
DEV ANAND TEELUCKSINGH: Okay, well, I think we can start. Gisella, can you start the recording and do the roll call.

GISELLA GRUBER: I shall do it with pleasure, Dev.

Good morning, good afternoon, and good evening to everyone on today's first At-Large Interim Curation Working Group call on Thursday, 22 May at 15:00 UTC.

We have on today's call Dev Anand Teelucksingh, Bukola Fawole, Sarah Kiden, Olivier Crépin-Leblond, Eduardo Diaz, Leon Sanchez. On the French channel today, we have Etienne Tshishimbi. Apologies noted from Evan Leibovitch and Peter Knight. From staff, we have Ariel Liang and myself, Gisella Gruber. Our interpreters today are Claire and Camila on the French channel.

If I could also please remind everyone to state their names not only for transcript purposes but to allow our interpreters to identify you on the other language channel.

Thank you, and over to you, Dev.

DEV ANAND TEELUCKSINGH: Thank you, Gisella. Welcome to everyone for attending the first call of the Interim Curation Working Group. The Curation Working Group is a key component of the At-Large social media strategy. I'm going to just

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

briefly give an overview of the key objectives for this Curation Working Group. Thanks. I will go over the slides.

Just to start off, just to remind everyone the objective of the At-Large social media strategy. It's to raise awareness of the 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. Next slide.

This is an example of some of the new participants that come into ICANN. These are the potential target audience for which the social media strategy is geared for.

This Curation Working Group is going to be comprised of members from a diverse set of members from the At-Large community. From the capacity building working groups, the outreach subcommittee, the technology task force, and the RALOs are working in close coordination with At-Large staff.

The intention is that this Curation Group is a long-term commitment; it's not just for ATLAS II. The intent is that the members will be working on a rotational basis in the coming months to help curate, especially when it comes to fluid content. I'll get to that later on.

Let's look at the [inaudible] content. Now, we divided it into four types of content. There's the fluid content. This is the changing information that's often posted on our ALAC Announce in public comments and so forth.

There are the static content, which is content that is relatively unchanging. Information about the thematic groups and all the ICANN policy issues and capacity building issues and so forth.

There is content we're calling the live feed. This is content that perhaps like for example during the London meeting and for ATLAS II, obviously, regarding information happening regarding the general assemblies, the thematic groups sessions, and of course the ICANN At-Large meetings taking place in London.

And also we're looking to interact with various other persons in not just the At-Large community but other persons involved in ICANN.

With that, I'll go into what each section goes into, for example, the fluid content. This is some of the content that comes up on ALAC Announce. They have to have ICANN news alerts, voting information, ALAC statements, ALAC policy updates that are posted on ICANN's website and from ICANN's newsletter, and meeting invitations. One of our goals is to help create templates.

In terms of the static content, there are three things there. The RALO general assemblies – and that's not just general assemblies but also RALO activities in terms of what's happening within the RALO and so forth. The thematic group breakout sessions during ATLAS II – the subject matter experts can help provide input into key questions to prepare members of At-Large for the summit. Also in terms of the static content is the typical agenda items regarding things like capacity building webinars, working group meetings, some background information related to public comments and so forth, also including

things such as acronyms and, of course, information that's been appropriate video clips from our media library. Next slide.

Live feed – this is going to be a real-time during ICANN face-to-face meetings. The idea will be that during the At-Large Summit and during ICANN meetings, we will be looking to update information being presented at the various meetings – be it the thematic groups, RALO general assemblies, and so forth.

We're not going to focus too much on this on this call. We will look at how we're going to do this in our next call. The idea again during the actual meeting, two or three tweets per meeting session, three to five Facebook posts per day. What we propose here is something for the Summit where one person is assigned to each thematic group and for the RALO general assemblies to provide content to staff who will then be posting it to Facebook and Twitter. Next slide.

Regarding the interaction component, again the idea is to make sure that we're following appropriate followers, such as ICANN corporate accounts, community influencers, and retweeting their content and also encouraging them to retweet our content. The idea is we want to just broaden how ICANN At-Large is seen in the wider public.

These are some of the hashtags. On the PR call, it was decided to use #ATLASII for the At-Large Summit. But these are some of the suggested hashtags that we could probably use for At-Large. These are all subject to change and, of course, we have to decide on that.

