

VERSION FINAL

12/10/2021



# AT-LARGE SOCIAL MEDIA STRATEGY

AT-LARGE WEEK // ICANN 72 AGM

PRESENTED BY: AT-LARGE SOCIAL MEDIA WORKING GROUP (SMWG)

## Scope

The At-Large Social Media (SM) Strategy for At-Large ICANN 72 Pre-Week and ICANN|72 Annual General Meeting (AGM) meetings are designed to help us tell the story of the At-Large organization and improve end-user engagement with the ICANN community and the general public.

The At-Large ICANN|72 Pre-Week meeting is scheduled for 18-22 October 2021. The ICANN|72 AGM is scheduled for 25 to 28 October 2021.

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## PLAN OVERVIEW

	Name
Name of Campaign:	ICANN 72 SM
Campaign Manager:	Denise Hochbaum (SMWG Co-Chair) & Eduardo Díaz (SMWG Co-Chair)
Staff Support:	Evin Erdoğan
Other Support:	SMWG members and additional volunteers as available

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## OBJECTIVE

To raise awareness of and/or engage with the ICANN At-Large community whose work affects the future of the global Domain Name System (DNS) before and during the ICANN72|AGM.

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## GOALS

- Capture interests, prompt audience to click the links and participate in the meeting
- Help audience understand how to engage in the discussions

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## TARGET AUDIENCE

### PRIMARY: EXTERNAL FACING

- New, and potential At-Large Structures (ALSs) and Individual members (IMs)
  - **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

### SECONDARY: INTERNAL FACING

- Community members and leaders
  - Inactive ALSs and IMs

- Other SOs and ACs
- Staff & Board members
- ICANN groups, structures & departments
- Organizations associated with ICANN
- Influencers of Internet policy issues

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## MESSAGE SUMMARY

Actively participate in the At-Large ICANN 72 Pre-Week and ICANN|72 Annual General Meeting (AGM). Explain to external facing audiences why they should care about ICANN and the DNS. Interweave all messages with the needs, wants and interests of the end-users. Explain to internal facing audiences what At-Large is and why it is important to take it in consideration when developing global DNS related policies.

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## CALL TO ACTION

- Prompt audiences when meeting sessions are coming-up to encourage participation
- Inspire participation in the meetings by providing a brief description of each
- Solicit to click links for more information and further engagement

## DESIRED OUTCOMES

Increase participation, discussion, and further engagements.

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## APPROACH: TEN STEPS TO SUCCESS

1. Announce each meeting 10 minutes before it starts to arouse curiosity and remind members. Use a hook (clever expression) to encourage participation
2. Use email, twitter, and Facebook to post announcement in #1 with appropriate set of hashtags, brief description of the meeting, zoom link, Livestream link (if available) and an action call to participate and share with their own Social Media (SM) channels.
3. After each meeting ends, use email, twitter, and Facebook to post a brief summary of the meeting with appropriate set of hashtags, links to the meeting recording and an action call to share with their own SM channels. Use screen capture of the session and post picture of session and observations
4. Assign SMWG members, RALO members, ALAC, staff and others; one per meeting, to perform 1, 2 and 3.
5. Use scheduling software (e.g., Buffer, Hootsuite, etc.) to pre-program 1 and 2 as much as possible to automate
6. Identify which meetings could be live streamed and announced in 1.
7. Create and use a SM Tool kit to be disseminated among At-Large. This tool kit is to be used by At-Large members to disperse their own At-Large related free-will messages through their own SM channels.
8. Create and use Facebook frames and Zoom backgrounds for At-Large ICANN 72 Pre-Week and ICANN72 AGM.
9. Use and track metrics for the SM channels identified for this campaign.
10. Provide summary report on results

## PROJECT PLAN

Task	Role	Milestones
Identify meetings for Livestream	Supports approach 6	11 Oct
Identify SM channels	Support approach 8	14 Oct
Distribute Facebook, Twitter frames and Zoom backgrounds	Supports approach 8	14 Oct
Create SM Tool Kit	Supports approach 7	14 Oct
Create instruction guide for resources	Supports approach 1 thru 4	14 Oct
Checkpoint meeting with SMWG members	Synchronize work	12 Oct
Create hashtag lists	Supports approach 1 thru 4	13 Oct
Assign resources to meeting sessions	Supports approach 4	13 Oct
Create message templates	Simplify approach 1 &2	14 Oct
Pre-program Email, FB and Twitter posts	Supports approach 5	15 Oct
Campaign goes live	Execution starts	16 Oct
Take first set of metrics	Supports approach 9	22 Oct
Campaign ends	Execution stops	29 Oct
Take second set of metrics	Supports approach 9	29 Oct
SMWG final report	Wraps-up SMWG efforts for ICANN 72	03 Dec

## METRICS AND EXPECTATIONS

Use Facebook page insights and Twitter analytics to measure the following elements:

- **Facebook:** New followers, Page likes, Post Reach & Total Reach, Engagement Rate (i.e., (likes + comments + shares)/# of fans), Fans' Countries & Languages
- **Twitter:** Number of Retweets, New Followers, Tweet Reach & Total Reach, Engagement Rate (i.e., (likes + mentions + retweets)/# of followers), Followers' Countries & Languages

Measure Facebook and Twitter elements at the end of each of the two-week campaigns. First measurement should be on 22 October 2021 and the second on 29 October 2021.

We expect significant traffic on the SM channels that will be used in this campaign. However, due to the lack of previous metrics it will be difficult to compare its real effectiveness on this occasion. Therefore, the metrics obtained will serve as a baseline for future events.

## DOCUMENT TRANSMITTAL

Ver	Transmittal	Date 1
1.0	Initial document	04 Oct
2.0	SMWG comments	07 Oct
3.0	SMWG Final	12 Oct

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