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GISELLA GRUBER: Good morning, good afternoon, and good evening to everyone on today's At-Large Interim Curation Working Group call on Thursday, 29 May at 15:00 UTC.

We have Dev Anand Teelucksingh, Olivier Crépin-Leblond, Anthony Niiganii, Murray McKercher, Leon Sanchez. On the French channel, we have Etienne Tshishimbi. Apologies noted from Yuliya Morenets, Jordi Iparraguirre, Sarah Kiden, Bukola Fawole, Pavan Budhrani, Seun Ojedeji, and Eduardo Diaz. From staff, we have Ariel Liang, Heidi Ullrich, Kathy Schnitt, and myself, Gisella Gruber.

If I could please remind everyone to state their names when speaking, not only for transcript purposes, but we also have French interpretation on this call today with Camila. This will allow our interpreters to identify you on the other language channel.

Thank you very much, and Evan Leibovitch has just joined the call. Thank you, and over to you, Dev.

DEV ANAND TEELUCKSINGH: Thank you, Gisella. As you may have noticed, there is no word "Interim" Curation Group being used. That's because at the ALAC call this week, they ALAC approved this working group. There is one action item coming up from that ALAC call, and that's in our agenda. There are no particular concerns regarding the curation group and its charter – what it's supposed to do. I'd like to thank everyone on the ALAC for approving this group.

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*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.*

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Okay, now that the group has been confirmed, I had agreed to be the interim chair of this working group. Obviously, the decision has to be taken by this working group as to who should be the formal chair. I am willing to serve as the chair of this working group. Any comments or suggestions?

Okay. Alright, well, is there any objections with me being the chair? If there are no objections, you could put green ticks. I'm seeing the chat. Evan says okay with me continue chairing. Leon Sanchez, Murray McKercher, Evan Leibovitch, okay, Anthony also with green ticks.

Okay. Alright, well, I am seeing no objections, nobody raising their hands. So the chair has been confirmed as myself, Dev Anand Teelucksingh. Etienne has also expressed her support. Thanks.

One of the concerns raised on the ALAC call was the name of this working group. It was thought that the word "curation" may have been a potentially confusing name. Now in a sense, curation is what we are doing, particularly content creation which is the process of collecting, organizing, and displaying information relevant to a particular or area of interest, which is what the definition is on Wikipedia.

But there are some concerns that the word "curate" doesn't really convey what we are doing in terms of with social media. The suggestion is that we consider a slightly modified name for this working group. I would like to open the floor for any possible suggestions. I'm opening the floor to any suggestions, and I'm watching the chat as well while people are typing.

Anthony, please go ahead. You have the floor.

ANTHONY NIIGANII: Hi. Yes, curation is a term used regularly in the social media field. One of the things that come up just maybe to add some clarity is to add the term maybe Digital Media Curation just to add more clarity to the title itself. Because I'm not sure if everyone uses social media regularly, but those of us that do are familiar with the social media curation term. I'm okay with the name, but I understand that for the larger public that they may not completely understand what curation is initially. Thanks.

DEV ANAND TEELUCKSINGH: Okay. If I understand you, I think you're saying Social Media Curation Working Group is your suggestion, Anthony? Just to clarify.

ANTHONY NIIGANII: Yes.

DEV ANAND TEELUCKSINGH: Oh, okay. I'm seeing quite a few set of comments here. I'm just going to quickly read it. Evan Leibovitch says, "Why not simply Social Media Working Group?" Leon has suggested Social Media Task Force with a smiley face. I'm seeing multiple attendees typing in on the chat. I'm just going to quickly just – oh, my goodness. Leon is being very creative in coming up with quite good acronyms there.

Social Media Curation Working Group in my idea sounds good. Social Media Working Group, okay. I see Peter Knight and Evan are both saying Social Media Working Group. There is one. Okay. Alright, I see Social

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Media Working Group as a contender. I see Leon is also agreeing with Social Media Working Group. Okay. “No need to [inaudible] this.” I agree.

Okay, well, I think Social Media Working Group is probably going to be – is the candidate then for the working group. Social Media Working Group – can I see some text to suggest (just for the record) just to see some text whether you agree with the changing of the name from Curation Working Group to Social Media Working Group? Okay. Anthony agrees. Etienne agrees. Evan agrees. Murray McKercher agrees. Peter agrees. Leon Sanchez agrees.

Okay, well, action item: the Curation Working Group is to be called the Social Media Working Group. Let’s record that as an action item, to name the Curation Working Group as the Social Media Working Group. Of course, we’ll update all the wiki pages and, I suppose, change the e-mail list name and so forth. Excellent.

