
TERRI AGNEW: Okay, would you like to go ahead and begin now, Dev?

DEV ANAND TEELUCKSINGH: Yes. Let's please start the recording and do the roll call. Thanks.

TERRI AGNEW: Thank you. We'll go ahead and begin at this time. Good morning, good afternoon, and good evening. Welcome to the Social Media Working Group call on Thursday, the 4th of February, 2016, at 16:00 UTC.

On the call today, we have George Edwards, Raitme Citterio, John Laprise, Glenn McKnight, Sarah Kiden, Dev Anand Teelucksingh, Maritza Aguero, and [Braun Mufasta].

We have apologies listed from Leon Sanchez, Seun Ojedi, and Olivier Crepin-LeBlond.

From staff, we have Ariel Liang; and myself, Terri Agnew.

Our French interpreters today are Isabelle and Claire.

I would like to remind all participants to please state your name before speaking not only for transcription purposes, but also for our French interpreters.

Thank you very much. I'll turn it back over to you, Dev.

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.

DEV ANAND TEELUCKSINGH: Thank you very much, Terri. Welcome, everyone, for attending this call. We just have on our agenda we wanted to have a short update about At-Large social media accounts and the discussion of how we're going to create content for the 55th Marrakech meeting. Well, [inaudible] a discussion on Slack. [inaudible] whether we will have time for that or not. And of course, any other business.

Ariel Liang is the At-Large staff person in charge of the At-Large staff accounts and we work obviously very, very closely with her. Ariel, I see you shared your screen already. Can you please give us a short update on the At-Large social media accounts?

ARIEL LIANG: Thanks, Dev. Can you hear me well?

DEV ANAND TEELUCKSINGH: Yes, we can.

ARIEL LIANG: Great. Just to give you a quick update, what's new with social media efforts for At-Large, as you may have seen on the [Skype] channel, I have recently cleaned up the YouTube account for At-Large and now it's more or less cleanly organized. Also, recently – well, actually, last year – several redos were produced, interviewing At-Large subject matter experts on several topics, so I uploaded them to the YouTube channel. Then also found a series of other redos produced for ATLAS II and ATLAS I. then also the other showcase redo productions, and At-Large Structure interviews.

The reason that I did this work is because the new At-Large website will launch very shortly. Hopefully, by the end of this month officially, so some of the At-Large old website content needs to be migrated over to the new site. And some of the YouTube links were residing in some random pages on the old site. So I think it will be a better way to put all the redos on YouTube and pictures of [inaudible] that I will talk about later, to make it more organized and easy to find. Then we can also effectively promote these various channels [inaudible] website. So that's about YouTube.

Also, I'll show you Flickr that's also recently created the account for At-Large. It's still in progress uploading photos. In fact, there was an old Flickr account for At-Large created many years ago before I joined. In fact, the user name and password is lost. For some reason, nobody can access it. So I actually need some help to migrate those photos to the new one. In fact, we can just [inaudible] in bulk and put it over.

Also, there's some other photos on the ICANN Flickr account that's At-Large focused and [inaudible] showcase photos. So I think it will be good to put them on Flickr as well. This will also help the organization [inaudible] other media resources for the new website.

So that's just a quick update on YouTube and Flickr. Any questions or comments?

DEV ANAND TEELUCKSINGH: Thanks, Ariel. I have to say, the YouTube reorganization is actually quite welcomed. I like how everything is much more structured now not only

in terms of different languages and the topic briefings and so forth. I really do like how it's organized. So excellent job on that.

Because they've now reorganized it, we can all see At-Large video recordings from as far back as 2009. This is a good way of capturing the information and the history of At-Large in videos. Great stuff. Any comments or thought? I see John has his hand raised. John? I see John has put down his hand. Okay.

I guess I'll answer the question on the record. John was asking: do we have processes in place to prevent the loss of account information going forward? Ariel, you and staff now have control of the account information for now.

ARIEL LIANG:

Yes, we have recorded password and account name in a safe place. So even if one day I no longer manage these accounts, my replacement will be able to access it. So no worries.

DEV ANAND TEELUCKSINGH:

Just another question, then. On the [inaudible] side of things, I see a lot of the information from 2009-2010. I assume you'll try to look at getting more updated photo content. Correct? I think generally we have it, but not really in a stored repository, in one place. And now we're going to make Flickr the repository for all these photos moving forward. Correct?

