

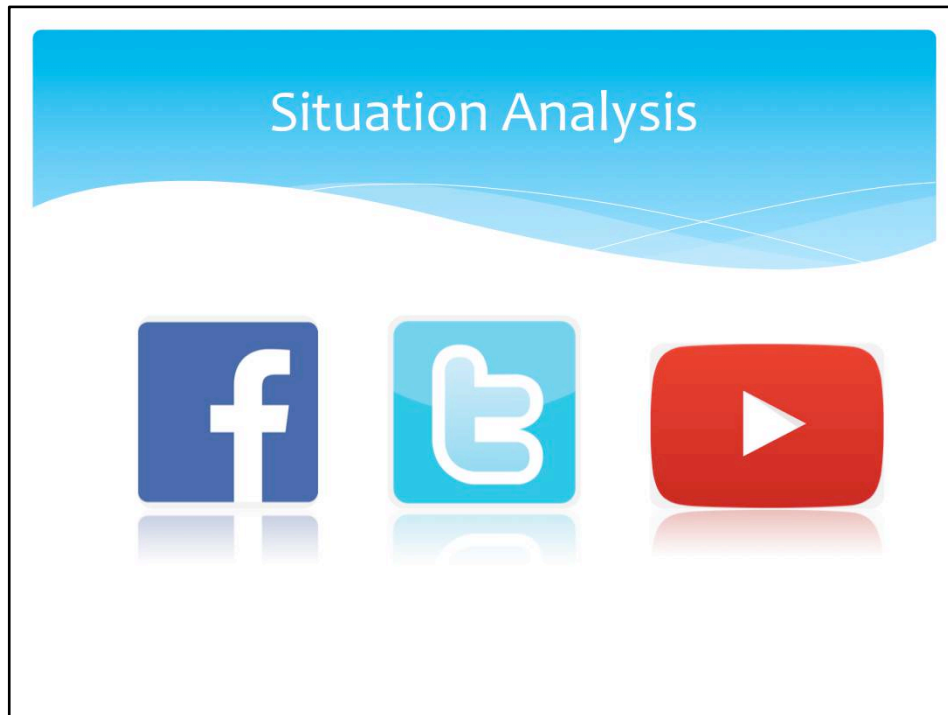


Co-authors:

- **Ariel Xinyue Liang:** At-Large Policy Coordinator, ICANN At-Large Staff
- **Dev Anand Teelucksigh:** Chair, At-Large Technology Taskforce Working Group

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

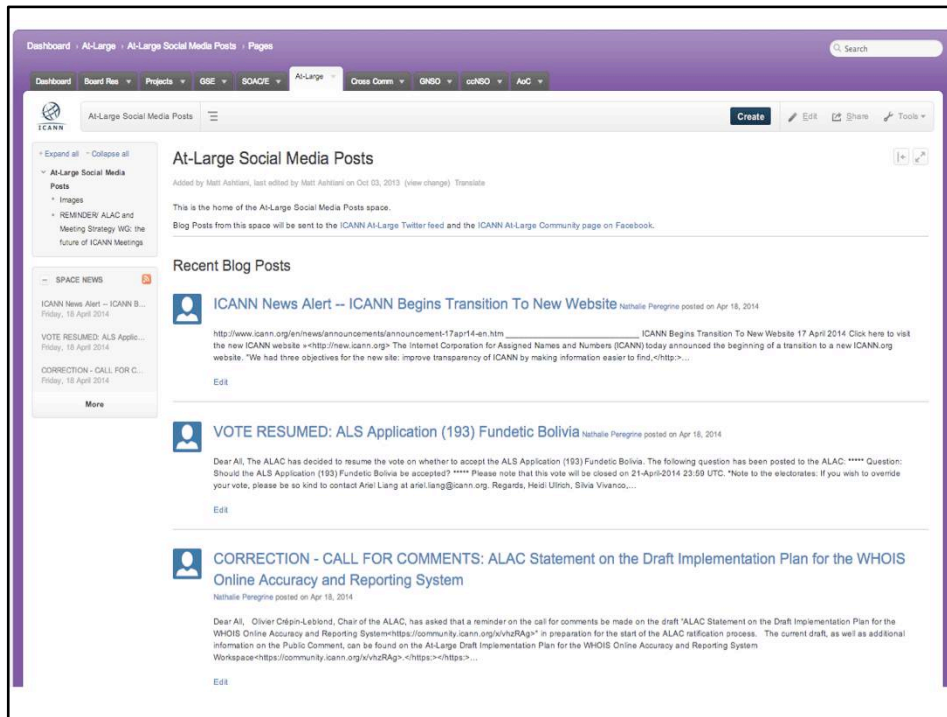


- We need to “know thyself” first and evaluate the current performance of At-Large on social media.
- Up to date, At-Large has active social media accounts on Facebook, Twitter, and YouTube.
- At-Large also has accounts on Flickr (<https://www.flickr.com/photos/at-large/>) and LinkedIn, but their latest updates were in 2011.
- For more information about various At-Large outreach efforts, see <https://community.icann.org/x/dlzbAQ>.

Situation Analysis

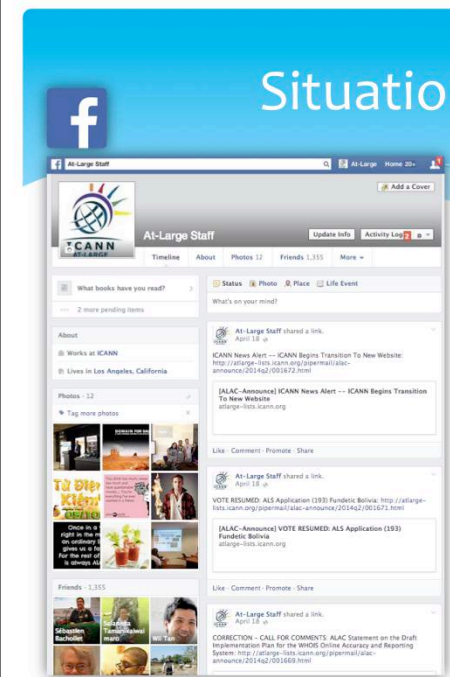
- * Established in June 2009
- * Post info from ALAC-Announce
- * Posts are merely links to wiki
 - * “At-Large Social Media Posts” blog with content organized by the time of posting (see slide no.5)
 - * Copy of ALAC-Announce emails
- * 876 fans (likes)
 - * Male
 - * Aged 25-44
 - * English-speaking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

- At-Large has two types of presence on Facebook: 1) The ICANN At-Large Community Page (usually used by business/organizations) set up in June 2009; and 2) the At-Large Staff personal account (usually used by individuals) set up in July 2010.
- These two accounts have been posting information distributed via ALAC-Announce in a timely and frequent manner. Posts cover the following topics:
 - ICANN News Alert
 - Vote Announcement
 - Call for Comments
 - Policy Updates
 - Call/Webinar/Meeting Information
- On the *Facebook Page*, the posts are simply the links to the pages in the “At-Large Social Media Posts” wiki space which copied/pasted the original emails from ALAC-Announce. In the actual Facebook posts, no written or imagery content can be found.
- Up to date, the *Facebook Page* has garnered 876 fans (likes).
- The majority of its fans are English-speaking male aged between 25 and 44 who live in the US, Latin America and the Caribbean, and India; they got to know about the Page through the Page Suggestions function (*source: Page Insights*).
- The reach and engagement rate are quite low - for each post, only a handful of fan have liked, commented, or shared it.



