GISELLA GRUBER:	There we go. Welcome, Leon. Thank you for joining the club today. I'm going to get the recording started now. Good morning, good afternoon, and good evening to everyone. Welcome to today's Social Media Working Group call on Thursday, the 24th of September at 20:00 UTC.
	On today's call, we have Dev Anand Teelucksingh, Vernatius Ezeama, and Leon Sanchez.
	Apologies noted from Olivier Crepin-Leblond, Glenn McKnight, and Baudouin Schombe.
	From staff, we have Ariel Liang; and myself, Gisella Gruber.
	If I could please just remind everyone to speak their names when speaking for transcript purposes. Thank you, and over to you, Dev.
DEV ANAND TEELUCKSINGH:	Thank you, Gisella. Well, Good morning, good afternoon, and good evening to everyone attending this call and listening to the recording. On our Social Media Working Group call, we are going to be looking to look at our strategy for the upcoming ICANN 54 meeting for Dublin. Perhaps we may look at some of the ATLAS II implementation, but we'll see how the call goes.
	Let's go quite right to our agenda. For the ICANN 54, we are thinking of doing something that we have done in ICANN 53 where we will ask EURALO volunteers, ask if they could assist the Social Media Working

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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.

Group and to help promote content about At-Large and the ALAC at the Dublin meeting.

We did a draft message. Actually, Ariel could probably put it up. Do you by chance have the text? Maybe you could just put it up on the pod there just to show.

ARIEL LIANG: Okay. I will share my screen. It's an [e-mail].

DEV ANAND TEELUCKSINGH: Okay, yes, it was.

ARIEL LIANG: Sorry, I didn't know you wanted me to show that, but I'll show that.

DEV ANAND TEELUCKSINGH: While Ariel is getting the e-mail up, just to give a background to Vernatius, what we do, we're using something called Buffer which is a tool that allows for multiple persons to help to collaborate two social media accounts. It works by having what you call contributors, and then the administrators. The contributors can send drafts and compose draft tweet, and then the administrators – which will be Ariel and the co-chairs of this working group – can then look at the tweet and then approve it for posting. That way, we don't have to worry about sharing passwords and there's a method of we can both look at the [inaudible] and edit them and collaboratively decide which one goes with what.

We did this at the ICANN 53 meeting in Argentina and it was actually I think quite successful how we were able to use Buffer for the first time, and we'll be using the same tool at the Dublin meeting.

Thanks for bringing up the text here. I guess the [action item] is to record. It would be to actually post this message for the call for volunteers to the EURALO mailing list. Just make a note of that action item.

Also, one of the things you probably have to do if you want to be talking about – if we want to promote EURALO activities, what will be the hashtag that we will use? What hashtag would we use for that, to promote EURALO activities? Obviously, we're using #ICANN54 or #ICANN or #ATLARGE for the regular hashtags we've used before, but we were thinking of using #EURALOGA since that's one of the key events for EURALO.

Since I'm not going to EURALO, perhaps staff can advise me, there's not going to be any showcase or anything of that sort, is there?

ARIEL LIANG: No showcase. There will be a networking event.

DEV ANAND TEELUCKSINGH: Okay, very well.

ARIEL LIANG: There will be some lunch. Gisella can probably confirm, too. [inaudible] social interactions for the EURALO embers.

DEV ANAND TEELUCKSINGH: Right. We were thinking of using #EURALOGA for the proposed hashtag. Gisella, your hand is raised. Go ahead.

GISELLA GRUBER: Thank you, Dev. The EURALO GA, there will be a morning session. There will be a lunch, the EURALO members. There will be an afternoon session, which will be part two of the EURALO general assembly. Then the evening networking event, which is not a showcase, will be in conjunction with the European stakeholder group and it will be a cocktail, open to everyone of course.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Gisella. Well, it certainly is a lot of activities, and therefore a lot of opportunities for sharing throughout those events. Okay. Well, thanks, Gisella again. Any thoughts about using #EURALOGA? Leon, any thoughts or Vernatius?

LEON SANCHEZ: No, Dev. I think it's a good one.

