



ICANN69 Prep Week
5-8 October 2020

ICANN SMWG 69 Report
Shreedeeep Rayamajhi (APRALO)

JAN
2020

SOCIAL MEDIA USE AROUND THE WORLD

BASED ON THE NUMBER OF MONTHLY ACTIVE USERS OF TOP SOCIAL MEDIA PLATFORMS IN EACH COUNTRY OR TERRITORY

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

we
are
social

SOCIAL MEDIA
PENETRATION (USERS
vs. TOTAL POPULATION *)



49%

ANNUAL GROWTH IN
THE TOTAL NUMBER OF
SOCIAL MEDIA USERS



+9.2%

KEPIOS

TOTAL NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



3.75
BILLION

KEPIOS

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



99%

global
web
index

77

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). *NOTES: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ♡ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

we
are
social

Hootsuite®

ICANN69 Status



110+ Sessions



1

Dr. Tarek Kamel
Award for Capacity
Building Recipient



19,500+ Views
on Flickr



39 Interpreters
from

6 different
countries



1st

Virtual Annual
General Meeting

2,040+

Mobile
App Users



1

Juggling act



ICANN

Facebook frame

Keywords: ICANN69

Link: https://www.facebook.com/profilepicframes/?selected_overlay_id=42323169531546

 **Shreedeep Rayamajhi** @ShreedeepRay · Oct 19

#ICANN69 is running a 'Pilot' using YouTube to Live Stream some high-interest session. Follow the social media channel.
#AskAtLarge

#APRALO #EURALO #NARALO #LACRALO #ALAC69

High-Interest Sessions on YouTube

Selected ICANN69 sessions will be live streamed on YouTube as part of a pilot effort to increase accessibility. These view-only live streams provide a low-bandwidth alternative for attendees. This live streaming option will be available for five high-interest sessions:

- 19 October: The Domain Name Business [20:rs6.net]
- 19 October: ICANN69 Welcome Ceremony [20:rs6.net]
- 20 October: DNS Abuse: Considerations of the Issues [20:rs6.net]
- 21 October: WHOIS Changes Under SOP# [20:rs6.net]
- 22 October: ICANN 22nd Annual General Meeting [20:rs6.net]

Links to the YouTube live streams will be available via the ICANN69 meeting schedule 24 hours before the session. You can also explore other ICANN videos on our [YouTube channel](#) [20:rs6.net]

YouTube Live Stream Pilot



  2  8  

 **Shreedeep Rayamajhi** @ShreedeepRay · Oct 15

Join and collaborate

We need voices and that how changes happen

#ICANN69 #ALAC69 #APRALO #EURALO #AFRALO #LACRALO

 **ICANN At-Large** @ICANNAtLarge · Oct 15

Join the #ALAC Subcommittee on Outreach and Engagement: Dialoging into O&E session during #ICANN69, starting now.
#ICANN #AFRALO #APRALO #EURALO #LACRALO #NARALO



  8  14  

 **Shreedeep Rayamajhi** @ShreedeepRay · Oct 19

Participation is the #key, #engagement is only possible when we #voice our stories and condition ...

#ALAC69 #APRALO #EURALO #NARALO #LACRALO #ATLARGE69

 **ICANN At-Large** @ICANNAtLarge · Oct 19

The #ICANN69 session on Community/Board Focus on #ICANN meetings starts now. #ALAC #AFRALO #APRALO #EURALO #LACRALO #NARALO #ICANN



   4  

Social Media Webinar



How to be a Twitter Star

Presentation by
Shreedeep Rayamajhi and Glenn McKnight



1 of 21

Link: <https://www2.slideshare.net/ShreedeepRayamajhi/webinair-on-how-to-be-effective-in-twitter-for-icann69>

Video Link : <https://www.youtube.com/watch?v=Ty-Nu1vXPmA&t=85s>

Communication

The SMWG competition event information was sent to all the ALSes Representative, shared in APRALO discussion list and Facebook page

The screenshot shows the Facebook page for APRALO. The page header includes the APRALO logo, a navigation bar with 'Add a Button', 'Promote', and 'View as Visitor' options, and a search bar. The main content area features a post from APRALO, published by Nepal Shreedeeep Rayamajhi on October 13. The post is titled 'At-Large Social Media Working Group (SMWG) Twitter Competition' and is dated '13 - 22 October 2020'. The post text describes the competition: 'The winner with the most re-tweeted tweet will be announced during the At-Large Wrap Up session on Thursday, 22 October.' It encourages participants to post a photo of themselves at the event using the #ALAC69 hashtag and the city they are participating from. Below the main post, there are two smaller versions of the same announcement in Spanish and French. The page also shows a 'Suggested Groups for Your Page' section with three groups: 'Fabulous Beautiful homes', 'ISOC Chapters' Space', and 'African Region- International Human Rights Commission'. At the bottom, there is a 'Photos' section with a 'See All' link.

Information for individuals and site user groups in Asia, Australia, & the Pacific

150 people like this

164 people follow this

<https://atlarge.icann.org/ralos/apralo>

Promote Website

Enter phone number

Typically replies within minutes

Send Message

Enter email

Edit business hours

Community

Edit Page Info

Suggested Groups for Your Page

Find groups with Pages like yours and people who may be interested in APRALO.

- Fabulous Beautiful homes. 126K members • 1.1K posts a day [Join](#)
- ISOC Chapters' Space 2.1K members • 8 posts a day [Join](#)
- African Region- International Human Rights Commission 4K members • 2 posts a day [Join](#)

Photos [See All](#)

Comment as APRALO

Press Enter to post.

APRALO
Published by Nepal Shreedeeep Rayamajhi · October 13 ·

Join us
#ICANN69

ANN|69
TUAL 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!

