



Social Media Strategy for ATLAS II

Ariel Xinyue Liang • Dev Anand Teelucksingh

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***Disclaimer:** This presentation includes an excerpt from the overall social media strategy for At-Large and the strategy proposal for ATLAS II

Objectives

Communication

To raise awareness of the ICANN At-Large community as a diverse, passionate end-user volunteer group whose work affects the future of the global DNS, Internet Governance, and other ICANN-related policy issues



Target Audience

Primary

External facing: Inactive, new & potential ALS members

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

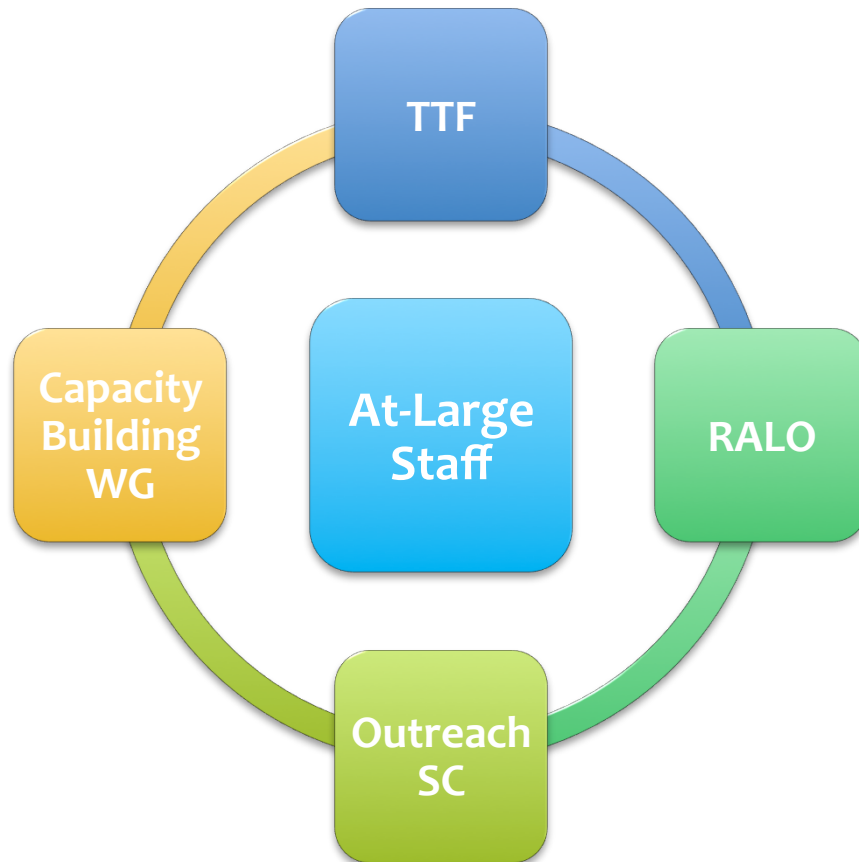
Influencers: Subject-matter experts & authorities in global DNS, Internet Governance & other ICANN policy issue areas

