
KATHY SCHNITT: Good morning, good afternoon and good evening. Welcome to the Social Media Working Group call on Thursday, 17th of July 2014 at 15:00 UTC. On the call today we have Pavan Budhrani, Leon Sanchez, Anthony Niiganni, Dev Anand Teelucksingh, Yannis Li and Olivier Crépin-Leblond. Also, just joining is Evan Leibovitch. We have apologies from Seun Ojedeji.

From staff we have Heidi Ullrich, Gisella Gruber, Ariel Liang, Nathalie Peregrine and myself, Kathy Schnitt. I'd like to remind all participants to please state your name before speaking for transcription purposes. Thank you very much, and back over to you, Dev Anand.

DEV ANAND TEELUCKSINGH: Thank you very much Kathy. What's next on our Agenda is a review of our At-Large social media during ATLAS II. I think we can show our initiatives for ATLAS II. I think there was, in my opinion, a great deal of information shared on social media. I think Ariel can probably do a breakdown of what happened on our Facebook and Twitter channels. Ariel?

ARIEL LIANG: I'm going to share my screen with you and show you some numbers and graphs, so that that can clearly showcase how our performance was on Twitter and Facebook. I'm going to share my screen now. I think there are some text delays. Firstly, thanks to everyone's contribution to the

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social media feed during ATLAS II. It's indeed very successful. The way I'll show you the success is through the graph here.

On Twitter I used this tool called Twitter Counter, which counts our new followers and our Tweets. I just upgraded to the premium version so it can also track re-Tweets and mentions and all the other interactions. The first graph you'll see is our growth of new followers. From June 1st we started implementing a strategy and up until today, July 17th, we've gained a total of 140 new followers.

If you look closely during the ATLAS II period, which is from June 21st to June 27th, you can also see the growth. We gained about 80 new followers during that period, and it's only ten days, so it's a very good trend. I'll also show you our Tweet frequencies. Let me show you from the beginning of June until now. You can see from the beginning we probably Tweeted two to three times a day, and during the Summit we Tweeted about 20 to 30 times a day.

That's understandable because we have a lot of live feed going on, and this trend is similar to other followers' trends, if you put them side-by-side during the ATLAS II period when we Tweet very frequently, our growth rate of new followers also went up really fast. You can see our Tweeting frequency has something to do with our growth for followers.

This is the general overview. Regarding the re-Tweets mentioned, and other interactions, because I just upgraded to this premium account, it can show the graph immediately, but from the corporate account holder we know that during the ten days of the ICANN Meeting and the

Summit, we got 506 re-Tweets. That's one of the top performing social media counts in ICANN. 500 re-Tweets in ten days.

Also, the hashtag ATLAS2 has been Tweeted about 1,100 times during those ten days too. It's all organic Tweets. We didn't even pay an advertising company or marketing firm to push out that hashtag. That's all down to everybody's contributions, so I thank everybody again for this.

Just to show you some of the top performing Tweets, on my screen you can see the top one has been re-Tweeted 20 times, which is one of the slides during Plenary Session 1, that Olivier was talking about, about the multistakeholder model of ICANN. That has been re-Tweeted 20 times and had eight favorites.

The second top Tweet is when Olivier presented the Declaration to the Board, which is a very important accomplishment of the Summit, and so understandably it's been re-Tweeted 19 times too. The third top one is the one where Jean-Jacques and Mohamed El Bashir are selected to be the representatives for the Stewardship Transition Coordination Group. That's been re-Tweeted 18 times. You can see that the top Tweets are usually related to people and also related to some educational aspects of ICANN. For example, this graphic is very elaborate and people like the color, the structure and learning from it.

Another top performing re-Tweet is similar. It's a good reading about Internet governance, and it has a graphic about the different organizations' role in this Internet governance mechanism. That's been re-Tweeted a lot of times too. The top performing ones are usually

about people of the At-Large community, about our key accomplishments, and also about some educational aspects of what ICANN and At-Large do.

