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TERRI AGNEW: All right, it's now one after. Did you want me to go ahead and begin or give it another moment?

DEV ANAND TEELUCKSINGH: All right. Let's start then. We can start and see who comes in afterward.

TERRI AGNEW: Certainly. We'll go ahead and begin at this time.

Good morning, good afternoon, and good evening. Welcome to the At-Large Social Media working group call on Wednesday the 5<sup>th</sup> of August 2015 at 18:00 UTC.

On the call today we have John Laprise, Murray McKercher, Juan Manuel Rojas, Etienne Tshishimbi, Dev Anand Teelucksingh, and Jason Hynds.

We have apologies from Raitme Citterio, Baudouin Schombe, and Alberto Soto.

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.

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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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DEV ANAND TEELUCKSINGH: Thank you. This is Dev. Thanks everyone for attending this call. So on this social media call, we have the previous action items. [Inaudible] ICANN, the social media, [inaudible] do that again. An analysis of ICANN 53's social media performance, and the buffer group initiative, the tool that we used at ICANN 53.

We're going to have a discussion about the [portal] management, and how do we capture [portals], and how do we store pictures properly, not just for use at the events but actually for future events. And we [inaudible] social meeting strategy for the next ICANN meeting, which is ICANN 54 Dublin, and any other business.

Thanks Ariel, you share the screen so you can go through the action items. I don't think we have done very much on these action items, given that León isn't here because of the ALAC IGF, we'll skip those action items that references him on it.

But let's just see quickly.

Sorry, I'm just [inaudible] this thing myself, and for some reason it's taking much longer than it should. Okay. Regarding ATLAS recommendation 17, this is the action item we talked about in ICANN meeting, [inaudible] social media is blocked in countries, promote credible alternatives.

Now we didn't try to... I think that we fought for this action item, and it was discussed in another working group, I can't remember which one at this point. But it was discussed. Although we have tried to lift some of the technical alternatives to, by circumventing, blocking countries, regarding the blocking aspect, it's decided that we won't do that, given

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that it is too sensitive to suggest that, well, to recommend to At-Large or for ICANN to recommend, anyhow, that we should circumvent national laws, with maybe in place that impose the blocking in the first place.

So we're not going to be doing that. What this working group will be doing is more look at the reasonable alternatives. I don't think we have gotten, there are several people [inaudible] actually Murray, this was also assigned to you, along to Beran [inaudible], and Glenn McKnight. Murray, do you want to answer, give an update on this action item?

MURRAY MCKERCHER:

Yes. It's Murray McKercher speaking for the record. So actually we have not done a lot on this, as a group together, on the action item list but I have, I have been sort of playing with We Chat that Ariel and I have been back and forth on We Chat, as a particular way, social media as it relates to China, which is a big audience for sure.

So I've been focused on that personally, but there is a whole bunch of other things that I haven't followed up on. So I'll do that. Thank you.

DEV ANAND TEELUCKSINGH:

Okay. All right. Okay, thank you. This is Dev again. I'm just [inaudible], regarding the decision, regarding to look at how to circumvent blocking, it was the technology taskforce that was assigned that action item, [inaudible] ATLAS 2 recommendation.

So let's see, actually Murray you're listed for this action item. Murray to continue working with León on updating for ATLAS 2 recommendation

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21. To [inaudible] populate, encouraging public campaigns on using the Internet for education, information, creativity, and empowerment. Can you give us an update on that one?

MURRAY MCKERCHER: Yes. León and I have not made any specific consideration at that point. I think part of it was in prioritizing some of these things, but I have no updates at this moment. I see Ariel has put it up on the screen. It's a kind of broad statement, and there is probably a lot we can do. It goes into overall engagement, in the first place, but obviously there is more work to be done.

And if the Board was interested, I don't know if it came up at all [CROSSTALK] face to face, but we should continue with that.

DEV ANAND TEELUCKSINGH: Sure this is Dev. Well obviously... Go ahead.

ARIEL LIANG: Thanks Dev. This is Ariel. Sorry I can't raise my hand, just one note about the ATLAS 2 recommendations. For there is action items on Buenos Aries, it's for the ATLAS 2 implementation taskforce to review all of the actions items, and see which ones are applicable, because [inaudible]... Some of the recommendations are really broad, and some of them maybe already are being conceded through other ICANN channels, either through staff or through communities via other mechanism.

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So there is an action item for reviewing all of the recommendations and he can choose which ones we should focus on tackling before the next meeting. So maybe we can hold off on the action item part. Sorry, the ATLAS 2 recommendations part of the action items for social media working group until after the implementation task force reviews all of them.

And that will be sometime in August, there will be a meeting for that taskforce.

DEV ANAND TEELUCKSINGH: Okay. Thanks Ariel. This is Dev. Indeed, I was going to mention of that, because most of these things are related to the ATLAS 2 action items. And the other two action items are at the end, [inaudible] but she also has taken a leave due to personal reasons.

