

# SOCIAL MEDIA WG FINAL REPORT ACTIVITIES

LILIAN IVETTE DE LUQUE BRUGES  
REGIONAL CHAIR  
LACRALO

ICANN|70  
VIRTUAL COMMUNITY FORUM

Abril - 2021

# Presentation

## Introduction to regional leadership

Due to the change in the leadership rule of the At-Large Social Media Working Group, which is done by the regional rotation system, the presidency of the Social Media Working Group is assumed by the regional vice president corresponding to the region of the meeting in this case ICANN 70 - Latin America and the Caribbean.



Lilian Ivette De Luque Bruges

Regional Chair SMWG

LACRALO Member, ALS AGEia Colombia Representative

Former Chair LACRALO Communications Working Group

Vice Chair Re-elected Communications Working Group. Universal Acceptance Steering Group

Fellow Global Indigenous Ambassador Program ICANN 61

Fellow ICANN63 – ICANN 65

### Social Media WG Regional Vice Chairs:

**AFRALO** Bukola Oronti

**APRALO** Shreedeeep Rayamajhi

**EURALO** Natalia Filina

**LACRALO** Lilian Ivette De Luque Bruges

**NARALO** John Laprise

Once the appointment as Chair of the WG for the ICANN 70 meeting was notified, a call was convened with the members of the WG, to begin planning the activities of At Large for ICANN 70 in terms of social media, managing to design the following strategy:

We decided to prioritize work with the Subcommittee outreach and engagement, At Large Capacity Building Working Group, ICANN fellows, Next Gen and the RALO's, especially LACRALO for being the host region and with the entire At Large community to reach more people and invite them to join and participate not only in the activities of the WG, but also in the sessions scheduled by At Large for ICANN 70.

In this first call we elaborate the strategy and divide it into three phases Activities prior to ICANN 70, during ICANN 70 and after ICANN 70.

A [google document](#) with the proposed activities is prepared and published for comments by group members.



### PRE ACTIVITIES ICANN70

1. Open for comments the SMWG draft of activities
2. Collaborative work between SMWG – CBWG – O&E SC – RALOS – Fellows – Next Gen
3. To create hashtags in EN & ES for social media
4. To create Facebook frames for ICANN70 and the 5 RALOs
5. In the next SMWG Call, activities will be approved and begin implementation
6. SMWG to make 2 promotional videos for ICANN70 (30 sec to 1 min): First with members of the LAC community in EN, ES, FR & PT with an invitation to join ICANN70, and second with At-Large Leadership, including LAC Board members.
7. Staff support:
  - to update At-Large website and wiki workspace with ICANN70 sessions
  - to send email to all ALSes regarding SMWG activities
  - to request Comms template for ICANN70 ALAC/At-Large Talking Points
  - to create graphics for ICANN70 Twitter & Facebook competitions
8. At Large Social Media Webinar with the At-Large Capacity Building Working Group  
 “Best practices in social media”  
 date to be confirmed: february 8 2021 for 90 minutes  
 Speakers: Alexandra Dans – Lilian De Luque
9. Second At Large prep webinar: At Large Social Media Webinar. Date March 16 for 90 minutes  
 Speakers: Natalia Filina – Shreedeeep Ravamaithi – Jonathan Zuck and Lilian Ivette De Luque

### DURING ICANN70

- ✓ SMWG members and At Large community to participate in and promote the ICANN70 SMWG Twitter and Facebook competitions, take selfies and use the hashtag #ALAC70
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- ✓ SMWG members to engage with ICANN70 Fellows and NextGen, promoting engagement at At-Large sessions
- ✓ During the ICANN70 meeting, constantly monitor the activity on our social media, use of hashtag, publications
- ✓ During last session At-Large of ICANN70, announce the winners of the Twitter and Facebook competition

