



Report of the At-Large Social Media activities during ICANN69 and IGF2020

Filina Natalia
Social Media WG
EURALO Vice-Chair

November, 2020



Due to the fact of changing the rule of the At-Large Social Media Working Group leadership, the leading role of the SMWG Chair was taken by regional Vice-Chair, selected from the region of the upcoming ICANN69 Meeting - Europe.

Natalia Filina, EURALO Regional SMWG Vice Chair was leading the efforts to promote and engage At-Large and ICANN community during ICANN69.

In close cooperation with the Outreach and Engagement Subcommittee team and great support from entire community, the Social Media WG drafted the Plan, identified the goal and the most effective ways to invite more people to attend the At-Large sessions and to help the community to find the interest to join our ICANN69 discussions.

(Engaging new members is not a proposed task but can be a valuable key result of all outreach and engagement activities around Social Media actions).

Social Media WG team, Regional Vice Chairs:

APRALO Shreedeeep Rayamajhi

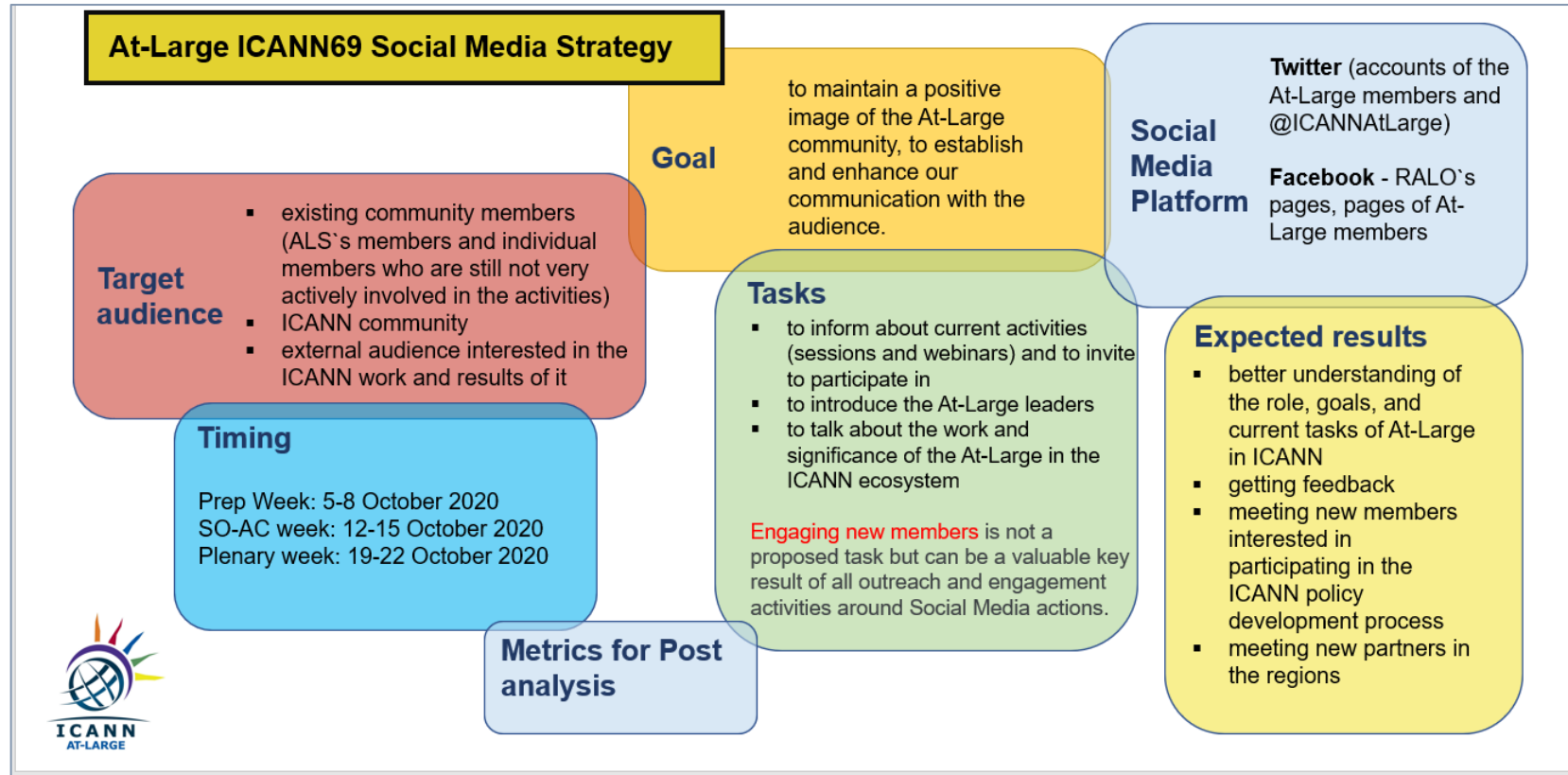
AFRALO Bukola Oronti

EURALO Natalia Filina

LACRALO Lilian Ivette De Luque Bruges

NARALO John Laprise (Former Chair)

The SoMe strategic [plan](#) became our roadmap and designated our steps and actions for the three weeks of the ICANN69 (5 - 22 October, 2020)





At-Large Social Media WG activities during ICANN69:

[At-Large Social Media Webinar](#) (Prep week of ICANN69)

ICANN69
VIRTUAL ANNUAL GENERAL



At-Large Social Media Webinar

5 October 2020
13:30 UTC
15:30 CEST

The webinar is intended for At-Large members and all Community Members who are actively involved in Social Media and support all activities of the At-Large and ICANN community, but will also provide a lot of useful information for all Social Media users:

- How to build a Social Media campaign?
- How to organize a working process?
- Best practices to adopt for the ICANN69 At-Large Social Media campaign.


Guest Speakers:
Natalia Filina (EURALO)
Glenn McKnight (NARALO)
Shreedeeep Rayamajhi (APRALO)

Languages Available: English

ICANN69
