
GISELLA GRUBER: Good morning, good afternoon, and good evening to everyone. Welcome to today's ATLAS II PR working group call on Thursday the 12th of June at 14:00 UTC.

On today's call we have Murray McKercher, Eduardo Diaz, Dev Anand Teelucksingh. Apologies noted from Olivier Crépin-Leblond. From staff we have Ariel Liang, Duncan Burns, Jim Trengrove, and myself Gisella Gruber.

If I could please remind everyone to state their names when speaking for transcript purposes. Thank you and over to you Murray.

MURRAY MCKERCHER: Thank you very much. Good morning everyone. My apologies for slightly late start. But I would like to get directly into the agenda. I'm on mobile at the moment so I don't have it in front of me. So Gisella has volunteered to help us go through that process. So we have everyone on board.

Good morning, thanks for attending. I'll try to keep us quick and focused for the day because I know everyone is busy. So the first agenda item, Gisella if you could note that.

GISELLA GRUBER: Thank you Murray. We've just been through the welcome and the introduction to the call. The next agenda item number three is a quick review of the group's objectives. Thank you.

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MURRAY MCKERCHER: Okay. From my perspective, just to keep context and focus, so outreach is super important and social media is super important for the At Large group and especially ATLAS in London. I think for my, what I've seen happening over the last week were meeting some objectives in that regard. So I just want to make sure we're all on the same page as we go into London and coordinate our activities with ICANN PR, which is why Duncan and Jim joined us today, and I appreciate their attendance.

If anyone has any comments, Gisella can raise hands, go ahead please.

GISELLA GRUBER: Murray, Gisella here. No raised hands for now, and Garth Bruen has joined the call. Thank you.

MURRAY MCKERCHER: Very good, thank you. Those are my brief introductory remarks. So what is our next item please?

GISELLA GRUBER: Gisella here. We have a review of the action items from the call from the 5th of June, and I will bring these up on the screen to share with everyone, and read through them for you.

MURRAY MCKERCHER: Thank you.

GISELLA GRUBER: Document is just loading. If you would just bear with us for a second. So the action items from the last call, first action item, staff to reach out to the PR working group to get a suggestion of a list of people for media profiles. And I believe this has been done and we have forwarded these.

MURRAY MCKERCHER: It's Murray McKercher for the record. Yes, thank you. I was in touch with Heidi and I believe the information was forwarded to the appropriate people with some additions. There was a request, and I'll let Jim or Duncan take that, just for specific groups, European, so I'll just leave that for the moment. So Jim, perhaps you can speak to that or Duncan.

DUNCAN BURNS: Sure thing. It's Duncan Burns here. Thank you all for combining the list and sending it through. What we're doing is in collaboration with Luna, who is our contact for Europe, Middle East, and Africa, and who is our point person for London and for ATLAS, and with some support from our PR firm [?], identifying some UK based trade or tech bloggers who would be interested in sort of the angle of the end user's role in developing in policy in Internet governance, domain name policy.

We think that's an angle particularly resonate, bringing that to light is important in terms of personalities and people. I think our feedback to Heidi was just, knowing UK media, and this is the same world round,

they tend to focus on the local story first, and that tends to be their hook. Once we've got some interest, we can start, spread the envelope in terms of who might be interested.

We also have, we're building sort of a roster of angles and people, so that when we're actually on the site and journalists are expressing interest, in particular, topics or angles, this will be part of [?] or go to. So thank you very much for that.

And know that outreach is going on. Tied to that, we're including ATLAS in our media advisory that will go out early next week, don't want to get an advisory too far out ahead of your event because it loses your relevance for media, and obviously building it up is part of our outreach conversations with journalists in London. I'll pause that.

MURRAY MCKERCHER:

Thank you very much Duncan. It's Murray again for the record. I was wondering whether we can include any, or whether it's included in the outreach. I'm thinking of Tech City and the startup scene, and these young kids who are using the Internet for amazing things. Do we have a reach into something like the Tech City's [?]?

