NATHALIE PEREGRINE: Good morning, good afternoon, and good evening everybody. This is the At Large Technology Taskforce call, on the 2nd of September 2013. On the call today we have Dev Anand Teelucksingh, Olivier Crepin-Leblond, Gordon Chillcott, Glenn McKnight, Chaitanya Dhareswar.

We have apologies from Juan Manuel Rojas and Heidi Ullrich. On staff, we have myself Nathalie Peregrine. I'd like to remind all participants to please state their names before speaking for transcription purposes. Thank you very much and over to you Dev.

DEV ANAND TEELUCKSINGH: Thank you Nathalie. This is Dev Anand Teelucksingh. Welcome everybody to the call. Before I continue, is there anybody that is on the call that was not mentioned in the roll call? Okay. I'm just noting that Glenn has joined the phone call. Welcome Glenn.

GLENN MCKNIGHT: Good morning.

DEV ANAND TEELUCKSINGH: So let's review our action items from the prior call. I invite you all to click on the link there. I think some of these links can be removed, but let's just go through them. Let's see. Action item reminded to go out to [all] members to look at the content of the ideas of improving the organization of content.

Not complete. I have to admit, the week went by so quickly. So I'll leave that there. Action item, TTF to have the call during the week of the second, well this is now and we can cross that out. Ongoing action items, well the two regarding the drafting of the social strategy document.

And while this is done, and again this is also on the agenda for further discussion. Action item, TTF and staff to create a central repository of video, pictures, captured by At Large members. Well, actually Glenn could answer this question.

I mean, I sent a link during the last call, Glenn where you able to test to upload any content?

GLENN MCKNIGHT: Yeah. I responded, it was not. Remember the stuff I have is quite large. It's raw material, and so it's shot in 1080p. No, I responded back to you that I was not able to… I tried but it, I was not able to upload anything.

DEV ANAND TEELUCKSINGH: Okay.

GLENN MCKNIGHT: We can try it again. Send me another link.

DEV ANAND TEELUCKSINGH: Sure. I'll find the link and set it over again, and we can work more, tweaking on this, and to test it out. Okay. That's partially implemented then.

GLENN MCKNIGHT: Let me just, if you can just bear with me for a second. I've been doing social media for an event in the United States. It tailors to 30,000 organizations that actually have a fascination with Halloween. Because we've been doing its charity Halloween for a number of years, and so I've always noticed lots, and lots, and lots of people with cameras.

We do paranormal tours, we do so many different things, but I'm only one picture taking a picture to… There are virtually 3,000 people at this conference, and I've always had a booth saying, "Come to me." Because I know if people go home, they will forget about their content, they'll delete the picture, it will get stored on the backup drive or their camera will get stolen.

So a lot of material is stolen, or lost, or misplaced. So why I'm so insistent on this is that everybody could be a documentarian. Everyone has the ability to share their information, but as the example I was giving on the haunted [mixer], we find almost nobody ends up…

They all love the idea, but the execution is so much work to get the people to either upload it, or share it even at the event. This is a challenge, Dev and everyone. I just want to emphasize, I've been talking about this for a long time.

Besides myself, I don't know how to convince people of the importance of their images and video to provide us so that they do not get lost.

DEV ANAND TEELUCKSINGH: Okay. All right, thanks Glenn. I didn't expect you to go through all of that during the action items with you, but I note the comments and you can probably, if we have additional time, we can talk about it under any other business. Thanks for that.

Okay. Action item to work with staff to set up the conferencing tool regarding Ready Talk. That's been complete so we can cross that one out. The ongoing, regarding TTF and evaluating tools and accessibility, that's ongoing.

I don't see Lance on the call, and I haven't seen anything on the list regarding his action items. Creating a template for structuring information, update the one pager, and adopting the web page template to one of the TTF workspace pages that are still… Well, I'll leave those open.

Ongoing, Dev to upload the content from the slides to separate Wiki pages for all to review and comment. That's referring to the, improving the organization of the At Large content Wiki page, which I will do as part of the first one, as a reminder to go out and review the ideas for improving the organization of content.

Okay. I think those are the key action items. I don't see anybody's hands raised or anything, and we've spent five minutes on this. I do want to note one more; well I should have mentioned it during the roll

call, added to something to the agenda under the any other business and that is I would like a review of machine translation tools for websites.

But I'll discuss more towards the end of the call. Okay. With that, I think we can move onto agenda item number three. The review of the criteria to evaluate web conferencing solutions. Well, particularly, what I have done, I've updated the comparison of web conferencing solutions. I invite everybody to open the link, which should be there but I'll post it in the chat anyhow.