Okay, so this Interim Curation Working Group, we're looking to try do quite a bit of work. We've split this up into three phases starting next

month. Phase 1 will begin on June 1-10. The intent here is to produce the content for static and fluid content to really grow awareness for At-Large. We're looking at things such as capacity building information, acronyms, etc.

Phase 2 from 11-20 of June is to really build momentum for ATLAS II. This is where we bring up more information about the thematic groups, the RALO general assemblies, and other RALO activities happening for ATLAS II.

The third phase from 21-30 of June is to engage regarding ATLAS II. We'll be using all of the four types of content: fluid content, static content, and then we'll be incorporating the live feed and, of course, also interacting with the wider ICANN community.

These are some of the key performance indicators for global awareness. The idea will be to look at things such as how many page likes, how many new followers on Twitter, and so forth. You can move on to the next slide.

This is a screenshot of, for example, what we can get from Facebook in terms of metrics. By looking at this, we can see whether we are being effective in our social strategy. Next slide.

The Curation Working Group, what we're going to be looking at is looking to build templates for fluid content, to draft static content in a tweet format where we are looking to and will be going into greater detail as to the social media workflow for this. We're going to be looking at developing, during the ICANN meeting, how we will be coordinating our tweeting of information from the various meetings and so forth and

also in the longer term, obviously, monitor the key performance indicators.

This is just an example of how we're looking to curate the content curation. Essentially, we set up a spreadsheet and everybody shares that spreadsheet and would be interacting with that. Again, that's a subject for another call.

I think we've covered the key points regarding the key objectives for this Curation Working Group. Any comments or questions? Okay, I'm on the call, yeah. I'm not talking to myself. Good.

Well, we're now going to the actual social media curation workflow. While that slide is coming up, I think Ariel will be handling at least the static content flow. Okay. Ariel, I'll turn the floor over to you.

ARIEL LIANG: Hello, thank you, Dev. I'm just wanting to share my screen with you so that it will be easier to demonstrate the workflow. Can everybody see my screen yet, or it's still loading?

DEV ANAND TEELUCKSINGH: Not yet.

ARIEL LIANG: Okay, it says still connecting. Okay. Can you see my screen now?

DEV ANAND TEELUCKSINGH: Not yet. We're now seeing something happening on the Adobe Connect.

UNIDENTIFIED FEMALE: It's starting to load now. There we are.

DEV ANAND TEELUCKSINGH: Okay, now we can see it.

ARIEL LIANG: Okay, great. Okay, so can you see this workflow chart?

DEV ANAND TEELUCKSINGH: Yes.

UNIDENTIFIED FEMALE: Yes.

ARIEL LIANG: Okay, great. Thank you very much. If you recall in the presentation, we're going to curate static content to be posted in the month of June. But the time we are curating those information is from now to the end of this week. This is the chart that Dev and I have created for the different types of content we're going to do and how many tweets we're going to write for each type and then the due date. That gives you a concrete understanding what our expected workload would be.

I will walk you through the static content part and then ones we will be working on from now to the end of next week. Then there's another portion that's from the end of next week to the week after.

The first type of static content is Beginner's Guide. I will take you to the page for the Beginner's Guide. This is a very good source for our target audience because it will give them a lot of the basic knowledge about what At-Large does and how to get involved in the community. In fact, we have three Beginner's Guides that are related to At-Large work. They have been posted here in the table.

Ideally, we want to have one person to look at one Beginner's Guide and just pick five interesting content to post on the Twitter. For example, if you look at the table of contents of the Beginner's Guide – I can show you one. It's the guide for ALSes. You can see there are a lot of questions being asked, for example: "What is ICANN?" "How is At-Large Organized?" "Can My Voice Affect ICANN Policy?"

These questions can be actual text of the tweet, and then you can post a link adjacent to that text that points to the part of the Beginner's Guide that gives that answer to this question. So that makes our tweets very interactive and encourage the readers to click the tweet.

Also at the same time, you can use hashtags, such as #ICANN and #ICANNAt-Large in your tweets to categorize all these tweets and also so our content can get into the feed of Twitter. That's one part of the task is to curate five tweets for each Beginner's Guide, and then we have three Beginner's Guides related to At-Large. That's one task.