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Social Media campaigns to build, to promote, to engage

At-Large Webinar



What does the presentation cover?

- How to build a Social Media campaign?
- How to organize a working process?
- What best practices do we adopt for the ICANN69 At-Large Social Media campaign?



How to be a Twitter Star

Presentation by

Glenn McKnight and Shreedeeep Rayamajhi





At-Large Social Media WG activities during ICANN69:

Posts on Twitter, Facebook, and Instagram accounts of our members:

- At-Large schedules for each week
- promo cards for some sessions
- promo "Ask At-Large"
- ["Welcome video"](#) from the At-Large leaders (created by Jonathan Zuck)
- [final promo video](#) (created via screenshots of virtual sessions)
- Twitter competition
- Facebook frames (credit by Shreedeeep Rayamajhi)



ICANN69 VIRTUAL ANNUAL GENERAL PLENARY WEEK			
19 October	20 October	21 October	22 October
Joint ALAC & ICANN Board Meeting 07:00-08:00 UTC	Joint GAC & ICANN Board Meeting 07:00-08:00 UTC	Joint ALAC & GAC Meeting 07:00-08:00 UTC	
PLENARY 1 - The Domain Name System (DNS) Abuse 08:30-10:00 UTC	PLENARY 2 - The Domain Name System (DNS) Abuse 08:30-10:00 UTC	PLENARY 3: Consumer Protection Post Whols 08:30-10:00 UTC	ICANN69 PUBLIC FORUM 08:30-10:00 UTC
Coordinating the Internet unique identifiers and the interests of the Internet users 10:30-12:00 UTC	ALAC 2020: Achievements & Highlights 10:30-12:00 UTC	GNSO Council Meeting 11:00-12:00 UTC	At-Large Wrap Up 10:30-12:00 UTC
Community/Board Focus on ICANN meetings 12:30-14:00 UTC	Remediating Universal Acceptance Issues 12:30-14:00 UTC	Engagement Group-Internet Governance (EG-IG) Session on Digital Platforms and Regulation 12:30-14:00 UTC	ICANN69 Virtual General Meeting 12:30-14:00 UTC
ICANN69 Welcome Ceremony 14:30-15:30 UTC	Beyond Budapest: The UN Cybercrime Treaty and DNS Abuse 14:30-15:30 UTC		At-Large Social Event 14:30-15:30 UTC

*Session Participation links will be published 24 hours in advance of the session. Please check the schedule before your session for the latest information on @schedule.icann.org. *ICANN69 sessions will be held during regular working hours in Hamburg, Germany (CEST/UTC+2).

