



# 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**

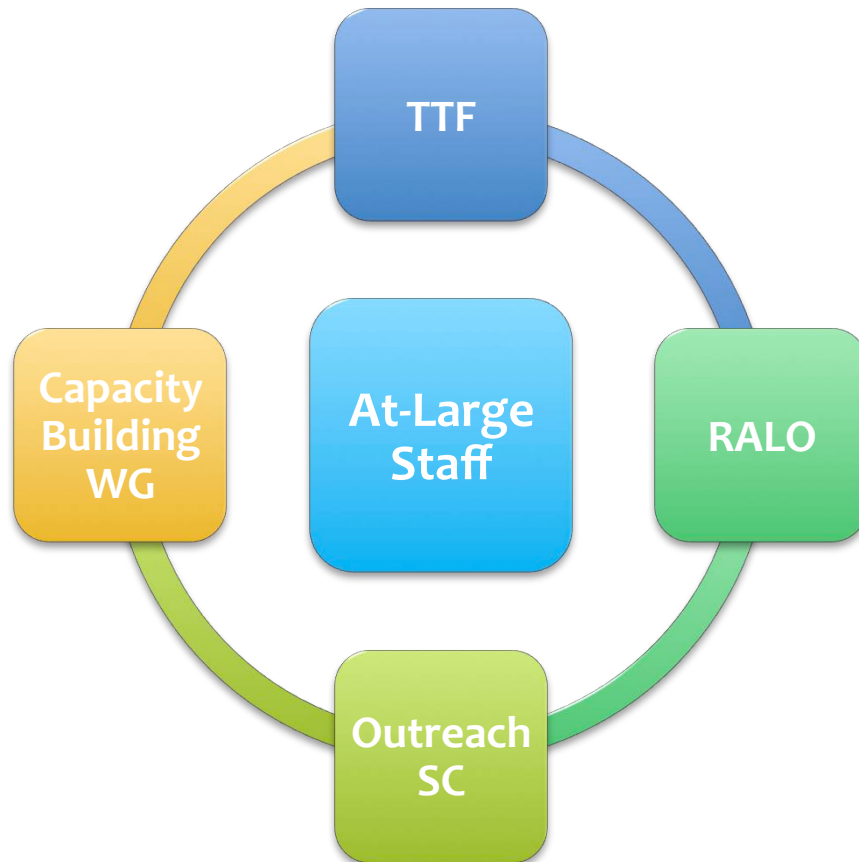


ICANN  
NO. 49  
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*Singapore*