The “At-Large Social Media Posts” wiki space has a blog structure that organizes content based on the time of posting, not the type of posts.

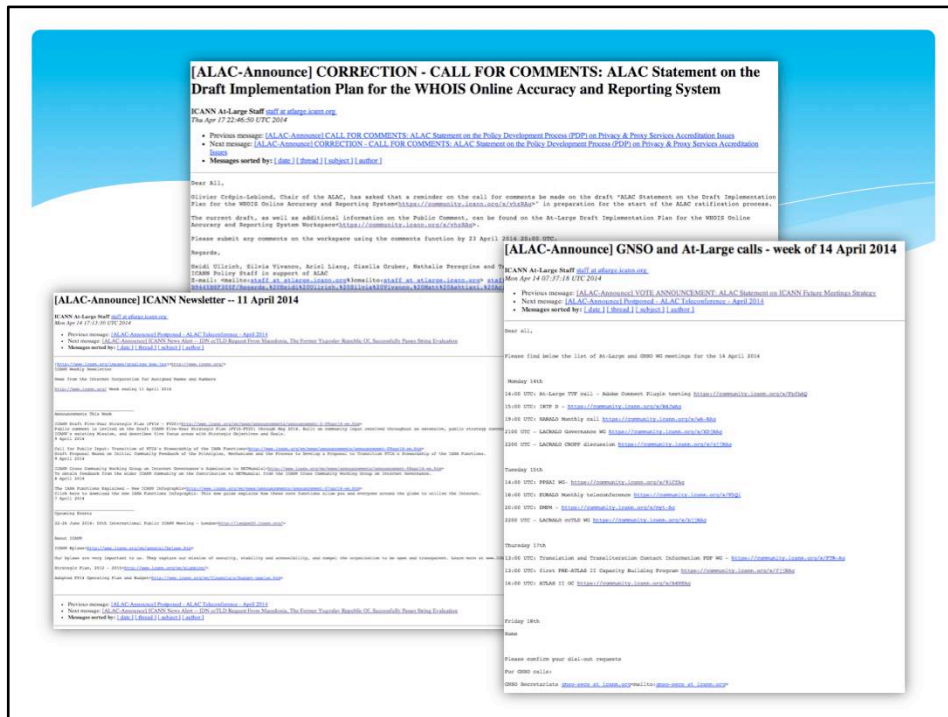
Situation Analysis



The screenshot shows the Facebook profile for 'At-Large Staff'. The page includes a cover photo with the ICANN logo and the text 'At-Large Staff'. The main content area displays several posts from 'At-Large Staff' dated April 18, 2010. The posts include links to ICANN News Alerts, ALS Applications, and VOTE RESUMED announcements. The page also shows a 'What books have you read?' section, a 'Photos' section with 12 photos, and a 'Friends' section with 1,355 friends.

- * Established in July 2010
- * Posts include:
 - * ALAC-Announce emails in Pippemail (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

- On the Facebook *Personal Account*, the posts include the links to 1) the original ALAC-Announce emails archived in pippemail and 2) the links on the ICANN News Alert emails.
- Up to date, *Personal Account* has 1,356 friends.
- A majority of its friends are individuals (e.g. At-Large members and leaders); a few are highly connected individuals serving as either the center of network hubs or the linkages between different hubs (hubs are likely ALSes or RALOs) (*source: friend wheel application*).



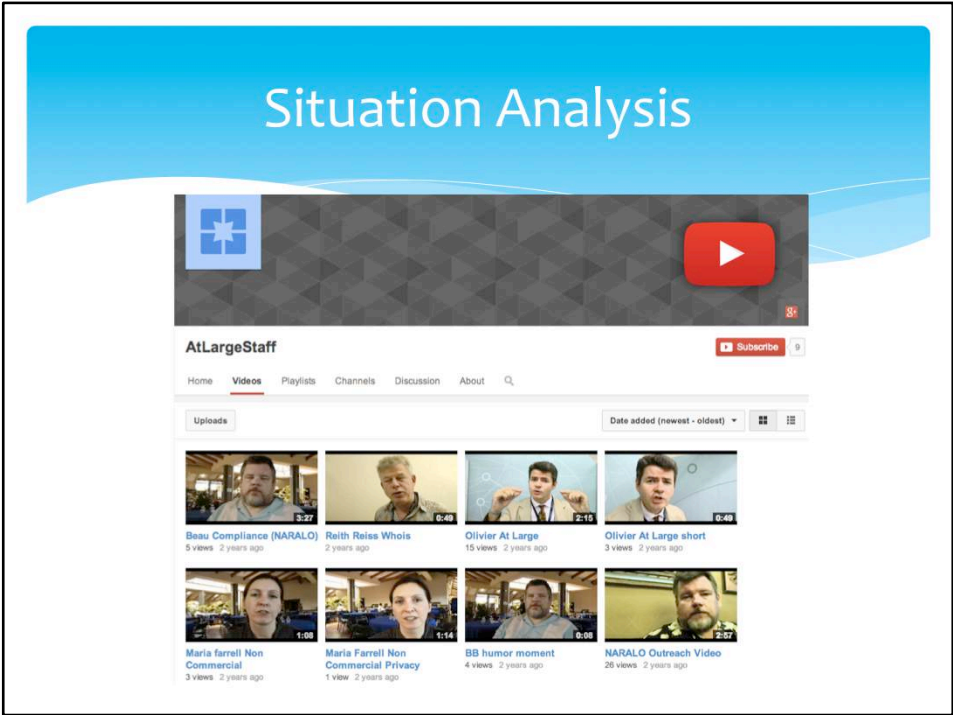
As you can see, the emails archived in pipermail – which are linked by posts on At-Large’s Facebook Personal Account - are badly formatted, full of technical terms, and not very interesting to read through, thus they are not good linked content to promote on social media.