Alright. Now for one of the tasks for this now Social Media Working Group, this was something from the previous PR call, which was how to promote the #ATLAS2 hashtags: #ATLAS2, which I’ll just type it in the chat. This is going to be the hashtag that would be used to promote the At-Large Summit II.

I wasn’t quite on the call earlier. I only came in midway in the call for the PR group. I don’t know if Ariel or Murray, was there any discussion about this regarding using the hashtag? Can either Ariel or Murray take the floor about that?

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MURRAY MCKERCHER: Hello. There was just a brief discussion. I know Ariel probably has some more to contribute, so we want to [inaudible] this discussion. So I'm [inaudible] all about that again. Thank you.

ARIEL LIANG: Hello, everyone. On the PR call, I gave a quick overview of several tactics we are going to use to promote the hashtag. I will give you all a quick overview as well.

The first one is to use the hashtag in our newsletters. We can include it in the subject line of the newsletter. Also, we can create sections on the newsletter that talk about our social media initiative. Then we will put the hashtag there. That's one tactic.

The second one is to present the hashtag in the PowerPoint slides created for the London meeting. This has already been done. When you go to the wiki space, I have posted the PowerPoint. You will be able to see the hashtag on the slide. I will shortly post it on the chat.

The third tactic is we will use the hashtag in the actual tweets and Facebook posts. We're thinking that for the working group we can collectively create several posts and tweets with the hashtag. Then I can forward it to the corporate account holders of ICANN and ask them to post it on a certain day and certain time.

We can also increase the frequency of using the hashtag and push out content when the time is drawing near so that builds momentum for the Summit. That's the third tactic.

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The fourth one that is related to the third one is we already have a blog post that talks about the Summit. Also, it has a YouTube video that promotes the Summit that is public right now. They can be a good source to link to on the Facebook posts and tweets. They are appropriate to connect with the hashtag. We can use those information to create those potential featured posts and tweets to be promoted by other ICANN entities.

Also, as members of the Social Media Working Group, yourselves will be one of the forces that use the hashtag. We're thinking maybe in the first week of June will be a good time to start pushing out content and use the hashtag on your own tweets. We will proactively promote this hashtag together.

Another tactic is we have the keynote speakers for ATLAS II and also the Fayre. Some influential people are going to be associated with the ATLAS II. We can ask them to use this hashtag in their own tweets of their talks in ATLAS II or afterward at any time, so their own followers will be able to see it. That's another important tactic we're going to use.

These are some of the ideas. We would like you to brainstorm more, and we can create a strategy for promoting the hashtag.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Ariel. I think I tried to summarize that in the chat there. Announce it in a newsletter. Make sure that it's displayed on all presentation slides regarding ATLAS. Contact the ICANN Communications/PR/global stakeholders and encourage them to use that hashtag when tweeting about ATLAS II. Reference the ICANN blog

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post about the ATLAS II. Also, have the keynote speakers mention the word hashtag during his other talks.

I see a green tick from Etienne on that. I see some things in the chat regarding the concern whether we should be using this hashtag. I think the PR group formally decided #ATLAS2 with the digit 2 would be the one. It looks like people are agreeing with that in the chat.

Okay, those are all very good suggestions that Ariel outlined there. I'm not thinking of any additional ones at this time. Anybody have any thoughts or comments on how to promote the #ATLAS2 hashtag? Going once, going twice, going thrice. Okay, excellent.

Now, let's take a look at the At-Large Social Media Curation Workflow. I'll post a link now to the Curation Workflow. What we did was that over the – last week after the call, we looked at all of the tasks that this working group has to look at. There are two things. One was looking at static content and building up a queue of static content that could be re-shared on social media.

I see Darlene has just joined the conference call. Welcome, Darlene.

As I was saying, we'll build up a queue of static content. We broke down the topics into several topics: Beginner's Guides, tweeting about the Capacity Building Webinars, the RALO Activities, At-Large Working Group Activities, tweeting about some of the Adopted ALAC Statements, and the Acronyms.

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A lot of e-mails went out over the weekend, and I'm glad to see there's been already some responses from this working group. We did set two deadlines: some for 30 May and some for 6 June.

I just think we could probably walk through some of these tweets that have been done. I see like let's look at the Beginner's Guide. We'll just look at Beginner's Guide here.

ARIEL LIANG:

Hi, Dev. Sorry for interrupting. I can share my screen when you're posting the link so it's easier to show what is done. Is that okay with you?