ICANN
NO. 49
23-27 MARCH 2014
Singapore

Participants of NetMission.asia's NextGen program

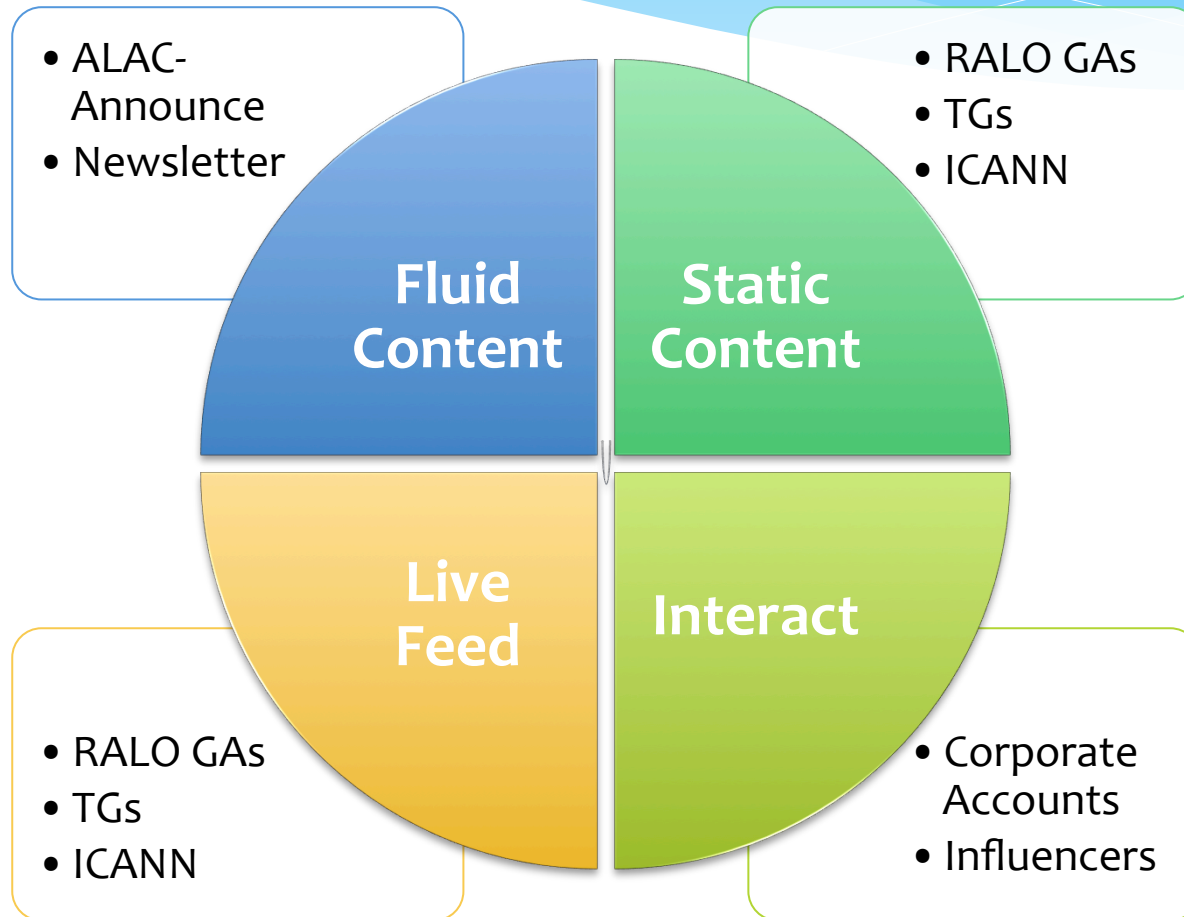


Curation WG



- * **RALOs:** Need supports from Secretariats
- * Long-term commitment
- * Members work on a rotational basis
- * Only At-Large Staff can publish content

Content



Content

**Fluid
Content**
time sensitive

Create
Templates

ALAC-Announce Emails

- ICANN News Alert → [ICANN website](#)
- Vote Information
 - ALS Applications Applications → [Info Packet, BP](#)
 - ALAC Statements → [Wiki PD page](#)
- ALAC Statements
 - Call for Comments → [Wiki PD page](#)
 - Adopted Statements → [At-Large website](#)
- Policy Updates → [ICANN website](#), [Newsletter](#)
- Meeting Invitation → [Wiki](#)

ATLAS II Newsletters

Content

Secretariats

SMEs

Agenda

Static
Content

prepare & recycle

RALO General Assembly

- RALO updates
- ALS brochures
- ALS interviews
- RALO showcases
- Background Information on agenda items

Thematic Group Breakout Session

- Abstracts
- Key questions
- Relevant past work
- Background information on joint ATLAS report

Regular ICANN Meeting

- Beginner's Guide
- Capacity Building Webinar
- At-Large WGs/SCs
- Public Comment
- Acronyms, Trivia
- Media Library

Content



Relevant Static Content (TGs & RALO GAs)

