
DEV ANAND TEELUCKSINGH:to do the roll call.

GISELLA GRUBER: Absolutely. The recording will now start.

Welcome to the At-Large Social Media working group call on Thursday the 21st of May at 13:00 UTC.

On today's call we have Dev Anand Teelucksingh, Murray McKercher, Peter Knight, Glenn McKnight.

Apologies noted from Olivier Crépin-Leblond, Jordi Iparraguirre, Juan Manuel Rojas.

And from staff we have Ariel Liang and myself Gisella Gruber.

León Sanchez has just notified me that he will be joining shortly. He had a power cut.

And if I could also just remind everyone to please state their names when speaking for transcript purposes. Thank you and over to you Dev.

DEV ANAND TEELUCKSINGH: Thank you Gisella. This is Dev Anand. Forgive my change of voice, I'm nursing a cold here. So we have a packed agenda on this social media call. And it starts off with a review of the action items. So let's just look at and review the action item report that's in the agenda.

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.

Okay, so we have Glenn McKnight to inform Ariel how the Google spreadsheet works for social media content drafting purposes. Ariel, did Glenn, can either of you speak to this action item?

ARIEL LIANG:

Dev, this is Ariel speaking. I should follow-up with Glenn. I think maybe we wouldn't, spoken of very clear, what this action item entails. But maybe I can explain just briefly. Glenn, it's about the Google spreadsheet you mentioned that during a meeting you attended, some participants used the Google spreadsheet to prepare social media content.

And it's a way for collaboration. Do you remember anything about that?

DEV ANAND TEELUCKSINGH: Glenn, go ahead.

GLENN MCKNIGHT:

Yeah, I think it's coming back. It was a bit hazy because I don't recall it being a spreadsheet. I think what I was talking about everyone, I was at the [inaudible] session in Austin back in April. And every session had a Google Doc open with the tiny URL. So everyone could actually contribute content, whether it was links, resources, pictures. So at the end of the session, we had a really nice collaborative document.

Now, the downside is, is I've talked to a lot of people, they hate Google. They hate using, because of security issues, this... I don't have a

problem with it, but I would say that what we did in some of the sessions... I'll give you an example. One of the sessions I attended was [inaudible] and Latino migrant workers in rural parts of California. And I was interested in Internet connectivity in this minority communities.

And we had about 20 people in the session. It was outstanding, at the end of the session, content that was created, links to slide share, links to pictures in Flickr, links to videos that were done, from the collective group. Normally as a participant, you sit there, you listen to the people lecture, you may get the slide show, you may not. At the end of it, you forget 99% of it.

This had a document done, and some people were really, really good scribes. Other people were correcting content. It was just an amazing exercise. So I would... That's what I was talking about, Ariel. I think I may have suggested that Google Doc tiny URL approach. And if you guys, while you're working away, I'll try to get an example and put it in the, into the chat box.

DEV ANAND TEELUCKSINGH: Okay.

ARIEL LIANG: Thanks Glenn, that's great.

DEV ANAND TEELUCKSINGH: All right, well I guess, yeah. Thanks Glenn. Thanks Ariel. Okay. I think we can mark that done then. And now that it was been explained thoroughly. Murray, your hand is raised, go ahead.

MURRAY MCKERCHER: Yes thanks. It's Murray speaking for the record. Just a comment on that discussion. I use Google Docs and you certainly can do a lot of innovative, collaborative work. But I thought that was really impressive from Glenn's perspective. Just that comment about people not liking, I mean, I've got that to, where I suggest, okay, let's all do a Google Doc. Oh, we don't want to use that for security reasons, we don't want to put stuff up there.

So I'll come up with other suggestions. There are so many different collaborative programs. But for better or for worse, Google Docs is really easy, it works well, and it's amazing to see it when it's happening. So I don't know if the security thing is an issue, hugely, or different parts of the world have different issues with, I mean. Well in China, Google Docs isn't going to work.

So if you're in China, you just don't have access to it. So, I think we have to keep this broadminded approach when we're talking about technology and social media. Thanks, that's all.

DEV ANAND TEELUCKSINGH: Okay, thanks Murray. This is Dev again. Just to mention, well I think there is always going to be the sensitivity that we don't like certain platforms because of privacy concerns and so forth. But we'll talk a

little bit more about that later on in the agenda. So then let's move on, because we've spent nearly six, five minutes on this first one, and we have a lot of action items, much less an agenda.

So let's go through it. Ariel [inaudible] for the trial web [We Chat] account, and liaise with Murray McKercher on this matter. This is related to agenda item number 17. That ICANN be sensitive that social media is blocked in certain countries. Ariel or Murray, either of you wish to talk about this action item?

