
TERRI AGNEW: Good morning, good afternoon, and good evening. Welcome to the Social Media Working Group call on Thursday, the 10th of December, 2015, at 16:00 UTC. On the call today, we have Glenn McKnight, Dev Anand Teelucksingh, and John Laprise. I show no apologies listed for today's meeting. From staff, we have Ariel Liang, Yesim Nazlar, and myself, Terri Agnew.

I would like to remind all participants to please state your name before speaking for transcription purposes. Thank you very much and back over to you, Dev.

DEV ANAND TEELUCKSINGH: Thank you very much, Terri. Thanks, everyone, for attending this call. We have a brief agenda that we felt it was important to have a call just before the end of the year in order to start some preparation, groundwork for preparations for ICANN 55.

On our agenda, we're going to be looking at the results and outcomes from the ICANN 54 meeting, what was our social performance.

We've then got to spend some time on the taxonomy list for advice and news. This is more in relation to the new At-Large website and the categories by which we categorized the communications from At-Large and posted on at the website, the policy advice, the working groups, etc.

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.

We'll just go. Perhaps we may need to spend so much time on the ATLAS II recommendations. There's just one more update, I think, since Dublin, and perhaps we can spend some more time on Slack.

One of the things that we're thinking of doing is making a formal budget request for At-Large community to use Slack or any sort of similar group chat system. We want to spend some time just thinking not so much the technology but how we want to organize the groupings and the channels and so forth.

Then to talk about planning for ICANN 55, with our approaches that we've done with ICANN 53 and ICANN 54, what should we do for ICANN 55.

Okay? Alright. So with that in mind, Ariel, can you just give an overview of what was the social media performance during ICANN 54?

ARIEL LIANG: Thanks, Dev. Can you see my screen?

DEV ANAND TEELUCKSINGH: Yes, we can.

ARIEL LIANG: Now I'm just going to share a couple of illustrations that showcase Dublin performance for ICANN 54. The data I gathered is from Buffer, which is the platform that we use for our collaboration, and then they have a [inaudible] analytics function to provide this data.

Now what you see is the summary on our engagement during the meeting, and that's and the data for Twitter. I also did a side-by-side comparison so that you can see how we did this meeting compared to the 53 meeting in Buenos Aires.

In general, the last post is a 129 tweets. It's almost one-third of the tweets that we tweet out during the year, but the interaction is much higher, for some reason. What you can see is we have 538 retweets. That's almost as many as ATLAS II during London. Then for 53, we only had 297. We've been retweeted a lot more, so that's a good thing. That means our tweet is more effective.

Now similar to favorites, we have gained 154 favorites. The number of mentions, I think, it's a bug in the system, so the Dublin had more mentions than this. Then there's also an analytics in terms of clicks because a lot of tweets we have URL, and you can see how people interacted with our content. So in general, our engagement rate is much higher compared to ICANN 53, and that's a good thing.

Then this slide gives you a bit more kind of a deep dive into the retweets and it provided some basic data in the average. On average, we have 5.2 retweets per post, and that was more than double what we did for ICANN 53, so that was really good. Then especially for certain days like October 18, it's 9.4 retweets per post, so that was a really high engagement rate.

Then this slide provides you more insight about likes and also it's more than double than we did in BA, so it's 1.4 likes per tweet. On the click [inaudible] is also almost more than double, to 2.8 clicks per tweet. So

these are all good signals and shows that we did better than 53 meeting.

Then this slide shows what are the type of tweets that are having the best engagement rates. These are the tweets that have the photos and images. Then so this slide shows that 71% of posts have images, and then that account for 82% of interactions or engagements from other followers. Then for an image post, it's a 6.6 retweets per post. That just tells us that we need to continue attaching photos with the tweets, and high-quality photos.

I think maybe one of the reasons is I got a phone upgrade recently. I was taking photos with the iPhone 6 instead of iPhone 5, so maybe that was one of the reasons why our retweets got a lot more because the image quality got better.

That's a high-level overview, and then I'll just show you a couple of more things at the top tweets we did in Dublin meeting. These are the analytics part in Buffer. That shows what are the top tweets and what is the potential. Potential means potentially how many people have seen the tweet. So for example, the first time one you see is 80,000 people may have seen this tweet and then if they scroll down, we can see more of this type of tweets.