DEV ANAND TEELUCKSINGH:

Oh, I think that's a good idea, yes. Thanks.

ARIEL LIANG:

Okay. Let's [inaudible] also post the link to the chat.

DEV ANAND TEELUCKSINGH:

Yes, I did that already.

ARIEL LIANG:

Thank you.



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DEV ANAND TEELUCKSINGH: Okay. The idea here behind this was to promote our Beginner's Guides. I see Anthony was assigned to post about the Participating in At-Large and about the Beginner's Guide on At-Large Structures. I think I will wait until Ariel shares her screen.

ARIEL LIANG: Can you see my screen now?

DEV ANAND TEELUCKSINGH: Yes, we can see the screen, although it's kind of hard to see. I don't know if you're going to have to zoom in and perhaps – yeah.

ARIEL LIANG: Does this look better now?

OLIVIER CRÉPIN-LEBLOND: If I can jump in, you can just make Ariel's screen the whole of your screen. I think she's unable to zoom in as far as she's concerned. Just make it the whole of your screen for the time while she's doing the presentation. Then you can go back one.

DEV ANAND TEELUCKSINGH: Okay, I think so, yes. Okay, so we can just go full screen like this then. Okay. Alright, so if everybody goes to full screen, I think that we can now definitely see the information. Is everybody seeing this in full screen now? Okay, great. Okay, once it's full screen, I think we can see it.

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Anthony, going back to the two guides, Anthony came up with, I think just looking at it, some interesting tweets. I see also Anthony was able also to use the shortcut, the URL shortener, to those guides. I'm just opening one just to see whether it works. Yes, it does. Excellent.

Before I say anything, does anyone have any comments looking at Anthony's tweets? Okay, Anthony, go ahead, please. You may be muted, Anthony.

GISELLA GRUBER: Anthony, [inaudible].

ANTHONY NIIGANII: Sorry. I lost my talk while on the phone.

DEV ANAND TEELUCKSINGH: Sure, no problem. Go ahead.

ANTHONY NIIGANII: Can you hear me?

DEV ANAND TEELUCKSINGH: Yes, we can hear you, Anthony. Yes, we can. Go ahead.

ANTHONY NIIGANII: I dropped my call. Okay, so I was looking at the tweets that I did. I see I had used a couple of #ATLAS2 hashtags. Just to make sure that when

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we're going through all the tweets that all the hashtags are consistent with what's being approved to be used.

One of these I noticed, and I did point it out, was in the Participating in At-Large number 4. I think I saw a typo. Yeah, there is a typo in there. Rather than "the are many ways," it should be "there are many ways."

DEV ANAND TEELUCKSINGH: Oh, okay. I got you.

ANTHONY NIIGANII: Okay, thank you.

DEV ANAND TEELUCKSINGH: Alright. Thanks. Just one other thing regarding the Participating in At-Large, for the tweet number 5. I think it's like there's now over 170 At-Large Structures available around the world. I believe that tweet is looking at the – is taking you to the Google map where all the At-Large Structures are being shown on a Google map. Yeah, I think Ariel is opening it up right now.

I believe it has also been updated because I'm seeing ISOC Venezuela, for example, being updated. I assume someone at ICANN is updating this, which is very good. Excellent. Just wanting just to correct number 5 to see it's more about like closer to 170 At-Large Structures available around the world.

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I see Peter has now posted some comments here. Peter you want to take the floor quickly just to say what, or shall I just read your chat? Okay, Peter is typing he can't speak. Oh, okay. Well, I'll tell you what. Perhaps you could just work with Peter just to go through the instructions of how to connect the microphone to the Adobe Connect.

What I'll do while that's happening, I'll just mention what Peter is saying: "What about people who don't even know what ICANN is?" Well, the thing is most of these Beginner's Guides do explain what ICANN is. I don't know if what you're suggesting is that we come up with tweets about ICANN itself, Peter.

ARIEL LIANG:

Dev, Peter just to answer your question, I think we have a category of tweets, it's Acronyms. What you suggested can be a part of this category. We can use this as an educational moment to explain what certain acronyms stand for, and ICANN can be one of them. In fact, we have listed ten that we want to pre-draft for this work period. We can add ICANN to that list. You're also welcome to carry out this task if you want and be the acronym helper for the team, if you wish.

DEV ANAND TEELUCKSINGH:

Okay. Alright, I think, Ariel, that's a good suggestion to also maybe explain things like the word "ICANN" – perhaps even more than one tweet just to try to explain what ICANN itself does. I think that's a good idea to have it under the acronyms.

