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TERRI AGNEW: Good morning, good afternoon and good evening. Welcome to the At-Large Social Media Special Purpose Call to discuss the ICANN 53 Social Media Strategy, taking place on Tuesday, 9<sup>th</sup> of June 2015 at 17:00 UTC. On the call today we have Maria Paola Perez, Dev Anand Teelucksingh, Raitme Citterio, Leon Sanchez and Alberto Soto. I show no apologies listed for today's conference. From staff we have Ariel Liang and myself, Terri Agnew.

Our Spanish interpreter today is Sabrina. I would like to remind all participants to please state your names before speaking, not only for transcription purposes but also for our Spanish interpreter. Thank you very much, and back over to you Dev.

DEV ANAND TEELUCKSINGH: Thank you Terri. Welcome to all who've joined this call today. This is a Special Purpose Call for the At-Large Social Media Working Group. I'd like to give some background about the At-Large Social Media Working Group. The goal of the Working Group is to raise awareness of the ICANN At-Large community and enhance the end users' engagement with the community. It does that by developing a strong and sustainable presence on social media.

The Social Media Working Group, working with the At-Large staff, in particular Ariel Liang, is tasked with implementing the Social Media Strategy that was developed since last year. What we are doing is that for the upcoming ICANN 53<sup>rd</sup> Meeting in Buenos Aires, Argentina, which is happening this month, from the 21<sup>st</sup> to the 25<sup>th</sup>, we want to post

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*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.*

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content on our Twitter and our Facebook accounts in a collaborative fashion and also frequently, during the various At-Large and ALAC Sessions at [unclear 00:02:22] time. we want to post such content in the Spanish language to reach more of the local audience, and generally promote and highlight activities of the At-Large community.

Okay. So on this call - and thanks for volunteering to step up on this - what we're going to do now is show you a tool that we're planning to use for us to collaboratively work on social media content, and also we'll then look at the meeting schedule and see possibly how we'll be looking at who will cover what session, and also talk about communications and how to do picture-taking. Okay. I'm the Chair of the Social Media Working Group. Leon Sanchez is the Co Chair. Leon, anything you want to add to this in terms of goals and expectations?

TERRI AGNEW: We're dialing out to Leon now, so he'll be joining us momentarily.

LEON SANCHEZ: Hi. I'm waiting for my dial-out. Meanwhile I'm speaking through the AC. You've just highlighted the expectations, and as we go through the strategies we're going to propose, I think it will be very easy and straightforward to follow. There is no [unclear00:04:30] to this. All we need is to coordinate amongst ourselves. There is my call!

DEV ANAND TEELUCKSINGH: Okay. Thanks Leon. Well, all of you are familiar with using social media tools such as Facebook and Twitter. What we're going to introduce is

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another tool; something called Buffer. I'll probably turn it over to Ariel to walk through what Buffer is and how we're all going to be using this tool. Ariel?

ARIEL LIANG:

Okay. Thanks Dev. Just to give you an idea of what Buffer is, it's a service that allows for social media collaboration, where various team members can work as contributors, and then there are managers who can then approve the contributions made and post them formally to the social media accounts. It supports a variety of social media accounts, such as Twitter, Facebook, and other social media platforms such as LinkedIn and Google+, but we're not focusing on those latter platforms - we're primarily focusing on Twitter and Facebook.

ARIEL LIANG:

Recently we changed our Twitter handle to ICANN At-Large instead of ICANN\_At-Large. I posted our Twitter account into the chat just to remind you guys what you're drafting for and interacting with is this particular handle. We also have a Facebook page. I'm going to put the link in the chat as well. We'll also be drafting content for this particular page. These are the two accounts we're managing. Now I'll talk about Buffer. I'll need your help. Dev and Leon, if you can do a demo for those who haven't used Buffer before? I notice that Raitme has used it before, so that's great.

This platform is really simple. Here, this is the dashboard where you can draft and compose content, and you just do whatever text you want here. You can also add a link to this platform, so I'll just put a link here

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and it will get shortened quickly through the Bitly URL, and Buffer can help track analytics based on this URL, click-through rate, reach, et cetera. Then you can also track pictures or use this camera button here to post pictures here. I'm trying to incorporate... I'll send something here. For example I'll put this photo here, and it will get uploaded to this tracked Tweet.