You can also show what other tweets have most retweets. That will provide you another list. And then what other tweets have most clicks and what other tweets have most reach. One of our top tweets, 143,000 people may have seen it. So that's the analytics that Buffer provided us.

That's a quick overview of our performance. Any questions or comments?

JOHN LAPRISE: Hi, Ariel.

DEV ANAND TEELUCKSINGH: Go ahead, John.

JOHN LAPRISE: Do you have any more longitudinal data like this? Because we only have the two ICANNs that were talked about. I'd really like to see longer-term trends if it were possible.

ARIEL LIANG: Thanks, John. So we didn't use Buffer before. We started using this in I think in May this year, so that's why we only have the data for ICANN 53 and ICANN 54. But we will continue using it in the long-run, so we will have some more data for the next meetings in Morocco and Panama. We'll use this to keep track of our [inaudible].

JOHN LAPRISE: Okay, thank you.

ARIEL LIANG: But indeed, this is a very good tool. You can also show the data in this kind of format. For example, if I wanted to have a performance from the

beginning when we start using it up to date, I can generate a new set of data. The purple line, it shows the growth of followers. You can also compare with other data like retweets. You see the trend that during the meeting time, we have tons of retweets and new followers. And one day, we lost a lot of followers, [inaudible]. I have no idea what happened that day, and I really tried to figure out the reason. But then this is nice good analytics tool, and then we will surely continue using that for the future.

So, Dev?

DEV ANAND TEELUCKSINGH: Okay. Thanks, John. Ariel, just one question. Perhaps I missed it. Maybe it was on the first page. Was there an increase in the number of our followers before Dublin and after Dublin?

ARIEL LIANG: Yes. In the first slide, that shows, yeah. So again, 39, and it's similar to the number we gained in BA. But interaction-wise, it's definitely almost doubled.

DEV ANAND TEELUCKSINGH: Okay. Great. Just an observation that indeed the Buffer Analytics, I see that you can even export it to a spreadsheet, if you wanted to do it, and I guess more analysis of the data and so forth in Excel or whatever spreadsheet program. So I take it that we don't really need to get any new program. I knew you were using a program, SumAll I think it was called, to do some of the analytics before we started using Buffer.

ARIEL LIANG: Yeah. They started asking for money and a lot more expensive than Buffer, so I think Buffer is very good for this purpose.

DEV ANAND TEELUCKSINGH: I think program was called SumAll, just responding to Glenn in the chat. Any other thoughts or comments? Glenn, go ahead.

GLENN MCKNIGHT: Yes, hi. I wanted to drill into this data here. A couple of things. At the recent ARIN session in Montreal, they really tried to encourage everybody to tweet and I'm just curious. Of those people who were active doing tweets, do we know who was the top tweeter and how many people in the circle of the Social Media Group actually were active?

ARIEL LIANG: Thanks, Glenn, for that question. Software cannot track this type of data. I do know some other analytics platform could track. So we don't really know who are the top people who are tweeting. But I'm using another tool called TweetDeck that I follow other Social Media Working Group members that have a part in [inaudible], and definitely some people are sending a lot more tweets than the others. Some people are probably more effective on Twitter than the others in terms of retweets and those things, but we just haven't really got analytics for that data.

But I think one thing that our group did really well to ICANN 54 is the help for retweets. I think that was effective way to get our members engaged. So for sure, a lot of our members helped with this engagement, and so that's one thing [inaudible] but I don't really know who are the top performers.

GLENN MCKNIGHT: Okay.

ARIEL LIANG: If you know of any tool that we can figure this out, that will be great, too. So I would love to hear your suggestions.

DEV ANAND TEELUCKSINGH: Thanks, Ariel. Thanks, Glenn. So how many people were assisting? Let me ask the question, and coming back tying more to what Glenn was saying. How many people were assisting with the tweets? I guess I'm kind of jumping it in terms of our planning for ICANN 55 and should we continue this approach of recruit persons, we ask for volunteers to help with the curation of social media tweets during the ICANN face-to-face meeting. How did that work? Did it work or did it not work?