So those are [inaudible] just listed on there as a catchall. Regarding a draft storyboard, I should mention I've left my, [inaudible] submitted a proposal to do an e-book. And perhaps that plan was to [inaudible]... Okay? So you can stop me on the action item during the ATLAS 2 for now. Okay.

So let's move on to the next agenda item, which is the analysis of ICANN 53's social media performance. And the [buffer initiative?]. I think I will probably have something prepared to do the analysis of what happened with social media, that is coming up. Just to give a background to what Buffer is, Buffer is a tool that allows for contributors to contribute Tweets, or to Facebook, or [inaudible] for

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social media accounts [inaudible] their content contributors, and there are content moderators.

So the idea goes [inaudible] will have various persons, submit social media content during ICANN 53, and then the content moderators would look at the queue of, a queue and approve those messages or edit them, as needed. Okay, I think Ariel had the social media analysis [inaudible]. Ariel?

ARIEL LIANG:

Thanks Dev. So I'm just going to do this analysis in kind of a quick manner, to give you some kind of data to show how we have performed during ICANN 53. And other data I collected is from June 17 to June 28. So that's approximately the period for ICANN 53, maybe a little bit longer than the actual ICANN meeting, but it's about 10 days' worth of data. And the place you can see, we Tweeted almost 175 times.

It's actually much less, not much less, but less than the Tweets we did in ICANN 52 and 51 and 50. [Inaudible], it just means that we're not sending a tremendous amount of Tweets. And then we still get, sorry, 92 Tweets, so that's around 100 Tweets. But, even though we will have sent less than 100 Tweets, we have got a healthy amount of retweets, and it's 175 retweets.

And you can see in this graph, is [inaudible] do more than any other, and usually some days the ALAC working day and [inaudible] opening ceremony. So that's obviously we do a lot of Tweeting during that time. So, that's just the frequency of Tweeting. And then this graph shows what's up, the retweet, what's the effect of it. And then there is a

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measurement called the retweet reach, how many people have seen other content that was retweeted by other handles.

And you can see in this graph, or this data here, just within that 10 days, we have reached almost, I think, one million people, through our retweets. And so that's a pretty good outreach. And also, because some of our followers, they have a lot of followers of their own, so if they retweet our content, there is a bigger possibility, they're a big number of followers too. So that helped increase the retweet reach.

And another measurement is called mentioned reach, some people have mentioned our handle in their Tweets, and so indirectly, those people saw our handle, they may come to check out our content, and so that we reach more people. So that's about 200,000 mention reach during that period.

So that's the second measurement. And here I just want to show you the number of followers that we gained within that 10 days, it's about 40 new followers. And so that's a comparable number to ICANN 52 and 51. And also 50. It's about 42 to 50 new followers we get during the ICANN meeting time. And then this is the most popular Tweet that we did, during ICANN 53. So that's the Tweet about Cheryl, about the multistakeholder [inaudible], and it got retweeted more than 30 times, and also favorited by 12 people.

And that's actually the most popular Tweet ever in history of the At-Large handle. So great job for that. And also people helped with the drafting. I mean, it's not just me doing that, it's actually [a photo] taken by some members, and some other people helped with writing a draft.

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So that was kind of prepared beforehand, and now we can tweet out what Cheryl wrote.

So yeah. And that's the Twitter analysis. And this is the Facebook analysis. And we are not as active on Facebook, but we still do a fair amount of posting during the meeting time. And I think what we did, at least one person did during the meeting time. So in that 10 days we gained about 20 more fans. And then also our post, they have this measurement called post reach, just how many people have seen our post, and the total amount is about 2,000 during that 10 days.

So 2,000 people have seen the posts. And you can see the graphics here that shows, on a daily basis, how many people seeing other content. And these are, and you probably cannot see it very clearly, but that just shows the posts we did from May to July and based on their popularity.

And I think that just a quick analysis of that is the most popular, of course, have an implication to the community. For example, during the, in May, the most popular post was about the Fellowship applications for Dublin. So of course, that interested the community members, and then also there is other kind of posts, for example, about the Latin American [inaudible] and trivia for attending ICANN 53 Buenos Aires.

So that was, had some kind of implication to community member, and help them get involved in the ICANN world. So those kind of posts [glass eyeball?]. And then you can see the yellow bar, that means how many people have seen that post, meaning the popularity of that post. So it's just a really quick overview of how we performed in ICANN 53.



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I want to pause a moment, if anybody has comments or questions you can feel free to speak up.

DEV ANAND TEELUCKSINGH: Okay. Thanks Ariel. This is Dev. Are there any comments or questions?

MURRAY MCKERCHER: Hello Ariel, could you share that PDF or is there somewhere where we can look at it at a later time?

ARIEL LIANG: Thanks Murray. We'll upload that to the agenda page, and [inaudible] distribute and then link again afterwards. Yes, will do.

MURRAY MCKERCHER: Thank you.

DEV ANAND TEELUCKSINGH: Let's see, this is Dev. Thanks Ariel for the comprehensive report. So it looks like, so we actually got more followers. So total something around 2,003 followers on Twitter. 2,300, around that figure. [CROSSTALK]...

ARIEL LIANG: Now we have more than 2,300 followers.