ARIEL LIANG: Yes, that's correct. Some of the other photos are actually on the Drupal page, on the old website. That's why we need to manually download them and upload them to the Flickr account. And there's [newer] photos that are on the ICANN Flickr account that's for At-Large. I'll try to work with my colleagues in the [inaudible] department and see whether it's worthwhile to get it migrated over to the At-Large Flickr account.

I also know that some of our members... For example, Glenn has a lot of photos taken during ICANN meetings. Also, I know some of you have your own Flickr accounts. So probably will be... I'm not sure what will be the best process forward, but if we can collaborate and share the best image, our best content, and put them on the At-Large Flickr account, probably will be good for publicity. That's something we can talk about in the future [inaudible] resolve that issue now.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Ariel. Indeed. Let's make sure we don't forget about this. Indeed, I agree we don't have to sort this out right this second. Seeing no further comments or questions.

Do you want to discuss, Ariel, just an update in terms of what's happening on the At-Large Twitter and Facebook accounts?

ARIEL LIANG: Thanks, Dev. Actually, I don't have much to update because it's kind of slow at the beginning of the year. We'll soon pick up the activities.

DEV ANAND TEELUCKSINGH: Okay. Well, then let's move ahead then to our next agenda item, seeing no further comments. That's the curation of content for ICANN 55 Marrakech.

What we tried to do is during the ICANN face-to-face meetings, we tried to... Because it's a [inaudible] of At-Large, and of course ICANN activity, we tried to use our At-Large social media accounts to disseminate information about At-Large and share information, so that we raise awareness of the At-Large community in ICANN. Not only to the ICANN community, but also to the wider global public.

What we have asked for – and you may have seen the call on the mailing list – was for persons to, if they wish to volunteer to help curate content. We've [inaudible] a process in place I believe since the ICANN 53 meeting. We started t ICANN 52 last year in Singapore and we've been updating our methodology as we discover new tools and methods.

What we're going to do now is show you how persons can work together to help update content for the At-Large social media accounts. It's a tool called Buffer.

Ariel, perhaps you could take the floor just to walk us through how to use Buffer.

ARIEL LIANG: Thanks, Dev. Before I start talking, I'm just wondering, maybe we can do a quick show of hands how many of you will be in the ICANN 55 meeting in person, or you can put it in the chat. I see Glenn is.

DEV ANAND TEELUCKSINGH: Go ahead, Glenn.

ARIEL LIANG:

I think Glenn is just indicating he's going to be in person. How many of you will actually be following the meeting remotely? I know it's pretty difficult when you're not in person, but I just want you to understand. Okay, thanks John and George. I see your hands. Okay, great. I guess maybe some of you are not really used to using the function in the AC room. That's why you haven't showed your hands.

Basically, the reason we're going to use Buffer is to accommodate people who are both in the ICANN 55 meeting in person and the people who are following remotely, because regardless of your location, you can still access this tool to help [inaudible] draft Facebook posts to cover those meeting sessions. That's why we're experimenting with this tool for collaboration.

It's actually quite simple. Basically, we will have a very small team on Buffer and it's only going to be about five people. Right now I'm just showing you these are the current members in Buffer. Of course if you want to help with this effort, I will add you to this team, but we can't have more than five people.

Then once you are on this team, what you can do is you can draft content in this contribution tab. You can just put text and [inaudible] for Twitter or Facebook or both. Then you can also add your photo to the post. Then once you have done that, you can save it, and the saved content will be in this contribution tab.

Terri, can you help me to check the noise? I think there is somebody typing here in the background. So once you have [inaudible], I will be able to check the draft content, and if I think it's ready to go, then I will say approved and I will go to the queue tab where we can just send them out. It's a really simple tool.

Then if you are in the ICANN meeting in person, there is also an application for Buffer on smartphones that can allow you to take a photo using that app and that will directly save to this [inaudible] form. It will allow really easy upload of image, and you can also use your computer to fix the text if possible, if it's quicker. So that's really a quick overview of this tool.

It's actually, for this meeting, what we need help with is tweeting or writing Facebook posts using other languages. I think so far we have quite a few volunteers from AFRALO – maybe one or two – know French. So if we can utilize that language capability, we can draft tweets and Facebook posts in French and then publish them.

I would just stop here momentarily and take any questions or comments. I see George has his hand raised. Is that a question you have, George?

DEV ANAND TEELUCKSINGH: Okay, I guess not. Thanks, Ariel. Just as an example, just to illustrate, since I'm on the Buffer contributors, I just added a sample tweet. So if you go down to the queue and you scroll down, you will see my contribution. This is a test for the At-Large social media call on February 4, 2016.

