



Draft At-Large Social Media Strategy

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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

ICANN At-Large Community

872 likes · 9 talking about this

Non-Profit Organization
"At-Large" is the name of the community of individual Internet users who participate in the policy development work of ICANN

872

Recent Posts by Others on ICANN At-Large Community

- Philip F. Johnson
Please join us at ICANN 49th. you can par...
March 24 at 12:12am
- Salanieta Tamanikaiwaimaro
Message from Siranush Vardanyan to APR...
February 7 at 6:50am
- Salanieta Tamanikaiwaimaro
Want to know more about ICANN in Ocean...
January 17 at 5:05am
- Winthrop Yu
Do you have a broad international perspe...
December 16, 2013 at 10:55pm
- Glenn McKnight
INET Session tonight http://new.livestrea...
October 2, 2013 at 10:03pm

- * 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
- 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) Translate

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 electorates: 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/vhzRAg>>" 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/vhzRAg>>.</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](mailto:staff@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" 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

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 ICANN Policy Staff in support of ALAC
E-mail: [staff at atlarge.icann.org](mailto:staff@atlarge.icann.org) [staff at atlarge.icann.org](mailto:staff@atlarge.icann.org)
B9445B8F305F/Regards, %20Heidi%20Ullrich, %20Silvia%20Vivanco, %20Matt%20Ashtiani, %20A

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

ICANN At-Large Staff [staff at atlarge.icann.org](mailto:staff@atlarge.icann.org)
Mon Apr 14 07:37:18 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/PofbAg>

15:00 UTC: IRTD D - <https://community.icann.org/x/B45WAg>

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

2100 UTC - LACRALO Governance WG <https://community.icann.org/x/XD1RAg>

2200 UTC - LACRALO CROPP discussion <https://community.icann.org/x/qj1RAg>

Tuesday 15th

14:00 UTC: PPSAI WG - <https://community.icann.org/x/9ICFAg>

18:00 UTC: EURALO Monthly teleconference <https://community.icann.org/x/XK5Q1>

20:00 UTC: DMPM - <https://community.icann.org/x/myt-Ag>

2200 UTC - LACRALO ccTLD WG <https://community.icann.org/x/bj1RAg>

Thursday 17th

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

13:00 UTC: first PRE-ATLAS II Capacity Building Program <https://community.icann.org/x/f11RAg>

16:00 UTC: ATLAS II OC <https://community.icann.org/x/A4N2Ag>

Friday 18th

None

Please confirm your dial-out requests

For GNSO calls:

GNSO Secretariat [gnso-secs at icann.org](mailto:gnso-secs@icann.org) [gnso-secs at icann.org](mailto:gnso-secs@icann.org)

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

ICANN At-Large Staff [staff at atlarge.icann.org](mailto:staff@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: [\[date \]](#) [\[thread \]](#) [\[subject \]](#) [\[author \]](#)

http://www.icann.org/images/arediogo_bow.jpg <http://www.icann.org/>

ICANN Weekly Newsletter

News from the Internet Corporation for Assigned Names and Numbers

<http://www.icann.org/> Week ending 11 April 2014

Announcements This Week

ICANN Draft Five-Year Strategic Plan (FY16 - FY20) <http://www.icann.org/en/news/announcements/announcement-2-09apr14-en.htm>

Public comment is invited on the Draft ICANN Five-Year Strategic Plan (FY16-FY20) through May 2014. Built on community input received throughout an extensive, public strategy process, the Draft Plan outlines ICANN's existing mission, and describes five focus areas with Strategic Objectives and Goals.

9 April 2014

Call for Public Input: Transition of NTIA's Stewardship of the IANA Functions <http://www.icann.org/en/news/announcements/announcement-09apr14-en.htm>

Draft Proposal Based on Initial Community Feedback of the Principles, Mechanisms and the Process to Develop a Proposal to Transition NTIA's Stewardship of the IANA Functions.

9 April 2014

ICANN Cross Community Working Group on Internet Governance's Submission to NETmundial <http://www.icann.org/en/news/announcements/announcement-08apr14-en.htm>

To obtain feedback from the wider ICANN Community on the contribution to NETmundial from the ICANN Cross Community Working Group on Internet Governance.