ICANN69 VIRTUAL ANNUAL GENERAL

European Perspectives on ICANN and Internet Governance - A Stakeholder Roundtable hosted by EURALO, Part 2

15 October 2020
08:30-09:30 UTC
10:30-11:30 CEST

Moderator: Sebastian Bachofer - EURALO Chair

Submitters: Gábor Marly - President and CEO - ICANN; Olivier Crepin-Leblond - Chair of the ICANN Engagement Group on Internet Governance - At-Large - EURALO

Elana Pissano - Government and IGOs Engagement for Director - ICANN; Polina Kaban - Director - GIGI; Caron O'Neil - Regional Policy Manager - Internet Society; Joana Kaban - Vice Chair - ALAC - EURALO; Georgios Tsilintzis - Policy and Programme Officer - Next Generation Internet and Internet Governance European Commission; Pierre Boute - Chair of the ICGO Internet Governance Liaison Committee - AFNIC; Chris Buckridge - Head of External Relations - IRIE/ICG

Language: Available: English, Spanish, Russian

Filina Natalia @FilinaNatalia

Plenary #ICANN69 week is coming! Be registered and don't miss #ICANN and @ICANNAtLarge sessions. Our welcome video from ALAC Chair @MaureenHilyard and RALOs Chairs @seun_oj @eduardodiaz @SebBach @satish_babu @sergiosalinas #ALAC69 @Jvzuck

Repost: bachi

The At-Large Community Welcomes you!

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During ICANN69 using the hashtag **#AskAtLarge**

Your questions will be answered by the At-Large community members and leaders

ICANN69 VIRTUAL ANNUAL GENERAL

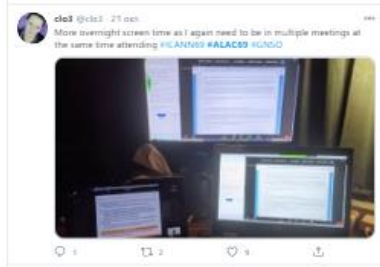
At-Large Social Media Working Group (SMWG) Twitter Competition

13 - 22 October 2020

The winner with the most re-tweeted tweet will be announced during the At-Large Wrap Up session on Thursday, 22 October.

Join in the spirit of #ICANN's Virtual Policy Forum by showing us where you are participating in this virtual event from. Are you in your office or at a coffee shop? Post a photo of yourself attending ICANN69 Annual General Meeting sessions from your location and share it using the #ALAC69 hashtag and the # the city you are participating from. Help us create a virtual meeting photo gallery. Look forward to seeing you all online!

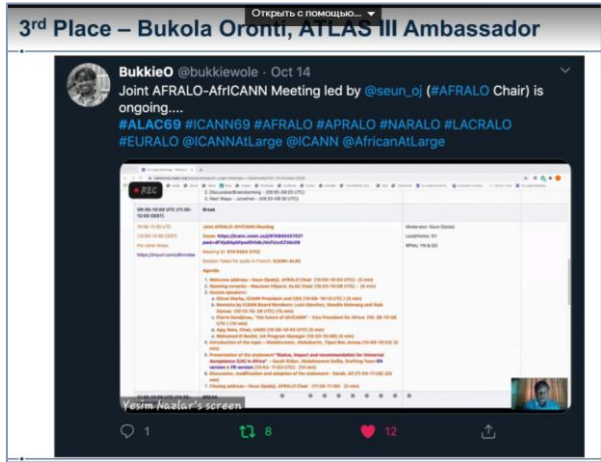
At-Large community members` effort on Twitter during ICANN69 was significant (you may find all tweets with the hashtags #ALAC69 and #ICANN69):





ICANN69 At-Large Social Media Twitter Competition

13-22 October 2020



But these are just three of the many interesting and informative tweets that At-large members have created and shared.