The second task is Capacity Building Webinar. We have eight webinars scheduled, and they are created for ATLAS II and then they will end at the end of next week. Each webinar provides a lot of interesting information for our target audience in different topic areas.

Also in this chart, I have posted the link to each of the webinars. Our goal is for each webinar we find five tweetable information and draft them now and also link them to the specific page of the PowerPoint posted online.

I don't know whether we have enough time to talk through all the technicality of this, but I'll post the instructions how to link to a specific page on the PowerPoint. Also, I posted some examples of capacity building webinar static content.

For the communications ones, I read the one tweet is: "Want to join convos in #ICANNAtLarge global community? @Devtee teaches you comm tools & more!" The link is the AC recording of that webinar. Then I used the hashtags #CapacityBuilding and #Webinar. This is a simple tweet to announce the existence of this webinar and ask our audience to check it out.

You can see other kinds of examples here. Each capacity building webinar, we want to have five tweets at least curated beforehand.

The third type of task is 2014 RALO Activities. I divided those activities based on the RALOs. Each RALO will need to report five different activities in the tweet format. This also corresponds to the RALO general assembly so that before the general assembly we can have a week to

just talk about what the RALO does. That builds momentum for the general assembly during the ATLAS II.

There are many sources to find tweetable information. For example, the ALAC Monthly Report they provide a RALO update on a monthly basis. You can see this is the page for that.

Also, you can go to the RALO wiki homepage just to simply link to the ALSes or booklets about the ALSes. For example, LACRALO has made this one before, and that can be interesting information to share on Twitter and Facebook.

Also, the RALO Showcase page can be good information to share, especially for YouTube clips and Flickr images of the Showcase. That's good information to be posted on social media.

This is for RALOs, five tweets each RALO. This is the third task.

The fourth task is 2014 At-Large Working Group Activities. It's similar in the fashion like the RALO activity updates. Now you can find out what working groups did through their monthly reports. This is the same homepage that has that information and also their own wiki homepage.

Then for working groups, we are planning to focus on these four at the moment. It's the ATLAS II Organizing Committee, the Capacity Building Working Group, the CROPP Review Team, and Future Challenges Working Group.

We want to focus on these four first for the month of June because a lot of their work is related to ATLAS II. Then in the future months, we will keep featuring other four types of working groups. We have 17 total.

This is as far as I know on the wiki. So we will be able to feature more in the future, and we will take turns featuring them.

Then for each working group, we will three tweets for each. This is the fourth type of task.

The fifth one is Adopted ALAC Statements. Now we don't want those adopted statements to be forgotten. We can use our Twitter just to refresh people's memory about that and encourage our target audience to read what the policy work of At-Large is.

For the month of June, we're going to have four ALAC statements featured. I've also posted their links here. For each statement, we can only just write two tweets about that.

One tweet is a very straightforward announcement about ALAC supported, for example, the ICANN Strategy Panels. Read the statement here. That can be one tweet.

Then another tweet can be a highlight of one of the key points mentioned in the statement. That may cover information more dynamic. So two tweets for each adopted statement and four statements for the month of June.

The last type of static content is the Acronyms. For a newcomer, those acronyms may be very difficult to comprehend. For our social media, we want to make it a tool to educate our target audience.

It will be a good idea if we do this type of hashtag theme called #KnowUrAcronym. Now we will educate our audience one acronym each week. And then explain what it is and link to relevant information

on our wiki or the Beginner's Guide or the PowerPoint on the Capacity Building Webinar. And then create the hashtag for that acronym and then we can use it for the future too.

For this set work period, we aim to write one tweet for each acronym and then eight acronyms total.

These are the overview of our static content workload. Do any of you have any questions so far?

Okay, since nobody has any questions, we still have a little bit of time. I want to give you some technical tips how to build the link on the Twitter. Usually, we don't want to use the full URL link because they are very long. The tweets can only be 140 characters, so we need to shorten the URL.

There's one tool, it's very useful. It's called Google URL Shortener. At this site, you can just paste your long URL and it will shorten into something like goo.gl and a slash with some characters later. That will be the short URL that we are going to use for our tweets.

Another good thing about this is once we shorten this, we'll be able to check how many people clicked on this short URL and Google will tell us. I have put the instructions here on the workflow page.