Then we can save this into the queue. So if we just say, "Add to the queue," here, it doesn't have any specific time associated with this post, and later we can decide what time we want this post to go out. If you hover over this clock icon and switch to "custom time" you can select the date and a particular time for this post to go out. Now this post will go out at 1:20 PM on a certain date. This is the basic function for composing and drafting, and so we'll be using this a lot, because based on our meeting schedule there are a number of draft Tweets we can prepare ahead of time, and are scheduled to publish them based on the meeting starting time and date.

This is one of the basic functions that everybody should know how to use. Also, I want to show you we have a team for Buffer. This is where we do the team setup. Here you can see the owner for each account, and Dev has an account here, and I can give him permission to the handles he can manage, and also the Facebook. I can also determine whether he's the content manager or a content contributor. The difference between a manager and contributor is that a content manager can publish draft Tweets or posts directly through Buffer. A content contributor can draft a Tweet or post, but that will be saved in another feed for the manager to approve, and add it.

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So the content contributor cannot send out content directly through Buffer, but can save drafts and posts in Buffer. Perhaps we can do a text here? Dev, I'll make you a content contributor for the TTF handle - this is the handle we use for demonstration purposes. Dev, have you drafted something already? Okay. Here you can see that Dev drafted a post here, and it's saved directly to the contributions feed. That's where the content manager can take a look at this post and see whether we want to publish it or not.

For this particular post Dev wrote, I'm acting as the manager, so I'll say "approved" and it will go to the queue. Here, this is where Dev's draft is, and now we can decide whether we want to... That's how things will work. I can't really look at the chat right now, but if you want to make a comment or ask a question, feel free to jump in. We have a small group, so don't hesitate to comment or ask questions about it. So far out of our volunteers, I think for everyone here we will have all of you acting as content contributors, because in that way we'll make sure that you don't hit the button "share now" accidentally and it will go out without the manager taking a look at the content.

For me, I will act as the English content manager, and then we'll also need a lot of Spanish Tweets and Facebook posts, but unfortunately I don't speak Spanish, so we'll have Leon, the Co Chair of the Working Group, be the manager for the Spanish content. In that way, we will have both languages covered. Any comments? Feel free to speak out loud. It may be more efficient in that way, rather than typing in the chat.

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LEON SANCHEZ:

One thing I want to highlight = and there's some acknowledgement for this volunteers, of course - is that most, if not all, of the volunteers that signed up for this task are Spanish-speaking volunteers, which is, I think, a very good sign for LACRALO at least. I'd like to thank you for signing up for this task, and of course it will be of the essence that we coordinate amongst each other so we can provide very rich content for the Spanish community in BA.

ARIEL LIANG:

Thank you Leon. Indeed, it's really great that you're all willing to contribute time to help out for social media, and I think one thing we have experienced in the past is we only had English content, and it's not great for our diverse audience and community. Spanish content will be greatly needed for this ICANN 53 Meeting, so we're really happy that we're working together to bridge this language gap.

Raitme has a comment about whether all the meetings are live-streaming. In fact, all the ICANN At-Large Sessions have remote participation opportunities, and later I'll show you a spreadsheet that includes all the remote sessions [audio cuts out 00:15:09], such as the one that we're using right now - so that people who are not able to be in the meeting will be able to follow remotely. That's one type of information that we want to publish on social media.

For example, at the beginning of each session we want to send a Tweet saying, "This session is starting now," and include the AC link in the Tweet, and that way we can help people to get online, as well as to publicize the information as well, of course. Also, another interesting

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function for Buffer is that because this account is linked to several social media accounts we can draft a Tweet that can be distributed to several places. For example, if I select all these three icons here, that message will go out to both Twitter handles and the Facebook page of At-Large. This is just a trick to do so we can be more efficient.