Some of the changes I've made to this are as follows. I've added two new items. One, and it's at the bottom of the table, and that is global accessibility, the kind of service that can be used in all countries. The reason for that is like say for example, [?] services like for example, Google's Gmail is often cited as an example.

That is not allowed, it's not accessible in several countries. So this is a downside for persons, working teams, services that are powered by Google. So it's something to really note if there are any similar restrictions in any web conferencing solutions.

And the second criteria I added was, allows the management of the agenda during the call. And I guess this is something that I noted during the last past two reviews of the other web conferencing solutions. That there was a complete absence of any form of control of agenda.

So I guess I thought… I think this feature is important because working with At Large or At Large working groups, there is a need to actually have an agenda for us all to focus on, and well make sure that the

agenda is carried out. Now whether it has the timing of Lucid meetings or there is at least a space on the meeting room where the agenda is prominently displayed, that can be noted in all of the features or the lack thereof.

So those are the two criteria added. Any thoughts on those two? Sorry Glenn I see your hand is raised, go ahead.

GLENN MCKNIGHT: Glenn for the record. When you said accessibility, my brain did not go the same direction as yours. I was thinking W3 or WCG 2.0 in terms of disable accessibility, rather than global. I'm assuming you mean by global is your technology neutral, doesn't matter on the speed of internet access.

Can you clarify which of the two you are talking about?

DEV ANAND TEELUCKSINGH: Thanks Glenn. This is Dev Teelucksingh speaking. What I'm referring to is, with global accessibility is that, that for example… Another example, I use Google as an example, its use is restricted – its use of services is restricted in certain countries.   Another example is say Skype for example. Skype is blocked in several countries.

So, for example, I believe it was Maureen, who is from the Pacific Islands, isn't able to use Skype because it's blocked. I'm not sure what exactly are the circumstances behind the blocking, but whether it's a telecom thing or a government thing, but it's those types of things.

Accessibility has not been removed, it's still there. Accessibility is regarding the WGC and so forth as you have mentioned.

GLENN MCKNIGHT: Yeah. What you're talking about is whether by policy. In the Pacific Islands, that has nothing to do with technology, that's policy. That's government policy that doesn't allow Skype because you can transfer files without the firewall. That's why they ban it. They do have Skype, and people have it at their home, but it's not a technology issue.

Now I think the accessibility to the people with a form of whether it's sight, or hearing, or other types of accessibility issues, might be something that we may want to consider as another feature. And I think the problem with a lot of this technology is that it fails to comply with W3.

Just the simple, simple check with W3 checker, you'll see, most of this stuff fails. So I'm not sure if you want to add it as a separate item on this list.

DEV ANAND TEELUCKSINGH: Well, let's see. Does anybody have any thoughts about that?

GORDON CHILLCOTT: Dev this is Gordon.

DEV ANAND TEELUCKSINGH: Gordon go ahead.

GORDON CHILLCOTT: I'm not sure if this is what prompted Glenn's call, but there is more and more of a requirement for this here in Canada because certain government… In our standards being built for government websites, [? and provincial governments now, that require W3 compliance. I think it's happening the US as well.

So how many other parts in the world this is happening, I'm not sure but it wouldn't surprise me to see that this is fairly widespread. I think we have to. I think we have to put this in as a requirement.

DEV ANAND TEELUCKSINGH: Okay. Thanks Gordon. All right. I agree. That's the reason why this feature accessibility was included in it. Glenn?

GLENN MCKNIGHT: I don't want to beat this dead horse, but I'll send you my slide show I've done at UN conferences on disabled issues. And Ontario, as Gordon mentioned, the Ontario Disability Act very clear says that people have the right to unencumbered access and that also includes the internet.

And it's a human right.   And also under the ADA compliance, the American Disability Act, it's the same rules. There are massive lawsuits because of this and people become liable because you're alienating a percent of the population. But I'll put my slide show that I've done on accessibility issues into the chat room.

I don't want to make this a hobby horse, even though I'm an expert in this; I just bring it up because as soon as you use the word accessibility, my brain goes somewhere else.

DEV ANAND TEELUCKSINGH: Okay. Understood. Thanks Glenn. This is Dev. But that's the thing though. One of the things that we ask, and this is an ongoing action item, and perhaps – and that's referring to the accessibility of the tools already in use by At Large, the Wiki, the Adobe Connect, etcetera.

One of the things that's an ongoing action item is the review of the accessibility, and accessibility to differently abled persons so that they can – are not locked out of the… They're not locked out because of technology. They're not locked out because of the technology, they are unable to participate.

So Glenn, if this is indeed – what is it? Your pet concern as they say, perhaps you want to take the lead on this, on this action item?