Quotes from Speakers & Participants

Key Documents, Slides & Info-graphics

Live Feed

real time

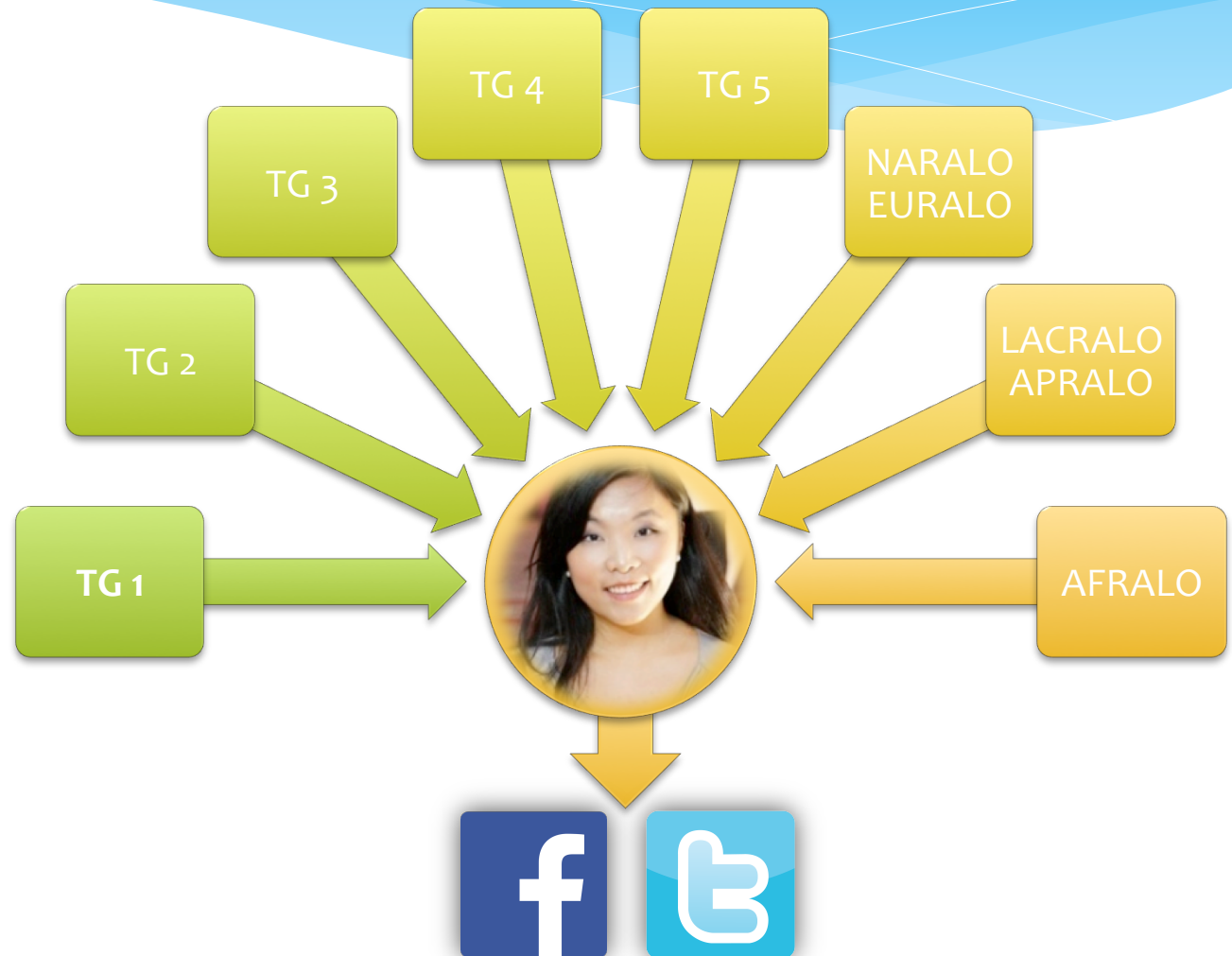
Pictures & Videos of People, Places & Events