8 April 2014

The IANA Functions Explained - New ICANN Infographic <http://www.icann.org/en/news/announcements/announcement-07apr14-en.htm>

Click here to download the new IANA Functions Infographic. This new guide explains how these core functions allow you and everyone around the globe to utilize the Internet.

7 April 2014

Upcoming Events

22-26 June 2014: 50th International Public ICANN Meeting - London <http://london50.icann.org/>

About ICANN

ICANN Bylaws <http://www.icann.org/en/governance/bylaws.htm>

Our bylaws are very important to us. They capture our mission of security, stability and accessibility, and compel the organization to be open and transparent. Learn more at www.icann.org

Strategic Plan, 2012 - 2015 <http://www.icann.org/en/planning/>

Adopted FY14 Operating Plan and Budget <http://www.icann.org/en/financials/budget-ops/en.htm>

- 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: [\[date \]](#) [\[thread \]](#) [\[subject \]](#) [\[author \]](#)



Situation Analysis

ICANN At-Large
@ICANN_AtLarge

At-Large is the name for the community of individual Internet users who participate in the policy development work of ICANN.
atlarge.icann.org

TWEETS 696 FOLLOWING 971 FOLLOWERS 1,091 Edit profile

Tweets

- ICANN At-Large @ICANN_AtLarge · Apr 18
ICANN News Alert -- ICANN Begins Transition To New Website [divr.it/5R1Ik1](#)
Expand Reply Delete Favorite More
- ICANN At-Large @ICANN_AtLarge · Apr 18
VOTE RESUMED: ALS Application (193) Fundetic Bolivia [divr.it/5R1lc5](#)
Expand Reply Delete Favorite More
- ICANN At-Large @ICANN_AtLarge · Apr 18
CORRECTION - CALL FOR COMMENTS: ALAC Statement on the Draft Implementation Plan for the WHOIS Online Accuracy and... [divr.it/5QvKTr](#)
Expand Reply Delete Favorite More
- ICANN At-Large @ICANN_AtLarge · Apr 18
CALL FOR COMMENTS: ALAC Statement on the Policy Development Process (PDP) on Privacy & Proxy Services... [divr.it/5QvKQK](#)
Expand Reply Delete Favorite More
- ICANN At-Large @ICANN_AtLarge · Apr 18
CALL FOR COMMENTS: ALAC Statement on the Draft Implementation Plan for the WHOIS Online Accuracy and Reporting... [divr.it/5QvKLz](#)
Expand Reply Delete Favorite More
- ICANN At-Large @ICANN_AtLarge · Apr 15
VOTE RESULT (194) ISOC Disabled and Special Needs [divr.it/5PVD0H](#)
Expand Reply Delete Favorite More

- * 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



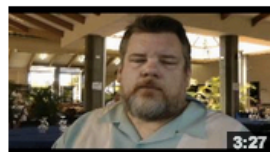
AtLargeStaff

Subscribe 9

Home Videos Playlists Channels Discussion About

Uploads

Date added (newest - oldest)



Beau Compliance (NARALO)
5 views 2 years ago



Reith Reiss Whois
2 years ago



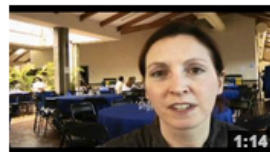
Olivier At Large
15 views 2 years ago



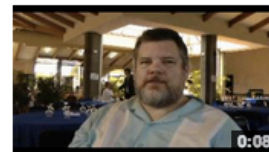
Olivier At Large short
3 views 2 years ago



Maria farrell Non Commercial
3 views 2 years ago



Maria Farrell Non Commercial Privacy
1 view 2 years ago




BB humor moment
4 views 2 years ago



NARALO Outreach Video
26 views 2 years ago













Situation Analysis



ICANN At-Large Subscribe 4

Home **Videos** Playlists Channels Discussion About

Uploads Date added (newest - oldest)

 <p>Gilberto Lara, Asociación CONEXIÓN al Desarrollo [... 7 views 5 days ago</p>	 <p>(English) Humberto Carrasco, Asociacion de ... 12 views 2 weeks ago</p>	 <p>(French) Monique Chartrand, Montreal, Cana... 11 views 1 month ago</p>	 <p>(English) Monique Chartrand, Montreal, Can... 9 views 1 month ago</p>
 <p>Sarah Alkire and Dhama Dailey, Emerging Futures... 12 views 1 month ago</p>	 <p>Garth Graham, Telecommunities Canada ... 5 views 1 month ago</p>	 <p>Glenn McKnight, Foundation for Building S... 19 views 1 month ago</p>	 <p>Alberto Soto, IIDISI Buenos Aires, Argentina 27 views 1 month ago</p>
			

