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TERRI AGNEW: Good morning, good afternoon, and good evening. Welcome to the At-Large social media special purpose call, taking place on Tuesday the 16<sup>th</sup> of June, 2015 at 20:00 UTC.

On the call today we have Raitme Citterio, Adebunmi Akinbo, Dev Anand Teelucksingh, Glenn McKnight, and Paola Perez.

I show no apologies listed for today's meeting.

From staff we have Ariel Liang and myself, Terri Agnew.

I would 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. And good morning, good afternoon, good evening to everyone. My name is Dev Anand Teelucksingh, Chair of the social media working group. And this is a special purpose call to discuss our social media strategy, that we'll be doing at the ICANN Buenos Aires meeting.

Last week, we invited persons to join the social media working group, and these, this is a follow-up call to show the way we're going to implement this, our social media strategy. We are using Buffer to have, add all of the persons so that they can be contributors. And then persons like Ariel who will be the, and co-chairs, León Sanchez, who could not make it. He said he could not make it on this call today.

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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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He might be a bit late. And myself. So last week, we told you also, you should get email very soon. Ariel, could you just confirm, did everybody get their email credentials sent out?

ARIEL LIANG: Hi everyone. This is Ariel speaking. I sent out credentials to everyone. So let me know if you have any issue accessing the account. So if you have any issue, I'm happy to work with you and get you into the Buffer team.

DEV ANAND TEELUCKSINGH: Thanks Ariel. All right. So well, any questions or comments from the volunteers? Paola, Raitme? Any of you have logged into Buffer and tried it out as yet? And if so, are there any issues or any questions you have? Because Ariel could probably share her screen and work through it again.

ADEBUNMI AKINBO: Can I have the floor?

DEV ANAND TEELUCKSINGH: You can take the floor.

ADEBUNMI AKINBO: Okay. My name is Adebunmi Akinbo for the transcript record. I looked at the Buffer. I think it's a very good platform. I've been able to use it before now. So, I wouldn't have any trouble with it. Whatever the

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issue, we have to go through it for those who need more information. So on my end, I think I'm clear with the Buffer. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks Adebunmi. Indeed, I think Buffer does actually, is going to work very well. And I think we've done several tests of it, and Ariel and myself are very pleased with it works. So. So I'm looking forward to seeing it put to use for the first time at the ICANN Buenos Aires meeting.

ARIEL LIANG: Sorry for interrupting. This is Ariel speaking again. Dev, would you like me to share the screen and maybe we, as a team together, just to try out its various functions on the call? We did allocate 20 minutes to this item, so maybe we should just use this time to get everybody familiar with that platform.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. I think, yes, we have the time for it. So go ahead Ariel. We could just share your screen.

ARIEL LIANG: Okay. Let me know if you see my screen now.

DEV ANAND TEELUCKSINGH: This is Dev. We can see your screen.

ARIEL LIANG: Okay. Great. So, did everybody log into Buffer yet? So I think maybe we could use the time most effectively today, we can just let you guys use this platform to draft things, and see how this does contribution [inaudible] works, and how the queue works.

So, how about you guys all log into Buffer, and let's try this together?

DEV ANAND TEELUCKSINGH: Okay. All right.

I guess there is no easy way to see whether people are online or not, is there?

ARIEL LIANG: Yeah, I have no idea, unless you tell me.

Okay. Dev, how about you take the lead and draft something?

DEV ANAND TEELUCKSINGH: Okay. Let me see. Well, actually I should say there is a problem on my end because... Okay. Now I have full access, yes. I was about to say, like I was still only able to access, to not... I don't think I can make a contribution as such. I'm sorry, yes, now I understand, yes. I'm the manager, that is correct. All right, my bad.

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ARIEL LIANG: Glenn, you just received to join the Buffer team. So check your email account, and then you will have the link to get into this team.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. I'm going to draft a text to add to the queue. All right.

Okay. I'm going to add it to the queue.

ARIEL LIANG: Okay. So I do need to refresh my screen to see that, but so, this is my suggestion. Because Buffer doesn't have a [inaudible] notification feature, we can use the Twitter direct message as a way to notify the content manager's me and León about the draft you have posted. So the way to do it is if you write, or draft something, just send to the group chat saying, check Buffer or something.

And then using this platform called Twitter Back. And if I receive a new message in the group chat, this window will pop. So I will be able to get a notification on my desktop quickly. So we should just all do that, when you draft something.

Can the other people try as well? Adebunmi, Ratime, and Paola, do you have problems getting into Buffer?

ADEBUNMI AKINBO: Sorry. Akinbo. I'm not having any problem getting into Buffer. Where I have concerns about, is the schedule of the posting. I actually have a

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Tweet Deck, so I don't know if there is a way I can add a profile to my Tweet Deck.

ARIEL LIANG:

That I haven't tried out, whether there is such an integration. I use Tweet Back mainly to follow people, and to re-Tweet and mention people. So that's how I'm going to use it during the meeting. And then for our team, communications, I'm going to use Tweet Deck to follow the message going out in our group. So, but I'm not sure how Buffer is going to integrate with Tweet Deck, yeah.

