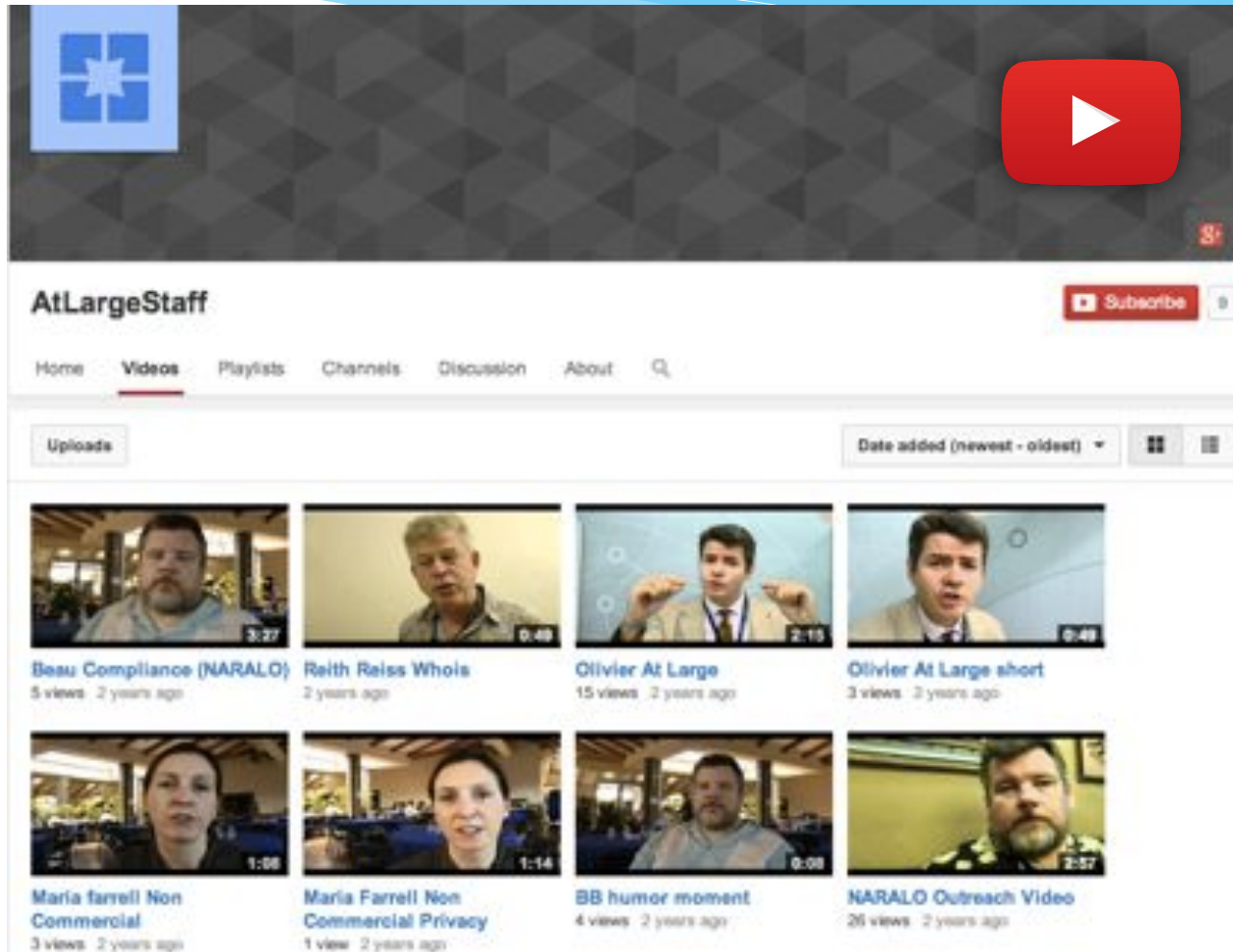**ICANN At-Large Staff** staff at atlarge.icann.org
Mon Apr 14 17:13:30 UTC 2014

- Previous message: [ALAC-Announce] Postponed - ALAC Teleconference - April 2014
- Next message: [ALAC-Announce] ICANN News Alert -- IDN ccTLD Request From Macedonia, The Former Yugoslav Republic Of, Successfully Passes String Evaluation
- Messages sorted by: [date] [thread] [subject] [author]