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

Page Likes

872 Total Page Likes

▲ 0.3% from last week

3

New Page Likes

▲ 50%



Post Reach

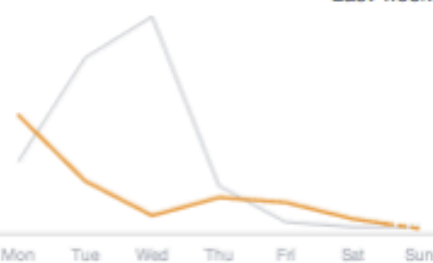
132 Total Reach

▼ 49.6% from last week

118

Post Reach

▼ 50.4%



Engagement

14 People Engaged

▼ 50% from last week

16

Likes

0

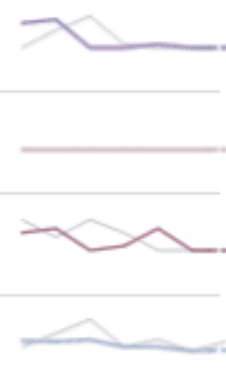
Comments

15

Shares

39

Post Clicks



Examples of FB metric

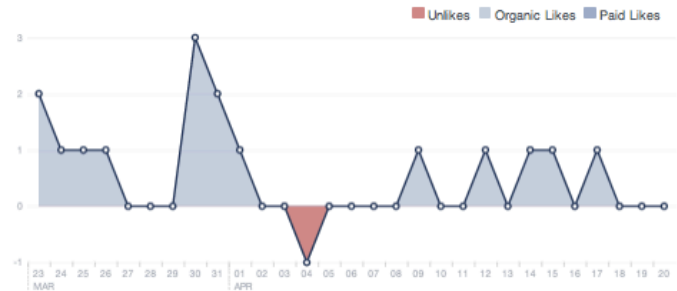
Total Page Likes as of Today: 872



BENCHMARK
Compare your average performance over time.
Total Page Likes

Net Likes: What Changed

Likes - unlikes = net likes



BENCHMARK
Compare your average performance over time.
Unlikes
Organic Likes
Paid Likes

WANT MORE LIKES?
Create an ad to get more people to like your Page.

Promote Page

People Engaged

The people who like your Page

Women

22%

Your Fans

46%

All Facebook

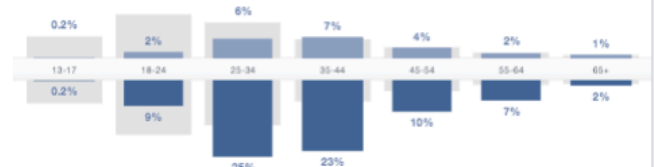
Men

76%

Your Fans

54%

All Facebook



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of Amer...	174	Lima, Peru	17	English (US)	491
India	43	Los Angeles, CA	16	Spanish	102
Argentina	39	Mexico City, Distrito F...	15	English (UK)	99
Brazil	32	Dhaka, Bangladesh	15	French (France)	45
France	25	Bangkok, Thailand	14	Portuguese (Brazil)	23
Peru	20	Córdoba, Argentina	14	Spanish (Spain)	21
Canada	19	Hong Kong, Hong Kong	14	German	13
Pakistan	19	Cairo, Al Qahirah, Egypt	13	Traditional Chinese (Ta...	8
Bangladesh	18	São Paulo, Brazil	13	Italian	7
Colombia	18	Buenos Aires, Distrito ...	13	Turkish	7

