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YEŞİM NAZLAR: Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Social Media Volunteer Touch Base Call, taking place on Monday, 20<sup>th</sup> of June, 2016, at 12:00 UTC.

On the call today, we have Daniel Nanghaka, Oksana Prykhodko, Adebunmi Akinbo, Dev Anand Teelucksingh, and Glenn McKnight.

Currently, we don't have any apologies noted.

From staff, we have Ariel Liang and myself, Yeşim Nazlar.

And finally, I'd like to remind everyone to state their names for the transcript purposes.

Over to you, Dev. Thank you very much.

DEV ANAND TEELUCKSINGH: Thank you, all. And my name is Dev Anand Teelucksingh. I'm the Chair of the At-Large Social Media Group. And welcome and thank you for attending this call. This is just really going to be a short call to talk about how you can help us, that At-Large community, be able to share information about At-Large during the ICANN 56 meeting, which is going to be starting in less than five or six days from now.

So – sorry, did I drop out there for a second?

ARIEL LIANG: No, I can hear you, Dev.

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*Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.*

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DEV ANAND TEELUCKSINGH: Lovely, thank you. So typically, at past ICANN face-to-face meetings, the At-Large Social Media Working Group would seek volunteers to help share information about all of the variety of At-Large activities that are happening during the ICANN meeting. And we primarily on Twitter and on Facebook. So we would be, thanks to persons helping to share information, to take pictures, tweet about what's happening during a session. And the At-Large social media accounts are updated in their real time so that people following can share, retweet, or ask questions.

So what we have done – and Ariel will share her screen just now, shortly, so it'll be very good if persons could join the Adobe Connect room, because Ariel will be showing a screen. Because what we're going to do now is show, we have come up with a spreadsheet showing what the main events of ICANN At-Large, events that are happening each day during ICANN 56, so that I am showing some suggested hashtags for the sessions.

So, Ariel, perhaps you could take the floor now and just walk through the spreadsheet.

Ariel, if you're speaking, we're not hearing you.

No, Ariel, unfortunately, we can't hear you. We heard you just now. But, no, we're not hearing you right now. At least I'm not hearing you. I don't know if others can confirm. Okay.

ARIEL LIANG: Well, I just started speaking. You cannot hear me?

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DEV ANAND TEELUCKSINGH: Now we can hear you.

ARIEL LIANG: Oh, gosh, okay. I guess I wasn't muting properly. Can you see my screen right now?

DEV ANAND TEELUCKSINGH: Yes, Ariel, we can hear you now.

ARIEL LIANG: Okay. I was asking whether you can see my screen, but I guess you could.

DEV ANAND TEELUCKSINGH: And we can see your screen. Thank you.

ARIEL LIANG: Thank you. And also, just one more thing. Can someone check the background noise? I think one person is having the audio on. There is some background noise.

Okay, thank you. So if you look at the spreadsheet, we have listed the At-Large sessions throughout the four days of ICANN 56. And then also, you can see the title, the time, and Adobe Connect link, and suggested hashtags for each session. So the basic idea is that we need to have volunteers to cover these sessions. And the ones that specifically need

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volunteers are the ones highlighted in yellow and green, because the ones in yellow I may not be able to attend. And then the ones in green, these are the cross-community sessions in the afternoon. And we may have large numbers that actively participating. And also, there's a likelihood I may not be able to attend. So these sessions specifically, I need volunteers.

So after this call, we will distribute this spreadsheet to the group who will volunteer to help out for social media. And then if you think you would be willing to help with this tweeting, retweeting, or photo taking, then I can put your name in column A right next to the title so we'll know who to contact during the session. And so that's the first thing.

Then the second thing is this is the first time we're trying to create some additional hashtag related to the meeting, other than the main hashtag for the [inaudible]. And I have put these hashtags in the column E. And of course, these are just suggestions. I don't know whether these are the best hashtags to summarize the main topic of the session. So if you have additional ideas, please feel free to put the hashtags in the column here, column E, right here.

And if you don't mind checking the background, I think there's still somebody unmuted and there's some background noise. Thank you.