DUNCAN BURNS:

So part of how that is being handled is, also with, well a couple of things. I think that links in with the social media we're talking about just a few minutes ago. It's Duncan again. I think how important it is to get everyone active within, whose willing with the ALSs that are coming within their networks and communities, that's a much more authentic.

There is outreach going on through GSE, but, you know, society, business roots, trying build attendance, and when it's all the meeting in London. The last registration figures I saw, we were nudging 1900 I think. So there is high attendance for this meeting as well. And part of that is the relevance of being in London.

So yes, specifically to Tech City and others, that is how we've reached some of them through media that hasn't been reached by some of the webinars and some of the outreach that has been going around ICANN meeting.

MURRAY MCKERCHER:

Very good. That's great. That sounds like it is going to be a very busy time. I note, Heidi, sorry, Gisella, I'll go back to the other item, but I have one thing I want to speak to again on that. Let's move to the next item. Thank you Duncan for that.

GISELLA GRUBER:

Thank you. Gisella here. The second item action was for Ariel Liang to record the hash ATLAS II promo suggestions via email and/or post on the wiki. And we have Ariel on the call who will respond to that. Thank you.

ARIEL LIANG:

Hello everyone. This is Ariel for the record. I just pasted in the chat, it says on the wiki page that I recorded hashtag promotion aspects, as well as the social media promotion tactics. So just to give you a quick overview. We need both the At Large community leaders, and

members, and the ICANN staff to execute those [?], and their comments way of promotion is to follow the handle At Large Twitter account, and also like the Facebook page.

And we'll upper case that on the, in the text. And besides that, I have created a sticker that has the hashtag name as well as the handle and the [?] information, that we will distribute this sticker during ATLAS II. So that's a physical type of promotion. And besides that, Dev, he is in charging of creating the [conference?] for ATLAS II newsletters. So for the upcoming one, he will publicize our social media engagements, and use the sticker image to decorate the newsletter.

And so you can have a detailed view of those different tactics. And also during the plenary sessions on Saturday, Dev and I will do a quick PowerPoint presentation about other social media engagement so that all the participants will be aware that we have a working group that doing this, and if they want to engage with us, contact me in that. So these are just some of the tactics.

And then my question is whether we want to publish that on this page to different mailing lists. So that is my question to Murray.

MURRAY MCKERCHER:

Okay. Thank you Ariel. I'm going to open up that question to others. I sometimes question mailing lists, and we seem to be having some difficulty technically from that perspective, but if anyone else has an opinion, please raise your hand.

GISELLA GRUBER: Murray, Gisella here, no hands raised.

MURRAY MCKERCHER: Okay. Ariel, could you just repeat that request specifically again?

ARIEL LIANG: My request is whether we want to publicize the wiki page that listed all of those promotional [?] to the ATLAS II participants mailing list?

MURRAY MCKERCHER: I think the more, the better. So I would certainly agree that we should go ahead and publish that.

ARIEL LIANG: Okay. And I think not every single item is relevant to the participants. So I will craft some messages, just to ask them to follow the handle and like the Facebook page, and be aware of the sticker. I think these are the relevant items to them. And I can send separate messages to staff member about different ways to promote social media. So yeah, I think it's just a whole [?] I put them together, but everything is not relevant to, not everything is relevant to [?]...

MURRAY MCKERCHER: Okay, very good. That sounds like a plan, so go ahead with that. Thank you very much Ariel. If there is no comments, I'll just wait for a moment Gisella, and then we'll move on to the next item please.

GISELLA GRUBER: Thank you Murray. Gisella here. No hands raised. And the last action item was for me to organize the call today so that has been completed.

MURRAY MCKERCHER: Very good.

GISELLA GRUBER: ...reviewing the action items.

DUNCAN BURNS: Gisella, it's Duncan here. Can we talk a little bit about videos if you get a chance? If there is a moment?

