
GISELLA GRUBER: Wonderful. We'll get the recording started. Good morning, good afternoon, good evening to everyone. Welcome to today's Social Media Working Group call on Tuesday, 31st March at 13:00 UTC. On today's call we have Dev Anand Teelucksingh, Peter Knight, Juan Manuel Rojas, Glenn McKnight, Murray McKercher, and Olivier Crépin-Leblond will be joining us shortly. Apologies noted from Leon Sanchez and Bukola Fawole. From staff we have Ariel Liang and myself, Gisella Gruber. I'd like to remind everyone to state their names when speaking for transcript purposes. Thank you and over to you, Dev.

DEV ANAND TEELUCKSINGH: Thank you Gisella and welcome everyone to the call. On our Social Media Working Group call Agenda we're going to be looking at our social media performance since its launch in June 2014, and we'll look at the ATLAS II social media recommendations coming from the ATLAS II Declaration. Also, we'll consider what we're going to do for the next ICANN face-to-face meeting in Buenos Aires. With that, our second Agenda Item is the announcement of social media performance. Ariel Liang has been the one from ICANN staff in charge of the social media accounts. She's doing a spectacular job, in my opinion. Ariel, you have the floor. Perhaps you can give us an analysis on our social media performance.

ARIEL LIANG: Thank you Dev. I'm just going to share with you a slide I prepared. I'll show you some metrics that measure our social media performance

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.

since June 2014. I'll quickly jump to slide one. This is a metric showing the frequency of our Tweets on a daily basis. It seems that since June 1st 2014 we've Tweeted almost 800 messages out, and you can see that not every day has the same number of Tweets. Usually during ICANN Meetings we'll send out a lot of Tweets on a daily basis, and I think our average is 25 a day during meetings. At other times, it's more like two to three per workday.

Our followers have been growing since June 2014. I did a quick calculation, and in the past ten months we've gained almost 900 followers, so it's about 90 new followers a month. During ICANN Meetings we usually gain about 50 followers over the one-week period. In other times it's less, but slow and steady we've been growing our followers' base. This slide shows how our followers have been interacting with our account, and re-Tweets is a good way to measure that. This is similar to the Tweets we send out. During the ICANN Meetings we received a significant amount of re-Tweets. You can see the breakdown during each meeting, and during other times it's a little less.

One thing I want to clarify is that during ICANN 52 you can see we received even more re-Tweets than ICANN 50, which was ATLAS II. I think the system I used has incorporated the re-Tweets that we did from other accounts, so that's why the numbers are so high, and the actual numbers should be similar to ICANN 51, so around 250 re-Tweets. This is a slide about our Facebook performance. As you can see, similar to our Twitter handle, we've been growing our fans in a slow but steady manner, and we don't get as many fans as Twitter, but on average it's about 60 more page likes a month. Recently, we cleaned out some fans

that closed their profile, so you can see a little dip at the end of March, but nothing to worry about.

This picture shows the posts reached on our Facebook. The reach means how many people see our Facebook post, and the way people see it is usually through liking or commenting or sharing a post. This trend that you can see, during ATLAS II we had the most reached, throughout the whole month, even after ATLAS II. All the way September we still had quite a lot of people seeing our content, and that gradually goes down. We still maintain a healthy amount of reach of maybe 300 people that see our posts on a weekly basis or so. This just gives you a quick understanding of how our audience sees our content on social media.

Here I highlighted a few top posts that we've sent out throughout the past ten months. I didn't grade them in terms of the number of people that have seen it. I should point out that the orange bar here shows how many people see each post, and you can see before, during and right after ATLAS II, a lot of our posts got a lot of interactions because people liked them or commented on them. That's why we have a lot of people seeing those posts. After ICANN 51 in Los Angeles, gradually we don't have that many people interacting with our content.

During 51 we had one post that almost 800 people saw. In December last year we had another post, about the launch of the capacity building webinar series, and we had more than 1,300 people that saw that post, which is very successful, and recently, after ICANN 52, we had one post that had more than 700 people that saw it. You can see that on Facebook the trend is not that many people interacting with our content

as much as before, especially during ATLAS II. So we should take note on that.