GLENN MCKNIGHT: Yeah. Okay. I'll volunteer.

DEV ANAND TEELUCKSINGH: Thank you Glenn. Okay. And I'll note that for the action items then. Okay. Going back to the criteria to evaluate web conferencing solutions, if you notice I did cross out a few. In terms of, as we previously discussed, recording was taken out because it was in terms of

archive of content, from the conferencing available after the call, was covered that point.

We do streaming by… I'm recommending this be removed simply because we ought to have support of video conferencing. To me, the support for video conferencing slash use of webcams, covers the concept of video streaming by the host. So my recommendation is that we remove that criteria because it's already covered in the other one.

Also for… This is another one that I'm suggesting for removal, SMS and message meeting reminders. Well, okay. I guess… I know some conferencing solutions, what they can do, they can send SMS text message or something like that to persons that are registered with the service so that they get a SMS before the call.

Is this a true key feature? I mean, once something is added to our At Large calendar, I mean we can set it up to get notifications from our calendaring applications either via email, via mobile push notifications. So I'm not sure what SMS or message meeting reminders is a feature that is a feature that we should be focusing on. Thoughts? Comments? Gordon?

GORDON CHILLCOTT: Thanks Dev. Gordon Chillcott for the record. I don't believe it is, that SMS really is needed. Most people, hopefully, check their email fairly frequently and my own personal email has a habit of nagging, reminding me when mail comes in.

And I think for this one meeting I received so far three emails, I may be wrong about that because that is an average over the others. So we do get reminded of these things via email. I think the other messaging messages are probably not required.

DEV ANAND TEELUCKSINGH: Okay. All right. Thanks Gordon. Anybody else has any concerns? Okay. If there is nobody else disagreeing, I think I will formally remove the SMS and message meeting reminder from that list. The other thing is, what to just read again, was something regarding meeting scheduling. And I'm not 100% sure what that criteria was, what it means.

Oh I'm sorry, Olivier please go ahead.

OLIVIER CREPIN-LEBLOND: Thanks very much Dev. It's Olivier for the transcript. I'm sorry for being a bit late of putting my hand up, I was just really looking for the right button on the screen. With thoughts to this SMS thing, you know that it's possible, at no cost whatsoever, to have something like that done by Google Calendar.

And I'm fairly surprised that people are not making use of this free system, it's very simple. And not only that, you can link the calendar over to your… You can link the At Large calendar to your calendar, and then you receive SMS free of charge. And that's the only way I'm able to actually survive, because half an hour before things are supposed to happen…

And it's user settable so you can do it one hour before the call is supposed to happen, you get a little reminder by SMS and you're told about it.

DEV ANAND TEELUCKSINGH: Thanks Olivier. This is Dev. And indeed, yes, you can get notifications via email. And if you have it on your mobile phone, it could pop up under – you can set the time, like half hour before, 10 minutes before. I typically have two notifications.   One 40 minutes and then one 10 minutes.

So yeah. I see Glenn wants to say something. Go ahead Glenn.

GLENN MCKNIGHT: Yeah. Olivier thanks for that comment. I was going to actually almost duplicate what you were saying. I do hang outs with ISOC weekly, and I get busy doing something else and I forget. And if it wasn't for the SMS message reminder to me, and I have it say for, like you say, half hour, then 10 minutes, and then I can get ready.

Otherwise, my brain is somewhere else real quick, or I have to take business calls and stuff. So I think we need to be completely aware of the fact that we have to make these tools so that people use them. And so many times people say, "Ah, geez, I forgot. I was somewhere."

But you know what? If we can make it easy, simple, cheap, that's the goal.

DEV ANAND TEELUCKSINGH: Okay. Thanks Glenn. I want to say something but go ahead Olivier.

OLIVIER CREPIN-LEBLOND: Yes thanks very much Dev. It's Olivier. I think we're in valid agreement here, and I wonder would it be helpful if we drafted a document, or found a document and did just a cut and paste, to tell people how to use the Google calendar?

I must say, I didn't know how to use it for years until Gisella showed me how it worked. And for me, a brand new world opened up. So I wonder, maybe most of our members don't really know about this. I mean, would it be worth doing a conference call on it? Would it be worth doing a session during an ICANN meeting on it, to show people how to use it?

And get everyone in the ALAC, for example, in the RALOs to use it? It might be worth looking at that. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks Olivier. This is Dev speaking. Well actually this is one of the things that we've documented in the workspace.   On the workspace, on the calendar, there is a method by which… Well, we talked about how to join the calendar and so forth.