So as you can see, what happens is because I'm a contributor, Ariel can see the tweet – well, see the contribution – make any edits, if you want to add pictures, or whatever, things like that and then share it. Or decide not to, if somebody has worked on it.

Similarly, all the persons, all the contributors, can also see the queue and can also make edits. So we can collaboratively help. Say if somebody had started a tweet already and couldn't finish it, somebody else can jump in and try to finish it.

So Buffer makes it very great for teams to work to curate social media content. I see Glenn now has his hand raised. Glenn, go ahead.

GLENN MCKNIGHT: Okay. Can you hear me okay?

DEV ANAND TEELUCKSINGH: Oh, yes. We can hear you quite well.

GLENN MCKNIGHT: Okay. A couple of things. I just want to circle back to the number of people that are going to be there in person that can actually go to different sessions. I just want to suggest that we look at the calendar of topics, whether it be from opening statements all the way through, so that we can actually divide up on who's going to what.

I know there's going to be a lot of outreach going out on Tuesday, so I don't know if someone is going to be following them along to take

photos or video, and then there's the showcase. But it would be great to have a matrix, so that those who said that they would be doing this, rather than two or four of us all at the same session. I'm just suggesting that, to be effective, is perhaps we have some sense of who's going where. Or even having a Huddle sometime on Saturday and Sunday with those who are actually physically there. I know, Dev, you're not going to be there.

My second thing. Is this a professional account for Buffer or one of those free versions? If I recall, I think I tried to upload my photos and it kept being rejected because they were high quality photos rather than the typical iPhone photos. So those are my two comments.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Glenn. Regarding coming up with a schedule to see who will be covering what, I think that is a good idea. I haven't been to several ICANN face-to-face meetings, but I believe... Ariel, perhaps you can answer that. Typically there is a Huddle to at least briefly meet with those persons who volunteered and have had conversation typically on a Saturday. Correct me if I'm wrong.

ARIEL LIANG: Thanks for the question. What I'm showing right now is the spreadsheet created for ICANN 53. In fact, we have indicated who was assigned to cover certain sessions and [inaudible] possible that an assignee will prepare a draft tweet ahead of time. So we do have that mechanism in place and we will surely do that this meeting.

But I think basically after the call – if possible, during the call, we'll get a commitment from... Well, it's probably difficult to get a commitment, but at least a show of interest from our group and see who is interested in helping with this effort. We'll work with you offline and figure out your schedule and understand which sessions we'll go to.

Also, as Glenn mentioned, on Tuesday, there is some outreach activity away from the venue. In fact, I'm not going to be there. So if any of our ICANN 55 attendees that will actually go, especially the AFRALO members, that will actually go with the ALAC to go to that offsite university for that event, that will be very helpful if that person can help tweet, or at least draft tweet or take photos, so that we can get that covered even if not there physically.

I guess this is just something we need to work offline to figure out with the people who are willing to help. We'll get all the scheduling assigned and sorted using this spreadsheet.

Then the question about the Buffer, whether it's a professional account, actually it is a professional account because this is a free account. You can't have more than one member in your team. We have five. I think if it's a very high quality photo, which takes a lot of [size], it will be very difficult to send it out. I will recommend we just upload lower quality photos due to the limitation of sizes, and also bandwidth to send it out quickly. That's my comment.

DEV ANAND TEELUCKSINGH: Thanks. I see Glenn has a response. Glenn, go ahead.

GLENN MCKNIGHT: Yeah. I do hear what Ariel is saying. For the sake of bandwidth, I could knock down the quality, but a lot of people ask me for my pictures and they want print quality. A lot of people in the world actually print their pictures, believe it or not. Not just web based. So if I knock the pictures down to the typical iPhone quality, I could do that, but there is a sacrifice to be taken. I just want to let you know, I'm happy to do that. But on the other hand, some people will be unhappy when they see the resolution.

DEV ANAND TEELUCKSINGH: Thanks, Glenn. Perhaps, then... Maybe we could try to work offline and see what would be the best way of doing it. Maybe the best thing is to just have it uploaded to your Flickr, and then you just link the high-quality image to reference the Flickr URL in the photo stream. And then from that, we could then pull it in to resize, crop, whatever, to then send out. That's just one idea, off the top of my head.

One of the questions... One of the comments regarding the calendaring and stuff. Buffer now has a way of creating a calendar. I think they're calling it a system calendar. So what you can do... I see Ariel is already showing this.