ARIEL LIANG: Thanks, Dev, for that question. For this ICANN 54 meeting, to be honest, most of the tweets just come from me. I drafted them, and as you can see within that [inaudible] because I was the only person tweeted most of the time. But we did have recruited two new people from AFRALO

that helped out a lot in terms of the taking photos and also retweeting other content. I think one person who has a Twitter handle retweet almost every single tweet that we sent out.

I think if our members can just help with other engagement work would be a big help already. If they really cannot juggle with drafting and that, that's alright. ICANN staff side, we can do that for our community.

So I think in our next meeting, if we can just encourage other members to continue engage with other content and then maybe help with photos, that will be very good. But then we also need to know that in Morocco for the next meeting, maybe we need some French [inaudible] because we're in the French speaking region. So perhaps we should have some volunteers to help with the translation similar like what we did for BA.

I know both Glenn and John have their hand raised.

DEV ANAND TEELUCKSINGH: Glenn, you first. Go ahead. And then John.

GLENN MCKNIGHT: Okay.

DEV ANAND TEELUCKSINGH: I think you had the [inaudible]. Go ahead, Glenn.

GLENN MCKNIGHT:

Yeah, so to respond to my question, I didn't get the answer I expected, but I'm not surprised. I would just let know that with the IGF, which actually John was at the IGF USA with me, one of the things they did with the George Washington University, they worked with the communications students and, my gosh, they have some phenomenally good students who actually tweeted like mad.

I just think it's a huge mistake that we don't have the NextGen and the Fellow deeply involved in this. This is the generation that's supposed to be hip on social media and, really, we need to reach out. This committee has to reach out to Janice and Jeff Dunn and say, "Hey, guys. We really need you to be active."

I just shared with you the 2014 IGF USA report. I work closely with David Vyorst of IGF USA and I saw his stats on 2015, and they're really, really impressive. We need to take a page from that.

My second comment is that I mentioned that I was at ARIN. What we did at ARIN – virtually everybody was tweeting – was amazing. You know what they did? They had a little competition, not only on the quantity but on the quality of the tweets. I forget what the prize was. It wasn't very big, but it was an incentive, whether it was a shirt or something. We need to have something to reward behavior, encourage behavior. It was a kind of a bit of a fun competition, the way they did it. So those are two comments that I wanted to say. That's it.

DEV ANAND TEELUCKSINGH: Thanks, Glenn. John? Before I comment on this. Go ahead, John.

JOHN LAPRISE:

Thank you, Dev. As Glenn mentioned, I worked on IGF. Actually, I worked with Dev and I was part of the Social Media Team. I heartily concur with Glenn's comments about recruiting younger users, especially because they're in all likelihood more likely to be using Twitter.

But I'd also say that one really easy thing we could do that would, I think, have a significant effect is to, rather than at the beginning of, say, panels where we flash the hashtag and the handle for the particular session or for the conference in general, in every panel, there should be a physical sign that's always up there so that anyone who walks in the room is reminded that, oh yeah, you can tweet. Having that constant reminder in all the venues I think would be advantageous.

DEV ANAND TEELUCKSINGH:

Okay. Thanks, John. That's an interesting suggestion: having some physical signage to remind people of the hashtag when entering into the room where the At-Large is meeting and also a reminder at the beginning of the slide. Or perhaps on every single slide, maybe, we should have a hashtag at the bottom of each slide presentation.

I think that's a good idea. Glenn, regarding what you were saying about getting the NextGen and Fellowship involved, I would say that's a good idea. I would say the only challenge would be that the NextGen and Fellowship aren't only focusing on At-Large stuff.

So the challenge is you may get people tweeting, but then it may be tweeting in entirely different sessions, which may or may not be useful. I mean, I guess it will be very good for ICANN, but I'm not sure if it will be good for At-Large. But that is an interesting idea. I see some responses to this. Okay. Go ahead, Glenn.

GLENN MCKNIGHT:

Yeah. You forget the hashtag is #atlarge. So if they're tweeting, they're welcome to tweet on ICANN At-Large or as a whole. I don't want to confuse the two. But we are looking at a hashtag that's associated with At-Large. I'm not saying everyone one of the Fellows, but if we make the little effort to sort of talk to the Fellows.

We lack the real interaction with the Fellows and NextGen. Hopefully, in Morocco, we can make an effort to engage them a little bit more. Going in and just talking about At-Large and disappearing doesn't make a lot of sense. We need to have that hashtag in their brain, recruit two of three of them, deliberately talk to two or three of them, recruit them, and go from there.