One of the things that I found lacking is that I do think that you probably need… I do think we need to promote this and educate users more about the calendar features, and how you can sign up for notifications. I think though, we do need to do some sort of like, well, some sort of short video clip, showing the screen as we walk through it.

So rather than just trying to do dry text. The other thing, of course, is that not everybody uses Google Calendar, well uses Google services, so uses Google Calendar. In fact, I see some people migrating away from Google all together due to the NSA revelations so to speak. So we have to incorporate other tools such as Outlook and so forth.

I think we can add that as an action item, if no one disagrees. Glenn? You have your hand raised.

GLENN MCKNIGHT: Sorry Olivier, you're really getting me thinking today. Every time you say something I immediately say, "Well, why don't we do a short little presentation." Capture how to steps. And don't limit it to just Google Calendar, we can do a one minute on any tool. Why not?

It's a very simple process. I just provided the link. We can do a simple Skype, one on one, and walk through and capture the information. Like this one, how do you use your Google Calendar effectively. But I think Olivier is on to something here. We need some simple, instructional stuff.

But importantly, it's not just one little seminar, it's stuff that's there all of the time that people can actually use and access, and provide it to every new person that comes on or if somebody gets rusty. Here is the info, rather than just a webinar or sucking up time, but if we can just do it effectively and right the first time, it makes a lot of sense to me.

It's very productive.

DEV ANAND TEELUCKSINGH: Okay. All right, thank you. Olivier, please go ahead.

OLIVIER CREPIN-LEBLOND: Thanks Dev. Quick question. it's Olivier speaking. How do you put a green tick to this?

DEV ANAND TEELUCKSINGH: Good question. I think you did by verbally doing this. I don't think there is a way to do it. I do recall before, but right now I can't remember. I think actually, let me see, actually yes you can do it. If you go to the attendees under present, I'm seeing two icons there.

At least as a presenter I am. Are you all seeing that?

GLENN MCKNIGHT: Two icons?

DEV ANAND TEELUCKSINGH: Yeah. No?

GLENN MCKNIGHT: Sorry, I don't follow you. What are you telling us to do?

DEV ANAND TEELUCKSINGH: Under attendees, we are diverging from the topic, but under attendees, under the list of persons that are present in the call, is there no icon there at all?

GLENN MCKNIGHT: I don't know. What icon are you talking about?

DEV ANAND TEELUCKSINGH: Okay. As the manager, I don't have those icons. But I was under the impression that there was an icon that would allow you to do a green tick or anything of that sort.

GLENN MCKNIGHT: I do not see anything. I just see my name, I don't have… I actually have to put my [picture] but….

DEV ANAND TEELUCKSINGH: All right. Well Olivier there is no way to do it right now. But I think if you do agree with it, so okay. So let's capture that action item then, we're going to try to document and include information about keep track of At Large meetings, so using Google Calendar, Outlook, other platforms, and how to subscribe to notifications. Okay.

Well, we spent now 19 minutes on this and it's scheduled for 15 minutes. Let's see. Anybody have any quick comments on the review of criteria? There is one thing that I wanted to read and that was meeting scheduling.

Glenn, I think you were the one who put this criteria in. Can you say what exactly do you mean by meeting scheduling?

GLENN MCKNIGHT: You know what? I'm sorry. I put it in because when I looked at different tools and the features of different tools, they had that as an item, and I'm sorry I don't speak for those companies, but they had it in as one of the features.

And to be honest, I'm not sure what they mean by that.

DEV ANAND TEELUCKSINGH: Okay. All right. If you don't know what it is then I will then remove it. This is Dev speaking. I think when to a conclusion, well out of respect more than the allocated time for this call, but I think we're getting close to locking down this final feature set and then we can start populating the tables properly.

I will just post it again to the list, saying please review and make your comments so by the time for the next evaluation of the conferencing solution, this will all be finalized and we can take the review of the criteria off of the agenda. Okay. Let's move ahead to the next agenda item, three point one.

This is the review of the Ready Talk conferencing solution. I put a Wiki link to what I've posted to the… Where I've tried to sum up all of the notes from that meeting. Well, I could go through it… All right. Briefly I will just go through it since I have five minutes allocated.

Some of the notes that I noted from the meeting was that, Ready Talk requires persons to confirm attendance. And then your unique URL is sent to that person, there is no room as such. There is no common URL to join a meeting. The Ready Talk attendees are in two rooms,

presenters who acts as the admin hosts, organizers, or facilitators, as Lucid calls it, for the meeting, and then as a regular attendee.

The interface for the regular tools are very different. Ready Talk supports video conferencing so persons on the call can use web cams to see each other, and this was done. I noted some of the problems. For example, for myself, because I was using Google Chrome, I couldn't run the webcam, I had to switch to Firefox.