This is the overview of our Twitter performance. Now I'll briefly talk about our performance on Facebook. As you can see, we also post on Facebook at least once or twice a day, and I'll show you some statistics from the Facebook insight page. The first one I want to show you is our likes. From June 1st to today we can see that from the beginning when we start implementing the strategy we have about 896 likes for the page.

Up until today we now have 973 likes. Throughout this period we gained about 77 new likes, which is not as many as the new followers on Twitter, but it's still pretty good. During the ATLAS II period, from June 21st until June 28th, you can see that we also had about 20 new likes.

What I figured is probably people are very busy tracking the Twitter handle and they can't just keep both tracked. Probably all the new followers are leaning towards the Twitter channel, but not so much on Facebook, which is okay. It's okay because our reach on Facebook is very good.

The reach means how many people have seen all the posts, and also their interactions with our posts. For example, if a post was liked, commented on or shared, that means a lot of people will see it. If nobody likes it, comments on it or shares it then very few people will see it. Let me show you a general trend of how our reach goes, from when we started implementing the strategy.

You can see this trend varies from day-to-day, but the general trend is that during the Summit our reach is pretty high, especially the first day, when the Summit opens. Also, interestingly, just two days ago our reach gained a historical record high, because I shared a post about our group photo of the Summit, and a lot of people really liked it and commented on it.

Just to give you a very detailed overview of our top performing posts, Facebook provides this mechanism and you can see that. I'll show you the top ones. The number one post is this group picture of our Summit participants. It's been seen by almost 2,000 people. It was liked by 26 people and also 12 people shared it. I haven't really figured out how to read the detailed numbers in this table yet, but eventually I will figure it out. So far, what the numbers tell us is that this is a very good post.

The second top-performing one is of course the post of the opening of the Summit. About 1,000 people have seen it, and more than 11 people liked it, and about 12 people shared it too. The third top-performing one was when the ATLAS II website was launched. A lot of people shared it, commented on it and liked it. About 800 people have seen this post.

If you scroll down this list you can also see a general trend that when this post is about the people of the community or something new about the community, like an accomplishment, like the Summit opening, the website launch, a lot of people are interacting with our posts. These are the top posts.

Now I'll show you who's been interacting with us on Facebook. From this graph and numbers you can see that the majority of our audience are men, which is probably reflective of our community, as the majority of our members are men. Also you can see their age range. The majority are aged between 25 to 44 years old. I think it's also reflective of our community demographic.

Interestingly, besides English, Spanish is one of the most frequently spoken languages of our audience, so that reminds us that in the future we probably should push our more Spanish posts to cater to the needs of that particular audience. That's reflective of where they come from. You can see a lot of them are from Latin American countries, and also European and North American countries. This is our audience.

These are some quick overviews of our performance. We still need to figure out what the most effective way will be to keep track of these numbers. Currently it's me taking down the numbers manually, but we probably need to figure out a mechanism so that we can do this on a weekly basis and see what the best way will be to improve our performance. That's all I have for now. Do any of you have questions or comments?

DEV ANAND TEELUCKSINGH: Thanks Ariel for this. I did see a comment from Evan regarding the picture with all the persons on it, taken at the end of the Summit. Did anyone try tagging it? Apparently not everybody was able to tag the picture and therefore possibly get greater reach because they see the names mentioned in their feed.

ARIEL LIANG: Yes, I was aware of that issue. I think for the [space of page 00:15:06] function I couldn't let people tag the picture, but I'll investigate it further and see if I can make that option available for people. I see in general, on other organizations' pages, only the administrator can tag people on the post, but the audience can't tag themselves on the picture. I will investigate further on that.

DEV ANAND TEELUCKSINGH: Thank you Ariel. It's very interesting. One question that comes to mind – you mentioned that on Facebook, it appeared to me, that there was more interaction in terms of people commenting, versus on Twitter, which was merely re-Tweeting. Was there any interaction on Twitter in terms of people asking questions in response to our Tweets?