But back to our expectations for the contribution, we don't need to be Tweeting or doing things on Facebook every minute in the meeting. It can be a little too overwhelming for both the volunteers and staff. So our realistic goal is to have at least one Tweet for each key session, and preferably that Tweet is a Spanish Tweet. So we'll have that goal in mind because we don't want to make you feel you have to do social media and follow the meeting at the same time. That can be too much. I think that's it pretty much, for Buffer.

At the moment, At-Large has this business account that allows five members in it, and I'm in the process of upgrading this to a higher grade account so that we can have all of our volunteers in this platform, and utilize it for collaboration. Once this is figured out I'll add all of you to Buffer and give you credentials that you can use. Any comments or questions at this point? I think this demo is also finished too. Alberto? Please go ahead.

ALBERTO SOTO:

I want to know if we'll have some minutes for a little bit of a rehearsal using the tool?

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ARIEL LIANG:

Thanks Alberto. That's a great suggestion. In fact, I think for this particular group we're going to meet again - either later this week or early next week - just to let everybody have an opportunity to use Buffer together. So we can do the rehearsal during the next meeting. Does that sound good? That's a question for Alberto. Okay. Maybe I shouldn't have asked a question. Well, I think that's the plan we're going to do. Expect a Doodle later on and we'll schedule another meeting. I just saw Jacqueline ask a question of since she doesn't speak a lot of Spanish, how useful she'll be in the group.

You'll definitely be very helpful in the group, even if you just speak English, because I only speak English too. Even though that's the case, we have a lot of sessions going on and some of the sessions I won't be able to cover because during a meeting I have other responsibilities. Jacqueline, you could be in a session on accountability for example, and you can draft Tweets on behalf of the At-Large social media handles. That will be very helpful, so we'll have many sessions covered simultaneously.

Raitme has a question: "Do you mind elaborating that?" Raitme, I don't think I understand you clearly. Are you connected to the audio? Terri, could you check whether Raitme is connected to the audio? If he's not, can you help him? Thank you. In the meantime, while we're waiting for Raitme to be connected to the audio, any other questions about this Buffer? We do have a limited time. Okay, so I think Dev just needs to reconnect to the audio. If we don't have other comments about this, let's talk about the next item on the Agenda.

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That's how we're going to let you guys help out for drafting some Tweets in preparation for the Meeting. This is the second Item that I want to show you. It's this Google spreadsheet that we just created. This spreadsheet shows all the [unclear 00:23:48] ICANN 53, and so I also listed their date and their time, as well as their remote participation links. Here there's a column F, Adobe Connect. That's all the links that a remote participant needs to participate in the meeting. I'm looking at the chat and it seems there are audio problems. Terri, can you confirm whether you can still hear me?

TERRI AGNEW: Yes, we can still hear you. Every now and then your line cuts out, but it's just briefly and then you come right back on.

ARIEL LIANG: Okay. Let's figure out the audio problems first, because I think a lot of people don't have audio if they're not on the phone bridge.

TERRI AGNEW: Ariel, are you referencing to the chat that audio wasn't on? That was a different issue.

ARIEL LIANG: Okay. I just wanted to make sure that everybody can still hear me.

TERRI AGNEW: Yes. Telephone and AC audio are good.

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ARIEL LIANG:

Sounds good. Thanks Terri. I will continue explaining this Google spreadsheet. The idea is that we will want to have at least one volunteer to cover each session so that we will know who is doing drafting for Tweets and Facebook posts for those different sessions. Here, in column A, you can see this is the place where we want to put assignees. Of course, we know that not all of you will be able to follow every single session during a meeting, so if there's gaps, we'll be able to fill those gaps. I'll help fill those gaps and also help out for the other session that have people covering them as well, just to make sure that for these key sessions we have something published on Twitter and Facebook.

If we look at the right-side of the spreadsheet, here's column H, which is Twitter handles. For our draft Tweets we also want to make sure we have some degree of interaction with the other account users, and Twitter users, so that our Tweet will be interactive, per se. Just to save time, when we're doing live Tweeting we probably won't have enough time to find the speakers' Twitter handles immediately, so we can do that preparation before the meeting and then put down these session Tweets for their Twitter handle, if he or she has it, in this column.