[ALAC-Announce] GNSO and At-Large calls - week of 14 April 2014

ICANN At-Large Staff staff at atlarge.icann.org
Mon Apr 14 07:57:18 UTC 2014

- Previous message: [ALAC-Announce] VOTE ANNOUNCEMENT: ALAC Statement on ICANN Future Meetings Strategy
- Next message: [ALAC-Announce] Postponed - ALAC Teleconference - April 2014
- Messages sorted by: [date] [thread] [subject] [author]

Dear all,

Please find below the list of At-Large and GNSO WG meetings for the 14 April 2014

Monday 14th

14:00 UTC: At-Large TTF call - Adobe Connect Plugin testing https://community.icann.org/x/TwoAAg

15:00 UTC: INTP D - https://community.icann.org/x/P4OwAg

19:00 UTC: NARALO Monthly call https://community.icann.org/x/wA-BAg

2100 UTC - LACRALO Governance WG https://community.icann.org/x/CXP3Ag

2200 UTC - LACRALO CROPP discussion https://community.icann.org/x/p1UBAg

Tuesday 15th

14:00 UTC: PPSAI WG- https://community.icann.org/x/YlCfAg

16:00 UTC: EURALO Monthly teleconference https://community.icann.org/x/WVgQ

20:00 UTC: GNTN - https://community.icann.org/x/DQrt-Ag

2200 UTC - LACRALO ccTLD WG https://community.icann.org/x/p1UBAg

Thursday 17th

13:00 UTC: Translation and Transliteration Contact Information PDP WG - https://community.icann.org/x/FTfk-Ag

15:00 UTC: first PAG-APLAC II Capacity Building Program https://community.icann.org/x/flJNAg

16:00 UTC: APLAC II OC https://community.icann.org/x/GAKKAg

Friday 18th

None

Please confirm your dial-out requests

For GNSO calls:

