
DEV ANAND TEELUCKSINGH: Okay. I think we should start, because we have calls back to back here. Can we start the recording and do the roll call?

KATHY SCHNITT: Absolutely. Good morning, good afternoon, good evening. This is the At Large Social Media working group call, on Monday the 29th of September at 13:00 UTC.

On the call today we have Olivier Crépin-Leblond, Dev Anand Teelucksingh, Gabriel Dacko, Seun Ojedeji, and Jahangir Hossain.

We have apologies from Jordi Iparraguirree and Yannis Li.

From staff, we have Heidi Ulrich, Ariel Liang, Terri Agnew, and myself, Kathy Schnitt.

I would like to remind all participants to please state your name before speaking for transcription purposes. And back over to you Dev.

DEV ANAND TEELUCKSINGH: Thank you so much Kathy. This is Dev Anand [inaudible]... Kathy or Sherry?

KATHY SCHNITT: It was Kathy.

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

DEV ANAND TEELUCKSINGH: Thank you very much Kathy. This is Dev Anand speaking. And welcome everyone to this social media call. On our call, one of the things that we're going to be looking at, and we're going to jump right to it, is a review of the post-ATLAS 2 implementation, social media working group.

I did have a link to the previous action items, and now for some reason, I am not seeing it.

ARIEL LIANG: Dev, this is Ariel. I just posted it on the chat.

DEV ANAND TEELUCKSINGH: Ah, thank you very much. Okay. Thank you. So just to give some feedback on what this is about, just to summarize. The ATLAS 2 summit, and the ICANN 50th meeting in London in June, we in the At Large community came up with a set of recommendations, or I believe. And this was delivered to the Board.

And one of the things that the ICANN Board has said, "While we acknowledge work, there needs to be some sort of, some clarity to some of these recommendations." Now in between, before that, an ATLAS 2 implementation working group has gone through the entire set of recommendations, and assigned the various working groups to a particular recommendation, for us to help either implement, or follow up, or to shepherd, to ensure that these recommendations are [inaudible], but accomplished.

So that, you know, if a recommendation doesn't... When we have the next ATLAS summit, we don't have these recommendations still yet to be implemented in some form. So the social media working group has been assigned, has several of these recommendations. And some of these are in conjunction with other working groups, so we need really to go through each one of them, and see whether we can elaborate on these recommendations, or to...

And to see whether we can give some additional feedback or input for the ICANN Board to, well, to help implement and/or staff, depending on who the recipients of these recommendations are. Okay. So, let's just look at... Ariel has posted a link, thanks Ariel, to this, for the social media recommendations. So let's start with recommendation 17. ICANN needs to be sensitive...

And perhaps this table should be posted up on the Adobe Connect so everybody can see it and go through it. I hope staff can make that happen.

ARIEL LIANG: Dev, this is Ariel. [Inaudible]

DEV ANAND TEELUCKSINGH: Okay, that could work. Certainly Ariel, thanks.

ARIEL LIANG: I'm going to share my screen.

DEV ANAND TEELUCKSINGH: Thanks. This is Dev.

ARIEL LIANG: Can you see my screen now?

DEV ANAND TEELUCKSINGH: This is Dev. Yes we can.

ARIEL LIANG: Okay. Thank you.

DEV ANAND TEELUCKSINGH: Okay. All right. So, let's see, what you can do, Ariel, if you could zoom into the recommendations a little bit more [inaudible]. Thank you, that's excellent. Okay. So, let's look at some of these recommendations, and so recommendation 17, ICANN needs to be sensitive to the fact that social media is blocked in certain countries, and in conjunction with technical bodies, promote credible alternatives.

I have to admit that when I looked at this recommendation, it's a very interesting one because the intended recipient is ICANN, GSE, and ICANN GSE staff and ICANN [inaudible] officer. I believe that's what CIO is, means. And this is a join one both for technology taskforce and social media. So, while, okay, I think the intent of this recommendation is that...

Okay. In looking to communicate to At Large and to the regular ICANN community, social media alone can't be the only way to convey information, because social media in several countries are restricted or blocked in various countries. And so, I have some idea, but I would just like to throw it out there to, how do you think the social media working group can implement this?