The last slide I want to share with you is about clicks. [unclear 00:08:14] our audience, I used some tools to analyze our audience breakdown. Surprisingly - maybe not so surprisingly - but on both Twitter and Facebook, almost 75 per cent of our audience are male, and very few are female. Also, in terms of their geographic locations, on Facebook most of our fans are located in Europe, North America and Latin America and the Caribbean, and on Facebook our top fans are from the US, Argentina, Brazil, Egypt and South Asia.

Here you can see that maybe an important thing we need to notice is that we should probably reach out more to females and also to more Spanish-speaking audiences, because our biggest advocates are from those regions, and also the big gap we have is a female audience. This is just a quick analysis of our past performance and I want to take a moment, and if you guys have any questions we can have a quick discussion here. Murray?

MURRAY MCKERCHER:

Just a quick question Ariel. I know we're on Twitter and Facebook. There is a presence on LinkedIn for ICANN in general. Have we moved towards any other platforms, or is that still to be decided?

ARIEL LIANG:

I am aware of our LinkedIn profile, but I haven't had a chance to take a look at it. Indeed, we should have a discussion on whether we want to

extend to another platform. Perhaps we could have a quick consensus here. I think it's not a very difficult thing to add one more profile, because if we manage the LinkedIn page, the way we do it is probably similar to Facebook, and it won't be a daily post - it will probably be a weekly post.

We only need to be a bit more formal because it's a business platform, and we should provide more helpful information, and also the content probably needs to be more text-heavy than picture driven. Maybe that's a way we can handle another platform. Does anyone else have opinions on incorporating LinkedIn to our social media profile?

DEV ANAND TEELUCKSINGH: One challenge I would think is that if we say we were going to use LinkedIn once a week, perhaps it's not a strenuous task of maintaining our Twitter and Facebook accounts, which is more of a daily routine. I think, Ariel, if you're up to it, we should also do it, and perhaps it's worthwhile to experiment and see.

ARIEL LIANG: I think related to that point, also I want to have a candid discussion with all of you about how to get you guys more engaged in contributing content in social media. Since June 2014 I'm the only person doing the actual posting, and I definitely appreciate all the content contribution from you guys, and a lot of your posts I re-Tweet from you, and I think that's very helpful, but I think maybe we can figure out a better way for engagement. You can feel more engaged with those accounts and contribute content directly.

If we incorporate another LinkedIn profile, from the staff side it's not very difficult to do a post per week, but the key thing is that content is king, and we need to make sure we're sharing something valuable, and I think if we can get more contribution from members like you guys, it will be much more helpful than me trying to figure out content all the time, and you'll feel more connected to the accounts as well. I want to open the floor and ask you for suggestions. What do you think we can do better in terms of contributing content directly from you?

DEV ANAND TEELUCKSINGH: There are several comments and questions in the chat. Just to answer that question, let me ask a question - how did SproutSocial work during ICANN 52? This was the attempt to engage the community more in composing of the Tweets, so that you would just be doing a cursory look and just letting it through. Did it work as well as intended?

ARIEL LIANG: Yes, to answer your question, for SproutSocial I did notice a few very good things about the platform and a few weaknesses. For the strengths, it's very good for drafting, and you can save your draft and if I take a picture from my phone I can simply use the app and it will already have a draft Tweet waiting, ready to add it. So that's very helpful. Also, I can see other SproutSocial team members' drafts in the draft box, and I can utilize the content and generate it. That's very helpful. But at the same time the weakness for that tool is I don't get a timely notification when somebody has already composed a message.

Unless the person who composed the message notifies me through Skype or other ways, I won't even see the draft and I have to constantly refresh the screen for that particular page to see the draft. It was not very timely in that manner. That's why I wasn't able to take advantage of a lot of drafts already waiting in the box. That's my personal experience with SproutSocial. Juan and Glenn have their hands raised. Juan?

JUAN MANUAL ROJAS:

Thank you. Seeing what you advised, I think we need more posts of "find yourself in the picture" and working that kind of content differently. Not only find yourself in the picture - that's a good impact, we have a huge [unclear 00:16:30], but for other content, of course in Facebook in this case. I'd like to ask all how we can produce more similar content for Facebook, to engage our audience. That's the idea. Because I think that in Facebook we have [many few 00:17:10] people, and we have grown just in Twitter. I think we need to engage Facebook a little more. Thank you.

ARIEL LIANG:

Thank you very much Juan. Glenn?