YEŞİM NAZLAR:

Yes, Ariel, this is what I'm checking now with the operator.

ARIEL LIANG:

Thank you. Thank you.

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YEŞİM NAZLAR: I'm trying to detect it.

ARIEL LIANG: Okay, thank you. And as a reminder, please mute your phone when you are not speaking. Thank you.

So these are the hashtags that we just touched on. And then column F, I have highlighted a few handles. These are the ones either ICANN officials handle related handles such as @ICANNFellows. This is the session when At-Large meet with the ICANN Fellows. And then they have a handle. I know we can mention them in our tweet. And then also, we have EURALO General Assembly. And Olivier is the Chair for EURALO, and I also put his handle here.

And of course, it's not a comprehensive list. I didn't put relevant handle for each session, because some of the sessions' agenda is still in process being finalized, and we don't know the final list of speakers yet. So once we've gotten to know the speakers, if they have a presence on Twitter, we can mention them during the session. So these are the handles.

And that's pretty much it for this spreadsheet. And it's just a [neat] way for us to keep track of who are doing what, who are covering what session. And so I think I can stop now. And, Dev, back to you, and back to the members, and we can have a discussion. If anybody has a question, we can discuss that during the call. Thank you.

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DEV ANAND TEELUCKSINGH: Thank you, Ariel. Well, any comments or observations from the persons on the call? I do have some comments. All right, Daniel, go ahead.

DANIEL NANGHAKA: I consider hashtags are really great, but I think that hashtags are a little bit [inaudible], there are so many. So if there's [inaudible] hashtags [inaudible] then I think we should limit the number of character that is [inaudible]. Thank you. Back to you, Dev.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Daniel. So the comment was regarding the hashtags. Well, I look at the hashtags, and these were the suggestions. How we're looking at it, I do think – I'm not sure if #Helsinki is an appropriate hashtag. Mind you, the intent for the hashtag is not to use every single hashtag in any tweet. It was more like suggested hashtags that one could use when tweeting about the session. So you could probably just use #ICANN56, for example. Or if it's something, we've got the Cross-Community Session: NextGen Registration Directory Services, we can mention #WHOIS. So the intent isn't you must use all these hashtags in every single tweet. So that's my comment.

Ariel, have any follow-up on that, or?

ARIEL LIANG: I think it's exactly like what Dev said. You don't need to use every hashtag for every single tweet. And if you can just use the main hashtag, #ICANN56, then our content will be in the main feed, because that's the one that will be displayed in the meeting venue on the screen. And also,

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a lot of other community members are following this hashtag [doing anything]. I know we have other hashtags. It's just something nice to have, but it's not really a necessity.

But, for example, #IANAtransition, this one is also popular. And I know I've had a few community members, they follow this one as well. So if we're in a session that talks about the CCWG and IANA stewardship topics, then we can use that hashtag.

And I think Glenn has a comment, "What happened to the #AtLarge?" I don't think we ever decided to use #AtLarge as the official hashtag for ICANN At-Large, because At-Large is used in so many other contexts. And some of the context is kind of negative, such as, "The criminal is out at large," or something like that. So maybe we shouldn't use that hashtag. And also, ICANN At-Large, this whole word is way too long for a hashtag. So I just figure maybe we kind of give up using hashtags for At-Large community itself.

But regardless, for using #ICANN56, this hashtag, and also #ICANN is a popular hashtag, then our feed will be filled by a lot of other people. So that's my comment. And I can delete the #Helsinki one. I thought, "Oh, maybe there's a #Helsinki," and people in Helsinki, they look at that too. But, yeah, it's probably a little far-fetched here.

Back to you, Dev.

DEV ANAND TEELUCKSINGH: Thanks, Ariel. Perhaps what could happen is if any photos tweeted during the social event that's happening on Tuesday, I believe, perhaps

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those pictures, assuming that there are pictures, I don't know, around the venue, showing the Helsinki skyline or whatever. I've never been to Helsinki. Maybe that could be tagged with #Helsinki. But I'm thinking, for the working sessions, once again, please, anybody, any of the persons on the call, I'm just thinking using #Helsinki probably isn't feasible.