See More

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

ICANN
NO. 49
23-27 MARCH 2014
Singapore

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)*



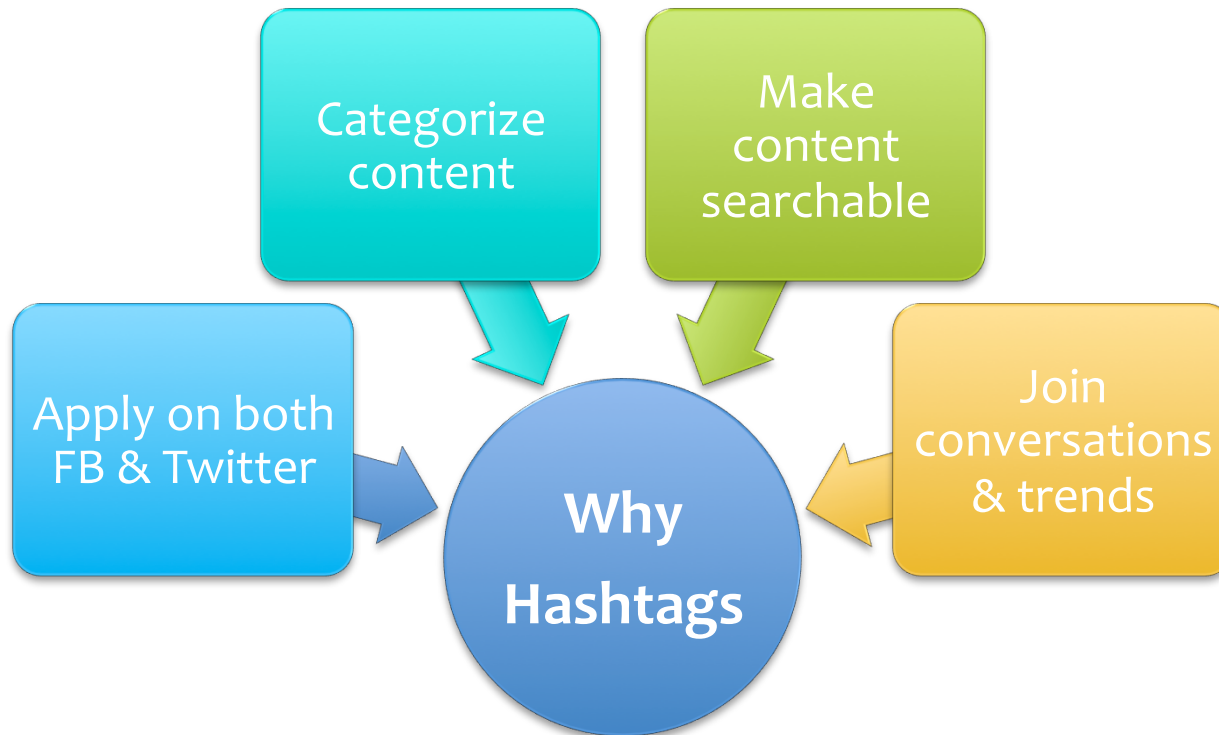
Static Content (forward planning & ability to recycle)

- 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 Close Date	Statement Name	Status	Assignee(s) and RALO(s)	Call for Comments	Call for Comments Close	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	Tanza