I'm not saying every single one of the 33 Fellows and the 12 NextGen have to do our bidding. If we have three or four, great.

ARIEL LIANG:

Hi.

DEV ANAND TEELUCKSINGH: That's a good idea. Go ahead, Ariel.

ARIEL LIANG: Yeah, no. John still has his hand up.

DEV ANAND TEELUCKSINGH: Alright, Ariel, go ahead and then I'll have John.

ARIEL LIANG: But just to quickly say that one of the people that has helped out a lot during ICANN [inaudible] is a Fellow from Africa. That's the AFRALO person I referred to. He also is a member of the AFRALO ALS but he is a Fellow, so he helped a lot for our engagement-related things.

Also his other colleague in the Fellowship Program, another person from Africa helped a lot of the retweets and mentions and [inaudible]. So I support the idea to actively recruit some people. Maybe people outside the usual At-Large circle, like Fellows or NextGen, but maybe we should collaborate with AFRALO like Aziz. Maybe he knows some people that can really help because he's one of the organizers. So that's an idea.

Yeah. And I guess John?

JOHN LAPRISE: Thank you. I'd like to actually go back to one of Ariel's earlier questions about identifying top users. I know that there are applications out there that do that. If you look at numbers coming out of, especially, I come out of the disciplined communications. At those conferences, they

specifically pick out top ten tweeters at given conferences. So I know that exists out there, I just don't know what it is.

By the same token, I know that you're using Buffer now, and I commend that because I actually like Buffer myself. Going forward towards the next ICANN, we should make it a point of tweeting out reminders to people who tweeted at the previous ICANN that the upcoming ICANN is actually upcoming. Remind them that, "Oh yeah, you tweeted last ICANN. Can you tweet again?" They may not be present, but that doesn't mean they can't tweet.

I think a reminder would also be helpful in building a base of commenters. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks, John. Very good suggestions. I think, perhaps, going back to what Glenn was saying also regarding talking to the Fellows, indeed, once the new list is published, how to share that – not only for Social Media, but maybe for Outreach and Engagement – reach out to those, do an analysis of those Fellows, and see if you could somehow contact them before the meeting itself starts and introduce ourselves and so on.

I think, perhaps, you just need to find, as I say, find the tools that can track the top tweeters and so forth. Maybe you could just need to do some research and find that out. John, a quick follow-up comment?

JOHN LAPRISE: Yeah. Just a quick comment. I mean, we are ALAC. It wouldn't be unusual, Ariel, if we just went and asked Twitter if they'd help us out.

They might provide pro bono support for an organization like us as part of their normal public outreach. So you might just be able to go to the source and get a lot of this stuff. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Alright, John. I say nothing ventured, nothing gained, so it's probably not a bad idea to just to try it and see what happens.

I know we're spending some more time on this, but I noticed one new feature of Buffer is the calendaring feature, which allows you for easier scheduling. I think that feature, as well, would also help compile the pretweets for when a particular session is starting, instead of having to have that spreadsheet. It could be, Ariel, that instead of having the spreadsheet, we now could create everything in Buffer and just have it ready to go.

ARIEL LIANG: Yeah, indeed, the scheduling functioning in Buffer is really good. I see there's a calendar view right now. You can see what to issue a post based on the date that you're scheduled, so we'll continue doing that.

Another thing that I think is new function is that Buffer integrates was Pablo, which is an image creation tool that can optimize the size for images. You can add quotes or logos. This is something I just discovered yesterday, and I think we can definitely use it for the future to improve the quality of the tweets.

DEV ANAND TEELUCKSINGH: Indeed. Thanks, Ariel. Shall we move on to the next agenda item? The taxonomy list for advice and news. Ariel, you have the floor.

ARIEL LIANG: Thanks, Dev. For this particular item, I don't know whether, John, you know much about this website revamp project. I know Glenn knows, I know Dev knows, but just to give you a kind of a quick background. At-Large has the website, which is At-Large [inaudible]. It really has a lot of problems, like information overload and really bad kind of information architecture.

