



Draft At-Large Social Media Strategy

Ariel Xinyue Liang • Dev Anand Teelucksingh

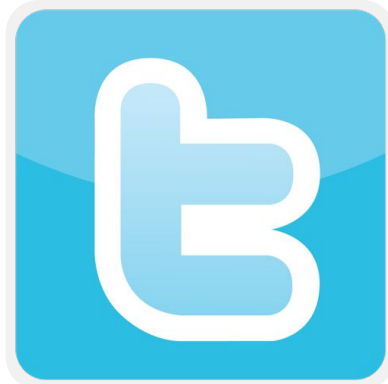
24 April 2014

***Disclaimer:** This document serves as the draft overall social media strategy for At-Large; we welcome inputs from members across the At-Large community.

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



- Expand all - Collapse all
- At-Large Social Media Posts
 - Images
 - RESENDING ALAC and Meeting Strategy W/ the future of ICANN Meetings

SPACE NEWS

ICANN News Alert - ICANN B...
Today, 12 April 2014

VOTE RESUMED: ALS Appli...
Today, 15 April 2014

CORRECTION - CALL FOR C...
Today, 13 April 2014

More

At-Large Social Media Posts

Added by Matt Axtell, last edited by Matt Axtell on Oct 22, 2013 (view changes) | Timeline

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 Michelle Perregrin posted on Apr 18, 2014

<http://www.icann.org/en/news/announcements/announcement-17-april-14-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://www.icann.org/en/news/announcements/announcement-17-april-14-en.htm](#)>"

Edit



VOTE RESUMED: ALS Application (193) Fundetic Bolivia Michelle Perregrin posted on Apr 15, 2014

Dear AL: 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. Regents, Heidi Urlich, Silvia Vivanco.....

Edit



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

Dear AL: Oliver Dahn-Ledford, 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/v/huRqg>) 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 <https://community.icann.org/v/huRqg> <<https://community.icann.org/v/huRqg>>.....