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I think we'll go over I think actually with Anthony. I see you've used the hashtags actually quite well. I think they are – how should I put it – down-to-earth in a sense that it's not using too much jargon. The hashtags, I think, allow the conversation to happen. Great.

Let's look at the – Jordi also did, just to mention, and this is we could talk about, Jordi also did some of the tweets but pointing to in Spanish and in French. The idea is that the way we want to handle – one of the concerns mentioned on the last call was how do we handle foreign languages if we want to start tweeting in multiple languages?

There are two approaches, obviously. One would be to have different language versions of the social media accounts. But I'm thinking that's going to be too much for staff to handle.

What I suggest is that we use the existing channel, and wherever there are formally translated documents such as the Beginner's Guides, for example, which have the ES versions and French versions and so forth, we can then compose various tweets in those languages. What happens then, we can then track the response to those tweets and see whether they get traction.

Okay. This is the idea. We asked Jordi to also come up with Spanish versions and French versions for tweets regarding the two Beginner's Guides. Okay. It's slightly incomplete because I don't think he included the links to the actual ES version, so we'll have to go back in there and update those tweets.

Okay. Alright, so I think just let's go quickly ahead again to the Capacity Building Webinar. I'll just post a link here. Ariel actually was the first

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Communications category – that was the first Capacity Building Webinar – and did five tweets as an example.

I see that both Seun and Leon have actually done quite a few tweets there on the IPv4, on the Future of Internet Governance. So just look through what Seun did and what Leon did. Again, I think just looking at this I think actually these are all quite good. Yep, actually they're all very, very good actually.

Ariel, any problems?

ARIEL LIANG:

Yes, Dev. I can't raise my hand now, but can we ask Leon to talk about his experience drafting the tweets and some of the things he'd like to share and best practices and things like that with the members?

DEV ANAND TEELUCKSINGH:

Thank you, Ariel. I think that's a good idea. Leon, can you take the floor and just go through what – because I know that you use Twitter a lot and quite extensively. Leon, are you able to take the floor just to go through that? Just to share some of your thoughts and experiences?

I see Leon typing. Ah. Okay, I see. Alright. Well, Leon if you could just share it with staff, I think staff can indeed dial out to you. Okay, well, staff, I see Leon has posted his phone number. Can you do a dial out to him?

Okay, well, while Leon is getting connected, Ariel, perhaps you just want to just summarize the idea behind the – just go through some of the

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ideas again of what we're planning to do with all of these tweets in terms of the phases. Would you be willing to take the floor just to explain just while Leon gets connected?

ARIEL LIANG: Dev, you are asking me to talk about the phases for posting the tweets?

DEV ANAND TEELUCKSINGH: Yes.

ARIEL LIANG: Okay. The first phase is from 1 June to 10 June. That's the time we raise awareness of ICANN At-Large in general. We'll mainly post information about the Beginner's Guide and some of the Capacity Building Webinar information. We want to do this in a step-by-step manner, so we will give them a general understanding of the work of At-Large and then we will go into some detailed issues that we work on. The first week is the general understanding.

The second phase is to build momentum for ATLAS II, so that's 11 June to 20 June right before ATLAS II begins. Then we will try to publish more tweets related to the actual work of ATLAS II, for example the thematic group sessions and the RALO general assemblies.

For the second phase, we will have to develop a pre-drafted workflow just corresponding to the content that will be discussed during thematic group sessions. Also the RALO Activities, this category of tweets will be posted for the second phase.

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Then the third phase is during ATLAS II, which we will do more live coverage of the whole Summit. All the RALO general assemblies will be covered, the thematic group sessions will be covered, and also the regular ICANN meetings will be covered. But it doesn't mean that we will only write tweets on the spot. We will be able to use some of the pre-curated content and plug in at the right time to show how dynamic our social media channels are.

For example, the RALO Activities, some of the tweets can still be used or recycled during the third phase, the live coverage. Also, the Working Group Activities will be used during the live coverage of regular ICANN meetings and so forth.

This gives you an understanding of our phases. There are only three for June.

DEV ANAND TEELUCKSINGH: Great. Alright, thanks, Ariel. Okay, is Leon on the call now? I certainly hope so. Not yet? Oh, dear. Okay.

GISELLA GRUBER: Sorry, Dev. Leon is on. Adigo was just taking him through how to mute his speakers. He should be on now.

DEV ANAND TEELUCKSINGH: Oh, okay. Okay, well, in that case, yes. Okay, then thank you, Gisella. Okay, Leon, are you connected and able to speak?