Then of course, column J, [audio cuts out 00:27:32] drafting the Tweets. So I just posted the EN Tweet and ES Tweet here. Of course, we don't need to have every single session Tweets drafted beforehand, but let's try to meet the goal of having at least one Tweet per session in English and Spanish for each. That would be good. Also, another easier idea to start with, with drafting, is to have an introductory Tweet about the

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session, just saying, “This session is starting and this is the AC room information.”

We’ll have that as the first Tweet, and then we can schedule it based on the starting time of that session. Then we’ll have at least one Tweet prepared for each meeting. During a meeting we can listen to the speakers and see what other Tweet-worthy information there is, and then we could do another Tweet during the session. So this is a general idea about this spreadsheet and how it works. What we need to do right now is to make sure that you all, all volunteers, pick the sessions that you know you’re going to be in, and then put your name in the “assignee” column.

We can do this after this call, offline, and I’ll give access to this Google Doc so you can add it to Google A. if we see certain sessions have a lot of people on, and certain sessions that don’t, then we’ll try and rearrange the volunteers to make sure every session listed here is covered. I just wanted to take a pause here to see if you have any comments or questions? Please feel free to ask. Alberto please?

ALBERTO SOTO:

The thing is the following: I am a volunteer, but some of us are ALAC Members, Chairs, group Chairs, et cetera, so we are wearing several hats and we are attending several sessions. In these cases I think we’re going to have to reach out to other volunteers to cover as many sessions as possible. Thank you.

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ARIEL LIANG:

Thank you Alberto. That's a valid point that you raise. Indeed, we have you sometimes doing a lot of other things during a meeting. I think in general that what we have right now is good - the number of volunteers - because compared to the past, in other meetings, usually I'm the person doing all the Tweets for all these sessions, and we're doing fine in that way. This time, because of the language issue - and also we want to refresh our strategy to be more effective on Twitter - this volunteer group is more of a pilot initiative, in a way.

So I think seven is many, many more than before, and if for some meetings, Alberto, if you cannot Tweet at all, just don't put your name in that session. If we see there are gaps, I can put my name there or other people can put their name there, so we'll see how we are covered for all those sessions. If we don't have that many gaps, it's okay. So I think we don't want to reach out to more people now, because also another thing we need to consider is that Buffer cannot handle more than ten people, if we upgrade our account.

Right now we only have an account that can handle five members, so that's another realistic consideration to have in this group for now. Okay. I see Alberto [unclear 00:32:25] in the chat. Thank you. Other questions about this spreadsheet? Okay, I don't see other hands raised, and I just wanted to draw your attention to another Wiki page that I created a while back - actually for ICANN 52. I'm pasting this in the chat. This is a Wiki page where I listed tips and suggestions of how to write an effective Tweet. I've included some examples here.

This really applies to the Tweets we're going to do live - for example when there is a meeting on a certain topic and there's a presentation

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going on, we want to include pictures of speakers and maybe screenshots of the slide, because these days people really are drawn to images, and if we just have a line of text it's not going [audio cuts out 00:33:37] example here. Of course, what we mentioned before - when we write a Tweet we want to mention the speaker's Twitter handle. That gathers more attention, because if we mention him or her then the people following that person can probably see our Tweet as well.

So we all do these types of tricks to make sure our Tweet can be re-Tweeted or favored, and to get as much interaction as possible. Later on, after this call, I can send all this information in one email and list all these webpages for you to digest after this call. I think this session is done, and the immediate Action Item for all of you is to put your name in the column A so that we'll know who'll cover what sessions.

DEV ANAND TEELUCKSINGH: First of all, sorry for disconnecting there. I don't know what happened with my audio. I had to restart my machine. Just to answer some questions. I see Jacqueline has asked a question: "Can we get a list together of most useful Twitter handles?" Indeed, this is probably what we want to do with this Google spreadsheet - to probably have a separate tab to have a Twitter directory of the various speakers and their Twitter handles. We can look at some of the meetings, like for example the ALT Meeting with Rinalia, and make sure we have Rinalia's Twitter handle in that column.