Edit



Situation Analysis



- * 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

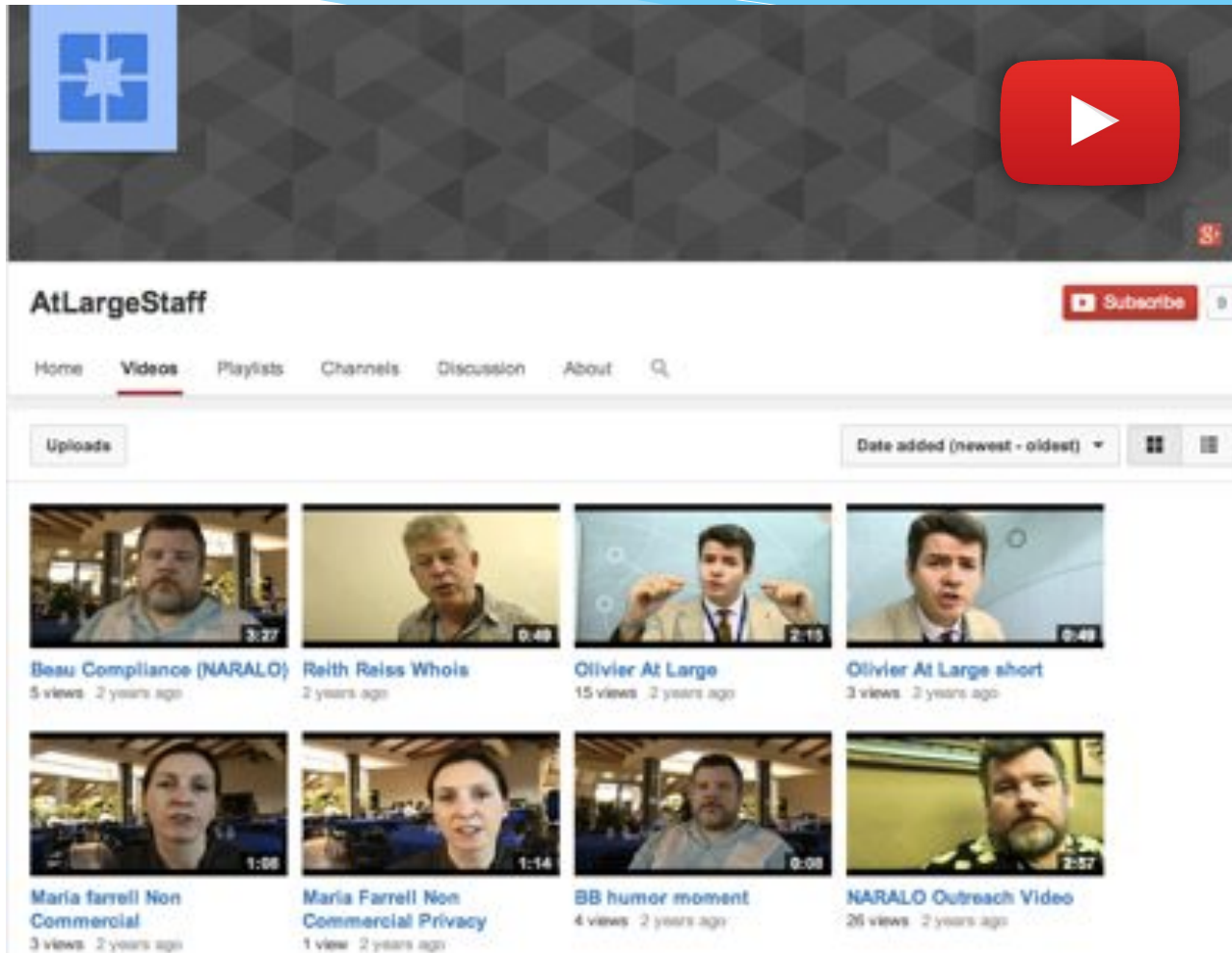


Situation Analysis



- * 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

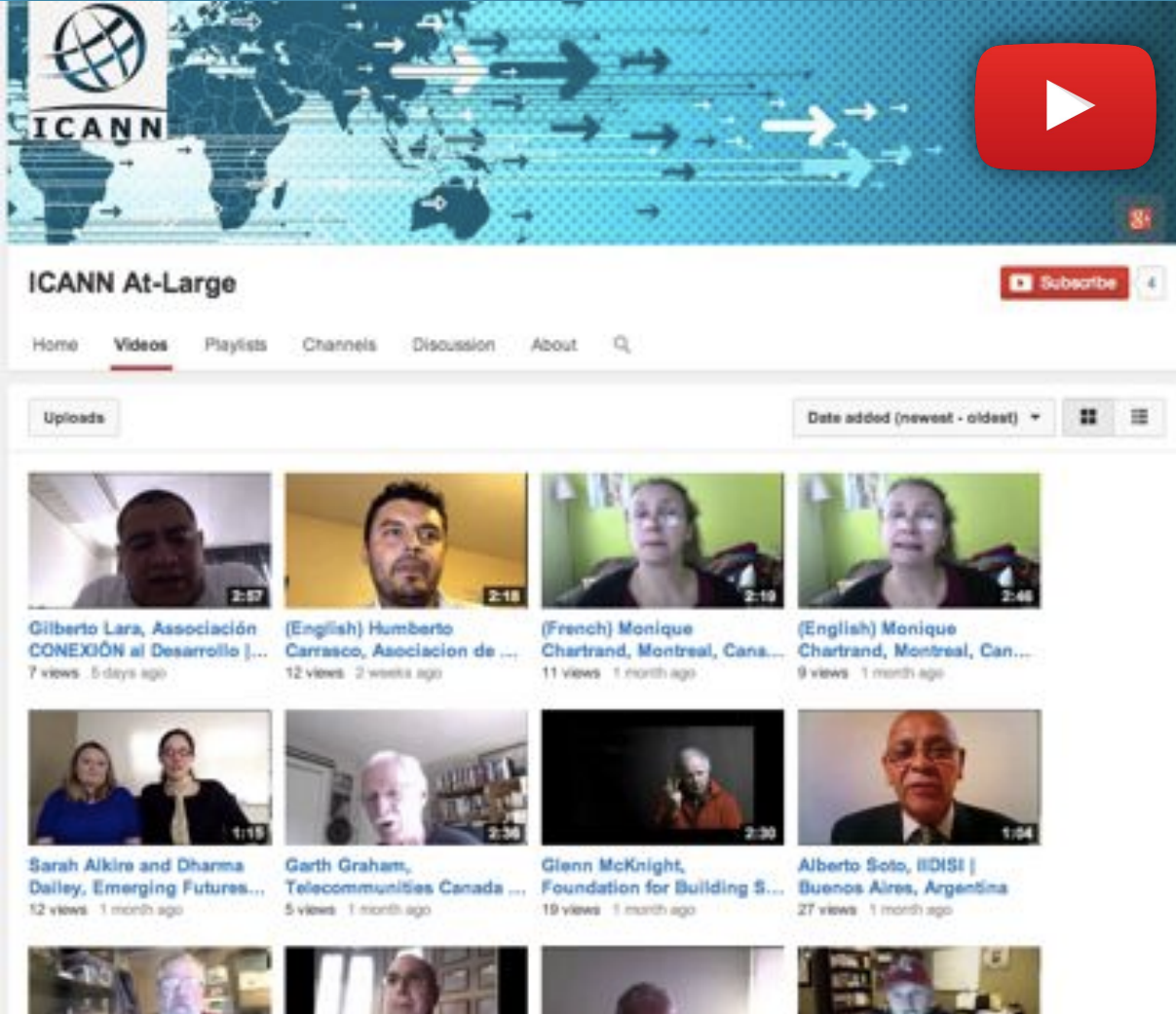
Situation Analysis



The image shows a screenshot of the YouTube channel page for 'AtLargeStaff'. The channel banner features a blue square logo with a white star and a large red play button. Below the banner, the channel name 'AtLargeStaff' is displayed, along with a 'Subscribe' button and a notification bell icon. The navigation menu includes 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. The 'Videos' tab is selected, and the 'Uploads' section is visible. The video list is sorted by 'Date added (newest - oldest)'. The videos shown are:

Video Title	Duration	Views	Posted
Beau Compliance (NARALO)	3:27	5 views	2 years ago
Reith Reiss Whois	0:49		2 years ago
Olivier At Large	2:15	15 views	2 years ago
Olivier At Large short	0:48	3 views	2 years ago
Maria farrell Non Commercial	1:08	3 views	2 years ago
Maria Farrell Non Commercial Privacy	1:14	1 view	2 years ago
BB humor moment	0:08	4 views	2 years ago
NARALO Outreach Video	2:57	26 views	2 years ago