ARIEL LIANG:

Hi Dev, this is Ariel speaking. I can talk about this action item. So the [We Chat] account of ICANN recently just launched, and we'll distribute that information. I'm not sure people are using [We Chat], but I know Murray uses it, so I will share with him. And understandably, the post is already in Chinese. And it's, as the head of the Beijing office, he's in charge of posting content there.

So he does all the postings. And he also encourages At-Large to contribute content as well. So I had a [inaudible] chat with him, and I propose that we can contribute content related to the region. For example, if the APRALO is going to host the webinar, then we can publish that kind of content. Then [inaudible] needs to be in Chinese too. So it's likely I need to draft that. So that's just a very brief update. So Murray, if you're interested in [inaudible] love to hear what the ideas team may have about this [We Chat] account.

MURRAY MCKERCHER: Okay, it's Murray speaking to that point. So just very quickly. So I look forward to connecting on [We Chat] with Beijing. I did meet the ICANN person when I was in Beijing. The thing that I need to explore further, and you can take this away Ariel and myself, there is some kind of application built into [We Chat] that allows me to send stuff in English and it gets translated into Mandarin, and I think in the other direction as well.

So I need to see if that's an add on app to reach at, and I don't know if you know the answer to that Ariel, but if not, I'd like to explore that further for the next meeting. Thanks.

ARIEL LIANG: Thanks Murray. This is Ariel speaking. I'm sure you can draft something in English, but I don't think we have the automatic translations, and even if we had, still it's better to be translated by a real person because the [inaudible] speakers and they won't be able to detect and automatically translate a word, human translated.

So but if you have some good content, please feel free to share with me, and I'm happy to help you translate it into Chinese and share with my colleagues in Beijing. Or you can directly send to the Beijing office [inaudible], and he can take a look at that and see whether if you can translate that directly into... In fact, he translates quite a few English news articles about ICANN into Chinese. So that's the process.

MURRAY MCKERCHER: Okay. I'll reach out in the weeks ahead for sure. Thank you.

DEV ANAND TEELUCKSINGH: Okay. All right. This is Dev. Let's go through the rest of these action items, thanks. Let's see. Dev Anand Teelucksingh... Actually, I've lost my, I'll look at the Adobe Connect with the PDF, because I've realized now I've resorted my, the AIs. But now it's totally out of order, but then, what I started with.

So let's just look at it. And I think [inaudible], there is several actions related to recommendation 17 regarding, [inaudible] social media platforms in countries that block social media sites like Facebook, Twitter, etc. And we've fought back. I see [inaudible] was to research it, and Glenn was going to follow up. What [inaudible] on the progress of recommendation 17. And yeah, so Glenn, well, I'm not seeing either of those two person, Beran or [inaudible].

Glenn, do you have any feedback to report on this?

GLENN MCKNIGHT: Sorry, I've just stepped away, I apologize. What was that on item number 17?

DEV ANAND TEELUCKSINGH: This is regarding recommendation 17, which talks about researching alternative social media platforms in countries that block Facebook, Twitter, and report back to the group, via the mailing list, or a future working group call. There is also another action item, if we use the follow up with [inaudible], Beran and [inaudible].

GLENN MCKNIGHT: Yeah. I did contact them all, and I requested, because I don't live in those countries, what alternatives they use, and I didn't get any response. So I have no update at this point.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. I did do some preliminary research on recommendation 17 for the technology taskforce call. And I do have some ideas for answering this. I will populate the Wiki page with it. There's like at least three or four different types of services that allow for the Internet connection to be encrypted and therefore allow access to sites that are blocked.

Site one [Lantern], I2P anonymous network, and of course, the [Tall] project, which is probably the more popular one. So I will work to create the Wiki page to list all of these social media, sorry. These services that allow access to blocked services. Hopefully then, we can probably complete recommendation 17, because I don't see a way of easily testing it.

GLENN MCKNIGHT: That's exactly my point Dev. I was hoping to find people who actually worked on that stuff. And I know the [chap] who was dealing with human rights in the alternative DNS stuff, I was trying to reach him. We did that one session that we did with Garth, a couple of years back. But if you can create the Wiki page, I can add content to it.

DEV ANAND TEELUCKSINGH: Okay. I'll provide that link for that page after the call, to work on recommendation 17. I'll update recommendation 17 with the list of services that allow access to blocked services. And then, you and I will own that recommendation, to update.

Okay. Sorry, I'm now looking again at these action items. Regarding recommendation 26, regarding the policy management process system, there has been no new information on that action item. So I will leave that there. There is also quickly, and I realize that we're spending like 18 minutes again on this, so I just want to wrap this up within the next four minutes.

Glenn McKnight to provide specific feedback on the content of [inaudible] and Facebook posts. Any idea what that is about Glenn?

GLENN MCKNIGHT: I'm almost thinking, how did I get so many tasks? No. I don't have any comment on that.