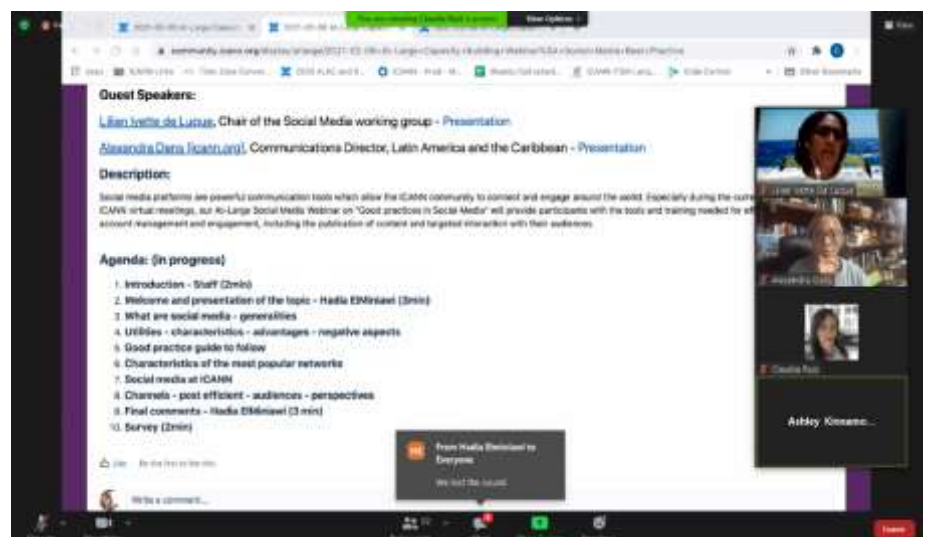
### POST ICANN70

- > Create and distribute and ICANN70 SMWG report

First Webinar of the [At-Large Capacity Building Program – 2021](#) on the Topic of [“Social Media Best Practices”](#) on Monday 8 February 2021 at 22:00 UTC for 90 minutes.



Promotional video for social media webinar, created for Jonathan Zuck

**Guest Speakers:**

- [Lilian De Luque](#), Chair of the Social Media working group - Presentation
- [Alexandra Dans](#) ([icann.org](#)), Communications Director, Latin America and the Caribbean - Presentation

**Description:**

Social media platforms are powerful communication tools which allow the ICANN community to connect and engage around the world. Especially during the current COVID-19 pandemic, our At-Large Social Media Working Group's At-Large Social Media Webinar on "Good practices in Social Media" will provide participants with the tools and training needed for an efficient management and engagement, including the publication of content and targeted interaction with their audience.

**Agenda: (in progress)**

1. Introduction - Staff (2min)
2. Welcome and presentation of the topic - Hella Esheloni (3min)
3. What are social media - generalities
4. Usability - characteristics - advantages - negative aspects
5. Good practice guide to follow
6. Characteristics of the most popular networks
7. Social media at ICANN
8. Channels - post efficient - audiences - perspectives
9. Final comments - Hella Esheloni (3 min)
10. Survey (2min)

## Second [At-Large Prep Webinar: At-Large Social Media Webinar](#)

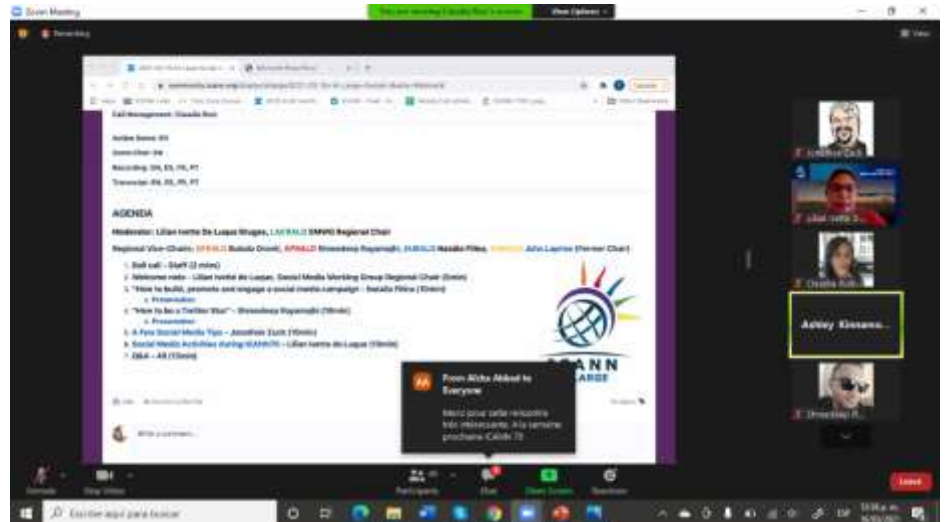
Tuesday 16 March, 16:30 UTC for 90 minutes