So let me see. Any other comments or questions?

So let me ask a question, and just to confirm, I think one of the things that we will want to do is that [inaudible] person deciding on which session they want to cover, the idea is that you would use your Twitter accounts to tweet about the event. And then Ariel will be monitoring those Twitter accounts and then retweet accordingly. So one of the things to do is to make sure that Ariel knows your Twitter account. That's one. So, Ariel, if you haven't gotten those Twitter handles of all the persons that volunteered, please make sure that we have all of those Twitter handles and are following them. I think we follow most of the persons, but.

ARIEL LIANG:

Thanks, Dev. That's a good point. And so after the call, I will send an e-mail to the group, first distributing the link of this spreadsheet, and second, as a follow-up, if you have a presence on Twitter and you haven't told me yet or shared with the group yet, you can reply to me and we'll make sure to follow you on Twitter. So basically, we just want you to have [inaudible] as you can have and just tweet on your own, and I will retweet where I can quote your tweet or borrow your photo



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from time to time, when we're trying to get the [inaudible] from the AtLarge handle. So we just have that [inaudible] so that's the main idea.

But I have one more thing I want to talk about, Dev, about the photo-related task. Do you want to jump to that section now or [crosstalk] –

DEV ANAND TEELUCKSINGH: Okay.

ARIEL LIANG: Or maybe we can stop for a moment and see who else has a question about this spreadsheet.

DEV ANAND TEELUCKSINGH: Yes. Well, any other comments or questions, observations?

ADEBUNMI AKINBO: [inaudible]

DEV ANAND TEELUCKSINGH: Go ahead. Go ahead.

ADEBUNMI AKINBO: I was, first of all, informed that AtLarge is the best handle to use if we are tweeting out about the At-Large [inaudible] box. People who are contributing and who are [holding] the discussion, I would advise that whatever hashtag you want to use should be short. If possible, try to

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use a hashtag that summarize in the ICANN schedule. If it is summarized in the ICANN schedule, it makes it easy for the newcomer or the old-timer, who also follows the schedule, to know what information they're talking about. And at the beginning of each session, there should be an introductory tweet from At-Large, "We are having discussion on [inaudible] IANA. This is an introduction, telling you that this hashtag is actually made for this [inaudible] discussion." That way, there will be an easy follow-up on such a handle. If you want to call it up on Twitter, it will easily tell you, "This hashtag means this, and this discussion [inaudible] that."

Using #Helsinki would be very wrong, and it would be long, because by the time we put #HelsinkiSession1, it's too long. If we put #HelsinkiS1, it's too long and can be confusing.

Then another thing I think we should also [be] is that prior to the [inaudible], make sure that whoever is to do the introduction, know who is doing the introduction. Whoever is doing the AtLarge Twitter handle should be the introduction for the hashtag, so it makes it easy for everyone to understand and for everybody to use. Thank you [inaudible].

DEV ANAND TEELUCKSINGH: Thanks. Thanks. Interesting comment. In terms of actually also we also probably needed to make mention of [inaudible] is that, how can we promote these Twitter handles during the session? So one of the things that we were discussing was to ensure that in our hashtags promoted before – how should I put it – in the room, they are promoted, perhaps

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mentioned in the Adobe Connect rooms set up for the sessions and so forth, as well as perhaps some sort of physical card. Or ensure that staff mention that during the beginning and roll call, or welcome stuff. So that's one thing.

Ariel, if you want to respond to that, go ahead.

ARIEL LIANG:

All right, thanks, Dev. And I really appreciate the previous comment about introductory tweet. So just to give you an idea how we do the tweeting during [inaudible] at the beginning of the session, there will always be introductory tweet that comes out of the @ICANNAtLarge handle. And usually, I schedule all these tweets and will include all the relevant links so people can participate remotely.

But I think at this time, we're experimenting using some kind of a individual hashtag for each session. And we can include that hashtag in the introductory tweet. It may not fit everything in one tweet, so we can have two tweets at the beginning, one just for the link, the other for the hashtag. So that's one way to promote it.