I mean, do you think are there credible alternatives that could be, that we should try to look at and make recommendations on? And we can do this in conjunction with the technology taskforce? The floor is open.

Okay, seeing nobody... [Inaudible] the call, and welcome Glenn and Juan Rojas to the call. All right. Just to say that for the... What we can do is do... A thing that we can work with the technology taskforce, and investigate alternatives that may be more acceptable to the traditional social media that may be blocked in certain countries.

ARIEL LIANG: Dev, this is Ariel. Olivier raised his hand.

DEV ANAND TEELUCKSINGH: Oh I'm sorry. I didn't see that. Okay. Thank you. Olivier, please go ahead. So sorry about that.

OLIVIER CRÉPIN-LEBLOND: Thanks very much Dev, it's Olivier speaking. Can you hear me?

DEV ANAND TEELUCKSINGH: Yes, we can hear you.

OLIVIER CRÉPIN-LEBLOND: Okay. Thank you. So I was going to suggest on this, having a look at, and this is more of an open question. Is there a list out there done by any kind of, probably a not for profit organization, would have done a list of the kind of social media that is allowed, or blocked, in different territories or countries around the world?

The type of tools that are allowed or blocked and this sort of thing. And therefore, for this working group here, in line with the technology taskforce, to make recommendations on the most open type of social media or technology out there for ICANN to make use of. I mean, this would be a good, I would imagine, this would be a good recommendation, be able to focus and basically say, "Look, there are such and such databases of social media being blocked.

There are such and such of databases of the type of social media software and so on. That Google doc are not blocked in countries. This is the most universal type of software. We recommend that you look into using this, rather than using some of the propriety stuff which would be blocked." That would be my recommendation. Thank you.

DEV ANAND TEELUCKSINGH: Thanks Olivier. This is Dev. I think that's an excellent idea. Seeing Glenn posted, I think Glenn actually has his hand raised. Glenn, go ahead.

Okay. This is Dev. Glenn doesn't have voice. I'll just read what he said. Glenn has said, "Citizen Lab has done this list of social media services, where such social media services are blocked in certain countries." And so the Citizen Lab dot org, So, as interdisciplinary lab based on the Munich School of Global Affairs in [inaudible] Toronto. And it focuses on research and development of ICT, and human rights, and global security.

So okay, I think that will probably be a good way to proceed. Review investigates whether there are research into social media sites that are blocked in certain countries, as possible citizens lab. And dot org. And look, and I guess, if I remember, as a follow up, it's not necessarily switching the ones that are used by the social media working group, but to see whether we can add, we can add some a cross-posting to these social media working groups.

Right now the social media working group is focusing primarily on Twitter and on Facebook. So it's really seeing what are the other social media services could be reviewed, and then possibly added by the social media working group in some kind of cross-posting. Okay.

I'm seeing Sean and Gabriel typing. I'm seeing now multiple attendees.

ARIEL LIANG:

This is Ariel. While we're waiting for Sean to finish typing, I just wanted to make a quick comment about other platforms in other countries. For example, China is using Weibo. It's W-E-I-V-O. It's like a combination of Twitter and Facebook. And it's huge in China.

So if we want to cross-post content in other platforms local to the country that does not use Facebook or Twitter for social media, should we also factor in the language they use?

So that's my question. I mean, for Chinese I can do it myself. But for Russian, or Arabic, or French, Spanish, we'll definitely need to have the support from other members or translation service in ICANN. So that's an open question.

DEV ANAND TEELUCKSINGH: This is Dev. Thank you. And I think yes, that's something we have to consider, because there is no point in posting, tweeting English only tweets to another service. And the intended audience for those social media is another language entirely. So I do think yes, we have to then, as part of the recommendation, work out a method by which either the, well, ensuring that there is enough content available in that language.

So we just don't share an English only PDF, or... And I suppose one way would be to actually send the information to the ICANN language services for translation. So I think that's.... But I do recall that there was another recommendation that deals with language services.

I'm trying to remember which one right now. But I think also that's needs to be added to our recommendation. We also have to be aware that these alternative services often, the intended audience, English is not the primary language. So we have to look at multi-lingual content to these, communicated to these alternatives.