What can happen now is we can, in a structured way, within Buffer itself, structure what can be posted at particular times. And therefore, once the schedule is finally finalized, and [inaudible] can do is just take the things that are "the session is starting now" we can do all of that stuff beforehand. We don't have to really worry about waiting until the

moment and then trying to tweet that. It can go out on a regular schedule, which I think is very, very useful.

I think we used it at the Dublin meeting. Correct me if I'm wrong.

ARIEL LIANG:

Regarding that type of tweet just announcing the session that starts and also include Adobe Connect, I have been using that method for the past few meetings. So it's already in place. In fact, it cannot just go on time, because a lot of times, the sessions are running overtime and usually it starts late. So I just prepared the draft, and then once the session starts, I will send it out from the queue. So I think that would be easier than schedule it precisely at the time.

What I really need help with is mostly to cover sessions that I can't be there. Also, some meetings, I will be busy doing the session management and other tasks and I won't be in a really good angle to take photos. So help to gather photos and images will be really appreciated and also help cover the sessions I won't be there will be really helpful.

DEV ANAND TEELUCKSINGH: Okay. I see Glenn has a hand raised. Go ahead, Glenn.

ARIEL LIANG:

I think Glenn just lowered his hand. John actually put a comment in the chat. "Have you considered a first night Tweet Up for ICANN, so that active users at ICANN can meet face-to-face?" Actually, I wonder what

that really entails. I also see Beran has her hand raised. Beran, you can go ahead first.

BERAN GILLEN: Thank you, Ariel. Can you hear me?

ARIEL LIANG: Yes, we can hear you.

BERAN GILLEN: Yeah. This is my first time using Buffer. Is there a way of actually joining that group that you showed on the screen earlier, the ICANN At-Large, or do you have to add me to the group?

ARIEL LIANG: I will add you to the group. I will basically send you an e-mail invitation and you will be added to the group. I will do that right after this meeting.

SARAH KIDEN: I would like to ask.

DEV ANAND TEELUCKSINGH: Hi, Sarah. We can hear you. Go ahead.

SARAH KIDEN: I will be in Marrakech and I would like to volunteer to draft tweets during the meeting. [That's one thing]. The second thing...

ARIEL LIANG: Yes, go ahead.

SARAH KIDEN: Okay. Then the second thing, I was wondering if we can try to give something [inaudible] at the meeting conferences where you have TV screens outside the [inaudible] room and they are displaying tweets of the ICANN 55 hashtag, or whichever hashtag [inaudible]. I don't know if that's something we can consider. That's it.

ARIEL LIANG: Thank you, Sarah. Regarding the TV screen, I know that actually ICANN has that installed and it will constantly be flashing tweets and I think we will have that facility to help promote. The key is just we need to make sure to actively [inaudible] about At-Large content. I will make sure to do that by collaborating with you. So in that way our content will be on the screen.

DEV ANAND TEELUCKSINGH: By the way, just to add something regarding ideas behind the social media accounts and so forth, another thing ICANN is also doing, the typical hashtag for the ICANN meeting is usually... The word ICANN and the number of the meeting. So this meeting will be #ICANN55. So that

will be the usual hashtag. I remember seeing there was a question on that earlier.

Sarah, sometimes what ICANN itself does, they do have television screens at some of the sessions where they do have a screen so that tweets showing the particular hashtag are shown on a display. It's not for every single session, though. It's only for some of the key, more... Well, not more public. More of the general sessions or high-interest sessions.

Glenn, go ahead. Your hand is raised.

GLENN MCKNIGHT:

Yes, thank you. Can I just share a quick story with you guys on hashtag and tweets? At the recent ARIN session in Montreal, the staff announced that they would give a prize to someone who is doing great tweets. So it's not just tweeting a lot, but actually the quality of the tweets. That's an art form in itself, doing something in... Donald Trump is an expert at it or he has somebody that does a really good job to be [inaudible]. I don't suggest we be sarcastic like him.

I don't know if there's a budget, but I'm going to toss this idea out. Even a modest little prize or something, it just creates a little bit of excitement within the volunteers, that if people are tweeting like crazy. It's not limited to just this committee, but if we can start more people to tweet. It was very successful at the ARIN session. It was in the hundreds, if not virtually thousands, of tweets and some really amazing stuff.

It's astounding how little things can inspire volunteers. I'm just throwing that out.

DEV ANAND TEELUCKSINGH: Okay, thanks, Glenn. I guess I'm not sure how we could really implement it, because it would then require some sort of review. Let me ask a question, Glenn. Who at ARIN then decided? There was a judge that looked at particular tweets, and then decided at the end of the conference this was the best tweet or this was the most informative tweet? How was that judged?