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DEV ANAND TEELUCKSINGH: Okay. So it looks like a steady improvement from each meeting, and there is... I guess my thinking is, were there any particular...? Just thinking about it and just from looking at this report, just to get back to... Were there any particular like...? What was the most popular day, it seemed to be Monday.

And in the evening sessions, rather than say during the morning sessions and so forth. Just looking at the most popular ones, because I noticed, what happened in the welcome ceremony, LACRALO showcase that happened in the Internet [inaudible] that also happened in the late afternoon. I don't know if there is a correlation between say, morning periods or evening periods. I don't know whether you have any thought on that, or maybe I'm thinking too much on it.

ARIEL LIANG: This is Ariel for the record. I don't think there is a particular correlation between popular posts and the evening or daytime per se, but of course this was, some event happened during certain times, and the posts went out immediately. And then also we ask people to help retweet, it will become a popular post or popular Tweet.

So it really depends on the nature of the event and also how many people helped interact with the Tweet. And I think it's very helpful we have the social media working group, especially the Skype chat during the meeting, because it's a very useful tool for me to ask people how retweeting and interacting and get the word out.

And we also have the At-Large chat that has almost 100 people there. So these are [inaudible] phase was to get a lot of interactions for a

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Tweet and increase the potential to be seen by other people. And I know some of our new working group members, I think there is one person from, [Akimbo], yes he's in Africa.

And I think he helped with retweeting in a very incredible way. I think when I asked him to help retweet something and he retweeted with eight handles, he has eight handles. Maybe not all [inaudible], belongs to some of his organizations. So just he just hit one button and he retweeted eight times automatically. So that was very helpful, but we need other people to help retweet as well.

So yes, back to your question, I don't think it's linked to the time it was posted, it's more like, how many people helping to [inaudible], yeah. And [CROSSTALK]...

DEV ANAND TEELUCKSINGH: Yeah, go ahead Murray.

MURRAY MCKERCHER: Yes, thank you. Just a quick question, I was off for a few minutes so I may have missed this, Ariel. Oops. Can you hear me now?

ARIEL LIANG: Yes.

MURRAY MCKERCHER: Hello?

DEV ANAND TEELUCKSINGH: Yes we can hear you.

MURRAY MCKERCHER: Okay. All right, sorry. Just for Ariel, which of our social media challenges is the most important?

ARIEL LIANG: Thanks Murray. I think the one challenge is about language diversity, because right now, I'm the staff person managing the Tweet and writing, drafting Tweets every day. But I'm only doing that in English, I don't use Spanish, or French, or Arabic. And so, to help us increase diversity on our social media Tweets, we will need help from the community to do that.

And then during ICANN 53, we did this experiment. We utilized this Buffer platform that allows many members in our working group to help with the drafting feed. So some people from the Latin American and Caribbean, like the Spanish speakers, they volunteered to be in this group, and then they drafted something but, you know, the [inaudible] is probably not enough.

And also, I think one person... And so one person [inaudible], she's very helpful, because before ICANN 53, I did this [inaudible] like curating some draft Tweets, I think will [inaudible] during the meeting, and she just look at that fresh and then translate every single Tweet into Spanish. So that was very helpful, and I was able to use some of her translated Tweets.

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But then during the meeting time, when we did the live feeds, the level of Spanish content is just not [inaudible].

DEV ANAND TEELUCKSINGH: It's not keeping up with the live event.

ARIEL LIANG: Yeah. It's not... Sorry, Dev, are you trying to say something? I missed what you said.

DEV ANAND TEELUCKSINGH: Yeah, you had stopped... This is Dev. Yeah, I thought you had stopped. But go ahead and finish, my apologies.

ARIEL LIANG: No problem. I hope my line is okay. So what I'm trying to say is that during the live feed, live Tweet time, is the Spanish content is not sufficient, and [inaudible] volunteers may not be able to help draft Spanish Tweets during a session, because they're elsewhere, or they're drafting something, but they didn't tell me they have put it in the feed of Buffer to check.

And so I missed the opportunity to Tweet it out. So [inaudible] is definitely a challenge for that. And we are hoping we can address that in a better way, later on. Yeah.

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DEV ANAND TEELUCKSINGH: Yes. So this is Dev. Thanks Ariel. So going back to the Buffer, I think the Buffer worked well, but I think there are two challenges. One was the, as [Aziz?] brought up, one was the notifications. Unless you were on the page itself, you would actually not see the notifications on your browser tab or on your mobile app, if you are not using that to monitor that and so forth.

So I think that's one challenge there. Having said that, I think it was much better than the previous [inaudible]... social, the ICANN 51 we did. Because the interface [inaudible] is slightly better. The second challenge was, I think, also that uploading large images. Glenn McKnight was taking lots of photos, and he ran into a problem where, he was trying to upload the image, and timed out on them.

So he couldn't do anything about it. So he, [inaudible]... He cannot contribute as quickly as he could have, [inaudible] to have with the larger sized images. That's another challenge. We'll talk more about that in the photo management part of things.