That we decided on implementing. Okay. All right. I think also one other aspect, is that I think the technology taskforce noted, is that perhaps we can also discuss ways of, well, using things such as talk or, which, for those who don't know, for the matter by which, where services that are blocked in countries can be circumvented, but I'm not really sure whether ICANN would be...

I suppose At Large, we can document some of these things, but I don't think ICANN itself would be willing to share publically how they may do that. So I think we've covered recommendation 17. Anything else? If not, I want to move to the next recommendation. Yeah. So, let's move, we're also looking at [inaudible]...

Okay. Recommendation 21, encourage public campaigns on using the Internet for education, information, creativity and empowerment. And the intended recipients is for the ICANN Board, and the global stakeholder engagement staff. And well, in looking at this recommendation, I think we could also say the social media working group would be willing to work with GSE staff to help promote any education campaigns that could be of use to At Large.

Actually the thing is, the way this recommendation is phrased, it doesn't really talk about ICANN policy issues. So, Juan Rojas, you have the floor.

JUAN MANUEL ROJAS:

Thank you Dev. Yes, I think this is, this point 21, recommendation 21, is one I have spoken long time ago. The first time, start with technology taskforce. I was talking about a [inaudible] create campaign to Internet

[inaudible]. I think this is for social media working group. I think that we need to promote them.

To promote this, not only for ICANN policy issues, but Internet education and information, creativity, but reaching the people in an accessible language. Not only, ICANN policies, gTLDs, ccTLDs, IDNs, are all of that stuff that ICANN [inaudible], just talk about in a language accessible to people. ICANN maybe help with this task, maybe, to create, trying to reach other people for, through several platforms that we use in ICANN. Thank you very much.

DEV ANAND TEELUCKSINGH: Okay. Thanks Juan. This is Dev Anand here. The thing is that this recommendation is a broad one. And so I imagine that what kept happening is that outreach working group could help develop, work to develop content, and that the social media working group can then look at ways of, I would say, sharing it or possibly consulting a way of storytelling.

The social media working group I think, Anthony is taking point on trying to develop a storyboard, or storytelling via social media. And I think that's probably also this is how this recommendation could be added. So we would work in conjunction with the outreach working group, to help come up with a public education kind of thing.

The thing is, I do have a concern that to me, is a bit broad in terms of education and information, creativity, and empowerment. Again, to me these are not ICANN policy issues. And I was not present on the implementation taskforce when this item was discussed. So I don't

know if anybody who is on those calls, could really elaborate on what was the thinking for recommendation 21.

Because my concern is, okay, we can, I think yes, we can try to popularize other aspects of Internet governance. And I think then it becomes very tricky as potentially we would be seen as endorsing certain aspects of Internet governance, which is not within ICANN's purview. Olivier, your hand is raised. For some reason, I'm not seeing it. I think there is so many people on the call. Olivier, go ahead.

OLIVIER CRÉPIN-LEBLOND: Yes, thanks Dev, it's Olivier. You're not seeing my hand raised because I haven't raised it. I'm just trying to see, it's Olivier speaking. I'm just trying to find the right location for the things that we have there. Let me just explain to this. The implementation team just allocated the recommendations to a working group.

The recommendations themselves were drafted by thematic groups. So if you have a question about the recommendation itself, then speak to the person in charge of the thematic group, but for some reason it doesn't show on the screen which Ariel has on the screen, the thematic group doesn't show. I don't know how that got lost in the way. But that doesn't show. Thank you.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. Thanks Olivier. I think perhaps maybe some additional clarity is needed on that thematic group. I believe... I think

for these subsets, that column was removed. So it's not like it's lost. I think the post-ATLAS 2 activities workspace page has the whole thing.

So, I'm just looking at the comments in the chat. Olivier, or I see two hands that have been raised. Glenn then Olivier. Glenn? Do you have voice?

GLENN MCKNIGHT:

Yes I do. Glenn here for the record. It's more of an outreach item, and social media has some of the supportive tools that would be used to do it. I think of CROPP when I think of this, and I think when we put a proposal in to speak to a group, or attend a conference, we have tangible results or outcomes. And I for one use a lot of social media to capture information, video content, do presentations, attend, doing, birds of a feather, or in a case of [inaudible] I actually spoke about ICANN and the gTLD program on not for profit radio.

