



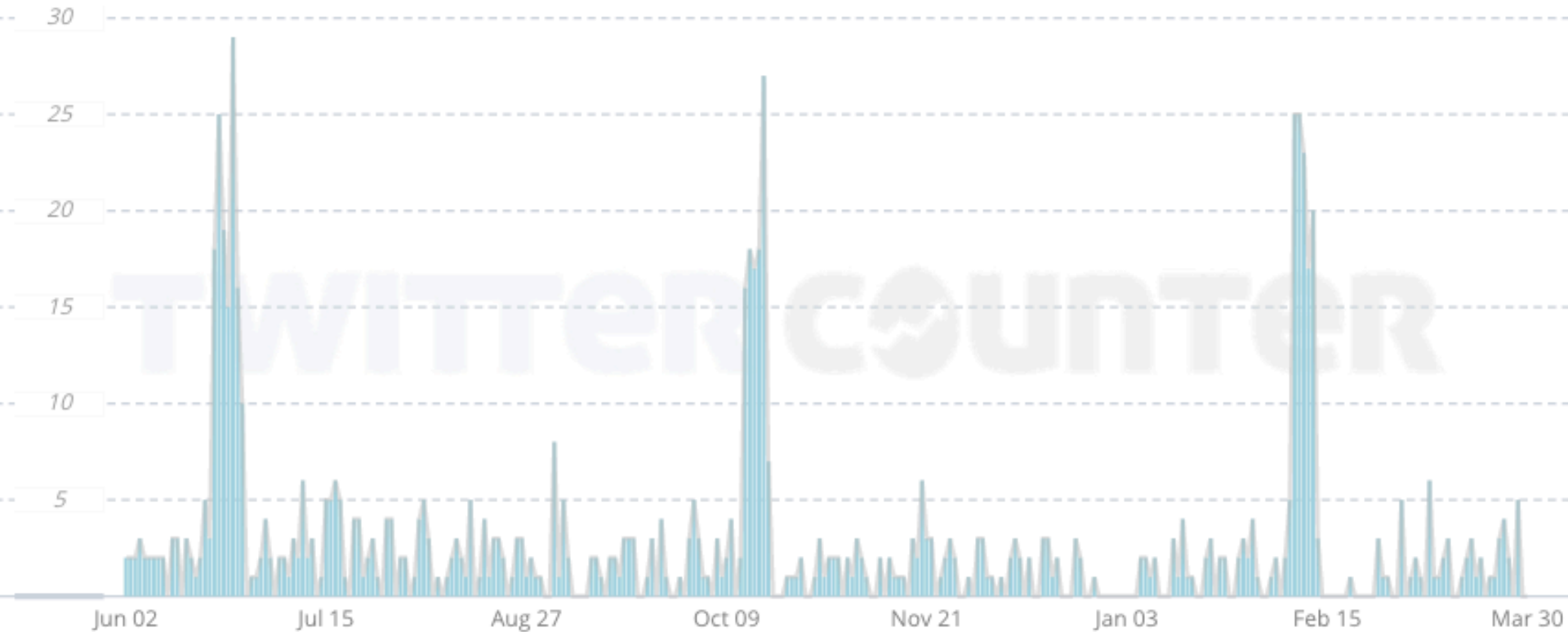
At-Large Social Media Performance Metrics