Bill Tannis had a lot of difficulty connecting his web cam. He was running Fedora [?], and when he was trying to run the Java plugins, he had trouble running that and couldn't really participate as a presenter. I found a link to the Ready Talk system requirements, which claims that there is an iPad application for Ready Talk, although we obviously did not have that.

Again, summarize the proper attendees, the response, that you could only… The attendees do not see a list of names of the participants on the call; the group chat is public only. The attendees don't see a speakers queue when they raise their hands, and there is no agenda view unless it's part of the presentation.

As a presenter, there is a much busier interface. Presenters can see a list of participants, the ability to see the speakers queue; they can minimize and top windows to customize their view. For presenters, the presenters can send messages to specific persons, or to presenters only. Although if you send a private message to a specific attendee, the attendee can't respond privately.

So just noted that. There is a way to flag text from the chat as questions, and so they can basically run a queue of questions and group the questions after a presentation. And then there is an answer style when the questions are moved after you flagged them as answered.

There is an audio window, but it wasn't tested since we weren't using the Ready Talk's audio bridge, phone bridge. Presentations, presenters can also load presentation files and image files, load PDFs, load those documents are supported. Presenters have access to allocation tools to highlight or draw on the slide, and we can jump to any slide during the call.

The slides can have a pool, where a single question can be asked, and this can be saved as a CSA file afterwards. Slides can also have video, which the video playback was good. And presenters can share their screens, and can grant remote control to an attendee. I think this question came up, is there a single recording showing the markups during a call and so forth?

And the answer is no. And Nathalie can probably confirm that, but when Nathalie ended the session, it did not present an archive as such, other than the chat. Anything on this summary? Okay.

Well it's up on the Wiki so anybody else can add anything to this. So, if nobody has any comments on this topic then we can move on to the next agenda item. The next steps… Well the next web conferencing solution to then review. I think Glenn suggested Go Meeting Now dot com, so we'll probably do the same thing.

We'll organize a separate call for this, possibly next week. Most likely next week on Monday. You'll see the notice go out later on this week, and that agenda item for this call, that myself to work with staff to organize the account for trying out Go Meeting Now. I should note that the Go Meet Now, the free version, or the trial version, only works for 20 minutes.

So, this might be a challenge. But we'll see what happens. Okay. And again, I do want to have these trials as a separate call because I don't think you can really, truly do the regular TTF route and try to figure out how a particular web conferencing tool works. So it would have to be a separate call. So, anybody have any comments?

Okay. Like I said, we'll try it out with Go Meeting now. If that limitation proves too much of a burden, we'll put another conference tool in place. All right. Anybody else has anything? Okay. Let's move ahead to the next agenda item. The At Large social media strategy.

I don't think there have been very many updates from the previous call, but again, there is more of a summary of what's been taking place now that there is a wide body of posts that has been posted on the At Large social media post Wiki. This information has now been… How to post it to the At Large community page on Facebook, and to the At Large Twitter account.

I do have one update actually, regarding the strategy itself. One of the ideas was to also use LinkedIn. I've spoken to Evan Leibovitch who is the person that created the At Large group way back when. And the only thing is that you will need a LinkedIn account to actually join that

group and to also become an admin where such information can be posted.

So I'm seeing a question for social media link. Okay. Who is that from? Okay. So regarding the LinkedIn, the downside is that I'm not a person on LinkedIn, so the challenge would be… The challenge with LinkedIn, as far as I understand it, will be that it has to be under a person's name. There is no way to create… How should I put it?

A community or business account so to speak and from that post to LinkedIn. It would be have to be from somebody's account. It would be very personalized, any such announcements that is posted to the social media page. From the technology standpoint it can be done though.

So do you think it's worthwhile to have someone join LinkedIn? Having to provide all of that profile information, education, work history, experience, etcetera?   And then for that person to then join the LinkedIn At Large group and then from their post, join that group just to post from the Wiki?

I hope I'm making myself clear. First of all, let me ask a question. How many people are on LinkedIn? I'm a person who is not. And then I wonder whether I'm on the call or not. Okay. I see Gordon is on it, Glenn is on it. Gordon with a caveat that he hardly uses it. Glenn has one. He has one business and one personal.

Well, Gordon or Glenn, have I described the situation accurately? In that it has to be a person's name in order to post something to a group?

GLENN MCKNIGHT: I have my consulting business, Global Catalyst, as a LinkedIn account, and I have my name, as I have two accounts that I have with LinkedIn. And to be honest with you, it's a pain. I get all kinds of recommendations from friends which mean nothing. And I'm not that anal. [Plaxel] is another one as well.