Participants of NetMission.asia's NextGen program

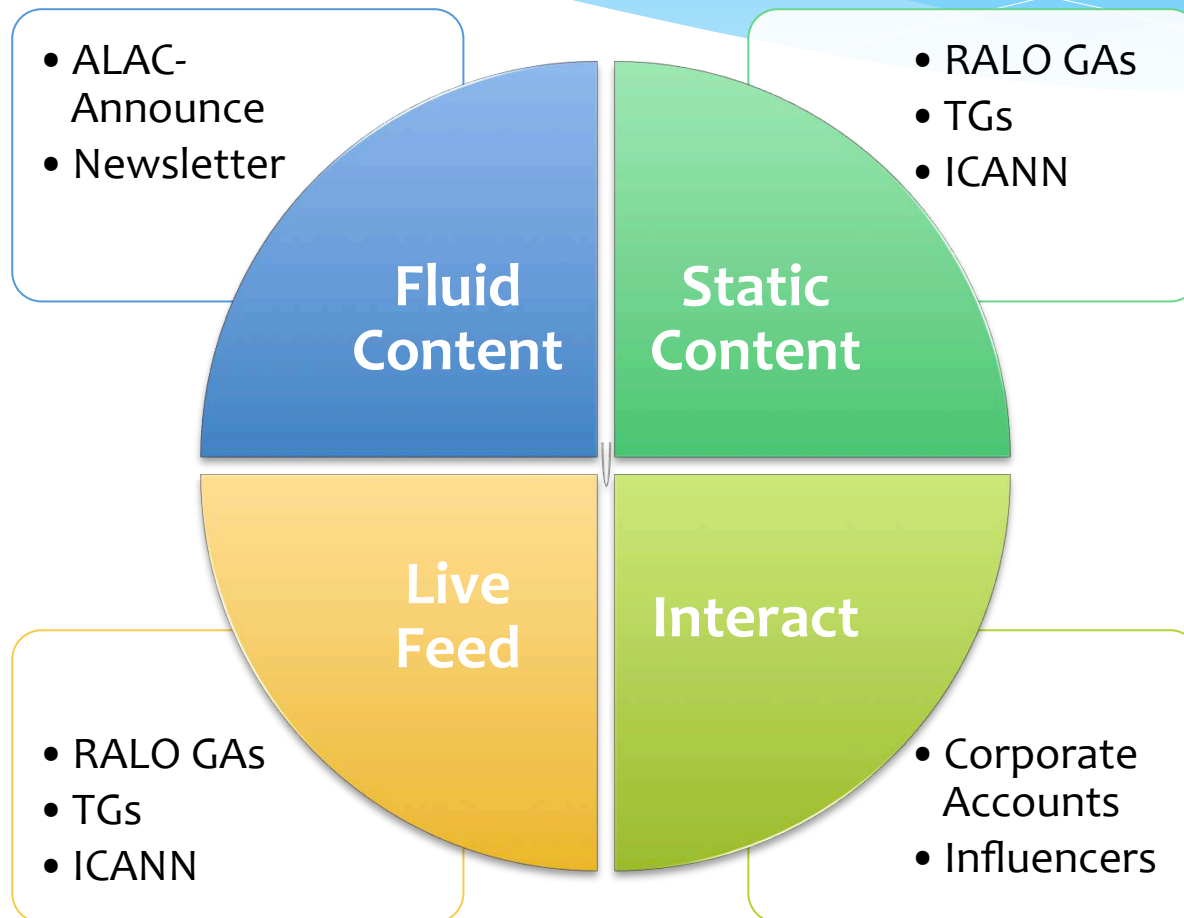


# Curation WG



- \* **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**

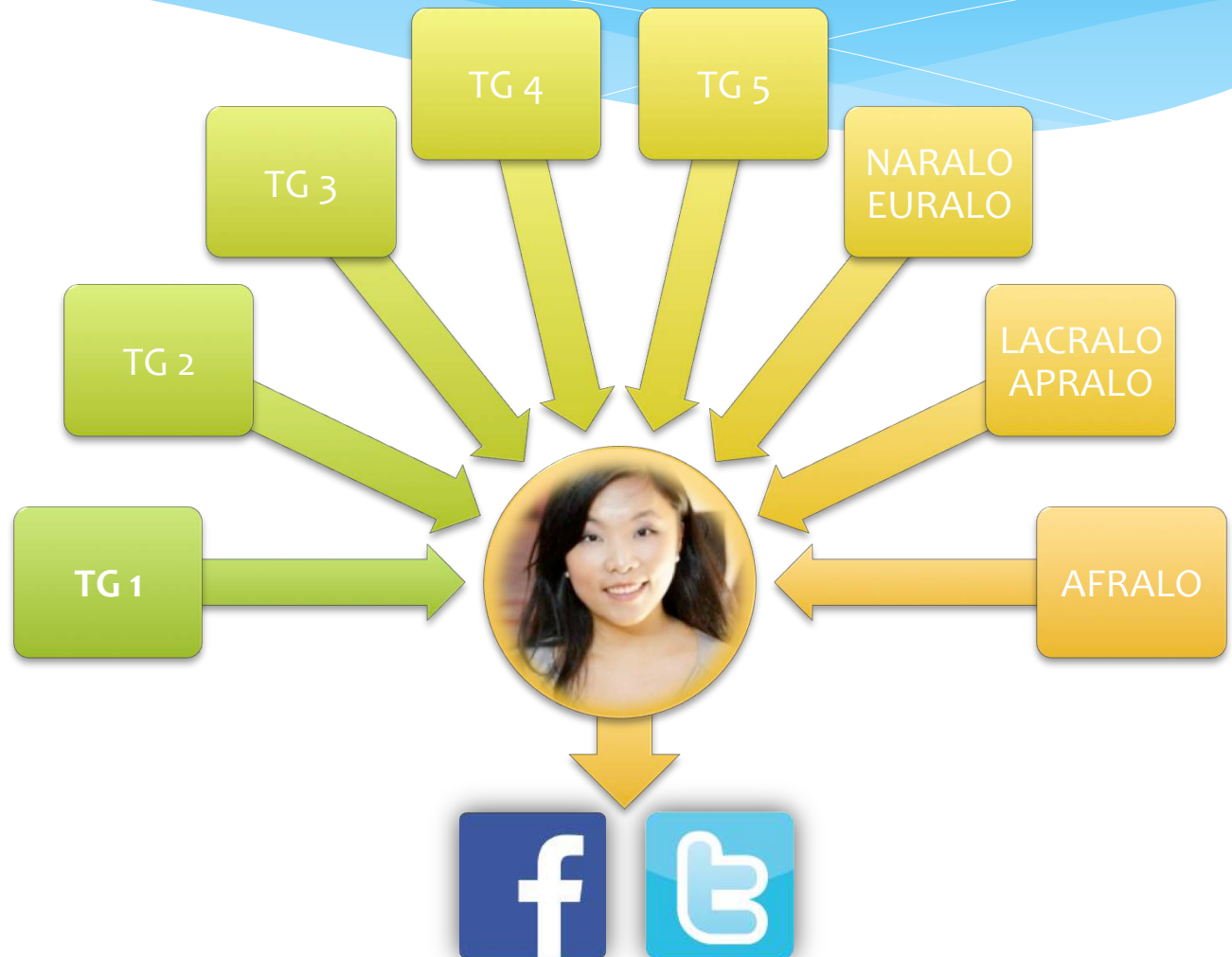


# Content

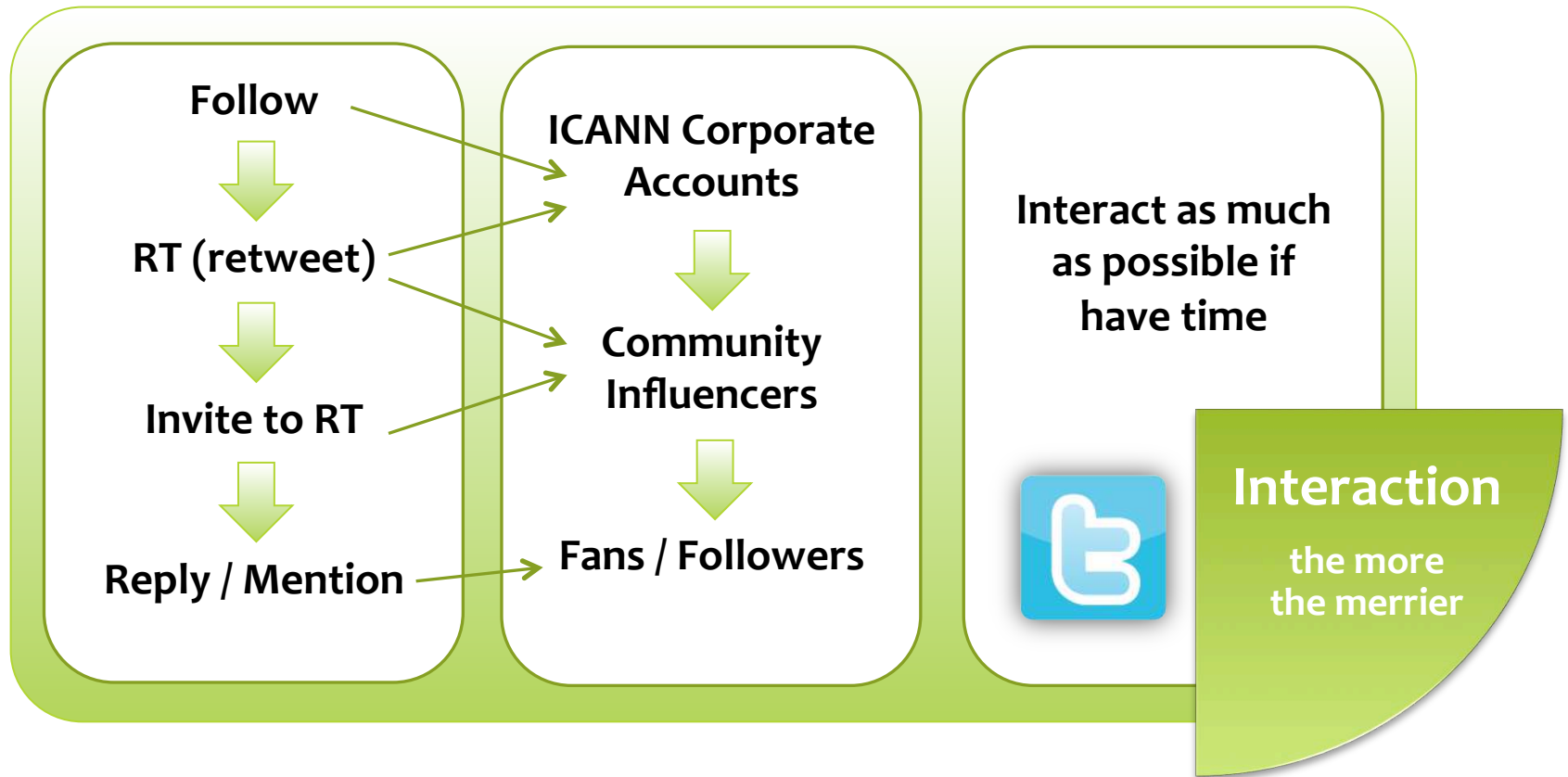
## Goal

- 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

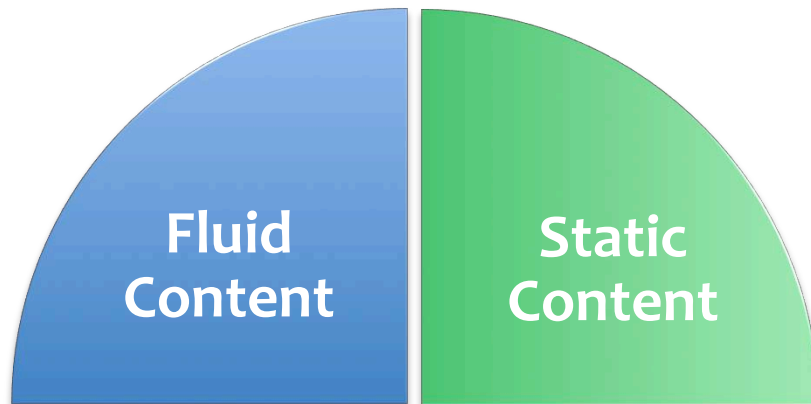
# Phases

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**

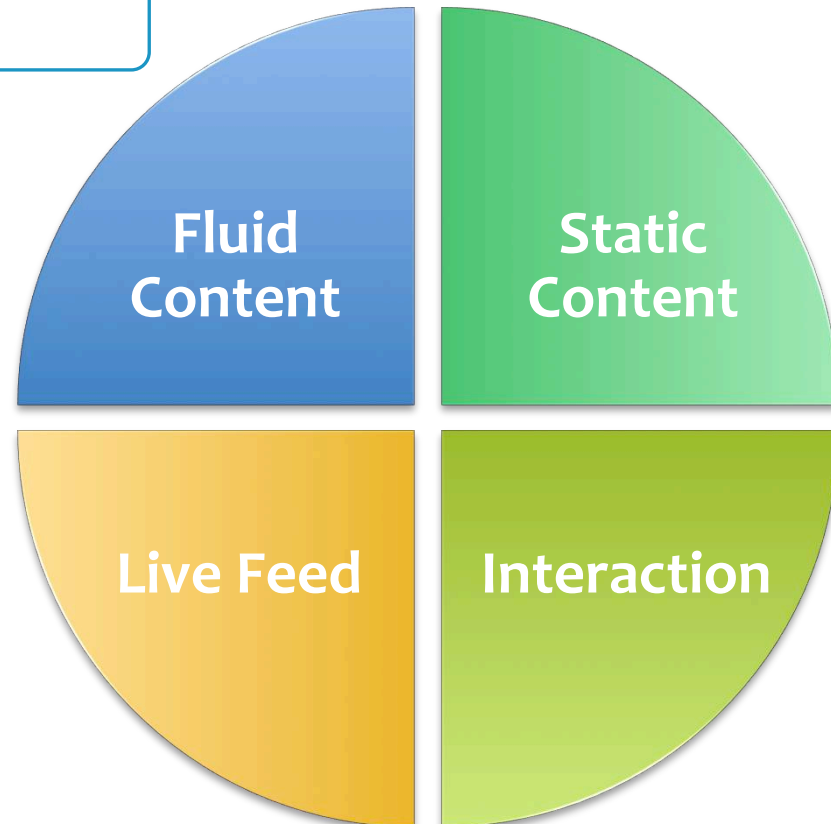
**Static  
Content**

**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

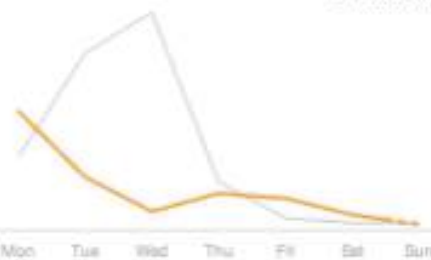
**132** Total Reach

▼ 49.6% from last week

**118**

Post Reach

▼ 50.4%



### Engagement

**14** People Engaged

▼ 50% from last week

**16**

Likes

**0**

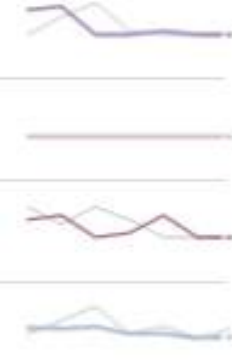
Comments

**15**

Shares

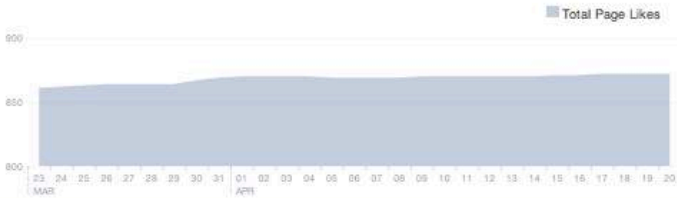
**39**

Post Clicks



## Examples of FB metric

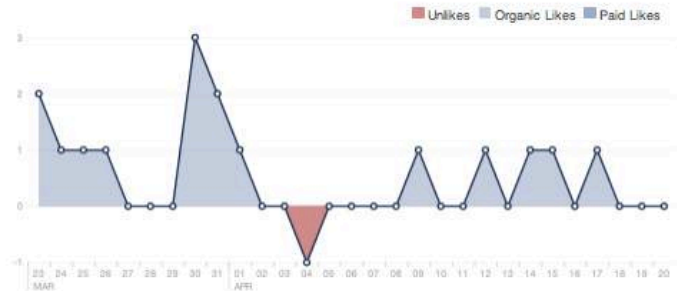
Total Page Likes as of Today: 872



**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

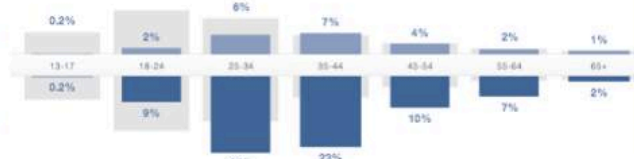
The people who like your Page

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
	August Tweet Draft				
1	Date	Day	Tweet 1	Tweet 2	Image