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

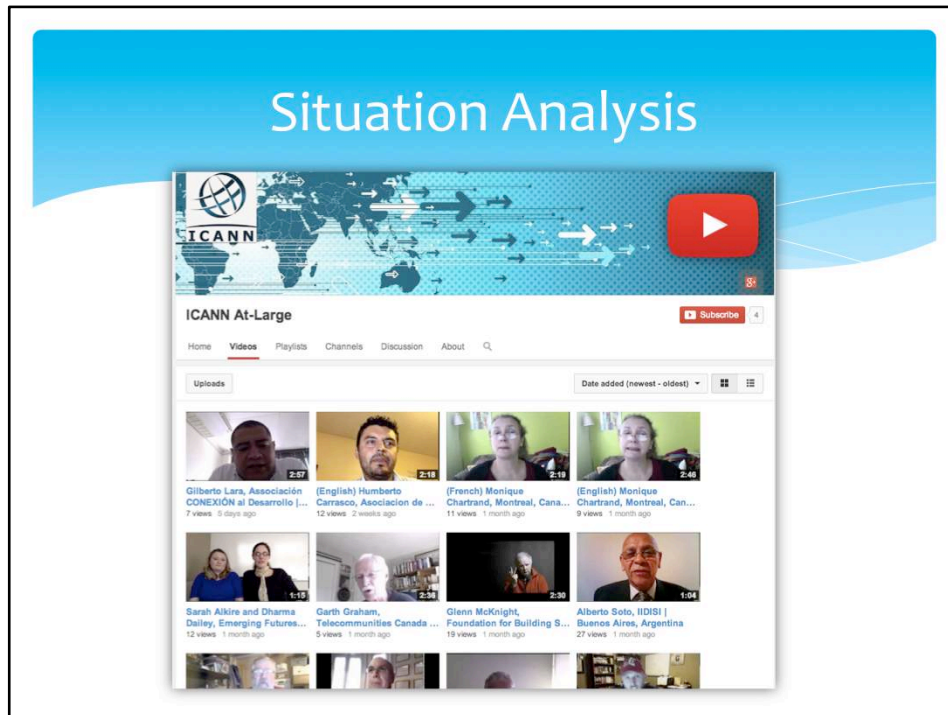
- @ICANN_AtLarge came into existence in June 2011.
- Same as the Facebook posts, the tweets have distributed information from the ALAC-Announce and linked to the wiki space. One slight difference is that the tweets have written content, which are usually the subject lines of the original emails sent via ALAC-Announce. There is no visual content.
- Up to date, the handle has garnered 1,096 followers. Some of their characteristics are listed below.
 - Demographic: Male, English speaking
 - Geographic: A majority of them are located in the U.S. and west Europe
 - Behavior: Their daily peak hours of Twitter activities are between 13:00 UTC and 18:00 UTC
 - Interests: Domain names, Internet governance, Internet society, and ICANN
 - Influence: More than 70% have over 100 followers (notably 30% have more than 500 followers); more than 40% tweet at least once within one-week period.

(source: Follower Wonk)
- Up to date, the handle has followed 971 individual and organizational accounts pertinent to domain names, Internet governance, Internet society, and other ICANN related topics. A great majority of the users tweet in English and are located in the U.S. and west Europe.

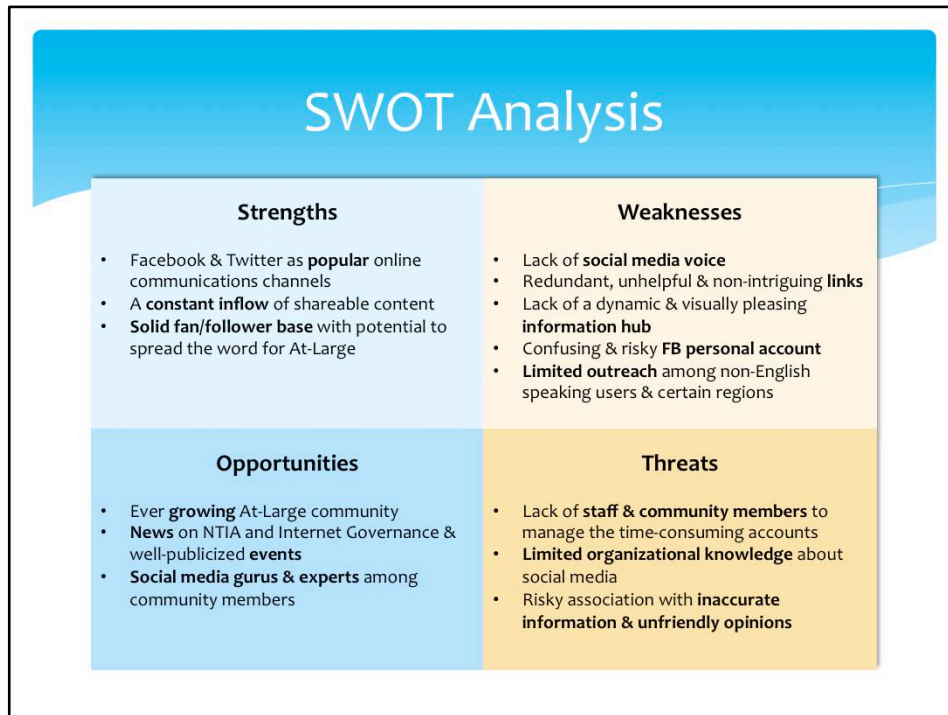


- Similar to Facebook, At-Large has two channels on YouTube: 1) AtLargeStaff and 2) ICANN At-Large.
- AtLargeStaff is an older channel that stopped updating in 2011. It contains short interviews of some ALAC members and ALS members.

Situation Analysis



- ICANN At-Large is a newly established YouTube channel that comes into existence this year and contains video interviews of ALSes.



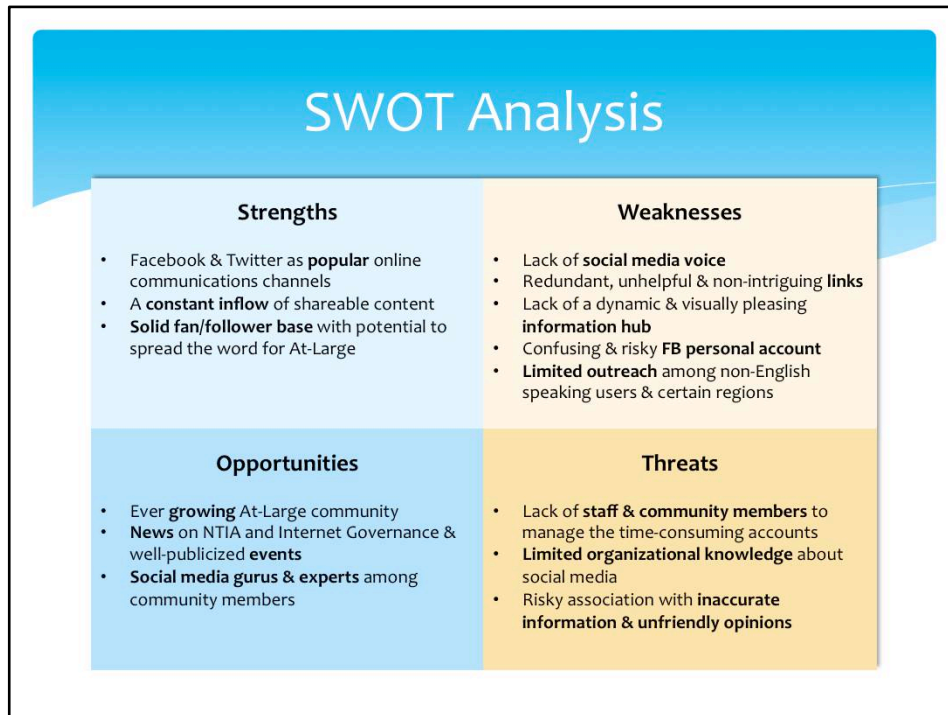
Below is the SWOT analysis for the current performance and future potential of At-Large social media channels.

