

# At-Large Technology TaskForce (TTF) Working Group



### TTF Background

Created as an outcome from the At-Large Improvements Project Milestone Report.

One of the items on the TTF's agenda is to assist with the development and the implementation of the At-Large social media outreach strategy





# Why have a At-Large Social Media Strategy?

• To enable At-Large Structures (ALSes) to easily disseminate information from ICANN At-Large to its members and the public in a timely manner.

The ALS 2010 Survey identified that:

- many ALSes use social media like Facebook, Twitter
- however most ALSes meet every 2-3 months
- given the pace of work (e.g 30 day public comment periods) means that an ALS representative has a difficult task to distribute information to its members or the public and get meaningful feedback.





# Why have a At-Large Social Media Strategy?

 Outreach to individual Internet users that could become members of At-Large.

Internet users that are interested in Internet related goverance issues (including ICANN policies related to domain names) do not know about ICANN or ICANN At-Large.



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# Why have a At-Large Social Media Strategy?

 Social Media Networks have many users who are sharing information with each other

#### As of March 2012:

- Facebook: 901 million users.
- Twitter: 140 million users.





#### Current At-Large use of social media

At-Large Facebook Page
 <a href="http://www.facebook.com/icann.atlarge">http://www.facebook.com/icann.atlarge</a>
 118 last year, now 1200

At-Large Twitter account

<a href="http://twitter.com/ICANN AtLarge">http://twitter.com/ICANN AtLarge</a>

O followers last year; 487 followers





### Draft At-Large Social Media Strategy

- Information sent to the ALAC\_announce mailing list (which all ALSes receive) to be posted to:
  - At-Large Facebook Page
  - @ICANN AtLarge Twitter account And
  - (possibly) LinkedIn
- ensure that the At-Large website redesign caters for the sharing of information over social media

#### Other considerations:

- disseminate information related to Internet Governance
- disseminate information in multiple languages
- facilitate participation (responding/engaging with persons that comment/ask questions)





The TTF discussed and came up with two proposals

- Using Posterous, a Content Management System (CMS) that has a feature to autopost content on Posterous to other CMS and social networks.
- Use IFTTT to autopost content sent on one network to other networks.

IFTTT allows one to create "recipes" that has "triggers" to carry out "actions" among various services or "channels". (<a href="http://ifttt.com/wtf">http://ifttt.com/wtf</a>)





The TTF chair and the At-Large Staff then investigated these approaches.

Re: the Posterous approach:

- Content posted to Posterous was garbled
- Autoposting only worked to Twitter and not to the Facebook page.
- Updates appeared on Posterous' site long after the post was submitted.

Posterous was deemed not suitable after testing.

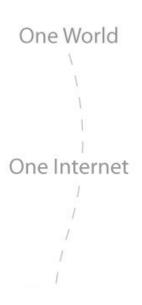




Re: using IFTTT:

- An issue that needed to be dealt was how the content sent to ALAC\_announce list could be linked on the web and therefore be shared.
- This was solved by using the At-Large wiki.
   The Confluence wiki software has a "blog" feature that allows a wiki space to display blog posts.
- Two Recipes in IFTTT were created; if blog post was posted to the At-Large wiki (the trigger), then post to Twitter and Facebook (the actions).

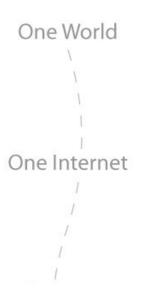
Testing was successful.





Other advantages of using the At-Large wiki and IFTTT:

- At-Large wiki is already used by ICANN At-Large.
- Easier for ICANN At-Large Staff and ICANN to control versus a third party hosting service.
- The Translate plugin on the At-Large wiki allows for machine translation of blog posts in other languages.
- Once At-Large website redesign is completed, the IFTTT recipes can be updated to use that content instead.







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At-Large Social Media wiki Space:

https://community.icann.org/display/alsocialmedia/



### Thank You! Questions?