GNSO Secretariats gnso-secs at icann.org<mailto:gnso-secs at icann.org>

Situation Analysis

* Established in June 2011
* Post info from ALAC-Announce
* Tweets include:
  * links to the "At-Large Social Media Posts" blog
  * Subject lines of ALAC-Announce emails
* 1,096 followers
  * Male, English speaking
  * Located in the US and West Europe
  * Activity peak hours: 13:00-18:00 UTC
  * Interests: domain, Internet governance, Internet society & ICANN
  * More than 70% has 100+ followers (30% 500+)
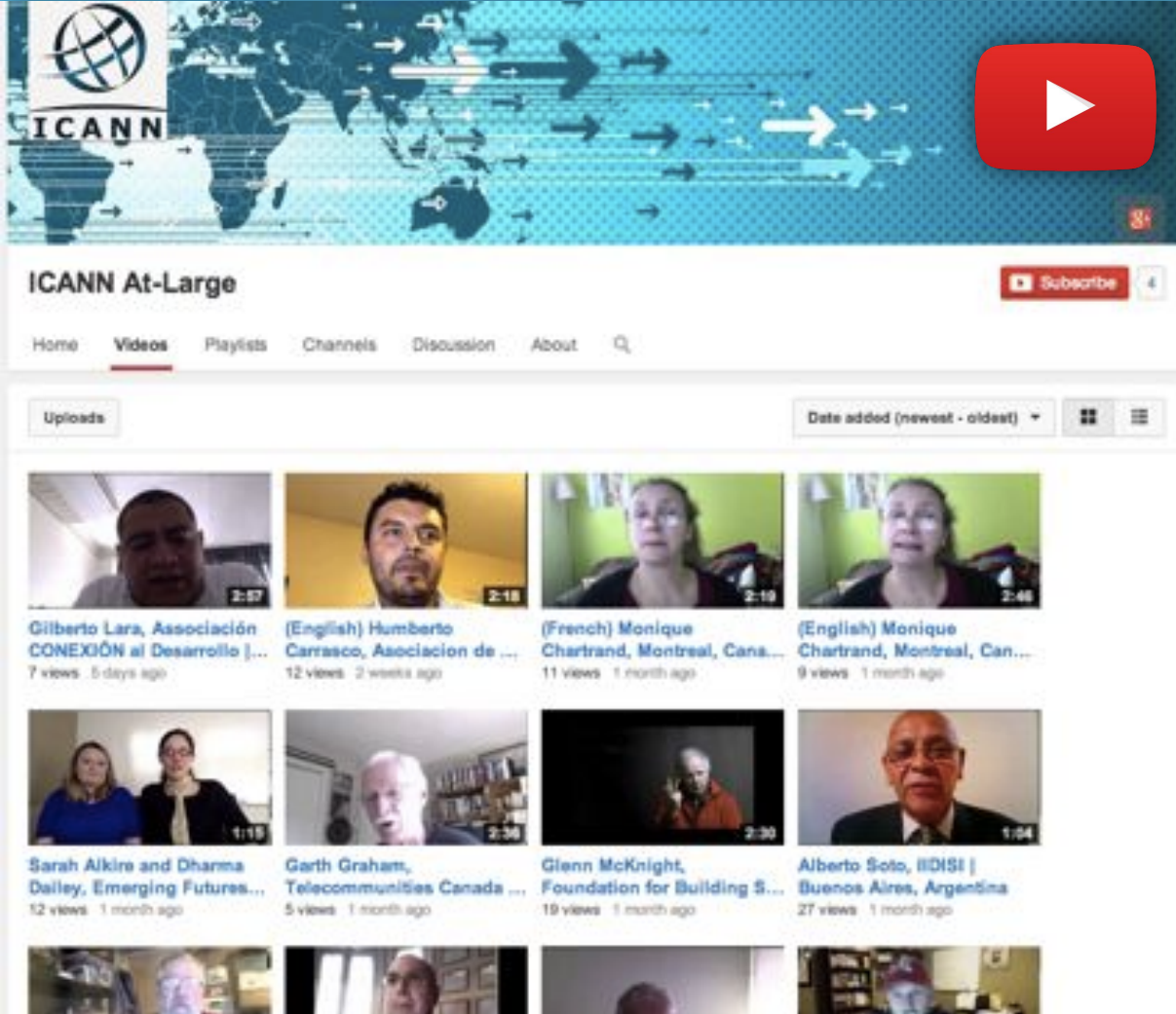 * More than 40% tweet once per week at least
* Following 971 handles

Situation Analysis

Situation Analysis

SWOT Analysis

Strengths

- Facebook & Twitter as **popular** online communications channels
- A **constant inflow** of shareable content
- **Solid fan/follower base** with potential to spread the word for At-Large

Weaknesses

- Lack of **social media voice**
- Redundant, unhelpful & non-intriguing **links**
- Lack of a dynamic & visually pleasing **information hub**
- Confusing & risky **FB personal account**
- **Limited outreach** among non-English speaking users & certain regions

Opportunities

- Ever **growing** At-Large community
- **News** on NTIA and Internet Governance & well-publicized **events**
- **Social media gurus & experts** among community members

Threats

- Lack of **staff & community members** to manage the time-consuming accounts
- **Limited organizational knowledge** about social media
- Risky association with **inaccurate information & unfriendly opinions**

SWOT Analysis

Weaknesses & Threats	Mitigations
Lack of a dynamic & visually pleasing information hub	• Test new Confluence system (short-term) • Test ATLAS II Website (short-term) • Push for new At-Large Website (long-term)
Confusing & risky FB personal account	• Redirect traffic to FB Page immediately • Deactivate personal account gradually
Limited outreach among non-English speaking users & certain regions	Have translation plugins on FB & Wiki (short term)
Lack of staff & community members to manage the time-consuming accounts	Plan ahead (as much as possible) through monthly forecasts (see slide no.21)
Limited organizational knowledge about social media	• Create a social media management guide • Involve staff & community members
Risky association with inaccurate information & unfriendly opinions	• Be mindful • Plan content & counter measures ahead • Clear content through chain of command • Follow Social Media guidelines established by ICANN • Consult with Communications Department

Objectives

Communication

To raise awareness of the ICANN At-Large community as a diverse, passionate end-user volunteer group whose work affects the future of the global DNS, Internet Governance, and other ICANN-related policy issues