I see Ariel has shared the screen. You can see how Buffer works, and that there are contributions, and you can see all of the different contributions. And whilst in the queue, and we as moderators can edit the queue, and edit with regard to rescheduling it, move it up to the top, or post immediately. So it works very well in that regard.

Any other comments or questions about Buffer?

ARIEL LIANG: This is Ariel speaking [CROSSTALK]...

MURRAY MCKERCHER: Sorry, it's Murray speaking.

DEV ANAND TEELUCKSINGH: Okay. All right Murray, go ahead.

MURRAY MCKERCHER: Hi it's Murray speaking.

I know... I kind of like this when I was watching from afar, [inaudible] social media platform at the moment. Is it Twitter, or is it Facebook, or is it LinkedIn? I know we have a number of platforms. What's our most successful?

ARIEL LIANG: Murray, this is Ariel speaking. Well we don't really have a number of platforms, we have Twitter and Facebook, that's what we actively manage. And of course, Twitter is the most successful because we do Tweet very frequently, so that's why it's more effective. And [inaudible] support both the Twitter and Facebook.

And you can see, I'm sharing the screen here. And on the last shows the [inaudible] that this Buffer is supporting. We draft something, it can go out to both platforms, where we can choose which ones to go to. And I just want to add that we have had this Buffer account for one year, and we will keep using that, and later on when we discuss the strategy for

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ICANN 54 in Dublin, we will talk about recruiting volunteers to help using Buffer together to develop content for social media.

So we will have this for a while, and our members can take advantage of this.

DEV ANAND TEELUCKSINGH: And this is Dev. Just to add on to that, what Ariel is saying, you know, Buffer ought to support additional accounts, it does support LinkedIn and Google +, if we want them to. And I believe there is going to be Pin Interest added, yes, I think it's already added now.

So we do have access to those platforms. I said also, one thing that was also done at ICANN 53, but not in an official way, we had a sort of like a [inaudible] Instagram, well I won't say [inaudible] Instagram. We created an Instagram account, because on our last call, some persons thought, also through the working group felt that we should really have an Instagram account to share photos during the Dublin. And that we [inaudible]...

I haven't had a chance to really analyze that, but Ariel, do you have any thoughts about that or anything to say about the Instagram account?

ARIEL LIANG: This is Ariel speaking. As you can [inaudible] even struggle to find, you are [inaudible] that Instagram account. Well, we actually asked community members to respond on this. And I think that only two photos were posted via Instagram. And that was managed by a community member who didn't come to the ICANN 53 meeting.



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So that explains why it is a little difficult to do Instagram, if you are not physically in the meeting. As well as physically in the meeting, it's a little bit hard to do both Tweeting and Facebook and run Instagram, unless we have a platform that also managed Instagram, but I don't know whether we have such platform yet.

And then [inaudible] put a comment in the chat, and as he recommended the other management platform, maybe we can look into that later on, but at this point, just because we already paid for the Buffer platform for one year, so we'll keep using that, and that can support Twitter and Facebook, and recently we also gained back to the LinkedIn business, I think it's the LinkedIn business platform that we have for At-Large, but well it's not very active at this moment.

But maybe later on we can talk about how to generate content for LinkedIn. And I know John is very active on LinkedIn. I saw many of his posts before. So maybe he can lend us some insights. So I think Buffer can do three platforms that we have content on. Yeah.

DEV ANAND TEELUCKSINGH: Indeed. Yes, and I know that we have [inaudible] an official LinkedIn At-Large page on LinkedIn. So look at [inaudible].... Using that for future ICANN meetings, when we do the reporting. But I guess we'll come to that when we come to our next agenda item, sorry, our last agenda item [inaudible]...

Okay. Any other questions on the analysis aspect? I see John is typing.

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ARIEL LIANG: And this is Ariel speaking. You are welcome to speak up as well, so don't be shy. We have a very small group today.

DEV ANAND TEELUCKSINGH: Indeed. This is Dev. Okay, well I thank Ariel for the analysis. Yes, I see that there are [inaudible]... on LinkedIn. Indeed. [Inaudible]... Given that perhaps we are not as experienced, but [inaudible] really how we can use LinkedIn properly, for social media, or if we should. We do have a hand. Remmy, please go ahead.

Hi Remmy, we're not hearing you. So you may be muted. If you're connecting on the phone bridge, hit star 7 to un-mute.

ARIEL LIANG: Karen, can you kindly check Remmy's audio and help him out please?

KAREN: Yes.

ARIEL LIANG: Thank you.

DEV ANAND TEELUCKSINGH: Let's see, no unfortunately Remmy, this is Dev. We can't hear you.

[Inaudible] All right Murray, while we try to sort out Remmy's connection problem. Murray, go ahead.

MURRAY MCKERCHER: Yes, thanks Dev. Just a quick question, I put it in the chat. Did anyone notice Periscope or something similar to do live streaming from their mobile, from Buenos Aries?

DEV ANAND TEELUCKSINGH: My initial answer would be no. But Ariel, if you maybe have something to add to that.

ARIEL LIANG: This is Ariel. Telescope? Sorry, I don't really know... No, I don't think...