So there is a lot out there if you choose to use it when you're doing outreach. I just think it's one of your arsenals, one of your, I guess, quote/unquote weapons that you would use when you're doing outreach. That's where I see this. I think the social media group is more of how we're getting the message out, what tools we are using to do it, but I think it's more of a preview of an outreach committee.

DEV ANAND TEELUCKSINGH:

Okay. Yeah. Thank you Glenn. This is Dev. I think what happens is that we can collaborate with the outreaching subcommittee. If they do come from the content, help make it, I guess, appealing to social media,

like say if it's [inaudible]... Hypothetically speaking of course. And we make suggestions that, okay, maybe a short video clip, maybe some pictures, breaking it up in digest so that it could be spread out, the key points can be spread out in social media messaging over several days, that could work.

Olivier, your hand is raised. Go ahead. And of course, I'm mindful of the time.

OLIVIER CRÉPIN-LEBLOND: Thank you Dev. It's Olivier speaking. It's thematic group three.

DEV ANAND TEELUCKSINGH: Thematic group... This is Dev. Ah, thank you.

OLIVIER CRÉPIN-LEBLOND: You were speaking about recommendation number 21?

DEV ANAND TEELUCKSINGH: Yes.

OLIVIER CRÉPIN-LEBLOND: That was thematic group three.

DEV ANAND TEELUCKSINGH: Okay. Thank you very much. So I think some of the outcomes for looking at this recommendation is that, perhaps we can have some

more clarity as to this recommendation from the persons involved in thematic group three. In terms of what type of education, and creativity and empowerment, as these are not, well, not typical ICANN policy issues. And also, we can then work with the outreach subcommittee that would be helping to actually come up with these actual campaigns, and working with them to ensure that, any outreach materials in an easy to use format for social media.

So that it can be shared and more effectively re-shared in social media, to reach out to intended audiences for the public. Okay. And I'm not seeing even more hands. And I realize that I'm not seeing the entire list, so I do hope, well I'm sure staff would tell me if somebody else has their hand raised. Let's move on to the recommendation 22. Members of the general public should be able to participate in ICANN on an issue by issue basis.

Information on ICANN's website should, where applicable, be in clear and non-technical language. This was assigned specifically to the social media working group. Members of the general public should be able to participate in ICANN on an issue by issue basis. Information on ICANN's website should, where practical, be in clear and non-technical language. So this is now something that's entirely in our [core], so to speak.

Well, as... This is Dev speaking. As one way of approaching this, I think what we could say is that... And I think we are already doing this. Perhaps I am wrong, and Ariel could probably correct me exactly on this. Whenever there is a public comment, and/or a first draft of a public comment, that the At Large community has done, it's usually the pen holder that has taken the comments from At Large and come up

with a first draft, and then the second draft, and so forth. This is shared and re-tweeted. Ariel, is this not so?

ARIEL LIANG:

This is Ariel speaking. This doesn't happen every time because of one comment... Sorry. A public comment requires was posted, I will first check with Olivier who to ask for possibly drafting a statement for that. So, some locations, when we haven't got [inaudible], have Wolf tweet about it. But if the person that contacts you, the recommendations of Olivier, would get back to me, and [inaudible] said, "Oh, I will draft this."

And we'll just update on wiki and I won't tweet about this. But I usually tweet about when the draft is uploaded to the wiki and requesting community input, that's the time I tweet, asking for comments. And on the second time I tweet is when the statement is ratified and submitted to the public comment process. And I will tweet about the final statement.

So that's pretty much the actions of tweeting for public comments.

DEV ANAND TEELUCKSINGH:

Okay. Thanks Ariel. This is Dev. So, well, in terms of for the At Large committee, okay. So persons who are on our social media channels, are informed whenever there is a first draft of a comment. And also when the statement is ratified, the final statement is ratified by the ALAC, and filed as part of the public comment. The challenge I have here is, of course, whether the second part, and I think Shawn has also made a

mention of this, information on the ICANN website should, where practical, be in clear, non-technical language.