Strengths:

- Facebook and Twitter are the popular social media channels for people to rapidly communicate information.
- We will never run out of content on social media, as rich new materials about the work of ICANN At-Large keeps following in a daily basis.
- Our current fan/follower base is solid and has the potential to engage in and publicize the work of At-Large.

Weaknesses:

- Posts/tweets speak from the voice of ICANN and At-Large but do not speak from the voice of social media (e.g. no visuals, hashtags, or snappy written text).
- The links to the wiki space and pipermail are redundant, unhelpful, and not intriguing.
- We are in lack of a dynamic and visually pleasing information hub (i.e. website) that aggregates all information pertinent to At-Large and can effectively redirect traffic from social media.
- The Facebook Personal Account is confusing and risky – organizations with personal accounts on FB may violate the privacy rule and the accounts may risk being forcefully deleted.
- Outreach is limited among non-English speaking audience and countries and regions where Facebook and Twitter are not popular platforms (e.g. China).



Opportunities:

- The At-Large community keeps growing, so will the fan/follow base on social media.
- News on Internet Governance and NTIA transition, as well as many well attended and well publicized events (e.g. NETMundial, ATLAS II) will raise the public awareness about and interest in ICANN, thus give At-Large community an opportunity to join the conversation and rally fans/followers.
- The community members who are social media guru/enthusiasts will help contribute to the content curation, development, engagement, and dissemination on social media.

Threats:

- Social media management potentially becomes time-consuming and no staff or community members can dedicate time in monitoring, maintaining, and developing the channels.
- Limited organizational knowledge of social media may leave the potential for disruptions to project continuity.
- At-Large’s association with inaccurate information and unfriendly opinions on social media may risk damaging the reputation of the community and ICANN.

SWOT Analysis

Weaknesses & Threats	Mitigations
Lack of a dynamic & visually pleasing information hub	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Create a social media management guide • Involve staff & community members
Risky association with inaccurate information & unfriendly opinions	<ul style="list-style-type: none"> • Be mindful • Plan content & counter measures ahead • Clear content through chain of command • Follow Social Media guidelines established by ICANN • Consult with Communications Department

- Considering the strengths and opportunities, we would like to continue developing our current social media channels with a focus on Facebook and Twitter; YouTube will support their growth by providing new ALS interview videos and other sharable content.
- Regarding weaknesses and threats, above are some potential ways of mitigating them.

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



- To create and implement the right social media strategy, we need to set clear objectives – there are two: 1) Communications objective, and 2) business objective.
- Above is the communications objective of the social media engagement for At-large. In other word, this is the message that we want to send out through our social media channels (i.e. Facebook and Twitter).

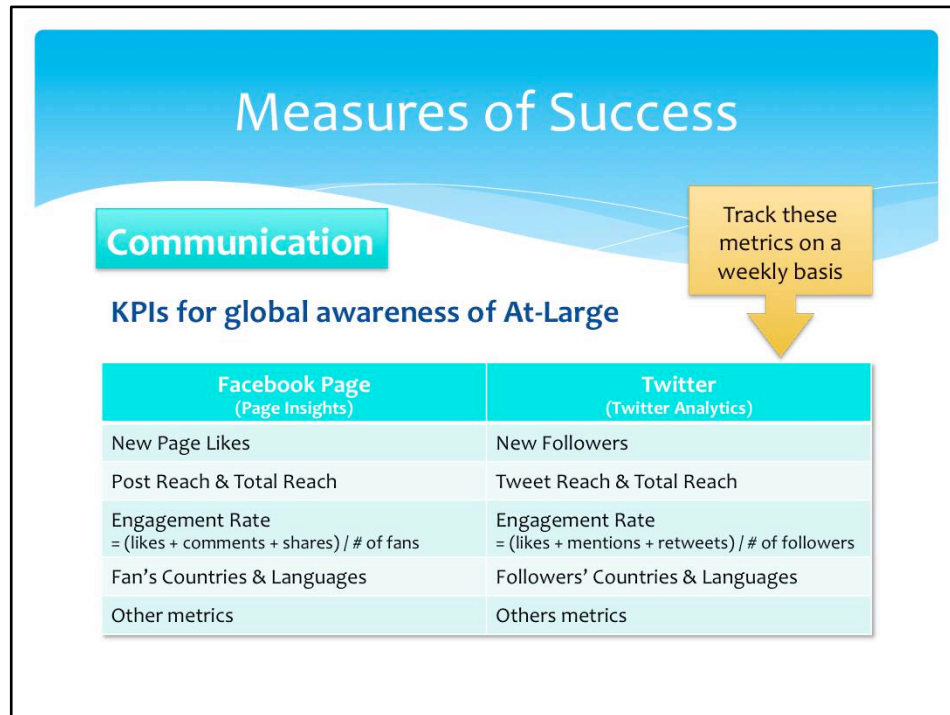
Objectives

Business

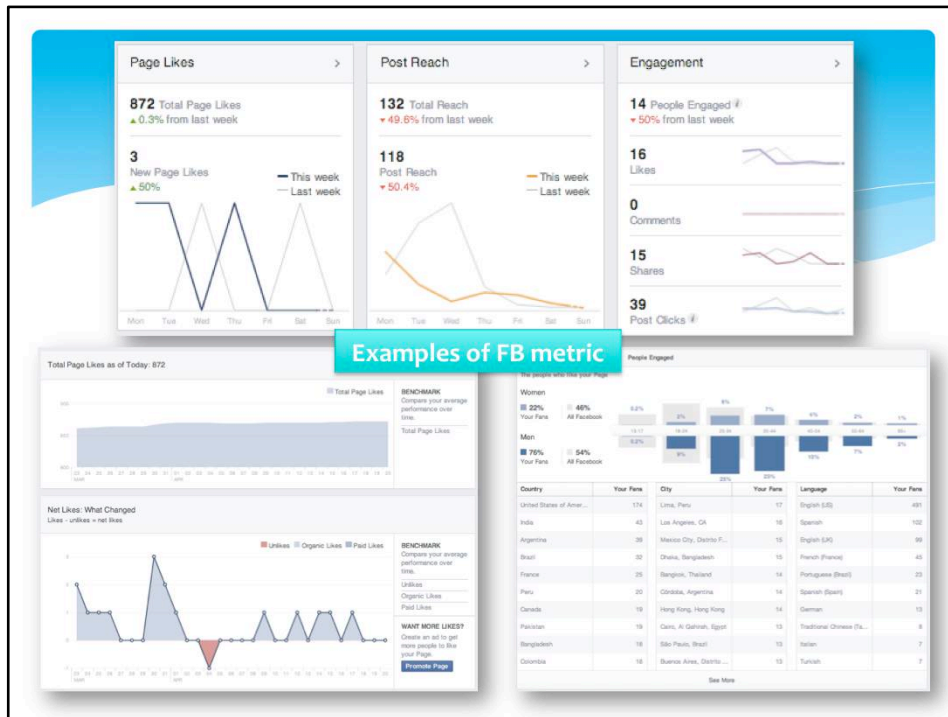
To enhance Internet end-users' engagement with At-Large

