
TERRI AGNEW: Good morning, good afternoon and good evening. This is the At-Large Social Media Working Group call on Thursday, 5th of June 2014 at 16:00 UTC. On the call today we have Peter Knight, Pavan Budhrani, Dev Anand Teelucksingh, Murray McKercher, Eduardo Diaz, Darlene Thompson, Olivier Crépin-Leblond [audio skips 00:00:23]. Back over to you, Dev Anand.

DEV ANAND TEELUCKSINGH: Thank you very much Terri. I think more persons are coming into the call. Victor also sent his apologies about 20 minutes ago. I'll just note that for the record. Welcome everyone to the At-Large Social Media Working Group call. I'll just review our AIs from the last call – staff to create the Working Group name on the Wiki as the At-Large Social Media Working Group, and create the new mailing list. I believe this has been done. Can staff confirm?

ARIEL LIANG: Hello everyone. Yes, this has been done.

DEV ANAND TEELUCKSINGH: Excellent, thank you Ariel. Working Group members, in coordination with staff, to execute strategies for promoting ATLAS II. I think this has also been done. In fact, on an earlier call, some of these strategies were mentioned; at the ATLAS PR call. We'll probably go into that later, as it's on the Agenda. Working Group members to provide Skype handles and to be added to the At-Large Social Media Skype group. I

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note this has also been done. A lot have already responded and are on the Skype group. Thanks for that. That has been done.

Staff to set up a Doodle call for this week, which is happening now, so that AI is done. It's good when you've cleared all your AIs from previous calls. Let's move ahead to the next Item on the Agenda – an overview of the At-Large social media accounts from June 1st 2014. If everyone recalls, the idea was for phase one, which would start on June 1st. Ariel has been in charge of the Twitter and Facebook accounts. Ariel, can you give an overview of what's happened since June 1st?

ARIEL LIANG:

Hello everyone. I'm willing to share my screen with you, and you'll be able to see what has been done. Sorry, Terri, I'm going to share my screen. Can you all see it? Can Dev or Terri confirm please? Great. First of all, I want to thank everybody who's contributed to the workflow. You can see that a lot of the Items have been completed, and Dev provided me a very strong basis to develop the three [unclear 00:03:38] I published this week. First, I want to thank everyone. Also, a reminder that we have the second deadline, which is this Friday. Please kindly complete your assigned Tweet and upload it to this Wiki.

Second, I want to show you what I did with the Tweets and posts you provided. I created this spreadsheet, and I also assigned two Tweets for each day, starting from Monday, June 2nd. You can see I have Tweet one, two and three, and then also Facebook posts and images. I created the Facebook post based on the Tweets you provided, and I

integrated two or three to one, or featured one out of the two. Sometimes I had a third Tweet, but that one day I had a lot of new, fluid content coming up.

Along this idea, I have added your Tweets and put them in the table, and I'm drafting for next week already. This is in progress. I also have some Tweets that I can recycle in the future. This is my part of the work, of editing and integration. Based on this schedule, we started posting the Tweets, from the 2nd. You can see, on this Twitter handle, we've already started those posts. Almost every single one of the Tweets got interaction from our friends and followers. A lot of them got re-Tweeted by ICANN Corporate account and also some other community members.

Especially the ones that have pictures got interaction more frequently. Also, can you see my screen?

DEV ANAND TEELUCKSINGH: No, I think it's turned off.

ARIEL LIANG: Sorry, let me go back on. Bear with me for one moment. Besides getting re-Tweeted and favourited, I also tried to mention some of our community members, for example Anthony's ALS just got accredited yesterday, so I mentioned that in the Tweet. That's very good. I also tried to integrate other languages. For example, the Spanish channel of ICANN publicized our [beginner's Skype 00:07:09] in Spanish, so I

took advantage of that and re-Tweeted it, so we can reach out to some other followers who don't speak English.

That's what we have done so far for the Twitter handle. For the Facebook, I tried to do one post per day. The content is similar to the Twitter Tweets, the only difference is that the picture gets featured more, and I can have a longer text. You can see so far that our performance is really good. My first post, the blog post about ATLAS II, 242 people have seen it, and more than almost 10 people liked it, and we had two shares as well. You can see, compared to other posts we're also posted, they only reach 30-something, and are not that effective.