How to build, promote and engage a social media campaign Natalia Filina

How to be a Twitter Star Shreedeeep Rayamajhi

A few social media tips Jonathan Zuck

Activities Social Media during ICANN70 Lilian Ivette De Luque



## A Few Social Media Tips

Jonathan Zuck



## How to be a Twitter Star

Presentation by

Shreedeeep Rayamajhi and Glenn McKnight



ICANN|70  
VIRTUAL COMMUNITY FORUM

AT LARGE SOCIAL MEDIA  
ICANN70 ACTIVITIES

See you all at the  
Virtual Community Forum!  
THANKS!



**Promotional video** to join of ICANN70 and invite to participate in At Large sessions, with members of the LAC community in EN, ES, FR and PT.





## Promotional tools

The staff sent a e mail to all ALS's before ICANN70

The community used [Zoom Virtual Backgrounds](#) during ICANN70.

And also **Facebook Profile Frames** for [ICANN70](#) and [AFRALO](#), [APRALO](#), [EURALO](#), [LACRALO](#) and [NARALO](#).



We invited to WG members to Sign up to promote At-Large sessions ICANN70 using [this form](#) and also encouraged to explore and share the [At-Large Policy Sessions ICANN70 Meetings](#) and [At-Large and DNS Abuse](#) pages on the At-Large website

## COMPETITIONS

SMWG's ICANN70 Twitter Competition using hashtag **#ALAC70**

SMWG's ICANN70 Facebook Competition.

Using the hashtag **#ALAC70** and sharing a screenshot of your Facebook post with At-Large staff.

The winners of the competitions were announced during the At-Large wrap-up session on Thursday, March 25. the first 3 winners were awarded.

Our At Large community took selfies or photos and shared it on twitter or Facebook and used the hashtag # ICANN70 - # ALAC70 - #AFRALO #APRALO #EURALO #LACRALO #NARALO

They also used the hashtag #AskAtLarge and # ICANN70 during ICANN70 for other community members and leaders to answer their questions.

Our community shared on their social networks the promotional video of At-Large ICANN70, with regional leaders from the LACRALO, EURALO and NARALO regions who spoke in EN, ES, FR and PT

## COMPETITION WINNERS

### TWITTER

1<sup>st</sup> Place – Lilian Bruges, ICANN70 SMWG Chair

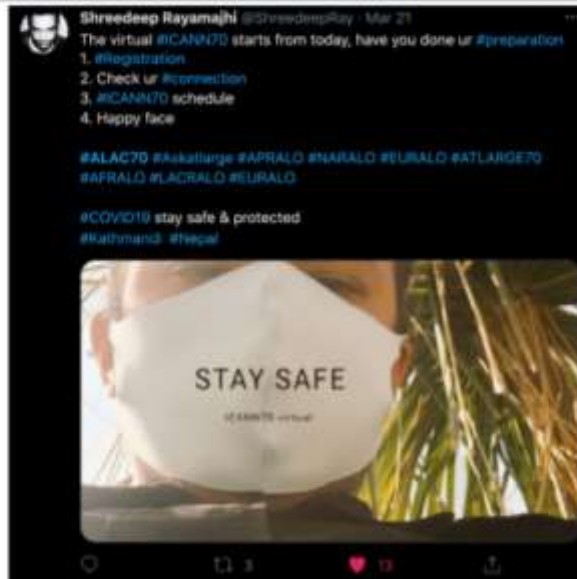


2<sup>nd</sup> Place – Lito Ibarra, ICANN Board (LACRALO)