- * 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

- Above is the business objective of the social media engagement for At-Large. In other words, this is how we want communications to transform into concrete actions.
- In terms of specific actions, our social media accounts serve to:
 - Enable At-Large Structures to disseminate information from ICANN At-Large to its members in a timely manner;
 - Encourage input from ALS members in At-Large activities through linking them to appropriate places in wiki, At-Large / ICANN websites, At-Large / ICANN YouTube channels, and others;
 - Facilitate online discussions of various Internet policy issues by sharing relevant news articles, op-ed pieces, white papers, blog posts, statistical data, and video clips (not an exhaustive list);
 - Promote At-Large's interactions with other ICANN groups and substructures (e.g. Supporting Organizations, Advisory Committees, Subcommittees, Working Groups, Review Teams, Taskforces), as well as organizations associated with ICANN (e.g. IETF, IGF, W3C) on social media;
 - Motivate interested end-users to engage with At-Large (e.g. join an ALS, attend ICANN meetings, contribute to policy discussions, etc.).
 - Promote the vision, mission, value, and activity of At-Large in the wider public.



- Measures of success are linked to the objectives that we have previously set.
- To evaluate our Facebook performance based on communications objective (to raise global awareness of At-Large), we may track the following Key Performance Indicators (KPIs):
 - New Page Likes
 - Post Reach & Total Reach (the number of people who have seen certain posts)
 - Engagement rate (equals to the sum of likes, comments, and shares of certain posts)
 - The countries and languages of fans
 - Others
- Facebook Page's 'Page Insights' function easily provides us those metrics.
- We can evaluate our Twitter performance according to similar types of KPIs. Many analytics website (e.g. Twitter Analytics, Follower Wonk) can provide us those numbers.
- Metrics need to be monitored on a weekly basis to make it easier for us to refine strategies and develop best practice.



Above are some examples of metrics provided by Facebook's 'Page Insights' function.

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

- Similarly, the KPIs above are linked to the business objective of social media (to enhance end-users' engagement with At-Large).
- Above are some examples of 'engagement with At-Large.' In other words, those are the desired, concrete outcome that we would like our social media channels to deliver.
- However, it is hard to determine whether those types of desired outcome can be delivered **solely** by social media. Other factors may also influence our progress toward reaching the business objective.

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

- Our primary target audience on social media are external facing. They include:
 - Existing ALS members who have limited knowledge, understanding, and/or involvement with At-Large
 - Members of newly accredited ALSes
 - People interested in learning and influencing ICANN policy issue areas from end-user perspectives
- Some of their key characteristics are listed above.
- Why do we primarily target this group of audience:
 - Seasoned At-Large community members are likely to rely on established, relatively closed communications channels (i.e. mailing lists and Skype chats) for information exchange;
 - Inexperienced members and potential members of At-Large are likely to seek information about At-Large everywhere, including social media, so this platform would be more valuable for them;
 - They are likely connected with and/or following like-minded friends, colleagues, and influencers who may also desire to get involved with groups like At-Large;
 - ATLAS II serves as a great motivator for all At-Large people (including the inactive ones) to engage with the community and generates a wonderful opportunity to attract new blood.



To give you an example of how our primary audience look like, participants of the NextGen program organized by NetMission.asia fit the bill.

A presentation slide titled "Target Audience" with a blue gradient header. Below the header is a green box containing the word "Secondary". Underneath, the text "Internal facing" is followed by a bulleted list of five items: "Active community members & leaders", "Staff & Board members", "ICANN groups, structures & departments", "Organizations & events associated with ICANN", and "Influencers of Internet policy issues".

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

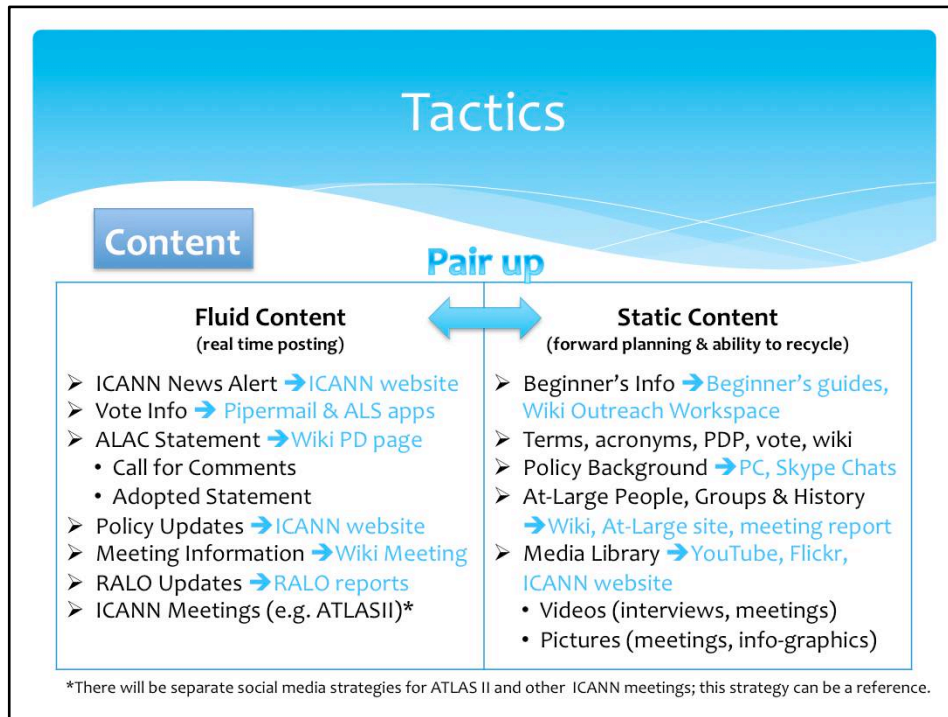
- Above include some examples of our secondary audience, who are internal facing.
- Given the nature of Facebook and Twitter as an interactive platform, these target audiences are important. Through connecting with them via actions such as 'like,' 'comment,' 'share,' 'mentions,' 'hashtags,' and 're-tweets,' At-Large will have a greater chance of gaining visibility not only with fans and followers but the friends of fans and the followers of followers.