GLENN MCKNIGHT: A couple of people had been monitoring the tweets. It could be Ariel. I'm not saying it has to be Ariel. It could be someone else in partial that they actually can look. It's not only the tweeting. It's the re-tweeting of that great picture or that great statement. You're asking me qualifying questions. It's up to this committee if it likes the idea or if somebody wants to step up and wants to do it. It really is just an idea. I do not have the details. All I know is in the ARIN case, I believe there were three assigned staff, those that were really excited about social media. I don't even remember what the end result was in terms of what the prize was or why it won. But it was a neat idea.

DEV ANAND TEELUCKSINGH: Thanks, Glenn. I think that's something we can find out more information about. Yeah, I think it's an interesting idea. I'm not sure

how it could be implemented. I don't know, Ariel, if you have any thoughts or suggestions.

ARIEL LIANG:

I think evaluating the effectiveness of tweets, there are some tools for that, like a Buffer that I'm showing you right now is in need of analytics of tweets. Basically you can track the number of retweets, mentions, or clicks, and then also the potential number of people they can reach. I guess that can be evaluation criteria how good this tweet is.

In terms of getting prizes, especially monetary prizes, that will be a separate process. Well, I'm not sure we have the funding to do that. I guess if I do it myself, I would think the most effective person that does tweeting can [inaudible] meeting. But that's a joke.

DEV ANAND TEELUCKSINGH: Yes, indeed.

ARIEL LIANG:

I still have some questions from John about this Tweet Up idea, so if John can speak up, I will be really curious to hear what John proposed for that Tweet Up.

JOHN LAPRISE:

Speaking about Tweet Ups, a Tweet Up is basically a riff off of a Meet Up, which is a group of people assembling based off of Meet Up sites. A Tweet Up is just a gathering of people on Twitter or who are using

Twitter, usually surrounding a particular topic. So, at a conference you might go, and it's listed in the program that there's a Tweet Up and such-and-such place. There might be food and drink. It's an opportunity to network face-to-face with people that you may only run into online on Twitter. Usually, it's best to happen at the beginning of the conference and it helps to network with people who are actively getting engaged on it. That's all a Tweet Up is. It's just an established meeting of people who are interested and will be tweeting.

So probably the best thing at an ICANN meeting would be to find a slot of time between events at some point on the first day for people to gather.

ARIEL LIANG:

Thank you, John. Yeah, indeed, that's a pretty neat idea, and I think perhaps we can use this Tweet Up to get At-Large volunteers that volunteer to tweet a lot during the meeting to meet up and strategize how to promote sessions, or just [inaudible] together. So thanks for that explanation.

Dev, do you have other comments or things you'd like to discuss? I just have one more thing I want to ask our group.

DEV ANAND TEELUCKSINGH: I see a hand from Glenn, actually. So Glenn, go ahead.

GLENN MCKNIGHT: I apologize. I just shared a couple of really good links. As John was mentioning, we did the Tweet Up really well with NTEN and I just shared the info on that. I'll follow up on that, but I think it's a great idea, John. Thanks for [mentioning] it.

DEV ANAND TEELUCKSINGH: Thanks, Glenn. Indeed. It's an interesting idea. I guess my initial challenge, as someone who's been to an ICANN meeting, is the actual time to actually schedule it in an already crowded schedule. Perhaps an informal [launch] could be done and see what turns up, if it's a Saturday night or something like that. Probably it doesn't have to be a very long event.

As I understand it, John, it's something like about... It could be something as short as, say, 15 minutes, right? Not a very long...

JOHN LAPRISE: Generally they last... It's like a social networking event. So anywhere usually between a half-hour to an hour, frequently over drinks or hors d'oeuvres, and people drift in and out.

DEV ANAND TEELUCKSINGH: Okay.

ARIEL LIANG: I was wondering whether we can piggyback the existing event, like the one for AFRALO Showcase that's going to be a pretty huge event that

already has drinks and hors d'oeuvres provided. We probably can use that as the venue to do the Tweet Up. I think probably that will be easier than organize something.

JOHN LAPRISE:

That's probably actually not a good idea because the whole point of the Tweet Up is to get a group of people who are all specifically engaged in Twitter, and merging with another event will make it more difficult to identify the actual Twitter users. Part of the point of the exercise is that in the ensuing days of ICANN, people who are walking through the halls can identify at a glance who else is active in the Twitter sphere at the conference. So having a separate space is actually important.