GLENN MCKNIGHT:

Good morning everyone. I've mentioned this before. The best examples I've seen of community engagement is in an event I recently went to with Evan and Laura and Steve Allison. It was over 3,500 professionals in the not-for-profit sector, and a very large number of social media

experts in the not-for-profit sector, and there were so many great sessions at the event talking about how to improve your social media strategy. A couple of things they did that I think was impressive was every single session had excellent Tweets, not just saying, “Hi, here’s a picture of the speaker,” or, “I’m at the session, blah blah.” They actually added value.

I guess you’d almost call it “interpreters” or “news aggregators” where they were listening to a session and they said, “Additional information about this demographic.” They added links, they added value in their Tweets. This is slightly different. These are all people who do this as a living. This is what they do. They are responsible for media on their agencies - whether it’s Red Cross or the various US aid agencies. These are not small organizations and they’re not volunteers, so we have a couple of challenges.

We have a bunch of volunteers who are also responsible doing other stuff. But I think some of the ideas they had that were really good, one is they created these group pages. Every single session had a Google Doc page where people did notes on, and people could contribute. I thought that was good fodder. Instead of using something as complicated as HootSuite or Slack, it was a really great site. I’ll show you some of the sites we did on accessibility and what not. I think we need a strategy to improve the quality of our Tweets and really have people who are, if attending a session, dedicated to at least three Tweets that are of value to the community.

Then we're going to really increase the number of followers. I think it's the quality of the Tweets that are going to make the difference. That's it.

TERRI AGNEW:

Thanks a lot for your comment. Maybe we can talk offline and you can give a quick review of our past Tweets and maybe give more concrete feedback on what sort of Tweets you think are adding value and what are not, and maybe we can start from there first. Thanks very much for the comment. Peter?

PETER KNIGHT:

In listening to Ariel, with regard to SproutSocial, I got the impression Ariel that you were saying SproutSocial wasn't that good an idea - that it may be better for us to make our inputs directly so they'll be timely and more numerous. Did I interpret you correctly?

ARIEL LIANG:

Thank you Peter. Yes, I think you are very insightful in your comment. The main weakness of SproutSocial is that it doesn't have a notification feature like other platforms that I use, such as TweetDeck. So if I'm following someone on TweetDeck and that person Tweets something, I will see an immediate update on that platform. I don't need to constantly refresh the page. I can re-Tweet or react to that Tweet immediately. Maybe we should give up using SproutSocial! But it still has some merits, and it's good for one user to use and to draft things I

use that effectively, but for team collaboration probably other platforms are better.

Even if you just have your own Twitter handle and you Tweet on your own, I can quickly re-Tweet from you. I've been doing that with a lot of other member handles, like Cheryl and Olivier's accounts. So I encourage you to do it on your own, and in that way we'll be able to interact more. That's my general feedback. Glenn, I saw your hand raised?

GLENN MCKNIGHT: It's an old hand.

ARIEL LIANG: Thank you. I've just had a chance to read through the comments. Juan asked about the audience geographic location and their number breakdown. I can share with you that about the specific numbers offline later on, and also Glenn's comment about the slide, I'll upload that to the Agenda and you can view it at your leisure. Also, you asked about the re-Tweets so far, and this is the slide about that, so you can see that here. I'm conscious of time, Dev. Do you think we should go to the next Agenda Item?

DEV ANAND TEELUCKSINGH: Thanks. I know we've come to halfway through the call. Yes, I think we should do that, and we could come back to this. Just a very quick question regarding SproutSocial, I know there was another tool that we'd highlighted, which was something called Buffer. I was wondering,

given the challenges with SproutSocial where you're not getting a timely notification when somebody composes a draft, that means they either have to refresh the page or someone else has to notify you separately, which I think is counter-productive.

It doesn't save you time, because you have to keep checking all the time. My thinking is maybe we could look at Buffer and schedule informal testing just to see if it solves this problem and you get better notifications and so forth. I think that's your biggest concern. I could be wrong, but I think that's your biggest concern with SproutSocial.

ARIEL LIANG:

Thanks Dev. Yes, I think it's probably worthwhile to test out Buffer during a call sometime later, and we can see whether that platform works better. Also, I think what would be really worthwhile is to have more Facebook Tweets and Facebook posts in other languages, especially for BA. I think if we have more members directly involved in drafting Tweets in Spanish for example, it would be very helpful for ICANN 53.