Content

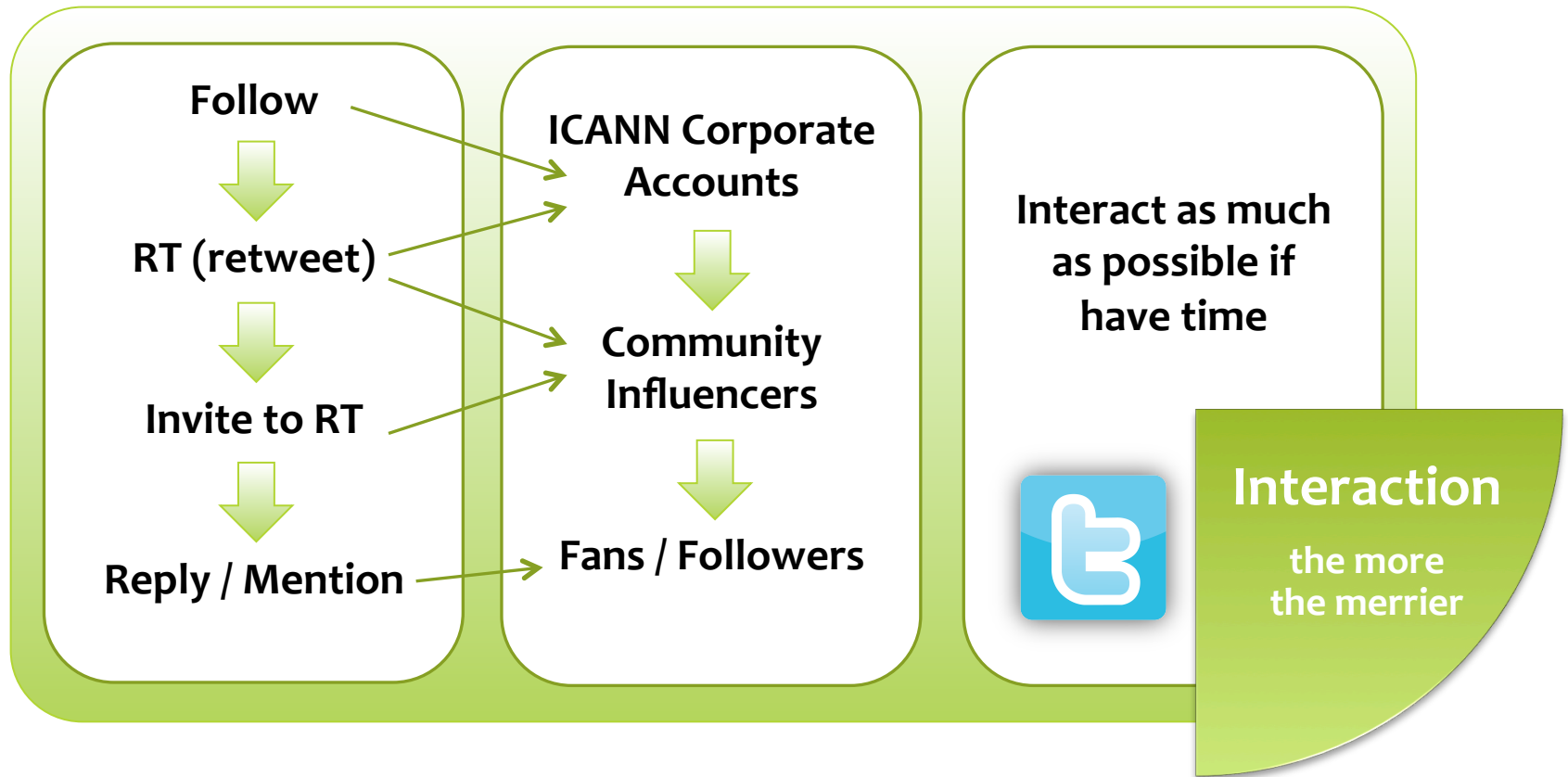
Goal

- 2-3 tweets per meeting session
- 3-5 Facebook posts per day
- 1 person to cover each TG breakout session & RALO GA

Live Feed
real time




Content



#Hashtags

1-3 hashtags
per tweet



Types	Hashtags
Established Brand	#ICANN, #newgTLDs, #IANA
Meeting	#ICANN50, #London
Technical Keyword	#WHOIS, #Transliteration, #DNS
Trending Hashtags	#InternetGovernance, #multistakeholder
Goofy Hashtags	#DYK, #TIL, #IntheNews, #onthisday, #ShowofHands
Advocacies	#WebofTrust, #freeInternet, #bottomup
At-Large Brand	#ATLASII, #FayerofOpportunities, #CelebratingDiversity

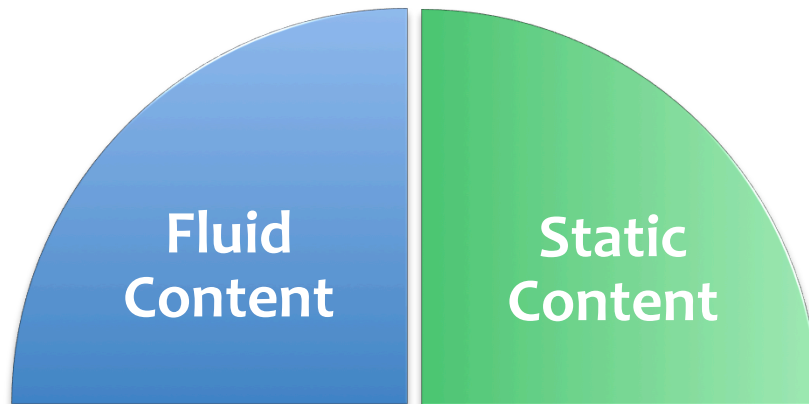
Phases

Phase 1		Phase 2			Phase 3		
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30						