DEV ANAND TEELUCKSINGH: This is Dev. Periscope is [inaudible], I'll explain what it is. It's something that's owned by Twitter, isn't it? That allows live streaming videos and it is posted on Twitter. Correct? I have not used it, but that's why...

MURRAY MCKERCHER: Yes, that's correct. So while I started to experiment with it. So it's the ability to stream a live event to your Twitter followers. So it's kind of like live stream, but it's mobile, so it's kind of good. And it is connected with Twitter. In fact, Twitter bought the company. So there is a connection to Twitter in that regard.

I'll send a link in the chat to some more information.

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DEV ANAND TEELUCKSINGH: Okay [CROSSTALK]...

I guess the challenge would be one, you would have to be close enough to the event, well, close enough to the stage or to where the speakers are, to take a good picture, in order to stream it. That's one. And my second concern would be probably, the Internet connectivity at the ICANN 53 meeting was not that great in terms of, I would say, for high bandwidth, uploading, let's put it that way.

So I'm not sure whether it would work properly at the ICANN meeting, especially in terms of smaller rooms. But Ariel just might have [inaudible] thoughts about that. Okay... [CROSSTALK]

MURRAY MCKERCHER: ...I would agree with that. Generally speaking, we don't have always great Internet connectivity.

DEV ANAND TEELUCKSINGH: Yeah. Okay, I see Remmy has put the question into the chat. I'll just read it. "How did the team intend to keep all the social media platforms updated?"

[CROSSTALK] ...thanks Remmy for the question. Ariel, go ahead.

ARIEL LIANG: Thanks Dev. I think there is maybe an obvious delay on your side, or on our side, I don't know. But anyhow, so to Remmy's question, so for Twitter we've already become more mature over the past year, and we

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have this goal for each week. We at least send one Tweet during each weekday. So in that way, we kind of have a number to measure against, and we make sure we have something to say on Twitter.

And also at ICANN meeting, well as staff, I know usually what's going on in the various parts of our community, and the RALOs, the ALAC, for example. So there is never a moment that we [inaudible] to talk about. There is always something new happening in ICANN.

And so in that way, we keep our Twitter handle updated. And during the... Can people put, when you're not speaking, mute your line please. There is something.

Okay. Thank you. And during the ICANN meeting, we of course do live Tweeting during the conferences and working sessions. So there is the fresh content. And then for Facebook, we don't do as well as Twitter. We only do maybe one post per week. And also Facebook has this requirement where a better visual information and photos, for example.

So we can't just write a status update and expect people to like it. We need to have the status update with some nicer photos. So that requires to do better quality posts. And so that's why we only do one post per week. And the content also comes from, can be based on what we have done on Twitter. We can just [inaudible] one of the Tweets during the week and then put it on Facebook.

So that's how we keep the accounts up to date. And there is noise in the background. If you are not speaking, please mute your line. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks Ariel. I think [inaudible] a reply there. I don't have anything else to add to that. So hopefully that answers your question Remmy. So let's move ahead because right now we're coming to 20 minutes toward the top of the hour.

One of the challenges has been photo management, regarding the photos we take during the ICANN meeting. And one of the... [Inaudible] happened is usually, either sending the photos either through [inaudible] or directly to Ariel, or try to send the pictures use a platform called [Slack]. In previous ICANN face to face meetings, we used it at the ICANN summit, and it worked very well there, where people took pictures of the various thematic sessions, and so forth.

And that worked to an extent, but the challenges are that, you know, if you want good quality pictures, we need to get the best pictures from well, regular cameras rather than smart phones, because they can zoom in and take good pictures. So the pictures that are large in size, and it is a challenge of how do we get the pictures to staff, you know, during the meeting, for retweeting, for sharing, and after the meeting for, you know, for use in our communication material, for outreach, for example, or for tweeting on social media some time afterwards, you know?

So we've looked at a few options. Let me just [inaudible] describe a few of them and then I'll share my screen. So in fact, one we did take a look at was something copy dot com, and how that worked out is, it works

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[inaudible] Dropbox which allows for synchronization of files and folders across multiple devices, and allows access via your mobile device.

So then you can store the client on a Windows, Mac, or Linux machine, specifying that this photo is being synchronized across these machines, and whatever changes made in one machine, it's automatically updated on all of the other client machines that we have specified.

And copy dot com has that 50 gigabyte [inaudible], so that's quite a large time to do it. The down side is of course that everybody has to download the client and agree to share a folder. So there is a lot of preparation work that has to happen beforehand. But [inaudible]...

Okay. Okay, so thanks for the person [inaudible]. So let me just share my screen. And this was something that... Can you see my screen?

ARIEL LIANG: Yes Dev.

DEV ANAND TEELUCKSINGH: Okay, thank you. So [inaudible] and to do something that calls [inaudible] requests. And it's a very, very clever feature. So what we can do, request files to see...

Next.

And this will go to my Dropbox account, then everybody gets a look. Let me go back to chat. [Inaudible]...