Situation Analysis



The image shows a screenshot of the YouTube channel page for "ICANN At-Large". The channel banner features the ICANN logo on the left, a world map with arrows pointing right, and a large red play button icon on the right. Below the banner, the channel name "ICANN At-Large" is displayed, along with a "Subscribe" button and a notification bell icon. The navigation menu includes "Home", "Videos", "Playlists", "Channels", "Discussion", and "About". The "Videos" tab is selected, and the "Uploads" section is visible. The video grid shows the following uploads:

Video Title	Duration	Views	Time Ago
Gilberto Lara, Asociación CONEXIÓN al Desarrollo [...]	2:57	7 views	5 days ago
(English) Humberto Carrasco, Asociación de ...	2:18	12 views	2 weeks ago
(French) Monique Chartrand, Montreal, Cana...	2:19	11 views	1 month ago
(English) Monique Chartrand, Montreal, Can...	2:48	9 views	1 month ago
Sarah Alkire and Dharma Dalley, Emerging Futures...	1:19	12 views	1 month ago
Garth Graham, Telecommunities Canada ...	2:36	5 views	1 month ago
Glenn McKnight, Foundation for Building S...	2:30	19 views	1 month ago
Alberto Soto, IIDISI Buenos Aires, Argentina	1:04	27 views	1 month ago