I agree that's the case. The thing is, well I agree that should be. The thing is, how can the social media working group help in monitoring... Is it that you think the social media working group should look to review the public comment and suggest improvement? Floor is open.

Okay. This is Dev. So my question is, the second part of the question is that information on ICANN's website should be in clear, non-technical language. How can the social media working group, work with the intended recipients, or make recommendations, or what can we do to help implement that aspect of that recommendation? Review part of the website and give comments? I think it's Glenn trying to speak now.

Oh, okay. Juan? Go ahead.

JUAN MANUEL ROJAS:

We need to, in this ICANN website, I think that we need to check out, to check it [inaudible] for information, yes? What root are the people going out through the information. For example, for Fellowship, the step by step from the ICANN website changed, no?

DEV ANAND TEELUCKSINGH: Correct.

JUAN MANUAL ROJAS: Yes, that's correct. But now, the information for Fellowship is a little bit difficult to find. And I know how to find it. Maybe, and other people that doesn't know how to find it, it's very complicated, you know? Then we need maybe to check how is the [architecture?] the step by step for reach any information. That for map guy, you know?

But also, in this time, we need to review the pages that we are launching through social media tools, by Twitter or Facebook, are reaching the impact that we need to reach. Yeah?

DEV ANAND TEELUCKSINGH: Okay...

JUAN MANUAL ROJAS: ...news how we can reach this information, we can impact this. Because maybe the information is only text, you know? Maybe they communicate in the ICANN website is just text. But in social media, in Facebook and Twitter, mainly people have a lot of love for pictures, you know? And then, yeah, maybe I think this, can we review in social media group.

DEV ANAND TEELUCKSINGH: Okay. Thanks Juan. This is Dev. So I think, all right that's probably a way of approaching it. So just to repeat, I think we could then... The social media working group can look at issues, I guess as they come up, that are presented for, that are presented to the wider public, and make recommendations as to say, well, you know, this announcement text, that just went out, it's very hard to really make it easy for this to be re-

shared over social media. There needs to be an info-graphic of video, that needs to [inaudible], that makes it easier.

Glenn, your hand is raised. Go ahead.

GLENN MCKNIGHT:

Yeah, just to stay with what Juan is saying. I posted a couple of links. These are examples, it's called Common Craft, they have taken drawings and simple graphics to explain complex things. So, they're entertaining, they're short and sweet. And we can use many of these techniques that Common Craft has used to explain complex concepts within a minute or two.

We have a serious problem in our communication in terms... I was on a call with the Consumer Council of Canada last week, and they were just complaining so much how to get information, and they want straight answers. Now some of it was unrealistic, because that's their issue. The ICANN can't do homework for them, but there is some very valid need for something that's similar to Creative Commons, or other things.

I remember, I think it's College Humor that did a short video on Net Neutrality. Very well done. Comical, very short and sweet, and we need to look at using... And I keep hearing the same thing about Tony and the story. Yeah, true, but where is the story? I still don't see it. I see no evidence of it. So, I guess we've got a lot of work to do.

DEV ANAND TEELUCKSINGH:

This is Dev. Okay, thanks Glenn. So I suspect [inaudible]. So one of the outcomes is that the social media working group will, whenever that is

an issue that is of interest to the wider public, try to make recommendations as to... Because I'm not sure whether we alone could do it, because, in a timely fashion. You know, I think it's probably the GSE staff and ICANN would have to work with their communications department to help illustrate the various communication, the messages that we do wrong.

And make recommendations, look, this need to be an info-graphic, I'm not sure, a short video needs to be made. And give pointers to things like Common Craft, which is a very excellent site. Every person should check it out actually. It's very entertaining, how they created short videos on concepts. Okay, so, I think that's it for recommendation 22. Social media working group would be, well, will give recommendations to ICANN and/or GSE staff, whenever issues presented for wider public comment and suggestions that this needs to be presented better in order to be more accessible over social media.

Okay. Anybody else have any comments? Okay. If not, moving on to our next recommendation. Recommendation 23, the rules and jurisdiction of the ombudsman should be expanded. The ICANN website should provide a clear and simple way for the public to meet complete. Now this is a joint one assigned to both future challenges and social media. So, regarding the ombudsman part, the rules and jurisdiction, I think that's out of scope for social media.