Objectives

Business

To enhance Internet end-users' engagement with At-Large

* Enable ALSes to timely disseminate information
* Encourage inputs from ALSes through appropriate links
* Facilitate online discussion of policy issues
* Facilitate cross-community interactions
* Motivate interested end-users to join At-Large
* Promote At-Large in the wider public

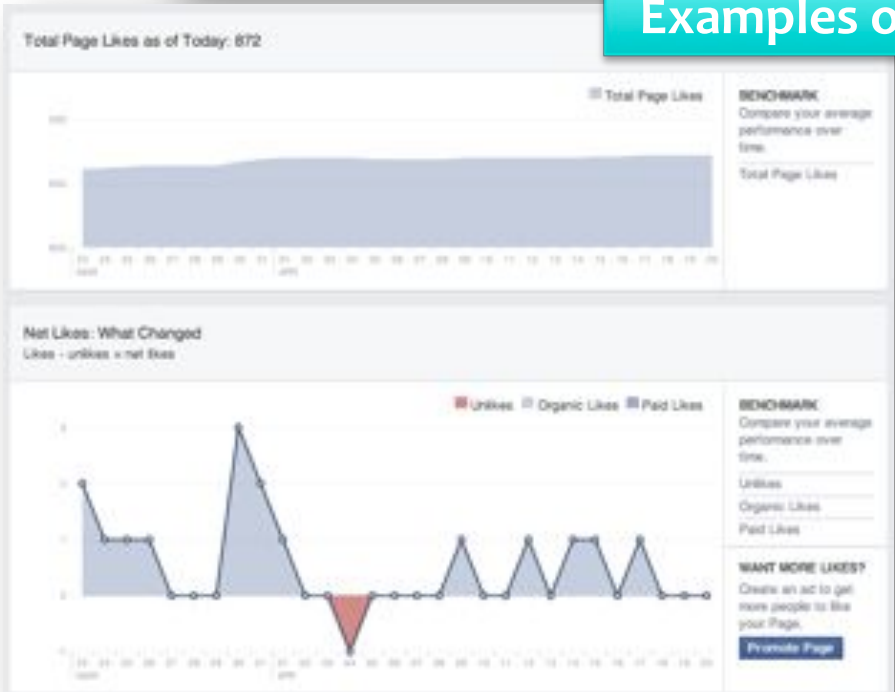# Measures of Success

Communication

KPIs for global awareness of At-Large

Track these metrics on a weekly basis

Facebook Page (Page Insights)	Twitter (Twitter Analytics)
New Page Likes	New Followers
Post Reach & Total Reach	Tweet Reach & Total Reach
Engagement Rate = (likes + comments + shares) / # of fans	Engagement Rate = (likes + mentions + retweets) / # of followers
Fan's Countries & Languages	Followers' Countries & Languages
Other metrics	Others metrics
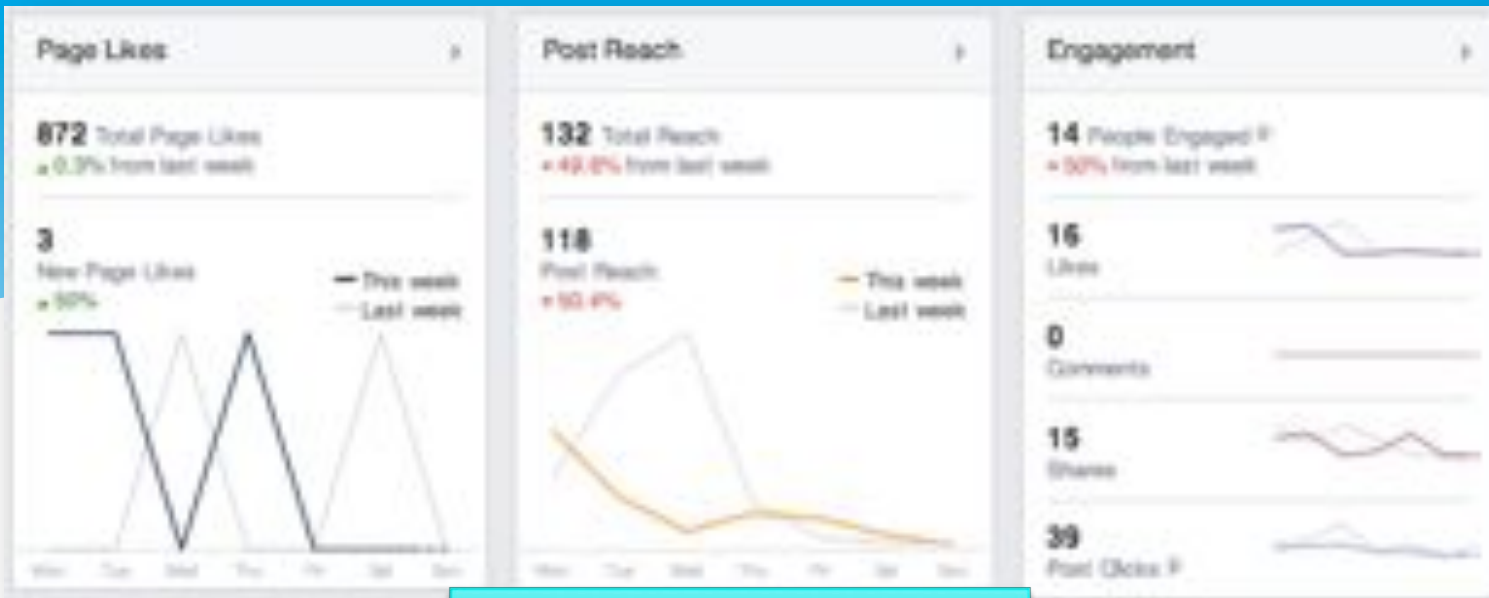
Examples of FB metric

Measures of Success

Business

KPIs for end-users' engagement with At-Large

* Direct traffic from social media to the At-Large wiki
* # of comments on draft ALAC Statements from target
* # of comments on new ALS applications from target
* # of new ICANN meeting participants, ALS members & new ALSes as a result of social media
* Shares, Retweets & Mentions by other accounts

Target Audience

Primary

External facing: Inactive, new & potential ALS members

Demographic: Both genders, younger generation

Geographic: Worldwide

Interests: Internet consumer protection, safety & other ICANN policy issue areas

Knowledge: Limited knowledge, understanding & experience in ICANN & At-Large

Desire: Want to learn, get involved & make a difference

Behaviors: Constantly learning, follow news, attend meetings & gatherings, actively listen & share viewpoints

