
TERRI AGNEW: Good morning, good afternoon and good evening. This is the At-Large Social Media Working Group SproutSocial Testing Group on Friday, January 30th 2015 at 13:00 UTC. On the call today we have Murray McKercher, Peter Knight and Dev Anand Teelucksingh. There are no apologies. From staff we have Ariel Liang and myself, Terri Agnew. I'd like to remind all participants to please state your name before speaking for transcription purposes. Thank you very much and back over to you, Dev.

DEV ANAND TEELUCKSINGH: Thank you. I Chair the At-Large Social Media Working Group. This is a special purpose call to test today a tool that will help us with social media management. The tool is called SproutSocial, and Ariel has been taking the lead in helping to test this call. The primary purpose of this call is to look at the SproutSocial testing tool, and halfway through the call there's going to be a demonstration by one of SproutSocial's representatives. Also on the call we'll discuss the second item on the Agenda, which is the Twitter group direct messaging demo and testing. Ariel, do you want to share your screen and just do a test here?

ARIEL LIANG: I'm just in the process of doing that on my screen. Okay. Maybe I'll take over, if you don't mind, Dev. It's a very simple capability that Twitter makes available. Right now you can group message people on Twitter. Yesterday Dev and I did a little chat. Perhaps Peter and Murray, I probably know your Twitter handles so I can add you to this group.

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.

Maybe I'll start a new group. I'll hit the "new message" button and enter your handle names. Murray, what's yours?

MURRAY MCKERCHER: My full name, Murray McKercher.

ARIEL LIANG: Okay. Maybe I need to follow you first. I think I'm following you. It's not showing. Murray, you're following us, right?

MURRAY MCKERCHER: Yes, for sure. I know direct messages... I had this spam filter in place for a while. I took it off. That may have something to do with it.

ARIEL LIANG: Could you check? I'm going to add Peter to the group. I'm following Peter, but when I try and add you to that group it's not working. You're not showing up for my messages either. Can you check your settings? Someone may have disabled their messages. I put Twitter after it, but it's not showing up for me.

DEV ANAND TEELUCKSINGH: I suggest both Murray and Peter send a direct message to Ariel at ICANN At-Large. I think perhaps that has to be some measure of a conversation, which is strange. Ariel, perhaps you could go on. When you type a direct message and you start a new one, you can add my name and you can add...

ARIEL LIANG: Let me show you this then. We're using Leon as a guinea pig, even though he's not on the call. Here I can select Dev into the chat, and Leon. Now we have two people. I'll also add Olivier here, and now we have three people in the chat. I can go "next" and start a message here. "This is the test for the Twitter group message function." "Send message". Now you'll see this is a message in the group, so all those people can see it. I can also rename the group something else, so I'll just put "At-Large chat" here. Now, Dev, maybe you can write something?

DEV ANAND TEELUCKSINGH: Yes.

ARIEL LIANG: When you see this group you can add people too. If I want to add Murray to this group too, I can. It's strange, why I couldn't add you to that function. You upgraded to the latest version? Yes.

MURRAY MCKERCHER: Yes. I disabled my spam filter, so I should be more open. When people send me a direct message I have to verify their existence as a human being before I let them follow me.

PETER KNIGHT: I'm sending a message inside the Sprout. Did you get it?

ARIEL LIANG: You're sending a message to Sprout?

DEV ANAND TEELUCKSINGH: Peter, we're testing the Twitter group direct messaging, so you need to test it with Twitter, not with SproutSocial yet.

ARIEL LIANG: We're not doing the Sprout yet, so you're a little ahead of us. Murray, I think we need to do this offline because some of us are running late. This is just something we wanted to show you as an add-on functionality. We can do the SproutSocial testing now so that we can use the time more effectively for that tool, because that's more relevant to our ICANN 52 coverage. Dev, are you okay if we just go to SproutSocial now?

DEV ANAND TEELUCKSINGH: I think so, yes.

ARIEL LIANG: Okay. Sounds good. Now you see I'm in the SproutSocial platform. I hope all of you still remember your passwords, because you'll need to login. I'll login to mine. Are Peter and Murray logged into the platform already? Please do that. Thank you. Now you can see the dashboard. I just want to show you a few basic functionalities that are relevant to you. When you're looking at the dashboard you see this bar lists the profiles this group is managing; both Twitter and Facebook. We also have the members here, so these are the people I invited to join our

group. That's the only thing you need to know about the dashboard for now.

