
GISELLA GRUBER: Good morning, good afternoon, and good evening to everyone. On today's Social Media working group call on Wednesday, the 12th of November at 14:00 UTC, we have Dev Anand Teelucksingh, Bukola Fawole, Murray McKercher, and Beran Gillen.

Saying that the caller has just dropped off the Adobe Connect room, and Murray has just joined us.

Apologies received from Leon Sanchez and Seun Ojedeji.

From staff, we have Ariel Liang and myself, Gisella Gruber.

And if I could please just remind everyone to state their names when speaking for transcript purposes. Thank you and over to you Dev.

DEV ANAND TEELUCKSINGH: Thank you Gisella. This is Dev Anand speaking. Good morning, good afternoon, and good evening to those attending this call, or listening to the recording afterwards. So this is the At-Large Social Media working group call. This call [inaudible] since the LA meeting, and [inaudible] we have three agenda items.

The first thing is to look at the ATLAS 2 recommendations for the Social Media working group. We have started looking at them, and I think perhaps [inaudible]... In the chat there. We have started going to some of these things before the LA meeting. And it's now just to lead us to figure out what are we going to be doing between now and the next

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ICANN meeting, where all of the working groups are going to be [inaudible] all these recommendations, these [inaudible]... and so forth.

So, let's see. Is it possible for the recommendations to be put up on the screen, Ariel or Gisella.

ARIEL LIANG: This is Ariel.

GISELLA GRUBER: They're on their way.

ARIEL LIANG: Thank you Gisella.

DEV ANAND TEELUCKSINGH: Thanks. Okay. Now, some of these are highlighted in yellow, and the reason why they're highlighted in yellow was because these were the ones that were being presented to the ICANN Board, since they were recipients of these recommendations. So some of these have been looked at a little more thoroughly than the other ones.

But I think we should probably just need to go through, we should probably just go through each of these recommendations just to see where we are. Is that okay everyone?

Okay. Seeing no objections. Let's just look at recommendation number 17. ICANN needs to be sensitive that social media are blocked in certain

countries, and in conjunction with technical bodies, find more credible alternatives. This is a joint recommendation assign to the technology taskforce, and to this working group. And well, so far what we have, that we have to review the social media platforms that are blocked in certain countries, that [inaudible] in my mind, identify the issues.

And then note alternative platforms, available to those countries or regions. I'm sensing that this is probably have been documented somewhere, especially for those groups that have deal with censorship and so forth. So I think that's actually what needs to be happening, is that someone needs to be assigned to actually do this review, to see what social media, what type of blocking patterns in these countries for the social media platforms.

And report back to us, by the time of the next call. Does anybody have [inaudible] do this research? Murray, you have the floor, go ahead.

MURRAY MCKERCHER:

Yes, thank you Dev. It's Murray speaking for the record. I just, because I've come back from China, and there are various things blocked, and there are some channels there, just from firsthand experience. My suggestion would be that we should try to outreach to those people in the different countries that have had issues and come up with the alternatives, because it's a very kind of local thing.

I think we need to engage local people as much as possible, as opposed to assigning it to one person. I found that, I mean, now I'm a We Chat expert because that's how everybody communicates in China, and in order for me to communicate effectively, I have to join their platform.

That's just one case in point, but I'm sure there are other parts of the world with other issues.

So my suggestion would be to move out to as many people as we have in different countries and make those suggestions. It's just that someone needs to coordinate it. I'm not volunteering, but that's my suggestion at the moment. Thanks.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. Thanks Murray. I guess the question is, how do you know which countries do such blocking of social media? I mean, you mentioned China, okay, that's one example. But there are probably other countries that do such blocking. And every now and then, I hear news stories about, every now and then about, well, a few countries come to mind.

I'm sure that there is some resource that is out there that lists all of the countries, and you're right. Perhaps then we can find ALSs or At-Large structures within those countries, and then perhaps, well, get some feedback as to what alternatives are being done and so forth. Because what I think the problem is that, I think you get some sort of baseline of what countries are being blocked.

And then once you start with that baseline, you can then look at country five, look at the ALSs in those countries, is that, and find out, as I say, [inaudible] then do some follow for those ALSs. I think that, some baseline needs to be done. The final, which countries have blocked social media.

MURRAY MCKERCHER: This is Murray. I just noticed that there was a link, there some languages here in Toronto. I could perhaps do some outreach, there was a student project in this for someone to give us a report, there are a lot of students hanging around Citizen Labs, so there is a potential suggestion.