Phases

Phase 1: 1-10 June

Grow Awareness for At-Large



Regular ICANN Meeting

- Beginner's Guide
- Capacity Building
- At-Large WGs/SCs
- Public Comment
- Acronyms, Trivia
- Agenda items
- Media Library

Phases

Phase 2: 11-20 June

Build Momentum for ATLAS II

Thematic Group Breakout Session

- Abstracts
- Key questions
- Relevant past work
- Background information on joint ATLAS report

RALO General Assembly

- RALO updates
- ALS brochures
- ALS interviews
- RALO showcases
- Background Information on agenda items

**Fluid
Content**

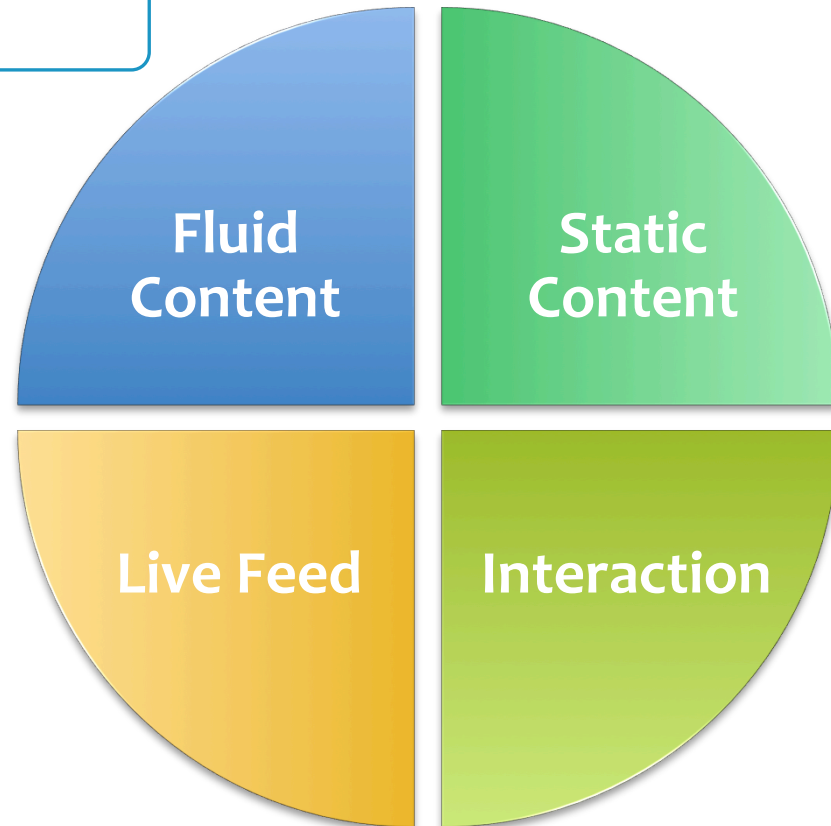
**Static
Content**

Interaction

Phases

Phase 3: 21-30 June


Engage in ATLAS II



Measures of Success

Communication

Track these metrics on a weekly basis



KPIs for global awareness of At-Large

Facebook Page (Page Insights)	Twitter (Twitter Analytics)
New Page Likes	New Followers
Post Reach & Total Reach	Tweet Reach & Total Reach
Engagement Rate = (likes + comments + shares) / # of fans	Engagement Rate = (likes + mentions + retweets) / # of followers
Fan's Countries & Languages	Followers' Countries & Languages
Click-through rates (goo.gl)	Click-through rates (goo.gl)