Influencers: Subject-matter experts & authorities in global DNS, Internet Governance & other ICANN policy issue areas

**Example of Primary Audience
(Participants of NetMission.asia's NextGen program)**

Target Audience

Secondary

Internal facing

* Active community members & leaders
* Staff & Board members
* ICANN groups, structures & departments
* Organizations & events associated with ICANN
* Influencers of Internet policy issues

Tactics

Style

Messaging
* Speak to the needs, wants & interests of end-users
* Explain what they should know & why they should care

Content
* **Written**: Sharp, informative, action-driven & in plain English
* **Visual**: Truthful depiction of At-Large, no stock photos
* **Links:** Interesting & helpful
* **Integration**: Applicable to both FB & Twitter

Goal
* Capture interests & prompt audience to click the links
* Help audience understand & engage

Tactics

Content

Pair up

Fluid Content
(real time posting)

➢ ICANN News Alert ➔ICANN website
➢ Vote Info ➔ Pipermail & ALS apps
➢ ALAC Statement ➔Wiki PD page
  • Call for Comments
  • Adopted Statement
➢ Policy Updates ➔ICANN website
➢ Meeting Information ➔Wiki Meeting
➢ RALO Updates ➔RALO reports
➢ ICANN Meetings (e.g. ATLASII)*

Static Content
(forward planning & ability to recycle)

➢ Beginner's Info ➔Beginner's guides, Wiki Outreach Workspace
➢ Terms, acronyms, PDP, vote, wiki
➢ Policy Background ➔PC, Skype Chats
➢ At-Large People, Groups & History ➔Wiki, At-Large site, meeting report
➢ Media Library ➔YouTube, Flickr, ICANN website
  • Videos (interviews, meetings)
  • Pictures (meetings, info-graphics)

*There will be separate social media strategies for ATLAS II and other ICANN meetings; this strategy can be a reference.