Anthony's ALS post got shared by the ICANN Corporate account, which is followed by tens of thousands of people, and we've reached almost 300 people for this post. You can see this strategy is quite effective. We'll keep doing that, and we'll do it slow and steady, so one post per day. As you can see, our strategy has been quite effective, but we've limited it to two to three Tweets per day, and one Facebook post per day, so we don't overrun ourselves, and we'll have a lot of shareable content stockpiled that we can use in the future.

Again, thank you very much for everybody's contribution. I think we're having a good start, so far.

DEV ANAND TEELUCKSINGH: Thank you Ariel. I think it's good to see some good stats on how much it reaches via Facebook posts, and the number of re-shared on the Twitter account. Any comments? I see a comment from Evan, that he

believes that the quantity of Tweets by individuals is a horrible metric. Well, okay, I think that's not totally related to what our input is. Just to confirm, Aril, the goal is to try to come up with at least two Tweets a day, correct?

ARIEL LIANG: Yes, that's the goal.

DEV ANAND TEELUCKSINGH: Okay, thanks Ariel. I should also mention that the previous auto-posting of content from the ALAC Announce was also paused, so that is not happening anymore. The idea being that, of course, this Working Group would be looking at curating the content from the ALAC announcements, the fluid content, for making the content more accessible and therefore so it can be posted by Ariel. Okay. Just looking at the chats. Very well.

Let's look at the next Item on the Agenda, which is a review and observations regarding the Tweets so far. Again, it's very good to see so many contributions coming from the group on the social media curation workflow. As Ariel mentioned earlier, I think that... Yes?

GLENN MCKNIGHT: I've been trying to get through. It was not muted. It's Glenn.

DEV ANAND TEELUCKSINGH: Hi Glenn.

GLENN MCKNIGHT: I have a question. My question was regarding re-Tweets. I heard the stats on the Tweets, but I'm curious on what was the ratio of re-Tweets?

ARIEL LIANG: Hello Glenn. I can answer some of the re-Tweet questions. On average we would get at least two re-Tweets per Tweet, so far, and the one about the Spanish version of the At-Large Beginner's Guide was re-Tweeted six times. This is the stats we've got so far, but it's the first week and we have to be a little bit patient and see how we progress. At least we are getting frequent interaction from the audience, and compared to the previous Tweets we were also posting, they rarely get re-Tweeted, or favourited, or mentioned, so what we're doing is on the right track.

GLENN MCKNIGHT: Thank you.

DEV ANAND TEELUCKSINGH: Thank you Glenn and Ariel. Just to go through the social media curation workflow, Ariel, do you have any particularly observations regarding the Tweets? Did you feel that it was complete enough, or did you notice any issues?

ARIEL LIANG:

Yes, first I want to appreciate everybody's contributions, but I want to give some more constructive feedback on the drafts. The first one I've... May I share my screen again? I will show you how I've been using the drafts you provided. First I want to show you some of the good examples I've seen. If you see this chart now, the ones highlighted in green mean I've used them in my drafting process. The ones I haven't highlighted are the ones I haven't used.

It's not because the ones I didn't use are not good. The reasons that I used some of them is because they are very specific about the information they provide, and also they provide information that is relevant to the topic. For example, the table that you see right now is about the Beginner's Guide, so the Tweet will link to a specific page on the Beginner's Guide, or pinpoint a feature on that Beginner's Guide, so it's relevant to the category. Also, because it provides the link, it will direct readers to check out the information there.

That's why the green ones I've highlighted are very helpful for me to draft and edit. Just to help you become the experts in drafting Tweets, please remember to be a little bit more specific in your writing, and make sure if you're assigned to cover this category of Tweets, for example the RALO activities, focus on that and don't divert the topic to something else.

Also, the instructions we wrote on this Wiki page, the one on instruction and [tests 00:16:56] gives you quite a lot of good ideas on how to be specific and helpful in your Tweets, and use the tools provided there, like the Google Short URL Tool, and character-counter, to make sure that they can be used effectively on Twitter. Also, provide

links, because we don't want to just shout at the audience and not really give them more things to see.