DEV ANAND TEELUCKSINGH: Okay, great. All right. That's the one action item is really to just send out this text for call for volunteers to the EURALO mailing list and see if we

can get some persons who will be willing to help contribute, and then based on the response from this, we will then probably have a special purpose call for those persons, just to show them how Buffer works and for them to get comfortable and for them to download the app on their phone and so forth.

Seeing no further comments.

One of the things that also the Social Media Working Group also has to do is look at the ATLAS II implementation. The ATLAS II had several recommendations. Some of them were allocated to the Social Media Working Group as well as several other working groups. Because we need to really start looking at ways to close off these recommendations and see what we can or cannot do, maybe we could just spend some time just to go through them very quickly.

I guess, Ariel, it's a good thing that you shared your screen. It's up. Excellent. Let's look at these recommendations.

Recommendation 17 was that ICANN needs to be sensitive to the fact that social media are blocked in certain countries, and in conjunction with technical bodies promote credible alternatives.

What is supposed to be done was to look at alternative social media platforms in countries that don't use Facebook, Twitter, either because it's not popular or it's blocked, and then report back. I don't think this has been done. I think we probably do need to make an action item to e-mail Beran, [Vercola], Murray, and Glenn. Well, just to nudge them to kindly do some of this reporting. I think that's all we can really do on this aspect.

From the Technology Taskforce side of things, we did look at technology ways of bypassing or allowing access to blocked services, but we decided – the Technology Taskforce decided – that we shouldn't really list it as such, because it was felt that even listing such services could be construed as endorsing breaking of national laws, irrespective of whether we think – and by we, I mean, global At-Large – thinks such laws or restrictions are unjust.

Any quick thoughts on that, regarding recommendation 17? Feel free to jump in. That includes Ariel as well. Going once, going twice. I assume Gisella, that's [inaudible]?

ARIEL LIANG: This recommendation probably isn't up to Social Media Working Group to implement ultimately, but it's really up to ICANN Communications department [inaudible] implementing. To my knowledge, I know ICANN has made an effort to reach out to people in China and have launched a WeChat account and also a Youku account, which is the YouTube equivalent in China.

In fact, I am helping uploading [inaudible] to Youku account and adding Chinese titles in the descriptions, so I'm partially managing that account. I guess that's something I can report to for this recommendation.

DEV ANAND TEELUCKSINGH: Thanks, Ariel. I think yes, indeed. You could probably report that, the use of WeChat, the sharing of some content on this additional channel.

One other aspect is perhaps the way forward could be that we should perhaps use our own group chat system, such as one of the more popular ones being Slack.

Slack is a type of group messaging system where it works like instant messaging, but you can separate conversation via hashtags. What you see, you would see a whole set of such channels or rooms, and you can jump in and out and see the conversations in each of those hashtags. And you can search among those messages globally. So if you wanted to find a message regarding… And you could create hashtags to certain topics, like for example, accountability. You would therefore see all of the conversations related to accountability, perhaps what the CCWG is doing and what the responses are and so forth.

We do use a chat system, and it perhaps is probably not very made well aware, is that we do have Skype as a chat system. There is an At-Large Skype chat. Perhaps that probably needs to be more popularized. But I'm just perhaps wondering from, ideally – just looking at the chat there. Should we try to promote Slack as a better alternative? What are your initial thoughts about this? Leon, Vernatius, Ariel.

LEON SANCHEZ: I think Buffer has been a wonderful tool. Slack is good also to coordinate efforts and to try to avoid duplication in tweets or messages and for overall coordination. I'm not sure. For me, it work pretty fine, Buffer. If it was up to me, I would speak to Buffer and [inaudible].

DEV ANAND TEELUCKSINGH: Thanks, Leon. Actually, this is more related to using Slack in terms of… Because this recommendation came about I think perhaps a lot of content that's being shared on social media channels aren't reaching certain persons in certain countries because those social media accounts are blocked. But perhaps if we were to launch our own – literally use Slack as our social media network, so to speak, as our At-Large social media network – we could perhaps alleviate that problem. It's more in that regard, not so much using it for Buffer. Yeah.

LEON SANCHEZ: Now I get it.