Now I'll teach you how to compose a draft message. Everybody has the ability to draft for Facebook and Twitter. I have the capability to draft and publish, so you won't be able to publish it until I approve your draft message. The way to draft is, if you see this button on the top-right corner, "compose", click on that and this window will pop up. Here, this last icon indicates this is the Twitter handle that we're drafting a message for. You can change it to Facebook. There's a drop-down menu for Facebook here. Or you can do both and add Twitter here too. Is everyone clear on that?

MURRAY MCKERCHER: I've got that. Looks pretty good, thank you.

ARIEL LIANG: Thank you. Now I'll just write a message here. I'll just say "add message" and you can see this is the account for a Facebook message. You can write up to 5,000 characters, or if I change it to Twitter then this indicates that I have 228 characters left. So you can compose your message here. If I want to add a link to this message, for example if I want to add Murray's Twitter handle here, I just paste the link. Did you see this bar, "shorten link"? Click on that and it shortens automatically. This is the link to a platform called Bitly and you may be able to monitor the click-through rate of the link.

PETER KNIGHT: That's very handy. I like that.

ARIEL LIANG: Yes. If you want to add a picture, if you click the camera button on the very lower bottom here, you can select the picture from your desktop or wherever on your computer. That's pretty much the composition part, and now you save the message. This is the save button, on the right corner here. Click that and this larger button changes to "save" so you save. Now we want to see where the message is saved. In this platform you need to click the "publishing" section. It's in the middle of the top navigation bar, so you just press it and it will take you to the draft section. You can see this top message is the one we composed earlier.

Murray and Peter, if you're in the platform you may be able to go to the publishing section. I see Peter already composed a few messages here. So it's all saved in this section. Okay. All of the team members can go to edit the message, and the way to do it is when you mouse over a message, on the very bottom-right corner there is a new box that pops up. You just click and you can go back into the composition window to revise the message. That's the way we draft it. Because I'm the publisher editor, I'll be able to publish it. Now I see a lot of people are doing compositions. Another great thing is I can see who did what.

The top one is composed by Peter, so I see Peter's name down here, and Dev is viewing a message on the second one, so I can see who's doing what at this moment. This is the composition part. I want to show another capability, which is scheduling. If we want to compose a message – for example if we want to use Peter's message and publish it

at a certain time, there is a scheduling button right down the bottom corner here, by “save”.

I click on that and a calendar will pop up and it will show me the time that I want the system to send out the message automatically. I can manipulate the time on my own, and now I’ve selected 12:06 PM on Friday, and then I schedule. Now this message has a designated time to be sent out. The way to view it, if you are in the publishing section, the top bar on the left, “schedule”, click on that and now you’ll see this is the message that we’ve scheduled to send out. Is everyone clear with that?

PETER KNIGHT: Is it only Ariel that can schedule and publish them? So it’s not relevant for us?

ARIEL LIANG: No, it’s relevant, because you can schedule, you can draft. You can also have another capability on. I’ll just show you. You can do several things, but you just can’t publish because it’s a staff responsibility to make sure the quality of the Tweets are good. I can publish.

MURRAY MCKERCHER: I think I’ve put a draft up. Can you look at it?

ARIEL LIANG: Yes, I saw your draft, and you also added a picture, right? I don't know what it is. It's a little...

MURRAY MCKERCHER: I suggest we don't use that picture, but I just wanted to test the picture capabilities.

ARIEL LIANG: Very nice. That's a very nice picture.

MURRAY MCKERCHER: It's from London, but I cheated. Anyhow.

ARIEL LIANG: You also added a link. Awesome. If anybody wants to revise the text, the link or the picture, you can do that. Everybody in the group can do that. But I would suggest other members don't touch the other members' Tweets, but I think I will do the editing part, just to make sure the quality is all consistent. That's pretty much the draft and schedule function. Now I'll tell you another super cool capability called "queue" for a message. Basically now I'll use Murray's message as a test, and I'll go to the edit mode. Did you see on the bottom-right corner there's a magnifying glass. Click that. That's the queue function. I give a setting called "queue next slide" and click "queue".