ARIEL LIANG:

Thanks, John. And also see Raitme has a comment in the chat. He says he has experience in organizing Tweet Ups, too. Maybe Dev and I will reach out to you two after the call and [inaudible] will be the most effective way to do that. Maybe we can try that out in ICANN 55 meeting. Someone will be in touch.

DEV ANAND TEELUCKSINGH:

Okay. Thanks, indeed, for the comment and the ideas. Any other thoughts, questions regarding Buffer and how Buffer is used and so forth?

In the chat, there is some possibilities [inaudible] how do you upload, get high-quality images, to us? That's to Ariel or to the Social Media Team, so that you can use those images to tweet. Glenn, let's work on

that. Maybe Raitme could also assist because I see he has some ideas about using a tool to transfer the images from one service to the other automatically. So we could probably experiment with that after the call. Go ahead.

ARIEL LIANG:

I have one more question. I was wondering whether it's worthwhile to have a special hashtag created for this particular meeting because for At-Large we actually have three outreach events being organized at the moment, and I think it's more than anything we had in the past. We have a showcase that's pretty big, and also there's two separate engagements with university students, and then there's also AFRALO and AfrICANN NGO meeting. So I was wondering whether we should explore a possibility of creating a specific hashtag to promote these events specifically, and I was wondering whether our group has any idea on that.

DEV ANAND TEELUCKSINGH:

Okay. I have some ideas, but let me see if anyone on this call has a thought or comment. Let me suggest something. I'm thinking for the AFRALO Showcase, especially I think it's going to be a more bigger profile event than other showcases in the past, given the ICANN CEO's departure. We could probably use a special hashtag for the showcase. At the top of my head, AFRALO Showcase is my immediate first thought on that.

With regards to the outreach events for the students, I'm thinking yes. Perhaps we could use the name of the university – well, the initials of

the name of the university – and just have something, like, say ICANN@ University initials. Right now I don't have the name of that in my head right now. Maybe we can use that as the hashtag for the outreach event there at the university level.

I'm not sure what the hashtag for the NGO one because... Just to back up on what that event is about, the NGOs, there's a series of daily meetings during ICANN 55 where about 5-10 persons local and regional NGOs will be meeting and will be highlighting what At-Large is and so forth. Something similar in concept to a fellowship I guess.

I'm not sure what NGO one, what hashtag could be used for the NGO one, but [inaudible] some ideas for the hashtag. The thing is obviously we have to be then taking a lot of pictures during those events. That's my thing.

If we are going to use the specific hashtags for particular events, we really have to ensure that a lot of content goes out using those hashtags. That means a lot of people have to be really at that AFRALO showcase taking lots of pictures and [inaudible] outreach event.

I see John has a hand raised. John?

JOHN LAPRISE:

Yeah. Generally speaking, the Twitter logistics, fewer hashtags are better. We do want to be cautious about hashtag proliferation. Because especially with an event like ICANN, a lot of them are going to be similar and you're going to get mistweets and it's just going to get onerous for actual users.

Keeping a number of key hashtags to a minimum is really important.

DEV ANAND TEELUCKSINGH: Okay. So you're thinking it's not a good idea to use individual hashtags or separate hashtags for those particular key events, the showcase and the outreach events. Okay. All right. I see Glenn is also agreeing. He says he agrees. He votes for only two, one for ICANN and one for ALAC At-Large. I see a checkmark also from Beran as well, assuming that means you agree with John and Glenn. Okay, yes. All right.

Any other thoughts or comments?

ARIEL LIANG: I just need some help to figure out a catchy phrase, a catchy hashtag for At-Large, not too long and also easy to comprehend and easy to populate, and [inaudible].

GLENN MCKNIGHT: My observation is if we really want people to tweet and to share their photos to these locations, we need to really tell them again and again the hashtag. It almost becomes second nature that they know it. Maybe a small little card with it.

I know that Daniel is creating an invite card, and immediately the hashtag is on the bottom of the card for the outreach and engagement stuff. We need to have it on the slides all the time, so it's a no-brainer.

ARIEL LIANG: That's a good point, but first we need to understand what hashtag we want to use for At-Large. For ICANN it's pretty straightforward, which is the hashtag #ICANN55.

DEV ANAND TEELUCKSINGH: Yes. Glenn, do you have a follow-up comment? Oh, okay. Well, I think the general thinking is what would be an exciting hashtag for ICANN At-Large. All right, seeing no ideas or comments, I guess we will have to come up with... Perhaps we can post it on the list as to possible hashtags we could look at. What will be a good hashtag for At-Large? I'm seeing lots of people typing, [inaudible] take the floor and just answer. Okay.