DEV ANAND TEELUCKSINGH: Okay. Since this the project specific to the [inaudible], I don't where [inaudible]... institute or organization within the University of Toronto. Perhaps you can liaise with the Citizen Lab to find out some more, and I would like to ask some of the, Bukola or Beran, to take some of these tasks.

And to just do some research on the web, on the Internet, and [inaudible] countries, and just report back to the mailing list, or on the Skype chat. Beran or Bukola? Beran, I can't say [inaudible]...

I see Bukola is also typing. Okay Beran. So, we do have quite a lot of items. Beran, well in that case, Beran and Bukola, can you then, let's work, you can go together then, and to look at researching platforms blocked in countries as per recommendation 17. Excellent. So please note that as an action item. And for Murray McKercher to contact Citizens Lab, to get a list of countries where social media is blocked.

Excellent. Okay, so let's look at recommendation 21. Recommendation 21 says, encourage public campaigns on using the Internet for education, information, creativity, and empowerment. And this is also

assigned to two working groups, this working group and the outreach. So, regarding this one and I think one of the outcomes of the previous social media call was that our advice to the thematic group three leader that came up with this recommendation.

So I'm a little concerned as to what is potentially, and the gist of it so far is that we haven't got anything definitive from the thematic group three leaders, other than that the recommendation, as worded, is vague. The outreach working group had discussed this before the LA meeting, and have decided that while it may be useful to do these kind of public campaigns.

There needs to be an ICANN message behind it, really for ICANN to really get involved with it. One of things though that I've noted since, was that, I think, I can't remember. I think it was just last week, Thursday or Friday, there was a NetMundial initiative, which... And I'm beginning to think that the NetMundial initiative is probably the perfect placeholder for encouraging public campaigns.

It's a way At-Large structures and the At-Large could make recommendations to the NetMundial, I don't know about the coordination group, it is still being worked out. So regarding for separate campaigns on using the Internet in that way, funding would also need to fund such projects.

Any thoughts on this recommendation 21?

Okay. And of course, Ariel [will do the] campaign as well, since your input is greatly valued.

ARIEL LIANG: I was just about to... [Laughter]

DEV ANAND TEELUCKSINGH: Okay [laughter].

ARIEL LIANG: Sorry, this is Ariel for the transcript. Regarding recommendation 21, I think the first step is for us to also do research about some successful campaigns that similar organizations did in the past. And Dev mentioned NetMundial, I think they have a lot of media coverage because of the high profile nature of this event. And then also on social media, they have a very good hashtag campaign for that.

They have some pretty good coverage for, during the meeting. And so we're thinking maybe we can do a research for some of those campaigns for studying what are the objectives of those campaigns, what are the target audience of them, and what specific tactics that they use to make it so successful.

And when we do our own public awareness campaign of our social media, we can learn from those successful examples, and adopt those tactics in ours.

So in other words, the first steps, we want the volunteers to help with is to research a successful campaign that raises the public awareness about Internet policy issues. And this campaign can be ICANN's, ICANN

did in the past or under another organization. That's the additional comment I wanted to make.

DEV ANAND TEELUCKSINGH: Thanks Ariel. This is Dev again. I just posted some links to the NetMundial initiative, which I think the way this recommendation, at least, was implementing the recommendation to be pushed towards the NetMundial initiative. But just to note also, I think you're right. I think what they probably need me to do is to probably ask the global stakeholder engagement how it handles any sort of public campaigns [inaudible].

I'm not aware of any one of these specific, but maybe there was in some regions, and maybe as part of the medium of strategies, there may have been some sort of campaign in that regard. So perhaps we need to contact global stakeholder engagement, which I believe is what you're suggesting Ariel, that we contact the global stakeholder engagement, get some feedback as to how global stakeholder engagement, implementing any sort of public campaigns.

And also, are there links to such campaigns? Do you think that would be an appropriate action item to go forward? Go ahead Ariel.

ARIEL LIANG: Thank you Dev. And this is Ariel. So, do you want to assign this... I mean, I'm happy with the action item. Do you want to assign the action item to me?

DEV ANAND TEELUCKSINGH: I think we can, Ariel and I co-chairs, how about that? We'll [inaudible], the co-chairs of the social media working group, myself and Leon, would be [inaudible] the communication item to receive the replies. Okay?

ARIEL LIANG: Okay. Sounds good.

DEV ANAND TEELUCKSINGH: Any other comments or questions regarding this recommendation 21?

Okay. I see nobody raising their hands, so let's move on to recommendation 22. Members of the general public should be able to participate in ICANN on an issue by issue basis, information on the ICANN's website should, where practical, be in non-technical language. So, this has been assigned exclusively to us, and I'm trying to think what these previous discussions on this topic.