Now, if I want to see my queued-up message I still stay on the publishing section and on that little bar there is "Sprout queue" so I'll click, and

now that message is queued there, and it gives me a time of the publication, which is 9:23 AM. That is the time I didn't manipulate. As all of you see on the screen I didn't go to the calendar and change the clock, whatever. That's the time that the system calculated, and this system knows when this message can most likely go viral, because it has all the database of followers and the people I follow, so that's the time they calculate most people will be online or doing activities.

This message is most likely to be seen by most people there. That's not something I can do. The whole system calculates it itself. I just want to show you how I change the setting, so people can see. If you see on the right bar here, there's the "edit queue" setting. I'll click that. You don't really need to worry too much about this, but I wanted to show you where I selected the "viral post" queue setting. If you see this option for ICANN here, I just click "edit post time" and this the viral post setting I selected. It will post three times per day, from 9:00 AM to 6:00 PM for all my queued messages. This will automatically give the time and minute the message will go out.

I can also change to twice a day or four times a day, and what time exactly. I can personalize it. So that's just some basic functionality I wanted to walk you through. I know that Allison, the product specialist from SproutSocial just joined us. I think I'll pass the mic to her and let her walk through the rest of our product demo here. I'm just going to go back to the room. Allison, can you hear us? Can you speak?

DEV ANAND TEELUCKSINGH: Murray, go ahead, while Allison gets connected.

MURRAY MCKERCHER: Thanks. My quick comments are it's very impressive. I think a little bit of practice on our end will make this a better Working Group to do that, for sure. I really like the "going viral" idea, where it calculates the best time to publish it based on, I'm assuming, the followers of both the person posting and ICANN At-Large? So it looks at all that stuff and decides when to send it, so that's incredibly powerful. I think a little bit of practice and we'll probably get pretty good at it.

ALLISON ROSEN: This is Allison from SproutSocial. Can you hear me okay?

ARIEL LIANG: Yes. Thank you so much for joining us.

ALLISON ROSEN: No problem at all. It's great to virtually meet all of you, and I'm so glad that you're all getting together to explore the application. It's really great to get everyone together and get everyone going.

ARIEL LIANG: Thank you. Just to give you a quick understanding of what we've walked through, in terms of the capability, I've shown the group how to draft a message, how to use the URL shortening tool and how to schedule the message, and also the queue function. I haven't shown them the other functionalities yet, so if you'd like to cover the rest that would be

wonderful. Another thing is I told the group that I give them the permission to draft but they can't publish. You can start wherever you feel comfortable. Do you know how to use the "share screen" function in the AC?

ALLISON ROSEN:

I do not. Maybe you could share your screen and I could talk to that. Great. I think the best place to start would be over at the messaging tab, at the very top there. Do you want to highlight this section? I know that Ariel has mentioned that publishing is going to be the main functionality that's important to you guys, but I do want to draw your attention to this section, because it is a big component of Sprout. What this is designed to be is an inbox for all your social messages. If you look around the right-hand side underneath that graph you'll see there's a variety of filters for that.

What this is indicating is [unclear 00:28:16] all of the messaging that's associated with your ICANN Twitter handle and Facebook page here. You'd no longer have to log out, go to Twitter, go to Facebook, to see if somebody is mentioning your handle or posting on your wall. All of this messaging holds this in one single screen inbox, here. If you scroll down a bit further on this, below the message panel, see where "brand key words" is? The bottom component there is called "brand key words" and this is going to be more of the advanced listening and monitoring tool.

If there is a particular hashtag for an upcoming even, or anything that's in-line with the brand that you want to monitor a bit more closely, you

can identify what someone is... Maybe they're giving you a more indirect brand mention. You could then yield the result into your inbox to having that key word entered. It's important there to focus on brand-relevant items – things that you really want to see coming through and which you can react to. If you put very broad strokes in there you'll find a ton of results, most of which won't be relevant to your brand, and they'll clog up this area. Any questions about that capability?