PETER KNIGHT: Well, may I raise my hand?

DEV ANAND TEELUCKSINGH: Okay, I see Peter Knight has raised his hand. While Leon is still – we sort out our technical issues, Peter, your hand was raised. I see that you’ve also connected to the call now.

PETER KNIGHT: Okay, just in absence of Seun, I just wanted to say that I like his tweets very m so users can't work around it

Because, as I said in my chat, I think if we’re trying to expand the universe of people – since we represent all users of the Internet and many of them have no idea really what ICANN is or anything else and all of us have our followers and people who may not be so, they’re interested in the Internet but they haven’t really been exposed to this thing – that we have to have at least some of these tweets be at a level one or two levels back from the acronym language and ATLASes and things like that.

We have to sort of lead them in. That’s my main point, that we need to expand the whole thing about the globalizing ICANN and attracting new people into it. It’s important to not put them off with too many of this alphabet soup.

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DEV ANAND TEELUCKSINGH: Okay, thanks, Peter. I fully agree. It sounds easy to do, but obviously it is a challenge to try to make it use as least of the acronyms as possible and make it – I’m trying to find the appropriate word – user friendly to those persons not deeply involved in ICANN and ICANN At-Large.

PETER KNIGHT: Be a mix of things, I mean, some of them for the more initiated and some people less to sort of lead them in.

DEV ANAND TEELUCKSINGH: Yeah, indeed.

LEON SANCHEZ: Can you hear me now.

DEV ANAND TEELUCKSINGH: Ah, Leon. Welcome to the call. Welcome. It’s good to hear your voice now.

LEON SANCHEZ: Thank you very much. Well, as you said, Dev, I use Twitter a lot on my day-to-day activities. What I found out is that, obviously, the more synthesized the idea comes into Twitter, it’s easier for people to retweet.

Because sometimes we are looking at perfect 140-character tweets. But what we don’t realize or what we may not realize is that when we do

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that and the users or followers want to retweet that with a comment of themselves, sometimes they have to edit and cut those tweets.

So it might not be a 140-character perfect tweet, but if it reflects the main idea and you give some more space, some extra characters for users to retweet and comment on that, that's something that might help spread the word about the idea on that tweet.

Also, sticking to one single hashtag can help a lot to identify all the block of tweets being tweeted at a certain time or at a certain discussion, of course. Trying to link to other Twitter accounts also helps because when they see those tweets in which they are mentioned, they usually tend to retweet those tweets. So it just kind of organically spreads the word all around Twitter.

That's how I drafted these tweets thinking on not just attracting followers of the ICANN corporate accounts but also followers of those who are being mentioned on these tweets.

DEV ANAND TEELUCKSINGH: Excellent. Thanks, Leon. Indeed, I think those are very useful suggestions. Does anybody have any comments? Ariel, go ahead.

ARIEL LIANG: Thank you, Dev. Thank you, Leon, for your suggestions. May I just ask: the people you mentioned, for example, on the Future of Internet Governance Part 2, are they the presenters of the presentation or who are these people exactly?

DEV ANAND TEELUCKSINGH: Okay, Leon, you can [inaudible].

LEON SANCHEZ: I'm sorry, I missed that part. I missed that part, Ariel. Could you please repeat?

ARIEL LIANG: The mentions you did in the tweet, are they the presenters or who are the handles that you mentioned?

LEON SANCHEZ: Oh, yes. Well, for example, if you take a look at the tweets for the Internet Governance Part 1, I mentioned some institutions like the ITU, ICANN itself, Internet Society (ISOC), IETF, and W3C because I believe it's important for people to know which are the bodies that shape the [palate] of the Internet and make it work.

On the second part of the tweets in the Future of Internet Governance Part 2, the people I mention on the tweets are either bodies that involved with Internet governance like the NTIA, the IANA. Also for example on my tweet 4, I mention Tijani Ben Jemaa and also Nigel Hickson. Those are the presenters of the webinar.

I also mention Netmundial account, which might not be very popular these days because the event just has happened already, but it also might be useful as a reference if people want to dive into the

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Netmundial site and get to know a little bit more about what happened at Netmundial besides what we are making available for them in this presentation. That's why I also introduced these other Twitter accounts into the tweet.

DEV ANAND TEELUCKSINGH: Okay. I see. Thanks, Leon. Actually, I think one of the benefits also by personalizing the tweets by mentioning the Twitter handles what happens then is also there's an opportunity that those persons mentioned will also retweet that information, thereby of course further broadening the audience reached with the message.