Also, another question... Okay. Go ahead.

ADEBUMI AKINBO:

Sorry. Actually, if you're logging into Buffer with your Facebook profile, I notice that when you get to your Facebook profile, you could actually, if you follow anyone and the person send a post, it would actually buffer the post. That is what I noticed.

DEV ANAND TEELUCKSINGH:

Yes, this is Dev. Yes, you can. You can take another person's Facebook post, once it's public, I guess, and yes, you can Buffer that as well. That is correct.

ARIEL LIANG:

Yeah. You literally can Buffer anything online. But for our own meeting purpose, we're just going to use that for the team to draft content. So

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yeah, I was looking at the chat. It seems that you all have no problem in accessing a platform, and I trust that you know how to use that. So one question, did you all have Buffer downloaded onto your smart phone?

If you have... Maybe we can try out the app right now as well, and see how we're going to use Buffer to take quick picture, and then see how that is updated, to this, to the online version.

Okay. I guess I would just do an example first. So one moment.

I'm going to take a photo to Tweet.

Okay.

Okay. I see I just took a photo, and now it is uploaded to the queue. And that's what my apartment looks like.

Okay.

DEV ANAND TEELUCKSINGH: Okay.

ARIEL LIANG: Do you guys want to try it as well? I mean, for this particular agenda item that we just wanted to give enough time for you guys to try out this platform, so that when we are using it, there will be no issues. So feel free to draft things and upload things to Buffer.

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DEV ANAND TEELUCKSINGH: Let me just quickly... This is Dev. Let me just quickly do a very quick test.

ARIEL LIANG: So you guys are a bit shy on Buffer.

DEV ANAND TEELUCKSINGH: This is Dev. I think Glenn has posted his Twitter handle, so you could just make sure to add Glenn to the direct message feed, as an action item.

ARIEL LIANG: Of course. Okay. If you all feel confident about using Buffer, we don't need to keep looking at this. And welcome Jacqueline.

DEV ANAND TEELUCKSINGH: Hi Jacqueline. Okay. Just to say, I also posted something to the queue. So.

ARIEL LIANG: Things take a little while to upload. And I think the most important thing, whenever you post something, like draft or something, make sure, notify our group via this Twitter message group chat. And that will recommend you all download Tweet Back, because it's a really easy tool for monitoring the feed and doing other things.

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So that's, in that way, [inaudible] refreshing the screen to see what you have drafted. Okay. So now I see Glenn, okay Glenn drafted something here. Okay. Awesome. Also, quick question to Glenn. During the meeting, will you be able to take photos of some sessions?

DEV ANAND TEELUCKSINGH: Glenn, you may be muted. This is Dev.

GLENN MCKNIGHT: Okay, sorry. I'm trying to reduce the noise level here. Ariel, what's the question?

DEV ANAND TEELUCKSINGH: This is Dev. Will you be able to take any pictures during the ICANN Buenos Aries meeting?

GLENN MCKNIGHT: Yeah, yeah.

ARIEL LIANG: So I'm just wondering whether you have any tricks, like uploading your high quality photos to buffer, because I know that last time when we used [Slack], you were able to do that, and send the photos via the channel. So maybe it's a good opportunity to try uploading photos to Buffer. So that we can have everything in one place.

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GLENN MCKNIGHT: Yeah, okay. What I'll do is, I'll do a test. I will upload a picture that I did in high resolution, but my intention in Buenos Aries is to set my settings on the cameras on a lower setting. But just give me a second, I will upload a normal picture that I took at an IEEE conference, just a week ago. Just one second.

ARIEL LIANG: Okay. Thank you.

DEV ANAND TEELUCKSINGH: Okay.

ARIEL LIANG: I'm just trying to...

DEV ANAND TEELUCKSINGH: Yup. Okay. This is Dev. Are there any other questions? Again, I see Raitme is saying that he did not get the invitation to Buffer. So I guess that's something to check out.

ARIEL LIANG: Okay. It's a little strange, because I definitely sent Raitme the invitation. Unless you're using a different email. So this is the one. Raitme, did you check your junk box or spam box in your Gmail? Maybe it went there.

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DEV ANAND TEELUCKSINGH: Or, this is Dev. It could have got into your smart inbox for like forum updates and stuff like that.

ARIEL LIANG: Okay, great. Thank you for checking. And let me know if you didn't receive it.

GLENN MCKNIGHT: Okay. Sorry, let me interrupt again. I just put a comment in the Buffer on this picture I'm trying to upload, but it's not allowing me to add it to the queue.

DEV ANAND TEELUCKSINGH: That is correct. This is Dev. That's correct, and that's how Buffer works. So this is, so just to explain. The majority of persons are content contributors, so the managers to actually send it out, to take the contributions and add it to the queue, to send it out.