Also, when you want to link to a specific page on the PDF document, for example, on the Beginner's Guide if you see a paragraph that you think is very interesting and now you want to directly link to that page, there's one way to do it.

Usually, if you see where I'm clicking at it's the URL for that PDF document. Then you can add #page= the number of the page you want to link to after this whole URL – so after .pdf. Then you will be able to directly link to the page as you want.

Sometimes the long URLs they didn't end, and then they will have a lot of more characters after .pdf. You can delete everything after .pdf and then #page= the number of the page to link to the specific page on the PDF. That's a good way to do it.

The third technical thing I want to discuss with you is using [inaudible] images. We want to use images on Twitter and Facebook, but we need to be mindful of the copyright.

We need to use an image curated by ICANN or the committee members. For example, the ICANN Flickr account or the Flickr account of Glenn, for example. He has many pictures posted there. Also, the ICANN website has a lot of usable infographics, such as our policy development process. That image, that we can use.

The goal is for each tweet not only gets the text of the tweet and the link of the tweet but also if you find an appropriate image to go along with it, please store it in this table.

That's an overview of all the technical issues about curating static content. Do any of you have any suggestions or comments? Okay, Dev, do you want to talk about the allocation of work in terms of static content?

DEV ANAND TEELUCKSINGH: Indeed, I can do so. I think I just want a brief pause here and just see if there are any questions because there was a lot of material. Thanks, Ariel, for being succinct. There was a lot of material there posted.

The idea is in terms of the static content, just to try to summarize again, is that we're going to be looking at the various different types of static content. We've defined subcategories for each of those content. We expect some targets in terms of number of tweets that we'll be producing related to those subcategories.

I see Leon. Leon, please go ahead.

LEON SANCHEZ: Thank you, Dev. I think this is a great beginning and, of course, coming into draft some of the tweets on the initial stage. This is a question: we're thinking of drafting these tweets and, of course, translating them into different languages, right?

DEV ANAND TEELUCKSINGH: That is the idea, to try to draft the static content because the content doesn't really change ahead of time so that it can be queued up and published during the month.

With regards to multiple languages, right now I think ideally we want to support multiple languages, but for the month leading up to the Summit I think our focus should be on English language. But we are looking to incorporate other languages after the Summit.

ARIEL LIANG: Thank you, Dev, and thank you, Leon, for your question. If we can get all the static content, for example, the Beginner’s Guide tweets and the tweets about Capacity Building Webinar ready, done, we will be able to translate some of them.

Also, Dev will talk to you about the templates for fluid content. We are exploring the potential of translating some of those templates. But this needs to be done on the premise that all the English content is ready first. We have those specified deadlines here. If we meet the deadline, we will be able to translate into other languages.

LEON SANCHEZ: Thank you very much, Ariel and Dev. Do we have a list of corporate Twitter accounts for ICANN? I do follow some of them, but what I’ve found out is that some of those corporate accounts don’t tweet regularly and, of course, don’t interact with followers. It might be useful if staff could help us having a list of corporate Twitter accounts.

Of course, it would be great if we could have also a meeting or at least a call with those in charge of managing those accounts at the corporate level just to try to line up strategies because I don’t see much point in following an account that doesn’t tweet since 2011 like ICANN travel account maybe.

ARIEL LIANG: Hello, Leon. Thank you again for the question. In fact, I had several calls with the corporate account holder of ICANN, and she has given me a list of active Twitter handles of ICANN. It’s about seven to eight so far. She

also is happy with the strategy we've proposed for At-Large. It's very much similar to what she has been doing in terms of curating static content and also doing templates for fluid content.

One thing she pointed out is we need to retweet frequently from the corporate account or other accounts. For example, GNSO has a Twitter handle so if we retweet their content, that would be very good with us interaction.

Also, if we have some key tweets we want them to post on their handle, I can send to them ahead of time. That's a key point of collaboration, and we can dive into the details in the next call. But we definitely have the conversation going already, and we will collaborate with the corporate handles.

DEV ANAND TEELUCKSINGH: Okay. I see Glenn, and then I see Evan has posted a question. Glenn, go ahead.

GLENN McKNIGHT: Hi. Thank you so much for the presentation. I think Leon has brought up two things. We dwelt on the corporate hashtags. That's good, but you've got to remember much of that stuff is your typical corporate use of Twitter. It's not a conversation. It's pushing out press releases. It's pushing out information. It's really not dialoguing with the community.