2	1	Thu	#DYK the UN push for breastfeeding started in 1982? Find out in YUN @WHO @UNICEF #WBW <a href="http://ow.ly/mNZzK">http://ow.ly/mNZzK</a>	What is the common denominator between Baby Friendly Hospital Initiative & the Innocent! Declaration? <a href="http://ow.ly/mZ8jH">http://ow.ly/mZ8jH</a> #WBW	<a href="http://www.unmultimedia.org/photo/detail.jsp?id=546/546617&amp;key=0&amp;query=546617&amp;lang=en&amp;sf=">http://www.unmultimedia.org/photo/detail.jsp?id=546/546617&amp;key=0&amp;query=546617&amp;lang=en&amp;sf=</a>
3	2	Fri	When troops from Iraq marched into Kuwait, #UNSC met almost immediately to restore peace & security in the area <a href="http://ow.ly/mZcJQ">http://ow.ly/mZcJQ</a>	UNSG: 'Never before in the 45-year history of the United Nations had the Security Council reacted with such unanimity' <a href="http://ow.ly/mZaCv">http://ow.ly/mZaCv</a>	
4	3	Sat	#DYK the UN has a Narcotic Drugs Commission, which tracks its origin to the Opium Section of the League of Nations? <a href="http://ow.ly/mZiCG">http://ow.ly/mZiCG</a>	In '48, 37 nations signed an int'l protocol on drug control, covering both natural & synthetic narcotics <a href="http://ow.ly/mZxq2">http://ow.ly/mZxq2</a>	<a href="http://www.unmultimedia.org/photo/detail.jsp?id=170/170765&amp;key=0&amp;query=170765&amp;lang=en&amp;sf=">http://www.unmultimedia.org/photo/detail.jsp?id=170/170765&amp;key=0&amp;query=170765&amp;lang=en&amp;sf=</a> <a href="http://www.unmultimedia.org/photo/detail.jsp?id=170/170764&amp;key=0&amp;query=170764&amp;lang=en&amp;sf=">http://www.unmultimedia.org/photo/detail.jsp?id=170/170764&amp;key=0&amp;query=170764&amp;lang=en&amp;sf=</a>