And then another thing about this hashtag for each session, that's really experiment at this time. Because ICANN, the wider ICANN community, I don't think there has been established practice to use one hashtag for each session. Maybe this happened a couple times, especially during the SOAC Chair high-level session. I think that happened once, but it was not widely promoted [seeing] other sessions. This time, we can try this from our At-Large side and see how successful it is and how many uptakes we can get during promotion.

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So we may not be able to do that for every single session. At the beginning, ask the Chair or the staff person to introduce the hashtag. It may not happen for every session, but we can pick and choose and we'll see how it goes. And then my gut feeling tells me that the ones with the ICANN Fellows and also with the NextGen could be a good session to use the hashtag and promote the hashtag, and also the EURALO General Assembly, because Olivier is very keen on using Twitter. So I don't think he will have any objection when we promote the #EURALO. And also for some [same] events, like also I know AFRALO has [joined] AFRALO every ICANN meeting, and we can promote #AFRALO during their session.

So we can pick and choose [the few], and we can ask the Chair or the staff person that will help the session that announce the hashtag at the beginning of the meeting as another way to promote. That's my feedback. Thank you.

DEV ANAND TEELUCKSINGH: Thanks. Thanks, Ariel. I was thinking what could happen is that usually, during the sessions, there are two screens. So on one screen is the Adobe Connect room, and on another screen is typically the presentation. And on that screen, we can then promote the hashtag so it's more visible in the room during the session.

So, okay, any other thoughts or comments? These are all good questions and comments, by the way.

Okay. Well, all right, seeing no further questions on this, perhaps then [inaudible] will go through the photo coordination.

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ARIEL LIANG:

Thanks, Dev. So in terms of photos, right now I just want to show you guys, we have a Flickr account for At-Large. And I'm going to put the link, and I'm sure you can take a look on your own here. So basically, after each day of ICANN meeting, the ICANN official Flickr account will publish all the photos of different sessions and then report. The photographer will come over to the At-Large room to take photos, as well. And then I will pick and choose and compile them in this album here.

And then of course, sometimes we need a photographer to be in the room. But then unfortunately, they are not in the room and then we need to rely on our community to take some photos. And I know Glenn has largely contributed to that effort. And then also, we have some other people contributed as well. And I tried to compile these photos in this main Flickr account, because after the ICANN meeting concludes, I will promote these albums on the main At-Large website. And then, of course, during the session we tweet out and we do the photos [inaudible] just for timely reasons. On Facebook, when we post photos, we try to get high quality ones. So [to beef] the photo up will be very helpful for those purposes.

So basically, what I'm trying to say is right now I'd like to have volunteers to help out with the photo-taking effort, especially during the session that's highlighted in yellow, because these are the ones I may not be in the room to take photos. And if you have good camera – I know Glenn will definitely have a very good camera – then you can help out to take some photos, just in case we don't have photographer in the

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room to cover it, and also I'm not in the room to help. So basically, that's the idea.

And now, in terms of sharing the photo, I will create a Dropbox folder. And so I will share that with all the volunteers. And if you have good photos, you can drag and drop in that shared folder. And then I will try to make it clear for you. Within the folder, there may be subfolders for each day. And then you can just put the photo in there. But what is better is if you can title the photo with some kind of hint, which session this photo is about. And will make it easier for me when I try to compile everything and then put them with the Flickr album. And then I can give them the proper heading or title. So that's a main point here.

Oh, and the one thing is I know that during Tuesday, we do have a social event. It's for the joint EURALO and ICANN Civil Society Engagement Working event. That session is quite important, but I don't think we will have photographer coverage, official from ICANN. So then we also highlighted this in yellow so that if you can help out during these yellow sessions, then it will be very helpful.

So that's pretty much it. Back to you, Dev.

DEV ANAND TEELUCKSINGH: Thanks, Ariel. And okay, any comments or questions or observations?