But as I recall, one way of approaching this recommendation is to investigate...

Okay. I guess, my way of doing this would be to look at, okay, the [inaudible] and the public really gets involved is through ICANN face to face meetings, and we're seeing a little more increased outreach for the general public to get more involved, because they remove problems and so forth. Murray, please go ahead.

MURRAY MCKERCHER: Thanks Dev. It's Murray speaking for the record. My comments, I mean, I did the remote hub which was interesting and it was a challenge to get the general public involved in the issues, sometimes they're so detailed, they were all picture of ICANN before we can delve into the nitty gritty of what goes on.

But that said, I would like to have one question, do we have a list of issues, no geographic issues, specific issues that ICANN addresses? Because I think we do, and it would be good to review that issue list, and the [inaudible] why it's an issue, and where it is on the priority, and those sorts of things. It must be, I know that information exists, I just don't know if it's all in one spot.

Maybe staff can enlighten me on that. If we have that list, then we can moves towards making it clearer and less technical. Thanks.

DEV ANAND TEELUCKSINGH: And that's a good observation Murray. This is Dev speaking. The thing is, I think the challenge of getting the general public involved at a public face to face meeting, let's get done the homework before. It's going to be very hard to just, well officially as such, participate effectively. And that will be able to understand, at least understanding from attending in their participation for a topic.

I don't think there is a particular topic, they said on the ICANN website as issues. The only issues really are what's out there in the public comment, and I guess that's the closest thing to issues being looked at by the global ICANN community that are up for public comment, where the general public can hear.

The issues are, of course, internal to the ACs, but the At-Large communities, and the supporting organizations, like what's happening in the GNSO. Go ahead Ariel.

ARIEL LIANG:

Thank you Dev. So this is Ariel. And maybe some of you are aware, at this moment, At-Large is revamping the website we have, and in our revision, we have this page called the topic page, and I'm pasting the wireframe for that page in the chat. And that page proposed to list all of the policy issues that matter to At-Large. And then people can do research on that page to discover the background of this topic. And also we will list relevant resources of these topics.

Maybe some you also are aware that At-Large is planning to, a series of the capacity building webinars, and a lot of those webinars were all talking about going about some of those issues, and so of course, those webinars will be relevant resources to list on these topic page. So we are in the process of doing that. So I think that's a way to implement this particular recommendation from At-Large side.

So and that's the comment I want to make. But of course, when we're building this page, we would like people to help, to volunteer to help possibly drafting the topic, how to list. So that's the relevant resources to integrate on those topic pages. So that's kind of a request that we haven't really decided what the specific steps we're doing.

But we have this one in place, and we want to have a topic page for you on the At-Large website, just to let you guys know about this. That's my comment.

DEV ANAND TEELUCKSINGH: Okay. Thanks Ariel. And indeed, [inaudible] wireframe, I was trying to look for that, couldn't find it. So yes indeed, so that we revamp of the At-Large website, we have a topic area, and perhaps this could show that, okay, once we have a particular topic issue, it is a sort of background, by which the new gTLDs, who is, whatever the topic is, or whatever the issue is. There is some sort of history or background for a person visiting the At-Large website, and then read and learn about this, and see where we can then, well, participate, at least from the At-Large, I'm trying to find the appropriate word.

From the, as a person involved in the At-Large community to get involved. So, I think that is indeed one way of seeing how that implementation can be implemented, because I'm not sure really it can be done on the ICANN website. I agree that information on the ICANN website should very practical, be in clear more technical language. I know there is a glossary that's on ICANN's website, perhaps you can then look at the glossary, and see if it is clear enough.

Because most likely, we will be using this glossary, and the At-Large, and all At-Large websites need that. And then she [inaudible]. So, I think Glenn is on the call, welcome Glenn. Any other thoughts or comments on this? I see some of the notes, that they put into [inaudible] build the storage of graphics, and educational resources, by the company ICANN policies. And comment [inaudible] use that as an example.

Oh, Murray, I'm so sorry. Your hand is up, go ahead.

MURRAY MCKERCHER: Hi this is Murray. Sorry, that was an old hand, sorry.

DEV ANAND TEELUCKSINGH: Okay. So I think perhaps we can look at putting out efforts, so I would say that we start implementing this recommendation, ensuring the website is carried out, with particular attention paid to the topics exception. I'm not sure whatever action item that has to go [inaudible]... Do you think, Ariel, that's a particular action you want to recommend for this, or do you think just pay attention to the At-Large website redesign, in particular the topic section.

ARIEL LIANG: Thanks Dev. This is Ariel. I don't really have a particular action item in mind for this, because I think the website is still evolving.