5	4	Sun	#DYK the Chapter XIV of the UN Charter established the @IntCrimCourt? <a href="http://ow.ly/n827D">http://ow.ly/n827D</a> #ICJ	The Statute of the #ICJ, annexed to the UN Charter, organizes the composition & functioning of the Court <a href="http://ow.ly/n82Wd">http://ow.ly/n82Wd</a>	<a href="http://www.unmultimedia.org/photo/detail.jsp?id=152/152500&amp;key=14&amp;query=%22International%20Court%20of%20Justice%22&amp;so=0&amp;sf=date">http://www.unmultimedia.org/photo/detail.jsp?id=152/152500&amp;key=14&amp;query=%22International%20Court%20of%20Justice%22&amp;so=0&amp;sf=date</a>
6	5	Mon	Due to #UN pressure, Netherlands ceased military action against Indonesia. Learn how the UN did it in YUN '47 <a href="http://ow.ly/mZraw">http://ow.ly/mZraw</a>	The '63 nuclear test-ban Treaty btwn US, UK & USSR was a subject of comment when #UNGA discussed disarmament question <a href="http://ow.ly/mZiMs">http://ow.ly/mZiMs</a>	<a href="http://www.unmultimedia.org/photo/detail.jsp?id=189/189360&amp;key=1&amp;query=%22Nuclear%20Test-Ban%22&amp;lang=en&amp;so=0&amp;sf=date">http://www.unmultimedia.org/photo/detail.jsp?id=189/189360&amp;key=1&amp;query=%22Nuclear%20Test-Ban%22&amp;lang=en&amp;so=0&amp;sf=date</a>