ARIEL LIANG: Yes. The interactions on Twitter is re-Tweets and favorites. The top Tweets I've been showing you are the ones that get most interaction. You can see some of our posts have been re-Tweeted many times. It's like a share of our posts. Favorites is like likes on Facebook. In short, we also have a lot of interaction on Twitter. The only thing is I couldn't show the trends because I've just upgraded to the premium version today, so it can't show the graphs immediately.

If you're interested I can ask the corporate account holder to provide me the graph she has, because she has had the premium version for a long

time, and the numbers of re-Tweets and mentions that she provided me with, from this tool, are here.

DEV ANAND TEELUCKSINGH: Okay, thanks Ariel. Anthony has asked a question. “I know there’s an ICANN LinkedIn profile. Do we have, or can we create, the At-Large LinkedIn profile?”

ARIEL LIANG: This is a good question, because we’re definitely interested in expanding our social media presence, but the thing is, we need to figure out why we need to have that profile and for what audience we need that profile for. If we can figure those issues out then we’ll expand our presence in a strategic manner, rather than just trying to cover every pipeline.

I think so far that we’ll probably go to the next part of this call, which is to discuss the best way to sustain our social media presence in-between the meetings. From now until the LA meeting, what do we do? I think that’s the greater transit to that part. What do you think, Dev?

DEV ANAND TEELUCKSINGH: I agree. One thing I wanted to bring up, also during ATLAS II, was the use of Slack to coordinate the responses from all the various members. I think there were up to 20 different channels, just to bring some stats into it, from Slack. There’s been about 810 messages in all of the channels, with 250 direct messages. That’s literally about 1,000 messages during the At-Large Summit. I think it worked extremely well.

It allowed people to upload their pictures very quickly, and say a few words attached to the message. Ariel was then able to take that and transfer that quickly. I think it really worked great in this face-to-face type meeting, where there was a group of people attending various different sessions, and then all of us using this platform to coordinate what's happening in those sessions. I think it worked extremely well.

ARIEL LIANG:

Also, to add to Dev's comments, I've really appreciated everybody's contributions to this, especially when I'm sitting on the position it's not easy to take pictures. I've asked you guys to help take pictures and send it to me via Slack, this is very efficient, so I really appreciate everybody's contributions to this.

Also, in the meetings that I wasn't able to physically attend, and some of you have draft Tweeted it and sent it to the respective channel. That's really helpful as well. The only comment I want to make for future improvement is that we create the channels for a reason. Some of you may be confused about which channel to upload the information to. Maybe we need to make it clearer in the future.

Uploading the information to that respective channel will be the best way to get information to me, otherwise I may get confused or try to find information in other channels and that will waste time. In general, I think most of you got this platform and so that was really good.

Besides that, I think our Skype chats are very good, because I could quickly ask someone to take a picture of what, or whom, and you guys

will get that notification very quickly, so I think that's also a very good tool to use. Again, thanks to everyone's contribution.

DEV ANAND TEELUCKSINGH: Thank you Ariel. I'm not seeing any comments. We'll move to the next topic, which is the next steps between now and our next face-to-face meeting. What we did in the run-up before ATLAS II is we had a social media curation workflow, and we asked Members of this Group to help contribute by writing some of the static content, regarding various topics and so forth.

To that, that's been done. The question in my mind is how do we help Ariel continue to use those social media platforms? How do we feed information to Ariel regarding social media? There are two aspects. There's the static content and there's the fluid or dynamic content, which is ever-changing information, status updates, be it policy comments, new ALSes and so forth. All of those are done on our social media curation workflow page, which Ariel is still showing on her screen.

One question to all of you. Do any of you have any comments regarding this curation workflow? Do you think that some similar curation workflow needs to happen between now and Los Angeles, where we map out topics and so forth? I want to open the floor to questions, rather than just me or Ariel talking. I see Anthony typing.