Tactics

#HashTags

Categorize content

Make content searchable

Apply on both FB & Twitter

Why Hashtags

Join conversations & trends
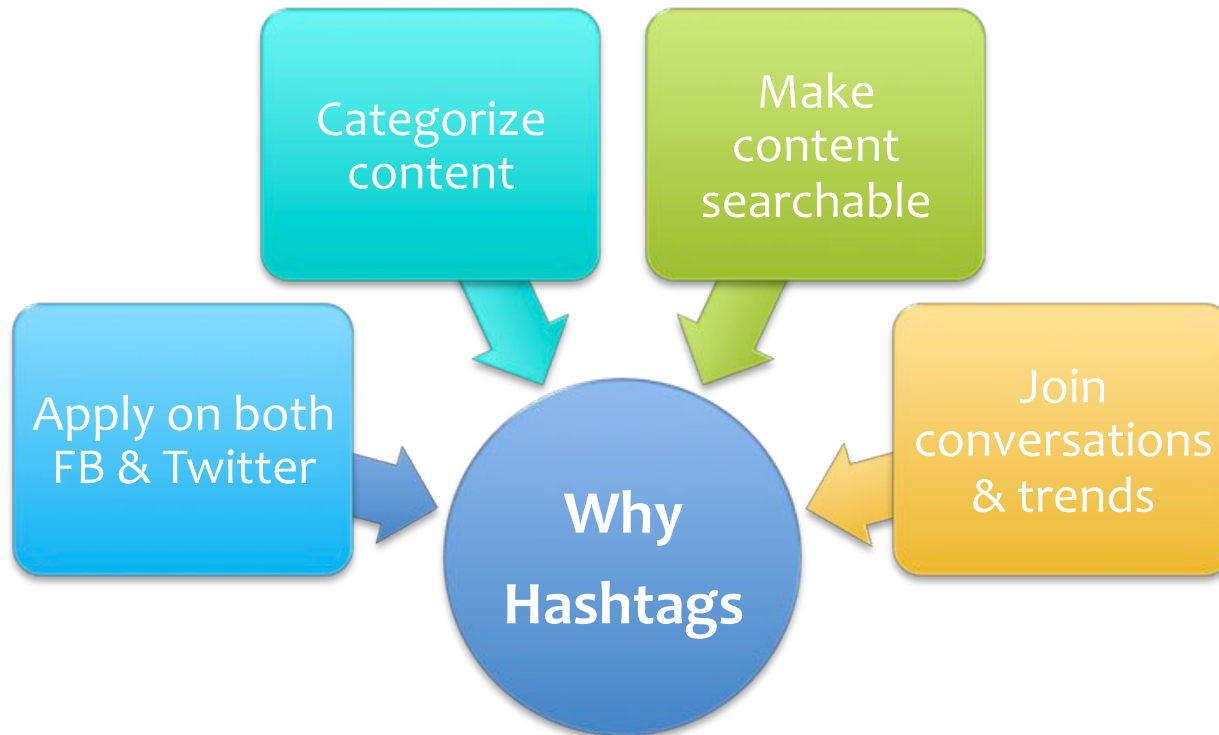
Tactics

#HashTags

FB Post/Tweet	Accompanying Hashtags
ICANN News Alert	#IntheNews
Vote Info	#ShowofHands, #CastUrVote
ALAC Statements	#Call4Comments
Policy Background	#WHOIS, #NewGTLDs, #Transliteration, #IANA, #NTIA
Meeting Info	#ICANN50, #London, #NETMundial, #CapacityBuilding
Beginner's Info	#DYK, #TIL, #AtLargeAcronyms
At-Large History	#onthisday
Advocacies	#freeInternet, #bottomup
At-Large Brand	#ATLASII, #FayerofOpportunities, #AtLarge4Diversity

ICANN At-Large @ICANN_AtLarge · Apr 10
Reminder - CALL FOR COMMENTS: ALAC Statement on the ICANN Future Meetings Strategy dlvr.it/5Mf01R