Beran is suggesting ICANN@Large, with the "at" being the @ symbol. I don't think that could work as a hashtag. I could be wrong. Yeah, it definitely won't.

I think the challenge... Giving some historical context, using separate hashtags like for At-Large, the hashtag ATLARGE by itself actually is used quite often in other contexts, so it's probably not good to use just that. Sometimes what you could do is use two tweets with two hashtags, ICANN and ATLARGE. Research has shown that the hashtag #ATLARGE is used in other contexts and in very different contexts.

I think [inaudible] is saying ICANN55@Large. The thing is the @ symbol won't work in a hashtag.

ARIEL LIANG: I think given the time, maybe we can just carry this brainstorm offline and on Skype or mailing list. If we really can't come up with the most effective one, we can just resort to #ICANN55.

DEV ANAND TEELUCKSINGH: Yeah. Okay, I'm seeing some suggestion [inaudible] #ATLARGE55. Okay, we could probably take this to the Skype chat, the Skype social media chat, and work out some ideas on the hashtag. And shorter is indeed better. We'll come up with something, then.

Let's see. We have about 10 minutes left, so we do have time for this next agenda topic, and that is regarding Slack.

I think most of you are already aware of what Slack is. Slack is a group chat application or service that there are mobile apps. It's multi-platform. And one of the key benefits of Slack is that conversations can be separated into channels and they appear as hashtags in chat messages.

One of the things that we were looking at is how do we promote the use of Slack as a group chat and/or possibly – I see some discussion on this call in Adobe Connect chat that perhaps we could use Slack to help transfer images. Indeed, that's how the Social Media Working Group actually used Slack at ICANN 50, which was the At-Large Summit. It worked very well for that.

Perhaps, Ariel, are you able to show the ICANN At-Large Slack? Yeah. Ariel, take the floor on this to walk you through what the different channels are and the ideas.

ARIEL LIANG:

Basically, we used Slack already during the ATLAS II in London. That was a really good experiment because all the members were able to upload photos very quickly. Also, we created different channels, symbolizing different thematic sessions that members attended, and then we will have one or two assignees that covered those sessions and then we will draft tweets on that session. So even if I'm not in the room, I will now know what this tweet is about by checking those different channels, and there you can see the ones I'm highlighting there, different types of channels.

And then we can also limit members in certain channels, so that we don't over-crowd the feed for everybody's Slack account. You only see the feed on your own account.

I don't really have anything to say at this point, Dev, [what other comments to have].

DEV ANAND TEELUCKSINGH:

Okay. Thanks, Ariel. Everybody seeing the Slack group chat, we have different channels, different hashtags, and of course a form of direct messaging. So we can create a private group or privately message someone.

Ariel is just showing you some of the pictures and some of the sharing done during one of the... Yeah, I think this is all from ICANN 50. I believe so. Yeah.

I see Glenn has a hand raised, by the way. Go ahead.

GLENN MCKNIGHT: Yeah. I intend to bring four cameras and two video cameras. So if somebody doesn't have a camera and they want a wide-angle camera or a [telephoto], let me know and I'm more than happy to lend them the camera.

DEV ANAND TEELUCKSINGH: Okay. Glenn, thanks for that. I guess as it gets closer, we can find out who can use the camera. I guess when you're at Marrakech, Glenn, you can meet that person and then decide if they can handle the camera or not. Thanks for that offer.

One of the things, just going back regarding Slack, we have had the discussions of whether... If you think this is a very useful tool as opposed to Skype which we use a lot for group chat in two key ways.

One, it's mobile. Slack is more easier to use, less resource intensive. Also, conversations are much more structured. But I think one of the key challenges for the At-Large community is how do we structure this if we want to trial this for the At-Large community. I think one of the key problems I think is, I would say, the general [inaudible] or resistance to using something new.

We have heard that there may be a possibility that Skype would be blocked in Morocco. There was some report in the newspaper about this. I haven't heard anymore news about this. But given the proximity of ICANN 55, we were wondering is there a way either the Social Media Working Group uses it or how do we bring it to a wider audience.

Glenn, go ahead.

GLENN MCKNIGHT: Sorry, Dev. I'm working on too many things at the same time. Sorry, ask the question again.

DEV ANAND TEELUCKSINGH: Well, I saw your hand raised. I thought it was your hand. I take it that it wasn't.

GLENN MCKNIGHT: No, no, it just clarified a question.