Page Likes

872 Total Page Likes
▲ 0.3% from last week

3 New Page Likes
▲ 50%



Post Reach

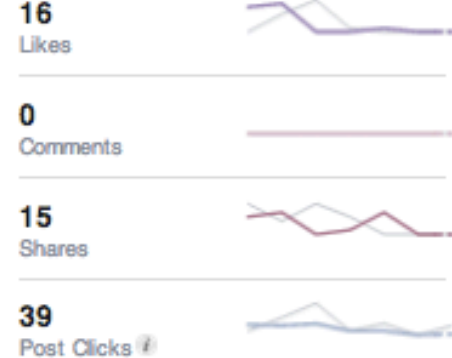
132 Total Reach
▼ 49.6% from last week

118 Post Reach
▼ 50.4%



Engagement

14 People Engaged
▼ 50% from last week



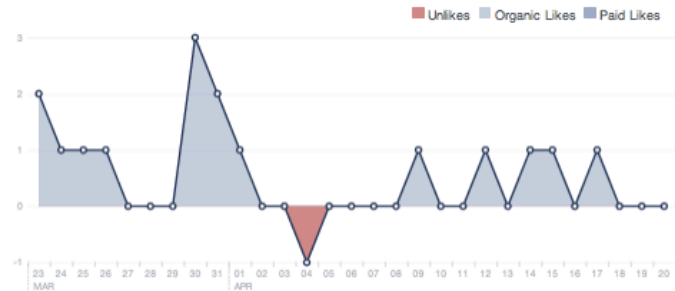
Examples of FB metric

Total Page Likes as of Today: 872



BENCHMARK
Compare your average performance over time.
Total Page Likes

Net Likes: What Changed
Likes - unlikes = net likes



BENCHMARK
Compare your average performance over time.
Unlikes
Organic Likes
Paid Likes

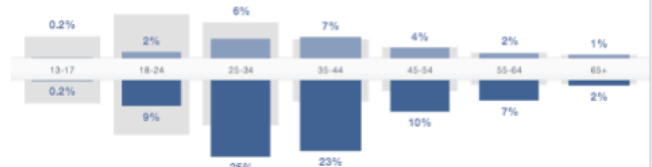
WANT MORE LIKES?
Create an ad to get more people to like your Page.
[Promote Page](#)

People Engaged

The people who like your Page

Women
22% Your Fans, 46% All Facebook

Men
76% Your Fans, 54% All Facebook



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of Amer...	174	Lima, Peru	17	English (US)	491
India	43	Los Angeles, CA	16	Spanish	102
Argentina	39	Mexico City, Distrito F...	15	English (UK)	99
Brazil	32	Dhaka, Bangladesh	15	French (France)	45
France	25	Bangkok, Thailand	14	Portuguese (Brazil)	23
Peru	20	Córdoba, Argentina	14	Spanish (Spain)	21
Canada	19	Hong Kong, Hong Kong	14	German	13
Pakistan	19	Cairo, Al Qahirah, Egypt	13	Traditional Chinese (Ta...	8
Bangladesh	18	São Paulo, Brazil	13	Italian	7
Colombia	18	Buenos Aires, Distrito ...	13	Turkish	7

[See More](#)

Responsibilities

- * **Build templates for fluid content**
- * **Draft static content in tweet format**
 - * 6 tweets for each Thematic Group
 - * 3 tweets for each RALO
 - * 30 tweets of topics under 'Regular ICANN Meeting'
- * **Develop team work mechanism for live feed**
- * **Monitor Key Performance Indicators**