So Ariel, for example, would be looking at Buffer, seeing the contribution, and if you look at Ariel's screen, you will see there is an approve button, or delete button, or to edit it as well. So once Ariel approves it, it will then go to the queue. And then from the queue, Ariel and the content managers would actually make the final decision to, well, post it formally to the actually Twitter and Facebook pages.

I see, Glenn, your hand is raised. Go ahead.

GLENN MCKNIGHT: Yeah. Okay, so before, the previous picture on the ISOC poster, I had no problem posting that. But now I'm trying to upload this group picture from the IEEE event, in the waiting to queue or add to queue is not dark, it's shaded. So it's not allowing me. So how do I get my high resolution pictures, if it's not through Buffer?

ARIEL LIANG: Question Glenn. When you're trying to upload the photo, did you write any text, or you didn't write any text, just the photo?

GLENN MCKNIGHT: I wrote something in the script and then I tried to add. I'll try it again.

ARIEL LIANG: Okay.

DEV ANAND TEELUCKSINGH: Okay.

ARIEL LIANG: Maybe it's the site issue, maybe. And I'm not sure. I can check with...

[CROSSTALK]

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DEV ANAND TEELUCKSINGH: ...I see a second one...

GLENN MCKNIGHT: It seemed to work. Did it come up?

ARIEL LIANG: Yes, I see the text, but now I don't see the photo.

GLENN MCKNIGHT: Okay. My Firefox is not allowing me to install the software, so I have to an update, because it's something to do with the add-ons with Buffer and Firefox. I'm just installing the extension. That might be the problem. So [inaudible] in FAQs guys.

ARIEL LIANG: Okay.

DEV ANAND TEELUCKSINGH: Okay. All right. So, let's see. I think we're coming up to the time allocated for looking this. Yes, I just uploaded this.

ARIEL LIANG: Was that your lunch? Okay.

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DEV ANAND TEELUCKSINGH: That was food bought at a pharmacy. So, let's see. And Raitme said he still didn't get the email.

GLENN MCKNIGHT: It's coming up saying, "Maximum three."

[CROSSTALK]

ARIEL LIANG: I think that's the problem.

GLENN MCKNIGHT: Yeah. It's capping.

DEV ANAND TEELUCKSINGH: I see.

ARIEL LIANG: Okay. So maybe we just have [CROSSTALK] lower quality photos, unfortunately. So Raitme, I'm going to resend your login credentials. Hopefully this time it will go through.

GLENN MCKNIGHT: Are you changing my credentials?

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ARIEL LIANG: No. I'm talking to Raitme.

GLENN MCKNIGHT: I'm going to tell you the size of that file, one second.

DEV ANAND TEELUCKSINGH: This is Dev. Just while Glenn is going to respond to the size. Regarding Jacqueline and Juan Rojas who came onto the call, have you all installed Buffer? Were you able to log into the Buffer and see the two accounts for the ICANN At-Large and ICANN At-Large Facebook page?

And again, this is only the testing, to make sure that you all are able to connect to this, and if there are any issues or problems, you know, let us know. Okay Jacqueline says yes.

GLENN MCKNIGHT: Yeah, 4.1 guys, 4.189.

DEV ANAND TEELUCKSINGH: Okay.

ARIEL LIANG: Okay. So one more thing I want [inaudible] is during the meeting I'm going to delete the ATTF test account. This is just for testing, so that we don't confuse you when we are trying to draft. So the main one we

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need a lot of collaboration for this ICANN At-Large Twitter handle, and also Facebook we will do maybe one post per day, or two posts per day.

So that will be a little bit more manageable. Yeah. So mainly focus on ICANN At-Large Twitter handle. And when you're drafting, just [inaudible] the At-Large Twitter symbol here, and don't worry much about the [inaudible] and the Facebook one.

DEV ANAND TEELUCKSINGH: Okay. So Ariel, you will delete the ATTF test account from Buffer. Okay, great. All right. Any other questions, comments?

I know Raitme says he didn't get the email credentials. So hopefully, Raitme, you'll let us know very soon whether you were able to get the credentials. [CROSSTALK]

ARIEL LIANG: Raitme, you can provide me an alternative email, and I can send to another email address.

DEV ANAND TEELUCKSINGH: Okay, yes indeed. Thanks Jacqueline on the ideal image sizes. So for Twitter, the image size is 1024 by 512. Okay. All right. Glenn will be bringing a camera. He will be bringing four cameras. Wow, okay. So he can lend a person a camera. So that's, thanks Glenn.

ARIEL LIANG: Thanks Glenn.

DEV ANAND TEELUCKSINGH: Okay. So. Okay. I think we can finish this. And Raitme, I see that you're checking your email again. Let us know by the end of this call, and then we'll work with you offline to make sure that you're on the Buffer. Okay?

But let's just go ahead then and I'll look at, Glenn, you have your hand raised. Is there another question you want to ask?

GLENN MCKNIGHT: Yeah, if I can just agree to set my settings at medium, then their less than three gig, three megs per picture, I'm happy to do that.