DEV ANAND TEELUCKSINGH: Yes, exactly. So I guess it's something to look at to continue to monitor, the design of the At-Large website, specifically the topic area. I guess that will be the notes that [were attached?] to this recommendation. Okay.

ARIEL LIANG: I think it shows, this is Ariel. I think what we can give, I don't know whether it's appropriate, but I think we can give social media working group members a heads up about this topic page we're trying to develop, and just to let them know if somebody who has a knowledge, or some degree of expertise in certain issues that would lead me to

consult this person for the ways, why is that topic page in collecting relative resources for that.

So maybe a heads up, we will have a more concrete plan how to develop that. No immediate action item for that. Yes.

DEV ANAND TEELUCKSINGH: Okay. Like I said, to continue to monitor the At-Large website, with intention to the topic for the proposed topic section. Okay? All right, we spent a little bit more time on that, but I think it's important to get through that. Let's look at the next recommendation, recommendation 23, regarding the rules and jurisdiction of the [inaudible] should be expanded.

The ICANN website should provide a clear and simple way for the public to make a change. This is assigned to future challenges and social media. Regarding the rules and jurisdiction [inaudible], I think that's clearly for the future challenges working group, so we're not really going to look at that part [inaudible]...

But the ICANN website should provide a clear and simple way for the public to comment. Now, we already discussed quite a bit, some time on this in the previous social media call. As you can see, there are working groups that are about it already. So, because, the ombudsman does have a social media presence person, he, it's a he, Chris [inaudible], has a Facebook page, and a Twitter account, and a blog.

And I don't think, I'll say the only downside, it's very hard to find it on the ICANN website. So I think it's very, the social media working group

is really just to, make sure you follow those accounts, follow the ombudsman on social media, and whenever there is a posting, or a general call regarding an issue, we share it for At-Large to look at.

Yeah. And I think there is really nothing much else [inaudible]. Any other comments or suggestions for this?

ARIEL LIANG: Dev, this is Ariel.

DEV ANAND TEELUCKSINGH: Hi Ariel, yes, go ahead.

ARIEL LIANG: So if you're going on to make comments on the chat, the necessity to do a reality check, to make sure the ombudsman's social media messages are being distributed. And I think if we have an action item for this recommendation, is to find out how well the ombudsman has been using his own social media channel for information and communications.

So maybe we will need volunteers referencing a little bit about the way the ombudsman Tweets, or use the Facebook, to post messages, and also he has a blog, and know how well the blog has been circulated, how many people actually know about it. We probably need to do research on that, and I think that's can be an action item for a volunteer to take charge of. That's all.

DEV ANAND TEELUCKSINGH: Okay. Thanks. I think that's an appropriate action item Ariel. Ask a question who is going to do the research of how the ombudsman actually uses the social media. I'm just pointing to the ombudsman and [inaudible] on the ICANN website.

All right, Glenn.

GLENN MCKNIGHT: Hi, can you hear me okay?

DEV ANAND TEELUCKSINGH: I can hear you loud and clear Glenn, go ahead.

GLENN MCKNIGHT: Okay, thank you. I'll give you a good example. I've always attended Chris [inaudible] and, I'm sorry I can't remember his associate's name, it jumps out of my head. Do you remember his, not Andy, but it doesn't matter. I always attend his, I guess you would say, little party or [inaudible], and I invited a lot of the Fellows.

There are 38 Fellows, I invited him to the same party, so it was very, very crowded. But I took them around, introduced them, to dozens of the Fellows, and I took pictures. And every picture I sent to him, so if he hasn't blogged that, and use the pictures that I gave him, then he's not using the full power of social media. So you provided the link, do you see anything from that event that he did in LA?

DEV ANAND TEELUCKSINGH: This is Dev. No.

GLENN MCKNIGHT: So there is the disconnect. I absolutely sent them the pictures, and we had content because this is so important that the 38 Fellows learn about the ICANN eco-space, and here is a ton of pictures of me photograph him speaking to individuals from across the board. So I think that's an illustration of the reality check, is that he's not taken advantage of that resource.

DEV ANAND TEELUCKSINGH: Okay. Thanks Glenn. Murray?

MURRAY MCKERCHER: Yeah Murray speaking. I just quickly took a peak at Chris's Twitter feed, and the blog and what not. Just maybe, it would be useful to invite, I mean, welcome to him in London, that's pretty open. And maybe we should just invite him to one of our meetings like this. Explain a little bit more, and maybe we'll find out the additional [permission] and the whole process.