### 3<sup>rd</sup> Place – Shreedeeep Rayamajhi, ICANN68 SMWG Chair



## FACEBOOK

### 1<sup>st</sup> Place – Dave Kissoondoyal, AFRALO ALAC



### 2<sup>nd</sup> Place – Minata Zong-Naba, AFRALO Community



### 3<sup>rd</sup> Place – Jonathan Zuck, ALAC Vice Chair

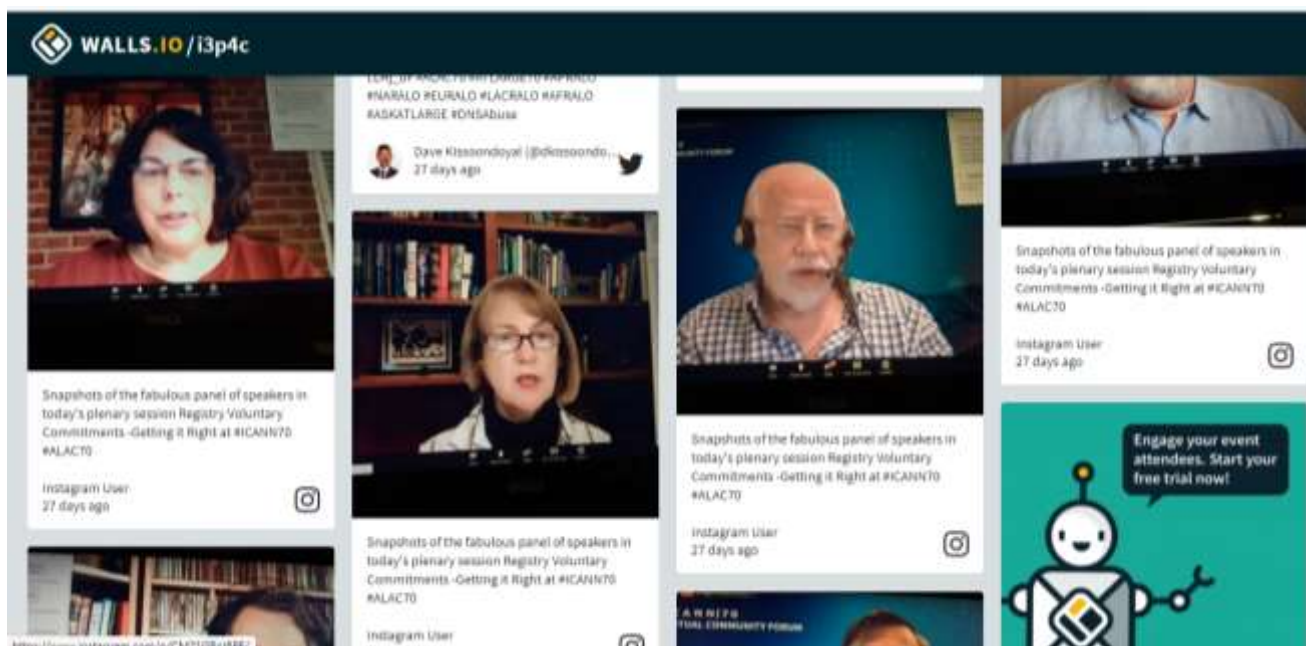


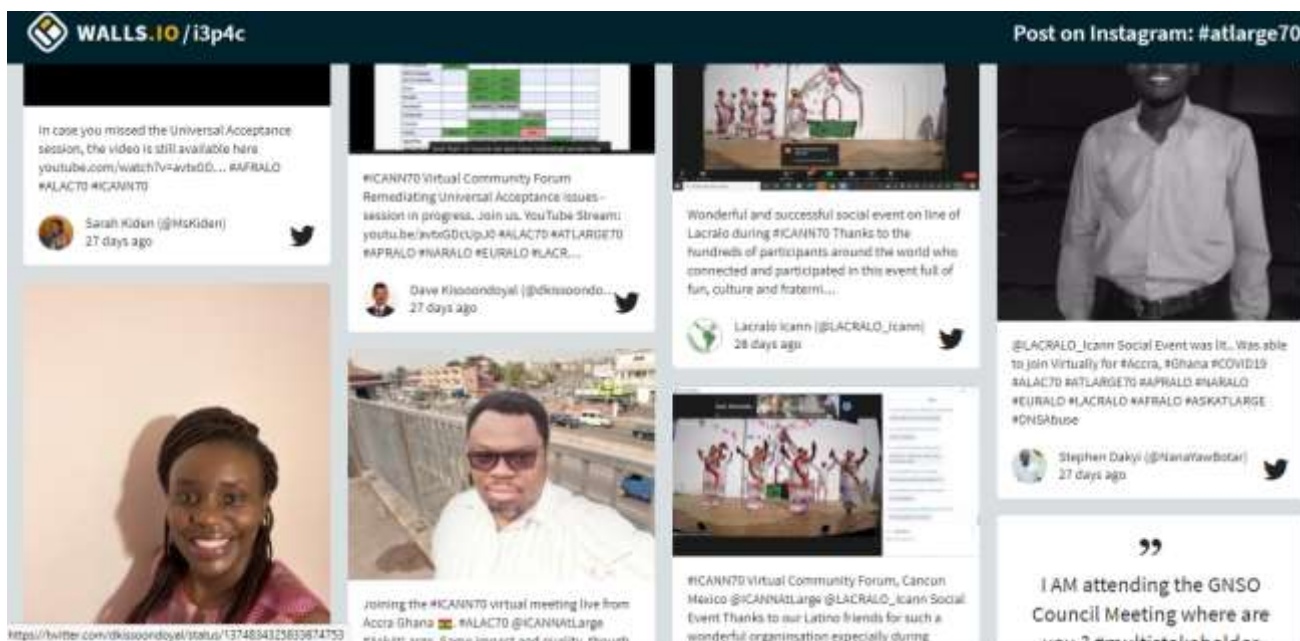
### Honorable Mentions!



For the first time we had a fun activity, our own **TWITTER SOCIAL WALL** of At Large which is still active

<https://atlarge.wiki/wall>





## WE DESING PROMO CARDS TO LACRALO SESSIONS: ROUND TABLE AND SOCIAL EVENT



### LACRALO Roundtable:

## "Strategic Plans of the LAC Region 2021-2025- A look to the future"

Monday March 22 2021 – 19:30 UTC/14:30 Cancún



Göran Marby  
ICANN President & CEO



Sergio Salinas Porto  
LACRALO Chair



Rodrigo de la Parra  
ICANN VP Latin America and Caribbean



Ignacio Estrada  
General Manager LACTLD

At the round table, the speakers will address relevant issues that will shape the debate of MS actors in the LAC region in the next five years.

## Panelists



León Felipe Sánchez  
ICANN Board Vice-Chair and Board Director selected by At-Large



Lito Ibarra  
ICANN Board Director



Vanda Scartezini  
LACRALO Member

To attend this event, please register at:  
<https://70.schedule.icann.org/>



## Mesa Redonda de LACRALO: Planes Estratégicos de la región de Latinoamérica y el Caribe LAC 2021-2025- "Una mirada al futuro "

Lunes 22 de marzo 2021 – 19:30 UTC/14:30 Cancún