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

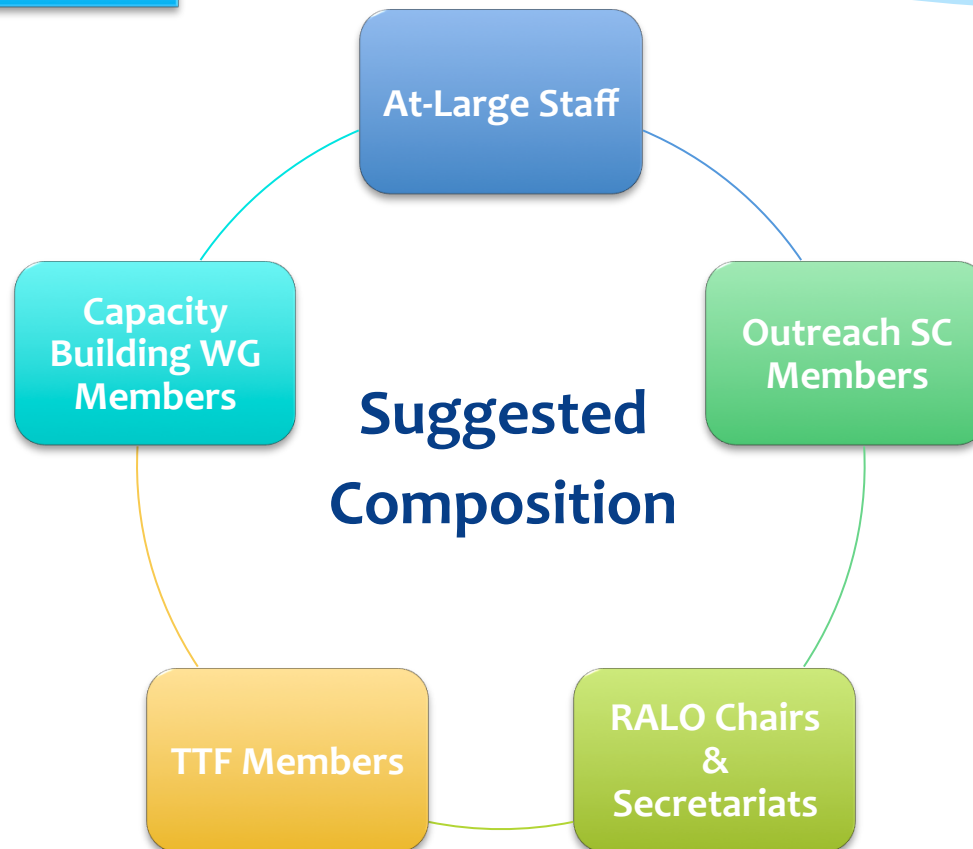
Tactics

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

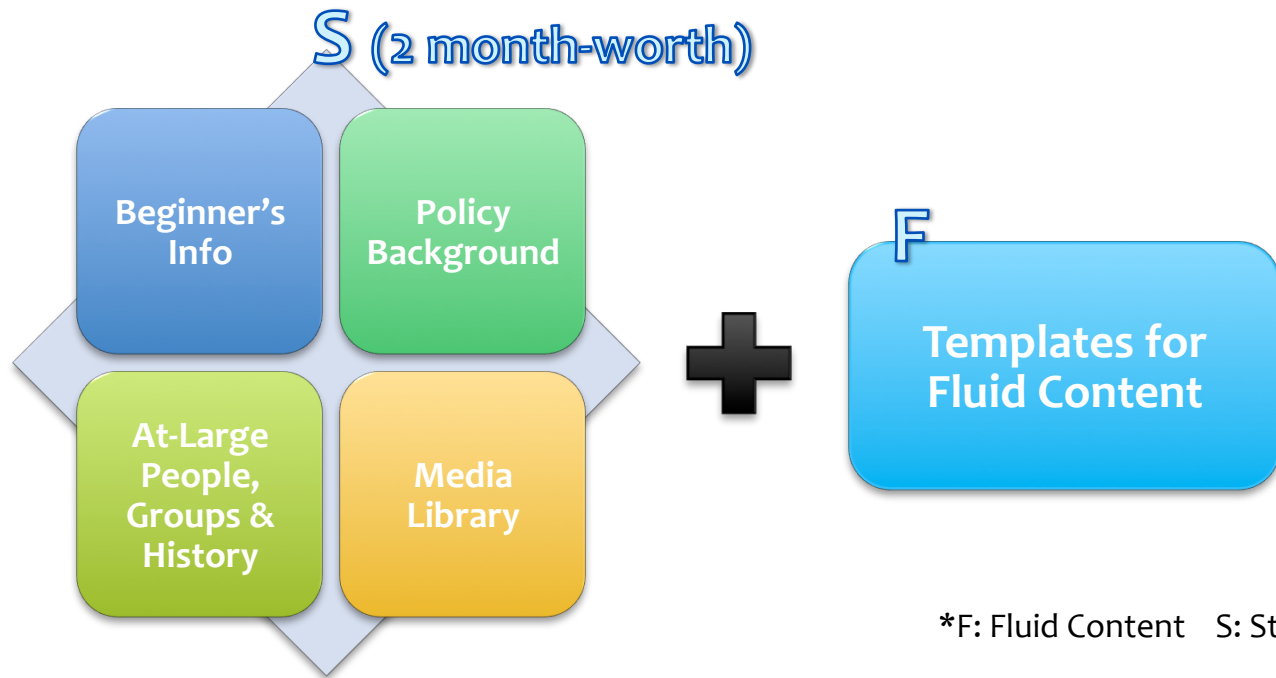
Responsibilities

- * **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

	A	B	C	D	E
	Date	Day	Tweet 1	Tweet 2	Image
1					
2					
3	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? http://ow.ly/mZ8jH #WBW	http://www.unmultimedia.org/photo/detail.jsp?id=546/546617&key=0&query=546617&lang=en&sf=
4	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/mZaCv	
5	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/mZICG	In '48, 37 nations signed an int'l protocol on drug control, covering both natural & synthetic narcotics http://ow.ly/mZxq2	http://www.unmultimedia.org/photo/detail.jsp?id=170/170765&key=0&query=170765&lang=en&sf= http://www.unmultimedia.org/photo/detail.jsp?id=170/170764&key=0&query=170764&lang=en&sf=
6	4	Sun	#DYK the Chapter XIV of the UN Charter established the @IntlCrimCourt? http://ow.ly/n827D #ICJ	The Statute of the #ICJ, annexed to the UN Charter, organizes the composition & functioning of the Court http://ow.ly/n82Wd	http://www.unmultimedia.org/photo/detail.jsp?id=152/152500&key=14&query=%22International%20Court%20of%20Justice%22&so=0&sf=date
7					
8	5	Mon	Due to #UN pressure, Netherlands ceased military action against Indonesia. Learn how the UN did it in YUN '47 http://ow.ly/mZraw	The '63 nuclear test-ban Treaty btwn US, UK & USSR was a subject of comment when #UNGA discussed disarmament question http://ow.ly/mZIMs	http://www.unmultimedia.org/photo/detail.jsp?id=189/189360&key=1&query=%22Nuclear%20Test-Ban%22&lang=en&so=0&sf=date
9	6	Tue	Today marks the 68th anniversary of dropping of atomic bombs on Japan. Read YUN's dedicated chapter on disarmament http://ow.ly/n0UXw		
10	7	Wed	#Onthisday in 1905, Ralph Bunche, the Acting UN Mediator in Palestine was born. Learn how his work brought truce http://ow.ly/n12Y4	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.jsp?id=148/148021&key=0&query=148021&lang=en&sf=