If we just write one Tweet in a personal [handle 00:17:33] it's probably okay, but for our official account we want to direct the traffic to maybe the Wiki, the At-Large website or the ICANN website. This is our goal. We want to help the community members and potential members to engage with us. If we just say one sentence and not provide them with channels to engage them, it may not be that effective. Just to wrap up, please be specific in your Tweets, relevant to the topic, and provide links. That's all. Thank you. Are there any comments or questions?

DEV ANAND TEELUCKSINGH: Thanks for that Ariel. I guess a question towards the group is, are there any particular thoughts or observations regarding how we've structured this curation workflow sheet? The way we've done it is we broke it down into various categories and then ultimately assigned members to come up with Tweets related to the particular sub-category. Are there any thoughts, comments or observations regarding this?

PAVAN BUDHRANI: Hi, this is Pavan from Hong Kong. One observation is that you could see a lot of overlapping. When I was reading the Tweets from APRALO and other regions, I was seeing a lot of the same information about ATLAS II, the webinars. I was wondering if there was a way to have not so much repetition.

DEV ANAND TEELUCKSINGH: Thanks Pavan. That's a good observation. Ariel?

ARIEL LIANG: Hello Pavan. It's an excellent question and it's also something we want to discuss with the members on the call; in what way can we reduce repetition? The suggestion I have is to be specific and to read the instructions and tips posted on the workflow Wiki. I've listed several sources for you to find information, for example for the RALO activity page, I will post it on the chat here, you can find information on the monthly report, the RALO ALS booklet, and also the showcase pages and YouTube clips.

Do some homework and dig into those sources. If you can find different information from each source, that would be a very helpful way to do that. If any of the participants have suggestions in terms of avoiding repetition, definitely shout out and we can discuss this on the call. Thank you.

DEV ANAND TEELUCKSINGH: Thank you Ariel. Any other comments, observations, questions? Okay. Well, thank you Ariel for your diligence and managing the social media accounts on this. Thank you to everyone on the Social Media Working Group for really populating the workflow tables. Please keep it coming.

ARIEL LIANG: Hello Dev. Etienne from the French channel has a question. He said he did not understand how to send Tweets via his Facebook account. Do you want to clarify that question?

DEV ANAND TEELUCKSINGH: Thanks for picking that up in the chat. If I understand Etienne's question, I think he's referring to... I'm not sure. I have to confess I don't quite understand his question. Do you, Ariel?

ARIEL LIANG: Actually, Etienne, could you please clarify your question? Did Etienne drop from the call?

DEV ANAND TEELUCKSINGH: Leon has provided a possible explanation of what he's asking – it's how he can use Facebook to actually send Facebook's posts to Twitter. I believe Leon is correct. I don't think that is possible. There's no way to send your Facebook posts to Twitter. I believe at one point Twitter did have a plugin to take your Tweets to Facebook, but I don't think the reverse is true. If Etienne is on the call, he could take the floor to ask the question, or type it in the chat.

TERRI AGNEW: I believe his phone line is muted at this time.

DEV ANAND TEELUCKSINGH: Okay. Etienne, I hope that explanation works. To answer the question, you can't send Tweets from Facebook. There's no way to do that at all. There is a Facebook plugin from Twitter, I believe, that will allow you to send your Tweets to Facebook. I haven't used it in quite some time though.

ARIEL LIANG: Just to add on that point, the goal is not to let you send Tweets directly. If you want to you can, but for your assigned portion of Tweets, we'd like you to upload it to the Wiki, the chart, that your name is assigned to on the chart. Just upload it there as a draft Tweet, and I'll take it from there and publish it on the official At-Large account. From your personal handle, you can definitely re-Tweet it, comment on it, or do whatever you want to engage. For your assigned portion though, just upload it to the Wiki. That's fine.

DEV ANAND TEELUCKSINGH: Okay, thanks Ariel. Peter's asking a question that I think is relevant to our next AI, which is how to promote the At-Large social media social accounts, and ATLAS II hashtags. I believe this was summarized in the previous call, during the ATLAS II PR call. Actually, I think Ariel has the shortlist. Do you have the notes still from that call, Ariel? Just to go over the notes regarding how to promote the social media accounts, from the PR call?