7	6	Tue	Today marks the 68th anniversary of dropping of atomic bombs on Japan. Read YUN's dedicated chapter on disarmament <a href="http://ow.ly/n0UXw">http://ow.ly/n0UXw</a>		
8	7	Wed	#Onthisday in 1905, Ralph Bunche, the Acting UN Mediator in Palestine was born. Learn how his work brought truce <a href="http://ow.ly/n12Y4">http://ow.ly/n12Y4</a>	Ralph Bunche, a civil servant who devoted 25 yrs in the #UN career, won the '50 #NobelPeace Prize (image)	<a href="http://www.unmultimedia.org/photo/detail.jsp?id=148/148021&amp;key=0&amp;query=148021&amp;lang=en&amp;sf=">http://www.unmultimedia.org/photo/detail.jsp?id=148/148021&amp;key=0&amp;query=148021&amp;lang=en&amp;sf=</a>
9	8	Thu	In '88, with the adoption of RES 598, the UN-sponsored cease-fire went into effect in the 8yr Iran-Iraq war <a href="http://ow.ly/n178s">http://ow.ly/n178s</a>	Since '83, the #UNSC made concerted efforts to resolve the Iran-Iraq armed conflict & bring peace back to the region <a href="http://ow.ly/n19Cr">http://ow.ly/n19Cr</a>	
10	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 <a href="http://ow.ly/n1bUg">http://ow.ly/n1bUg</a>	#UNGA adopted the Declaration on the Rights of Indigenous Peoples in '02. #DYK the work on this dates back to '89? <a href="http://ow.ly/n1EJL">http://ow.ly/n1EJL</a>	<a href="http://www.unmultimedia.org/photo/detail.jsp?id=257/2576&amp;key=0&amp;query=2576&amp;lang=en&amp;sf=">http://www.unmultimedia.org/photo/detail.jsp?id=257/2576&amp;key=0&amp;query=2576&amp;lang=en&amp;sf=</a>