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	<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

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

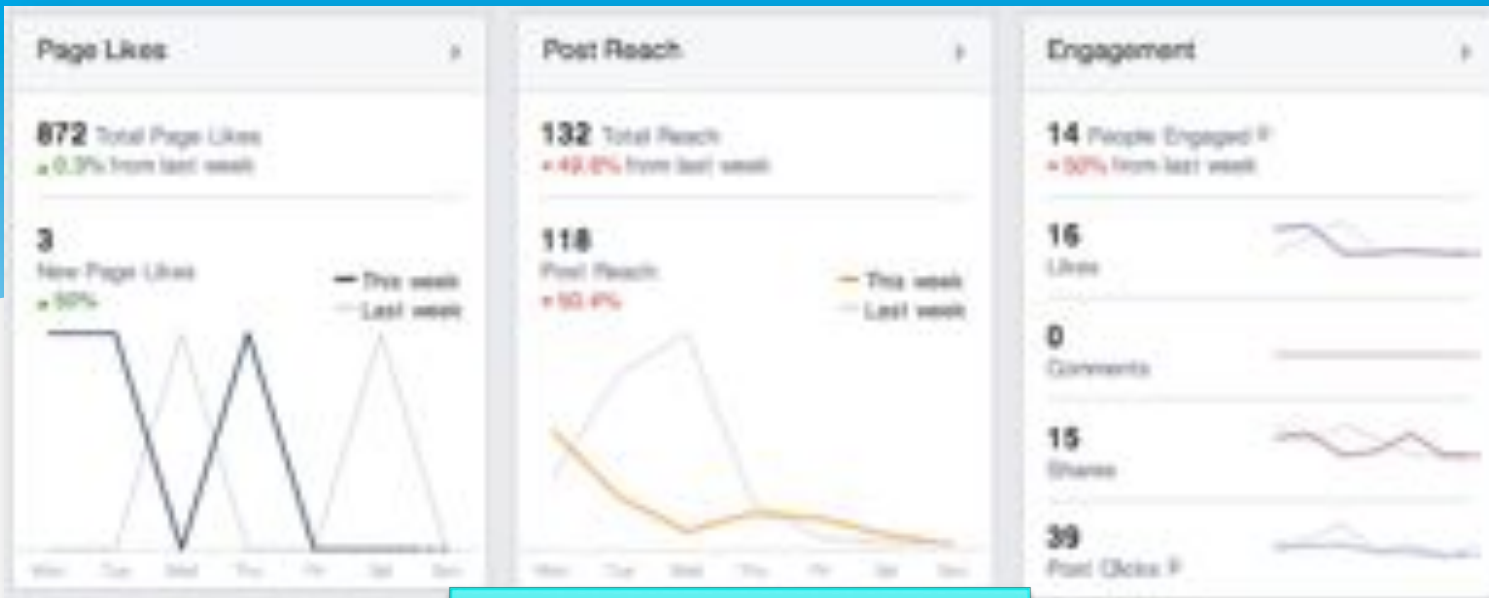
Measures of Success

Communication