DEV ANAND TEELUCKSINGH: That sounds acceptable. This is Dev.

GLENN MCKNIGHT: I have one more request. Can I have a backup drive? I think you had one before Ariel. So any of the stuff I'm taking, I can just dump it, and whoever is borrowing one of my cameras, you can just keep dumping the media into the backup drive.

ARIEL LIANG: Yeah, sure. That I can do.

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DEV ANAND TEELUCKSINGH: Okay. Okay. Great. All right. So let's move on to our next agenda item, and that's the Google spreadsheet review. I see Ariel has put up the spreadsheet, and we're seeing her screen as well as you can click the link, the spreadsheet link. It should be open to all of you.

So one of the assignments was to put your name in the column A, as to which sessions you'll be attending. So we can see if there are any gaps, or wherever we can alleviate those gaps, or not, or decide what we want to do with those sessions.

I would say thanks to everyone for putting their names up. Actually, a lot of the sessions are covered, which is great, actually. Just scrolling through the spreadsheet, there is only probably, there is one, the ad-hoc accessibility working group, which is in room 12. The cross community working group accountability meeting. The SO AC high interest topic on row 22. EURALO's monthly meeting.

The At-Large new strategy working group meeting, which is on Tuesday. And on Wednesday, APRALO meeting, the GAC and Board meeting, And the AC and organizational review, sorry, supporting ICANN accountability on Wednesday. And all of the Thursday sessions are covered. Excellent.

So all of the Saturday sessions are covered, which I'm quite surprised at. I thought that would be the most missing ones. And so we just have two on Sunday, and one on Tuesday, sorry. Okay. So, well what do you think would be the best approach here? I don't think I could, I'll take a closer look to see whether I could attend those sessions, but I have a

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feeling there is a clash on the Tuesday session, because that's also the time for the Latin American Caribbean strategy meeting.

I don't think I could attend that meeting at 13:00 hours.

ARIEL LIANG:

Just to let you all know, the sessions that are in black, in column B. These are the ones that I will definitely be in the room, because I will be supporting all of the At-Large sessions. So don't worry about the gap there, if nobody can help for those sessions, I will be there for the whole time. So no worries.

And the ones that are pink are the ones that I probably won't be able to go. So if we have other volunteers to help out, for those sessions, that would be great.

And now we only have a few that are in pink that haven't been covered. So, please will you haven't got a transcript with your name there, just to take a look at the pink one, and if you can cover any of the pink ones, that would be great. And the black ones will have sufficient to cover. So we are in good shape, in terms of covering the sessions.

DEV ANAND TEELUCKSINGH:

This is Dev. One of the other action items coming from last week's meeting was the Twitter directory. The idea being that we would have, as one of the sheets, that would have like a listing of all of the Twitter handles of persons that would likely be visible during one of the sessions. So I see that Ariel has really, well, thanks to Ariel, collected quite a few of the Twitter handles.

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So quite a lot of persons. 63 persons. So, well, thanks Ariel for that.

ARIEL LIANG:

No problem. And I also put the potential speakers and their Twitter handles in column G here. And if you are doing live Tweeting or drafting during that session, you can easily reference these Tweeters. But if some people are not in column G, for example, we haven't got the list of the opening ceremony yet, but possibly some of the speakers are in this third tab, the Twitter directory. You can reference the people here, in this tab.

So there are two ways for you to look at the Twitter handles.

DEV ANAND TEELUCKSINGH:

Great. Okay, well just looking at the chat. Juan Rojas has a question, "How are we going to handle drafting posts?" So, this is Dev. To answer that question, because you have a Buffer account, and whatever session that's on that you're signed on for, that you draft a Tweet, you would use both the spreadsheet to make any references to any Twitter handles used, of anybody that's speaking, for example.

Also, if you plan to Tweet something regarding an agenda link or an Adobe Connect link, or anything of that sort, you can all see the spreadsheet there to get those links. As Ariel has done the hard lifting of putting them all together.

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ARIEL LIANG:

Actually, sorry Dev. I just want to clarify one thing. So, I think for drafting, we're going to tackle in two fronts. The first one is to pre-draft. For example, some of the content we can curate well before time, so well ahead of time. And for example, at the beginning of each session, we'll Tweet about, "Oh, this session just started. Join us remotely," and we will include the remote participation link in the Tweet.

And I've provided example here. This is the RALO chair meeting, and this is the introductory with the AC room link here. So this type of Tweet we can prepare ahead of time. And the best practice will be, during this week we prepare all of these Tweets for all of the sessions, then the introductory text. The following examples are provided.

And we also have the Spanish version of that too. So that's what we Tweet out, we Tweet both languages out to help people remotely participate in the session. And during the session, we can do more like a free type of Tweeting. So have a picture of a speaker when they're talking, is like one type of Tweet we can do.