ARIEL LIANG:

Yes. I can give you a quick overview of some of the strategies or tactics we want to use to promote the hashtags and the social media accounts. I will give an overview now, but I'll post the suggestions on the Wiki space so everybody can see them afterwards and implement it. The first thing is if you have a personal social media account on Facebook or on Twitter, engage with official At-Large accounts. Like our Facebook page and posts, and share them.

We can see from past examples that the more posts that are shared, the more reach we get. That's important. If you're on Twitter, please follow our handle and re-Tweet our Tweets, and also mention us in our own Tweets. That's the most important thing, and I'd encourage all of you to do that. We need this bottom-up engagement to make this promotion effective, so definitely do that.

The second thing is at this moment we're trying to come up with the physical promotional items for the ATLAS II. We're going to produce this sticker that has the logo of ATLAS II, the hashtag of ATLAS2 – the number '2' – and the Twitter handle printed there. I'm in the process of designing it, and I'll also post the design on the Wiki for comments. We have to send the design out no later than tomorrow, so that we can get that on time in London. That sticker will be placed on the folders for all the ATLAS II participants. They will be able to see it, and the people who see them holding the folders will be able to see it. That's the physical promotional item.

Further, for the electronic promotion, in the week of June 17th, which is the Monday before the ATLAS II, we will start asking all of you to change your profile pictures on social media, if you want to. We won't

force you! If you recall some of the past successful campaigns, like equal marriage for gay couples, a lot of people changed their profile pictures into the red square with the equal sign in the middle. A lot of people changed that, and that really drew the media's attention.

If some of our community would start doing that, that would be very great. We will encourage you to do that; to change your profile picture on Facebook and Twitter into the ATLAS II logo with the hashtag. That's the same design for the sticker, basically.

The fourth part is we'll have two excellent keynote speakers for ATLAS II. One is [Nena 00:29:39] from, I think, the Worldwide Web Foundation. She spoke in Net Mundial. Another one is Wolfgang. He is an influential member of the ICANN community. We'll have these two excellent speakers participating in ATLAS II, and we will reach out to them and ask them to Tweet and post on Facebook, use the hashtag and mention our handle and Facebook account one or two days before the actual speech, and also during their speech.

Their followers will be able to see us as well. We will take advantage of their influence to enhance our influence. The next thing is for the plenary meeting, the first plenary meeting at the end of this, we will have a housekeeping time. I will develop a two-minute presentation about our social media strategy and share it, so that people know that the Social Media Working Group is the group that's taking charge of social media development, so that our participants will be able to send us more information and engage with us. That's a presentation to come.

Also, for the next two newsletters we'll have a featured thought about our social media engagement, the hashtag, and we'll put it in a prominent place on the newsletter, so the recipients will be able to see it immediately. Also, we're collaborating with the corporate account holders. I'm willing to reach out to the person who's in charge of Fadi's Twitter handle, and I'll ask her team to post on behalf of us. ICANN Corporate have already started pushing out a lot of information about ATLAS II and our At-Large account. That's a very good thing.

Lastly, we will possibly have a few featured posts when ATLAS II is drawing near, and as you know, I can single out the URL of the Tweet and I'm thinking I can post it on the Skype chat and everybody can see that post and Tweet it, re-Tweet it, favorite it or mention it – whatever you want. Once in a while we can do that, to push out content at the same time, and hopefully our hashtag will get trending one day in that way.

These are some of the tactics. I know I'm overwhelming you a little bit, but I'm going to post all those suggestions on the Wiki, and also send all of you an email with the detailed breakdown so you'll get a clearer understanding of those promotional tactics.

DEV ANAND TEELUCKSINGH: Thank you Ariel. Indeed, I think all of those suggestions are good ones. I just want to also add as a possible suggestion that all the presentation slides that will be shown during the meeting should have the social media accounts and ATLAS hashtags possibly on each slide, near the ICANN logo. You might want to look at updating the template for At-

Large presentations for that. That's another method of promoting out social media accounts, and the hashtags.

Obviously, we should make this an AI, to get all of these notes. I see there's been a few others posted in the chat there as well. Any comments, thoughts or questions?