DEV ANAND TEELUCKSINGH: All right. Let's leave that there and then we can go back to it. Let's see. Okay, Murray to work with León Sanchez updating ATLAS 2 recommendation 21. This is regarding encourage public campaigns on using the Internet for education, information, creativity and empowerment.

MURRAY MCKERCHER: So this is Murray speaking to that point. León and I have not been able to connect since the last meeting, so we haven't moved forward on that.

DEV ANAND TEELUCKSINGH: All right, so let's leave that there. Single issue call on testing [inaudible], this is what we're going to do now right after, next on the agenda. And I would say that the biggest thing would be to, that's of interest, would be the social media members to work with staff and develop a template for future monthly reports.

Glenn, can I ask if we, can we just push that back to the end of the agenda, so that we can go into the [inaudible] and so forth? Because I believe we have that work on the template, but let's see...

GLENN MCKNIGHT: Sorry, to respond. That's fine, thanks.

DEV ANAND TEELUCKSINGH: Great. All right. Well let's move ahead again then to the demo of [Buffer], which is a tool that's used for social media collaboration. Ariel and myself installed [Buffer] and did some testing, and we're ready to show this to you. Ariel, would it be better for you to share your screen and let's walk through it?

ARIEL LIANG: Yeah, thanks Dev. This is Ariel. I will do that, so just bear with me for one moment. And also, León is on the call now. I just want to remind that both León and Dev to log into [Buffer] so we can do this demo collaboratively. Yeah.

DEV ANAND TEELUCKSINGH: Okay.

ARIEL LIANG: Can you see what's going on?

DEV ANAND TEELUCKSINGH: Yes, this is Dev. We can see your screen.

ARIEL LIANG: Okay. So this is [CROSSTALK]...

DEV ANAND TEELUCKSINGH: Do you want to talk it through Ariel?

ARIEL LIANG: If you want to, yes, you can introduce the platform, and I can do some tricks there...

DEV ANAND TEELUCKSINGH: Okay. So let me just give the introduction what [Buffer] is. So what [Buffer] allows you to do, it allows you to, the name derives from the fact that you can queue or buffer posts to the social media accounts. It supports Twitter, Facebook, Google Plus, LinkedIn. The idea is that you can, you have a queue of content that can be posted at any time, where you can schedule it, or you could have a queue, and when you log into [Buffer] decide to just post what you want to.

There are mobile apps for IOS and Android, and of course, a web based interface to it. There is, that's the standalone version. The [Buffer] for business offers teams to collaborate. So it allows a team to either be a contributor, yeah, sorry. Allows a person to either be a contributor, and also, or be a manager. And the contributors are the person that contribute content, and the managers are the ones that actually approve and can post out on the actual social media accounts.

And so it looks very, very useful for social media collaboration. Last time, for the last ICANN meeting in Singapore, we were looking at [Social Sprout], and we are looking at whether this could be a possible, well hopefully, better alternative than [Social Strong]. So with that in mind, I think I could, Ariel, I'll turn it over to you. And let's interact with this and show everybody the features.

ARIEL LIANG: Okay, great. Thanks Dev. This is Ariel speaking. Just so everyone knows, we are testing [Buffer] now because we find out it's a collaboration [inaudible] that we can leverage during ICANN 53. So now I'm just going to take you to a team function of [Buffer]. And you can

see now it's at the dashboard for the team, where I can add members to it. So the way I do it is just add team member and put in someone's email address.

For example, I can put down my own email address right now. And I select the platform this person can access to. Right now, the [Buffer] is linked to a testing Twitter handle, as well as At-Large Facebook page. I can select both. So right now Ariel can have access to both platforms. And now I can also decide whether she is the content manager or content contributor.

So content manager means this person can share the social media content immediately, without the actual account holder to approve it. The content contributor means that person can only draft and save the draft of the Tweet or Facebook post in [Buffer]. And then the content manager still needs to approve this draft in order to share it. So that's the main difference.

So now I'm just making Ariel a content contributor for both. And that was this Ariel, another Ariel was added to [Buffer]. So that's just for the team. And let's go back to the dashboard where I can show you how content are drafted and saved. So, for example, we have this TTF task Twitter handle created just for this purpose. So let me just go to that handle and you can see how things are posted.

Going to go there and start [TTF] task. Okay. And so, I just say test Tweet, and I save it here. And I go on to other links, if I, this is something I usually do for adding link to Tweet. And now once you add a link, you see this link automatically shortens to the Bitly link, where

we can monitor how many people have clicked on this link and the interactions of it.

Oh, sorry, I just heard Dev said there is an earthquake in Trinidad. I hope, are you still able to stay on the call or do you need to be evacuated?