Indeed, workflow work, some of those items can be recycled. Okay. One of the things though is that a larger reason for the success of the social media has been Ariel, who's been very on top of Tweeting and putting together the information. The thing is I'm just wondering how

do we, as the Social Media Working Group, help Ariel? I think, from some aspects, some of the fluid content Ariel is able to handle – Ariel, please jump in if you disagree.

For example, things like the timing of policy statements, because Ariel is in charge of updating the Wiki page, she's probably the first person to know the timings for public comments, whether the first draft has been submitted and those types of things. I think from that perspective... Ariel?

ARIEL LIANG:

Thanks Dev. I think what would be best if I could bring a little structure to this section. The challenge we have right now is after the meeting, in-between the meetings, there's not that many face-to-face opportunities, so the fluid content is much less than during the meetings. What I'd curate for fluid content is mainly based on ALAC announce emails, which is the emails you get through alac-announce@atlarge-lists@icann.org.

Those emails about both information of ALAC statements, or information for new ALSes, applications or meeting information, but after a while they can get boring because I will just repeatedly say things again and again in the same manner. The challenge is what other fluid information we can get to fill in the gap between the meetings.

I've been brainstorming a few things and I can show you what I have. Bear with me. Let me show you a Google Docs that I've been using. In this document I've curated a list of reading material, useful articles, or key papers that have been shared. The At-Large Skype chat for example, or the RALO Skype chat, or ALT Skype chat – whenever anyone posts an

article there I'll put it down, because I want to read it and see whether it's something worth Tweeting.

I think Evan has shared a lot of that kind of information, so that was very great. Those articles sometimes are shared on the mailing lists of Working Groups as well. For example, there's one article being discussed a lot on the At-Large Worldwide mailing list. I'll show you. It's [a million 00:28:43] domains taken down by email [chat]. I posted one to Facebook, and even if it doesn't get that many interactions, still, about 500 have seen it, and people are actually responding to this type of information.

Also, ISOC wrote this article about the IANA functions transition process, and I think it's also a good reading for our audience, who are the end users, who care or are curious about ICANN policy issues. I think this list can be one of the good fluid content to share, so I think all of you can help contribute to this reading list and expand it, and we can Tweet about it frequently. That's something that I may need some help from you guys with.

Another thing is as you're all aware, At-Large has many, many Working Groups, and this is the list of Working Groups that [unclear 00:29:55] in the chat here. I'm personally not leading or involved in every single Working Group, so I don't know what's going on with every group, but those groups, a lot of them, hold conference calls frequently.

Some of you are involved in some of those groups. After the call, tell me what's going on with the calls, what are the decisions being made or information being shared, and we can Tweet about it. That will be a very

good way to push out fluid content that's worth Tweeting. That's the second type; the Working Group discussions.

The third type is the RALO discussions. We have five RALOs and they hold monthly calls. Outside the monthly calls, the mailing lists have some interesting discussions going on. You are from different RALOs, so that would be very good, that you just update me periodically with what's going on, what's new in your RALO, and I can Tweet about that as well. That's the third type of fluid information we can share. I don't want to overwhelm you with too many ideas, but I'd like to get some feedback on what you think about these ideas. Please feel free to speak up. Don't just rely on typing. Please speak up. We want this to be a two-way discussion, not just me and Dev talking. Thank you.

DEV ANAND TEELUCKSINGH: Thanks Ariel. Okay, indeed, I think those are three good points that we can use – information not just from ICANN directly, but new stories about domain name issues that can be reshared. That's sometimes shared on our Skype chat, informally, and that could be good to share. The information coming from Working Group discussions, that's also quite good.

If we, in the Social Media Working Group, are in those various Working Groups, when the call happens, or sometimes after the call, we could at least Tweet one key point or AI coming out of the Working Group. Finally, the RALOs themselves, the RALO mailing list discussions, or if they have RALO Working Groups, shared outputs, or anything from

those discussions and those RALO Working Groups. I'm still not seeing any hands raised.