My impression this group is not only sending out information and updates but if somebody responds to any of our tweets, then we are actually engaging those people, seeing what their interests are, helping

them get more involved with ICANN or try to explain a concept. I think we are truly using this technology as a communication tool.

DEV ANAND TEELUCKSINGH: Thanks, Glenn. Go ahead, Ariel.

ARIEL LIANG: Thank you, Glenn. Thank you for the feedback. In fact, what we are doing now for curating static content is to help our audience to understand what At-Large is doing. I think when we talk about the fluid content part, you can have more understanding how we're encouraging our target audience to engage in the work of At-Large.

Now we will selectively reply to some of the tweets from our audience, but that depends on our luxury of time. If we don't have enough time, we may just do retweets as a simple way of interaction. If we have more time, for example after the Summit, we will do more types of engagement in terms of responding and replying [inaudible]. Thank you.

Dev, do you want to talk about the fluid content template now?

DEV ANAND TEELUCKSINGH: I think we have to really talk about – well, I could talk briefly about the fluid content template and the concepts behind that. Thanks.

Regarding the fluid content, a lot of the information that comes out on the ALAC Announce mailing list typically is of several types. You're

seeing it on the screen there, and this is also on the social media curation workflow wiki page.

Sorry, Glenn. I'm sorry. Your hand is still raised. You want to reply to something?

GLENN McKNIGHT: No, sorry. Ignore it. I'm actually leaving. Thank you for your time. I have to go to another call with Evan.

DEV ANAND TEELUCKSINGH: Okay. Alright, thank you. I'm sorry. I also forgot to answer Evan's question. Evan asked the question in the chat: "Will there be an organizational Twitter account, or will we be tweeting under our own accounts and using a common hashtag taxonomy?"

The answer is, yes. There is an ICANN At-Large Twitter account, and there's also an ICANN At-Large Facebook page. The idea would be that we will be funneling all of this information to the staff to then use that official Twitter account.

Also the idea is also to come up with a common hashtag taxonomy. There's a slide that talked about the various. And when we come up with the ideas for static content and for the fluid content, we'll be looking to also hopefully define or standardize on a common taxonomy so that not only the At-Large staff account could use it, but then other members of At-Large could use it in their conversations on the issues.

I hope that answers Evan's question. Okay. So sorry for that.

Regarding fluid content template, there are several types of e-mails that go out on ALAC Announce. There are the ALS Applications: when an ALS application has been received, when regional advice has been sought from the appropriate RALO the organization is from, the vote announcement, and the vote results.

Also other types of fluid content are like ALAC Statements. They will be broken down into several subcategories. There's like, for example, the public comment that is created on ICANN's website. There is the workspace when the At-Large workspace for this public comment has been created. Perhaps when a penholder has been identified, when the call for comments opens, when the call for comments closes, when the vote announcement has begun by the ALAC, and then when the final statement has been submitted.

The information that is posted on the ALAC Announce, it's geared for those persons who are more heavily already involved in ICANN At-Large. The idea behind the fluid content and to come up with templates is to try to make this more accessible to our target audience in social media.

So that it would not be just a strict reposting of the ALAC Announce but rather taking the information posted to ALAC Announce and using a template that better explains or makes more accessible the work of the ALAC and the work of At-Large to the wider target audience.

Just for example, if you look at the ALAC Statement, this is one of the slides from our curation group. Typically what is happening is that the e-mail subject line shows "CALL FOR COMMENTS: ALAC Statement on the ICANN Future Meetings Strategy," for example.

We can look at making this much more accessible by, for example, making it much more friendly to say like for example, “Don’t forget to comment on the Draft Statement on the ICANN Future Meetings Strategy.”

We can also look in terms of the static content aspect of things to take that statement – the ALAC statement – and personalize it to point to a particular PDF or so forth. Okay, so that is the idea.

We have identified those various opportunities for the templates to be created for each of the subcategories. I believe in general the idea is to create one tweet per each of those subcategories. That’s in general what we’re trying to do.

There is a wiki page that was set up – and I’ll post the link here – which is the templates for content posted on ALAC Announce. The idea would be that we will look at the content that’s posted on ALAC Announce and look to make this much more accessible. Again, so that the information is made more accessible to the wider audience and also to bring more people into our conversations when the information that comes in from the ALAC Announce is shared.