Collapse   ← Reply   🗑 Delete   ★ Favorite   ··· More

11:02 AM - 10 Apr 2014 · Details

F Don't forget to comment on the Draft Statement on the ICANN Future Meetings Strategy in At-Large Workspace http://bit.ly/1i5yo7Z

S #DYK ICANN has a Meeting Strategy Working Group? Click to find out what they do http://bit.ly/Qqevws

S Check out this cool graph about cross-community engagement during ICANN meetings http://bit.ly/1gMz10J

S Get to know @TijaniBenJemaa, ALAC & ALT member from Tunisia in #AFRALO http://bit.ly/1nBMBIX #penholder

*F: Fluid Content   **S:** Static Content

Tactics

Interactions

Shares, Retweets & Mentions (@UserName)
* Especially target secondary audience
* Include relevant links
* Good for communication objectives

Replies
* Reply users & solicit replies from users
* Good for business objectives

ICANN Communications
* Post relevant content from ICANN social media accounts & Communications Department
* Support consistency of messaging across ICANN

Tactics

Timing

* Post on FB & tweet on a **daily** basis
* **Goal:** 2-3 FB posts/tweets per day at least outside ICANN meetings
* Higher frequency & live feed during ICANN meetings

Organization & Planning

Curation WG

At-Large Staff

Outreach SC Members

RALO Chairs & Secretariats

TTF Members

Capacity Building WG Members

Suggested Composition
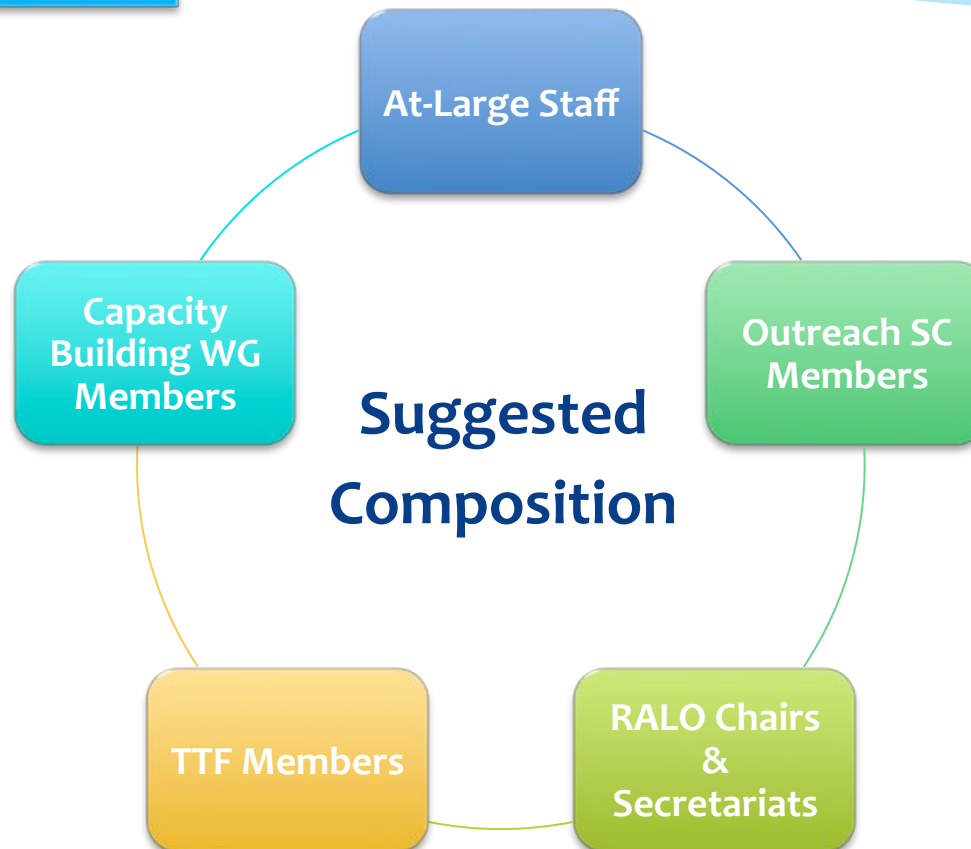
Organization & Planning