GLENN MCKNIGHT:

Yes, Dev, it's Glenn, remotely. On the weekend we were at a conference and we were Tweeting the slideshows. All the slideshows were put on SlideShare and we put the URL in, so when you go to your Twitter account you actually can see the full slideshow. It's actually quite nice, rather than just a link to SlideShare. In your Twitter feed, your Tweet deck, you can actually view the slideshow. I'm not sure how many of these slideshows will be on SlideShare.

DEV ANAND TEELUCKSINGH:

Okay, a quick follow up question Glenn. You're saying that from SlideShare we could show all slides associated with #ATLAS2?

GLENN MCKNIGHT:

Yes, what I'm saying is when you post a Twitter update, say for example, "Great presentation by Dev on social media," the TinyURL to the SlideShare slideshow, and immediately you can actually view it in your Twitter account. You can actually see each of the slides.

DEV ANAND TEELUCKSINGH: Okay. I get you. The thing is, I don't know if we're actually going to be using SlideShare. All right, we'll take that into consideration. It may be difficult to do that during the meeting, but maybe immediately after, and for future reference, it could be done. I'm just thinking that trying to post it to both the Wiki and to SlideShare might be difficult. That's the first observation there.

GLENN MCKNIGHT: My response to that, let's try it out. Let's put a link into Twitter, let's do a test to the slideshow in the Wiki. Let's see if it's actually viewable in the Twitter, like it is in SlideShare. I haven't tested it.

DEV ANAND TEELUCKSINGH: Okay. That's an interesting idea. Ariel, go ahead.

ARIEL LIANG: Thank you Glenn for the suggestion. Some of the Tweets actually referred to the slides in the Capacity Building webinar. The way we did it is we converted slides into PDF documents, and have the URL of the PDF. Once people click on that URL they will see a specific page on the PDF. There's a trick I listed on the Wiki. You can see it. That's how we did it. We can explore the SlideShare function, it's just that maybe after the meeting would be better. Right now we're uploading everything on our Wiki, and it's the protocol, but we can explore that in the future.

DEV ANAND TEELUCKSINGH: Okay, thanks Ariel and thanks Glenn. Seeing no other further comments, I'll just say obviously yes, but probably as an AI, just to formally create the page for our strategies for promoting the At-Large social media accounts and formally document it on the Wiki. Our next Item on the Agenda is how we're going to coordinate the Social Media Working Group, how we're going to coordinate our content, during the London meeting. There are two points to this.

One is we have to look at our locations of persons to the various ATLAS II events, which include the five different thematic group sessions that are taking place on Saturday and Sunday of the meeting. I was thinking when I put the Agenda Item in that our locations would have been announced. Can staff confirm whether this is going to be coming out very shortly?

HEIDI ULLRICH: Yes, we're hoping actually that the result will be concluded tomorrow, and if not, very early next week. I think the aim is tomorrow.

DEV ANAND TEELUCKSINGH: Okay. I think the goal here is to make sure the persons are going to the different thematic group one, so you can get at least one or two Tweets from each of the thematic groups sessions, and also from the RALO GAs. That would also be taking place, I believe, on Tuesday and Wednesday of the ICANN meeting. Perhaps what we may need to do is put up a table for the schedule and make sure who's covering what.

I know some persons are already slotted in to be in some of the various thematic group sessions. Some are actual SMEs, or thematic group experts, but I'm looking for actual persons who will be actual participants as part of the members attending the thematic group session. They'll be the ones more likely free enough to be able to Tweet about it or take a picture, whereas those persons on the Panels who are chairing the meetings may not have the time to actually do so.

Okay. We probably do need to have some sort of Wiki table put up, so we can ensure that persons are allocated properly from the Social Media Working Group, and from the Communications Working Group. I see Darlene is on the call. It's spread out on all of the ATLAS II events. I'm not seeing any comments or questions. Okay. The second part of the challenge is in terms of coordinating content. How do we distribute content to At-Large staff, or Ariel, who'll be in charge of this, for reposting?

We created the Skype group chat, but I do note there are some limitations or challenges with using the Skype chat to coordinate content [feeding 00:41:21] to Ariel. Those challenges are that, one, it's very difficult to segment what content is... From what group. When somebody posts something to the Skype group, what group is it coming from. It's very difficult to segment what's coming from which person where. It might become very challenging, especially when all the thematic group sessions are happening at the same time.