MURRAY MCKERCHER: This would be an opportune time, go ahead Duncan.

DUNCAN BURNS: I'm going to hand off to Jim, but I think an important part of bringing ATLAS to life is going to be, you know, putting some videos together. Jim is our point person on that. So with that, Jim do you want just cover off what we've been talking about?

JIM TRENGROVE: Yeah. This is Jim Trengrove for the record. We will have a camera on Saturday and hopefully Sunday to float among the different sessions to

capture some videos, some actuality, some of the discussions. And our plan, Duncan had a good idea to grab one of the organizers at the end of the day, and do a quick video interview with them, debrief them of what transpired today and what's up for tomorrow type of thing.

It's something that we can turn around and post fairly quickly on our site, on your site if you like. And as well, we're going to have a plasma screen in the venue at the Metropol, and we can post and have it shown there as well. So you know, we have some flexibility with this, but our best chances of getting stuff is certainly Saturday, Sunday it's a little bit busier but I think we can certainly grab some video from that day as well.

And then we'll have video to use beyond London at that point as well.

MURRAY MCKERCHER:

Very good. Thank you Jim. It's Murray speaking for the record. I just want to, I'm not sure how much work it is, we have something I've used at events in Canada is a Twitter wall, which can be up on the screen, and it's literally a visual of all of the tweeting traffic that's going on during the event. So it's something that could roll into that screen and people will be attracted to all the tweeting that is going on.

And it can be managed so we don't have anything nasty on there. So if you have some things that I can pass along, people feel that it would be a good addition.

JIM TRENGROVE:

Okay. Thank you.

MURRAY MCKERCHER: Okay, very good. Thank you Jim for that. I'm just going to take a pause if anyone has any comments at this point. If there is no comment, I wanted to add one thing to what I said yesterday. A video that was created by Google for the Toronto, wasn't the Fayre of Opportunities, it was the Toronto At Large event. And I thought a lot of that was still relevant and we may be able to repurpose that.

So I was asking for opinions yesterday from folks, and I wonder if anyone has seen that or has any opinions on whether we can repurpose that for London.

JIM TRENGROVE: Murray, this is Jim Trengrove for the record. Can someone send me a link to the video? I would like to see it. I don't think I had gotten it.

MURRAY MCKERCHER: Okay. I had it with Heidi. I'm not sure, Ariel may have a copy, it was in some [space chat?] yesterday.

JIM TRENGROVE: Okay [CROSSTALK]... I see it here, Ariel has passed it along. Thank you.

ARIEL LIANG: No problem.

MURRAY MCKERCHER: All right. Well I know everyone is busy. Unless there is any other specific items, I'm feeling fairly comfortable about, we're pretty organized going into London as much as we can be. Perhaps one other thing on my mind was social media outreach to some of the other Internet related events that were happening in London around the same time.

So I guess we're competing with other, a lot of things going on in London. And is there any way to make some outreach to those organizations? It would make sense so that they will just know what we're doing and what is going on that week. I don't know if anyone can speak to that, I offer it.

DUNCAN BURNS: Murray, it's Duncan here. Are there specific things beyond what ICANN, what ties to the ICANN meeting, or are there... Because I think it may even be that that's something for, you know, some of the leaders in the At Large community, you know, to do a few apps on social media. Build a way, invite, you know, particular session or a cocktail. I think that would be quite an authentic way to do it.

And we can certainly provide some echo chamber on that. I think I've probably been so focused on making sure, London [?] within the ICANN realm, that I'm not that aware of what else is going on.

MURRAY MCKERCHER: Okay, that's very good. That's fair enough. I know Olivier, who wasn't able to be on the call today, he is in Berlin, somewhere in Europe at

another event, at any rate, he had a list, I'll reach out to him, on other things that were happening. Because he is sort of plugged into London quite well. But that's an excellent suggestion, so I think the more people we invite, the more inclusive we are. So thank you very much for that.