DEV ANAND TEELUCKSINGH: That is my thinking. No problem. I know one of the big challenges is that people don't like change. From the regulars in At-Large, there's a bit of hesitation trying new technology. Actually, I think using things like Slack would be a great benefit to At-Large, given the challenges with Skype. The challenges of Skype being that you don't have the full chat history. As you upgrade your machines or upgrade your phones or whatever, you lose your chat history from the previous [inaudible]. You can only go back like 30 days to six months at the very, very most. So you lose all the history.

A lot of the institutional history of At-Large in terms of the conversations held, that was held on Skype, are being lost. I think Slack would probably help in that regard in maintaining that history. And you're seeing a lot of add-ons for Slack as well. [inaudible] a lot of

integrations because it's one of the more popular group chat applications.

My thinking is that perhaps you probably need to get more of the Social Media Working Group – ask this on the mailing list whether we should use Slack. Perhaps we could use it internally for ourselves, and then see if we could just expand on it and try to get more and more persons in At-Large involved. Okay, so perhaps let's do that as a suggestion. Let's ask the Social Media Working Group list about using Slack, in regards to addressing recommendation 17. That's recommendation 17.

Let's look at recommendation 21. Recommendation 21 said encourage public campaigns on using the Internet for education, information, creativity, and empowerment.

I'm thinking what we can do from this… Let me just look at the notes from before. The [inaudible] notes from this was that there's been a lot of activity on this from the outreach and engagement side of things, but from the Social Media Working Group perspective, what we can do is perhaps look at various public [inaudible] by other organizations regarding education, information, creativity, empowerment, and then look to share it on a regular basis.

As an example, I was just looking through ICANN's website, and I saw that, for example, ICANN has a listing of resources regarding security. I've just pasted a link there in the chat. Actually, those types of things could be promoted.

The goal is not so much for us to do these types of things, at least not for all types of things, but just look at what the other organizations –

and by other organizations, I mean things like what are called the ISTAR organizations, the RIRs, Internet Society, and just re-share those types of campaigns [inaudible] rather than try to having ICANN run its own campaigns. That's my thoughts regarding this recommendation.

Let's see, any other thoughts or comments or observations? Thanks, Ariel, for capturing all of this. Agreement on a green tick from Leon.

I think we'll move ahead to the next agenda item, recommendation 22. Members of the general public should be able to participate in ICANN on an issue-by-issue basis. Information on ICANN's website should, where practical, be in a clear and non-technical language.

So some of these things that we had input from the past was that build a storage of graphics and educational resources that accompany ICANN policy issues. I would say that is being done primarily by the Outreach and Engagement Working Group in tracking those things. And of course a lot of this is being done by ICANN. But Outreach and Engagement could have that workspace where a lot of these things are cataloged.

In terms of regarding the members of the general public should be able to participate in ICANN on an issue-by-issue basis, I think we could probably point to the work being done by the At-Large website redesign. Perhaps we could link to the prototype or the actual website itself when it launches.

I believe that website is planning to be launched in beta formally at Dublin. Is that correct, Ariel?

ARIEL LIANG:	The beta site, not the official site. The beta site has most of the viable features, but it won't be completely done until later.

DEV ANAND TEELUCKSINGH:	Oh, okay.

ARIEL LIANG:	We need your help, [inaudible].

DEV ANAND TEELUCKSINGH:	Just to confirm, it's not going to replace the existing At-Large website then at the existing At-Large website URL, then?

ARIEL LIANG:	The old site will have sunset period and we will eventually sunset the old site and have [only] the new site. That's still going to [inaudible] beta launch. That's the period of transition. And the URL is likely going to be different, [inaudible].

DEV ANAND TEELUCKSINGH:	Oh, okay. Very well. All right. The At-Large website redesign has been shown at the previous meetings. I think that would allow for members to really interact in ICANN policy issues and activities on an issue-by-issue basis, be it accountability, WHOIS, new gTLDs, and so forth.
	Regarding the information on the ICANN website, it should be where practical be in clear, non-technical language. I would say that's

something that would be an ongoing activity that we will try to monitor it. If we feel that it is perhaps sections of the ICANN website or At-Large website that's not clear, then we could submit feedback and try to see if we can implement that recommendation or make that recommendation – I'm trying to think of the proper word. Make that recommendation possible.