Report of the At-Large Social Media activities during ICANN69





Twitter allows us to review the Analytics for our own account only.

In October 2020, on Natalia Filina's account all tweets (but a few tweets) were dedicated to ICANN69.

The results of the month's activity are:
 The number of tweets – 18
 New readers – 28
 Tweets showed - 16.6 thousands.
 (resource-Twitter Analytics)

***For a complete analysis of Twitter activity we should to collect Analytics from all accounts which participated in creating and distributing the information about the At-Large ICANN69 sessions.**

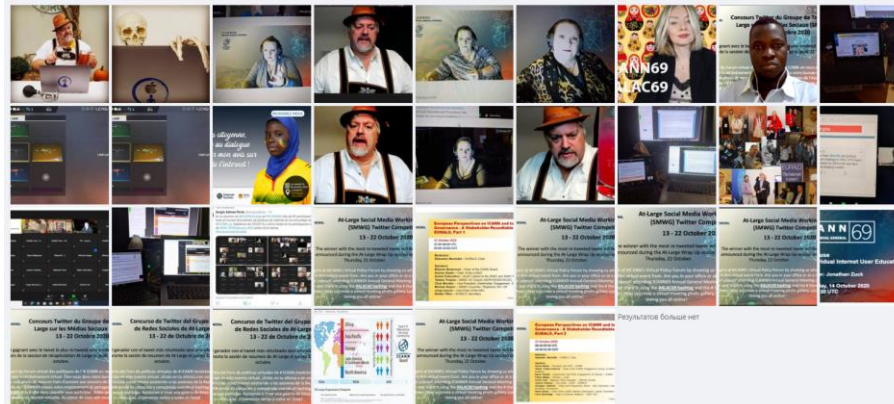
	number of views	Interactions, %
 <p>Filina Natalia @FilinaNatalia · 24 окт. 1:56 Once upon a time in Hamburg</p> <p>Просмотреть сведения о видео</p>	309	4,1 %
 <p>Filina Natalia @FilinaNatalia · 18 окт. 2:13 ICANN 69 Virtual Annual General Meeting October 13, 14, 15, 19, 20, 21, 22</p> <p>Просмотреть сведения о видео</p>	465	2,7 %