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And then I can just email that link, or send via instant message, to everyone. And then from that, you don't need to have a Dropbox account, you can just upload the files. Let me just open a tab and do just that, just to show you how it works.

[Inaudible] through the file, and then I upload, and because I'm signed in, well you're not going to see me uploading, it's already in my Dropbox. But that is the [inaudible].

And so, actually, so you can upload any size file. And what happens then is it's immediately available on my Dropbox, and therefore I can immediately take that image, you know, [inaudible] post on Facebook, or for future. And the neat thing is that what we can do, we can create different [inaudible] of the ICANN conference.

So for Sunday, this is the link we'll use. On Monday, Tuesday, Wednesday, Thursday, Friday, and so forth. So that's the general idea about this, about using Dropbox to capture the files. Now I know ICANN has a Dropbox account, I believe, Ariel. So this will be, this should be available for At-Large staff to use, correct?

ARIEL LIANG:

This is Ariel speaking. Yes. Well, At-Large staff, we have this Dropbox corporate account that, for internal use. But within that account, we can create like a personal folder, and so that we can use that to collaborate with the community and share files. And also, just to quickly back to Remmy's comment, actually Dev is sharing, he's [inaudible], so it's not a slide.



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And you can enlarge the screen on your side to see it better. So unfortunately we can't ask Dev to share his enlarged view screen more. And also back to this whole point, oh okay. Great. You could, thanks Dev. Yeah, back to the point of the image sharing. The reason we're bringing this up is that during ICANN meetings, there are so many photos generated during an appearance. And it's kind of scattered everywhere, because our community take photos and they have their own Flickr accounts, or they post on their own Facebook accounts, or they just simply give me a [inaudible] and show me all of the files there.

So we have a lot of images but it's kind of everywhere. And we want to consolidate them and put them in one place. So maybe for future consideration, we can use this Dropbox function, and we'll send a link to the community members who are going to provide an image, and ask them just to put their files in the link, and in that way, from staff side, we can collect all of those photos and put them together.

And Murray has his hand up. And Murray go ahead.

MURRAY MCKERCHER:

Thank you Ariel. I like this idea of the Dropbox. I think one of the challenges when I send... I do a lot of personal, I do a picture and then I can write a tag line on Twitter, and post it from my mobile really quickly. But the tag line, I think, is the important part. So it's one thing to get photographs, but if you don't have them in context of whatever it is you want to say about it, I think you need both of those things.

So I'm not sure Dev maybe, to your, maybe you have a way of how do you put a tag against the photos that you would upload to Dropbox.

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DEV ANAND TEELUCKSINGH: This is Dev. That's a good question Murray. It will be a challenge to do it like, if you're trying to do it live, obviously, because to allocate... During the actual event will be, I think, too tedious. I think what will happen is that you have to go back into the...

[Inaudible] you can look [inaudible]... You can use some sort of photo management tool on At-Large staff end, and that allows for photo tagging. So you can tag whoever is in the picture. And actually, in some cases, the photo management tools allow for face recognition. So we have trained the photo management tool, after a while, it recognizes, okay, it recognizes the whole thing.

So that's probably the way to do it. I don't know [inaudible] solution to do it, you know, as soon as you take the picture [inaudible], and then upload it. Or, you know, during the live moments, I think it will be too busy to do it, because otherwise we'll be focusing on this and not the actual session. So that's my observation. I know that Ariel will have an idea about that.

ARIEL LIANG: Yes, I think... This is Ariel speaking. I think maybe one idea is that we use the Dropbox to collect all of the footage, and like a rough file. And then afterwards, we put them on Flickr. Because we probably should have a Flickr account. We do have one, like back in 2012, but it's no longer active. And that Flickr will have a tagging words, descriptive text function, and then we can describe the photo and people will know the context.

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But I don't really think it's going to be very time consuming to do it on the spot, and it won't be a really very easy. I think, just to get the files, will be the first step. And then when we'll get the files, we'll figure out that, how to give a context to the photos. So yeah. But we should talk about Flickr or maybe like some alternative media library other things, which is public facing later on. And that can be the second component to this image strategy, yeah.

DEV ANAND TEELUCKSINGH: Thanks Ariel. This is Dev. Indeed, I'm thinking since we are using Flickr before, I know already ICANN already uses Flickr for its photo library, and I know that [inaudible] using Flickr, or Flickr At-Large account, will probably be the natural outcome there. Another alternative that we looked at, but it's kind of a challenge, is something like Google Photo. And Google Photo is the image [inaudible] for fee particular [inaudible] sized images.

I think the challenge is, of course, that there is no multi user component to it. Everybody would have to be signed in to that same Google account that we create. So which may or may not be a good thing. But that's the other option that I would consider for this. But I think the Dropbox is probably the best way to collect images.

So as to Remmy's question, when signing in or using this photo management platform, is there [inaudible] use of photos for Creative Commons? So to answer the question, when using Flickr, yes. There is a, you can set the usage for the images, when you upload to a public space like inside of Flickr. That would be yes.