So a project had started last summer to revamp the whole website. In the past year, we have [inaudible] this website, which is beta at this moment. It's newatlarge.icann.org. That has a much cleaner, crisper look. It will highlight some of the key areas of activity in At-Large on this site like policy advice, developing activities, and also regional activities based on ALSes and RALOs. When you get a chance, you can take a look at this site on your own.

So [inaudible] particular ICANN we're talking about is right now we have used this landing page on the new website as a "News & Media." In the old website, we have a lot of news announcements. Well, it's not a lot but it's 500-plus articles, and then we imported them into this new site in order not to lose history.

But then at the same time, we want to add value to this landing page to provide a function that a user can search a news article based on the topic [inaudible] is about or the organization origin. Whether this article

is about a RALO or it's about the ALAC in general, the user can do that via this landing page.

Then to do this, we need to tag these articles based on these topic areas that you see on the screen. It's about 18 topics from Accountability, Transparency, to WHOIS, and then, also, we can tag articles based on their organization origin.

So that's a work that probably we need to work together with because it's reading 500 articles. We aim to launch the website in Q1 next year. So if we can work on tagging of articles, that will help add value to this website, and then we can wrap up this work quickly.

Just to show you one particular example, like the first time clicking the URL for General Assembly 2015, you can see that this article was written by one of our staff members. The topic is public interest because this whole article kind of mentions the theme of the general assembly, public interest, and we can tag it as that topic. The organization is, of course, EURALO. So these are the tags.

And then, I guess, the way we need help with is if we can have our Social Media Working Group members to take a look at the articles one by one and suggest a topic or an organization tag associated with the article, that would be a great help.

We do have 20-something members in our working group, so if each of them can look at 20 articles and we can finish this whole work within no time. So this is my proposal, and I guess let's open the floor for questions and comments and whether you think this is implementable.

DEV ANAND TEELUCKSINGH: Thanks, Ariel. So just to confirm, the spreadsheets that you have of all the news from At-Large from the previous site, all of it is in that spreadsheet? You don't have to do any importing or whatever?

ARIEL LIANG: Yes. So yes, I actually [inaudible].

DEV ANAND TEELUCKSINGH: Okay. And how many entries are we looking at?

ARIEL LIANG: So basically, some staff we started doing this recently, and there were 30 articles are being tagged. That's the ones above the line that you see right now. And then the ones below the line is about 500-something, yes, I think. So yes, the ones below the line is probably 480 articles, and that's the volume that we're looking at.

And then there may be some challenges, if some articles that are not in English. Maybe we need to assign those particular articles to people who speak that language, Spanish, French, Arabic, or whatever other language.

But if we can kind of mobilize our [inaudible], everybody can conquer a few, then we can wrap up this work much faster. So that's the volume of the work.

DEV ANAND TEELUCKSINGH: Okay. With regards to taxonomies, in order to make sure that everybody doesn't type their own taxonomy, we have to ensure that the taxonomy is consistent. And then what we can do, and I know Google Sheets can do it, is that you can make the column so you can only apply certain values to a cell. So you can restrict sort of like a data validation. You can restrict the entries to only a group of 5 or 10 entries or whatever it is, or 20, or whatever the entries are. So you can ensure that it's all consistent. So that's probably the thing to do.

So now we have certain topics. We some kind of taxonomy already existing on the website. Yes, and I see you brought it back up now. So I'm thinking perhaps we should just stick to that. We probably just need perhaps one [inaudible] we need especially related to the ALS accreditation because I noticed that there's an application that's received, regional advice that's received, etc. I don't know if all of that is in that legacy stuff.

But it's probably just a few different, how should I put it? Types of content that haven't been transferred and assigned target. And I think apart from the ALS one, is there anything else that you think, Ariel, just from looking at it? Is there any new target that needs to be developed or worked on?

ARIEL LIANG: The idea is we stick to the taxonomy that we already developed because just to develop this whole list of taxonomies took a while. Then we really compared, we've definitely referenced all the content from [inaudible] reference the taxonomy used on ICANN public comment and

ICANN needs so that we are in sync organization-wide. So we do not want to create any taxonomy at this moment, and we should stick to it.

And then for a specific case like an ALS-related announcement or other post, so the topic tag will be engagement because that's a [inaudible] any member of the community. Then the organization tab is definitely the RALO that ALS belongs to. I can produce some kind of a guideline in terms of what are the common tags used for certain type of articles if that will make it easier for other members to work on this task. So I can provide that kind of guideline.