ARIEL LIANG:

I think Glenn has a comment about ALS updates. It's: "ALSes don't provide detailed reports to ALAC on their relevant activities, and their websites are not revealing." Actually, what Glenn said is actually another idea I had, and that's to feature ALSes from time to time. For example one week we'll feature one ALS and we can create a hashtag called #ALSwebsite, something like that.

I think the way to do it is probably not just rely on them to give us information. We'd have to ask those ALS representatives. A quick chat... I can't think of examples, but if I'm curious about what Dev's ALS is doing, I'll just Skype chat with him and say, "Do you have some interesting scoop that we can share on Twitter?" Dev would give me some quick information and a link, and that can be an easy Tweet.

Maybe the way to do this is Members of this Working Group can help go out and take initiative. Talk to the ALSes in your RALOs and gather that information and give it to me. I think that's one way to do it. That's just responding to Glenn's comment.

DEV ANAND TEELUCKSINGH: Thanks Ariel. Any other questions or comments from the group? I can think of an Action Item to come out of this, but I want some feedback from the group.

ARIEL LIANG: Please speak up. Raise your hand and I'll know you want to speak.

DEV ANAND TEELUCKSINGH: Okay, well, in that case I think one of the steps we'll do is to perhaps put myself and Ariel, and anyone else who wishes to join, we'll look at doing another Social Media Curation Workflow Group, with those particular three tracks of information; looking to post information about... I think the challenge of how to pick those persons will be a challenge.

We can probably have a follow up chat on our Skype chat to figure that out, but again, if you have any insight as to how best to do this...

ARIEL LIANG: I think one way to counter that challenge, for example if we wanted to use [Flow 00:36:32] for Working Group discussions, we can take a look at our Members and which Working Group they belong to. Then we'll use them from there; ask them to provide periodic updates on the Working Groups they're involved in. Also, our Members are involved in RALOs, and to keep track of that discussion will be good as well. I think Olivier raised his hand. Olivier, please speak.

OLIVIER CRÉPIN-LEBLOND: Thanks very much Ariel. I was just thinking, this whole thing is really a matter of communication. With so many new people now who are interested in At-Large activities we're going to have to do a serious amount of work on the communication side of thing. One of the plans I have to propose to the ALAC, and to the At-Large Leadership Team later on today, is a plan to fold the people that were in the Thematic Working

Groups into the standing and ad-hoc Working Groups that At-Large has, and also the Sub-Committees At-Large has.

Then it's to enable those to actually perform – we're talking about communication again – for those new Members, such as a webinar, such as bringing all our Working Group front pages to the same standard of quality. I note that some of them have more information, some of them have less. Some of our Working Groups can be a total mess. Even I don't even know what's going on in that Working Group.

The other thing is I recall the New gTLD Working Group did a lot of work when the new gTLDs were out there, and there was a very clear set of tasks and projects that this new Working Group was dealing with, at the time when Avri was chairing this. At any moment one could go on the Working Group's front page and find out what that Working Group was working out at the time, what were the hot topics at the time, what were the tasks they were working on.

That certainly make that Working Group appealing. That's another thing that then the Social Media Working Group can work on. When you make those other Working Groups appealing, you're also able to report on them more easily. The Social Media Working Group would be able to have a quick browse, maybe once every couple of weeks, at all the front pages of all of those other Working Groups, and know what's going on, what the hot topics are. They can engage people.

Really, my feeling now after the At-Large Summit is that we've got a heck of a lot of people out there who want to be involved and are interested in doing things, but very few of them know where to start,

and we have to hold their hand. It's no use just opening the doors and saying, "Come in and join us."

We have to go out there and say, "Now that you've seen what an ICANN Meeting is about, now you have a better idea of what we're working on, we're going to take your hand and bring you to where you want to contribute." Thank you.

DEV ANAND TEELUCKSINGH: Thank you Olivier. Excellent suggestion. I do agree that sometimes, when I look at some Working Groups, it's very hard to figure out what's happening. I think a redesign of the Working Group pages, to show what's being worked on, similar to what the New gTLD Working Group did, is probably a very good idea.