	number of views	Interactions with a tweet (retweets, likes, clicks)	Interactions, %
<p>Filina Natalia @FilinaNatalia · 22 окт. Are you Ready? The final day of the #ICANN69 #ALAC69 #EURALO #NARALO #AFRALO #LACRALO #APRALO twitter.com/ICANN/status/1... Просмотреть действия с твитами</p>	425	10	2,4 %
<p>Filina Natalia @FilinaNatalia · 18 окт. #ICANN69 #ALAC69 Plenary week, 19-22 October. Be registered and join the most important discussions 69.schedule.icann.org @ICANNAtLarge #EURALO #APRALO #AFRALO #NARALO #LACRALO #DNS #Leader #policy #UniversalAcceptance #DNSabuse #WHOIS #cybercrime pic.twitter.com/5mlnlfhpqE Просмотреть действия с твитами</p>	2 215	100	4,5 %
<p>Filina Natalia @FilinaNatalia · 18 окт. Plenary #ICANN69 week is coming! Be registered and don't miss #ICANN and @ICANNAtLarge sessions. Our welcome video from ALAC Chair @MaureenHilyard and RALOs Chairs @seun_oj @eduardodiaz @SebBach @satish_babu @sergiosalinas #ALAC69 @Jvzuck pic.twitter.com/g6Z9lUGJq1 Просмотреть действия с твитами</p>	2 824	144	5,1 %
<p>Filina Natalia @FilinaNatalia · 16 окт. I am sure #ICANN will forgive me-))) #ICANN69 #ALAC69 #EURALO #Russia #Moscow #zoom #backdrop #matreshka #fromrussiawithlove pic.twitter.com/daYUzkkYqB Просмотреть действия с твитами</p>	1 823	141	7,7 %
<p>Filina Natalia @FilinaNatalia · 15 окт. Join us this morning! #ICANN69 #ALAC69 European Perspectives on ICANN and IG-Stakeholder Roundtables hosted by #EURALO @ICANNAtLarge @SebBach @Olivier_CL @bonis @gap_the_mind @chrismondini @ buckr @dotKatrina @Maarten_Bman @mneylon @cerenunl @KuleszaJ pic.twitter.com/sly5pU7rh Просмотреть действия с твитами</p>	1 067	35	3,3 %
<p>Filina Natalia @FilinaNatalia · 13 окт. Ask #ICANNAtLarge! or maybe better to attend our sessions and ask the Q there (mic or chat) >> community.icann.org/display/atlarg... #ICANN69 #EURALO #APRALO #AFRALO #NARALO #LACRALO pic.twitter.com/4D4JUUb5qs Просмотреть действия с твитами</p>	537	8	1,5 %
<p>Filina Natalia @FilinaNatalia · 12 окт. During the 3th virtual meeting #ICANN69 take the navigation map to the #ALAC69 hall. Community days, 13-15 October. Be registered on 69.schedule.icann.org and join! #ICANNAtLarge #EURALO #APRALO #AFRALO #NARALO #LACRALO #DNS #Leader #policy #humanrights pic.twitter.com/1jsKvWkvtW Просмотреть действия с твитами</p>	2 315	115	5,0 %
<p>Filina Natalia @FilinaNatalia · 5 окт. #ICANN69 prep week started today! Join #ICANN and #ICANNAtLarge sessions and webinars. You must be registered and signed in to view the schedule here >> go.icann.org/36Bwb2y #EURALO #LACRALO #NARALO #AFRALO #APRALO pic.twitter.com/PumdWWNZcN Просмотреть действия с твитами</p>	988	33	3,3 %

Report of the At-Large Social Media activities during ICANN69

Twitter is the main social media for At-Large, but community members were publishing the posts on Facebook (on RALO's pages and in private Facebook accounts):

36 posts were made with the hashtag #ALAC69



Innocent Adriko
14 oct. · G · Happening now! At-large Policy session: The At-Large Community and DNS Abuse: An Individual Education Campaign. #ICANN69 #ALAC69

Rachad Sanoussi
9 oct. · G · ICANN69 REGISTRATION link: <https://t.co/C478zLoG0A> @icann_fr @ICANN @ICANNAtLarge #alac69

Shah Zahidur Rahman · ISOC Chapters' Space
14 oct. · G · Happening now at #ICANN Annual general meeting ! At-Large Policy Session: The At-Large Community and DNS Abuse: An Individual User Education Campaign. <https://69.schedule.icann.org/meetings/Nc83jyKqb4vmpEt2#/7...>

Sébastien Bachollet
15 oct. · G · Many thanks to Sébastien Bachollet and all attendees and star speakers for two amazing sessions today: European Perspectives on ICANN and IG-Stakeholder Roundtables...

Narayanaswamy Baluswamy
13 oct. · G · "Plenary #ICANN69 week is coming! Be registered and don't miss #ICANN and @ICANNAtLarge sessions. Our welcome video from ALAC Chair @MaureenHlyard and RALOs..."

Natalya Filina
15 oct. · G · Many thanks to Sébastien Bachollet and all attendees and star speakers for two amazing sessions today: European Perspectives on ICANN and IG-Stakeholder Roundtables hosted by #EURALO #ICANN69 #ALAC69 If you missed it please find the records on <https://69.schedule.icann.org/>

Marcelo Rodriguez · LACRALO - ICANN At Large
21 oct. · G · #ICANN69 #ALAC69 Sergio Salinas Porto Harold Arcos Lilian Ivette Deluque Bruges Yoselin Vos Antonio Medina Gómez Alberto Soto Vanda Scartezini Marcelo Rodriguez

Alfredo Calderon
12 oct. · G · La reunión #ICANN69 comienza el martes 13 de octubre. Puede obtener información sobre las sesiones y sobre cómo participar en el siguiente enlace - go.icann.org/3kOWQv0 Si te surgen dudas usa #AskAtLarge para responder a tus preguntas. Esperamos verte en el ciberespacio.