I mean, I spoke with him briefly, but his sort of public face, I think, is, I guess he has to focus on some very specific things and issues, to take complaints from everybody around the world about something to do with the Internet, maybe that's overwhelming. He's really, maybe, focused on what he's available to do from an user perspective.

I can imagine that could be like opening a huge can of worms. So maybe we just need to understand exactly what his function is, that might be the best way. Thanks.

DEV ANAND TEELUCKSINGH: Okay. Thanks Murray. Interesting point. I suppose... So let's see if we can come up with an action item for this recommendation. So, well Murray, you kind of started the ball already. Action item to review the ombudsman's social media channels, and is it being used effectively? I think Glenn has also pointed out some pointers that perhaps the ombudsman should be using more it more effectively.

So might I suggest you and Murray and Glenn to review the ombudsman's social media profiles on Facebook and Twitter, and whatever other social media platforms he uses? And come up with some recommendations, not so much the rules and jurisdiction of the ombudsman, that's for future challenges, but more in terms of the social media aspect. Okay? Would that be all right.

Okay, let's move kind of quickly on this, it's taking quite a bit more time. I think this is [inaudible]. Okay, quickly, what the [inaudible] of the ombudsman and contractual compliance could be post directly on the complaints received, pending resolution, actions taking to address the unresolved complaints. I think the action is to look at, under this particular recommendation. I mean, well, what contractual compliance reports on, and so forth.

It's not something that we can control, but if it is actually being done by contractual compliance, and it is published. Then we should, At-Large

social media working group, should be keeping, promoting those reports. And I think that's, we really need to look at that. Are there any other suggestions regarding recommendation 24?

I mean, once reports the reports of contractual compliance are opened, then we can actually Tweet this or share it. [CROSSTALK] Go ahead.

MURRAY MCKERCHER:

To your last comment, I think there is a process of something gets published, and we should just be regularly Tweeting out stuff that comes out of all the processes. That makes sense to me, I'm not sure we have to go any further, or we have to send an additional work for them to do.

DEV ANAND TEELUCKSINGH:

All right, okay, great. Let's move ahead, recommendation 26. This is regarding the policy management process system. And I should say a conference call is being scheduled for either Thursday or Friday. A Doodle has been sent out for attending this call, and the idea is to work out how do we implement this recommendation 26, which is a fairly potentially complex recommendation [inaudible] implement by the next ICANN meeting.

Okay. So that's all I'm going to say on that one. Okay? So please fill out the Doodle if you are interested in working on this issue. Recommendation 29, ALAC should implement an automated [inaudible] topics of interest. I don't think they actually know how to translate or even look at this issue. I do have some ideas about this, from the

technology taskforce side of things, because I think that is where the automated system is [inaudible].

Does anybody have any quick thoughts on this? And I realize that we should have, I'm looking at the time here. I'm beginning to wonder if we need this for another task, for another aspect, to focus on creation and item for the agenda.

GLENN MCKNIGHT:

Yeah, I agree. This is Glenn. I agree with you. This table is...

DEV ANAND TEELUCKSINGH:

Okay. I think let's talk on this one, and we can go on some of them in the future calls [inaudible] all this. Because we are running out of time, and we did start late, we did start our meeting yet. Okay, if nobody objects, I just want to move ahead to agenda item number three. And that's regarding the curation of At-Large contents with social media.

Well, this is about the update on the workflow chart. Before the London meeting, we did a workflow chart, and Ariel, I think this could be on the chat, yes? The workflow chart, thanks. Thank you. Okay. And I suppose what [inaudible]... on there. So, once Ariel, thank you for this, we have discussed this, the co-chair had discussed this earlier this week, and Ariel has been working on this flowchart, so curation workflow for content that we need to share.

Ariel do you want to walk through it, or should I?

ARIEL LIANG:

Thanks Dev. Yes, I can quickly walk through this. I also put the chart in the AC room. So basically, we're going to do similar things like what we did before, is asking volunteers to take charge of certain topics and I'm drafting Tweets for those topics. So this period, it's going to have a realistic goal not to cover too many. And so, we need volunteers to help draft Tweets for two new beginner's guides.

And then also RALO Secretary a draft for five Tweets for each RALO's region activities. And the third area we need people to draft Tweet is report on working group update. So these are the three general categories. And if you are on that page, you can see the details of what are the particular beginner's guides we can have in mind. So there are basically two new beginner's guides generated by SSAC.

And one is about the IANA functions, history, and background. The other is about the IANA functions contract, and we need... And also they have the six UN languages for those options in Skype. And we are interested in drafting and tweeting, Spanish, and French, and English for these beginner's guides.