That then becomes easier for the Social Media Working Group to share that information, communicate it to all our At-Large Members, and also to the wider public. I think that's an excellent suggestion also, moving forward.

ARIEL LIANG: I wanted to quickly make a note on that, and thanks Olivier for the suggestion. I think the Social Media Working Group can definitely add value by introducing the various Working Groups to At-Large community members, through Tweets and Facebook groups, and actually in our previous workflow we incorporated this 2014 At-Large Working Group activities, and we already have about four different Working Groups here, but they are mostly related to the Summit, though not all.

We started to have that plan of introducing a series of Tweets, and we'll make sure that we cover all these Working Groups throughout a period of time. I'll recycle those Tweets just to reinforce people's memory about those Working Groups.

I think we can probably continue on that project, but maybe make it more effective and figure out the best way to introduce those Working Groups to our target audience, and also make sure they're aware of what's new with this Working Group and why they should be part of it. That's my comment.

DEV ANAND TEELUCKSINGH: I was thinking about the Curation Workflow. Thanks for bringing it up on the screen. Perhaps for this type of workflow, all the Working Groups and each Chair really needs to maintain their own workflow as to the tasks and so forth, and then have one summary page that pulls in that information to create a dashboard. I think I'm thinking along the same lines, Olivier.

ARIEL LIANG: Anthony has his hand raised.

DEV ANAND TEELUCKSINGH: Sorry Anthony. Go ahead.

ANTHONY NIIGANNI: Hi, it's Anthony Niiganni for the record. Anthony Niiganni, Manitoba Youth Association. One of the ideas I was thinking about as you guys were talking was looking at the Beginner's Guides. I know a lot of people, once they receive them, don't always read them all. It's looking at a social media series approach to it, breaking down the Beginner's Guides into manageable, bite-sized posts, to start educating the larger public about the Beginner's Guides.

It would almost be like a mini documentary you see on TV, or news clips that happen during the news. I think it's something we can pioneer, as a social media group, to look at okay, what are the series we can have in each month to educate the larger public about ICANN, and the information and resources available through ALAC, as well as how they can participate in ALAC.

That would be in clear, bite-sized format – almost like mini commercials, but through written posts, images, and maybe even short videos. Thanks.

DEV ANAND TEELUCKSINGH: When you say short videos, does anything spring to mind? Would it be interfacing with the [clip people 00:44:32] or some sort of [frustration]...? Could you elaborate?

ANTHONY NIIGANNI: When we're looking at a time to introduce a new generation of leaders into the whole dialogue, one of the areas we'd be looking at is how to incorporate Vines into this, because Vines are about 10-15 seconds. It's

maybe saying a phrase or two, or a mini-skit, to demonstrate the whole Beginner Guide process, from beginning to end, in a series of Vines or a series of posts, that include Vines or mini videos.

DEV ANAND TEELUCKSINGH: I believe Vines are six seconds. That might be a challenge, but I get your point. Keep it very short, I think is what you're trying to say. Okay.

ARIEL LIANG: Anthony, thank you very much for the suggestion. I'm sure you probably remember our Beginner's Guides workflow that we tried to digest the whole guide and break it into bite-sized information and share pieces of the information through Twitter. Were you suggesting that we continue doing that, and at the same time expand on that side, incorporating videos and making it more interactive?

ANTHONY NIIGANNI: Yes, that's exactly it. The Tweets we posted were... We had five lines? I think we can add more to it by introducing the concept of the Beginner's Guides series, much like the webinars that we have, which is a series leading up to a meeting. We can do the same thing with the Beginner's Guides, with much smaller steps.

ARIEL LIANG: Thank you Anthony. I think that's a great idea. I'm just going to save this workflow to the chat so that everybody knows what we're talking about. In fact, one day I was just reading the Beginner's Guide and I saw

this one piece of information about Working Groups. They don't require that you have to be an At-Large Member to join, most of them.