And it's already in the notes there that that part is future challenges working group. What the social media working group can provide recommendations for community members, to even make complete [inaudible] ombudsman by the At Large website. So how can the social

media working group come up with recommendations for members to make complaints to the ombudsman? Either by our website, or by our wiki, or by our social media channels.

Actually, one way I'm thinking of this is that, one of the... Well, we can possibly say we would investigate, but one of the things that I could say is that the ombudsman have its own hashtag. So that the ombudsman can monitor social media, and see when something is being targeted to him. And of course, investigate whether the ombudsman has a social media presence, and monitor social media. Because otherwise it's going to be very difficult to funnel fresh information from social media channels to get it to the ombudsman. Any thoughts?

ARIEL LIANG:

Dev, this is Ariel. Actually the ombudsman has his own handle on Twitter. I forgot the complete name, but his name is Chris so you can probably find him. Yes, and one suggestion I have is, actually the ombudsman, he does those kind of a capacity building presentations in other ICANN offices, and to educate people what he does. And if he can, you know, convert that presentation onto a format that can be easily shared on social media, or we can collaborate with him to create a campaign, not a campaign but just like a series of educational tweets or Facebook posts about what he does, how people should reach him, and what occasion should community members reach him, like to actually educate people in this fashion.

And based on, present some info-graphic, or presentation he produced before, than I think would be a good way to view it, as a first draft. But I

don't think we need to tell people, whenever you have a complaint tweet him. I don't think that's the best approach to do it, otherwise he can get overwhelmed.

DEV ANAND TEELUCKSINGH: I think so, yes. Especially if he doesn't know the background on a particular issues, yes. Yes indeed. Olivier, your hand is raised.

OLIVIER CRÉPIN-LEBLOND: Yes, thanks very much Dev. It's Olivier speaking. I wondered if anybody tried, ombudsman ICANN dot org, because I just tried it now, and that theoretically should be the front page of the ICANN ombudsman, and of the [inaudible] social media, but it seems to be, not has been updated. And for me, it sends me to a page in Chinese. It's not very helpful for me. It could be more helpful if I could click on it in English.

But there is obviously a mistake here.

DEV ANAND TEELUCKSINGH: Okay. Well, this is interesting.

[CROSSTALK]

OLIVIER CRÉPIN-LEBLOND: ...staff should find out what's going on here.

DEV ANAND TEELUCKSINGH: Okay, that's something I think... Thanks Olivier, I was not aware that the ombudsman had his own unique URL within ICANN dot org. So okay, so I think I guess the staff should follow up...

OLIVIER CRÉPIN-LEBLOND: Olivier speaking. You can see here, if you click on the English version of it, I don't know why [inaudible] ...Chinese version of it. If you click on the English version of this, it's got [inaudible] for the ombudsman, it's got a portal for the complaint on dot ICANN dot org, portal for complaint, I don't know if that works. Hey, it does work. There you go. [Inaudible]...

And then it's got a Facebook page. The ICANN ombudsman has a Facebook page... So you might, before expanding on this recommendation, you might wish to [inaudible] this accordingly.

DEV ANAND TEELUCKSINGH: Okay. All right. This is Dev. It looks as though the ombudsman has done social media, on Facebook and Twitter. And I'm just looking at Ariel's see how she's click through the links. It does seem to be relatively access. I'm seeing tweets related to, it's mostly re-tweets. It looks like it's being monitored. Glenn, your hand is raised.

GLENN MCKNIGHT: Yeah, the value of the ombudsman. But I really don't see the tasked to social media. I think, yes, raises his awareness. He has had an office there, every ICANN meeting I've ever been to with a sign, and he's always been available, but no one is virtually in his room. Like the

community is busy, or something, but I'm not even sure why this is assigned to social media.

DEV ANAND TEELUCKSINGH: Well I think... Well, we could probably go back to the thematic group that made the recommendation, and get back to it. But, [inaudible] to mark this off. I think the social media working group can provide recommendations for community members using the [inaudible] ombudsman by the At Large website.

I guess, we could probably ensure that as far as the At Large website, and/or At Large wiki, that there is a link explaining the rule of the ombudsman, if there is a complaint about ICANN. And give a way that the ombudsman can be directly communicated with, the handle, the Facebook page, and of course his email address, and a link to the ombudsman dot ICANN dot org website.