But we may also want to think about having another sheet where we have all of the various persons, so when somebody like - I'm saying

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names at random - Eduardo Diaz talks about something, or Leon talks about something, if they're making a comment then we can have those handles ready to use. So we plan to have a separate Google spreadsheet of that directory, so to speak. That's being worked on. I'll also mention something for Buffer that we didn't really cover. We're showing you the web-based interface, but there are maps for both the IOS - for the Apple, iPhone, iPad - as well as for the android mobile devices. It works pretty much the same way.

One benefit of using the mobile app is you can take a picture with your mobile camera and then attach it quickly to any Buffer contribution. I just want to point that out. I think the email would go out. You'd have the link to the app store and to the Google Play store, where you can download the app, and the app is free. Okay. I think those are the two key points. I think you have walked through the entire social media schedule and calendar already Ariel, correct?

ARIEL LIANG:

That's correct. Thanks for mentioning the Buffer mobile app. I will take a picture and upload it to Buffer and see if it gets refreshed. It seems to take a while to... It's okay. We can do that in the next call for everybody to get used to using Buffer.

DEV ANAND TEELUCKSINGH:

Any other thoughts, comments, questions, before we move on? Seeing no hands, all right. Indeed, one of the AIs is when we email the spreadsheet to you, please fill out which sessions you're planning to attend. This will help us plan who's covering what session and identify

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any gaps, that we may probably need to get somebody else there, and so forth.

ARIEL LIANG: I'm just wondering about the separate spreadsheet we want to have - the Twitter directory. Is that different from this column H here, on this spreadsheet?

DEV ANAND TEELUCKSINGH: I would suggest yes. We can use the speaker Twitter handle, like if there's a meeting with... Okay, so you have the ICANN Board, which is row 13. Indeed, you could probably prefill it with some of the ICANN Board Members, as an example, but I think we need to have a separate sheet with a full listing of all of the persons' in At-Large - their Twitter handles and so forth. Or if someone is in a picture, speaking, we can pull up... Like, if Leon Sanchez is speaking, we can pull up Leon's Twitter handle very quickly and have it on...

ARIEL LIANG: Okay. That sounds good. I drafted something. I uploaded something to the... This is my mobile phone... But it's okay. We can show it next time; how the mobile app works and how it does the photo taking.

DEV ANAND TEELUCKSINGH: Yes. We can use that sheet maybe every... It's a pain to create it now, at first, but obviously we'll have it as a reference for the future. Okay. Exactly, Jacqueline, so we'd have a listing of all the SO/AC Members,

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their joint meeting, so we don't have to go looking them up, scrambling to find people's... Google searches or anything like that. We have it one location, find it there, and then you can insert it. Okay. Seeing no further comments or questions I guess we can move onto the next Agenda Item, which was group communications method.

The group communications method, we'll be primarily using Skype, and we have an At-Large Social Media Working Group on Skype. I think one of the things you have to provide is your Skype handle, so Ariel can add you to the Social Media Working Group, if you haven't been added already. The idea behind that is that if there's a need to contact somebody to say, "Are you there in this meeting to Tweet something?" - it's that type of communication.

Another alternative we can also use to communicate directly with you is if you have... We can use Twitter to direct message you. You can probably put that in the chat right now - your Skype handle and your Twitter handle as well.

ARIEL LIANG:

Just to jump in about communications - thanks for leaving your Skype account here. One thing I want to mention is that maybe the way we're going to do it for this Social Media Working Group is that if I'm in a meeting and I need a picture of a speaker, and I'm doing the remote participation management too, so I'm at an angle that I can't take photos, I will say, "Can someone take a photo of this person?"

So if you're in the room or if you're looking at the Adobe Connect into the conference room, and you have a good shot of that speaker, then in

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that way I can give instructions what type of image or text I want, and then you can do the drafting in Buffer, uploading image and text. That's the major way we're going to use this particular chat group. But because I don't speak Spanish or write Spanish, Leon will be the Spanish content manager, so the best way to reach him and get his attention is to direct message him on Twitter.

So if you for example drafted something in Buffer and you want to draw Leon's attention to what you drafted, just send a direct message to him. Also, this applies to other English content as well, because one drawback for Buffer is it doesn't have a notification feature like Skype has, so if you draft something it would be saved in this contribution feed here. If I don't refresh this page, there's no way to know you have drafted something. So the best way is if you type something in the Skype chat, in that room I just showed you, and say, "Ariel, I've drafted something," so I will be able to take a look at the English content.