Tactics

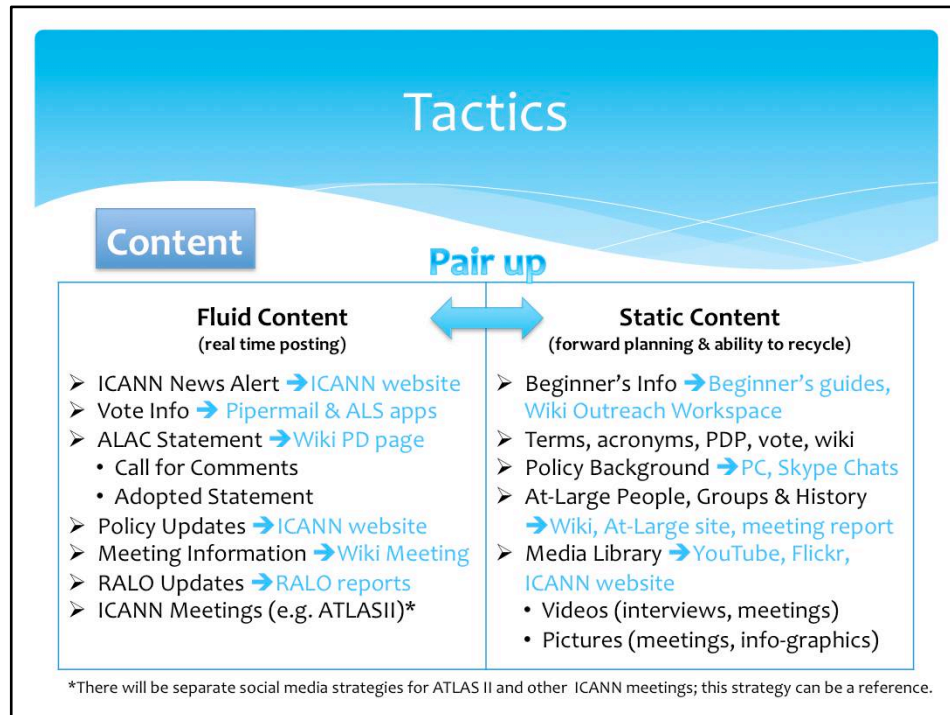
Style

- 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

- While the At-Large community uses a particular communications style in its actual work, its Facebook's and Twitter's communications style can afford to be different in its approach.
- Content needs to speak from the needs, wants, and interests of end-users, especially the ones with little experience in ICANN At-Large, to help them understand and engage with the community on social media.
- Content also needs to speak from the voice of social media - the aim is to be sharp, informative, action-driven, and in plain English, so as to capture the interest of readers and encourage them to click through to the links or interact with the posts/tweets.
- The written text needs to be applicable on both Twitter and Facebook (this particularly concerns with the length of the text) for practicality and efficiency considerations.



- There are two types of content generated by the At-Large community that social media can potentially promote: 1) Fluid content and 2) static content.
- The blue texts on the slide indicate possible sources and links for curating and linking different types of information.
- Fluid content generally includes 1) the information distributed through ALAC-Announce on a daily basis and 2) the information comes out of ICANN meetings. Some examples include:
 - ICANN News Alert
 - Vote Information for ALAC Statement and ALS Applications
 - ALAC Statement (call for comments, adopted statement)
 - Weekly and monthly policy updates
 - Information about meetings, webinars, and conference calls
 - RALO updates
- Since fluid content is an important reflection of the work of At-Large and always new, they need to be posted on real-time.



- Static content is the relatively stable, background type of information that won't change much over time. Some examples include:
 - *Beginner's information* that explains how At-Large works: ICANN terminology, acronyms, PDP, vote procedures, meeting procedures, and Confluence walkthrough
 - *Policy background*: Introduction of the issue areas that the At-Large community cares about
 - *At-Large people, groups, and history*: Key At-Large people, WGs/SCs, meetings, events, Statements, and decisions at the present and the past
 - *Media Library* (great for adding human elements to At-Large):
 - Videos: RALO spotlights, At-Large members/leaders spotlights, staff spotlights, clips from past At-Large f2f meetings, RALO showcases, key speeches/quotes, interviews with the media.
 - Pictures: including the above topics in videos and useful info-graphics posted on the ICANN website
- Given the characteristics of our primary target audience, the technical fluid content may become a barrier for them to engage with the community. To post relevant static content **side-by-side** would provide a learning opportunity for our target, helping make our social media channels dynamic and reach our objectives.
- Static content can also be planned ahead of time, thus helping mitigate the time-management problems.



- Hashtags are an essential component on social media.
- We need to use hashtags in content because they: 1) are applicable to and popular on both Facebook and Twitter (and some other social media platforms); 2) categorize content; 3) make content searchable; and 4) follow trending topics and join Internet conversation.
- Hashtags are especially good for boosting the communications KPIs.

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

- Appropriate hashtags are used to accompany different posts/tweets.
- It would be fine to use one to three hashtags for each post/tweet.
- Above are some hashtag examples for different types of fluid and static content.
- There is a need to develop and populate powerful hashtags representing the At-Large brand.

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/tisyo7Z>

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/hgMz10J>

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

*F: Fluid Content S: Static Content

- The above slide illustrates how the concepts mentioned in earlier slides can be materialized in real tweets.
- The top image is a recent ‘fluid content’ tweet from @ICANN_AtLarge. The text is not sharp, informative, action-driven, or in plain English (i.e. the term ‘Call for Comments’ is a little bit technical). The url links to the pipermail record of the original email, which is also technical and adds one unnecessary step for viewers to submit their comments in the wiki.
- Instead, this tweet can be rewritten in a more user-friendly way: “Don’t forget to comment on the Draft Statement on the ICANN Future Meeting Strategy in At-Large Workspace” with its url linked directly to the wiki.
- To accompany this ‘fluid content’ tweet, many possible ‘static content’ tweets can be developed to provide background for our target audience:
 - 1) #DYK ICANN has a Meeting Strategy Working Group? Click to find out what they do <http://bit.ly/Qqevws>. #DYK = do you know. The url points to the introduction of the WG on ICANN website.
 - 2) Check out this cool graph about cross-community engagement during ICANN meetings <http://bit.ly/1gMz10J>. The graph is excerpted from the report produced by the MSWG. The url is linked to the report itself.
 - 3) Get to know @TijaniBenJemaa, ALAC & ALT member from Tunisia in #AFRALO <http://bit.ly/1nBMBIX> #penholder. This introduces the human elements to the work of At-Large.

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

- Interactions with our target audience is also essential on social media channels. Rather than shouting from one side of the room, we need to have a two-way dialogue with our audience.
- There are many possible ways of interactions. Examples include:
 - Shares/Retweets and Mentions: Relevant ideas and events posted on the social media accounts of target audience (esp. secondary audience) can be shared, retweeted, or mentioned (@UserName), while including any relevant links to At-Large wiki and website.
 - Replies: There is scope for At-Large to converse with relevant Facebook and Twitter users in order to achieve our communications and business objectives. We can select tweets and comments on Facebook to reply to; we can also create opportunities to solicit comments and enhance audience's engagement (e.g. post survey questions on Facebook).
 - ICANN Communications: Any content of relevance from the general ICANN social media accounts, as well as briefings materials from the Communications Department will be posted. This is to take advantage of the content provided and to support the 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

- To keep the accounts active and ensure content is viewed by fans and followers on a regular basis, the aim is to post content on a daily basis:
 - Outside ICANN meetings, we should tweet and post on Facebook at least 2-3 times each per day.
 - During ICANN meetings, as there will be much more fluid content going out daily, the post frequency would be much higher.