At the end of the day, I really don't care about somebody looking to be endorsed for business in New Delhi or Seattle, I don't do business there. So I find that what is important is the inner circle of people that do good work and people can vouch for them. I think it's an interesting concept, but I actually…

I can tell you a quick story on LinkedIn. I thought LinkedIn would be a good idea because of the massive contacts to have for Nom Com. And so I suggested, and we went through the whole process of a professional account. And what it is, is they provide access to their deep HR database so to provide names, suggestions, people that are qualified for the Board for Nom Com.

But we never really got anywhere with the Nom Com people to see if there would be an actual budget to do this. But I did get their proposal. So there was some very interesting stuff that LinkedIn is doing, but from a personal point of view, I don't see doing.

DEV ANAND TEELUCKSINGH: Okay. Thanks Glenn. This is Dev. Okay. And Gordon says, "Ditto." So let me ask you this then, is there a way we can create an ICANN At Large community LinkedIn account so to speak? That could be administered by the ICANN At Large staff, and then from that…

Well, you call it a business account, I'll use your terminology, can that then business account then be used to join the group and from there, post to the group LinkedIn list or whatever it is?

GLENN MCKNIGHT: No. My opinion is we should have a good quality Facebook page with events, and that's superseding LinkedIn as far as I'm concerned. And you can put short little video clips, slide shows. You can put pictures there. LinkedIn is a fairly flat platform.

I think Facebook or peer-to-peer works a lot better for most people, and I think a lot more people have a Facebook account then LinkedIn.

DEV ANAND TEELUCKSINGH: Okay. Noted. Let's see, anybody else wants to join in on this? All right. Fair enough. Well, if the account is there, do it. So that's one thing. The technology is also there to post to a Google Plus account, Google Plus page I should say, sorry. Again, if we wanted to create an At Large community page on Google Plus, we can then, again, cross-post content from the Wiki going on to all of the social platforms.

I would suggest going back to the social media strategy workspace. Any further thoughts or comments on this? I'll just post a link there. Again, what the strategy was that I would be that, I would have a curation working group that could curate or edit content for the dissemination of social media, and the goals of such a group to raise awareness of ICANN At Large activities to At Large members not fully involved in At Large activities.

Promoting awareness of ICANN At Large outside the At Large community. And persons that care about the interests of individual internet users and ICANN policy discussions who then join their At Large community and to create content that is accessible and easily understood by the wider public.

And the challenge would be, of course, how would this working group be formed? Would it be just…? It would be comprised of members of TTF and At Large and could at a minimum, I was suggesting, the secretariats. And also, one of the objectives of the…

At the last call, it was suggested that should be more for the TTF to do, would be, as part of the work items, would be to update the templates that is currently used by At Large staff when posting to ALAC announce. So we have to be [?] the ALAC vote announcements, the ALAC vote results, ICANN's news alerts, the meeting notices, and so on.

And then we update the templates in order to fulfill those three goals that I mentioned before; making it easier to understand, using the acronym helper to simplify terms used – to simplify the jargon used in our ICANN At Large activities. And the second challenger here is that, okay, with those new templates, the staff handled so that the curation working group could then redraft text that is typically published on the ALAC announce. And the challenge that I have noted is that it will also then take more time for staff to handle with the curation working group will then do, or should it just be staff is only doing this?

So anybody have any input, thoughts, or comments? Questions? Ideas?

GLENN MCKNIGHT: Dev, I've put my hand up.

DEV ANAND TEELUCKSINGH: Oh, I'm sorry Glenn. I was just looking at… Sorry, go ahead.

GLENN MCKNIGHT: Okay.   I went to the Facebook site and I'm sorry, that's not what I expected to see. We have a real plethora of written text. This is insane. This is not what I expect in a social media campaign, to have just text to read. We need short little videos, and audio clips, and images. This is boring stuff.

                          I cannot see, unless the inside community going there, if we want to reach out to the wider community, this is not going to do it. Like I'm looking at this site, the At Large ICANN site on Facebook and it's awful. I'll even give you an example; with IEEE we have a subsection on mechanical engineering on best practices.   And I can share it with everyone.

                          It's just phenomenal.   It has huge, huge, following.   We've got to redesign this page. It's just awful.

DEV ANAND TEELUCKSINGH: Okay. Thanks Glenn. This is Dev. I've also been made admin for this page, so I can try to make adjustments to the design of it. So if you can post a link for that full review, and we can get some better ideas of what is possible, and what should be updated. Of course, I can then make the updates myself. Olivier, I see your hand raised, go ahead.

