Hello everyone,

We've been running silent for a time but with ICANN62 approaching shortly, I want to remind everyone that this is the best time to charge up our social media (SoMe) efforts. To that end I've a number of things that I'd like everyone (staff included) to consider and adopt.

1. I'm @johnlaprise on Twitter. Shout out to each other and follow each other. On twitter there is strength in numbers (of followers)
2. Warn your followers with a head's up message that you will be posting about Internet policy more than usual during ICANN61.
3. Glance at your account analytics (Twitter)
4. On FB consider unfollowing all non-people. From personal experience (this week) it really cleans up my feed and makes it more personal.
5. #ICANN61 is the hashtag. Use it. I'm personally not a fan of subordinate hashtags for particular sessions as it clutters the feed. On the other hand use thematic hashtags such as #GDPR or #privacy as warranted.
6. Tweet in your native language first and English second if possible. We're a global community so let's talk to everyone.
7. Engage with other SoMe users and conduct conversations with them but remember, keep it civil
8. Adopt and become familiar with tweetdeck, twitters console for advanced users. This is absolutely essential for monitoring multiple, custom threads.
9. Use/subscribe to lists to monitor groups of handles. To give everyone a head start, here are two of my own that I monitor on tweetdeck: @JohnLaprise/Netgov-Organizations @JohnLaprise/Netgov-Individuals
10. Adopt the free version of a SoMe aggregator like buffer or Hootsuite which allows you to schedule and coordinate postings from multiple SoMe accounts. I use it for FB, Twitter, and LinkedIn. Schedule posts in the morning and let the app send them out throughout the day.
11. Use Reddit to keep track of trending stories
12. Use rightrelevance to identify key SoMe voices in the topic areas of interest.
13. Usually someone tracks top SoMe contributors at ICANN. Pay attention to who they are. Meet them in person if possible and engage with them online.
14. When composing tweets (and especially live tweeting) remember to try and include the following
    a. Smart
    b. Funny
    c. Insightful
    d. Picture
    e. Link
    This can be very difficult especially when you're live tweeting but the more of these checkboxes you check off, the stickier your post and the more likely it is to be shared.
15. DO NOT ENGAGE WITH TROLLS. I can't say it more clearly.
    a. My policy is to mute (I don't block…free speech supporter) and if offensive, report to Twitter for Terms of Service violation. In my experience, they're pretty good.
    b. I also maintain a public list for trolls and place the offending tweeter on it. (my choice there)

16. If you see spam/ads on the #ICANN61 as we will as the hashtag trends, mute and report the tweet as being spam. Twitter will deal with them and it helps keep the feed clear for meaningful content.

That's all I can think of for now. I encourage all of you to go through the lists and adopt/utilize what you can. If you have helpful tips/tricks, please share them to this thread.

At ICANN61 I'd like to convene an informal meeting of WG members who are attending. Details TBA.

Staff: please also go through and adopt/utilize as appropriate. This is a rough take but after you look it over for editing/formatting, let's make it available on the wiki if there are no objections.

Going forward, I'd really like to see a core of SoME leaders in each RALO, supporting the messaging by region. Let me know if you're interested or have ideas.

Best regards,

John Laprise
SoMe WG Chair
NARALO ALAC Representative