11	10	Sat	#Quiztime of the 6 principal organs of the UN, which is the one and only organ not located in New York? <a href="http://ow.ly/n8B4f">http://ow.ly/n8B4f</a>	#DYK the #ICJ rents #PeacePalace from @CarnegieFnd, which owns the venue for almost 100yrs? @PeacePalace2013 <a href="http://ow.ly/n87Rj">http://ow.ly/n87Rj</a>	<a href="http://www.unmultimedia.org/photo/detail.jsp?id=503/503437&amp;key=20&amp;query=%22peace%20palace%22&amp;lang=en&amp;sf=date">http://www.unmultimedia.org/photo/detail.jsp?id=503/503437&amp;key=20&amp;query=%22peace%20palace%22&amp;lang=en&amp;sf=date</a> <a href="http://www.unmultimedia.org/photo/detail.jsp?id=125/125712&amp;key=50&amp;query=%22peace%20palace%22&amp;lang=en&amp;sf=date">http://www.unmultimedia.org/photo/detail.jsp?id=125/125712&amp;key=50&amp;query=%22peace%20palace%22&amp;lang=en&amp;sf=date</a> <a href="http://www.unmultimedia.org/photo/detail.jsp?id=554/554258&amp;key=0&amp;query=%22International%20Court%20of%20Justice%22&amp;lang=en&amp;sf=date">http://www.unmultimedia.org/photo/detail.jsp?id=554/554258&amp;key=0&amp;query=%22International%20Court%20of%20Justice%22&amp;lang=en&amp;sf=date</a>