OLIVIER CREPIN-LEBLOND: Thanks very much Dev. It's Olivier Crepin-Leblond speaking. Just to ask. I know very little about that page or how it works. Is this machine updated? Or is this updated by an actual human?

DEV ANAND TEELUCKSINGH: Okay. Thanks Olivier. What happens is that the post from the… There is a link there called the At Large Social Media Post, all right? What's happening right now is that At Large staff goes in and updates the blog post, which is something similar to editing a Wiki page. Once it is posted, within the hour, it is then reposted to the Twitter account and to the community account, the At Large community page on Facebook. So it is [?].

The content is being added right now by At Large staff. I'm also an admin on that space, or a registered user. I can also make posts directly. And with the passcode, I went through two posts which I've edited, and try to provide a simpler information template, with simple information and there is a link there to the acronym help and so forth.

Okay. It's a bit of both. So Carlton is being added to this Wiki by the social media post space, by the staff, and that is auto posted to Twitter and Facebook, and can be to other networks if needed be. Does that answer your question?

OLIVIER CREPIN-LEBLOND: Yes. Thanks Dev. It's Olivier speaking. Thank you. It's [?]

GLENN MCKNIGHT: Hi. It's Glenn again. Facebook is the number one site in the world for sharing pictures, not Flicker, Facebook. I see the photo section in this page, there is four, five pictures, they are all ICANN images, which is just the logo.

It's dreadful. We need to encourage our people if they're not going to use LinkedIn to join this, share their pictures on the Facebook site, maybe get some – a prize, give them a hat, give them a t-shirt. I don't know what it is, but we've got to kick their butts to get the stuff off of their cameras and get it somewhere to share it.

I remember, sorry guys I have to say this, when I videoed the special gala on the Monday night in Durban, everybody asked me, "Can I have my picture?" I said, "I was doing video." There was four ICANN staff there. The fact that they couldn't get their picture blew me away. I could not do both. I was focused on getting everyone's speech, which is interesting.

Those videos were shared with the community immediately, but I think it's… If ICANN is paying staff to take photos, and if you go to the Flicker site that ICANN has, it's dreadful. Very, very few pictures. So I don't know. We've got a problem, you know? Here is an example, maybe we should prompt staff, go back, get the pictures up that they did, or even selective ones, even two or three per event, up on the photo section.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. I can say that we could probably try to look at adding the photos ourselves; again, I've been made admin to the account so that I can now make changes to this admin page, to this ICANN At Large

community page. We're spending more time on this. Okay. Glenn? If you can find a link for…

I see you posted a link for engineering for change and so forth, so I'll take a look at this, and I'll start looking to update, as you say, to make it more visually more palatable. Olivier, coming back to you very quickly, even though we're spending more time on this. You said that you didn't – I do sense that you didn't like what you saw; could you also clarify also what you meant? What it is that you didn't like?

OLIVIER CREPIN-LEBLOND: Thanks very much Dev. Olivier speaking. I'm just also staggered that we don't have any pictures. I mean, we're in audio/visual mode. It's nice to have the seed which comes from whatever else it is with all of the ICANN news and stuff, but we now have a plethora of choices to get the same feed, whether we're on the main ICANN website, whether we're on My ICANN dot org, or a dozen different mailing lists which does the same thing.

And most of them, I'm afraid, end up with a delete key being hit quite quickly because there is nothing that could possibly be fun or interesting to watch. And I'm the chair of this darn thing, so I'd like to see what our members think. And I'm very concerned that they would also press the delete key pretty fast. We need to make this exciting, and certainly audio visual content makes things a lot more exciting.

The whole worth of social media is the social part of it. At the moment, we just have a notice board where it's a one way thing, and it would be good to have a community built around this. Thank you.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. Thanks Olivier. Let me ask a question then. Do you think that other persons could be made admins to post content onto this? This would then be the challenge, right? I think the curation working group…. We are going to run out of time here.

OLIVIER CREPIN-LEBLOND: It's Olivier speaking. I think it's very bizarre that… I don't know what ICANN At Large community is. Is that an account? An user account? I would have thought a group, ICANN At Large community group, would be the way forward and people to be able to post onto that group. You want all members to be able to post on this site.

I'm surprised that this is a person.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. How should I put it? Historically, what was happening was that the updates to the Facebook page, in fact it was going to the ICANN At Large staff account, and not really going to the community page at all. I've only been made admin within the past two weeks here, so I will go through this and see what exactly are the capabilities here.

Whether persons who are already members of the page can post and so forth. So I think I'll also have this on the agenda for the next TTF call. Glenn your hand is up, go ahead.