Marcelo Rodriguez · LACRALO - ICANN At Large
15 oct. · G · #ICANN69 #ALAC69 https://twitter.com/LACRALO_icann Harold Arcos Yoselin Vos Lilian Ivette Deluque Bruges Adrian Carballo Sylvia Herlein Leite #IDN #DNSAbuse #UA #AU #OtrainternetESPosible

Cheryl Langdon-Orr
21 oct. · G · More overnight screen time as I again need to be in multiple meetings at the same time attending #ICANN69 #ALAC69 #GN50

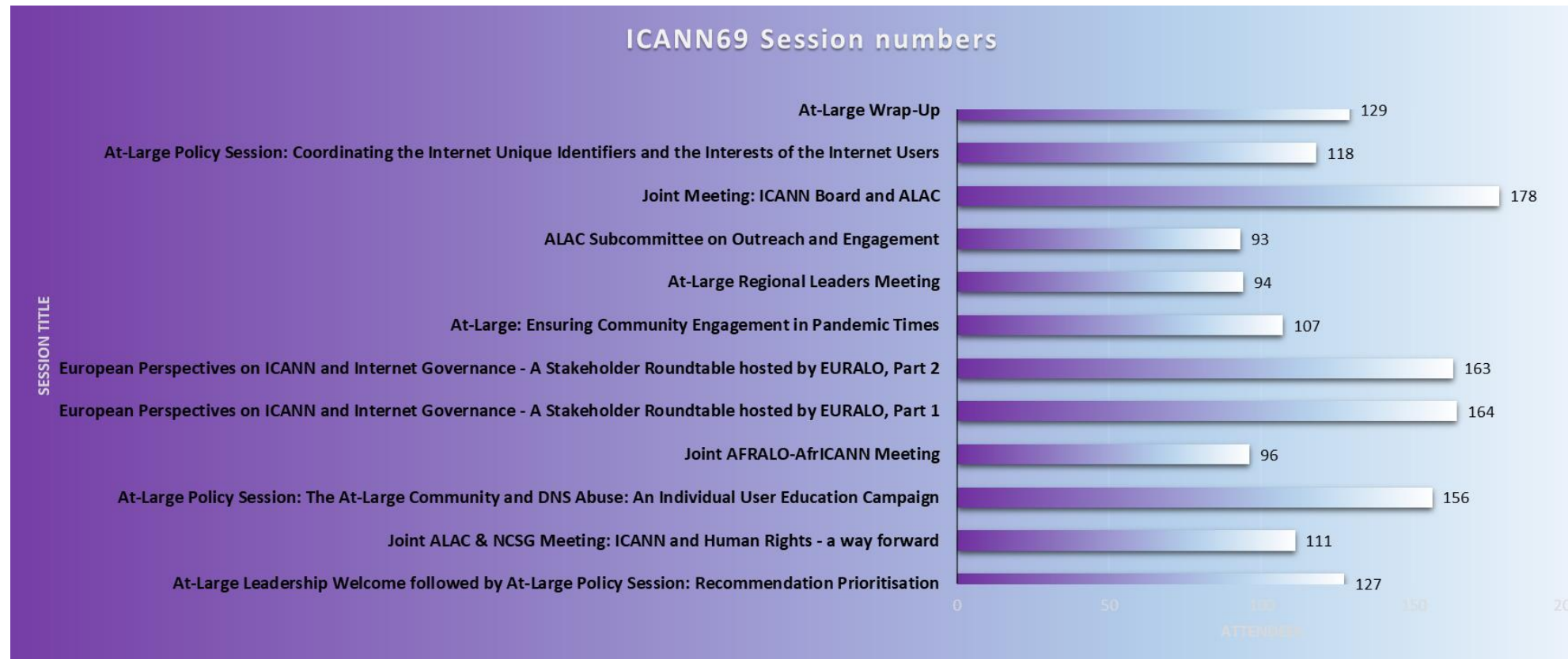
Lilian Ivette Deluque Bruges · LACRALO - ICANN At Large
11 oct. · G · Dear community, On behalf of Natalia Filina, Regional Chair of the At-Large Social Media Working Group (SMWG), we would like to encourage your participation in the ICANN69 Virtual Annual General Meeting and the At-Large social media efforts underway which will ensure its success. Please join the...