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So, in terms of this Dropbox, we're not planning to make the Dropbox, a part of it public, accessible after the meeting or anything like that. I think the idea is that we're just looking at the current images during the meeting, and then after we will file this [inaudible]... Okay? Okay then, answers your question. Okay then.

I think I can now stop sharing my screen now. [Inaudible]

Okay. I've got my [inaudible] next item on the agenda. Okay. So the next item on the agenda is, brainstorming for meeting strategy for ICANN 54. So ICANN 54 is going to be held in Dublin, Ireland. And I think one of the key At-Large events happen at Dublin, is that there is going to be an EURALO assembly, because EURALO made a budget request to have all of its members in EURALO attend the Dublin meeting.

So I think one of the key things for ICANN 54 is to highlight that activity happening, you know, happening... Highlighting, sorry, highlighting EURALO's activities at Dublin.

In terms of the different languages, for Buenos Aries we were looking to have a mix of Spanish and English, but it probably doesn't make sense to have a particular different language for Europe. One thing I was thinking was that, we have identified beforehand who was coming to, who has come from EURALO, and we know what country and therefore what language, we could have a picture taken of that person, and then have a customized, you know, welcome to ICANN 54 message in the appropriate language, as one way of, you know, raising the awareness of EURALO and perhaps making the awareness out of ICANN At-Large in

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that particular country, especially if that person retweets their social media account.

So that's one idea. So let me, I'm just looking at questions here. Do we have a list of hashtags and handles that should be included in Tweets? This is Dev. Yes, to answer John's question. As part of the preparation for ICANN 53, we created a Twitter, a sort of Twitter handle directory. It's in a spreadsheet. So the idea is being that when we are composing Tweets, we can quickly look up a person's handle, when we say such and such person is speaking about whatever.

I'm not sure what you mean by beyond the attendees, though. Twitter handle...

ARIEL LIANG:

This is Ariel speaking. So to answer, yeah, I think there is some problem with my Internet. I [inaudible]... I lost connection. But you can still hear me. So regarding that question, there is... We also included some, like an influencers hashtag, their handles in the list. Most likely they are either ICANN staff or influential ICANN community members, so we have that. And of course, we have the At-Large members who have a Twitter handle.

We have included that in a spreadsheet as well. And I think it would be a good idea to come up to developing that questions, and maybe include some other handles that more cover EURALO related. And so what...

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...suggestions, who we should follow and who we should interact with, we would love to hear your idea on that.

And also, if you have ideas about how to reach a broader audience, that would be great too.

DEV ANAND TEELUCKSINGH: Thanks Ariel. This is Dev again. John, do you want to like... I don't know if you have audio capabilities and are able to speak. Do you want to take the floor to just explain what you have written your question in the chat?

Okay. [Inaudible]... able to speak in the AC room.

All right. While John is [inaudible]... Thanks Ariel. He suggests that you put the link up to the spreadsheet. So the link to the spreadsheet has been posted in the chat. John, yes, yes, we can hear you.

JOHN LAPRISE: All right. No part of that was, I had to refresh my connection. I know for... I was working as a consultant, or a volunteer consultant I should say, with IGF USA, and there we had a multipage spreadsheet of, you know, hundreds, maybe not a hundreds, but close to of both hashtags and people in various categories related to topics that were being discussed at IGF USA.

And I just wonder if there is something similar for us, or you know, I guess to Ariel, how... I see the spreadsheet there, how dense is our...

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Sorry, I'm just scrolling through the spreadsheet that Ariel posted.  
[Inaudible]...

DEV ANAND TEELUCKSINGH: John, this is Dev. So yes, [inaudible] the spreadsheet, the third tab has the Twitter handles that list all of the various persons that are attending or are likely to speak at the ICANN meeting. So we can make a reference and quickly look it up, and include it in each Tweet that we send out. And so we can actually capture a picture or whatever.

JOHN LAPRISE: Okay.

DEV ANAND TEELUCKSINGH: Yeah, or suggestions, [inaudible]...

JOHN LAPRISE: Well, in part, I mean, one of the things was that, were a number of, you know, like... There is a number of hashtags that are used on Twitter, that when you're referring to broad categories of content. So like hashtag net gov is a common one, and for a lot of things that go on at an ICANN meeting, especially the really important ones, tweeting out to that net gov hashtag would be really useful of reaching out to a broader audience. In terms of [inaudible], it's not just the attendees, but it's also getting the attention of the media, or to NGOs, especially NGOs, because they tend to retweet fairly often, and that's really important in

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extending the reach of, especially for the At-Large community, to reach more people.

So I would say, from the looks of the workbook, it seems that reaching beyond sort of the doors of the ICANN meeting is really, really important.

ARIEL LIANG: This is Ariel speaking [CROSSTALK]...

DEV ANAND TEELUCKSINGH: Go ahead Ariel.

ARIEL LIANG: Thanks Dev. Thanks John. This is a really great suggestion. I intuitively know that other interaction with other Twitter handles are not enough, and thank you for pointing this out too. And I do know that we have some kind of a limitation, only interact with people within ICANN, but I try to write a Tweet I know when the IGF is actually having their [inaudible] interact with the handle of IGF, for example, or if I see some articles by some famous blogger, and I will interact with the handle of that blogger.