- To ensure that the social media strategy be implemented in a timely and effective manner, we will need supports and contributions across the At-Large community.
- The group that will do the heavy lifting work is the Curation Working Group, a new WG to be established with the composition of:
 - Member(s) from the At-Large Staff
 - Member(s) from ALAC Subcommittee on Outreach
 - Member(s) from the At-Large Capacity Building Working Group
 - Member(s) from the At-Large Technology Taskforce Working Group
 - Chairs and Secretariats of five RALOs
- We believe the people mentioned above are appropriate for the social media assignment due to their knowledge, capacity, and experience, as well as the diversity consideration.
- Members of the WG will work collaboratively and handle different responsibilities in a rotational basis. We need to get volunteers signed up for this group in a timely manner, as this is the first step toward a successful strategy implementation.
- Furthermore, we need to ensure that the members of this WG are active and sustainable and will develop organizational knowledge of social media management so that avoid disruptions to project continuity. In today's digital communications age, it is critical that the At-Large community has a constant and effective representation on social media in order to show our identity as a key stakeholder in the Internet governance ecosystem.

Organization & Planning

Curation Process

Responsibilities

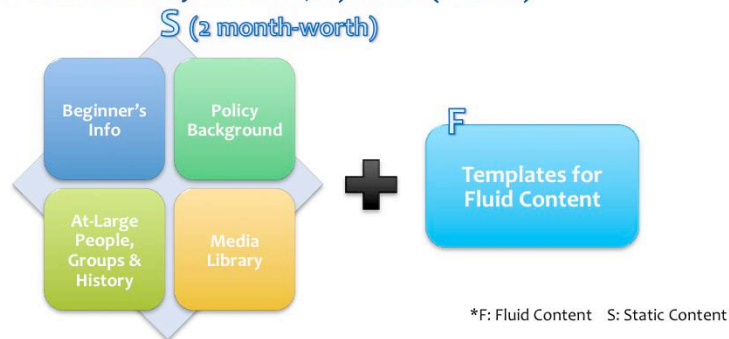
- * **Templates for fluid content** will be produced as an **one-time activity**
- * **Draft posts/tweets of static content** will be planned **two months in advance** each work period
- * Besides fluid content, there will also be **flexibility** to create content based on **trending topics**
- * Aim to **start posting content in the first week of June** to build momentum for ATLAS II

- Curation WG will take charge of the following areas of work:
 - Create templates for fluid content: While we cannot plan for fluid content ahead of time, we can at least develop reader-friendly wording, linked content, and image that go along with different types of fluid content and resonate with our primary audience. Developing such template will be an one-time activity.
 - Draft two-month worth of static content each work period: Static content needs to be posted side-by-side with fluid content. A great number of those types of posts and tweets can be drafted within a concentrated period of time (TBD). To draft two-month worth of static content at once will help mitigate time-management problem and give enough time for editing and refinement on the day of posting.
 - Create content based on trending topics: The WG also needs to monitor news and select appropriate topics for At-Large to discuss, helping us become an active and contributing member on social media.
 - Aim to start posting in the 1st week of June 2014: As ATLAS II starts at the end of June, we will need to 'officially' roll out new content on social media channels at the beginning of the month to help build momentum for this grand event. During ATLAS II we will be able to proudly present our social media to the new and potential ALS members, our primary audience. We need to put people to work quickly so that we won't regret missed opportunities.

Organization & Planning

Curation Process

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



- Below includes the tentative responsibilities of the Curation WG from now to the Monthly ALAC Call in May (about 1 month preparation period):
 - Form Curation WG in a timely manner
 - Draft two month-worth of posts & tweets (to be posted in June and July) of static content that cover: 1) Beginner's info, 2) policy background, 3) At-Large people, groups, and history, and 4) media library
 - Create templates for all types of fluid content
- After reviewing the work of the Curation WG, ALAC members will potentially conduct a consensus call during the Monthly ALAC Call in May to officially adopt the overall At-Large Social Media Strategy.