DEV ANAND TEELUCKSINGH: Okay. Ariel, I can show you how to use the Google Sheets. So that basically that for column, instead of having anybody type anything, they could just preselect the tag, so it'd be like a dropdown. So each tag will have a dropdown, and they could just pick the tab. That's a particular legacy contact can be assigned to, and that will make it much easier than having people to type it. It will save time, as well. I'll show you how that could be done.

ARIEL LIANG: That would be great. I'd love to learn that trick.

DEV ANAND TEELUCKSINGH: Okay. Yeah. It's very easy to do, and it's very easy to expand. If you add more tabs, it's not like you have to go into every cell to change it because there's a way of just making a change to a list and it's updated

for all the cells. So you can add and update and change tags, if you need to.

So I guess, first, I get the action item. We'll work on updating this spreadsheet to be able to preselect tags. And then I would say, perhaps, the next thing is that if they post it to the list and I would say break it up into chunks. Perhaps those with particular language versions, preselect those to who could speak the language to be able to work on those tweets. Alright?

ARIEL LIANG:

Thanks, Dev. I think maybe [inaudible] send this as an action item to the group. Probably need to provide some background information about what this task is about. I'm not sure whether but everybody is [inaudible] to help out, so I'm not sure whether we should have a particular recruitment of certain individuals that are willing to help to tackle this task.

Do you want to discuss this approach now, or you want to just do it offline?

DEV ANAND TEELUCKSINGH:

Well, we could do it offline because I'll work with you to update the spreadsheet to be able to tag the legacy articles more easily, and we'll take it from there as to pick up the best approach to we could recruit persons to help categorize the legacy articles. Okay?

ARIEL LIANG: Okay.

DEV ANAND TEELUCKSINGH: Great. Any comments from anyone? Let's see, I see no comments. Alright. So thanks, Ariel.

The next item on the agenda is the ATLAS II recommendations. I don't think we need to go into all of these things by detail because on the last Social Media call before Dublin, we ventured into these topics in great detail.

I would say there probably is one update that has happened since Dublin, and that was on recommendation 17. The Technology Taskforce had a session with one of the Tor developers, so we could probably add a link to that meeting and point to how [inaudible]. It was a very good session. He went through the history of Tor, a general idea of how it works, and so forth, and how you actually use it.

Thanks, [inaudible] David Goulet, who was the Tor developer. It was a very interesting session. So you could probably just add that to this to recommendation 17. I don't think there's really anything else in terms to add to the other recommendations. I'm just scrolling through quickly. Go ahead, Ariel.

ARIEL LIANG: I'm sorry. I'm just going to capture the notes right here but I want to capture it.

DEV ANAND TEELUCKSINGH: Sure. Okay. So the Technology Taskforce had a meeting with David Goulet, a Tor developer. I'm going to place the link of that meeting in the chat so you can link to that. Okay? I think the slides and everything that he did on that session are there, as well. But that [inaudible]. Yeah.

GLENN MCKNIGHT: Dev, can I just jump in on this?

DEV ANAND TEELUCKSINGH: Go ahead, Glenn.

GLENN MCKNIGHT: Yeah. I met David in Montreal at the ARIN session. He's a great guy. He's willing to do this session entirely in French. I've asked AFRALO if they're interested, but I did not get any response. I'm bringing this up as an issue to this committee, perhaps, if either you two want to ask again. But David said he's willing to do the same session again in French, particularly focused on AFRALO, so it's a standing invitation.

DEV ANAND TEELUCKSINGH: Okay. I know that, perhaps, I guess that's something that can be raised with the Capacity Building Working Group because if we want to organize interpretation. This is for, say, for Spanish, for example. Perhaps we can make a request to other RALOs, like LACRALO, for example. There was quite some interest from LACRALO and those who came on that session.

Okay? So that was the key update on the ATLAS II recommendations. I don't think there were any other additional changes that we need to make to the other recommendation at this point. Okay. No, I don't think so. Any other comments on the ATLAS II recommendations? Going once, going twice. Alright. Okay. Great.

So [inaudible] making good time here. So the next thing we want to talk about is Slack. Now I don't know if, John, you know what Slack is. It's essentially what they call a group chat.