Göran Marby  
Presidente & CEO ICANN



Sergio Salinas Porto  
Presidente LACRALO



Rodrigo de la Parra  
VP ICANN para  
Latino América y el  
Caribe



Ignacio Estrada  
Gerente General  
LACTLO

En la mesa redonda los oradores tratarán temas relevantes que le darán forma al debate de los actores del MS en la región LAC en los próximos cinco años.

### Panelistas



León Felipe Sánchez  
Vicepresidente y  
Director de la Junta de  
ICANN seleccionado  
por At-Large



Lito Ibarra  
ICANN Director de la  
Junta



Vanda Scartezini  
Miembro LACRALO

Para asistir este evento por favor regístrese en :  
<https://70.schedule.icann.org/>



## LACRALO Social Event

Join LACRALO and the At-Large community for a fun social and ICANN70 networking opportunity! The LACRALO Social will feature cultural events, including a Mexican Ballet performance and games.

From Yucatan, Mexico the presentation of the Nuevo Sol folkloric ballet!




To attend this event, please register at :  
<https://70.schedule.icann.org/>

**Wednesday, 24 March @ 21:00 UTC / 16:00 Cancun**  
**We look forward to seeing you there!"**



## Evento Social LACRALO

¡Únase a LACRALO y la comunidad At-Large para disfrutar de un divertido evento social y de networking en ICANN70!  
Contaremos con eventos culturales, incluyendo la presentación de un ballet folclórico mexicano y divertidos juegos.