One thing that's recognized also is a lot of [inaudible] websites on topics/issues already done by ICANN – WHOIS, IANA, stewardship transition, accountability, and so forth – so we can note those efforts as well that it's being done by ICANN in terms of creating a complete microsite of ICANN issues. Okay, excellent.

Recommendation 23, rules and jurisdiction of the ombudsman should be expanded. The ICANN website should provide a clear and simple way for the public to make complaints.

This was probably more done for the [inaudible] Future Challenges Working Group. A lot of work has already happened in that some discussions already happened with the ombudsman in regarding updating his website and having the ombudsman use social media more often. And a lot of information has already been captured on that wiki page.

I would say the only [real] thing for the Social Media Working Group to do would be to, well, monitor the ombudsman's social media channels and tweet/post any public-facing reports that the ombudsman publishes.

I think that's pretty much it. Again, Leon, Vernatius, Ariel, feel free to jump in if you agree, or disagree, or if you have questions. Go ahead, Ariel.

ARIEL LIANG: Thanks. I did monitor, in a way. I followed the ombudsman's Twitter channel, but he doesn't tweet, so we haven't really had much chance to interact with him. I don't know about Leon whether he has seen anything interesting or tweet worthy, or re-tweet worthy, from the ombudsman's Twitter handle. But he did show up at our event, so maybe there's a potential chance during [inaudible] events.

LEON SANCHEZ: Yeah, not really. I haven't seen much from him.

DEV ANAND TEELUCKSINGH: Actually, he's just posted something about accountability and designing dispute resolution systems for ICANN on his blog. I don't know. I haven't checked his social media accounts to see if he tweeted that or posted on his Facebook page. There you go, 21 hours ago. New blog entry at the website.

Perhaps those types of things. Not so much his personal feedback on other things, but anything related to ICANN, he could probably just re-tweet or share. Excellent. That was recommendation 23. I think, yes, recommendation 23.

Recommendation 24, both the ombudsman and contractual compliance to report regularly on the complaints they received or resolved pending resolutions and the actions taken to address issues.

For some reason, this was assigned only to Social Media. Again, work was already done on this, thanks to Glenn who went to our conversation and directly contacted and had a chat. Information has been posted there. Again, it's really just, I would say, the same action as recommendation 23. We can just simply report on what the ombudsman posts publicly. I think the challenge is that the ombudsman is probably constrained due to privacy concerned. It was mentioned there that due to the confidentiality of his office, it's very problematic to report on statistics, and details, and complaints since the privacy issues is important. So there's nothing really for the Social Media to do on that. It's really just to encourage him to use the social media account and to regularly post on his blog. We would then just, as I say, re-share that with At-Large when such postings take place.

Okay, recommendation 26, this is the policy management process system. While a lot of work has been done from the Technology Taskforce side of things, the Technology Taskforce had a very interesting call with LACNIC on this Monday and they showed how they implemented their PDP process. The way they have done it, they've done it through their website. They've custom designed their website for them to upload policies for comment and to upload comments in English, Spanish, Portuguese, and allow for persons to express opinions on the website.

There's no real use of social media in that aspect, so we could note that. I guess from the social media point of view, let's think about it, was that perhaps we could just help with the taxonomy of the policy categories and make sure that the taxonomy is more accessible to newcomers. I think that's already happening with the At-Large website redesign, where taxonomy has been done for the At-Large website. So it's really, I would say, for the Social Media Working Group to get their [feet] back on that taxonomy.

Ariel, do you have anything to add on that? Obviously, as you're a person deeply involved with the At-Large website redesign. You have some idea of the taxonomy that's been put in place for the website.

ARIEL LIANG: [inaudible] can get some help from the Social Media Working Group members to look at taxonomy for the [news], that would be great because we're migrating the news articles from the old site to the new site, and from now on we will be tagging news with taxonomy and some of the taxonomy will be policy related. Some will be organization related. So if we can have some volunteers to help with the efforts will be great. That will enable the search function [on the site].

DEV ANAND TEELUCKSINGH: Okay. Thanks, Ariel. Perhaps it won't be in time for Dublin, but perhaps on the next Social Media call after Dublin, you could present that aspect of the website and get some feedback on the taxonomy that we want to do for the website. Do you think that's doable, Ariel?