DEV ANAND TEELUCKSINGH: This is Dev. It seems to have stopped. Please continue.

[LAUGHTER]

ARIEL LIANG: Thank you for you staying here in this call, but I want you to be safe. Just make sure you're safe. I will keep on showing this particular [Buffer] functions.

So now, I pasted a link to this drafting platform. It's called Shorthand, and that's one of the, another feature of the [Buffer]. And now I can also add a picture to this draft. So I just click on the camera buffing at the bottom, and now I can randomly add a photo there, that's the ICANN 53 logo.

So now I just click, I can click add to the queue. So if I click that, this draft will be saved, but will not be shared immediately. However, I have other options. When I click on this little arrow on the right, it says share next, or share now, or schedule post. So share next means it will be

added to the queue. And if I have multiple things in the queue already, then it will be the next one to be shared.

And share now it will be sent out to the Twitter handle immediately, and schedule postings that can say, “Oh I want to share at 14:00 in the afternoon today.” Click on post. So let me just share now and you can see how it works. So I just click that button and I refresh the Twitter handle, and this Tweet is shared.

Now so that’s just a very quick thing to do, so I can do everything in this platform without logging into Twitter. So that’s a very easy thing. And now I want to talk about the contribution part of this. I think León, I also, he’s also the team member. And he just drafted something on [Buffer], this is, [inaudible] only as contributor, he can draft it but he cannot share it.

So everything drafted up will be in this contribution page. So as the content manager, I can look at the draft, and I can also edit it. So I just say, edit, I can edit to it, and I can save it. And once I approve this draft, it will be moved to the queue, where a content manager can decide when to share that draft.

So this is a very handy function that if we form a team for ICANN 53 with the multiple social media working group members, you can have the option to draft these Tweets here, and then I will be able to perform the approval functions to approve it, and send it to the queue where I can figure out the right timing to schedule the Tweet.

So as you can see, while we were talking, Dev just drafted another Tweet here, and I will approve it, and it will be in the queue, and I can

schedule a time, either share now or I can do something else like schedule a time. So this is where I can schedule the time to post it.

So I want to stop here now and to take any questions you may have. Sorry, I haven't got a chance to look at the chat, but are there any questions about this [Buffer] platform?

Murray, please.

DEV ANAND TEELUCKSINGH: Okay, I see... Thanks Ariel for that. Go ahead.

MURRAY MCKERCHER: This is Murray. So, I might have missed a little bit of that. So where does it fit? Is it an easier user interface than [Spread] Social, or is it cheaper? Or is it better? What's your opinion at this point?

ARIEL LIANG: Thanks Murray. That's a great question. So first, price wise, it is much cheaper. So let me just show you the price plan for [Buffer]. It's much more economical in a way. So for the plan that we may be able to use is \$50 per month, and that would be able to give us the access to five team members. And they also have a discount for non-profits organization, I think it's 50%. So that will be \$25 per month for five members to use that for social media collaboration.

And [Spread] Social is \$50 per month per user. So it's definitely much cheaper. And the other question you have about the user interface.

Both Dev and I believe that [Buffer] is better in a way because it has a clear separation between the contributors and content manager. So contributor will have their own feed in the contribution page, where they draft the Tweets and Facebook posts.

And then the content manager will have this queue where it can send out the Tweets and schedule it. So it's easier for managing the two feeds. And also, notification feature of buffers better than [Spread] Social because if you draft something, there will be a little icon. For example, one, two that tells you the number of drafts in this, in the contribution queue.

So without refreshing the page I'll be able to see it. And Dev just drafted something and immediately show on the screen. Which is much better than [Spread] Social. And that same goes for the queue, they have this icon indicating how many draft Tweets or posts in the queue.

So because of these, it's better than [Spread] Social. Murray, I see your hand is still raised. Is that an old hand or a new hand?

MURRAY MCKERCHER: Sorry, that's an old hand.

ARIEL LIANG: Thank you. So I see Glenn has a question in the chat, "Has it been purchased by ICANN?" So I think the plan is during the ICANN 53 we will test out this platform, and if it is very good, we will make a strong business case for that. And I will request my department, or the Com department, to use a little bit of the budget to purchase that.

So far what I have heard is that it was not a huge amount of money. So it shouldn't be a very difficult thing to ask for. But we just need to make sure this is a good platform before we jump into it. So that's why we need to test it out first. And the good news is that it has a free trial for a week. And you can use different email addresses to register for this free trial.

So worse come to the worst, if we need more than a week, we can, I can use another email account to start another free trial. So that we can have enough days covered for this testing period for ICANN 53. And if it's very good, I will definitely make a strong business case and ask for a budget to purchase this platform, purchase this service, yes.