MURRAY MCKERCHER:

Allison, I had one quick question. I'm trying to put it into the context of what the ICANN Group is doing. We have a number of people, as a group, who'll be composing messages on behalf of ICANN. Ariel will be curating those messages and publishing them out at appropriate times and using your tools to do that. I had two questions. The first one was on the dashboard that's showing what's going on. Do you have customers that sit there and monitor that all the time, to see what's going on? Or do they go in once a day? It seems very powerful, but it's almost something that someone's sitting on the dashboard, observing what's happening in real-time and making adjustments to your social media comment. Is that a fair comment?

ALLISON ROSEN:

Yes. That's a great question, and I'd say both. People are using SproutSocial for a variety of different uses. Somebody like a community manager whose sole job is to manage social for a company and manage all those inbound requests will spend a good portion of their day in this section of the application. However, somebody who has other

responsibilities will come in periodically throughout the day. They'd come in and use those graphs that you see at the top of that right-hand panel. You can view it by a particular day. Let's say I come into Sprout and I didn't get a chance to login yesterday. I can select a bar on that graph and narrow down my view to a particular day.

If I just wanted to see January 27th, here's what's going on, I can see all the messages that came in on that particular day. You can see little blue checkmarks that appear in some of those boxes. That would be an indication that a message has been marked as complete. What's nice about that is if you guys are in a larger team, you may need someone to come in and review those items, and they're using that "mark as complete" functionality to indicate that [unclear 00:32:40] on that message, whether it's a re-Tweet or replying back. Someone else who's logging in would know that's been taken care of and they can move onto the next open item. You could look at it day-by-day and make sure you're taking care of everything that needs attention.

ARIEL LIANG:

Thank you Allison. Just to add to what Allison said, if we have a lot of messages in the messages box, we can have the setting "hide completed items" and now we don't have anything to see and it will be less overwhelming for the rest of the team members. But to be honest, with all of you, I didn't give you the setting to mark messages as complete because I want to make sure I don't miss any of them, and if we need to take any action there I can do that, seeing all the messages there. So I'm the only person who can mark a message as complete. Just to let you know.

ALLISON ROSEN: Ariel can mark messages as complete. Anybody else will still be able to see that the message has been completed. You just wouldn't have the action to mark it like that.

ARIEL LIANG: Right. Also Allison, just one quick comment. Some of the members said your line is not very clear, so if you could speak a little slower it would be greatly appreciated.

ALLISON ROSEN: Sure. No problem. The other thing I want to point out here, if you want to come back into the messages bit, Ariel, I'll touch briefly on tasking. You'll find that if you need to task a message to another team member you can click that blue [tasking 00:34:46] icon that Ariel just selected and generate a new task. What that will allow you to do is assign this over to another member of your team. Ariel could then say, "In this case, Murray is a more appropriate person to reply back to this message," and select him from that menu. You can leave any type of internal notification in that open box there.

Then once she selects "save and exit" Murray will receive an email notification letting you know that you have a new task waiting for you in SproutSocial. This is really a useful tool because you don't necessarily need to be logged in at all times. You'd still get an email notification. Once that task has been assigned you'll be able to open up your instance of Sprout, visit that task tab, and you'll see any open tasks that have

been assigned to you. Anyone that's been designated as a manager per the permissions Ariel has given you will be able to see all tasks that have been assigned across this team. The important thing here is that you can mark the message as complete when it's all done so that you and the person assigning it to you know that the task has been handled.

MURRAY MCKERCHER: I went into my dashboard, so I see that task assigned to me. I'm not sure what I'm going to do with it, but it's there.

ALLISON ROSEN: Yes. That was just a test. You'll see the little close out tab at the bottom, so if you just clean it out and close that out, you can test out that capability. Ariel will get an email notification telling her the task has been done.

ARIEL LIANG: Thank you. I have a follow up question to the task functionality. I think right now the tasks are based on either the messages we see in this section, or based on the feed – for example if we see a Tweet and want to re-Tweet then we can create the task. What if I just want to create a task that's not based on any of the existing Tweets? For example if I want Murray to compose a Tweet on this meeting, and nothing has been done yet? Is there any way we can do that in SproutSocial?

ALLISON ROSEN: At this time we haven't developed any type of internal messaging just for this type of messaging that's not associated with an action on a Tweet. It is something we're exploring adding into the application. What you could do is if you revert back to... Do you guys have personal Twitter handles?