Okay, well, I see none. Let's see. Ah, I believe somebody does have a questions. Any questions or comments? Let's see.

Okay. All right. Well, I think it looks like everyone understands. Ah.

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Okay. All right. So if – ah, okay, please go ahead.

GLENN MCKNIGHT: Hi, everybody. Can you hear me okay?

DEV ANAND TEELUCKSINGH: Yes, we can hear you, Glenn. Go ahead.

GLENN MCKNIGHT: I hear in your voice and Ariel some anticipation of volunteers to step up and do photography. And my name was mentioned a number of times, which I will be doing it. And since these people are on this committee, I guess it's an assumption that they actually will do some photos. So I'd like to hear other people that actually will do it. So the silence is actually deafening, in terms of saying, "Yes, I'll step up and do some photos." So I'm just curious if, on this call, it's a small group. It's not a very large group. So I'm just curious if other people are committed. Because if you are relying only on me to do the photos, that's a mistake. So I'm not assuming that, but the fact that no one is talking, Dev, it does concern me.

DEV ANAND TEELUCKSINGH: Okay, thanks, Glenn. And perhaps if anybody wishes to take the floor to say a few words about this, of course, we're all happy to hear this, any thoughts or comments.

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I should say for myself, I'm trying to see if I can have a camera, if I'll be able to bring a camera. Usually I don't. But I know this time around, and having experienced the ability of mobile phones to take a camera, I will try to bring my camera to it. So there is that. Hopefully, Glenn – and I haven't been using a camera for quite a long while, I must say. So I'll be trying.

So a question from Daniel in the chat is that he doesn't have a camera, but can the mobile camera work? And obviously, yes, Daniel, it can work. I mean, the challenges are that if you want a really good picture of a speaker, you have to be relatively close to the speaker to really get a good picture. Mind you, the camera of the mobile phone [inaudible] are quite good enough to take – how should I put it – if you want to take a snapshot of the room type of pictures, those work very well. But what I have found in the past is that using a mobile phone camera, unless you're very close to the speaker, it's very hard to get a good enough picture. So you have to be very fortunate. I would say if you're sitting very close to the speaker, at the front of the table. So that's just my observation regarding mobile phone cameras.

Any other comments? Ariel, I don't know if you have any add-on comments to that.

ARIEL LIANG: I see Glenn has his hand raised.

DEV ANAND TEELUCKSINGH: Ah, sorry, Glenn. I missed that. My apologies. Go ahead again, Glenn.



GLENN MCKNIGHT:

There's one thing, taking pictures with a mobile phone. And you're right, group shots are fine. If you're trying to take a group shot of a meeting, I think your mobile phone is fine. But if you are trying to take good-quality shots of individual speakers and have the intelligent Twitter summary does take a bit of talent. I do intend to bring extra cameras, so I'm willing to lend some telephoto cameras to people. If I'm in the room and my camera is with me, I'm more than happy to provide a regular camera, because my observation with the mobile phones is that it's not only really limited to just wide shots, but I see a lot of blurry shots because people don't stabilize themselves. They tend to be out of focus. The quality is not the best for reprinting or redistribution.

So we all find that Twitter tweets that have a good-quality picture are retweeted way more than a lousy picture or a picture that doesn't focus on that particular person. So if you are using a mobile, make sure you're doing quality pictures. And take the time to stabilize yourself, to make sure the photo is in focus. Most people with mobile phones don't dump their pictures. Most of the digital photos on cameras are not great. But dumb people are good at it. I'm not speaking for this group, but I'm just saying from experience. I use my mobile phone as well, but comparing the two, it just doesn't work.

So as I stated, you know who I am. You know I'll have the stuff with me. So feel free to say, "Let me get one of your cameras." And as long as you take care of it, I'm fine.

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DEV ANAND TEELUCKSINGH: Excellent comments, Glenn. And a huge thanks, when time is available. I think that somebody else can then use the camera if you're not in the room or whatever. That's super, super helpful. Thank you for that.

And any other comments? Or, Ariel, do you have any comments regarding the photos or photo taking?