Narayanaswamy Baluswamy
14 oct. · G · Happening now at #ICANN Annual general meeting ! At-Large Policy Session: The At-Large Community and DNS Abuse: An Individual User Education Campaign...



One of the most important metric of the result of SoMe activities is the number of the ICANN69 At-Large sessions` participants (obviously it is the result of many outreach actions, not just SoMe activities).

**In the future for the deeper analysis we should divide the number of the community members and new attendees.*



Collecting additional metrics identified by the SoMe plan requires closer coordination and significant time and resources to gather them.



After ICANN69 we continue our outreach work and invited community to participate in read out sessions.

As well as we posted in [EURALO newsletter \(review period October 2020\)](#) the set of links to the recordings of all ICANN69 At-Large sessions.

ICANN 69 key take-aways
Friday 20 November 2020
#ICANN
#EURALO
#ISOC_UK
17:00 – 18:30 CET / 16:00 – 17:30 UTC/UK

ICANN 69 Lecture (ReadOut)
Vendredi 13 novembre 2020
#ICANN #EURALO #ISOC_fr
En Français
17:00 – 18:30 CET / 16:00 – 17:30 UTC

EURALO newsletter, October 2020

ICANN69 At-Large news

Of course, we would like to focus you on ICANN69 At-Large sessions and topics that are important to our community, so we have prepared a list with links:

ICANN69 At-Large prep week sessions (5-8 October):
[At-Large Social Media Webinar](#)
[At-Large ICANN69 Introduction Webinar](#)

ICANN69 At-Large Community Days sessions (13-15 October):
[At-Large Leadership session followed by At-Large Policy Session: Recommendation Prioritization](#)
[Joint GNSO & ICANN Board Meeting](#)
[Joint ALAC & NCSG Meeting: ICANN and Human Rights - a way forward](#)
[Joint ccNSO and ICANN Board Meeting](#)
[The At-Large Community and DNS Abuse: An Individual User Education Campaign](#)
[Joint AFRALO-AfrICANN Meeting](#)
[GNSO New gTLD Subsequent Procedures PDP Working Group Part 1, 2](#)

ICANN At-Large: Ensuring Community Engagement in Pandemic Times
[At-Large Regional Leaders Meeting](#)
[ALAC Subcommittee on Outreach and Engagement: Dialoging into O&E](#)

Report of the At-Large Social Media activities during IGF2020



The participation of At-Large members in IGF2020 sessions and round tables was covered in social media by the participants' effort. This was also done by affiliated organizations that members of our community spoke on behalf of.



Nadira ALARAJ @NadiraAraj

Take note of #IGF2020 WS#204 on Data Protection for end users under different jurisdictions to be held virtually on Friday, November 13th, at 14:00 UTC.

Перевести ТВИТ

WS #204
"Internet Data Protection Under Different Jurisdictions"
 Friday, 13 November, 2020 - 14:00 to 15:00 UTC

Sam Lantiano
Private Sector, WEOG

Farzaneh Badli
Civil Society, Asia-Pacific

Leon Sanchez
Technical Community, GRUAC

Joanna Kulesza
Civil Society, Eastern Europe

Mohamed El Bekri
Government, Africa

Natalia Filina
Reporter

Nadira Alaraj
Moderator

United Nations

IGF

Tibet Ben Jemna
Moderator

Victoria Kost
Reporter

CCTLD @cctldruandrf · 16 нояб.