So will need volunteers to help for that, and the way you write Tweets for a beginner's guide, it's going to be similar. Like the way before, you'll read the particular chapters, and when you read the Tweets, try to be as substantive as possible, just to give the users, what people who are browsing our Twitter feed, a little bit context, what you are trying to convey from that beginner's guide, and post a link, the link directly on that page, on the beginner's guide.

Post instructions on that page as well, how to link to a particular page to an URL, so you can read that afterwards. So that is the part of the beginner's guide. And then for the RALO updates, we'll contact the secretary of some RALOs, and then ask them to give us five Tweets about the recent activities they had in the past month, and then we will help advertise and promote the RALOs through that way, on social media.

So that's the second part, real update. And the third part, working group updates. I took a look at the calendar for the past few weeks, and I've noticed AFRALO has quite a lot of activities going on, is the outreach working group, and also the ROP working group. So I think, maybe Bukola or Beran, can help give some insight about what's going on in those two working groups. And I'm just suggesting.

And maybe how draft Tweets to report on the accomplishment for that working group. And also, the IANA issues working group has interacted because of this CCWG activities, so we'll definitely need somebody to help give a little update through Tweets in that group. And on the capacity building one, we also need somebody, and because they are in the process, planning out this series of capacity building webinars for trending 15.

So it will be interested for large numbers to know how they're planning, and what kind of webinars they are planning, and how we can convey that information through them. The last one, the metrics. I'm not personally involved in that working group, but if any of you are involved, it will be great to learn what has been going on there. So these are just a quite overview for this new curation workflow.

So, of course, this work will only be successful if nobody is volunteering for drafting those Tweets. And we'll definitely need help for that. The floor is open and I would love to hear comments and suggestions from you. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks Ariel. And indeed, yes, thanks [inaudible] curation workflows, I think there is, this week, on this, [inaudible] for a long discussion. I think Murray, you have a question or a comment?

MURRAY MCKERCHER: Sorry, it's Murray. It's an old hand, sorry.

DEV ANAND TEELUCKSINGH: Okay then. All right, well, just... So I think we need volunteers who will be willing to look at the two key reports [inaudible] and that is the SSAC report and the IANA functions contract, and for the French and Spanish versions. And the overview of the IANA functions in both French and Spanish. I'm seeing in the chat here, that is [inaudible] vice-chair of the AFRALO outreach working group, also part of the rules and procedure working group.

And so Beran, you are a part of rules and procedures working group. And so Beran, you sound like you'll have, you'll be the perfect person to actually provide updates regarding the AFRALO rules and procedure then. Okay, excellent. Okay.

Beran, do you wish to tackle the staff report on the IANA functions, the French version of one of them?

ARIEL LIANG: Dev, this is Ariel. I think Maritza she said she could help reporting Spanish and English, in the chat.

DEV ANAND TEELUCKSINGH: I was coming to that. Bukola [inaudible] to take on one of the SSAC reports, you're talking about [inaudible], SSAC report and the IANA functions contract with five Tweets [inaudible] IANA contracts. My apologies, Bukola. I thought you were [inaudible] with someone else. My apologies.

But then are you willing to tackle the SSAC report on the IANA functions. I wonder if Bukola is considering that. Okay. That's all [inaudible]. Maritza, will you be willing to tackle the, okay. I see that they're saying that we need it in Spanish, we do need more information in Spanish. So you'll be willing to work on this, the Spanish versions for the IANA and the overall history of the IANA functions?

You can type it in the chat. Is that okay? Excellent. Glenn, I see your hand is raised.

GLENN MCKNIGHT: I just want a clarification. I notice the call is today. I think it's at 11:00, the IANA call. So I'm taking it for granted that, as our two representatives for ALAC are speaking about the updates of the

meetings, we are picking out pieces of information for the Tweets, to the wider community. Is that the... Or are we actually interviewing either Jean-Jacques or Mohamed to get some background information, remember these two are the ones that have been empowered with this task.

DEV ANAND TEELUCKSINGH: This is Dev. Well I think it wasn't really intended to live Tweet the actual, during the actual meeting itself. But it's more in terms of reporting, that was the envision, the idea behind it. So the idea will be that some of the outcomes coming out from the previous call, previous ICG meeting. Was there anything of interest for At-Large.

Okay, I see in the chat that you understand that then.

GLENN MCKNIGHT: Yeah. I get the idea.

DEV ANAND TEELUCKSINGH: Okay, great. All right, I think what I'm going to do is to circulate this through the, to the mailing list. And actual other [inaudible], and also regarding the RALO updates, contact the secretariats. Okay [inaudible]... Go ahead.