But I guess really it's raising awareness, and that's perhaps what the social media working group can, of course, not every time, but at least, but especially when he releases his reports, for example. You know, we re-tweet that. Because the ombudsman releases a report, I believe, at the end of every [inaudible]. So, it's not ready to...

So we really just advertise and promote the ombudsman through the social media channel, but especially when the ombudsman has quoted the content, and especially content that may be of interest to At Large. So I think that that's a way to move forward with that recommendation. Glenn, your hand is still raised?

GLENN MCKNIGHT: No, sorry, I'll take it down.

DEV ANAND TEELUCKSINGH: Okay. Great. All right. I'm trying to think now. We have how many more recommendations to go through Ariel? Just scroll down. Yeah, 24, 25, 26, 29, and 31. So I don't think we're going to reach all of these recommendations in the next 10 minutes. And I know that 26 is a challenging one to really go through. So let's see, how shall we work on this? What was the next one before that?

What is the recommendation 24? Okay. So let's see if we can tackle recommendation 24, and then let's just schedule another time for a social media call, that could try to happen this week to really look at these other issues. Is that okay with everyone? Because I know we can't definitely solve these, we can't look at all of these recommendations in time.

Okay, let's see if we can tackle recommendation 24. Okay. Recommendation 24 says that both the [inaudible] and ombudsman and contractual compliance, should report regularly on the complaints they receive, resolved, pending resolution and actions taking to address issues by unresolved complaints. And this is, the recipient is the ICANN staff, and the social media working group was tasked with shepherding this recommendation.

So, I guess what we would have to do for the social media working group, is investigate how contractual compliance presents its reports,

and I know contractual compliance does report regularly on contractual compliance. There is a section on the ICANN's website that is dedicated to it. I don't think contractual compliance has a social media presence. But of course, Ariel and staff can correct me if I'm wrong.

ARIEL LIANG:

This is Ariel. I've never seen them tweet or post on Facebook, but the thing, when you keep in mind, is some of the ICANN departments, they don't have an official channel, but the staff in charge in those departments, they have their personal channel. And they often tweet or post just on their own. So if I can find out the people in contractual compliance tweeting and posting, we can follow and like them, and somehow interact with them.

DEV ANAND TEELUCKSINGH:

Thanks Ariel. This is Dev. To my knowledge, I don't think contractual compliance has... And I think Glenn is noting this in the chat. So how do we... Reporting regularly is like a full time job to... So who is going to do this? That I think is, so maybe that's part of the recommendation. We want to expand it, that there should be somebody assigned to this, to do this regular reporting. Report regularly on the complaints they received, pending resolution and actions taking to address issues made by unresolved complaints.

Olivier, your hand is raised, go ahead.

OLIVIER CRÉPIN-LEBLOND: Thank you very much Dev. It's Olivier speaking. I would just like to remind you that both the ombudsman and the contractual compliance work are confidential. So the requirements of the ombudsman and the contractual compliance to report regularly on the complaints they've received results, pending, results, and actions taken to address issues by unresolved complaints, is impossible because they need to be confidential.

Simple as that. Specifically on the ombudsman, contractual compliance has a regular contractual compliance update that they publish. And I will look for it in a moment, and I shall be putting the link to it in the chat box.

DEV ANAND TEELUCKSINGH: Yes. I think so. This is Dev. I think that ultimately there is no, usually there is no progress report unless, [inaudible] is given about any complaints to the ombudsman, because the ombudsman is usually working with the parties involved to understand the issue, or complaint. And to well, to help mediate the process, or to get recommendations.

So I don't know if you can do that type of reporting on the ombudsman side of things. It's only when the ombudsman has made a ruling that or a decision on recommendations that he has issues, that part is then published. After they complaint has been heard.

Regarding contractual compliance, indeed, the contractual compliance does have a regular newsletter, or monthly update. I don't think it's a newsletter, but a monthly update. And I guess social media can take a look, investigate that contractual compliance letter, and see if there is

anything that can be used, that can be shared by the social media working group.