ARIEL LIANG: So just a quick comment about photos. First, I think I want to just mention at the beginning, when you're volunteering, we truly appreciate all your help. We just want you to volunteer as much as you could. We don't want you to focus on tweeting and photo taking throughout the whole session, because we do want you to have an opportunity to listen and participate. So don't feel too obligated or pressured to do everything during a session, and especially when I'm in the room. Because I'm staff, my job is to support you guys and help promote the session. So it's part of my job to do social-media-related promotions. Especially when I'm in the room, you can feel less pressure to do that, unless I'm doing also other things, or maybe I'm at an angle that's really bad for photo taking and probably will need help to take a photo of the speaker, for example. And I will make sure to let you know when I need those help, especially when you put your name in the column A for assignees. I will know who to ask for help when I'm not able to do certain things.

So just first I want to make the expectation [right], is we don't need to do this throughout the whole session. Just whenever you have a little

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chance, whenever there's opportunity, if you would like to do that, that would be very, very helpful. So that's my first point.

And the second point, I'm going to put another information in column H. It's called "Photographer." So we do have a scheduled photographer for certain sessions. And I will make sure to indicate which sessions we have official photographer. So that's the session you can feel less pressured to do photos, because we know we definitely will have a good-quality photo of the ICANN photographer camera. So I will indicate that. And then if you see the others that we don't have official photographer, then maybe that's the session that needs to be a focus on. So that's my main comment.

And then just as a reminder, I will share the Dropbox folder with the group. And then the fastest way for me to see the photos will be through the Dropbox folder. And I think I can quickly upload them to Flickr and can use them on tweets or the Facebook account. And I will make sure to credit whoever takes the photo. I've actually already been doing that in some of our Flickr account, when I know who took the photo. And then I will put in the subject line that this is taken by whom. So I will make sure to do that, so that recognize all the volunteers' contributions.

So, yeah, that's all my comment. And I see Glenn also raised his hand.

DEV ANAND TEELUCKSINGH: Go ahead, Glenn.

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GLENN MCKNIGHT:

Sorry about that. I keep muting when I'm not speaking to reduce the noise level. I've done a number of conferences in the past number of years. And the organizations that do a public statement on a disclaimer on photos, that the people clearly know that their images will be taken. And as a photographer, I really resent having to be harassed by someone who doesn't like having their photo taken. Blanket statements really help oft-times [resolves this].

But the other thing that's important, beyond that statement, is a social media disclaimer. It oft-times goes like this, "The journalists who link to this page would like you to know that retweets, likes, and follows are not endorsements. Views are their own and do not necessarily reflect that of their employer." So we're not employees of ICANN. So we're going to be tweeting information. These are our personal comments. They don't reflect ICANN. We're not employees of ICANN. So it doesn't want to be misconstrued that it's the word from the pulpit, in our case. We do have a need to do a social media disclaimer, so the statements are clearly our own statements and not from ICANN.

DEV ANAND TEELUCKSINGH:

Thanks, Glenn. You recited a social media disclaimer from a conference. Is that text available so we could read that more? You could paste it in the chat, if so.

Okay. Well, all right. So, thanks, Glenn. I think that you posted it in the chat.

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So let me ask a question, Glenn. So is it that you attended a conference, there was – I don't know what the word – promotional awareness of such a social media statement of that sort?

GLENN MCKNIGHT:

Yeah. What we've done is we post clear messages or notices. And they're at each – no different than, "Here's the Rules of Procedures for rules of conduct." These are just standard stuff. Where the washrooms are, what is normal procedure. And it's one of those claims that either it's written on a bulletin board or at the beginning of sessions. It's just very clearly stating that their image will be taken, their voice or video will be taken, and they're giving up the right for that in that they won't... And people just want to have clear understanding whose doing it, what you're doing with it. You're not going to be taking their head and putting it on something else.

But as a person who's done virtually hundreds of thousands of pictures at lots and lots and lots of events, you do run into the occasional person that's an idiot. And you have to go back in and delete those pictures. And I probably have more experience than anyone of doing this, and I could tell you, it helps to have a disclaimer. It may not be this time, but it's food for thought for the committee to consider.