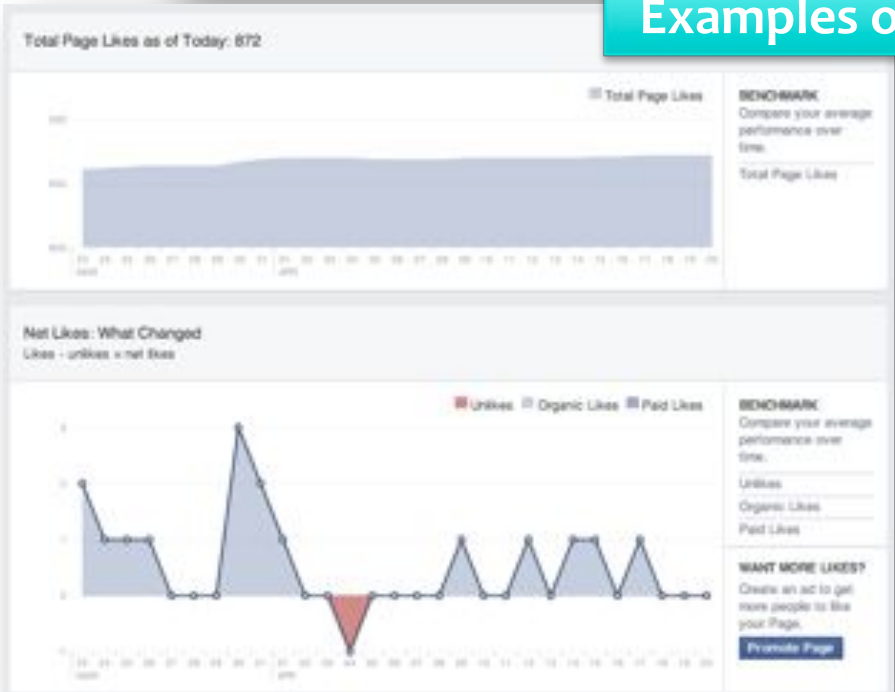
Track these metrics on a weekly basis

KPIs for global awareness of At-Large

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)*



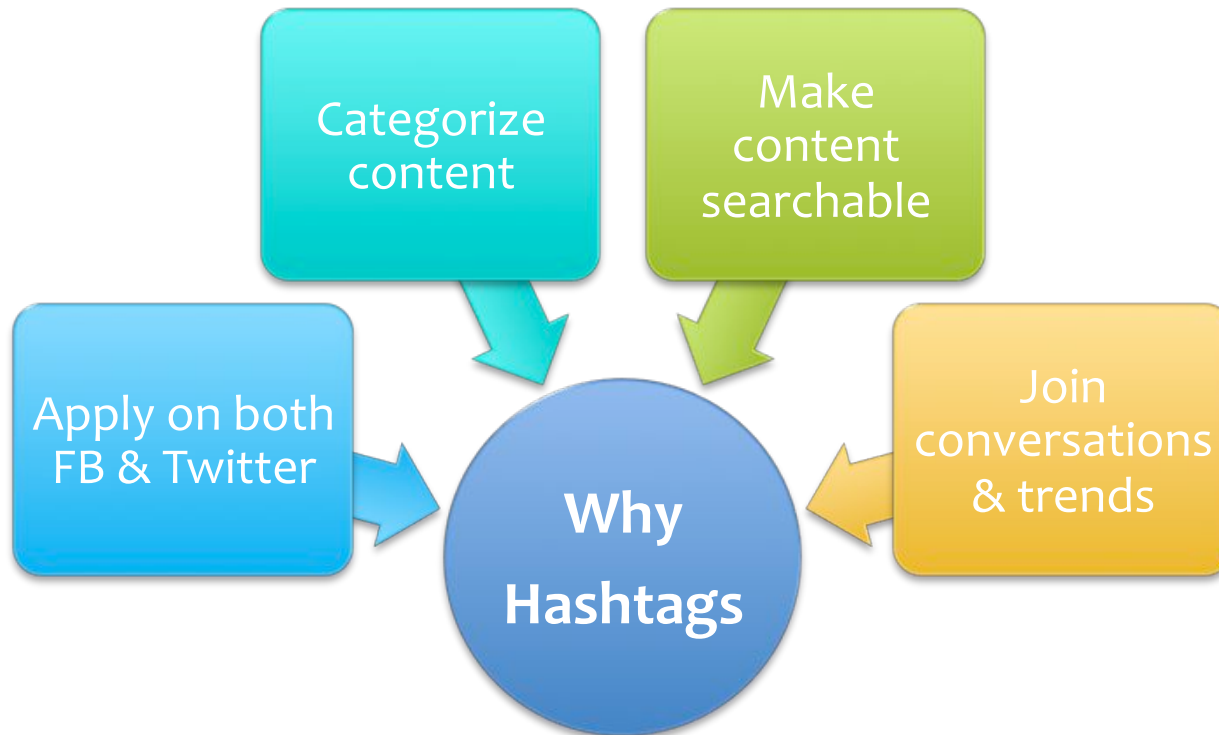
Static Content (forward planning & ability to recycle)