ARIEL LIANG: Dev, this is Ariel. So, I think it would probably be easier if we make a clarification who is doing what. I just updated the flow chart. I'm going

to post the link in the chat again, and you can refresh the page, to see your name there. So just to clarify, if you can see the first English SSAC report on the IANA contract, I put Murray's first name there.

The Spanish one for that report also Marissa. And on the English for the overview for IANA functions, I put [inaudible], and on the Spanish one for that report, it's still Maritza. So I put Maritza for three items related to the IANA report. So this is the one recorded. And on the RALO one, I will update later because we only put the Secretariat's name there.

Oh yes, thanks Maritza. Thanks for confirmation. And for AFRALO, I put Beran for the AFRALO outreach, and AFRALO ORT, so that's ones that I have taken the name down, and we still need help for the French version of the two IANA reports. And one for capacity building IANA issues and metrics, these two working groups, we need help.

So if one were Murray and Bukola want to volunteer for the ones that will have assigned people for them, that will be great too. Yes.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. I thank Ariel for updating the page. You want see it in the PDF in the Adobe Connect, because that PDF is [inaudible]. But if you click on the link that Ariel has posted, you'll see the update that [inaudible]. I think, as an action item, I'll tell you what, I'll tackle the capacity building working group updates, and see if I can come up with a Tweet on that.

I'll put my name down for that one. And for the other ones, we'll need to just contact the rest of the social media working group, either

through the system chat, or through, and by the mailing list, to communicate, ask them for other persons, especially French persons.

ARIEL LIANG: Sorry Dev for interrupting. Glenn just said he will update the NARALO and the IANA one, so. So I'll put Glenn's name there. Thank you Glenn.

DEV ANAND TEELUCKSINGH: Yeah. So just to circulate this flowchart, sorry, [inaudible] curation workflow, so the social media working group to pull other [inaudible] to work on the updates, RALO updates and working group updates for the metric ones, for example. Okay?

Okay. Let's see. I don't think there is anything else to talk about. Thanks Ariel, again, on coming up with this curation flowchart. The next item on the agenda is explore how social media working group members could directly post to the At-Large. I know we're at the top of the hour, but we did start 10 minutes. So let's see if we can tackle this topic, this issue.

So just to give some background to this agenda item. Right now, currently, we need to do social media works for At-Large is that, during the face to face meetings, members of the social media working group attending the face to face meetings, use Slack to post updates, and pictures, and so forth, to Ariel, and then Ariel takes that information and shares it during the face to face [inaudible].

However, between the meetings, what happens is that Ariel is generally, is one responsible for posting on At-Large, and she does a fantastic job,

posting at least two updates, at least on Twitter, each day. So, one of the things that we are looking out, is how do we then shift the burden from Ariel and actually posting information and so forth, and shift it to other persons, to other members of the social media working group. So that they would be able to post onto Facebook.

One of the concerns would be, it's probably not a good idea to share the credentials directly with other members of the social media working group. There are two concerns. One, that the content being posted at At-Large, the At-Large social media accounts, needs to be, well, it needs to be appropriate content. It can't be nothing related to content outside of ICANN's At-Large policy issues and so forth.

And the second thing is that, persons would have to be very careful, posting an opinion, that's perceived to be the consensus of the At-Large community. But there is no consensus has been made. So for example, so great care has to be taken, for example, well, very large issues, like the IANA issues where, which are potentially complex issues, and there is still some time needed for At-Large to come to a final consensus on what it's policy recommendations are.

So, that's the background behind it. I should say that the technology taskforce had a call earlier this week, and one of the, because one of these tools that can be used to have some sort of [inaudible], where multiple persons are working together as a team, and of course, the updates to social media, but then Ariel can then be just the editor to this, let them [inaudible].

So, a sort of social media management tool is what [inaudible] is the appropriate term for this. So, the question to you is one, are there particular social media tools that you want to look at? We identified two tools, Aoot Suite, which is A-O-O-T S-U-I-T-E. And something called [inaudible], which allows team members to coordinate [inaudible] social media profiles.

So, question to you is, are there any social media tools that we should be looking at to tackle social media management? And of course, any observations regarding social media working group members posting to At-Large. The floor is open.

Okay, seeing nobody raising their hands quite yet, I should mention regarding the first two, Aoot Suite and [inaudible], one of the action items would be that you're contacting those organizations to actually do a demo to show, and asking for a demo to show their services. So we can have a join social media technology taskforce call to, [inaudible] tools, those two management tools, and seeing which one is the better one for us.

Thanks Ariel for posting the links to Aoot Suite and [inaudible].