Also, going back to the demographic breakdown of our audience, a lot of them are located in Latin America and the Caribbean, and especially in Brazil and Argentina, so it would be very helpful if we had multilingual Tweets, especially in Spanish. So just a thought. We can discuss that more in Item #4.

DEV ANAND TEELUCKSINGH: All right. One of the things that the Social Media Working Group has to do is look at the ATLAS II social media recommendations coming out of the ATLAS II Declaration. I want to quickly go to this. I'll post the link in the chat.

ARIEL LIANG: Dev, I'm going to share my screen.

DEV ANAND TEELUCKSINGH: That would be helpful. You can share the page. I see the PDF is up already, but okay. Glenn?

GLENN MCKNIGHT: I'm looking through the recommendations. I don't see any actions or implementation ideas. Is there another page to this? Am I missing something?

DEV ANAND TEELUCKSINGH: No, this is the page. This is our page where we're supposed to put in... If you look through each of the recommendations, you'll see persons the recommendations were assigned to, and their outcomes from what the assignees have come up with regarding the recommendation, and the status of whether it's finished or not. But we haven't updated this page in quite some time, so I think it's good to go through this and see where we are with each of these recommendations. I can also [unclear 00:29:04] some of the work that was done by another Working Group,

which is the Technology Taskforce. That's in relation to Recommendation 26.

Just going through each of the recommendations: "ICANN needs to be sensitive to the fact that social media is blocked in certain countries and promote alternatives." This was assigned to Beran, Bukola and Murray, to review the social media platforms that are blocked in countries. Murray, do you have any updates on this recommendation? Okay. Glenn?

GLENN MCKNIGHT:

Yes, the tools such as Thorn is a good example of a good workaround in countries that limit it. It's a standard tool that's used by journalists in countries that limit it.

DEV ANAND TEELUCKSINGH:

I think we could just note these things. I don't know whether ICANN should be in the business of promoting these types of alternatives. I think what we have to do is simply do an analysis and say, "These are the workarounds, these are the alternative platforms in those regions." I don't know. Glenn, would you be able to join the assignees for this recommendation, and ping Beran and Bukola, who aren't on the call, to update?

GLENN MCKNIGHT:

Okay. Just put it as an Action Item. I will follow up with those three to remind them to add content. Where is that going? Can you clarify for me - I'm having a hard time understanding this table - where would they

put the suggestions? I'm not saying that ICANN has to abide to some of those, but where did you want them to complete the Action Item?

DEV ANAND TEELUCKSINGH: If they need to have a separate Wiki page for their recommendation, we can create a Wiki page from this. But if they wanted to keep it in the table under the notes, I think that would work as well.

GLENN MCKNIGHT: Okay. I'll take care of #17. I'm not doing it, I'm just reminding them.

DEV ANAND TEELUCKSINGH: Yes, exactly. So Recommendation #21 talks about encouraging public campaigns. Ariel?

ARIEL LIANG: Just some insider information I want to share with you about #17 - ICANN is experimenting with some other platforms in China. There is a mobile app called We Chat and the Comms Department just started a trial for We Chat and a trial for audiences who obviously cannot access Facebook or Twitter on the other side of the world. So I will be in touch with the Comms Department about that platform. They're expecting At-Large to produce some content, and we can post on the official ICANN's We Chat account to promote At-Large. So [unclear 00:33:13] posted about progress on that platform.

DEV ANAND TEELUCKSINGH: Thanks Ariel. That's good to know, and I think that information could definitely be added to this page as part of the reporting for this recommendation. Excellent. Glenn?

GLENN MCKNIGHT: Sorry, I've been citing an email to those teams. Ignore my hands.

DEV ANAND TEELUCKSINGH: Okay. Murray?

MURRAY MCKERCHER: Thank you Dev. That's great news from Ariel on We Chat. Maybe Ariel can connect with me on We Chat. I've been trying to figure out a cross-pollinate social network between Twitter and We Chat. I haven't absolutely figured it out perfectly, but we can talk about that. Also, I noticed my name besides #17. I've not had a chance to speak to the folks at Citizen Lab, even though they're ten blocks away from me, although they do live in a closed environment. Nevertheless, that's on my to-do list, so I'll address that at our next meeting. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks Murray. There's also another recommendation, Recommendation #21 - encourage public campaigns on using the Internet for education, information, creativity and empowerment. Leon isn't on this call, so I'll defer this. I see there's as an AI that Leon will attend the GSE meeting, and I think that's happened, so it's just to

follow up with Leon. I'll remind him and have a chat with him about that recommendation.