So I’m going to stop for now and ask does anybody have any questions or comments? I see Glenn’s hand is back. I think he’s left the call, so that’s probably an old hand.

Okay. I see, Etienne, do you have a question? Okay, I’m now looking at the question. That’s all related to the Beginner’s Guide that was shown earlier. Yes, that document should be available in multiple languages. We’ll find a link to that and send that to you. Okay.

ARIEL LIANG: Dev, Etienne is trying to speak. I think she probably has some problem with the audio. If you can type in the AC chat, and then we will answer the question from there too.

CLAIRE (INTERPRETER): Ariel, Etienne said that you already answered his question, so it's okay. We were able to listen to him.

ARIEL LIANG: Okay, thank you very much.

DEV ANAND TEELUCKSINGH: Okay, thank you, Etienne. Okay, so now that we've given an overview of the static content and the fluid content, what we're trying to do now is to look to assign persons to look at the, let's start with the static content.

We've identified, I believe, three parts of the static content that we want to have done by 30 May. That is the static content related to the Beginner's Guide, static content related to the Capacity Building Webinar, and static content related to some of the acronyms.

So let's start with the Beginner's Guide. Let's go into that. There are three subcategories in this: Participating in At-Large, information regarding the Beginner's Guide to ALSes, and the Policy Advice in the At-Large Advisory Committee. Those are the three Beginner's Guides.

We want to have five tweets from the Participating in At-Large, five tweets from the ALSes Beginner's Guide, and five tweets from the Policy Advice in the At-Large Advisory Committee. If you look at the link, and you can find the link, obviously, on the wiki for the actual guides.

I just want to ask, does anybody wish to work on coming up with five tweets from the Participating in At-Large Beginner's Guide? I see Anthony is typing, which I – okay, Anthony, thank you. So, Anthony, which? Okay, do you want to take the floor to just say which Beginner's Guide you want to work on? Beginner's Guide on – okay.

Well, alright, Anthony. I'll assign you then to Beginner's Guide in Participating in At-Large and the Beginner's Guide on ALSes. Okay, I hope Ariel or staff is taking notes here. I see Ariel is editing it on-the-fly.

Okay, Policy Advice in the At-Large Advisory Committee? I can assign tasks to persons here.

ARIEL LIANG:

If you want to volunteer for any of the items, you can also raise your hand or put a green check if that's easier. We do want to encourage you.

Okay, Murray, I see you put a green check. Thank you. I will put you for that Beginner's.

DEV ANAND TEELUCKSINGH:

Excellent. Okay, and the idea will be that we will produce five tweets on the wiki page because there are sub-wiki pages under each of these

subcategories on that same social media curation workflow. It's really just for you to go into the wiki page underneath that and click on it and then add your submissions there.

Okay. Now with regards to the Capacity Building Webinars, the idea again is to come up with five tweets with each of the company webinars. There have been several webinars. I believe there are about eight of them.

The idea would be to look back on those capacity building webinars and come up with five tweets related to those capacity building sessions. Ariel has broken down how you could also link to the presentation and even link to a particular page in the presentation and so forth.

I think Communications, I believe Ariel has done five tweets already for the Communications, so I think that in a sense is done. You can look at the style of what Ariel has done, I think, as a template for doing the other capacity building sessions.

Regarding the IPv4-IPv6? Let's see.

ARIEL LIANG: You can also do the green check if you want to volunteer for doing that or type in the chat.

DEV ANAND TEELUCKSINGH: Yes. What I can also do is also immediately after the call I also could look at the 18 members, because not all of them are on this call, and

assign persons directly to work on these five tweets for all of these different sections in the social media.

Alright, let me call on someone. Sarah? Would you like to have a look at two of the capacity sessions and to come up with five tweets on each of them? Oh, apparently she's not on the call. I thought it was – okay.

ARIEL LIANG:

Dev, we could also move down through the list and ask our members which webinar they would like to do instead of going one-by-one.

DEV ANAND TEELUCKSINGH:

Okay. Well, if there's nobody wanting to actually say something right now, we can actually [inaudible]. I can go to the list. Because this is a time-sensitive thing, we want to get some of this information ready by the end of this month in time for posting next month. I can take it to the list.