DEV ANAND TEELUCKSINGH: Great. So this is Dev. Thanks Ariel. Just a follow-up question from Glenn on the chat, was that are we using this instead of [Slack]? I think this is actually much more useful to do it because the neat thing about [Buffer] is that. Once you have the queue there, you can look at all of your actual scheduled Tweets or Facebook posts or whatever, and just click on it to automatically send it to the various social media accounts.

And so it's much more easier than copying it and pasting it from [Slack], which we did use, it did work very well at the ATLAS 2 summit, I agree, but I think this type of tool works out better. Actually I'm beginning to think, I know there is a small business plan for five team members, but I'm actually thinking maybe if there are enough persons in the At-Large social media working group that are contributing, and so forth, we might need 10 team members.

So we might need to go for the medium business thing. And I believe if you are a non-profit you can get a 50% discount. So I think all of those things can be explored. Murray, your hand is raised.

MURRAY MCKERCHER: Yes, thank you Dev. It's Murray McKercher for the record. Just a quick question. Have we compared this to Hoot Suite, which seemed to be one of the leaders in this space?

ARIEL LIANG: Murray, this is Ariel speaking. So we look at the Hoot Suite before, but we haven't tested out in a session like testing out [Buffer] and [Spread] Social. The main reason is that we, both Dev and I, both believe that the user interface is not [Buffer] was [inaudible] so we haven't done that.

But it's, there is a strong opinion about Hoot Suite to test it out, we can do that as well. And then see which one is better. So, what do you think Dev?

DEV ANAND TEELUCKSINGH: This is Dev. We can look at Hoot Suite again. But at the time when we looked at it, we thought it was a bit confusing to actually wrap your hand around it, I must say. And I have to admit, if I had a choice, maybe we can do a special purpose call, and collaborate offline, and try to do Hoot Suite again, just to see if it has changed.

But as I recall, when we were trying to do Hoot Suite, it was a little bit, very confusing, and actually [Buffer] was actually much, you know,

much easier to set up. Just two other things that I just want to note. I don't know if, [Buffer] supports the suggestion that the feeds, the feeds allow you to subscribe, obviously, to other RSS feeds from, well, from either other social media accounts, or from things such as the ICANN website and so forth, or the At-Large Wiki for that matter, if you wanted to add it.

And then we could, you know, just simply take that item from the feed and just add it to the queue one time. So that's what the feed part is all about. It also supports URL shorting. So that no team member has to consider a special purpose URL shortener with the same account. Buffer handles that in the background quite automatically. So if there are any long links that are posted, it will, [Buffer] would use its own the URL shortener that's been assigned for the account.

So it allows for better analytics and it just makes for easier sharing.

ARIEL LIANG:

Yes, that's exactly right Dev. Ariel speaking again. One more thing I forgot to mention is, I also downloaded the [Buffer] app on the phone. So during the media week, it usually takes quite a bit of pictures. So I'm just taking a picture with my phone right now, and use the app to save it, and then you will be able to see it got saved immediately on [Buffer], and now you see the last one in the queue is the picture I just took from my phone.

So if we have a team member using [Buffer], you will know that usually I will ask part of it helps taking photos during the meeting, and now you can simply use the buffer app on your phone to take pictures, and I will

be able to see the pictures you take in the platform, and I can quickly transform it into a Tweet. So that's a very helpful feature.

MURRAY MCKERCHER: Ariel, it's Murray speaking. Is that an IOS, or which mobile are supported? iPhones or [CROSSTALK].

DEV ANAND TEELUCKSINGH: This is Dev. The [Buffer] is available as an IOS app, and as an Android app. I'm trying to think for Windows form, but I have to double check that. [CROSSTALK]

ARIEL LIANG: No problem. So the next thing, it's kind of connected to our next agenda item, is asking for help, especially Spanish and Portuguese speaking members, because during ICANN 53 we're in Buenos Aries, and we will need to use these languages to target the local audience. So [Buffer] will be a great help if, for example, León writes something in Spanish, or Peter writes something in Portuguese, and you can save it and I will be able to view it, but of course, I need to have some kind of [inaudible] control mechanism to make sure it's all good to go, and then I'll be able to send out Tweets in other languages.

So [Buffer] will be very helpful in that sense.

DEV ANAND TEELUCKSINGH: This is Dev. So I think it would be good to actually get some more volunteers from LACRALO, especially given that our upcoming meeting is being held in Argentina. So perhaps León, I don't know, perhaps what you can do, you and I could work on the letter to sort of, a letter to the LACRALO list, asking for volunteers. Would that be okay?

Okay, I see a green tick from León. Great. Okay, so let's put that as an action item, because we need to do that very soon. And then what we can do, once we got, hopefully gotten some persons who have volunteered, we can then have another social media call, and show them [Buffer] and so forth, and show them how it works and so forth.