There is also another type of Tweet that you quote something that was just said, something interesting you heard. Or you take a screenshot or a photo of the slide being shared. So just to make the session look interesting and dynamic. So that's the live Tweeting work that we're going to do, during the sessions.

So there are two types. And the first type, the [pre-created] Tweets, we can do that now. So I guess that's the action item for all of us, after this call, and before the start of our meeting this Saturday, we need to have

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the pre-drafted Tweets ready in this [inaudible]. And in that way, I can plug them into Buffer and schedule them in the platform, so that they can be Tweeted out automatically via Buffer.

DEV ANAND TEELUCKSINGH: Okay. Thanks Ariel, for that. Yes, I was about to start with during what happens during the sessions first, and then to go back to the spreadsheet. You did it the other way around, which is quite okay as well. Just to answer Juan Rojas's question, because I think he's speaking more about how we handle drafting posts during the sessions, if I understood, especially from his follow-up question.

So yes, how Buffer works was that once, as all of you, the majority of us are content contributors. And once we post it, you post the Tweet in the, using Buffer, and you could also direct message and all of us that you have done so. Ariel, or myself, or León, will look at that Tweet, and then move that to the queue to actually post live.

So that's how the live Tweet, the live Tweet will be approved by the chairs of the working group and by Ariel. So okay? I hope that answered that question. But indeed, and the action item, as Ariel pointed out, is that indeed, for those persons that are assigned to each of these sessions, if they could fill out the column H, or if they wish to draft the default for the English, sorry for the Spanish, I'm sorry, which is in column G.

Okay? All right. Akinbo, your hand is raised. Go ahead.

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ADEBUMNI AKINBO: Yeah, I'm curious. I was looking at the Buffer and I tried it on my Android, I can't see what I posted. That is one. Two, I think the application becomes a little more interaction, if I should use that word interaction, in web page for the business package, it's a suggestion. I would advise that we take the business package [inaudible] some part of the [inaudible], we wouldn't have the [inaudible], necessary [inaudible] that budgeting slowed down whatever contribution.

If a volunteer wants to, you know, put in [inaudible]. Thank you.

DEV ANAND TEELUCKSINGH: This is Dev. I believe we are using the Buffer for business plan. I'm not sure what the exact amount we are signed up for. I believe that we are signed up for 10 team members. But Ariel can confirm that. Which account are we on?

ARIEL LIANG: Medium business.

DEV ANAND TEELUCKSINGH: So we are on the medium business...

GLENN MCKNIGHT: Quit talking at the same time.

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DEV ANAND TEELUCKSINGH: Yeah, thanks. Thanks Ariel. So this is Dev again. I just posted the link to the various business plans. So we are on the medium business plan.

GLENN MCKNIGHT: Okay.

DEV ANAND TEELUCKSINGH: Okay?

ARIEL LIANG: One more thing...

DEV ANAND TEELUCKSINGH: So...

ARIEL LIANG: Sorry Dev. Sorry for interrupting. One more thing I must point out that in column A, I notice several sessions have multiple people covering. So, maybe an action item for me and Dev is to look at the ones that we have a lot of people, and then rearrange the people covering, so that we don't have too many duplicated efforts. So that we can balance out and we don't overwhelm you guys for those sessions.

So if we have five people covering one session, maybe we can have two or three instead of five. So maybe Dev and I can do that after this call, and we'll send out email to all of you just to say, oh this is the finalized assigning spreadsheet. And once you know which sessions you are

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covering, then draft this introductory Tweet in either English or Spanish or both. And that's something we need to prepare before this Saturday, by this Saturday, this has to be done.

And then during the meeting, we will be doing live Tweeting using Buffer.

Does that sound okay with you Dev?

DEV ANAND TEELUCKSINGH: Okay. This is Dev. Yes. I don't know when we're going to find the time to do it, but yes. We will try to do that, I think probably do that tomorrow, but yes. Understood.

ARIEL LIANG: Okay. I can do...

DEV ANAND TEELUCKSINGH: Of course with León as well, I hope. Yeah. Okay. Any other comments or questions regarding the Google spreadsheet? Has everyone filled out a logistics with the face to face, by the way? This is just to show what times people are arriving, at what times people are departing. Okay. I see most persons have already filled out the information. Okay.

ARIEL LIANG: I haven't got Glenn's information, since I didn't know he would be in the group, but I will have Glenn fill out his information. And most likely

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we're going to meet on Saturday, 20<sup>th</sup> of June, in the Sheraton Hotel, 1 PM local time.

So, and I will send to you all to confirm the time and location, but this is the tentative time. So let me know if this will be a problem with you. And I will also figure out where I should touch base with Raitme and Akinbo, because of you are participating remotely. So we don't want to leave you out. So we'll also figure out a way to meeting with you remotely.

DEV ANAND TEELUCKSINGH: Okay. And indeed, well I know Juan Rojas won't be able to make it, is coming in on the 22<sup>nd</sup>, so he'll be coming in after. So, we'll try to meet up with you Juan when you arrive on the 22<sup>nd</sup>, and just go through any questions you may have.