Curation Process

Responsibilities

* **Templates for fluid content** will be produced as an **one-time activity**

* **Draft posts/tweets of static content** will be planned **two months in advance** each work period

* Besides fluid content, there will also be **flexibility** to create content based on **trending topics**

* Aim to **start posting content in the first week of June** to build momentum for ATLAS II

Organization & Planning

Curation Process

* From now to the end of May 2014: a) form Curation WG in a timely manner; b) draft (below)

S (2 month-worth)

Beginner's Info	**Policy Background**
At-Large People, Groups & History	**Media Library**

F

Templates for Fluid Content

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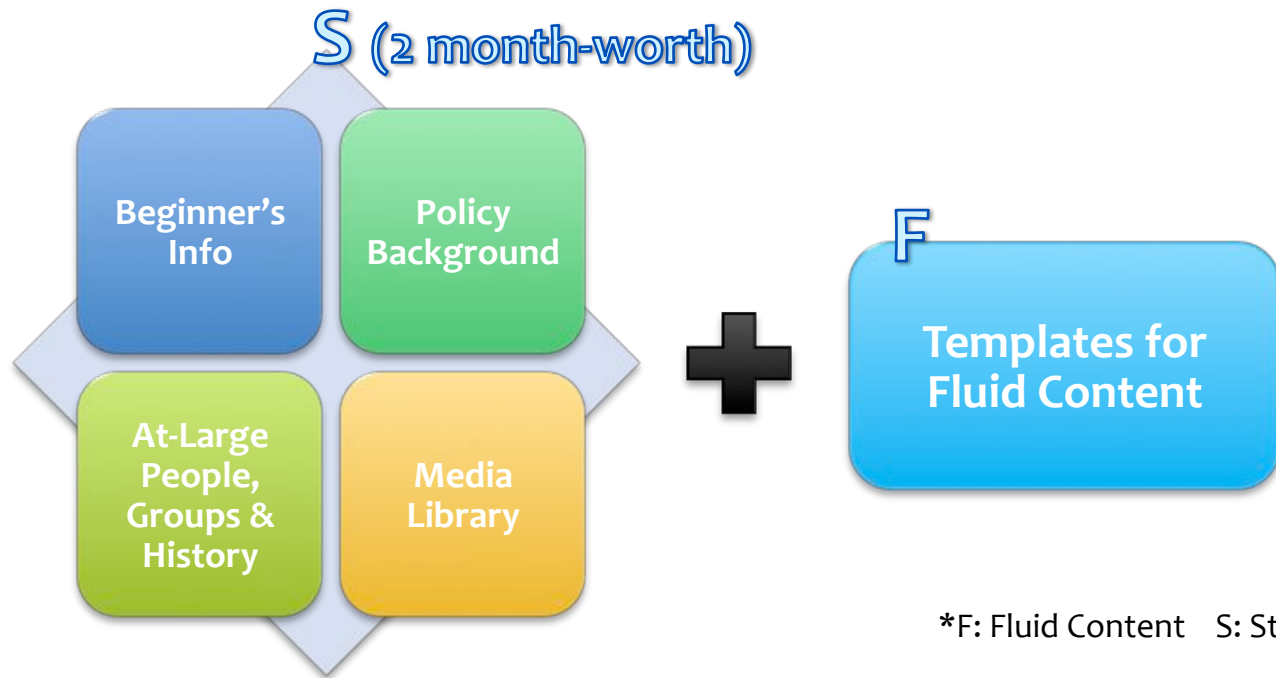
*F: Fluid Content   S: Static Content

Example of content curation process

Future Development

* Start small & monitor KPI

* Refine strategy & develop best practice

* Developments:

   1. Incorporate non-English languages in posts/tweets

   2. Roll out to other platforms

Next Step

1. Ratify strategy within TTF
2. Solicit feedback from Outreach SC, Capacity Building WG & RALO Chairs and Secretariats
3. Evaluate comments & refine strategy
4. Develop strategies for Curation WG, including:
   * Timetable for deliverables
   * ALAC-Announce email trends
   * Resource (staff & community members) allocations
5. Investigate measures against inaccurate information & unfriendly opinions

Thank you!