Okay. So put that as an action item. León and myself to draft letters for LACRALO mailing list. Okay.

All right. We could have done it earlier this week, but there is a bit of concern raised on the LACRALO list about social media. So I thought it was not a good time to actually do it. So maybe myself and León could now look at it. Peter, your hand is raised. Go ahead.

PETER KNIGHT: Yes. I just put into the chat, I went to Google Play, and it said [Buffer] then it said social media Twitter. Does it work on more than Twitter? Like will it post to Facebook? I think it looks like the same thing because it shows a pile of little papers [inaudible].

DEV ANAND TEELUCKSINGH: This is Dev. Yes, [Buffer] works with Facebook, Twitter, LinkedIn, Google Plus, and I believe they're now rolling out Pintrest. So yeah,

Ariel is showing it on the screen right now. So you could connect up to, for the five user team members, you can connect up to 25 accounts. So you can, and the neat thing about [Buffer] is that you could really...

PETER KNIGHT: The question was, for the cell phone, you know the smart phone, the app lists as [Buffer] colon social media comma Twitter. So let me just install it and see if it works. Okay.

DEV ANAND TEELUCKSINGH: Just to be on the safe side. If you go to [Buffer's] website, there is a link to the actual Google Play app. And I posted the link in the chat there. So if you go to that page, you would see the IOS linked and the Google Play link. And there are other things that are like a browser add on and so forth.

PETER KNIGHT: Okay, all right...

DEV ANAND TEELUCKSINGH: And to León's question, yes, that is correct.

So, this is Dev again. So after León's question, once you install the app, based on what the manager has given you permissions for, is what [inaudible] that you can post to. So if Ariel was to create a Facebook page, for example, account, we could organize it to say, these three

persons will go and post on Facebook only, and these three persons will post on Twitter only.

And so, yeah, there will be two separate queues, and all of those things. So yup. Okay. So I think we've covered the demonstration of [Buffer] now. Going back to the soliciting more volunteers... [CROSSTALK] ...captured, myself and León...

ARIEL LIANG: Sorry Dev. I'm just going to stop sharing my screen, give you a heads up.

DEV ANAND TEELUCKSINGH: Yeah, great, excellent. Yeah, because I think we're finished demoing [Buffer]. So myself and León to work on an email to the LACRALO list to call for volunteers to help share content on social media during ICANN 53.

Okay. León, any other comments on this agenda item four? Or can we go ahead to agenda item number five?

Nope, nothing else. Okay great. So the next item on the agenda is, well, considering whether we should have our own Flickr account for At-Large. And well, also just get the brainstorm with all of you members of how we can develop content for At-Large social media accounts. Okay.

So it was suggested that, I believe the suggestion came from León, so that we should have our own photo account on Flickr, and then we can build library directly on that At-Large account. Just to confirm, Ariel, the

photos that are on Flickr, those are primarily from ICANN directly, correct?

ARIEL LIANG:

This is Ariel speaking. So there is an ICANN Flickr account that is all photos taken through the photographers that contracted by ICANN. And then, of course, there are quite a few photos about At-Large. [Inaudible] maybe Sunday meetings, we have quite a bit of photos, and also the showcase sometimes we have a photo album on the ICANN Flickr account.

But it's not for every year. And then there is also another existing ICANN At-Large Flickr account, but that one hasn't been updated since, I think, 2012, or even earlier. And I don't even know who started that account and has access to that account. So if anybody here in the call knows about that, I would appreciate you let me know who started that account.

So I think the idea is that we either take over that existing At-Large account, and put in more media files there, or we start a brand new account. From now on, we will put photos there. So this is something we would like to discuss as a group here.

DEV ANAND TEELUCKSINGH:

Okay. So yes, this is Dev. I think I remember when this account was created for At-Large Flickr. The person that worked on the At-Large staff [inaudible], up until 2010, early... I think it was 2010, really. He

was the maintainer of this At-Large account, and he was the one taking pictures and uploading to the At-Large account.

So it's really just to contact [inaudible], in case the account credentials aren't... If At-Large staff doesn't have the account credentials, to get it from him. And I'm sure that can be arranged. So okay.

Start looking at the chat. So I think that will be an action item. Is there any objection to not using the At-Large Flickr account? Because as León has posted in the chat, it would either to be able to enable At-Large members who wanted to share pictures, and to also be able to upload them to the At-Large Flickr account via email for example.

So I have not used Flickr in quite a while, so perhaps Ariel or León can talk to this. Can one account be shared with multiple persons on Flickr? Would be my question to either Ariel or León.

ARIEL LIANG:

I'll let León talk about it.

LEÓN SANCHEZ:

Thank you Ariel. Thank you Dev. I'm really not sure you can share Flickr accounts with different users. But what I am aware of is that each Flickr account is enabled to upload pictures via email. You can share that email with those interested in uploading pictures, and that will enable, of course, those users to share their pictures within the At-Large account.