"Members of the general public should be able to participate on ICANN on an issue by issue basis. Information on ICANN's website should, where possible, be in clear, non-technical language." This was assigned exclusively to Social Media actually. I think we haven't really worked too much on this recommendation. I'd say there's one tool we've looked at, but it's not really a social media tool. It's something called [Lumio], and I think it's more for collaborative decision making. I'm not really sure it's a social media tool as such.

I can expand on that and probably come up with some screenshots on a future Social Media call, just to show you what the [Lumio] tool is. But my impression is that it's not really social media tool as such. It's more for collaborative decision-making - proposals can be put up, people can comment on it and say yes or no, and vote it up and vote it down, and so forth. So a lot of people can participate if you present the issue in [Lumio] to people. I'll probably show some screenshots and post it to the list and on the Wiki page.

ARIEL LIANG:

Dev, for #22 we're talking about ICANN issues on an issue-by-issue basis and sharing information in a clear language. This is also related to our website content generation process. To give you a quick update on that, during my downtime I've been working on some topic pages for the future website and have been drafting content like IDNs, new gTLDs and even PICs, and that information we're expecting to publish on our future

websites, and they will have their feature page, policy topic page. That's one way to encourage our audience - people who may not have prior knowledge in those areas to engage.

Also, during ICANN 52 I worked with the Comms Department and produced several community member interviews. For example, Olivier talked about IANA and Leon talked about accountability. So those [unclear 00:38:26] short videos that will be published on the website too, and later this week I'll be able to see the draft videos. I think it's related to this Recommendation. That's some work that's been done on the community and staff side. When the site is mature, it's a good idea if I share with the community the videos and the draft page on the Wiki so we can receive more feedback from all of you. Then we can refine the content and publish them on the future website.

DEV ANAND TEELUCKSINGH: All right, thanks Ariel. I believe this was presented in Singapore. You could link to that recording, or screenshot or presentation, talking about the At-Large website, the design and the content you described - the topic pages and so forth.

ARIEL LIANG: Thanks Dev. Another insider information is that we're expecting a webinar on the website some time in April, so we'll have a community-wide webinar on the website progress.

DEV ANAND TEELUCKSINGH: Excellent. Obviously a link to that webinar can be included there as part of the final reporting. Excellent. Recommendation #23, I think this is what we'll tackle very well. Glenn, did you have any further discussions with the Ombudsman while in Singapore?

GLENN MCKNIGHT: I have an update. As indicated, for the benefit of those who didn't read my notes from before, Murray and I contacted the Ombudsman and her assistant, who's based in Canada, and we looked at what they've done in the past as well. They departed quite away from it, on the basis that they didn't think that they could actually publish stuff because of confidentiality. But if you look back at the blogs by the previous Ombudsman they could report stuff, but not putting the information on what complaints were obviously. He was meeting with Laura Bengford on revamping his site and his strategy, and he left that.

When I saw Laura a couple of weeks ago in Austin she had no update. So to be honest, we started really well, but to be honest I don't know if he's created a strategy, but the staff was going to do the work for him, so we need an update from him. As an AI I'll pop him an email following up on what he's actually done. Okay?

DEV ANAND TEELUCKSINGH: Okay. Thanks Glenn. I'm just thinking about this. I know the challenge is the Ombudsman can't report on a complaint that's being reviewed or analyzed or being heard, but perhaps they can look at the NomCom for example. NomCom for the past couple of years has done some more reporting where they've tried to aggregate certain things, so instead of

revealing confidential information, you see a lot of reporting in terms of aggregate information and so forth. Perhaps when you have a conversation with the Ombudsman you could point him to the NomCom's reporting that they do monthly - how many meetings they've had, that type of thing.

GLENN MCKNIGHT:

Yes. That whole concept of reporting by NomCom is really about a year old. The two years I was with NomCom we never did that. It was one of the recommendations I did for transparency. Again, it's just letting the community know what you're doing, and you're just raising the profile. Because to be honest, if you've ever gone to their office, nobody's ever there. It's a very valuable tool, but people don't really understand his role, and it's important for him to raise his profile. I know he comes out to meetings, but he's basically like a name-tag repair man. He's very lonely.