Example of content curation process

	A	B	C	D	E
	Date	Day	Tweet 1	Tweet 2	Image
1					
2					
3	1	Thu	#DYK the UN push for breastfeeding started in 1982? Find out in YUN @WHO @UNICEF #WBW http://ow.ly/mNZzK	What is the common denominator between Baby Friendly Hospital Initiative & the Innocent! Declaration? http://ow.ly/mZ8jH #WBW	http://www.unmultimedia.org/photo/detail.jsp?id=546/546617&key=0&query=546617&lang=en&sf=
4	2	Fri	When troops from Iraq marched into Kuwait, #UNSC met almost immediately to restore peace & security in the area http://ow.ly/mZcJQ	UNSG: "Never before in the 45-year history of the United Nations had the Security Council reacted with such unanimity" http://ow.ly/mZaCv	
5	3	Sat	#DYK the UN has a Narcotic Drugs Commission, which tracks its origin to the Opium Section of the League of Nations? http://ow.ly/mZiCG	In '48, 37 nations signed an int'l protocol on drug control, covering both natural & synthetic narcotics http://ow.ly/mZxq2	http://www.unmultimedia.org/photo/detail.jsp?id=170/170765&key=0&query=170765&lang=en&sf= http://www.unmultimedia.org/photo/detail.jsp?id=170/170764&key=0&query=170764&lang=en&sf=
6	4	Sun	#DYK the Chapter XIV of the UN Charter established the @IntlCrimCourt? http://ow.ly/n827D #ICJ	The Statute of the #ICJ, annexed to the UN Charter, organizes the composition & functioning of the Court http://ow.ly/n82Wd	http://www.unmultimedia.org/photo/detail.jsp?id=152/152500&key=14&query=%22International%20Court%20of%20Justice%22&so=0&sf=date
7					
8	5	Mon	Due to #UN pressure, Netherlands ceased military action against Indonesia. Learn how the UN did it in YUN '47 http://ow.ly/mZraw	The '63 nuclear test-ban Treaty btwn US, UK & USSR was a subject of comment when #UNGA discussed disarmament question http://ow.ly/mZiMs	http://www.unmultimedia.org/photo/detail.jsp?id=189/189360&key=1&query=%22Nuclear%20Test-Ban%22&lang=en&so=0&sf=date
9	6	Tue	Today marks the 68th anniversary of dropping of atomic bombs on Japan. Read YUN's dedicated chapter on disarmament http://ow.ly/n0UXw		
10	7	Wed	#Onthisday in 1905, Ralph Bunche, the Acting UN Mediator in Palestine was born. Learn how his work brought truce http://ow.ly/n12Y4	Ralph Bunche, a civil servant who devoted 25 yrs in the #UN career, won the '50 #NobelPeace Prize (image)	http://www.unmultimedia.org/photo/detail.jsp?id=148/148021&key=0&query=148021&lang=en&sf=
11	8	Thu	In '88, with the adoption of RES 598, the UN-sponsored cease-fire went into effect in the 8yr Iran-Iraq war http://ow.ly/n178s	Since '83, the #UNSC made concerted efforts to resolve the Iran-Iraq armed conflict & bring peace back to the region http://ow.ly/n19Cr	
12	9	Fri	Today is the Int'l Day of the World's Indigenous People! In '94, #UNGA adopted RES 49/214 that tells its origin http://ow.ly/n1bUg	#UNGA adopted the Declaration on the Rights of Indigenous Peoples in '02. #DYK the work on this dates back to '89? http://ow.ly/n1EJL	http://www.unmultimedia.org/photo/detail.jsp?id=257/2576&key=0&query=2576&lang=en&sf=
13	10	Sat	#Quiztime of the 6 principal organs of the UN, which is the one and only organ not located in New York? http://ow.ly/n8B4f	#DYK the #ICJ rents #PeacePalace from @CarnegieFnd, which owns the venue for almost 100yrs? @PeacePalace2013 http://ow.ly/n87Rj	http://www.unmultimedia.org/photo/detail.jsp?id=503/503437&key=20&query=%22peace%20palace%22&lang=en&sf=date http://www.unmultimedia.org/photo/detail.jsp?id=125/125712&key=50&query=%22peace%20palace%22&lang=en&sf=date http://www.unmultimedia.org/photo/detail.jsp?id=554/554258&key=0&query=%22International%20Court%20of%20Justice%22&lang=en&sf=date
14	11	Sun	#UN membership of the North & South Vietnam was a contentious issue in '75. Read the member states' discussion here http://ow.ly/n1Uih	Each YUN volume includes full text report of the Secretary-General on the Work of the Organization http://ow.ly/n3p4B #YUN101	
15					
16	12	Mon	Test your knowledge of the 15 priority areas of the World Programme of Action for Youth http://ow.ly/n8BKc	Since '96, the YUN has included full text SG report on Children and Armed Conflict, a UN priority area of youth development http://ow.ly/n7RQY	
17	13	Tue	#DYK the discussion of the representation of China in the UN started in '50? http://ow.ly/n3wK5	71 saw the restoration of the lawful rights of the People's Republic of #China in the UN. Dive into the history with the YUN http://ow.ly/n3sFQ	http://www.unmultimedia.org/photo/search.jsp?queryString=China&category=&dateFrom=1971-01-01&dateTo=1971-12-31&submit=Search
18	14	Wed	#Onthisday in 2006, the UN-brokered ceasefire btwn Israel & Hizbullah went into effect thru Security Council RES 1701 http://ow.ly/n3AVy		



Thank you!