Okay. All right, great. So we have about 10 more minutes left. And well, what's also on the agenda would be... The idea of using Instagram for capturing, for social media purposes. Both Raitme and Paola are said to be avid Instagram users. Do you all have any presentations or any comments you wish to make on this topic?

ARIEL LIANG: I believe Paola has a PDF document that she would like to share with all of us.

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DEV ANAND TEELUCKSINGH: Okay. This is Dev. This is regarding the Instagram strategy presentation by Raitme and Paola Perez. Paola, you have a PDF you wish to share on the screen? Are you able to take the floor to talk through this, to talk about the slides? You've been made a presenter, Paola.

ARIEL LIANG: Can Raitme and Paola talk? Are you connected to the audio?

TERRI AGNEW: Ariel, this is Terri. Raitme, unfortunately, is unable to connect to the audio on any of the devices. And Paola, her mic is not active at this time.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. Well, Paola is it possible that you can, well, do you want a dial out?

No, Paola we can't hear you.

Okay.

Okay, this is Dev. For the people who are listening to the recording, we're trying to get, we're having some connectivity issues and having speakers speak on an agenda item.

ARIEL LIANG: Paola, is that you talking?

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PAOLA PEREZ: Yeah, I'm talking.

ARIEL LIANG: Oh great. Your audio, yes we can hear you, but it's a little bit low. Can you speak a little closer to the microphone?

PAOLA PEREZ: Right now I am talking. Are you hearing me?

ARIEL LIANG: Yes. We can hear you.

PAOLA PEREZ: Raitme, my friend Raitme said something about [inaudible], that if [inaudible] with other social networks. But right now, in my opinion, it's not necessary. Because we are going to [inaudible]... So [inaudible]... measure or [inaudible] interaction with the user, so [inaudible]...

So I propose using [inaudible] that with [inaudible] to what we research. [Inaudible]... manner. I will share the link for how to link the [inaudible] and the Spanish version, and I am looking for the English version. Also, if [inaudible] then this is not [inaudible] to be done without using other [inaudible] dot com. And I don't know if you understand, because I don't like to talk in English.

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DEV ANAND TEELUCKSINGH: Okay. Thanks Paola. Well, can you post the links to those various tools that you mentioned?

PAOLA PEREZ: Well I can do that. We will be using [inaudible], we are new. So I think that probably, I don't know, we will start using [inaudible] and not using tools, because we have to gain followers. I don't know. Right now, I think that for the ICANN in Buenos Aires, we can manage the [inaudible] manually. Not using any tools, because it's unnecessary right now. I don't know.

I think that we can use [inaudible], but it's not necessary right now, because we are starting to use [inaudible].

DEV ANAND TEELUCKSINGH: Okay. Alright. Thanks Paola. And I see your text that you sent to Ariel, is also being shown on the screen in the Adobe Connect room. So okay, you talked about [inaudible], made sure everybody heard that properly. So what Paola mentioned was that there was a tool called Social Gesp. And it's Social G-E-S-P dot com. Sorry, dot net. My apologies. Social G-E-S-P dot net, which allows you to, a tool that allows you to cross-post to Facebook, Twitter, and Instagram in a manner.

Okay. However, what Paola is saying that, given that we're only beginning to start with Instagram, we should just open the account on Instagram manually, then we'll post, use the Instagram tool, the web service, the apps, to post directly to Instagram. And then to build the followers on that, on Instagram. I hope I summarized it.

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And again, the text is on the screen. So.

PAOLA PEREZ: Yeah, it's complicated for me to talk.

DEV ANAND TEELUCKSINGH: But you've done very well, Paola, thanks. So the question is, well, should we use Instagram? This is Dev. So my question is, should we use Instagram for this? Let's hear some comments. Akinbo?

ADEBUNMI AKINBO: Thank you. This is Adebunmi Akinbo for the transcript. I would advise that we actually Instagram, but not for everything. Instagram is actually a picture community, but if we [inaudible] programs for that, ALAC would want the public to notice, concerning outreach and the like. Then it was it would be right for us to use such a platform. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks Akinbo. So what you're saying is use it, but not for everything. And anybody else have any other comments? I see some comments that Glenn has never used Instagram. And this is Dev. And I, myself, have not used Instagram. So I can't speak to any features on Instagram.

Jacqueline, I see what you have said is that, you don't understand the need for Social Gesp if you already have Buffer.

Okay. Any other comments from either Juan or Raitme?

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PAOLA PEREZ: I want to say something. [Inaudible]...

DEV ANAND TEELUCKSINGH: Okay. Go ahead Paola.

PAOLA PEREZ: The difference, we shouldn't use Buffer, it's [inaudible], because the content that we're going to post in Facebook and Twitter, is not the same in this [inaudible]. Because the [Instagram] is only for the more important things, or [stories] that we have to share, we can share, not all the content. So Buffer, probably we have to share all the content that it can publish on Facebook and Twitter.