DEV ANAND TEELUCKSINGH:

Okay. Let's show him some of the NomCom reporting pages as an example. That's Recommendations #23 and #24. Recommendation #26 is the policy management process system. This recommendation is one of the more potentially complex of recommendations, but I think a necessary one. It talks about ICANN needing to implement a workable policy management process system. I presume Ariel is going to post the link in the chat. Yes, she is. Just to go to what the Technology Taskforce did, we came up with a checklist as to what do you really want in the policy management process system, and there were six key things.

You want to be able to quickly find historical information on a policy issue, and to subscribe to policy updates by interest. So this is where taxonomy of policy categories needs to happen. Tracked deadlines for responding to policy comments - there are multiple policy periods happening simultaneously. The system needs to update the calendar automatically, so for all the ACs and SOs to track. The ability to read policy issues and updates in their language. The comment period starts when the English version of a policy is posted, and then translated documents are uploaded at a later time, but you don't get any timely notifications when that happens.

The person should be able to subscribe to notifications when the policy is available in their language to review. Also having the policy review process more accessible to mobile users. Right now, it's very hard to contribute and make contributions and look at policies using a mobile phone. More and more people are using mobile, so the policy process needs to be more accessible to such mobile users. Also, to reduce the manual duplication of disseminating information. The AC and SO staff will probably spend a lot of effort to manually copy and paste text in order to disseminate the policy information; using the Wiki pages, the social information, emails.

There is a need to integrate a sharing mechanism so that persons wishing to get the word out can do so more easily. Those are the key things we want in the policy management process system, and that's where we are right now. I see some observations here, that Juan says he can help with the taxonomy. I think that would also be useful. I think Ariel, has the taxonomy also been done for the At-Large website?

ARIEL LIANG: Thanks Dev. For the At-Large website, when I'm generating content for the policy topic page I aggregate all the ALAC statements that are relevant to the particular topic, so for that purpose I'm doing some taxonomy work on my own, but it's definitely not sufficient, and I'd really appreciate some community members helping out and we can do some work collaboratively. Juan, we can connect offline and see what we can do for taxonomy. Olivier and Murray.

OLIVIER CRÉPIN-LEBLOND: Thanks Ariel. I'm very impressed with this set of requirements that pretty much hit the spot. I wonder if we were asked to prioritize them which ones we'd be putting first? Or is it a package where we can say, "Look, we can't really prioritize these because they're all component parts of a very important system, and they all come together"? The only concern I have is that if we don't prioritize them then we're really asking for something, which, by the way, I'm entirely supportive of, but it's going to be darn expensive!

DEV ANAND TEELUCKSINGH: I could appreciate that, but I guess I'm thinking it would be hard to prioritize. All of them are priorities, but I'm biased, because I think it is needed. But I appreciate that trying to build those requirements documents and a system to do it would be challenging. But at the same time, maybe it is worthwhile to do it, because you'll be solving all your problems in a systematic way and building it for the future, rather than

trying to do one ad-hoc thing, another ad-hoc thing, and so forth. But that's my comment. Murray?

MURRAY MCKERCHER: Just one comment and one question. With respect to #5, the process accessible to mobile users, we had a Technology Review Meeting this week, and there was a discussion about Adobe Connect and the Wiki world to implement HTML5, which would make that a lot easier. That's the one thing that tends to be moving towards mobile - HTML5 recognizing opal streams, et cetera. The second one, a question, is that I'd be surprised if there isn't policy management process systems operational in some other institutions, and has anyone looked at those? I don't have any suggestions but wondered if there's something we can look at that might be applicable to us? Thanks.

DEV ANAND TEELUCKSINGH: Thanks Murray. The Technology Taskforce I think is scheduled to try to look at the policy management processes for the RIRs; either the Internet registries that allocate IP addresses in the five regions... They have a process where policies are brought up for discussion and there's a PDP within those RIRs. One of the recommendations was that we should study that and see if there's something we could learn from that, but I don't think that analysis has really happened as yet. Any other comments or questions on this Recommendation #26? Ariel?

ARIEL LIANG: Just very quick question - is this Recommendation for all ICANN wide policy management processes, or is it only for At-Large to consider first?