ARIEL LIANG: It sounds good. I'm going to take that as an action item.

DEV ANAND TEELUCKSINGH: Yeah, so just add that as an action item. Social Media Working Group after Dublin to look at the taxonomy for use on the At-Large website, which will also go towards implementation recommendation 26.

We're making some good progress here. Recommendation 29, the ALAC should implement an automated system for tracking topics of interest currently being discussed among the various RALOs and accessible by everyone.

What was the inputs on recommendation 29 was that the RALO report would seem to fulfill what's being discussed in the RALO that's happening on the RALO since that is supposed to be published/done by the RALOs every month in time for the ALAC meetings.

What's been ultimately looked at from the Technology Taskforce was a way to have a template so that the information could be posted with consistent information, so that could possibly be re-shared on social media. In other words, the idea would try to ensure some consistency in the reporting of RALO reports, so that it could be summarized by the Social Media Working Group or individually shared on social media as to what's happening within the RALO. That work on the template is being done. I don't think there's really anything to add to that. Any thoughts, Ariel, Leon, or Venatious?

ARIEL LIANG: [inaudible] for community to write an article, a standard template. This is something going to be after data, but it will help in the efforts creating a template. Then also the taxonomy will help for tagging, and those articles [inaudible] tagged with LACRALO, for example, it will show up in the new [inaudible] of the LACRALO page. That will help automate this whole distribution of information.

DEV ANAND TEELUCKSINGH: Yes. Thanks, Ariel. I think one of the challenges with the template is that… I mean, I have gotten it to work. I've been doing some work with it from the Technology Taskforce side of things. Using the confluence wiki, you can create the templates so that when you create a new page, it will be like a form-driven page to add content, and then you click [inaudible] and the page is created. That part is working. That could be used as a short-term type of thing. If [inaudible] for the immediate term, we will still be using the confluence wiki to generate these reports. But as you said, the At-Large website redesign – and the RALO specific sections were shown on the ALAC Monthly Call a few days ago. I'm sure it's going to be shown again at the Dublin meeting.

Let's see. Seeing no comments, let's move ahead then to recommendation 31. ICANN and ALAC should investigate the use of tools and methods to facilitate participation in public comments and the use of crowdsourcing.

The Technology Taskforce has looked at some of the tools. We looked at Kavi and we looked at [Lumio]. There's a link there that you could click to see a screencast done of [Lumio]. Actually, it's part of the [main]

page already. So there's not really been much. I'm not sure what could be done on the social media side of things. I guess the challenge for social would be do you think it's practical to have a conversation about a policy issue, a policy topic, on social media.

Currently, right now, we typically have conversations about policy issues either on the Skype chat, on the confluence wiki page where the policy is listed, and via e-mails, but that's it. Do you think it's really possible to really have a genuine conversation about policy issues via social media? Ask the question from one of those reports and hope to get feedback. Do you think that's really practical? Ariel Liang, what are your thoughts? Or Vernatious.

LEON SANCHEZ: I think it would be useful that at some point maybe ICANN – I don't know which area within ICANN, but for example, these days we will be holding our meeting, the CCWG, in LA and I'm pretty sure that there will be a lot of tweets around this meeting. I think it would be useful at some point maybe… I don't know. I'm not sure that when a public comment period opens there are a lot of tweets about any given topic, but I think that monitoring the different networks could be useful in order to at least try to set up a report of what is being said or discussed within the different social networks.

I'm not sure how much value that would add, but I'm pretty sure that following the discussion in social networks on these topics could be very useful for the incumbent working groups that are of course [inaudible] policy issues.

I would say that it would be useful to at least ask someone within ICANN on monitoring the different social networks with ICANN-related or policy-related hashtags or topics or questions or comments. I don't know if that makes sense to you.

DEV ANAND TEELUCKSINGH: I guess there's a little bit on… Reading this recommendation, I'm thinking this also deals a little bit with the Outreach and Engagement Subcommittee. In effect, it's really asking how to get persons more engaged in public comments. I think that's one of the challenges we face. How do we get comments from the At-Large on [inaudible] public comments and so forth?

Maybe it's worthwhile to try and experiment and see what the results are rather than thinking perhaps it may not work. Maybe the results may surprise us. Maybe our working group could ask a question to get some public comments in.