11	8	Thu	In '88, with the adoption of RES 598, the UN-sponsored cease-fire went into effect in the 8yr Iran-Iraq war http://ow.ly/n178s	Since '83, the #UNSC made concerted efforts to resolve the Iran-Iraq armed conflict & bring peace back to the region http://ow.ly/n19Cr	
12	9	Fri	Today is the Int'l Day of the World's Indigenous People! In '94, #UNGA adopted RES 49/214 that tells its origin http://ow.ly/n1bUg	#UNGA adopted the Declaration on the Rights of Indigenous Peoples in '02. #DYK the work on this dates back to '89? http://ow.ly/n1EJL	http://www.unmultimedia.org/photo/detail.jsp?id=257/2576&key=0&query=2576&lang=en&sf=
13	10	Sat	#Quiztime of the 6 principal organs of the UN, which is the one and only organ not located in New York? http://ow.ly/n8B4f	#DYK the #ICJ rents #PeacePalace from @CarnegieFnd, which owns the venue for almost 100yrs? @PeacePalace2013 http://ow.ly/n87Rj	http://www.unmultimedia.org/photo/detail.jsp?id=503/503437&key=20&query=%22peace%20palace%22&lang=en&sf=date http://www.unmultimedia.org/photo/detail.jsp?id=125/125712&key=50&query=%22peace%20palace%22&lang=en&sf=date http://www.unmultimedia.org/photo/detail.jsp?id=554/554258&key=0&query=%22International%20Court%20of%20Justice%22&lang=en&sf=date
14	11	Sun	#UN membership of the North & South Vietnam was a contentious issue in '75. Read the member states' discussion here http://ow.ly/n1Uih	Each YUN volume includes full text report of the Secretary-General on the Work of the Organization http://ow.ly/n3p4B #YUN101	
15					
16	12	Mon	Test your knowledge of the 15 priority areas of the World Programme of Action for Youth http://ow.ly/n8BKs	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/n7RQY	
17	13	Tue	#DYK the discussion of the representation of China in the UN started in '50? http://ow.ly/n3wK5	71 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/n3sFQ	http://www.unmultimedia.org/photo/search.jsp?queryString=China&category=&dateFrom=1971-01-01&dateTo=1971-12-31&submit=Search
18	14	Wed	#Onthisday in 2006, the UN-brokered ceasefire btwn Israel & Hizbullah went into effect thru Security Council RES 1701 http://ow.ly/n3AVy		

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!