DEV ANAND TEELUCKSINGH:

Okay, thanks. Okay, Glenn, thanks a lot. I have to read this article, and I feel there's something that we could come up with. The thing is, for ICANN face-to-face meetings, because all of our sessions [are wordcraft] and unreported, for that matter, anyone who says anything at any of

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the public meetings or public sessions, they are recorded. There are [report cards] and so forth. But I suppose we could think about how such a system could be...

I don't know. On the one hand, I'm thinking it's something that probably should need to be said. But go ahead, Ariel.

ARIEL LIANG:

Thanks, Dev. I think what Glenn said about this disclaimer on Twitter – actually, I just got a text [inaudible] I'm trying to screen. Yeah, I think there's quite a lot in other people's personal handle. They will put it in part of their bio area. If you feel like your tweet may be targeted [for], you can just put that disclaimer right down here. This is where the At-Large file is. But I don't think it's appropriate to put that disclaimer down here, because, first, I'm tweeting through this handle, and I'm an ICANN employee. And so I should – and also, this is official handle for At-Large. So I don't think it's appropriate to put that disclaimer here. But if you just individual area and you feel it's better to have that disclaimer, you can put that in your own bio area here. So that can be done.

And the second, if you want to make that disclaimer about those photos will be taken, videos will be shot, and there will be recording, I think we can coordinate internally with the other At-Large staff that helps support the sessions and make sure this is mentioned during the housekeeping points in agenda, just to remind audience these things will be done. And so that's a way we can convey this disclaimer verbally. So maybe that's two ways to do this.

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DEV ANAND TEELUCKSINGH: Thanks, Ariel. I suppose that the second way indeed, something during the introduction, when the staff does the introduction, “For interpretation, please say your name,” and so forth and things like that, we could have something similar. Okay. And I think Glenn has posted another sample text as a disclaimer, and it’s in the chat.

Okay, any other thoughts or comments or observations on this?

Okay. Just a thought, Ariel, regarding the photographer. I’m going back to the spreadsheet. I’m thinking, actually, that the column H, the photographer, maybe we should put that right after the assignee column in column A. I’m just thinking. Because I have a feeling that put it at the end there, it might not be seen. And it’s just to point out that we do have a need of a photographer. So it’s just assignees and photographers. It’s just a thought, so.

ARIEL LIANG: I just made the change, but I want to clarify. My original intention was to highlight the ones that we have a official ICANN photographer, because this time we got to know what sessions a photographer will be in the room, is scheduled all these sessions. So I can indicate this is ICANN photographer, but if we have other volunteers that want to help out, taking photos that will encourage volunteers to put their names in this column B. Right now it’s column B. I’m going to delete a column. But I think that can make things clear.

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DEV ANAND TEELUCKSINGH: Okay.

ADEBUNMI AKINBO: [inaudible] may I have the floor?

DEV ANAND TEELUCKSINGH: Certainly. Go ahead.

ADEBUNMI AKINBO: Okay. I'm not promising [inaudible]. I always come along with a camera. I do a lot of work around trying to get pictures [inaudible]. So I will probably try and see what I can do. I'm not promising, like I said. But [inaudible] there are some things. Thank you.

DEV ANAND TEELUCKSINGH: Okay, thanks. I'm so sorry. I didn't catch your name. Who was that, that spoke just now?

ADEBUNMI AKINBO: Akinbo, Adebunmi.

DEV ANAND TEELUCKSINGH: Okay, thank you. Thank you, Akinbo. I'm glad you'll be able to have your camera and you'll make some effort to take some pictures.



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Okay. Any other thoughts or comments? I think Glenn has posted two more different [inaudible] photo release forms and so forth. And I know –

ARIEL LIANG: Dev, I think Sarah [crosstalk] –

DEV ANAND TEELUCKSINGH: I see the last one. Please [inaudible] – ah, okay. My apologies. Sarah, please go ahead.

ARIEL LIANG: Sarah, you may be muted.