For Leon, the Spanish content will be a direct message to him on Twitter to let him know. That's probably a little bit clumsy, but that will be the practical way we're going to do our communications, so that we don't miss anything that you've saved in the queue.

DEV ANAND TEELUCKSINGH: Thanks Ariel. I think this comes up to the photo taking aspect, and one of the reasons we want to have that communication. If somebody takes a photo and the photo is not clear enough or whatever, we can simply message you and say, "Can you take another picture? It didn't come out

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the right size, or isn't clear enough," or that type of thing. It's not meant to be an active chat to discuss things as such.

ARIEL LIANG: Dev, is it okay if we quickly ask who's going to be at the Meeting in person? And ask our volunteers who'll be remote during the Meeting?

DEV ANAND TEELUCKSINGH: That's a good question. I was thinking... Yes, can all of you indicate - are you going to be at the ICANN BA Meeting in person, for the record? And who is going to be participating remotely? I see people are typing again. Jacqueline will be physically be at the meeting, as will Alberto Soto. Maria's asking a question. We can answer that while others are responding: "Do we have an Instagram account?" Actually, no, we don't have one as yet. This is probably something we can look at, but I don't think we want to try to do that now. We can have that discussion, because we do have it in the Agenda, about photo taking and so forth.

Leon will be at the Meeting. I myself will be there as well. Raitme is saying that she will be attending as a fellow at the Meeting. I see Maria... Will you be at the Meeting?

ARIEL LIANG: Yes, I think Maria Perez is going to be remote, unfortunately, but Maria, don't feel it will prohibit you from contributing. It's still very, very helpful if we have somebody remotely following, and you can still contribute in terms of images; by taking screenshots of the AC room. That will still be very helpful. We're really glad that most of you are

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going to be in BA, because during the Meeting, that's basically the only time that we'll have a ton of visuals and other interesting content to share. So photo taking will be crucial for that period.

After this call, another AI for me is to send you guys an email asking you for maybe your arrival times in BA, and for those who are going to be in BA, we should get together physically, as a group, just to talk about how we're going to [cuts out]. We can use the mobile phone together, just to practice together. So I'll send an email to all of you and ask for your arrival times, and we can meet up maybe on Saturday or Sunday, or something like that. We can work together. Excellent.

DEV ANAND TEELUCKSINGH: Excellent. Thanks Ariel. Looking at the AIs, we also need to share the Google spreadsheet for persons to fill out what sessions they'll be attending. Thanks Terri. The next Item on the Agenda is about the photo taking. Ariel, do you want to take this Agenda Item?

ARIEL LIANG: I think we covered that earlier. Maybe it's a little abstract now, because there are some tips I want to show you guys of what are good photos. We don't want to post a photo that's blurry, or of the back of people's heads. It's not very effective, and we want to make sure the photo itself is attractive. I'm also wondering whether any of you have a professional camera, or will be taking one with you to the Meeting? Okay. You can type in the chat. It's okay if we don't have a professional camera, but we need to make sure that we do that on our mobile phone effectively.

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That will be good for this. I think maybe we should do this on our next call, when we're all practicing on Buffer. Then when we meet again, physically, in BA, then we can practice photos together. It shouldn't take a long time, but let's do that after this call, and then we'll have enough time to practice.

DEV ANAND TEELUCKSINGH: Yes. Thanks Ariel. I'm just looking at the chat. Raitme has a professional camera.

ARIEL LIANG: That would be wonderful. I just saw that too.

DEV ANAND TEELUCKSINGH: Okay. The next Item on the Agenda is translation requests. Again, the idea is we want to have as much translation in both languages - English and Spanish.

ARIEL LIANG: What I meant there is actually two-fold. One is for the pre-drafted content. We want to have Spanish ones that we can do beforehand, and especially for those of you who are bilingual, when we do the introductory Tweets we'll talk about one session and the remote information, we'll have another translated Tweet in Spanish about the same content. That's the translated content that can be prepared beforehand. We also want to have things in Spanish as well during the Meeting - like a live Tweet.