I think that's information a lot of people don't even know. I think that kind of information can be Tweeted, and can link to the specific page on the Beginner's Guide. Also, regarding the video idea, I don't know whether all of you know about some old videos we had. I think Glenn filmed them. For example, you can see Olivier talk about At-Large, and Evan and Garth talk about At-Large and their RALO.

They're relatively short. They're two minutes long, and they just give people a quick overview of what we do. Maybe we can continue doing that in some capacity; maybe through Skype video interviews and things like that. What do you guys think?

DEV ANAND TEELUCKSINGH: I think these videos are good and perhaps they could be re-shared. I'm thinking that not older than two years. I think the information they bring aren't necessarily out of date – it's the same message about what At-Large is, what EURALO is, etcetera. You can use some of these as a start, and then look to develop new ones and do the recording over Skype chat.

The thing is, as Glenn points out, who'll actually produce those videos? Who'll actually do the recording of these new videos? That's a good point. Would staff be able to do this? Okay, the Communications Team at ICANN would likely be able to do this. Okay. I'm not seeing anyone's hands raised. Any other comments, Leon, Pavan, Yannis, Evan?

EVAN LEIBOVITCH: Good here. I've liked everything I've heard.

DEV ANAND TEELUCKSINGH: Any ideas that spring to mind, feel free to speak up. Well, there is one other topic on the Agenda, which is the hashtag brand for At-Large. I know we [have] 10-15 minutes this time. We'd better use the time now to do this. Ariel, perhaps you want to talk about the hashtag brand that you use now? Do you want to state what the hashtag brand is now, and some of the challenges are that we discussed?

ARIEL LIANG: Hello everyone. For the ATLAS II we had a really good hashtag, #ATLAS2. It hasn't been used by many other people before, and we effectively promoted it physically by putting it on the speaker. We also asked the Comms Department to write blog posts about it, and it's plastered everywhere, including the screen of our Fayre of Opportunities. A lot of people have seen and promoted it. That was very good. The result is that surrounding this hashtag was 1,100 Tweets just for those ten days.

Now the challenge is what kind of hashtag we want to use for branding the At-Large community. Right now I'm just using this #AtLarge to brand it, but I don't think it's a very good idea, because it's been used in many other contexts by many other people irrelevant to our community. The way I counter this challenge is whenever I put #AtLarge I will put #ICANN in front of it, so at least when people see our Tweets they'll know that we're [cuddling 00:51:45] them together.

I don't know whether that's the best way to do it. Now we'll need to create a new hashtag just to brand our communities, and I will need you to help brainstorm some ideas. Before we jump into that discussion, one thing is Dev also talked about [00:52:10] many other ways. Dev, can you talk about that quickly?

DEV ANAND TEELUCKSINGH: We looked at #ALAC, and apparently it's used in several different contexts. For example it's used by Transparency International for whenever they open their advocacy... Let me see... The thing is, #ALAC apparently is used quite surprisingly in different contexts. For example, for Transparency International users it's for when they open new centers around the world. It's also being used in the United States to call for ALAC laws, which is a part of some politic... I don't fully understand it, but it's used in that context.

#ALAC may not be a suitable term. #ALAC is also the name of a media [co-deck 00:53:23] for [unclear] audio. That's also being used in that context as well. There was roughly three ways in which #ALAC is used. I see Anthony has suggested #At_Large. I suppose that's an idea. Let me ask another question, another suggestion for discussion – #ICANNAtLarge? Any suggestions for the hashtag?

ARIEL LIANG: My only concern is when we have #ICANNAtLarge, the hashtag itself is already quite long, so that will take up space in the Tweet, and also some people may get confused about it. That's the only concern I have. I did a quick search on Twitter about the hashtag Anthony suggested.

#At_Large hasn't been used much at all. That seems to be a good option for us to take advantage of that.

I've seen that some of our Members, such as Murray and Victor, have already begun using that hashtag in their own Tweets. So far, nobody has really used that hashtag yet, and it's not very long. Maybe we can consider using that. That's just my opinion for now.