- 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



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

Comment Date	Statement Name	Status	Assignee(s) and (Alt/Day)	Call for Comments	Vote Announcement	Vote Open	Vote Reminder	Vote Close	Date of Submission	Staff C	
21-04-2014	ICANN Future Meetings Strategy	Voting	@TijaniBenJemaa	07-04-2014	12-04-2014 23:59 UTC	14-04-2014 00:00 UTC	14-04-2014 00:00 UTC	18-04-2014	19-04-2014 00:00 UTC	20-04-2014	Taroua

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

Meeting Strategy Working Group Recommendations for Public Comment
 DRAFT v.2.5

Adequate Time Allocation

Internal SO/AC Work + Cross-Community Interaction

*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

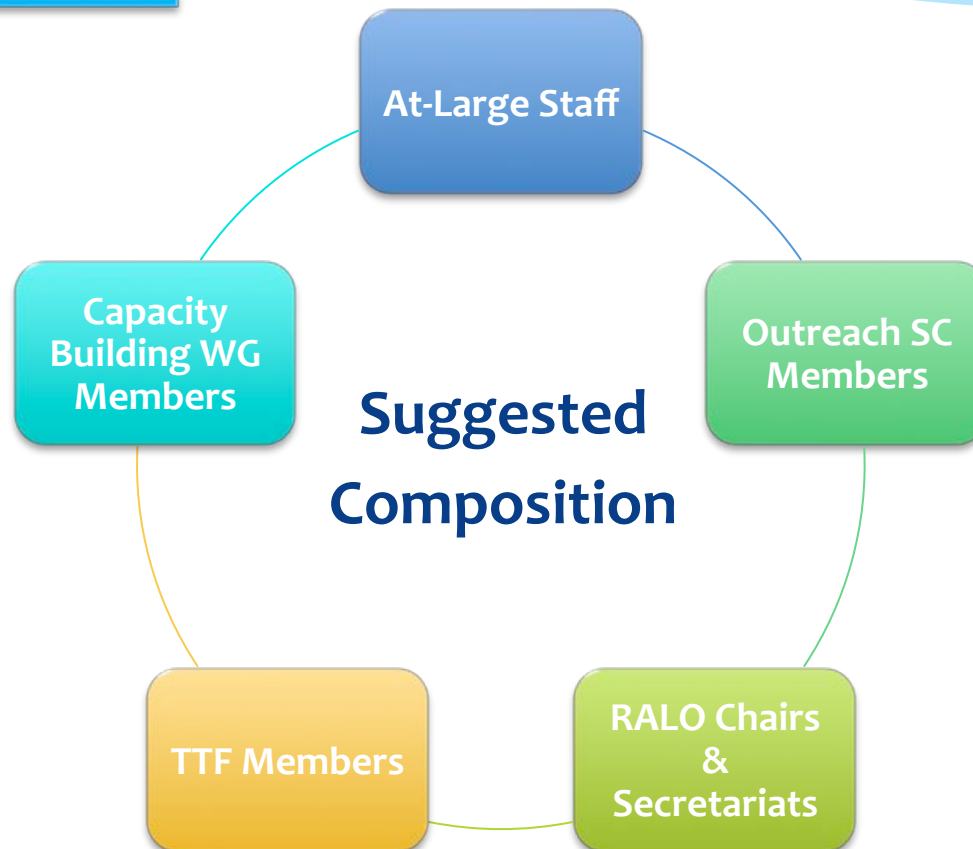
Tactics

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



Organization & Planning

Curation Process

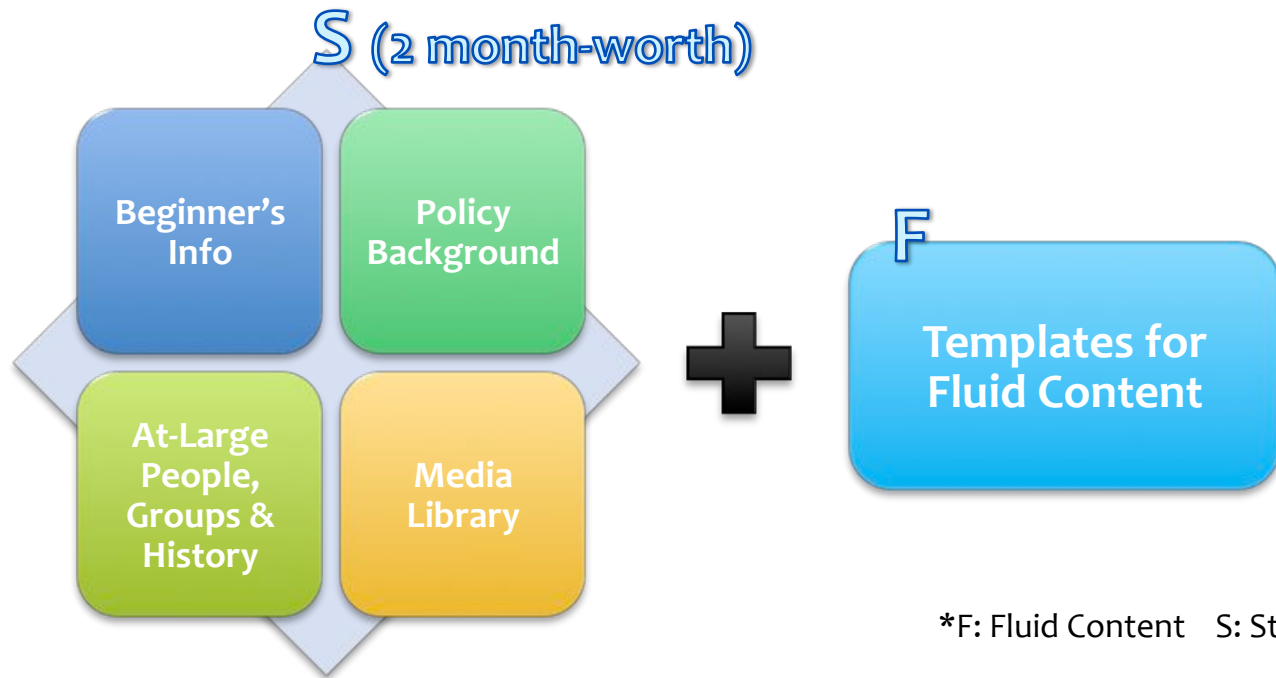
Responsibilities

- * **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)