ARIEL LIANG:

Dev, this is Ariel. And besides these two tools, we also find that there is another one called social [inaudible], and that's the one that the current ICANN communication department is using, and so I'm going to post a link there as well. And there are all effective collaboration tools for Tweeting. And the goal is to, eventually we'll want more social media

working group members to be involving in protest, and it's not just me posting, but we also want to have a new post actually post.

And then we will need to have some approval process in place, so that maybe ICANN can act as an editor, and you can write the Tweets and not once, I think it's good and with the appropriate language, neutral fact based and that, those messages to go through, so we will let you guys take more ownership of the channels, because ultimately it's the channel for the community.

So that's the goal. So we need to figure out the appropriate mechanism for realizing that goal, and it's not [inaudible] which certainly gives credentials to a lot of those members, and they can post to whatever they want to do, and that's not, it's going to be risky. So, if we use some of those collaboration tools, that can help this approval process work. And I can still be the final editor to Tweet some wording and let the message go through.

We can be the person that take ownership of the channel, so that's why we're bringing out this side on this call, and I think that Dev had a good suggestion what to do next is to possibly ask those programs are to do a demo for us, through our call or another way, that we can know more about the platforms, and choose one that is the most appropriate choice. That's all the comments I have, thank you.

DEV ANAND TEELUCKSINGH: Thanks Ariel, this is Dev speaking. And so, okay, I'm not hearing any other suggestions, I'll just mention [inaudible] which is made by the

ICANN communications team for their social media accounts, and I guess we'll have to look at those social media accounts as well.

And also going back to the concept here, I think what can then happen in terms of the items, I will take one of the [inaudible] is like, for one week, one of the members of the social media working group is that we [inaudible] content. And because I think having it for a longer duration might be too much, and I think what the idea would be to understand as a suggestion [inaudible] interested in your comments.

It could be that [inaudible] members of the social media working group, and I think that maybe among the different regions, among the five regions, so that it also showcases the diversity of At-Large. So that's part of, in terms of, after they figure out the tools, how [inaudible] and then we selected or taken to provide us updates on the social media challenge. Any thoughts or final comments on that?

Okay. I'm seeing no one raising their hands. I know that there is another call right now, so and we are coming to the full hour for the social media call, since it started 10 minutes late. Any other business?

UNIDENTIFIED SPEAKER: Sorry Dev, what other call are you talking about?

DEV ANAND TEELUCKSINGH: I believe it's the ICG call which is going on right now.

ARIEL LIANG: Dev, this is Ariel...

UNIDENTIFIED SPEAKER: I'm on the IANA call at 11.

ARIEL LIANG: It's not the IANA call, it's the policy [inaudible] call that I have to be on.
It's not...

DEV ANAND TEELUCKSINGH: Okay, my apologies. Okay. My apologies. So any other business for the social media working group call?

GLENN MCKNIGHT: Yes me. It's Glenn. I've been sharing something that Joey sent me yesterday, I thought was really exciting. And it follows up in captioning. And social media needs to recognize the importance to those who do not have English as their first language, the disabled, people in general who don't have some limitations, we'll say, in terms of communication, especially since we're doing more and more video.

He shared with me an open source captioning system for the video. So I know we keep talking about Twitter and Facebook and pictures, but we haven't really discussed pretty much about short videos. And what I'm saying is what Joey shared with me on the system, was a great, great captioning system that's open source.

And I'm just bringing that up. We'll be doing a demo of it, hopefully, I suggested as one of our demos in our technology taskforce. But this is an example of a technology that crosses over into accessibility and social media working group. So I will share with everyone the links to the software. I think you will be pretty excited about it.

DEV ANAND TEELUCKSINGH: Okay, thanks Glenn. I think you already posted the link in the chat here, again, it probably needs to be circulated to the social media and to the accessibility working groups. So thanks for that Glenn.

Okay, normal captions [inaudible].

Okay. That's an excellent point, and I'll take more of a look about that. Any other business?

Okay. Well, I would like to thank everybody for attending this call, Bukola, Murray, Glenn, Beran, and of course Ariel and Gisella. I see a question coming in from Maritza, so sorry. [Inaudible]. Oh, this is for the curation chat.

So [inaudible] edit the wiki page, where you can then put the Tweets, and that's your question. Okay, great. All right. I would like to thank everybody for attending today's call, and I will probably send a Doodle out for the next social media working group call. I'm not sure when exactly. I'll discuss with Leon as to when, scheduling for the next call, another Doodle poll will go out. Okay. With that, I would like to thank everyone. This call is now adjourned.

[END OF TRANSCRIPTION]