Okay. I see that we still have some persons yet to finish up the submitting of the tweets and so forth. Just to confirm, Ariel, has a reminder gone out to those persons?

ARIEL LIANG: I sent reminders to the people who have a deadline, which is tomorrow. Then we also have a second deadline. It's next Friday, so I will send reminders when the next deadline is drawing near.

Also, please expect another e-mail from Dev about thematic group related static content. We're at the stage of crafting the right category of tweets based on the questions and the agenda, so you will expect that email to come to you.

But at the same time, I think, Dev, maybe we can ask our members to give some feedback about this type of workflow. Are they happy with

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assigning for different tasks, or they would like to have a different type of allocation of work? Maybe we can have a quick discussion on that?

DEV ANAND TEELUCKSINGH: Yes, thanks, Ariel. Indeed, I was going to lead into that because what we tried to do was that we realized from the last call that asking persons to just simply volunteer given the timeframes would have been too difficult, so myself and Ariel, we worked immediately after the call and allocated – you know – gave assignments based on we tried to split the work up evenly among all the members and also possibly we thought of persons who had an immediate interest.

For example, Leon, I mean, because he attended the Internet governance, the Netmundial meetings, also were involved in that cross-community working group, we thought that you would have been the perfect fit for writing about the Future of Internet Governance, for example.

But again, we're open to suggestions or comments. Is there a different suggestion? Do you have any suggestions of how we should approach this workflow?

LEON SANCHEZ: Well, I agree with you that we should approach those people who have actually gone through these meetings and formed part of these working groups. But also I believe that it would be a good idea if we reach out to other people that might not have been into these working groups or to these meetings but have a wide experience on the topics.

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Like for example, there are a lot of people in the At-Large community, of course, that participate on a regular basis on the mailing list but are not being part of this effort. Maybe we should reach out to them and just ask about what is the opinion they have on either the workflow or the strategy or any element that we're contributing to the workflow.

DEV ANAND TEELUCKSINGH: Okay. Alright, thanks a lot, Leon. Approach other persons, I agree. In fact, we did reach out. For example, for the RALO Activities, we reached out more to the RALO secretariats even though they were not formally inside this working group because when we reached out to the RALO secretariats, it helped contribute regarding the RALO Activities, for example.

I agree. I think right now I should say this working group needs more persons from EURALO because there are only two persons. I think for LACRALO it's only yourself, Leon, and me from LACRALO. I think we need more persons there from those two RALOs to be able to be more involved in this working group.

LEON SANCHEZ: Dev, I'm sorry. If I may suggest that in the old fashion that we've always worked in At-Large, if anyone wants to contribute to any task that has been assigned to any other member, I suggest that it would be a good idea to just jump in and make our own contributions.

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Like for example, if we see that someone is not doing or can't be doing what has been assigned to him on the deadline, maybe we could help that person to get the work done within the deadline.

Like for example, I see that Evan is in the group that's drafting some tweets with a deadline for May 30. I see that his slots are empty, so maybe we could help Evan draft some tweets about Policy Development Process and Policy Issues. I think that maybe Evan would be okay with that.

I don't know. That's just an idea that if we see something where someone just is not getting time with things done, we could just reach out and help that one. I don't know. What do you think about that?

DEV ANAND TEELUCKSINGH: I'm thinking yes, but I mean I guess the challenge, of course, is how do you – well, one, I think Evan will be able to just complete his task before then, but I get the idea what you're saying. I think, obviously, the challenge, of course, is actually how do you work with that person?

I mean, I think what will have to happen you'll have to at least work on Skype at least rather than just in direct e-mail, for example. Because I think going back and forth by e-mail might not be as effective, you know? Your thoughts, Leon?

I'm sorry. I see now, I realize that Murray had raised his hand. So sorry, Murray. Please, go ahead.



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MURRAY MCKERCHER: Yes, thank you. Just on this point, I was having a bit of a chat with Etienne back and forth in French. I know that he might have a bit of a challenge understanding whether it was required he tweet from his own account, which he hasn't set up, or to simply get the tweets in place so they can be sent out by other accounts. I'm going to help Etienne through that process in my terrible French, but hopefully we'll move in that direction. That's all.

DEV ANAND TEELUCKSINGH: Okay, thank you. Thank you, Murray. Well, to answer that question, the idea behind us curating the contents beforehand is so that Ariel can then schedule the tweets to go out, as she described earlier in the call, according to the timelines for the different phases: phase one, phase two, and phase three.