JOHN LAPRISE:

Yes.

Okay, fantastic, okay. Well for those listening to this recording, Slack is a form of group chat where conversations are grouped by channels, what you could think of as hashtags. People can enter these channels and lead channels, and you can also have direct messaging to participants in Slack.

We've used Slack before primarily for the ICANN 50 meeting in London in order to coordinate the communication for social media for the thematic groups and so forth. We haven't really used it as much since.

But in terms of one of the recommendation with ATLAS recommendations regarding that social media is blocked in certain countries, and also recognizing that there's a lot of communication challenges within At-Large, everybody gets inundated with e-mails and

once it gets buried, time passes and then there's a lack of timely response to messages and so forth.

And, of course, there's a lot of At-Large activities happening and different working groups at ALAC level, at the RALO level. So we're thinking that actually we should probably look at using this tool to help with our communication needs.

One thing we just want to bring up to have a discussion on is: how do you want to organize Slack? For example, in theory, we could organize channels, have [rules] on topics similar to the taxonomy vaguely, not exactly. So they can have a channel for WHOIS, for example. I'm not sure if that's the right approach because I think potentially one big problem is that if you have lots of channels, then it could become very confusing.

So I just wanted to throw out, get some feedback as how do you think you want to organize. Say we want to make a financial request and we do get the funding to, okay, we can get the At-Large community to start using this, how do you want to organize the community in Slack? Go ahead, Ariel.

ARIEL LIANG:

I just [inaudible] the information. During the ALAC development session in Dublin, which was the new session for the new ALAC, it was agreed that the ALAC, a large community in general can establish a small test group to use Slack because we have heard a lot of complaints about Skype and so maybe trying out a new platform is a good idea.

Maybe we can get our Social Media Working Group as the test group that we just use Slack for other internal communications. And just try it out first and without building structure into it too much because we really don't know exactly what we are going to use this for. But just to get people familiar with this platform and used to using it and kind of explore it a little bit will be a kind of a natural thing to do at the beginning.

Then later on, if we [inaudible], for example, for ICANN 55, Marrakech, that we want to use this again, [inaudible] ATLAS II it could be, we can definitely divide them into a special channel, like people covering different sessions, language, for example, but that structure probably will come in later. I guess the first step is just to get people familiar with this tool.

And if we [inaudible] our working as the first group to try out as some people already have some experience with it, it may be just a good starting point. That's my comment.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Ariel. Let's actually just start with one working group or two working groups and then take it from there and see how else to do it rather than trying to structure it at the very beginning. Thoughts from Glenn or John or Leon, as well?

ARIEL LIANG: Welcome, Leon.

JOHN LAPRISE:

Okay. I'm thinking about it in context where I already use Slack. I'm thinking about the larger community of participants. While I like Slack, I am also cognizant that many people don't want to learn new apps. Many people don't want to do that, and they want something more common that they already use. So we may have an adoption hurdle; we may not.

Slack is very popular in technical communities and startup communities, so I think it's better to figure out rather sort of a snap [inaudible], what communication/collaboration tools do people like? What do they use? And go with where we see people already using tools, what tools are already in common use and go with those.

I think that might be, rather than introduced from sort of the top-down system and say, "Oh, we're going to adopt this," let's find out what people are using and like and go from there.

DEV ANAND TEELUCKSINGH:

Okay. Thanks, John. One of the challenges is that, I mean, one of the popular communication tools is Skype. As you know, I think everybody knows on this call, we have a Skype chat. But I think one of the challenges with Skype is that it's very hard to get sense of history. So what happens when you upgrade your machine? You kind of lose your chat histories.

So there's a sense that we're losing our history and our conversations over the years, as people keep upgrading their Skype, upgrade them, buy a new computer, device, whatever, and they don't have access to their old histories. So I think that's one big concern.

So a tool like Slack or any other type of group chat system, the history, being able to search it, as well, across different channels, is a big plus.

JOHN LAPRISE:

Dev, I don't disagree with you but at the same time, it comes down to what users actually want to use. There may be people who accept the fact that, yeah, I don't have access to my previous chat but it's something I'm comfortable with and I prefer to keep on using it. So I guess that's where I'm coming from.