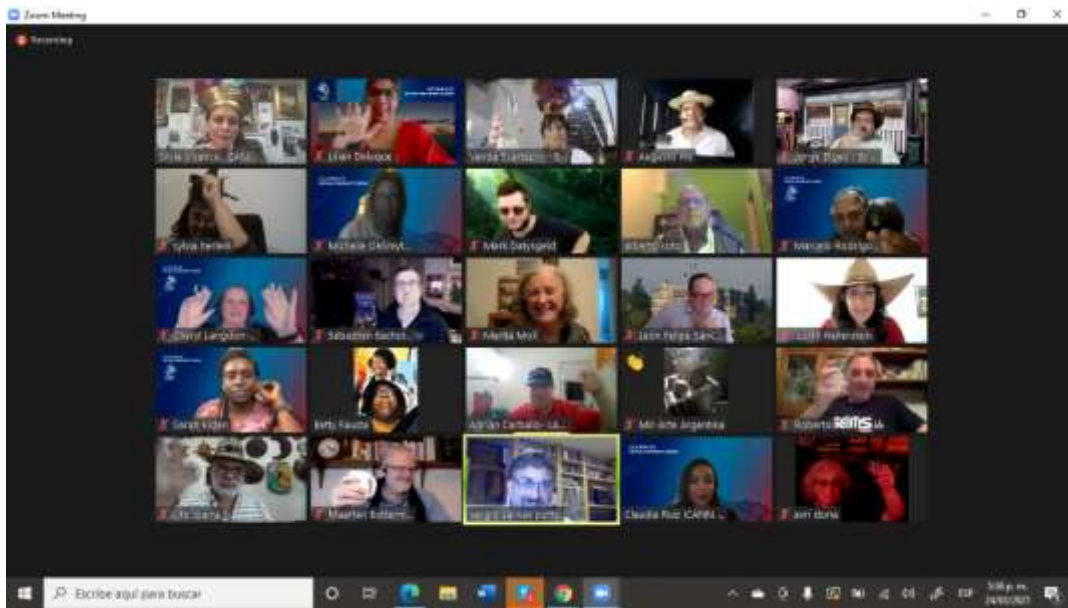
Desde Yucatan, México disfrutaremos de la presentación del ballet folclórico Nuevo Sol




Para asistir este evento, por favor regístrese en :  
<https://70.schedule.icann.org/>

**Miércoles, 24 de marzo @ 21:00 UTC / 16:00 Cancun.**  
**¡Los esperamos!"**

## Promotion LACRALO social event in ICANN70



***Once the ICANN 70 meeting was over, the community was invited to participate in the read out that each region held in recent weeks.***

## CONCLUSIONS

### ***A message for the Social Media WG and At Large community:***

I want to thank the wonderful social media working group, the leadership of At Large, our incredible staff, and our entire community, for all the support given to the activities we proposed to promote the ICANN70 meeting within our community.

Everyone did a great job of spreading our activities, videos and messages, which undoubtedly contributed to the success of the At Large sessions.

A special thanks to the fellows and next gen, who heeded our call and actively participated in all social media activities. I feel that we achieved a goal and it is the greater outreach, knowledge and engagement of new generations of our At Large community.

I highlight the teamwork achieved with the capacity building wg, the LACRALO community and the ICANN office team for LAC, their support was fundamental for the success of some activities carried out. I also highlight the work of all the wonderful people who took part of their time to record and produce the promotional video.

Sorry if I missed mentioning someone, there were many people who made the success of this social media work possible. To all of them my deep gratitude.

Finally, I thank the life that allowed me to assume this leadership on behalf of my beloved LAC community, it was an honor to represent them, especially in these difficult times of pandemic that we are experiencing, which has modified our face-to-face interaction, replacing it with interactions in linea, which has given great relevance to social networks that have become an important vehicle of communication.

***Best wishes for success to Natalia Filina ICANN 71 regional chair of the At Large Social Media Working Group, also to all regional Vice Chairs. We will continue to work as a single team for our WG.***

A handwritten signature in black ink, appearing to read "Lilian Ivette de Luque Bruges".

**LILIAN IVETTE DE LUQUE BRUGES**  
**Social Media WG**  
**LACRALO Vice Chair**