12	11	Sun	#UN membership of the North & South Vietnam was a contentious issue in '75. Read the member states' discussion here <a href="http://ow.ly/n1Uih">http://ow.ly/n1Uih</a>	Each YUN volume includes full text report of the Secretary-General on the Work of the Organization <a href="http://ow.ly/n3p4B">http://ow.ly/n3p4B</a> #YUN101	
13	12	Mon	Test your knowledge of the 15 priority areas of the World Programme of Action for Youth <a href="http://ow.ly/n8BKs">http://ow.ly/n8BKs</a>	Since '96, the YUN has included full text SG report on Children and Armed Conflict, a UN priority area of youth development <a href="http://ow.ly/n7RQY">http://ow.ly/n7RQY</a>	
14	13	Tue	#DYK the discussion of the representation of China in the UN started in '50? <a href="http://ow.ly/n3wK5">http://ow.ly/n3wK5</a>	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 <a href="http://ow.ly/n3sFQ">http://ow.ly/n3sFQ</a>	<a href="http://www.unmultimedia.org/photo/search.jsp?queryString=China&amp;category=&amp;dateFrom=1971-01-01&amp;dateTo=1971-12-31&amp;submit=Search">http://www.unmultimedia.org/photo/search.jsp?queryString=China&amp;category=&amp;dateFrom=1971-01-01&amp;dateTo=1971-12-31&amp;submit=Search</a>
15	14	Wed	#Onthisday in 2006, the UN-brokered ceasefire btwn Israel & Hizbullah went into effect thru Security Council RES 1701 <a href="http://ow.ly/n3AVy">http://ow.ly/n3AVy</a>		



Thank you!