The idea is that we – when I say “we,” we in the Social Media Working Group – aren't going to be controlling the actual ICANN At-Large Twitter account or the ICANN At-Large Facebook account. But staff, through Ariel, will be the ones actually taking the content created by this working group and tweeting it out.

ARIEL LIANG: Sorry, Dev.

DEV ANAND TEELUCKSINGH: Sure.

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ARIEL LIANG:

Just to clarify too. As the members of the working group, you will be the content curators. Once you've drafted the tweets and now you've put on this wiki flowchart. Then I will add those tweets and posts through the At-Large official Twitter handle. I can show you quickly. This is the account that we're going to use for tweeting.

But only staff will have access to this account for considerations that we need to make sure that we didn't say anything wrong. We'll also have to keep a consistency of messaging and all those considerations. So staff will be posting the pre-drafted tweets that you prepared and publish it here.

Also, because we have the time constraint for each work period, we'd like you to curate content that can sustain, for example, several weeks' worth of tweets or one month's worth of tweets so that we won't scramble on the day to draft something new and stress ourselves out. That's the purpose for creating this flow chart, and your contribution is crucial for making this work sustainable and doable.

DEV ANAND TEELUCKSINGH:

Thanks, Ariel. I'm just looking at what Etienne is posting in the chat. I was just trying to translate it. For some reason, now, I can't seem to access Google Translate right this second. Let me just kind of...

Okay, going back to the whole social media curation workflow, are there any other comments or suggestions regarding this? Because I notice we're coming up to the top of the hour. I would like to ask for about five minutes since we did start five minutes past the hour. Going once, going twice, okay.

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Alright, so on the next item on the agenda, we talked a little bit already about how we're going to deal with multiple language for the social media. We are going to link to wherever there is formal translated content. We will ask our members from this working group to create appropriate tweets for that language that could then link to those public translated content. The Beginner's Guides, the ALAC statements – all of the ALAC statements, for example, are translated into the six UN languages.

One of the things we do want to talk about is how to curate content during the ATLAS II. We aren't going to have that much time to talk about it, but just to give some ideas what will happen during ATLAS II. During ATLAS II, there are five thematic sessions happening on the Saturday and Sunday of the Summit. The idea would be that we will look at assigning persons that will be in each of those thematic working groups.

Now, the Communications Working Group also has a reporters subgroup. I see Darlene is, thankfully, on the call. She is, I believe if I understand it correctly, the chair of that subgroup or the person taking the lead within that subgroup. Darlene, would you be able to take the floor right now just to quickly go over the idea what that Communications subgroup is doing during the Summit?

Oh, Darlene is saying she's here but not able to speak. Okay, well, if I understand what Darlene is also doing, the intent is for the Communications Working Group for the newsletter and for the website Darlene's group would be also reporting on the various sessions during

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the Summit. That would be to write a slightly larger summary of the day events.

What we are planning to do is try to coordinate all of our work activities together because I think it would be good for Darlene's subgroup to be able to see the content curated by us during the Summit. Also when we see what the reporters there are also doing, I think that sharing of information would allow us to – how should I put it – be coordinated and rely on each other rather than trying to duplicate effort. Okay?

How we're thinking of doing the live tweeting, for example, would be to use a Google spreadsheet for all of us to be able to edit at the same time and post the various content from all of the sessions on that spreadsheet. That way, Ariel could then look at that very quickly and then pull that information to then tweet in, well, I'll say near real time – in a timely manner.

The reason why we're choosing the Google spreadsheet is because all it requires is a person with laptop, Internet connection, and a Web browser rather than trying to rely on software being installed on all the machines and trying to send it via e-mail and so forth. Google spreadsheets also allow multiple persons to edit the document at the same time.

This is the idea. We haven't fully set up the spreadsheet as yet, but the idea would also be that, for example, regarding the tweets, we can have the cells color-coded so that if a cell is over limit, for example, it will color-coded to show that this needs more work, for example. I've been experimenting with that to try to see how we can make it more

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interactive. Any thoughts or comments on that? I see Darlene says, “Good explanation.”

Okay, the other suggestion is that regarding the photos and so forth, persons tweet from their direct accounts, and Ariel can then just retweet. Okay, Ariel, do you have any comments on that? I think generally that will be a good idea.

ARIEL LIANG:

I think retweet would be a very good idea. It would be very efficient and also using the existing communications method on Twitter is a good way to show that we understand how Twitter works.

Also, I talked with the corporate account holder, and she said she usually collaborates with some other account holders during the meeting and then they will have a Skype group chat so they can send each other rapid messages to immediately publish on tweet.