ARIEL LIANG: Yes. I haven't shown them that yet, but they all have a personal Twitter handle.

ALLISON ROSEN: Okay. This is a roundabout way to do this, but it can be helpful. If you click that gray magnifying glass icon you can search any Twitter handle that exists using that field. If you type in a Twitter handle... There you go. Each user on Twitter will have this view available. This is called the [time pass view 00:39:06]. This is obviously just for Murray's personal Twitter handle. What's available from this screen is a file folder view of each user. Any conversation history you have with this individual exists here, you'll see this little blue "add note" link, so if you needed to add notes to an individual profile you can do that. I will point out that dollar icon at the top of the screen next to Murray's name.

Typically this is used for people in sales roles to generate sales leads and say, "I'm identifying this individual as a lead," however, it can also be used as a roundabout way for internal communication. Ariel, if you need to ask something to Murray that's not at all associated with a message, go ahead and do that. What you're doing now is tasking his own profile to himself. It's just a way to open up a dialogue, but really

not about any one thing. You're just sending that over to him and you're just assigning him his own profile. Does that make sense?

ARIEL LIANG: Thanks Allison. As you can see, I just added a comment when I made Murray a sales lead. I don't know where that message went.

ALLISON ROSEN: Could you assign it as a task?

ARIEL LIANG: I just wrote a comment saying he's responsible for Tweeting for one session of our meeting, as a test. Now I see in the open tasks section the lead role I assigned him, it's just popped in the section there.

ALLISON ROSEN: That means you assigned that task to yourself. You'd still need to select Murray from the panel on the right-hand side. It's just a way to create a message but not about anything. You'll see there's no action that needs to be taken here, there's no message that Ariel's alerting me to, she's just trying to send me a message.

ARIEL LIANG: I understand. Murray, can you check the task section and see whether you get a message from me.

MURRAY MCKERCHER: Yes. I go into my task and... Yes, there was something reassigned to me by Ariel with the dollar sign beside it.

ALLISON ROSEN: Great. If you wanted to respond back, Ariel, you'd simply type a reply, select him from the tab and then send it again. It's basically just a way to communicate within the application, that's not associated with a particular Tweet or message.

MURRAY MCKERCHER: Okay. It's a little difficult to get my head around because it's messaging within messaging within Tweets, but I think I'm getting there. Thank you.

ALLISON ROSEN: Okay. Certainly this is a way for communication within the application. Potentially it's easier for you guys to communicate via something like email and then bring it into the app, but if you need that communication to exist in SproutSocial it is a fix for now. We are currently exploring ways to have internal team communication within the app, and hopefully that will be coming before the end of the year.

ARIEL LIANG: Thank you. Just to make sure everybody is clear with what Allison presented about the task function, is everyone clear with that? I assume everyone's clear.

ALLISON ROSEN: I will say if it's not totally clear right now, that's why you have the free trial. Play around with it. Test it out. Ariel, please feel free to pass along my contact information to any member of your team. If you have questions and want to run something by me, I'm more than happy to do that.

DEV ANAND TEELUCKSINGH: Hi, I do have one question. Thank you Allison for attending this call. One question we had was regarding how SproutSocial handles pictures. When we attach pictures to draft messages, there are two things. One, is there a way to show a thumbnail of the picture in the draft message? Or do you have to click on that camera icon to see the image? Second, we noted that when we did it with two pictures the image appears to be very stretched. I'm not certain why that is.

ALLISON ROSEN: Yes, you do need to click on the camera to view the picture, at this time. And if the image looks distorted when you're previewing it, it's just simply because of the file size and the way SproutSocial interprets it. However I can assure you when the message goes out it will appear normal in the media you're sending it. If you're talking about doing multiple images on one particular Tweet or Facebook post, unfortunately we don't have that functionality at this time. Does that answer your question?

DEV ANAND TEELUCKSINGH: Yes, it does. Thank you.

ALLISON ROSEN: Sure. The multiple images thing is something that's an API restriction, meaning that we don't have the functionality allowed to us by Facebook, so unfortunately we are at the mercy of those platforms for when they want to allow certain capabilities. We're re-evaluating that all the time, and when they do release these functionalities we add them into Sprout. Ariel, I don't know if you wanted to take a dive into reports? It's probably a lot of content. Did you want to take a look at reporting? Is that going to be important for everyone to see?