Ariel Liang | Social Media WG Meeting | 31 March 2015

Tweets



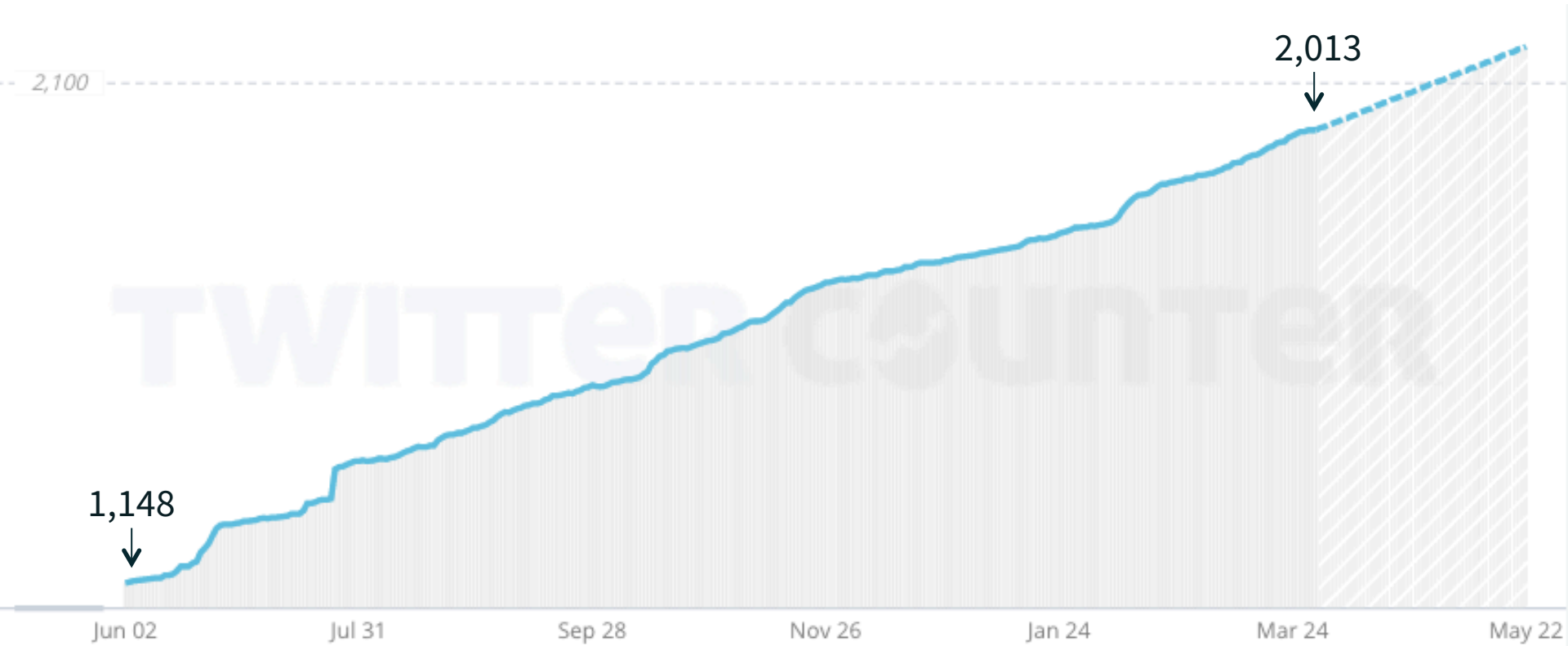
Total: 791 Tweets




Twitter Followers

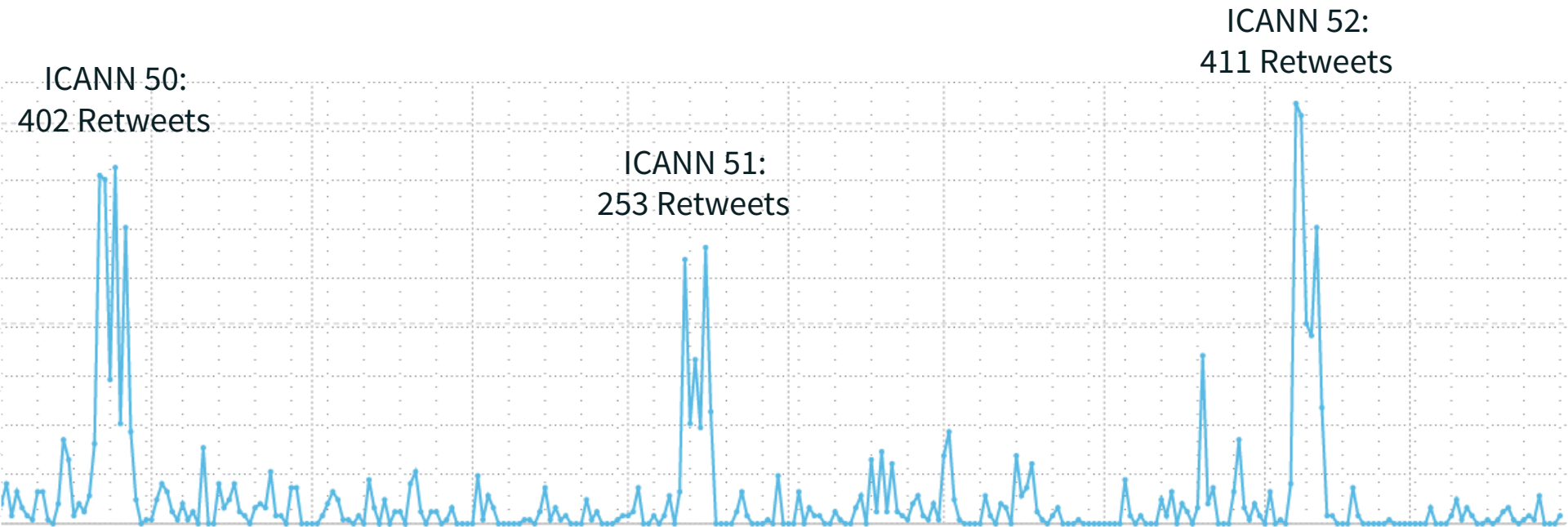


86 Followers / month



Retweets

 Total: 2.0K Retweets

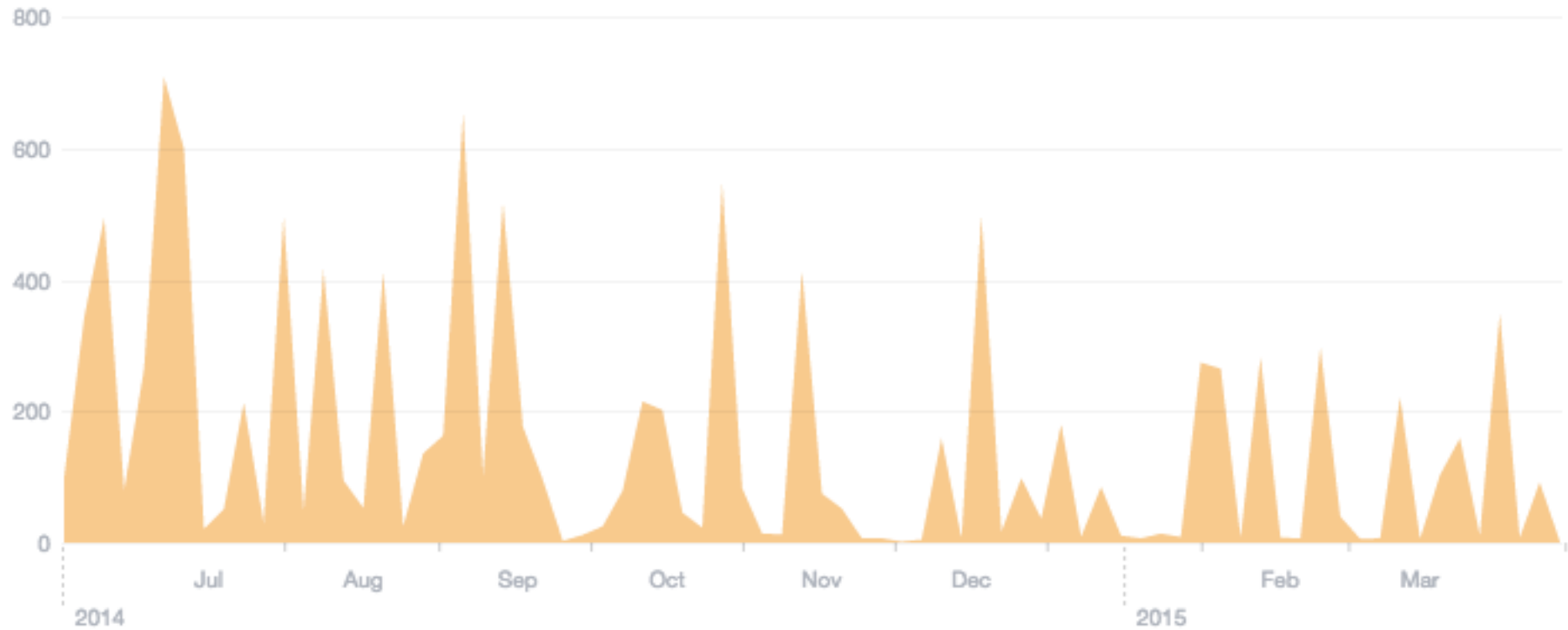


Facebook Page Likes

























f 58 Page Likes / month



























Facebook Post Reach



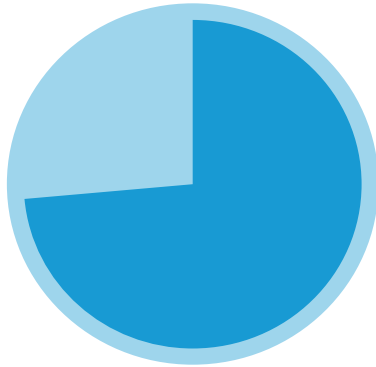
Top Facebook Posts

06/06/2014 10:07 am		Congratulations to the newly selected APRALO Leadership Team! What does APRALO stand for?			698	
06/10/2014 3:25 pm		Developed by the ICANN #AtLarge community & for the community, #ATLAS2 Official Website is			766	
06/21/2014 4:40 am		150 participants from #aroundtheworld are attending #ATLAS2 in #London. Plenary Session I			928	