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For example, if I did a Tweet only in English, and nobody's written that in Spanish yet, I'd probably say something in the Skype chat, "I want to have this Tweet in Spanish. Can someone quickly translate that?" If anybody sees that request in Skype you can just write the equivalent in Spanish in the Skype so I can copy and paste and Tweet it out. That's the kind of mechanism we need to work out during the Meeting.

Of course, if you are comfortable doing the live Tweeting in Spanish, please collaborate with Leon on that, because he'll be reviewing the content and be giving approval to publish. That's how we're going to Tweet in both English and Spanish during the Meeting. Okay, Jacqueline can translate some Spanish to English. That's great as well. I think we haven't really hashed out how we're going to do this kind of mechanism, so maybe we'll figure it out offline, and when we have the next call we can elaborate on the translation part of it and figure out the best way for the group to work together.

DEV ANAND TEELUCKSINGH: I think we've already covered the next steps in terms of discussion sign up, getting the speakers for the handles... We should probably put that as an AI - to create a directory of Twitter handles for all the various persons in the ACs and SOs that will be participating in the Meeting. That will be an AI there as well, so you can track that. I think we can spend some time now answering Raitme's question, which is: "Will we consider posting on Instagram?" Raitme, I think you were going to take the floor? Do you want to speak to this issue?

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Well, are there any thoughts or comments regarding Instagram? I see Jacqueline is suggesting that that would be good, and Leon is saying we could try doing that. Ariel, what are your thoughts?

ARIEL LIANG:

Thanks for the suggestion. Let's take a look whether... Yes, it doesn't support Instagram here for Buffer, but I think it would be good if we have an account, because right now we're kind of limited, and the main reason is because I'm the only staff person managing these accounts, so probably adding one more would be a little bit difficult. But we can try for this Meeting, if Instagram is widely used in South America, and maybe we can let our volunteers take the lead on this. For example, if Paola is interested in publishing things on Instagram, maybe we can give it a shot.

The only thing is that I probably cannot be looking at that account too, because I have other things to do during the Meeting. Maybe we can let volunteers take the lead on that? We probably should give this a little bit more thought.

DEV ANAND TEELUCKSINGH:

Indeed we could give it some thought on whether to have an Instagram account. I have to confess, I don't have one, so I don't have that much experience on it. I think it's something we'll definitely consider, Raitme.

ARIEL LIANG:

I think for example if Paola, if she's managing this Instagram account, we'll need to make sure that photos are sent to her timely, because she

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won't be in BA in person. So we need to figure out a way to transmit all the photos and images in the fastest way possible. Maybe we can think what's the best way to gather all the photos remotely, and maybe propose that for the next meeting?

DEV ANAND TEELUCKSINGH: Let's capture that as an AI so we don't forget about it: "Social Media Working Group to consider using Instagram." Just so we don't forget about that. Maybe we can even create an At-Large account one time, just as a placeholder? I'm not sure whether we'll be able to integrate it in time for BA, but again, something to look at after the call and before next week's call. Okay. Excellent. Again, to all of you, any comments or questions?

ARIEL LIANG: I have two comments. Regarding the spreadsheet, we also need to add a column about the language you speak. If you indicate your name in "assignee", also put maybe another column there, so if you can do both yes or no. Just indicate that by your name. Our next meeting is early next week, maybe Monday or Tuesday, when we'll get together again? I just want to get a rough sense so I can get Terri or Gisella to send out a Doodle poll, so that we can organize a meeting before everybody starts traveling.

DEV ANAND TEELUCKSINGH: Thanks Ariel. Seeing no comments or questions, Leon, any final words?

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LEON SANCHEZ: No. I think we've pretty much covered everything we wanted to cover in the Agenda. I can't thank the volunteers that have signed up for this enough. I'm aware it will not be an easy task to coordinate, but I think that we can do this.

DEV ANAND TEELUCKSINGH: Indeed. Again, thanks to everyone for attending this call. Thanks staff, and the interpreter. We'll be sending out various emails, so watch out for them. Thank you all, and see you on the next call

[END OF TRANSCRIPTION]