And is actually certain what else could be done to address that point. And as Olivier said, perhaps re-tweeting something that's in process, it's not going to be published on the website anyhow. On either of these websites anyhow, and so it's actually been, action has been taken, and then reported on. So complaints received, resolved, I'm not sure what social media, yeah.

So I'm also mindful of the time here. So Olivier, okay, go ahead.

OLIVIER CRÉPIN-LEBLOND:

Thank you Dev. It's Olivier speaking. So with the social media being aware of what contractual compliance publishes, which is now in the chat. And the social media working group can come back to the ALAC and tell them exactly what was just said earlier, which is that this is already done. It's as simple as this, because the working group here has to basically investigate those recommendations and expand them.

If the recommendation is irrelevant, if it doesn't work, if it's already done, if it's obsolete, the working group has been, social media working group, it's filled with ICANN social media and At Large social media, should be aware of what's going on, and should come back to the ALAC and say, "Well, thank you for this recommendation, sending it over to us, it is our belief that this is done, and can therefore [inaudible]."

And if there is a belief that it has to be picked. If on the other hand, things have to be changed, and expanded, and contractual compliance

page is not what it should be, then maybe the social media working group could make recommendations as to what should be expanded, how should the contractual compliance page be advanced, etc. etc.

And of course, that's not something that you can do in 24 hours. So the response of the ALAC is, "Well we believe there are significant changes that need to be done, or enhancements to be done for the contractual compliance, and because of that we are going to start on a plan to do X, Y, Z. "

So then the ALAC can come back to the Board, and say, "Right, we are working on it. We're working on this, we're having one of our working groups that's currently preparing an expansion of this information that contractual compliance should be given out to the community." This sort of stuff. But again, bearing in mind that details of cases on the ombudsman and the contractual compliance side, when they are actually there, details are confidential.

This is by law. Otherwise ICANN will be sued. They can't do that. So they are also limits [inaudible].

DEV ANAND TEELUCKSINGH: Yeah. Indeed. This is Dev. Excellent as a way of moving forward. And just looking at the compliance page, it does look very useful. And perhaps, this can also be shared by At Large, to ensure that the information published by contractual compliance is made known to At Large members. Glenn, you have your hand raised. But I'm mindful that we have a call in the next three, four minutes.

GLENN MCKNIGHT: I was just saying that Olivier does have a good point there, in terms of what they can and can't do, due to confidentiality issues. But there is a point here that the great work being done by the office is not really told. The great work by the office, and the value of having an ombudsman, is that it is a very well-kept secret.

So if we can know how things are getting resolved. If we can know that progress is happening, I think it's a good PR message. So I think what we can say is limited, but the fact that nothing is really being communicated effectively is the issue.

DEV ANAND TEELUCKSINGH: Okay. Thanks Glenn. Okay, Olivier, be quick. Go ahead.

OLIVIER CRÉPIN-LEBLOND: Thanks. So Dev, it's Olivier speaking. Glenn, have a look at features at ICANN dot org slash compliance. It has got all the answers.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. All right. We have a few minutes left, and obviously we're not going to be able to tackle the rest of these recommendations and the rest of the social media call. My thinking of the next step is to, well, we need to try to schedule another social media working group call. But I'm thinking it's going to have to be, let me ask the question from staff.

Is it possible to have a social media working group call on a Monday? Next week Monday? Or should we try to set the working group call on a Thursday or Friday?

ARIEL LIANG:

Hello Dev. This is Ariel. I could not see my calendar. I just turned off my Outlook because I don't want to distract people, but let me get back to you about the schedule.

DEV ANAND TEELUCKSINGH:

Okay. So I think the next step is to have another social media working group call to really discuss the rest of these recommendations. So hopefully, most likely a Doodle will go out, as to the date and time. Chances are it would have to be before next week Monday, because obviously next week will be the week that we're preparing to travel.

Okay, so it might be Friday, so look out for the announcement on the social media mailing list, and of course our Skype chat. There is going to be another conference call, which is the technology taskforce call. So I would like to adjourn the call. Thank you very much for attending. This call is now adjourned.

And of course for those persons not on the social media, not on the technology call, you can of course, attend. That's it. This call is adjourned.

[END OF TRANSCRIPTION]