DEV ANAND TEELUCKSINGH: Okay. What I was saying is [a few] things. How do we promote the use of Slack, have a trial among the wider At-Large community on the use of such group applications such as Slack? I think the challenge has been that people are custom to Skype because it's been used for many, many years when it was primarily used on the desktops. I think it was even used in 2009, actually. It has a long history of use within more experienced members of At-Large.

So how do we promote its use when people already have this Skype group chat to try to use this new tool?

GLENN MCKNIGHT:

Yes, I thought that's what you asked. And I don't know if it's politically correct what I'm going to say, but I think people have old habits and they don't want to change. I for one is never happy with Skype, because anytime you post something it just gets buried because somebody has a horse they want to ride. There's no threads. It's never made me happy. But I think it's a lost cause with a lot of the community, but they're not really that receptive to change.

I don't have a solution for it because you'll always get the same comments, that people are overwhelmed, they have too much read, there's too much to learn. I think it's a real difficult situation. I don't know. I have no way, except for occasional people who are willing to try something new who are forward-thinking or willing to change. But I think generally speaking, I think the general population in ALAC is not that receptive.

DEV ANAND TEELUCKSINGH:

Okay. Thanks, Glenn. I know we're coming to the top of the hour, and I know we have interpreters here so I don't want to make this conversation go too much longer. Just only five more minutes. Any other thoughts, comments, or obligations?

I see Raitme has suggested that we explore [inaudible] that could integrate with Buffer. Then we could also [inaudible] content from one to the next.

I will say yes, Raitme, we could certainly try to investigate those things. One thing I do note, though, is that [inaudible] isn't really real-time, from my experience. If we post something in one service, there's a time

it will take before that eventually shows up on the other service. I don't know what the duration of how the [recipe] works, but I think it's every few minutes. And if you're doing, especially in a live situation, it's kind of hard to take a picture and then wait a few minutes and then wait for it to come on the other service. It has to be something that's more real-time. That's just my observation with it, but indeed we can experiment more in that.

Okay, any other thoughts or comments, questions?

Let me just say one quick thing. There is a method by which we can integrate the chat messaging from a Skype channel to a Slack channel. Myself and Ariel have tested this informally and it does work. It's something called [SameRoomIO] and it works like bringing together different chat channels. I believe it's [SameRoomIO]. Let me just... Yeah, I'll post the link here.

So you can link different things. You can link [inaudible] to Slack or [hip] chat or Facebook chat or whatever, Twitter, Skype, what have you. It's very interesting. The idea is if a group of us is on Skype, we can have another Slack group and still see each other's messages. That's a possible idea of doing it.

For those persons who don't want to try the new technology, they could still use their Skype. So a person's willing to try a newer technology or a newer service, they could use that, and then they will still see each other's messages. That's just one approach.

Any other thoughts, any other business, any other comments? Ariel?

ARIEL LIANG:

The comment is not about Slack. The comment is about ICANN 55 social media collaboration. I just want to recap what we discussed. After the call, I will reach out to the group and ask who wants to volunteer for helping with tweets and Facebook post drafting. I already got Sarah and [inaudible]. After that, I will circulate the Google doc spreadsheet to let you choose the sessions that you like to cover. Then we'll probably have another single issue call just among the volunteers that signed up for this initiative.

Then [inaudible] for all of you guys, we will still use the Skype channel quite a lot during the meeting. The most important help you can give me or give the group is that you retweet content or help promote the content that we publish on social media. I will [inaudible] for helping with that. As usual, I will post the [future] tweet and [inaudible] post on the Skype channel. In that way, you can help with promoting. Even if you don't have time to do it yourself, you can just retweet it. That will help a lot for reaching potential audiences. That's just a quick note.

We do have several new members who joined recently, and if you can also provide me your Skype ID, I will add you to the group. It's just a reminder. Yeah, so that's all from me.

DEV ANAND TEELUCKSINGH:

Thanks, Ariel. I was about to mention the same thing. So yes, we do have a Skype At-Large social media group. I do see some new members here on the call. Just leave your Skype ID in the Adobe Connect chat and we should add you to the Skype chat afterwards.

Well, I'd like to thank everyone. I'd like to thank the interpreters and staff. This call is now adjourned. Have a wonderful afternoon, evening, morning.

TERRI AGNEW:

Thank you. Once again, the meeting has been adjourned. Thank you very much for joining. Please remember to disconnect all remaining lines and have a wonderful rest of your day.

[END OF TRANSCRIPTION]