DEV ANAND TEELUCKSINGH:

Okay. And I hear you because I know that change is often the hardest thing. If people are settled on their particular ways, it's very hard to get people to change or try new things and so forth. I think Glenn has his hand raised. Please, go ahead.

GLENN MCKNIGHT:

Yeah. It's pretty obvious that we can't force anybody to do or change habits. If people are happy posting in Skype, let them do it, but I guess this is an issue, Dev. I have brought up that, for example, today, the NTUC people, Niels in particular, discussed the issue of human rights issues in Morocco, and it's a heavy discussion in the discussion thread.

I know that very few At-Large people went to the session on human rights, I know Olivier was. So I made him aware of it but that post on Skype just gets boom, gone. It gets so lost in the overwhelming topic of the day that's on the gTLD program. So yeah, it's tough to get eyeballs.

It's not a conversation in Skype; it's people ranting. So it's a problem. But on Slack versus Buffer, I'm happy. As long as we don't have some free version that's truncated, and we ran into that issue. I couldn't post up because it was maxed out. Whatever this committee does, we have a budget cycle. It starts this week. Let's get some real version of whatever it is we're using, not some kind of free version that [inaudible].

DEV ANAND TEELUCKSINGH: Okay. Also just to mention, the fact that to be able to your concerns, John, and I understood fully. It is a way to link different chat applications together. So in other words, if you have a Slack channel and a Skype channel, you could link the two of them together so that whatever is posted on one is posted to the other one. In other words, you can bridge groups over chat applications. It's something called Sameroom.io and me and Ariel were testing it, and it seems to work well.

And you could do this with Facebook Messenger, a whole [inaudible] different chat applications it supports, [inaudible] chat, Telegram, Google Hangouts, all those things. So that could also possibly be a way of – if people are happy with Skype and they just want to stick with that and they don't want to learn anything else, well it's fine. You can bridge the two different technologies, the chat applications.

So that's also another way of approach to it. Ariel, go ahead.

ARIEL LIANG: [inaudible] time, would you like to have an action item from this? I think based on discussion, it is better just to have a small volunteer group to try out this first and then provide a wider group feedback later on because there may be likely some resistance from people who are used to using Skype. So would you like to have that as an action item from this discussion?

DEV ANAND TEELUCKSINGH: I'm thinking, and I guess as two of the co-chairs from the Technology Taskforce, I would say the Technology Taskforce and Social Media Working Group could be the small group that could start using Slack. Just as I say, trying it out and testing it and then share our how it's working on future calls. And with the ALAC, if need be. Okay? Would that be okay, Ariel?

ARIEL LIANG: Yes, that sounds good.

DEV ANAND TEELUCKSINGH: Great. Alright. And, well, planning for ICANN 55, we kind of touched on that. ICANN 55 is going to be in Morocco, which is a French-speaking country, and so we probably do need to seek to recruit or ask for volunteers that could be able to tweet about the At-Large meeting, the ICANN meeting in French. So I think we already touched on that idea. I think I don't see any objection to that idea.

So we could probably start looking at, especially when the Fellows get announced, which should be, I think, this week or next week, at the

most. We could start to also contact the persons as Fellows. I don't know about NextGen, whether they are announced yet or not. Or you could probably just monitor the NextGen program and see when the persons that are attending on NextGen happens.

And then too, perhaps a call. Let's contact Aziz first, who's the chair of AFRALO, correct? Aziz is the chair of AFRALO, correct?

ARIEL LIANG: Correct.

DEV ANAND TEELUCKSINGH: Right. Well let's start with and action item. Let's contact Aziz and explain to him what the idea is, and perhaps he can make some suggestions as to who would be good persons who are active in social media, who will be going to the ICANN meeting and so forth.

ARIEL LIANG: I assigned that action item to you, Dev.

DEV ANAND TEELUCKSINGH: Okay. Alright. Very well. I think actually took exactly one hour. So any other comments? Any other thoughts? Going once, going twice. I see Leon has to leave, as well. So take care, Leon. Alright. Thank you, all, for attending this call. Some useful information here and some great feedback from Glenn and John. Thanks very much.

And this call is now adjourned. And thanks to Ariel, as well, obviously. Without this, we would not be able to do anything. Thanks. Take care, all.

[END OF TRANSCRIPTION]