So I think it will be a very practical way for us to cover, for example, different events in ICANN meetings, where we have maybe attendance of different At-Large members to different meetings. That could, of course, provide greater [inaudible] to our activities. I mean, it's just an idea. As Peter points in the chat, there is a risk here that someone might [CROSSTALK]... That's not [inaudible], someone should need to keep an eye on the account just to make sure that anything that is uploaded, complies with the expected rules of engagement.

[CROSSTALK]

DEV ANAND TEELUCKSINGH: This is Dev, thanks. Go ahead.

ARIEL LIANG: Sorry Dev. Sorry for jumping the queue. I'm just wondering whether Glenn has some experience he can share, because he has been using Flickr quite a lot, and I'm just wondering whether he knows any tricks about multiple people managing one account. [Inaudible] and whether he knows anything about quickly uploading files and images to Flickr, multiple ways to do that, whether he is aware.

Glenn, do you have anything to add?

GLENN MCKNIGHT: Yeah, I have probably around 100,000 pictures in my site. I just compared the link you provided a while ago, that looks like it was over five years ago, that and there is very little current content. On my site, it's all free pictures, that they're not linked or watermarked. But I tried to capture, pretty well, the entire event.

There is a lot of stop on Fellowships that you won't see anywhere else, except maybe one picture of Fadi. In terms of my professional account, it's just one administrator. There isn't multiple users, which is a real problem if you have, in my case with my VIY event, I give five cameras to volunteers, which means they all have to come back to me and I dump all the media onto my computer, and then my backup drive.

But I also use Flickr as my secondary backup, and then distribute it, but there is a lot of files that... Especially when we have, for example, Evan has left. And Evan will join us in October in Dublin. So there are tons of pictures that we can glean and create a little photo story of him. But without those pictures, you can't do a photo story.

So I think there is probably a lot of good pictures out there, but they've never been shared. If you've been to music night and different things, everybody is taking pictures, but I've never seen anybody's pictures. There is a lack of real sharing of content. You can't do it with Flickr. It's a problem. You have one professional account and one administrator. So that's my observation.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. I see Peter's hand is raised, so Peter go ahead and then I'll have something to suggest.

PETER KNIGHT: I put in the chat my question about photos like on Glenn, there is no caption. So for the [inaudible] let's say, it's hard to know what's in the picture. At least on Facebook, you can put in captions. Can you do that on Flickr?

GLENN MCKNIGHT: Yes you can. You can probably label it. Yeah, you could properly label and [inaudible] the pictures, which is important for searching. The problem is time, especially if you're looking as a photographer doing very few pictures, yeah there is... But unless you take the strategy of tons of pictures, it becomes a problem.

So as this group, this social media group, if we're going to be doing this together in sharing photos, we need a system of people going through the pictures, labeling them, meta-tagging them, giving them a description, and then pushing the content out. But in my case, I'm not going to do that. My strategy is tons of pictures, I'm not going to spend any time doing every label. That's just my opinion.

[CROSSTALK]

DEV ANAND TEELUCKSINGH: Thanks, this is Dev. Well just... Go ahead Peter.

PETER KNIGHT: My problem with that is, if we're trying to reach the, to interest people in ICANN, then blasting out a lot of pictures of unknown people in unknown activities, other than they are at a meeting, it's not very nice. I mean, you see that they're good pictures, especially Glenn's, but the question is, how useful are they accept for the initiated?

DEV ANAND TEELUCKSINGH: This is Dev. Just to try and answer that, chances are what can then happen then, Peter, is that once somebody is trying to share that over social media, they will identify, you know, who the circumstance behind the photo. So in the sense, they will be coming up with a caption for the photo when they Tweet or post it on Facebook. Like [inaudible] speaking at At-Large IANA discussion. That type of thing.

And then post it that way.

PETER KNIGHT: Sure. I mean, if we put it in through [Buffer], just that takes care of it. Just a Flickr account as [inaudible] glance, and I say they're beautiful. But when I was at ICANN in Toronto I knew, for the most part, who was taking the picture of. But when you're not there, and there are new faces, it just looks like a nice collection of nice portraits. On Flickr that is, now if you can then post to Flickr and then somehow post them to our feeds of various social media, then there is no problem, assuming that the person who is monitoring this, and for the scheduling the flow, the organizer, whatever [inaudible] that's handling this, managing the flow, then there is no problem.

A pile of pictures appears and if that person has the time to post them and tag them, then there is no problem if...

DEV ANAND TEELUCKSINGH: Okay. This is Dev again. I imagine for the longer term what would have to happen is that somebody would have to go into the Flickr stream and then update it with captions. But as Glenn pointed out, if you are taking lots of photos, especially of a live event, it's kind of hard to do...