ANN|69
TUAL ANNUAL GENERAL

Concurso de Twitter del Grupo de Trabajo de Redes Sociales de At-Large (SMWG)
13 - 22 de Octubre de 2020

El ganador con el tweet más re-tweetado será anunciado durante la sesión de resumen de At-Large el jueves 22 de octubre.

ANN|69
TUAL ANNUAL GENERAL

Concours Twitter du Groupe de Travail At-Large sur les Médias Sociaux (SMWG)
13 - 22 Octobre 2020

Le gagnant avec le tweet le plus re-tweeté sera annoncé lors de la session de recapitulatif At-Large le jeudi 22 octobre.

ICANN At-Large Community
October 12 ·

Join the At-Large Social Media Working Group (SMWG) in their #ICANN69 Twitter Competition! #ICANN #ALAC #AFRALO #APRALO #EURALO #LACRALO #NARALO @FilinaNatalia... See More

See original · Rate this translation

#AskAtLarge



rcitterio @rcitterio · Oct 14

...

#ICANN69 #ALAC69 #LACRALO #AskAtLarge #idea IDEA I propose to create a kind of cyber security ambassadors for each region to address the different approaches to the dns abuse issue to educate the end users.



rcitterio @rcitterio · Oct 14

...

#ICANN69 #ALAC69 #LACRALO #AskAtLarge in the LAC region given the digital breach may be a determining factor in how to educate the end user on the issue of dns abuse, so addressing this requires a technical and social legal approach.



Internet Society PR @isocpr · Oct 18

...

#ICANN69 Continues on the week of October 19 - 22 with the Plenary Week which includes the Public Forum and Annual General Meeting. Register, create your schedule, and **#AskAtLarge** if you have any doubts. **#NARALO #EURALO #LACRALO #APRALO #AFRALO**



ICANN @ICANN · Oct 18

Read our guide on **#ICANN69** virtual participation, where you'll find information on locating Zoom session links, asking a question in a session, and accessing language resources. >> go.icann.org/33BznrT **#ICANN**

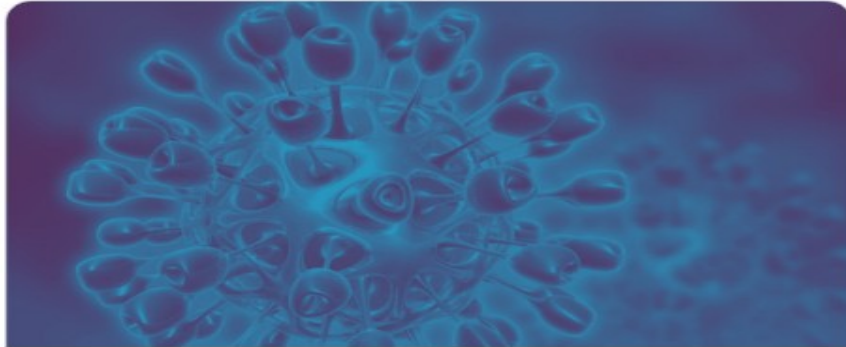




Joanna Kulesza @KuleszaJ · Jun 21



#AskatLarge ab **#COVID19** **#tracingapps** and your user rights.
@ICANNAtLarge first policy session at **#ICANN68** "DNS Abuse: COVID-19 and End-user Issues". Looking forward to welcoming **@EURightsAgency** and discussing **#immunitypassports** as potential **#DNSAbuse**



"Immunity passports" in the context of COVID-19
Scientific Brief
[who.int](https://www.who.int)



Social Media Competition

ICANN|69
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!



+ Invite



Dear Members,

On behalf 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.

ICANN69 REGISTRATION link:

<https://meetings.icann.org/en/remot69>

1. Please join the competition utilizing the hashtag #ALAC69. The winner of the competition will be announced during the At-Large wrap up session on Thursday, 22 October. There will be a prize!
2. Use Zoom Virtual Backgrounds during ICANN69.
3. Facebook Profile Frames, for ICANN69
http://www.facebook.com/profilepicframes/?selected_overlay_id=423231695315466
4. Sign up to promote At-Large sessions @ ICANN69 using this form.
5. Ask At-Large: Using the hashtag #AskAtLarge during ICANN69, your questions may be answered by other community members and leaders.-rans

You are also encouraged to explore and share the At-Large Policy Sessions @ ICANN Meetings and At-Large and DNS Abuse pages on the At-Large website.

Shreedeeep Rayamajhi
Vice Chair APRALO SMWG69

10

4 Shares

Like

Comment

Share



Write a comment...



About

This group is created to help people with introducing ICANN and social media activities, fellowship update and Communication activities for the... See More

Public

Anyone can see who's in the group and what they post

Visible

Anyone can find this group.

General Group

Popular Topics in Posts

ICANN FUN (1)

ICANN Social M...

ICANN Newcom...

Social Media Poll

← **Tweet**



Shreedeeep Rayamajhi
@ShreedeeepRay

⋮

How is the **#ICANN69** meeting?
#APRALO #EURALO #NARALO #AFRALO #LACRALO
#ALAC69



6 votes · Final results

4:33 PM · Oct 20, 2020 from Nepal · Twitter for Android

||| [View Tweet activity](#)

3 Likes



Suggestion and Recommendation

1. Virtual meeting requires a strategic planning in terms of engagement and collaboration
2. Social media Competition needs budgets and prizes in terms of creating engagement and interest
3. **Limited number of meetings and communication is a challenge, so the frequency of meetings in the SMWG should increase**
4. **SMWG needs to explore better possibilities of social media intervention**
5. **Involvement of Fellows as ambassadors for Social media is highly recommended**
6. **More awareness and capacity building webinars needed**
7. The concept of social Media map is hugely recommended
8. New innovative ideas and concept of outreach and engagement needs to be explored