*F: Fluid Content S: Static Content

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 #WBYW http://ow.ly/mZzK	What is the common denominator between Baby Friendly Hospital Initiative & the Innocent Declaration? http://ow.ly/mZ8p1 #WBYW	http://www.unmultimedia.org/photo/detail.jpg?d=546546617&key=0&query=546617&lang=en&#	
2	Fri	When troops from Iraq marched into Kuwait, #UNSC met almost immediately to restore peace & security in the area http://ow.ly/mZzQ2	UNSC: Never before in the 45-year history of the United Nations had the Security Council reacted with such unanimity http://ow.ly/mZzQ2		
3	Sat	#DYK the UN has a Narcotic Drugs Commission, which tracks its origin to the Opium Section of the League of Nations? http://ow.ly/mZzQ3	In '48, 37 nations signed an INT protocol on drug control, covering both natural & synthetic narcotics http://ow.ly/mZzQ2	http://www.unmultimedia.org/photo/detail.jpg?d=1707170765&key=0&query=170715&lang=en&# http://www.unmultimedia.org/photo/detail.jpg?d=1707170764&key=0&query=170714&lang=en&#	
4	Sun	#DYK the Chapter XIV of the UN Charter established the @IntCrimCourt? http://ow.ly/mZzQ4	The Statute of the #ICCJ, annexed to the UN Charter, organizes the composition & functioning of the Court http://ow.ly/mZzQ4	http://www.unmultimedia.org/photo/detail.jpg?d=152115250&key=14&query=%22International%20Court%20of%20Justice%22&lang=en&#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/mZzQ5	The '63 nuclear test-ban Treaty b/w US, UK & USSR is a subject of comment when #UNGA discussed disarmament question http://ow.ly/mZzQ5	http://www.unmultimedia.org/photo/detail.jpg?d=18918936&key=1&query=%22Nuclear%20Test-Ban%22&lang=en&#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/mZzQ6			
7	Wed	#OnThisDay in 1905, Ralph Bunche, the Acting UN Mediator in Palestine was born. Learn how his work brought peace http://ow.ly/mZzQ7	Ralph Bunche, a civil servant who devoted 25 yrs in the #UN career, won the '50 #NobelPeace Prize (image)	http://www.unmultimedia.org/photo/detail.jpg?d=146146021&key=0&query=146021&lang=en&#	
8	Thu	In '68, with the adoption of RES 598, the UN-sponsored cease-fire went into effect in the 8yr Iran-Iraq war http://ow.ly/mZzQ8	Since '63, the #UNSC made concerted efforts to resolve the Iran-Iraq armed conflict & bring peace back to the region http://ow.ly/mZzQ8		
9	Fri	Today is the INT Day of the World's Indigenous Peoples! In '94, #UNGA adopted RES 49214 that tells its origin http://ow.ly/mZzQ9	#UNGA adopted the Declaration on the Rights of Indigenous Peoples in '92. #DYK the work on this dates back to '89? http://ow.ly/mZzQ9	http://www.unmultimedia.org/photo/detail.jpg?d=2512576&key=0&query=2576&lang=en&#	
10	Sat	#Qoutime of the 6 principal organs of the UN, which is the one and only organ not located in New York? http://ow.ly/mZzQ10	#DYK the #ICCJ rents #PeacePalace from @CarnegieFnd, which owns the venue for almost 100yrs? @PeacePalace2013 http://ow.ly/mZzQ10	http://www.unmultimedia.org/photo/detail.jpg?d=503503437&key=20&query=%22peace%20palace%22&lang=en&#date http://www.unmultimedia.org/photo/detail.jpg?d=125125712&key=50&query=%22peace%20palace%22&lang=en&#date http://www.unmultimedia.org/photo/detail.jpg?d=554554205&key=0&query=%22International%20Court%20of%20Justice%22&lang=en&#date	
11	Sun	#UN membership of the North & South Vietnam was a contentious issue in '75. Read the member states' discussion here http://ow.ly/mZzQ11	Each YUN volume includes full text report of the Secretary-General on the Work of the Organization http://ow.ly/mZzQ11 #YUN101		
12	Mon	Test your knowledge of the 15 priority areas of the World Programme of Action for Youth http://ow.ly/mZzQ12	Since '86, the YUN has included full text SG report on Children and Armed Conflict, a UN priority area of youth development http://ow.ly/mZzQ12		
13	Tue	#DYK the discussion of the representation of China in the UN started in '50? http://ow.ly/mZzQ13	It saw the restoration of the lawful rights of the People's Republic of #China in the UN. Dive into the history with the YUN http://ow.ly/mZzQ13	http://www.unmultimedia.org/photo/search.jpg?query=China&category=&dateFrom=1971-01-01&dateTo=1971-12-31&submit=Search	
14	Wed	#OnThisDay in 2006, the UN-brokered ceasefire b/w Israel & Hizbullah went into effect thru Security Council RES 1701 http://ow.ly/mZzQ14			

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!