Yeşim, do you mind checking Sarah's connection?

YEŞİM NAZLAR: Hi, Ariel. This is what I am checking currently with the operator. The operator confirms that she is not muted.

Sarah, can you hear us?

SARAH KIDEN: Yes, I can hear you.

YEŞİM NAZLAR: Okay, perfect. Please, Dev.

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DEV ANAND TEELUCKSINGH: Okay, thank you. Sarah, you have a question or comment?

SARAH KIDEN: Yes, I have a question, but I missed most of the things. So maybe I'll listen to the transcript and I'll go on e-mail.

DEV ANAND TEELUCKSINGH: Well, if you wish to ask the question anyway. By all means, you can ask the question.

SARAH KIDEN: Oh, okay. I wanted to ask why we have #Helsinki. So I don't know if it's really, really connected to ICANN meeting. I think it's a broad hashtag. It could not be really related to the meeting. Thank you.

DEV ANAND TEELUCKSINGH: Thanks, Sarah. And indeed, it was a first suggestion of a hashtag. But earlier in the call, I did raise that. Perhaps #Helsinki is too generic. So we probably won't need to use that for the session. So we most likely will be removing it. I was thinking – well, I see Glenn perhaps wants to ask another question or comment on that.

Go ahead, Glenn.

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GLENN MCKNIGHT:

Hi. Just one thing. At one of our meetings, I think it was the last meeting, we talked about distributing a small invitation card to the Fellows and [NextGen] you and I worked on. So printed those to hand out to the Fellows. I understand we're going to be seeing them. So I think they do have their own reception social as well, sometime in the morning. So just wanted to bring – I'll be happy to go to the Fellows' breakfast, if anybody wants to come with me, and photograph each of the Fellows and hand out the cards.

I don't think it will work very well when they come to our face-to-face meeting. They're sitting as a group, and there's very little opportunity to engage them, to get them involved. But I think the earlier in the game we get the Fellows and the NextGen [interested] in doing and how they can help, they're probably the most aware of Twitter and Facebook and other social media, Instagram and all, than anyone else, versus the older crowd that's At-Large. So it's something that Dev and I worked on. So if there's any other changes to that card, I can reprint another one. So I just want to bring that to the group.

DEV ANAND TEELUCKSINGH:

Thanks, Glenn. And, indeed, I think one of the challenges was the URL for the social media landing page. That was probably the only one. So we have to double-check on that. And thanks for reminding me about that, to check about that.

So, Sarah, for your comment, so we're not going to be #Helsinki as a suggested hashtag. So thanks for that comment.

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Any other thoughts or comments? We're coming up to the top of the hour. So please ask comments or questions.

ARIEL LIANG: I want to comment, Dev.

DEV ANAND TEELUCKSINGH: Go ahead, Ariel.

ARIEL LIANG: Just a reminder, I will make sure that all of you are [inaudible] so we have this Social Media Working Group chat. And then from time to time, as usual, I will paste some link of a tweet that I think needs to be widely retweeted. And I will say, "Could you please retweet this tweet?" Something like that. And I will appreciate your help retweeting. And that's a great way to spread the word out. So that's one thing I wanted to talk about.

And then as Akimbo just said, @ICANNAtLarge is a popular handle. And so if you tweet on your own, I retweet your content, that can help promote traffic to your tweet as well. So we can do that collaboratively and so on. So, yeah, one last comment is please help retweet.

DEV ANAND TEELUCKSINGH: Absolutely. Thanks, Ariel. Any other quick final comments, questions?

Going once. Going twice. Okay, going thrice.

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Okay. And I'd like to thank everyone for attending this call. And I am looking forward to seeing the contributions during ICANN 56 and hope to meet you all in person there. Please let Ariel know what your Twitter handle is, if you haven't given it to her yet. And thank you, and see you at ICANN 56. And thank you, take care. And this call is now adjourned.

YEŞİM NAZLAR:

[crosstalk] will now be disconnected. Thank you very much for your participation. Have a lovely rest of the day. Bye-bye.

**[END OF TRANSCRIPTION]**