ARIEL LIANG: Thank you. Actually, I don't think it's very relevant for our group for now, so I think these functions are probably the basic ones they need to know. I haven't had a chance to talk to them about how to use the mobile app for SproutSocial, but I can do that after you're finished with our session, so that's okay. But I do have another question I want to ask you. It's a follow up to Murray's previous question about how to monitor what's going on in the platform. When the team members compose draft messages, is there any way that I can get a notification without really paying close attention to this particular publishing section? Because whenever I want to see a new message, I seem to have to refresh the page to see it, and when we're in a meeting it's close to impossible for me to constantly refresh the screen because there are other things I need to pay attention to. Are there any notification functions in SproutSocial?

ALLISON ROSEN: Right now we don't have any notifications for once a draft has been created. If you were to leave the draft section and come back to it, you'd see any new drafts that have been created there. That would be something that would be done via an external communications – maybe someone pinging you or shooting you an email to let you know they've loaded up a draft. The only thing we have notifications for are the task emails, and there are push notifications on the mobile application for incoming messages. That is our [unclear 00:48:32] question about alerts or incoming messages, but right now there's nothing for drafts.

ARIEL LIANG: Thank you. So is it safe to say if I want to see a draft message I need to refresh that page?

ALLISON ROSEN: Yes, or if you're sitting in another tab and then you navigate over to publishing, or switch to another view and come back to the drafts, it will appear there. You need to navigate away and navigate back to it.

ARIEL LIANG: I understand. Thank you. Before Allison goes, does anyone in the group have additional questions they want to ask? She's okay if you reach out to her individually to have questions too. We really appreciate that. Since we have the call right now, if anyone has any burning questions they need to ask, please feel free to speak up. Okay, I think things are clear. Thank you so much Allison for your time and help. We really appreciate you joining our meeting.

ALLISON ROSEN: Absolutely. No problem at all. Certainly I don't expect everyone to know everything, like I said, so definitely feel free to reach out. That's what I'm here for. I want to make sure you can make the most out of your trial with us, and hopefully everything goes well.

ARIEL LIANG: Thank you Allison. Bye-bye. Okay, I think we still have a few minutes for the call, so I do want to show you guys the mobile app. I can't show you through my screen, but I can show you what I just did. I took a picture of my apartment. You can see where the message is. I just saved it, and if you refresh the screen in the draft section. You can see the top message is the one I've just drafted. You'll click that and you'll see this is the apartment lobby. That's how I used the mobile app for doing Tweets, and that's something I'm expecting myself to use a lot during ICANN 52. For the remote participants I think your main task is to draft and compose Tweets, and write text and add links to it.

If you want to add a picture, for example if you see a screenshot that you think is great, you can use that there. Or if some of you are running the remote participation hub you can send a picture of your hub through the Tweet to us. Just to emphasize that all of you will be drafting on behalf of At-Large, so whatever you draft there, it's something we'll Tweet out to our official handle, not through your personal handle. That's something to keep in mind. It's great that you're testing this. Does anyone have additional questions before we close the call today?

MURRAY MCKERCHER: Last time we had a more organized approach to certain Tweets we wanted to send out. I know it was a lot of work to do that, as opposed to running by the seat of our pants at the meeting. I don't think there's a lot of time to do that in this instance, but do you have any guidance as to what we want to Tweet out as the most important thing? Or should we boldly go where no one's gone before?

ARIEL LIANG: That's a great question. To be honest with you, I haven't got time to really think through what to do, because now we're juggling with the different applications. I think SproutSocial has the merit that a lot of people can draft Tweets together. I think for now I don't have any guidelines for that, but just when you hear some quote in the meeting you can mention that person and quote what he said, and compose that, or if you see on the screen there's an interesting slide you want to share, you can write something about that slide and attach a picture of the screenshot. I'll give a little bit more thought to that and I'll send all of you an email with guidelines for drafting Tweets.