If one person wants to send a picture to her, then that person will quickly chat with her on Skype or a text message so that gives her a heads up that picture is coming. In that way, they can also ensure the rapid flow of information and catch each other’s attention. I think it’s also a way for us to experiment in that during a meeting.

Also, I think we’re running out of time, Dev, but if possible, may we ask our members who will possibly be in a certain meeting? We have the five thematic groups and also the RALO general assemblies. May we ask who will potentially be in what meeting so we will know the point person for the point of contact for that particular meeting?

DEV ANAND TEELUCKSINGH: Okay. Thanks, Ariel. We may be running out of time to actually do that assignment now. But I guess something we could now do, we could look at the meeting schedules – I think that’s all up on the wiki now in detail what’s happening on Saturday, Sunday, and so forth – and then see who is attending what already for those sessions. From that, we will then confirm who will be reporting from those sessions.

Perhaps what we also do need to do though, you mentioned communicating through Skype. I think we have to make sure that everybody is on a Skype group during the meeting so that we can all collaborate with each other.

Actually, if I might suggest that perhaps what we need to do is make sure that everybody’s Skype handles, I mean, I think I know most of the persons, but I think we need to make sure everybody is in one Skype group for curation. The idea would be that we will use that Skype group channel to chat, to ask questions and so forth. Okay?

Okay, so perhaps an action item would be to make sure everybody provides their Skype handles so that they can be added to one Skype group. I think we’ll include not just the curation group but also the reporting subgroup within the Communications group, Darlene’s group, could also be in that Skype group so it can all be coordinated, I think. Okay? So let’s note that action item.

Okay, well, we’re now seven minutes past the hour, so I think now we are now [inaudible] for this call. Let’s move to any other business. Any other questions, comments, thoughts? I see people already submitting

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their Skype user names, so that's good. Going once, going twice, going thrice.

Thanks. I should say the timing for this call, do you think we need to have an earlier call? Because if you're going to have it on Thursdays, I'm wondering whether Thursday the 5<sup>th</sup> would be potentially too late for this. Ariel, do you have any thoughts or comments about this?

ARIEL LIANG:

Any time next Monday or Tuesday, those for the members were I think so far the Monday/Tuesday schedule is not very full yet. Thursday is a full day usually.

DEV ANAND TEELUCKSINGH:

Indeed, Thursday is a full call. So, Murray, it's not about moving the call earlier but moving it to an earlier day because of the impending deadlines for everything starting next month.

I was thinking of possibly having a Doodle. I guess let's make that an action item. We could still leave the Thursday, but let's see if we can have a call on let's say Tuesday and Thursday and let's see if people are able to come on Tuesday. If not, then we'll just have to have it on a Thursday, and we'll try to coordinate our work online.

Yes. Just to respond to Evan, if the Skype group can be set up, actually maybe we may not need to have a conference call. To confirm with Gisella, only one call next week. That is correct.

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Okay, any other comments, questions? Going once, going twice. Okay, thank you all so very much. Also, thanks to the interpreters for being on this call. This call is now adjourned. Thanks, everyone. Look forward to working with all of you online.

Oh, Etienne raised a hand. Etienne, okay. Well, can you type what your question is? Okay, [inaudible].

OLIVIER CRÉPIN-LEBLOND: I think the question was will there be a translation available?

DEV ANAND TEELUCKSINGH: Ah, thank you, Olivier, for helping out. Etienne, I believe, yes, interpretation should be available. So the answer is yes.

GISELLA GRUBER: Dev, sorry. He's asking if it's going to be available on Skype. Aha, you see?

DEV ANAND TEELUCKSINGH: Ah.

GISELLA GRUBER: If it's just the Skype chat, I remember that I've used it with someone before that you get the automatic translation. I think it was with you when you were trying Spanish and it worked.



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DEV ANAND TEELUCKSINGH: Yes. I'll look for those plugins again. I hope they have been updated because, I mean, the problem is Skype itself is changing so much. I know what happened with Skype it's, in fact, they're trying to drop their plugin architecture. There's a little bit of uncertainty as to what's going to happen with all the plugins.

But, Etienne, we'll work offline with you on this and see if we can get that Skype plugin. I'll work with Gisella and with you. Okay? Excellent. Thanks again, Etienne.

I see that the Social Media Working Group Skype group has been created as I speak, so excellent.

Thank you all, and I look forward to having you. Have a great day. Okay?  
Bye, all.

**[END OF TRANSCRIPTION]**