DEV ANAND TEELUCKSINGH: I think obviously it's meant for At-Large, but I think it's for all the ACs and SOs. When you think about it, regarding the two-character ASCII labels, they complained they were not getting notifications, or they weren't getting it in a timely manner, and they asked for an entirely separate process for getting notifications, just on this issue of two-character ASCII labels on the second level. I thought that was telling. I think it goes to show that having this available for all ACs and SOs is critical. Olivier?

OLIVIER CRÉPIN-LEBLOND: I think it would indeed benefit everyone in ICANN. Unfortunately, I have a feeling the other SOs and ACs are not even ten per cent of the way we are, and this is just one page we have here. There are ICANN-wide discussions at the moment. There's a discussion of AC and SO Chairs that has gone nowhere in six or seven months. There's a discussion in SSAC where they're looking at having some way to track the building of their statements that they do - SSAC advice - but of course the SSAC interest is for something that's super secure, and where a document cannot be released until it's entirely cooked and ready, so their work methods are different.

They are probably not as much interested in all the other stuff we have here. We have so much to keep track of. We have a volume to keep track of. Each of the other SOs and ACs might have a smaller volume of

things to keep track of, and they haven't gone that far down the road to try and think how they could keep track of everything. What I would suggest is we plough forward with this, we expand on this, we make a full document of requirements - so we actually go to great granularity into how detailed we want each of these sub-sections to be, and then we'll propose it both to Ashwin - staff on the one hand - and also propose it to other AC and SO Chairs.

I'm starting to think this really is not something for the Board. It's something for ICANN staff as a first step. It's not going to be just a case of, "We want this, give it to us." No, it's really going to be a case of back and forth. "That's what we suggest," and, "What can we build out of this?" and back and forth. But I agree with you, Dev, that as a package, if we only implement Section 1, 2 or 3, then it will not hit the mark. It's just not going to be helpful enough.

We need to have all of these things integrated as one big package, because that's how the synergy will work - to get people to both be able to track what's going on, be able to be involved at the level they want to be involved at, and not be overloaded by all the stuff coming in their mailboxes, and at the same time for the ALAC Leadership to be able to find who is involved in what. When there's a topic about something coming up they should be able to say, "Hey, that's the person that already wrote on this three years ago and they should know a heck of a lot about that." Anyway, I think I'm starting to repeat myself. Thanks.

DEV ANAND TEELUCKSINGH: Not a problem, Olivier. I think once we've documented this better we can get [unclear 55:50]. I think the GAC would be very supportive of this, because as their latest communiqués have shown, I sense they're feeling very frustrated that the GAC representatives feel that they are not receiving these notifications in a timely manner and so forth. Glenn, go ahead.

GLENN MCKNIGHT: Very quickly, when the Technology Taskforce looked at this issue, this is the biggest topic for us to look at. We approached Ashwin. We had a session a few weeks ago with Chris Gift on this whole process of handling knowledge/information management system. It's a huge task and I agree with Olivier. We need to work hand-in-glove with staff to come up with the right solution. That's it.

DEV ANAND TEELUCKSINGH: Okay, indeed. All right, I think we've covered Recommendation #26. Were there any other Recommendations Ariel? Okay, #29 - ALAC should implement an automated system for tracking topics of interest. I do have a recommendation coming out of that. I'll try to document it. The item would be, to summarize it, that we have that RALO Chairs and Secretariat update a status page or "what's happening?" page on each of their RALO pages, and then using the Wiki's capabilities of importing those pages, we'll be able to build a status page of what's happening in At-Large, updated by the community.

That's the general idea of automated a system to track topics of what's happening, as a first step. Regarding Recommendation #31, I have to admit, my mind has... Olivier, go ahead.

OLIVIER CRÉPIN-LEBLOND: Sorry, I put my hand up to comment on this because the automated system for tracking comments of interest currently being discussed among the various RALOs and accessible by everyone - we have a Wiki page that's got At-Large reports from Working Groups, RALOs and Liaisons. Admittedly, this might be a very long page. Scroll down - you've got the RALO report and each one of the RALOs is supposed to be finding their monthly RALO reports. Now, maybe we need to reformat this in a way that makes it more accessible and so on. Maybe we should have it at the table, so AFRALO and then last report date, or something. I don't know.