07/14/2014 11:49 am		Can you find yourself in the picture? Feel free to share! #ATLAS2 #groupie #ICANN50			2K	
07/23/2014 7:40 pm		#VintCerf, a father of the #Internet, explains who manages the Internet's address book #ICANN			726	
08/04/2014 1:49 pm		Learn how #Internet activities depend on proper #RootZone management >> goo.gl/zA62PY			695	

Top Facebook Posts

08/19/2014 8:33 pm		The latest #ICANN policy update is out! ■ Feature - #ATLAS2 ■ RALO activities ■ ALAC policy			923	
08/21/2014 5:48 pm		At-Large Structures now have opportunities to serve as Remote Participation Hubs at #ICANN51!			790	
08/28/2014 1:42 pm		The discussion about creating a general #hashtag for ICANN At-Large community has been going on			879	
10/27/2014 3:10 pm		Missed any #ICANN51 #AtLarge session? Check out the audio recordings, transcripts, and Adobe			799	
12/02/2014 2:39 pm		Do you know #AtLarge is launching the monthly Capacity Building Webinar Series? Bookmark this			1.3K	
03/17/2015 12:40 pm		Check out the 1st APAC Hub News Letter for 2015! #APRALO Showcase in #ICANN52			701	

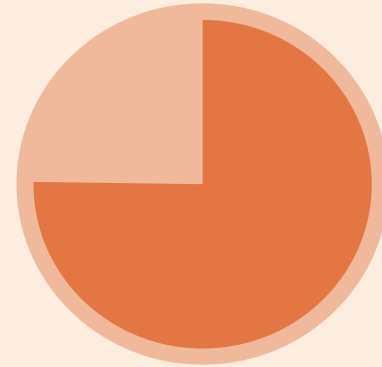
Audience Analysis



72%

Male

Most followers are located in the time zones between UTC+3 and UTC-8 (i.e. Europe, North America, **Latin American and the Carbeans**).



76%

Male

Top fans in terms of reach and engagements are from the USA, **Argentina, Brazil**, Egypt, and South Asia.

&

A world map where the continents are defined by a complex network of white dots and thin white lines. The dots vary in size, and the lines connect them to form a web-like structure. The background is a solid dark blue color.

Thank You