So in those ways we try to interact with people or entities outside of ICANN, but it's just haven't really become of a standard practice, figure out a mechanism how to do that. So maybe we can touch base later on offline, and then maybe we can share about how IGF, you are say... Can manage this directory, and how they utilize this directory, because...



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JOHN LAPRISE: I was just saying, part of it is crowd sourced from the groups, from the people who were involved. The other thing is that for the people who were involved in that process, a lot of us have sort of either pared down, or we have a very discriminating list of people we follow on Twitter. And so for instance, for me, if you look at, you can look at my followers on, you look at who I am following on Twitter, there is a pretty, it's pretty well focused, I mean there are a few outliers, but it is pretty well focused on Internet policy and Internet governance issues.

And you can, you know, take for example me, it's like look at who I'm following and who I'm Tweeting to on this, because what I'm doing a lot of the time is, as you pointed out earlier, that's one place to look. But you can also look at other people who, you know, people on your list. Who do they Tweet to? Who follows them and who do they follow? That's an easy way of sort of sourcing back by hashtags and people to follow or Tweet to.

DEV ANAND TEELUCKSINGH: [CROSSTALK] ...let me ask a quick follow up question. Okay, Ariel, you finish, and then I'll ask my question.

JOHN LAPRISE: Yeah, I'm finished I'm here.

DEV ANAND TEELUCKSINGH: Okay. Ariel, you want to go ahead?

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ARIEL LIANG: No Dev, you can go ahead.

DEV ANAND TEELUCKSINGH: Okay. So thanks John. I think this is very interesting. I mean, we could probably look at exploring how we can better use hashtags, but your comments are really, responding to Murray's suggestion about use the tag of the host city [inaudible].. and Remmy has also said, that the [inaudible]... and maybe we can engage some social media activists to retweet.

And the follow up question from Remmy, or I don't know if Remmy is able to speak, but I'll read the question. How possible is it to have social media activists at regions where ICANN has expanded to further share [inaudible]? Ariel, you want to answer that question.

ARIEL LIANG: This is Ariel speaking. So, the first, I guess what Remmy is saying is how to let outside, or in different regions to share a hashtag. And first they need to know about the hashtag, and so I think in order to let them know about the hashtag, we will need to use it in our own Twitter handle, in our Tweet, as to what John kind of described earlier.

And a good strategy is to use the relevant hashtag where appropriate. And so, we will need to do that as often as possible to reach a broader audience. And then maybe for those particular regions, I mean, it's really like, we will try to get in touch with the people who have

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identified as activists, and I'm just talking to them, and I'll say please use this hashtag, and interact with them.

And they will do it after we make this request, hopefully. In that way, we can try to be more targeted and get their help. So, I hope I answered your question on that.

DEV ANAND TEELUCKSINGH: Okay. Yeah, this is Dev. Just to add some thoughts on that. I mean, the ICANN public meeting, I mean, it's a public meeting that anyone can attend. It's not, there is no admission fee. So once you're at the location, you can come in and attend practically most of the sessions. So, maybe there is some sort of outreach that needs to happen to a possible person that also in social media that are interested in Internet governance. And let them be aware beforehand about this meeting, and perhaps that's probably one way of doing it.

Yeah, and also to have a meet and greet type of thing where I started suggesting in the chat, because yeah. The ICANN meeting is public. It's just that usually there is... Most of the At-Large persons are very busy from the first day, so it's usually very late by the time we have time to socialize. But that's one [inaudible]. But perhaps a faster way we get to have some outreach to, in order to persons in Dublin interested in Internet governance, that may not necessarily be aware fully about ICANN, and they find the event.

That's just the first thought. Okay.

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Okay, well we're now eight minutes past the hour, and I apologize for that. I'm actually quite surprised actually. We went beyond our time, but I thought we might finish earlier. Any other business or quick comments or suggestions about what is going on in social media strategy?

ARIEL LIANG:

Yes, this is Ariel speaking. I think we didn't really have enough time to talk about the strategy meeting itself, so may I propose that we also continue this session for the next meeting, like a brainstorm for social media strategies for ICANN 54. And then also is that okay if I really connect with John after this call? Not immediately after, but I can talk to John offline, to learn more about the strategy they used for IGF USA [inaudible]...

I think there will be a lot I can learn from John. And then later we can share that in the next call, and John says sounds good. Okay, thank you. Yeah.

DEV ANAND TEELUCKSINGH:

Excellent. In fact, [inaudible] we can do a presentation, how the IGF USA does their social media strategy, I mean if you are involved in it. I mean, we just say how it's done and analysis. It could probably be very useful for us. Okay? All right. And then yes indeed, we do need to brainstorm more of the social media strategy for ICANN 54. We have some time though, so probably on the next call that would be our first topic, brainstorm.

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And of course, we can continue this on our Skype chat and the email list. So all right. So thanks very much for attending this call. It was very informative, and very good feedback. So thanks everyone. This call is now adjourned. Take care.

**[END OF TRANSCRIPTION]**