Two, it's very difficult for Skype to have attachments. You have to do it in a very indirect way, either uploading it somewhere and posting a URL in the chat, or trying to send the file to all the participants in the

Skype group chat. That's cumbersome as well. One of the things I was looking at was maybe we could have used a Google spreadsheet to do this, but I've been researching something and I think I've come up with a way. What I'm going to do is share my screen. It's a team communication service called Slack.com. I set up a team account at the website. I'm going to now share my screen.

Okay. All right, so are you all seeing my screen now? Okay, thank you very much. The AC is minimized now. The way Slack works is that you can send invites to the various members of the Social Media Working Group, and you create a username and a password so that they can log into the service. How it works is that on the left-hand side you have what you call channels, where we could create different channels for the various thematic groups. For example, we can create a new channel and call it TG1.

The purpose of TG1 was the future of multistakeholderism. We can create a channel. Once the channel's created I can then invite persons to be on this channel. For example, I can now add Leon and Ariel. Now these persons will now be in this channel. As you can see, it's something very similar to Twitter in the sense that... Well, not Twitter, but it's very similar to the Skype chat, but now it's grouped off into this channel. I see Ariel and Leon are posting. The thing regarding this is that I can now upload files and share pictures. For example – and I should say, what also happens is that there are applications for the desktop, but also for your IOS device; iPhone or iPad, or for your Android phone.

With the apps you could take a picture and append it to the chat indeed. As an example... I'm trying to figure out... Actually, I'm wondering what kind of file I can upload. I'm going to pick a file from the public drive. Sorry, I'm just picking a... I'll upload that. Upload. I'm just uploading a file from my machine. The thing now is that everybody will now see this screenshot that's been uploaded. It becomes much more easier to write a Tweet and attach a picture to this.

It would be much easier then for Ariel to then copy that information and actually post it on Twitter and Facebook. You can create as much... Ariel?

ARIEL LIANG:

Hello everyone. Is it okay if I show how a picture is... Leon is doing that. I'm going to show you how I was taking a picture from my window, and I can send it to Slack. I just took a picture of the view outside of my window, and now it's uploaded to #TG1. I used the app on my iPhone to do that. It's very quick. I just wanted to add that.

DEV ANAND TEELUCKSINGH:

Thanks for that. Yes, it's very easy to take your picture from your phone and then attach it to the image. It's much easier to copy the file and then for Ariel to take that file and repost it. Any thoughts, comments or questions on this? There are other aspects of Slack, but I think that's probably more appropriate for the Technology Taskforce call. That's the idea. You could search the Tweets. If you wanted to edit the text that comes with it, you could edit it. There's a little icon

here where you can edit the Tweet, or what you posted. Even if you make spelling errors you can go back in and correct it.

I'm seeing other messages coming in directly to me. You could not only do it via a group basis, but if you want to send a message to a particular person you can do so. That's what these direct messages are on the left-hand side. You'll see "unread messages" and so forth. So, are there any thoughts, comments or questions? I'm thinking this would be the way to do it. We'll create channels for each of the thematic group sessions, and also for any of the other ATLAS II events, like the RALO assemblies and so forth.

The persons can just be assigned to those thematic groups, so there won't be every single person in the Social Media Working Group, it'll only be those persons in that channel. Then we could share the information and then Ariel could... The downside would be that Ariel and myself would probably be on every single one of them, but we'd then be able to look at that and then take the information immediately to re-Tweet or share, appropriately. Comments or questions?

ARIEL LIANG:

Do you want to show everybody how the conversation can be archived, so we can have a fresh start for each session? Then we won't get overwhelmed by the previous conversations.

DEV ANAND TEELUCKSINGH:

Okay, thanks Ariel. Indeed, I could show that. The thing also is that with channels we can now take a channel and archive it. You could

archive the channel so that afterwards it would be removed from the channel listing. After the thematic group sessions are done, the channel can be archived so that nobody else can post to it. It won't be overwhelming then for persons to see it. I can go to "advanced options" and I can then archive this channel. Or I could rename it if the channel purpose changes.