In terms of re-Tweets, and re-Tweeting messages from the At-Large handle and publishing on your personal handle, I don't think SproutSocial is the best platform for doing that because it's just too clumsy for communications within the group, and I would still resort to our Social Media Working Group Twitter chat. I think that's the best place to make a request, like, "Please, I need a picture of that," and you guys can see that and complete that request. I'll use that for sending requests for our team. In case the pictures, I think SproutSocial is okay for using that.

I like Slack better for picture capability because I can see pictures uploaded in the stream without clicking a button, like SproutSocial has, and the pictures aren't stretched. I think I'd probably still rely on Slack for picture uploading capabilities, but I know it's really a lot to ask you guys to juggle that many platforms. If Glenn feels more comfortable with using Slack for uploading pictures, please continue to do so, because it's fairly easy to see the pictures and I can decide which ones to use.

After this call I'll send all of you a follow up message with appropriate guidelines of how to use the platform and what type of draft Tweets I expect you guys to help compose. Does that answer your question? Sorry, it's a little long-winded answer.

MURRAY MCKERCHER: Thank you Ariel. Very good answer. Thank you.

PETER KNIGHT: Ariel, I'm not going to be physically in Singapore. I'm going to be in Rio de Janeiro, so the question is do you want me to watch some meetings on whatever webcast mechanisms, or AC, and Tweet? Or do we wait for something else? I have no travel budget at all. I'm operating independently here.

ARIEL LIANG: Thanks Peter for that question. I think all of our meeting attendees are not going to be in Singapore, so it's unfortunate, but yes, the answer is you can remotely participate in all the meetings and listen to what the

speakers are talking about. If you hear something you think is Tweet-worthy you can simply draft a message and save it in SproutSocial. So I'll be able to see what you drafted and decide whether to Tweet it out or not. Of course you're welcome to engage and contribute, even remotely. If you cannot take pictures of the meeting rooms, I believe you can take a screenshot from the webcam we're going to use, so you can still contribute in terms of images as well.

PETER KNIGHT:

Fine. We've talked all about Twitter and we've not mentioned Facebook. Is there a preference for Twitter?

ARIEL LIANG:

Yes, the short answer is yes, because as I showed you guys earlier, from SproutSocial we can post to both platforms. So now I select Twitter and I can switch to Facebook here or I can add both, so now you can see we can post to both. The reason we use Twitter so much is because it's just easy and you don't need to write too much and you can quickly send out messages. For Facebook you need to be a little bit selective. If I don't have any high quality pictures to accompany this particular post, I won't post it on Facebook. In my follow up email, in terms of the guidelines, I'll write how many posts we expect to send out per day.

Maybe Facebook posts it's only five or less, and for Twitter probably 20 or 30. That's the number that I'm looking for. Just keep sending them, and I'll send a follow up message with all the details you need to know. Did that answer your question, Peter?

DEV ANAND TEELUCKSINGH: Well, just a note that when you compose a Facebook message the size of the message changes, so you can have up to 5,000 characters. So it might be that a Facebook post could conceivably be more like an end-of-day summary where we pull information from the various Tweets. That's an idea.

ARIEL LIANG: Thanks Dev. I think that's a great suggestion and that is in fact what I've done so far for other meetings. At the end of the day, I'll take a look at all of the Tweets, find the best one and put them together into one post for Facebook. Yes. Anybody with other questions? Sorry we're a little over time. Okay, going once, going twice... I think the call is adjourned, Dev.

DEV ANAND TEELUCKSINGH: Okay. Thank you Ariel for this and thanks everyone for helping test the SproutSocial tool. I think it will be interesting to test this during the Singapore Meeting and see how it goes. There's really a lot of benefit of having us draft the Tweet, to take the pressure off of you, Ariel, because you are also monitoring as part of At-Large staff; the actual calls, taking action items, et cetera. So I think this is the goal here – for us, as Members of the Social Media Working Group – to at least curate some of the content during this face-to-face meeting just to ease the pressure off Ariel. You can hopefully, without too much editing, if we do our jobs right, you can look at it, see if it looks okay, and then click “go”.

With that I'd like to thank everyone for the call. I know it's ten minutes now past the hour. For those of you traveling to Singapore, safe travels, and for the rest of us, well, let's work online. Take care.

ARIEL LIANG: Thank you. Thank you everyone. Thank you. Bye-bye.

[END OF TRANSCRIPTION]