Example of content curation process

August Tweet Draft				
Date	Day	Tweet 1	Tweet 2	Image
1	Thu	#DYK the UN push for breastfeeding started in 1982? Find out in YUN @WHO @UNICEF #WBW http://ow.ly/mNZZk	What is the common denominator between Baby Friendly Hospital Initiative & the Innocent Declaration? #WBW	http://www.unmultimedia.org/photo/detail.jsp?id=546/546617&key=0&query=546617&lang=en&sf=
2	Fri	When troops from Iraq marched into Kuwait, #UNSC met almost immediately to restore peace & security in the area http://ow.ly/mZcJQ	#UNSG: Never before in the 45-year history of the United Nations had the Security Council reacted with such unanimity http://ow.ly/mZcJQ	http://www.unmultimedia.org/photo/detail.jsp?id=170/170765&key=0&query=170765&lang=en&sf=
3	Sat	#DYK the UN has a Narcotic Drugs Commission, which traces its origin to the Opium Section of the League of Nations? http://ow.ly/mZcJQ	In 48, 37 nations signed an int'l protocol on drug control, covering both natural & synthetic narcotics http://ow.ly/mZcJQ	http://www.unmultimedia.org/photo/detail.jsp?id=170/170764&key=0&query=170764&lang=en&sf=
4	Sun	#DYK the Chapter XIV of the UN Charter established the @IntCrimCourt? http://ow.ly/m82Yd #ICJ	The Statute of the #ICJ, annexed to the UN Charter, organizes the composition & functioning of the Court http://ow.ly/m82Yd	http://www.unmultimedia.org/photo/detail.jsp?id=152/152500&key=14&query=%22International%20Court%20of%20Justice%22&ao=0&sf=date
5	Mon	Due to #UN pressure, Netherlands ceased military action against Indonesia. Learn how the UN did it in YUN '47 http://ow.ly/mZaw	The '63 nuclear test-ban Treaty b/wm US, UK & USSR was a subject of comment when #UNGA discussed disarmament question http://ow.ly/mZIMa	http://www.unmultimedia.org/photo/detail.jsp?id=189/189306&key=1&query=%22Nuclear%20Test-Ban%22&lang=en&ao=0&sf=date
6	Tue	Today marks the 68th anniversary of dropping of atomic bombs on Japan. Read YUN's dedicated chapter on disarmament http://ow.ly/mOUXw		
7	Wed	#Onthisday in 1905, Ralph Bunche, the Acting UN Mediator in Palestine was born. Learn how his work brought truce http://ow.ly/m12Y4	Ralph Bunche, a civil servant who devoted 26 yrs in the #UN career, won the 50 #NobelPeace Prize (image)	http://www.unmultimedia.org/photo/detail.jsp?id=148/148021&key=0&query=148021&lang=en&sf=
8	Thu	In '88, with the adoption of RES 588, the UN-sponsored cease-fire went into effect in the 8yr Iran-Iraq war http://ow.ly/m178s	Since '83, the #UNSC made concerted efforts to resolve the Iran-Iraq armed conflict & bring peace back to the region http://ow.ly/m19Cr	http://www.unmultimedia.org/photo/detail.jsp?id=257/25766&key=0&query=25766&lang=en&sf=
9	Fri	Today is the Int'l Day of the World's Indigenous Peoples! In '94, #UNGA adopted RES 49/214 that tells its origin http://ow.ly/m1bUg	#UNGA adopted the Declaration on the Rights of Indigenous Peoples in '02. #DYK the work on this dates back to '87? http://ow.ly/m1EJL	http://www.unmultimedia.org/photo/detail.jsp?id=503/503437&key=20&query=%22peace%20palace%22&lang=en&sf=
10	Sat	Each one of the 6 principal organs of the UN, which is the one and only organ not located in New York? http://ow.ly/m8B4f	#DYK the #ICJ rents #PeacePalace from @CarnegieFnd, which owns the venue for almost 100yrs? @PeacePalace2013 http://ow.ly/m8TRj	http://www.unmultimedia.org/photo/detail.jsp?id=125/125712&key=50&query=%22peace%20palace%22&lang=en&sf=
11	Sun	#UN membership of the North & South Vietnam was a contentious issue in '75. Read the member states' discussion here http://ow.ly/m1Uth	Each YUN volume includes full text report of the Secretary-General on the Work of the Organization #YUN101	http://www.unmultimedia.org/photo/detail.jsp?id=554/554258&key=0&query=%22International%20Court%20of%20Justice%22&lang=en&sf=date
12	Mon	Test your knowledge of the 15 priority areas of the World Programme of Action for Youth http://ow.ly/m8BKe	Since '96, the YUN has included full text SG report on Children and Armed Conflict, a UN priority area of youth development http://ow.ly/m7RQV	
13	Tue	#DYK the discussion of the representation of China in the UN started in '50? http://ow.ly/m3wK5	I saw the restoration of the awful rights of the People's Republic of #China in the UN. Dive into the history with the YUN http://ow.ly/m3sFQ	http://www.unmultimedia.org/photo/search.jsp?queryString=China&category=&dateFrom=1971-01-01&dateTo=1971-12-31&submit=Search
14	Wed	#Onthisday in 2008, the UN-brokered ceasefire b/wm Israel & Hizbullah went into effect thru Security Council RES 1701 http://ow.ly/m3sFQ		
15	Thu			
16	Fri			
17	Sat			
18	Sun			

The above spreadsheet is a “tweet calendar” which exemplifies how content for tweets can be curated and planned ahead of time. The wording, link, and picture of each tweet is prepared earlier and assigned to appropriate date. The Curation WG is expected to produce deliverables in a similar manner.

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

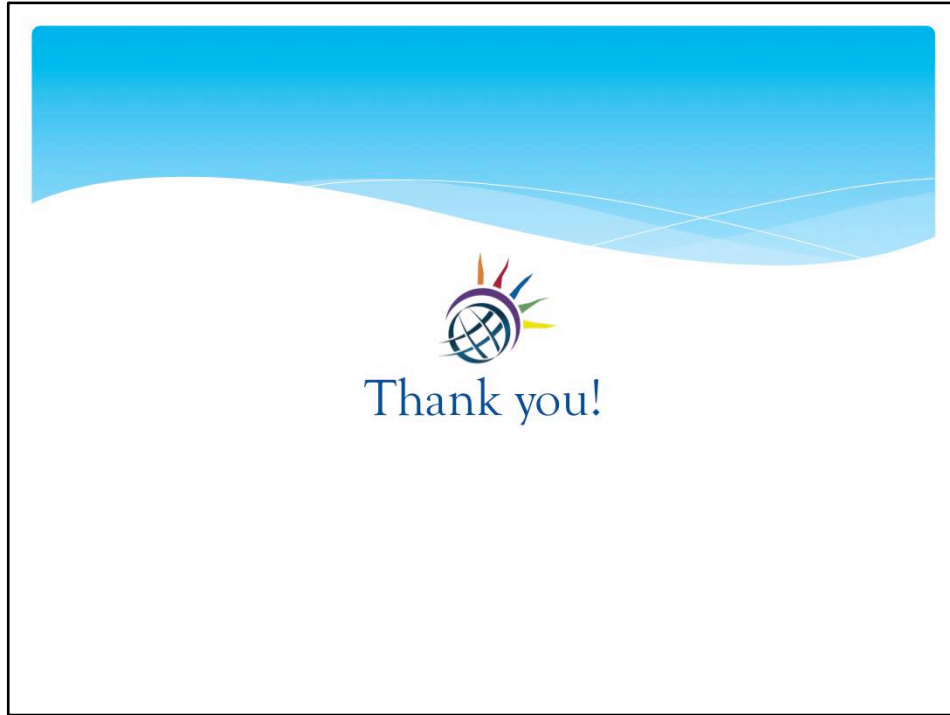


- The social media landscape is always evolving. The intent of this strategy is to start small, monitor KPIs, and develop knowledge of best practice for communicating on social media. In the future, the strategy can be refined to ensure the At-Large presence on social media is effective.
- There is also scope for the community to expand its social media activity. There are two aspects to it:
 - 1) Incorporate non-English languages in future posts and tweets that help reach our audience globally – this will need not only wider support from the community, particularly members fluent in multiple languages, but also appropriate planning with the consideration of multiculturalism and geo diversity.
 - 2) Introduce complementary platforms (e.g. LinkedIn, Google+, Tumblr, and Sina Weibo) that integrate with Facebook and Twitter – this could be considered in the future, once the benefits and purpose of using other platforms are assessed.

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

- Below are the action items to be undertaken in the immediate future:
 - Ratify strategy within TTF: This strategy document will be posted on the TTF wiki and distributed via its mailing list for ratification among members.
 - Solicit feedback: Once adopted, the strategy document will be sent through the mailing lists of Outreach SC, Capacity Building WG, and the Chairs and Secretariats of five RALOs – the potential contributors of the Curation WG – for comments and suggestions.
 - Evaluate comments & refine strategy: Incorporate suggestions from the aforementioned groups and revise the strategy if necessary.
 - Develop strategies for Curation WG: This includes a detailed breakdown of the workload, schedules, and allocation of resources. There's a need to study the pattern of information flow on ALAC-Announce via pipermail in order to manage future fluid content efficiently.
 - Investigate measures against inaccurate information & unfriendly opinions: Consultation with the ICANN Communications Department would be helpful in this regard.



We welcome comments, suggestions, and inputs across the community to refine the At-Large social media strategy!