So it isn't [inaudible], the most important.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. Okay, thanks. Jacqueline, you have the floor.

Jacqueline, you may be muted.

PAOLA PEREZ: [Inaudible] if we have to use Instagram. [Inaudible] but I don't know if we can use it.

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DEV ANAND TEELUCKSINGH: Okay, thanks Paola, thanks for that. Jacqueline, we're still not able to hear you, so you have the floor.

ARIEL LIANG: While we're waiting for Jacqueline, Terri could you kindly check about Jacqueline's audio? Maybe we can let Akinbo speak first, also he has his hand raised.

DEV ANAND TEELUCKSINGH: Yes, okay. All right. Akinbo, go ahead.

ADEBUNMI AKINBO: Thank you very much. I want to [inaudible]... based on the fact that I'm trying to look up Social Gesp, it's, I really don't like Buffer that much. It's good, but more than one person on it, [inaudible] that interact [inaudible]. So I want to say yes, between now and tomorrow [inaudible] like a professional with Buffer. And we'll check out Social Gesp, and [inaudible] that we agree that both can be used, independent. But based on voluntary.

I feel that Social Gesp would make me want to work more with the At-Large [inaudible], then I would say, why don't you let one or two of us who feel comfortable with the other platform use it? And this is a suggestion, because I'm still trying to assess the website and check out what Social Gesp is all about. Thank you.

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DEV ANAND TEELUCKSINGH: Sorry, this is Dev. I muted myself. So let me start over. Thanks Akinbo for that. My concerns are that, you know, the timing for this, because everybody is going to be leaving for Buenos Aries, and the meetings are going to start on Saturday. So that's my concern, to even look at Social Gesp at this point. I think I agree with Paola that we really shouldn't look at it right now.

We can... Jacqueline. This is Dev, yes, we heard you.

JACQUELINE MORRIS: [Inaudible], go ahead.

DEV ANAND TEELUCKSINGH: Great. As I was saying, regarding Social Gesp, we can do a testing of that after Buenos Aries, and see whether it's suitable or not. Great. So now Jacqueline, you have the floor.

JACQUELINE MORRIS: Okay. I was confused because [inaudible] the question on how we connect Instagram into Buffer, because [inaudible]... But if [inaudible]... to do it, [inaudible]... then it will do this and post to the Instagram account. And the question that I felt about Buffer, [inaudible] it works with everything you could possibly want. You can use it [inaudible]... And it has [inaudible]...

So what you need to do, [inaudible], you can say, I want to post this on Facebook, and Twitter, and I want to send this to [inaudible]... You can pick each one when you're ready to send it out. It's not a problem. It's

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not like we can only use it for Facebook [inaudible]... So that's what was really confusing me. And then I realized that [inaudible]...

And I disagree, so that Buffer is really, really good and easy to use, but I mean, [inaudible] right now [inaudible]... way too short a timeframe. [Inaudible] loading Buffer and so on, to do that. So that's my [inaudible] now.

DEV ANAND TEELUCKSINGH: Okay. Thanks Jacqueline. So let me, well, we're at the top of the hour here. Paola, Raitme, let me ask you a question, this question is directed to you, because I think you're the ones most fervent about Instagram. Do you think you'll be able to post content to Instagram during the Argentina meeting?

Okay Raitme says yes. And Paola says yes. Well in that case... Well, we can certainly make it a trial, and create an Instagram account. Okay? And let's make an official at ICANN At-Large account, with a wording of some provision like that. And then allow, so I guess that's an action item, to create the Instagram account, share the Instagram account credentials with Paola, Raitme.

Is there anybody else who wants to use Instagram?

ARIEL LIANG: Okay. So this is what I think, perhaps Raitme or Paola can create that account, and I'll just share that login credential with other small group, so that all of us have access to it. And I personally use Instagram for

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private entertainment. But I'm familiar with the platform, but I think it's good that we all have that access to that account.

And then whenever we have a chance to use Instagram to post content, we can do that manually through that platform, [inaudible] as a way to try out whether this is something worth doing. So that maybe just share that credential with, of a small group of volunteers. And whoever wants to do some posting, he or she can do that.

DEV ANAND TEELUCKSINGH: This is Dev. My only concern is that we wanted to make sure that it's a proper name, that if we are going to adopt formally, moving on after, you know, using this unofficially during the Buenos Aires meeting, we should make sure that this closely related to the handle, a Facebook handle, and so forth. That's why I was thinking that it is perhaps better for staff to create the account, and then provide just the login, username, and password.

But, you know, if Raitme and Paola are willing to create the account, not a problem.

ARIEL LIANG: Okay. I understand now. That's fine. I can create that account, and I just share that login with Raitme, Paola, Jacqueline, also if Dev, Juan and Glenn, Akinbo, want to use Instagram, I can share with all of you. I'll just do it, I will create it and I will share the credentials with everybody.