To take a photo, try to capture it, and then take another photo. Unless somebody is monitoring that feed and actually actively targeting every single one, I'm not sure if that's really needed for At-Large anyway, as a start, look at how we can use Flickr for group sharing.

[Inaudible] link I posted in the chat, something called Flickr dot com slash groups. So what, if I understand, and perhaps myself, León, Glenn, both of you are Flickr users, perhaps we can look at how we can, how this group feature could work. It might be that what happens then is that when you create a group in Flickr, those Flickr accounts can be, you know, each person would have his own Flickr account and then upload, and then it can be referenced by a group URL.

So I then suggest that we do that as an action item. So [inaudible] that León, Glenn, investigate the group feature of Flickr, and see how it works. And then maybe what happens then, yeah. And see how, you know, can another team member be added, and that type of stuff. Okay, Peter your hand is raised.

PETER KNIGHT: This is Peter Knight for the record. I just tried it at home. Remember the whole purpose of our social media is to attract people who are not currently active in ICANN, or they're thinking about it, or they're dabbling in it, and that's why I feel the tagging is important, rather than a huge flow. We can have a Flickr site where people can go later, and then there is time to do it, but in what we actually post during the conference, or whatever other activity it might be, I think it's very important that we identify it otherwise people say, "Oh, there is a lot of people there," or, "That's a nice looking guy, or girl, or whatever."

That's my point.

DEV ANAND TEELUCKSINGH: This is Dev. Go ahead Ariel.

ARIEL LIANG: Thanks, this is Ariel speaking again. I agree with what Peter said. We need to caption this to some extent. And I think if we can be selective of the number of pictures we put in the album, that will make it easier for captioning the photos. I mean, many photos there and just dump them, it would be harder.

So, I think we just need to come up with a strategy or some kind of a guideline, how we're going to feed the beast, the Flickr beast. And we're going to need to, if we want to maintain it, we need to set expectations straight. We don't want to have an album of hundreds of pictures, then that will be difficult to give context to the photos, and

would make it very hard for the members that are managing the account.

So that's just my thoughts on that.

DEV ANAND TEELUCKSINGH: Right. So by the way, this is Dev. Okay. We're coming up to the top of the hour. I just noted, also... I think one of the biggest factors for using Flickr was the fact that it didn't have a mobile app for a very long time. And it's only now, relatively recently, within the past year or so, that Flickr now has apps for Android and iPhone.

So now that also helps a lot because it says capturing pictures and so forth. Okay. I think we covered... I see two hands still raised. [Inaudible] so it has to be quick contributions. Peter and then Glenn.

PETER KNIGHT: I'm sorry. That was, I'll mute.

DEV ANAND TEELUCKSINGH: Okay. Glenn?

GLENN MCKNIGHT: Yeah, I'm going to caution you. I've seen a lot of pictures by people that, take pictures of Music Night and whatnot, with their cell phones, they think they look good because they're drunk. In reality, the pictures are crappy. They're out of focus, they're blurry, and the lighting is really poor. If you're going to have a pool, make sure that you're up, and I like

the idea of the pool, and they can be selective pictures, and they could be a narrative, they could be tagged.

If each of us do a small number, selective pictures in our own Flickr pool, and add it to this pool documented, great. But they really should have a standard of quality, and whether it's wide angle, close-up, making sure that people, you know, looking good. Don't be taking pictures and the person, you know, be selective. Take two or three pictures of that person, look at them, delete the lousy ones, because sometimes people look differently from different angles.

So I think you've got to respect your subject matter. And if you're doing a lousy picture, you're going to get what I get, I get people, you know, stopping me wherever I am saying, "Delete that picture. I don't like it." So I'm just cautioning you in taking some of these images. And you've got to be respectful.

DEV ANAND TEELUCKSINGH: Okay. Point taken Glenn. And I mean quality control would be a challenge, especially once people are using the group thing on Flickr, the photos go live, so to speak, on the Internet and it's kind of hard to then, as you say, go back and edit it, and delete it. Especially if you're in the middle of the event [inaudible] ongoing.

So okay. But I guess when you investigate the group features through Flickr, you can probably look at that, whether a person, another person can look at pictures and say, delete it or whatever, or part of this group Flickr review.

Okay. Unfortunately Glenn, we couldn't get back to your agenda item regarding the templates. So I think perhaps what you might have to do is post that, post a link onto the mailing list, and let's see if we can get some discussion on that. Okay?

All right. I see Peter that's an old hand. So I would like to thank everybody for the call. And you have quite a few action items, so let's see if we can tackle them before our next social media working group call. Thank you, take care, this call is now adjourned.

[END OF TRANSCRIPTION]