For an example, top of my head here – probably not the most appropriate ones – the Technology Taskforce wants to know what tools you use to do this particular task, for example. Then have a link to the wiki page where we're collecting this information. Or for the Outreach and Engagement group, Outreach and Engagement wants to know what's the key reason for why you're not engaged in this particular process or the challenges. See whether we get any answers or not. It may not work, but do you think it's worthwhile to make that effort, to try? Ariel? I guess Ariel is probably in a better position to answer it.

ARIEL LIANG: In fact, we have been doing some kind of policy tweeting, especially when the ALAC drafted a statement and submitted [inaudible] make sure to tweet it out and [inaudible]. I think the best interaction I've seen is just people retweeting and make sure they broadcast to their network. It's difficult to ask the question and encourage people to answer it being only 140 characters. That's one challenge.

Another challenge… Not really a challenge, but if we really want to have some kind of a policy discussion, then we need to have a hashtag and use the hashtag as a way for people to ask questions and answer them, and then they can all be categorized easily within that hashtag. Then as an admin, I can monitor that hashtag. But still a big challenge is how can you state a policy position where your opinion can be only 140 characters? That's going to be difficult.

Based on my experience, Twitter is a means for information distribution or you ask a question that you do not really expect to be answered. There's limitations there, but at least it will help generate some kind of a conversation and get people read things a bit more because they see the tweet. With that tweet, we'll provide a link for people to [inaudible] more information after.

DEV ANAND TEELUCKSINGH: Yeah, I understand the challenges, especially when it's a complex topic. Yeah, you probably do need to have a hashtag. I guess the thing is will be to simply try to break down the question so that the answers could be short or could be answered in bullet form by persons rather than try to ask them to… In other words, this is not going to replace the e-mails,

perhaps, for policy discussion dialogue. Perhaps it's just another way of… Like I said, I'm always nothing ventured, nothing gains. Perhaps we could look at a working group to ask a particular question, a simple focused question on some particular aspect and see if we can get feedback on it, just to see.

Perhaps it won't happen in time for Dublin, but sometime after Dublin. Let's see if a working group can be persuaded to ask such a question.

Let's see. I think those are all of the ATLAS II implementation questions, then. Excellent. Quite more time than I thought we would have. We do have some action items. We'll send out the call for the volunteer message to the RALO mailing list. special purpose call to be held for the EURALO volunteers for ICANN 54. Ariel to e-mail the assignees for recommendation 17. This is regarding the social media channels that are alternative social media channels for places where traditional social media are not popular or blocked. And myself to follow-up with the Social Media Working Group on using Slack for internal communications in hopes of building out a social media network – a social media communication, I should say, internal communications for At-Large. And also to address recommendation 17.

Any other business? Any other thoughts, comments, things that we need to do or shouldn't do? Leon, Vernatious, Ariel?

ARIEL LIANG: Next time, we need to [inaudible] the call. Or the CCWG meeting that [inaudible] and the people who are not in CCWG [inaudible], "Oh, there's a CCWG meeting. We're not coming." It's all your fault.

DEV ANAND TEELUCKSINGH: Well, as it comes up to upcoming ICANN face-to-face meeting, it becomes much more challenging for working groups to find appropriate times to have these meetings, conference calls. Nevertheless, seeing no further comments, I think we can now adjourn. Thanks to everyone for attending this call, and for those listening to the transcript or audio recording. I look to see you online. Thank you and this call is adjourned.

LEON SANCHEZ: Thank you very much, Dev. Thank you very much, Ariel and Gisella, and Vernatious.

ARIEL LIANG: Leon, I will enlist you as the volunteer [inaudible].

LEON SANCHEZ: Okay. Good to talk to you, my friends.

ARIEL LIANG: Thanks, Vernatious. Thanks, Gisella, Dev. Bye.

DEV ANAND TEELUCKSINGH: Okay, thanks, everyone. Take care, all.

GISELLA GRUBER: Bye, everyone. Thank you. This call has been adjourned and the audio will now be disconnected. Enjoy the rest of your day. Speak to you soon. See you in Dublin!

[END OF TRANSCRIPTION]