DUNCAN BURNS:

Sorry Murray. [?] part of that, even if they didn't physically show up, it makes that link online, and there may be more interest, retweet, we can point to some of the content we're doing, how we can make that relevant. I think that just provides more of an interlink, you know, a platform beyond ATLAS as well in terms of relationships built, and when it's built.

MURRAY MCKERCHER:

Yes, thank you very good. It's Murray again. Perhaps a question for Ariel. After, there is a lot of work that we're doing, it would be great to get some metrics after London so we see how well we did, and I know there is lots of programs to get metrics on social media. So I just want to make sure that we have built that in from the beginning. Ariel, do you have any comments for that?

ARIEL LIANG:

Yes, this is Ariel for the record. We have been monitoring performance on Facebook and Twitter on a weekly basis. So for this Facebook page, provides the inside function, and we can see how many new page likes

we've got, for the [?], how much reach we have achieved with our posts, and how other posts have been engaging our audience.

We started posted contents from the 2nd of June, so based on the last weeks, for this weeks, [?] increased more than 17,000% compared to the week before. And we also gained a lot of new likes, maybe 20 new likes last week. So I have been keeping track on that number. For the Twitter, I have just talked to Nathalie who is the account holder for the ICANN social media account, and she suggested to me two different [?] to use for tracking the performance.

So I just registered for the other two websites, and so they will send me a weekly digest of our Twitter performance. So now I'm the person tracking that, [?] we will discuss with the social media working group, and maybe have maybe two or, one or two members from that group to help with that. Ideally, we want to have both the qualitative and quantitative analysis of our performance.

So for the qualitative one, I've got that. For the quantitative one, maybe the community members could help just to see which kind of posts are most engaging and maybe we can follow that example and roll out something from that session in the future. That's all the updates so far.

MURRAY MCKERCHER:

Very good Ariel. Thank you very much for that. I'll again pause, I believe...

GISELLA GRUBER: Sorry.

MURRAY MCKERCHER: Go ahead.

GISELLA GRUBER: Sorry to interrupt you. We have Heidi and Jim who have their hands raised. Thank you.

MURRAY MCKERCHER: I don't know the order, so Gisella help me out and whoever wants to go first.

[CROSSTALK]

HEIDI ULLRICH: Jim and Murray and everyone, sorry for being late. Just really quickly, on the point of other activities going on in London, [?] gathering there, I believe. And also on Friday, ISOC is going to be having a workshop. So perhaps some of our ISOC members can be in contact with the ISOC people, and we can get some information for that [?].

And just one question to Ariel, I mean that's fantastic about the information for tracking Facebook and Twitter, are we able also to get metrics for the ATLAS II website Ariel?

ARIEL LIANG: Yes, we can deal with Google Analytics. I have experience with that, so I know how to hook the two sites together. The main challenge, is that we need to get the community member agree with installing that, the Google Analytics. So, but yes, it can be tracked.

HEIDI ULLRICH: Okay, great. This is Heidi again. Perhaps we can do an action item to do that. So we can get [?] for everything, because that might actually be a good use for the ROI working group to get information about metrics for all of our [?]. Thank you Jim. Thank you Murray.

MURRAY MCKERCHER: Okay. It's Murray for the record. I believe we are at the end of our formal agenda. If there are any comments or other business, I'm opening the floor, and again, thank you Gisella for watching hands. Take a moment.

GISELLA GRUBER: No hands raised for now Murray.

MURRAY MCKERCHER: All right. Very good. We are 35 minutes into the call. I believe there is no other issues, at least from my perspective. And I would like to thank staff very much for all of their assistance through the working group. It's always an amazing amount of work. I would also like to thank Jim and Duncan for attending today and giving us that update. I'll pause for

one more moment, if anyone has anything to add, otherwise I suggest we adjourn the meeting. Thank you.

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