But we've got the RALO reports that are there, and it's probably more a case of redoing our Wiki so as to make this more easily reachable. Looking at the APRALO reports, for example, they've got the March 2015 report, and it gives you exactly what you want - what they've been doing. They're doing an APAC hub framework, they're doing a professional expertise survey, they're doing a review process, there's been some people in the CROPP. It's just one page. It tells you everything that's been going on, and this is great.

Others are not quite doing the same thing. I notice that the AFRALO one is empty, and the EURALO one I'm scared about even looking at - my own region. Yes, the EURALO one is ready until December 2014. So the

RALOs have to update those things. The page is already there, it probably just needs some reformatting, and maybe make it more obvious that the RALO reports are available, and that's the answer to that, I'd suggest. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Excellent point Olivier. Go ahead Glenn.

GLENN MCKNIGHT: In our case with NARALO, we have people in absence, people that are filling in, people that have other obligations, as you know. So it falls within the cracks. In the case of our IEEE Chapter in North America we have a very clear template that we've created, making it very easy for reporting, and they hound you to do these reports. It's unacceptable for a RALO, especially a Chair and Secretariat, not doing their reports. I don't know what to say. You can't beat them, but maybe we should make a template for them to write clear things on, rather than just a script. Right now they just get a blank sheet, so I think we need to work on this.

DEV ANAND TEELUCKSINGH: Okay. Do you think this is something the Social Media Working Group should try to do? Because I think perhaps... Yeah, we could look at doing the template. Any disagreement with that? I see Olivier's hand is raised. Go ahead.

OLIVIER CRÉPIN-LEBLOND: That was an old hand, but I'd say yes, absolutely to the report. Excellent idea to have a template for this. Yes, maybe Social Media could put together a draft template of what this could look like, and perhaps by looking at the types of reports that are being given by all the regions you could build on the best reports rather than building on the worst one. In some regions there are no reports, and as ALAC Chair for four years I've been fighting to try to get those reports in, and I don't know what else to do now, short of using a cattle prod. Thank you.

DEV ANAND TEELUCKSINGH: Okay. That's an Action Item. I don't see any disagreement here. Let's look at the Action Item under Recommendation #29 - Social Media Working Group to look at developing templates for the RALO reports and possibly At-Large Working Group reports - but RALO reports is the key one. Okay. In that case, I think we've come to the end of all the recommendations. Regarding #31, just to tie this off - it talks about investigating the use of simple tools to facilitate participation and public comment and the use of crowd-sourcing.

The tool [Lumio], we also started looking at that in the Technology Taskforce, and again, we could probably do a better presentation of what [Lumio] does on a future call. But I don't have anything else to add on this Recommendation #31. Okay, regarding the template, we probably need a Google Doc to draft information for the template, or could it be an online form that pushes out content through a spreadsheet - a suggestion by Glenn. Indeed, those are good suggestions.

All right, Any Other Business? Unfortunately, we don't have any time to go to Agenda Item #4, so we may have to have another call, or perhaps collaborate on our Skype channel to discuss how to transfer these for the BA Meeting. Any final comments or questions? Ariel?

ARIEL LIANG:

Thanks. Just a quick comment on Recommendation #26 - I have looked through the recommendations that you put on the Wiki page and I think a lot of those recommendations are applicable to the future At-Large website. So if there's no way to implement all the recommendations for all SOs and ACs, maybe for the website we can help implement quite a few of the recommendations from Recommendation #26. I will make sure to share this with Laura and the web developers, to improve our future policy page. I think it's very relevant.

DEV ANAND TEELUCKSINGH:

Thanks Ariel. That's a good suggestion. My concern would be that I'd be concerned about whether it would be a lot of duplication of effort in manually cutting and pasting from ICANN's site. Of course, that's something an integrated system would seek to alleviate; less work for staff, rather than just copying and pasting, and shuffling virtual pieces of posted notes to everybody around. That's my observation. Indeed, I think sharing that with the At-Large website team would be useful, and maybe we could come up with some quick wins for some of those recommendations.

All right, thank you all very much. I see it's ten minutes past the hour. Thanks for your patience and thanks for attending this call. Let's keep in

touch online. This call is now adjourned. Thank you very much. Have a great morning, afternoon, evening.

ARIEL LIANG: Thank you. Bye-bye.

[END OF TRANSCRIPTION]