DEV ANAND TEELUCKSINGH: Okay. That's two ideas here. I see Leon was typing. It's regarding the length of the hashtag, that re-Tweeters would have to edit before re-Tweeting. Evan is also pointing out that when you use #AtLarge or even Anthony's suggestion of #At_Large, is that it also seems to require the hashtag of #ICANN, which [destroys 00:56:22] length [unclear]. Let me ask the question to Ariel – is it that if we to use our own hashtag we will not need to use the ICANN hashtag as often?

ARIEL LIANG: The advantage of using #ICANN is that we can push our content into the worldwide feed associated with that hashtag. The hashtag #ICANN is a very popular hashtag actually. It was trending for several occasions. That will help us to gain traction from the Internet, from different visitors. If we use it simultaneously we can get our posts noticed by a lot more people.

If we can figure out a strategy to promote our own hashtag and make it trending first then maybe we don't need to use the hashtag #ICANN in the future. I think that will probably take time, and we need to do some

serious thinking on how to strategize the promotion. That's my understanding so far.

DEV ANAND TEELUCKSINGH: Well, okay. There are some comments there from Heidi, asking if we know what other SOs and ACs use for their hashtags. Do they have a hashtag? Do you know?

ARIEL LIANG: Heidi, what I know is that the gNSO has developed this hashtag #gNSO, but it's only four characters, and they always Tweet together with #ICANN. It doesn't take up much space. I think there's also another Twitter handle called #ICANN4biz, for the business community. I don't know whether they've developed one for their own community. The only one I know is... They have one? They don't. Okay. The only one I've seen so far is #gNSO.

If we have our own hashtag that would be better, because right now it's very confusing. Sometimes when the ICANN Corporate account mentions us they want to use #AtLarge, but it's not very consistent from time to time, and we don't even do it in a very consistent manner. I think there's a need to develop our own hashtag.

DEV ANAND TEELUCKSINGH: Question also, a comment from Evan. What should be happening is that the ICANN Twitter account should be Tweeting the #ICANNAtLarge, or whatever we use, in order to popularize it. Glenn is also saying the same thing.

ARIEL LIANG:

Just to respond to many of your comments about ICANN promoting our hashtag, it's definitely a must, but the first step is we all have agreement on what hashtag to promote, and then we'll talk with them about the different ways to promote it. We can follow some of the ways we did with #ATLAS2, which was to ask the Comms Department to write blog posts about it, and put on the videos they produce, and also [add onto our team 01:00:16] with that hashtag.

There are definitely a lot of ways to do it, but the first step is to decide on which hashtag to use. I know we're running out of time, so probably we can't make a decision right now, but we can continue that discussion.

DEV ANAND TEELUCKSINGH:

Indeed. We're now four minutes past the hour. We'll take a note of these suggestions and continue the conversation online, on the mailing list or on the Skype group chat. Any other business? Okay. Well, I'd like to thank everyone on this call. I know it's going to be a very busy day today. Thanks everyone. Let's continue the conversation on the social media group Skype chat and on the mailing list.

We have the two Action Items coming out of this. We'll build up another Social Media Curation Workflow to coordinate some of these ideas, topic areas not covered by ALAC Announce – content and stories about domain names, Working Groups, RALO mailing lists. Also, to continue the discussion on the hashtags, on the Skype group chat and on the mailing list.

ARIEL LIANG: Another Action Item is to further the idea from Anthony about expanding on the Beginner's Guide – the bite-sized information, and also possibly a liaison with the Communications Department in producing short videos that complement those Beginner's Guides.

DEV ANAND TEELUCKSINGH: Yes, excellent. Thanks for stating that Ariel. I'm seeing people typing so I'll hold off quickly for that. I see that Anthony can also help draft the outline of the [unclear 01:02:36], which is [MC]. That would be fantastic, Anthony. [unclear] gave a good suggestion for a Tweet. Excellent. Okay. Thank you all very much. See you online. This call is now adjourned.

[END OF TRANSCRIPTION]