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DEV ANAND TEELUCKSINGH: Yes, I think that's the best thing. So okay great, put that as the action item. Ariel can create the At-Large Instagram account and share the credentials with all of us. Might as well share it with all of us. I don't think I'll be using it. So thanks Paola and Raitme, for volunteering and to try out this Instagram. I'll be glad to see the results.

Glenn, I know we're at 10 minutes past the hour. Do you think you can give a quick synopsis about your report about [inaudible]?

GLENN MCKNIGHT: I'll tell you, it was a great opportunity to see so much ICANN people. We had George [Skadosky] on stage. ICANN Board member, we had Fiona from the Department of Commerce. We had Joe [inaudible] was at our [inaudible]. There was quite a few ICANN people at the [inaudible] event.

It was notable that [Byron Hall] and [inaudible], he runs the [inaudible] dot CA, the ccTLD for Canada, very well organized group. He's been the chair of the ccNSO. The event talked about the IANA transition. It talked about ICANN a lot. And then it talked about issues that were pertinent to Canadians. We use Facebook a lot.

There was a good hash tag, hash tag [cerra] IF for the event. There was 120 people. The traffic was quite vibrant, and I followed up with the communications person on some of the critical comments that people posted on the lack of diversity in one of the panels, in the communications person immediately contacted the person to see how they can improve the diversity. So the communication people were

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doing a good job monitoring the feedback, the large chat, I didn't see, but apparently that was happening as well.

Just my report is that they used social media very effectively. They did not use any of the tools that we're talking about today.

DEV ANAND TEELUCKSINGH: Okay. All right. Thanks Glenn. This is Dev. Where there is like, sorry. Let me just ask this. Are there any questions? Jacqueline, sorry, go ahead.

Okay, the hand has gone down. Okay, it has gone back up. Jacqueline, go ahead. And down again. Okay. So thanks Glenn. This is Dev again. So, was there any particular tools or any aspects of social media that you think that you can be used for the social media? Not necessarily in Buenos Aries, but beyond?

GLENN MCKNIGHT: Well, I think what you had... I just want to comment, is that the people with their smart phones were very quick to upload pictures. And even though they weren't perfect pictures, I could see the value, because in my case, I have to take the SD out of my camera, load it back in. It's very labor intensive. So somebody with a steady hand, with a smart phone, and uploading it to Twitter immediately, is a real value.

The question is, is everyone must be critical of the quality of their picture. If they have a shaky hand, try to steady it. Try to work on your technique. That's the immediate comment. A picture is not very good, unless it's, you know, make people do an effort. A lot of great

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comments. I can tell you from people who got into the conversation in Twitter, were adding really, really good comments.

So the person who has the main speaker, John [inaudible], made a lot of comments on Canadian legislation, the bill 51. Immediately people were providing links to great articles, critical comments, polls. So yeah, we need to realize is that if we post something, it will stimulate conversation, and it ripples, and gets re-Tweeted a lot.

So I think if we are posting good Tweets, and pictures sometimes to go with it, I think it could have legs.

DEV ANAND TEELUCKSINGH: Okay. All right. Thanks Glenn. This is Dev. Akinbo, and I believe this will probably be the final question. Go ahead.

ADEBUNMI AKINBO: Okay. Just a suggestion. I don't know if anyone on the team knows about Tweet Deck, like Ariel on those. I think, [inaudible] nearby would also be another advantage. And if we have people who will be using the Instagram, I just posted a link that would be good, that you could also look at after the meeting. It's also posted on the chat, so you can click it from there, that would be there.

It's called a Mass Planner. This would be for Instagram posting to other social platforms. And I think it should be another advantage. Thank you very much.

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DEV ANAND TEELUCKSINGH: Okay. Thanks Akinbo. And indeed, okay I guess this is another tool that we could look at after Buenos Aries.

ARIEL LIANG: Dev, I've already been using Tweet Deck since London.

DEV ANAND TEELUCKSINGH: I'm talking about the second tool, which is mass planner, which allows you to automate future updates like [inaudible] and un-follow activity on Instagram. So it was in reference to that. I know indeed, Ariel, you use Tweet Deck a lot, and very intensively, since London.

Okay. I think we've gone, it's now 15 minutes past the hour. So I think, if nobody has any other questions, comments, we can close this call.

ARIEL LIANG: Just one more thing. Just to remind everybody, the instant action item for everybody is to pre-draft the introductory Tweet for each session that you're assigned to, in English or Spanish or both. So that's the task that we all need to do. So there is also a deadline for that, it's by Saturday.

So I will send you all an email about that, and make sure we have that completed, because that will impact our scheduling and Tweets. So that's just a reminder for everybody.

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DEV ANAND TEELUCKSINGH: Indeed. All right. And of course, and thanks to Paola and Raitme for their presentation on Instagram. So thanks, but thanks actually to everybody for filling out the Google spreadsheet. And it's going to be very interesting, this Buenos Aries meeting. So thanks everybody. See you all in Buenos Aries, or remotely. And this call is now adjourned.

[END OF TRANSCRIPTION]