Once I do that, that's it. It's very straightforward. I like the management of the channels afterwards. You can manage how the content is organized. I think that's the key benefit for using something like this. Okay, so I'm just going to open up the AC in another window. To answer Olivier's question, we've only just created the thematic group hashtags as a test. We can easily create this. I just created the first one easily. Ariel has now created it. Once that's done, everybody gets the update, on both their phone and on their desktop, without... Any changes are sent to both your desktop, tablet and phone, in real-time.

You can see there, I haven't done anything. Ariel did that, as admin. I can then jump into that. Ariel invited me and Olivier to it. Then we can start Tweeting and sharing content. Okay, any other thoughts, comments or questions? Murray posted a question in the chat. The question is, "Does each person need to sign up for the ICANN At-Large channel? I used Slack for another project and I was wondering if I needed to create a new Slack account for the new group?"

Thanks for the question Murray. The answer is all you need is just to be invited, using your same email account. Actually, the applications allow you to switch between different teams. You won't have to lose

your existing Slack team that you set up. It will not be an issue. I'd say the only downside or benefit with Slack is that the invitations have to be sent by the admins. I'd go to say "team administration" and then send the invites appropriately.

When I go to "team administration" – that should open up in another browser tab – from there I can just send invites to persons with an email address, and set up the default channel, which you'll be attending. It's not a problem. Okay. Any comments or questions? Okay, there are other aspects regarding this, but I think there are some interesting implications for ICANN At-Large, but that will be the subject of the Technology Taskforce call on Monday at 15:00 UTC. All right, so I guess I'll stop sharing my screen. Good.

One of the things we'll be doing is look at the schedule, and make sure we look at the schedule and make sure there are persons from the Social Media Working Group that will be attending the thematic sessions. If there's a gap then we're going to have to look at the final list that will be posted by At-Large staff very soon, and identify a person to help them to be on the Social Media Working Group and help Tweet content from that session. Okay.

ARIEL LIANG:

Dev, can I add one more thing? I think Dev has reached out to many of you individually to get you up to speed with the Slack tool. We'll probably continue doing that from now until next week, so feel free to reach out to me or Dev if you want an individual walkthrough, so you can understand all the features. I think I can work with staff and

through the individualization, and if you want to have a call with me on Skype, just to figure out how to use and play on that platform, don't hesitate to do that.

DEV ANAND TEELUCKSINGH: Thanks Ariel. Indeed, I'll also be available to send out the invitations and of course answer any questions regarding Slack and how to use it properly, or information on where you can find the links to download the apps and so forth. You can download the apps from the various Android Google Play Store, and from of course Apple's App Store, directly from your device. It's a free app, by the way, so don't worry about that either. I'll go back to my Agenda page now.

Okay, I think that was the last Item on the Agenda. Any other business? Any other comments, questions, thoughts? Going once, going twice, going thrice. Not seeing any other persons raising their hands here. The next question is... Actually, there is one thing I want to raise. Do you think we need another conference call next week? What are your thoughts about that? Or, doo you think that with the Skype group chat and with Slack, we can now communicate offline?

I'm seeing people typing. Seeing them still typing. Okay. Leon is suggesting let's just use the Slack, and if we don't find it enough, then we can also try and schedule a call.

CLAIRE: Etienne is asking for someone to call him back. I think he's had some technical problem. Okay?

DEV ANAND TEELUCKSINGH: Okay. Oh dear. I think we're going to end the call right now, at this point, Etienne. I see Olivier has responded to him. Thank you very much Olivier. Okay, final thoughts, comments, questions? In which case, we probably won't have a call next week, so I just want to thank everyone again. Keep updating the curation workflow, and I look forward to seeing you all in London. Let's continue to work online. This call is now adjourned.

ARIEL LIANG: Just to add one thing, please follow us on Twitter and like us on Facebook and give us as much interaction as you can, because you are proud Social Media Working Group members.

DEV ANAND TEELUCKSINGH: Indeed. Excellent advice again. Thanks again so much Ariel. Okay. Thank you all. Take care.

HEIDI ULLRICH: Thanks everyone. Goodbye. 15 days until London!

DEV ANAND TEELUCKSINGH: Yes!

ARIEL LIANG: Bye-bye, thank you.

[END OF TRANSCRIPTION]