GLENN MCKNIGHT: Okay. So if you go back to that site, the ICANN At Large community Facebook site, you'll see, I just posted a Flicker of 44 pictures from the DNS and Women Breakfast. Okay, now there was paid ICANN staffers in there taking photos of the same event, he got there about an hour late but I got video as well as photos.

But there is a complete collection of photos, and people love to get a copy of their picture. The reason why it's important to provide it without watermark is that they can get their picture for free. Let's see where I was. I go back to my home, or my wherever, if I'm a GAC member, I've got to tell my boss that my time is well spent.

Here is an example. But I just posted it, for a second I thought I was being barred from posting, but I got it in. So there is an example. If you can do it as a Flicker collection, or an [?] video collection, it works quite well. People have to just post.

Now, I wouldn't restrict who can post. I think that the people who will post will be legitimate; they're going to be legitimate photos or video. As an administer, you can always delete them.

DEV ANAND TEELUCKSINGH: Okay. Got you. Thanks Glenn. This is Dev. First things first, we are going to run over time here. [?] … hopefully under 10 minutes to just tidy up this topic. You said you posted something to the At Large community page, or to the Lucid meetings page? Are you saying it worked or did not work?

GLENN MCKNIGHT: It worked. It took forever, but it finally worked. If you go to the ICANN At Large community page, you'll see my collection of photos for DNS and Women. It's there now.

DEV ANAND TEELUCKSINGH: It's there now. Okay. Because I'm not seeing it.

GLENN MCKNIGHT: I see it on mine. Can we share our stream in Lucid meeting?

DEV ANAND TEELUCKSINGH: Yes you can. I tell you what, anybody who is logged into the Facebook page, are they seeing Glenn's post?   Because that was what I was coming back to, I don't think it's open to the public as such. It's really only certain admins can post, and that was only the staff admin account, on the Facebook page. Because I'm not seeing it.

Glenn, I guess you can share it, but I don't want to do that right this second since we're running out of time. In any case, I take your suggestions of what Glenn and Olivier are saying, we need to add more visual content to the site. I'll spend some time to look at the page and in terms of how the admin of this page works. And in terms of also… I created a sort of At Large community social account on Gmail, and from that we can then sign up for all the other different services like Flicker and so forth.

So for example, we can now use that to sign up for the Flicker, if you want to use that for the photos, which I suspect we want to because we

want to make it publically accessible, not just locked under Facebook. So we can do all of those things. Okay.

I'll add some of the audio/visual content to the Facebook account. But again, it comes back down to the strategy in terms of this curation working group, actually being empowered to post pictures and so on and so forth.

I mean, do look at this as the social strategy workspace and see whether this concept of the curation working group will also enable persons to post their pictures and so forth. All right. Let me quickly move on to the fifth agenda item. Okay. Improving the organization of At Large content. I want to make this a feature on the next call which will be in two weeks' time, because with our evaluation of web conferencing solutions this has been pushed back on the back burner, and I want to have this admittedly tricky topic, some work done on it.

So that's one. Second thing, evaluation of machine translation website two. There is a question from At Large staff that it was noticed that the ccNSO, I believe, has a web translation tool powered by Microsoft. I should have put the link to this. Let me see if I can find the link. Hold on. If you go to the ccNSO dot ICANN dot org, there is a website translation tool, it's on the upper left, where you can translate the entire page to whatever – from a dropdown list, you can pick a language and then click on translate and then translate the website.

So the question is, which is better? Would using this be a suitable tool versus the Google Translation tool? Google has a similar web page

translation tool where a similar box where you can just select from the language what you want to translate to, and you click on translate.

So this is probably one of the things we could probably test which tool would work better or which would be more suitable, because this could be then implemented for… Well, this could be included on the ICANN's At Large website.

I do note that we probably don't have, I could be wrong; I don't think we may have the necessary language skills in terms of persons being able to speak more than one language, that has been involved in the TTF efforts so far. So that might be a challenge. So anyway.

I know we are running out of time here. So this is probably one of the things we want to add to our agenda, on our to do action items list to evaluate the website translation tools. Any thoughts, comments, or ideas for approaches on this topic?

Okay. All right, I'm not seeing anybody raising their hands on this. Okay. Anybody else want to raise any other issues, comments, questions, concerns? Now is the time to do it since we have four more minutes.

All right. Okay. I'm not seeing anybody raising their hands over here, so I would like to thank everybody who made the call. A lot of useful information, and look out for the call next week, Monday, for the testing of our web conferencing – another web conferencing solution. And we'll have our next TTF call on the 16th of September. Okay?

Glenn says, [?] but not time. Well, Glenn, I could say post it on the list too. Okay? Thanks everyone. This call is now adjourned.

[Various people saying thank you and goodbye.]

[END OF TRANSCRIPT]