Okay, I see a question from Murray. What we're doing here is we're curating content beforehand. The idea is not for you to actually do the tweeting or the actual tweeting or posting on Facebook. That will be staff, and Ariel will be the person responsible to actually do the actual posting.

What you're just doing is really creating the content for Ariel to post on the At-Large Twitter and Facebook. This is not for you. I mean, obviously, if you want to post on your Twitter account, that's up to you. But the idea here for the Curation Working Group is to, as I say, curate

the content beforehand for Ariel to post on the official ICANN At-Large Twitter and Facebook accounts.

I hope that I'm making myself clear now. We're doing content curation beforehand because it would be impossible, extremely difficult, if it was just me and Ariel doing this. That's why we wanted to create this content curation working group to split up the task so it's not just one person trying to do every single thing.

Oh, I see. Regarding Leon's question, okay, I think probably we may have inadvertently locked the pages when we were first putting up the pages in the first place. Obviously, we'll fix that, Leon. Thanks for bringing it to our attention. I hope people are able to view it.

ARIEL LIANG:

Hello, everyone. I will make this page have editing restricted to our Curation Working Group members. Now I haven't done that yet. It's viewable to everyone, but only me and staff can edit it for now. But I will add you later on so that you can post information there.

DEV ANAND TEELUCKSINGH:

Okay. Alright, thanks. So what I will do, I will take it to the mailing list and look to find persons, asking persons to help with the various tasks for both the static and the fluid. Because whereas we're coming up to the top of the hour, so we're not going to be able to ask every single person to do one.

But, again, I hope the idea behind what we're trying to do now is more clear. If there are any comments or questions, we could probably take those questions or comments now on it.

ARIEL LIANG:

I also want to add that you are responsible for drafting some of the tweets, so don't worry about making it perfect or making it very ready to be posted. As long as we have the content there, I will be able to do the editing. And also, Heidi will be able to have the final check before it goes public. So just focus on getting the content there, and don't worry to be a perfectionist.

DEV ANAND TEELUCKSINGH:

Yes, indeed. Okay. I see Murray has also said that he'd be happy to create content as it relates to NARALO. Indeed, and the idea behind that is, again, the RALO activities. For the RALO activities, we set a deadline for 6 June. Remember, the thing is that we have to come up with schedules not just for ATLAS II and for the London meeting but, of course, after this.

Okay. I just want to add, I'm not seeing any further questions. We'll be taking it to the list to assign persons to the various tasks.

My question to you all is when do you all want to have the next conference call to review the work that we have done before the end of the month? Would you want to have it at this same date and time? I'm sorry, the same time next week or should we do a Doodle pool again to come up with either Thursday or maybe even Friday?

I'm seeing people typing. "This time works for me," says Murray. Etienne is typing. I see Olivier has also got a green tick to have it some time. I assume it means a green tick that this time works for them. Also, Anthony as well. Murray is also saying that. Leon is saying the same time.

Okay, well, in that case, we will have the call at the same time next week, which would be on the 29th. Okay? I see some questions regarding how we're going to look at what platforms and what technologies will be used for the social media strategy. We could probably focus on that on the next call.

We have some ideas for how we're going to do especially the live feed during the meeting because that will be a potential challenging to get the information happening from the various persons to Ariel in a coherent fashion for her to then act on it and post it accordingly. We will look at that on the next call.

Okay. Any questions, comments? If not, okay. Okay, Ariel? Sorry. Go ahead.

ARIEL LIANG:

We will send out a maybe a poll or a survey kind of form so that you can indicate your interest for doing one type of task. That's the priority for responsibilities before our next call because three types of tasks of static content as well as some of the fluid content templates, they're due date is the end of next week.

So we will definitely want your full support in this so that we can at least get the rough draft done. Then I will be able to edit them in time, and then we will be able to start posting in the first week of June.

Thank you in advance for all your time and help in this. We will definitely need to focus on working on that from now to next call.

DEV ANAND TEELUCKSINGH: Indeed. Excellent. Thanks, Ariel. Okay. I echo her sentiments.

Again, thank you all very, very much. Thanks also to the interpreters and to the staff.

This call is now adjourned, and look forward to working with you on the wiki and on the mailing list.

Thank you and take care.

[END OF TRANSCRIPTION]