Главный аналитик #КЦ Мария Колесникова выступила модератором секции «Универсальное принятие доменных имен и адресов электронной почты» на #IGF2020. Следите за нашими публикациями – мы расскажем о главном на IGF! @intgovforum #домены #UA #IDN #EAI #Internet4All

Home

IGF 2020 Village Booth #66 Internet Corporation for Assigned Names and Numbers

Go to the IGF 2020 Village

Organization's Website: <https://www.icann.org/>

Description:

ICANN's mission is to help ensure a stable, secure, and unified global Internet. To reach another person on the Internet, you need to type an address – a name or a number – into your computer or other device. That address must be unique so computers know where to find each other. ICANN helps coordinate and support these unique identifiers across the world. ICANN was formed in 1998 as a not-for-profit public-benefit corporation with a community of participants from all over the world.

ICANN Sessions at the IGF2020

Date	Session	Time (UTC)	Location
Pre-Events			
2 November	DNS Abuse in the age of COVID-19 ↳ Presentation ↳ Video	18:35 – 20:05	Room 3
3 November	Internet 101 ↳ Video	19:00-20:00	Room 2
Open Forum			
5 November	ICANN Open Forum - Technical Internet Governance ↳ Video	16:30 - 17:30	Room 2
Workshops			
9 November	DNS Abuse in the Age of COVID-19: Lessons Learned ↳ Video	06:00-07:30	Room 2
16 November	Universal Acceptance of Domain Names and Email Addresses ↳ Video	08:30-10:00	Room 2

ICANN At-Large

What is At-Large?

"At-Large" is the name for the community of individual Internet users who participate in the policy development work of ICANN. You can learn more about the community and its activities on this website, as well as how to join and participate in building the future of the worldwide Domain Name System (DNS) and other unique identifiers that every single user of the Internet relies on every time they go online.

See <https://www.icann.org/>.

At-Large community Website, which provides additional information on the ICANN At-Large Community. See <https://community.icann.org/>

The **At-Large Outreach Activities at the Virtual IGF 2020** workspace includes all the IGF sessions being organized by At-Large Members.

Regional At-Large Organizations (RALOs)

The five **RALOs** unite our **At-Large Structures (AL SEs)** and **individual members** and individual members based on their geographic regions.

- African Regional At-Large Organization (AFRALO). See <https://community.icann.org/display/AFRALO>
- Asian, Australasian and Pacific Islands Regional At-Large Organization (APRALO). See <https://community.icann.org/display/APRALO>
- European Regional At-Large Organization (EURALO). See <https://community.icann.org/display/EURALO>
- Latin American and Caribbean Islands Regional At-Large Organization (LACRALO). See <https://community.icann.org/display/LACRALO>
- North American Regional At-Large Organization (NARALO). See <https://community.icann.org/display/NARALO>

Come learn more about At-Large!

Recommendations for the upcoming ICANN70:

- create and post not only images, but also videos
- personalize messages-add tags to community members
- use approved photographs of the speakers in a promotional cards
- distribute the responsibility in the Social Media WG
- involve young people in the spreading the information (Fellows, NextGen)
- create and post shorts reports after the sessions
- talk about the members of the RALO and the structures of the region hosting the ICANN meeting.





Dear At-Large Community members,

On behalf of the At-Large Social Media working group, I would like **to thank everyone** who has done the excellent job of spreading the most important, interesting and vibrant information on Social Media and helped us to attract the attention of the community and new active members.

Thank everyone who helps us to translate our messages and made them multi-language!

Thank you so much for your time spending and producing superb videos (that are certainly the best way to provide the information and to show what a great people hold the leadership positions in At-Large community).

My apologize for not mentioning all the names that made a lot of work and a lot of Social Media posts.

This pandemic 2020 year we realized that in the absence of F2F meetings, interplanetary discussions, flash sessions and explanatory work at the booths, Social Media took the incredible importance.

We wish [Lilian Ivette De Luque Bruges](#), ICANN70 Regional Chair of the At-Large Social Media Working Group (SMWG) and all colleagues even more success!

Natalia Filina, Social Media WG, EURALO Vice Chair