
YEZIM NAZLAR: Sure, certainly. I'll go ahead with the roll call, but first let me ask my colleague to start the recording, please.

Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Social Media Working Group call taking place on Monday, the 24th of October, 2016, at 10:00 UTC.

On the call today we have Dev Anand Teelucksingh, Olivier Crépin-Leblond, Harold Arcos, Prateek Pathak, and Nadira AlArj.

We have received apologies from León Sánchez.

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

Finally, I would like to remind everyone to state their name before speaking for the transcript purposes. Over to you, Dev. Thank you very much.

DEV ANAND TEELUCKSINGH: Thank you, and a very good morning, good afternoon, and good evening to everyone one of you. My name is Dev Anand Teelucksingh, one of the co-Chairs of the At-Large Social Media Working Group.

For those who are new to the Social Media Group and this is being your first call, the Social Media Group's goals are to develop a strong and sustainable presence of the At-Large community on social media and to coordinate the content creation for the At-Large presence on Twitter and Facebook and also provide updates, especially during the ICANN face-to-face meetings.

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.

On our agenda, we're going to be looking at all social media review to date and look at how the At-Large community can assist social media coverage at the upcoming ICANN 57 meeting in Hyderabad. Then we want to have an open discussion as to what ideas you have for the At-Large social media and Any Other Business.

Seeing nobody raising their hands to add any other business, let's proceed with the social media review to date. Ariel Liang is our At-Large staff person that's in charge of the At-Large social media accounts.

Ariel, you have the floor.

ARIEL LIANG: Thanks, Dev. Can you see my screen and the slide on the screen?

DEV ANAND TEELUCKSINGH: Yes we can. We can see your screen.

ARIEL LIANG: Okay. Great. Thank you. I'll just do a very quick overview of our social media performance to date. The benchmark is October 24th of last year, so I will take you through the whole year in this graphic that you see on the screen right now.

What you're seeing right now is the number of the new followers versus the number of total followers from this same day last year. You can also see the metrics above. That's how many posts we had published. We gained more than 1,200 new followers within this one year, which is

remarkable because, in the previous two years, we had gained probably less than 1,000 per year. So this number is pretty encouraging.

We can also see the number of retweets total. It's more than 5,000. So it's a pretty healthy number as well. On average, we've gained about probably eight or seven retweets per post, if you do quick mathematics there.

Also we have some other engagement metrics, like number of likes, mentions, and clicks, which means our social media Twitter account is pretty healthy.

If you look at the graphics below, you can see we get these spikes of new followers, usually during ICANN meetings, which is unattainable as well.

These engagement snapshots for the three past meetings that have a side-by-side comparison. Because identity [clicks] are pretty small and [inaudible], there were much fewer participants. So it's understandable that we probably gained less engagement during this [time].

But the interesting thing is our posts get more clicks – well, compared to ICANN 55, for example. But the others have fewer numbers. But it's understandable.

You can also see some other metrics during the day. Our retweets on average are 4.7 per post in ICANN 56, less than ICANN 55. For likes, it's 1.2 per post, of a similar trend. Clicks is a little bit more than ICANN 55's. It's almost one click per post. So that's interesting.

If you can look at the posts that have the most engagement rates, they usually have images. You can see here that 81% of posts, if they have images, then they have some kind of interaction.

Also in ICANN 56, our text posts themselves also had some engagement that's more than the other the image posts, which is a little strange. I need to dig in here. But in general, if you have posts that have photos, then they will generate more engagement results.

So that's a very quick overview of our Twitter performance.

I'll give you sneak peek of our Facebook performance. Our Facebook account doesn't have as many followers like Twitter's. It's about 1,000 less than Twitter.

The interesting thing I found out is that our post reach is quite large. If you can see on my screen, [inaudible] top post that has more than 2,000 or even 3,000 views, where people have seen the post. Especially the ones that are published in the recent months, in September, August, and this month have a lot posts that can reach more than 2,000 people. Also, those ones have more than 1,000, too. So that's quite interesting.

If you look at our audience, we do have a huge divide between the female audience and male audience. The majority of our friends are male. Within the male demographic, the people who engaged with us the most are aged between 25 and 34. So Millennials, I guess, are on social media, on Facebook, a lot, so that's understandable.

If you also look at our friends' country of origin, where they're located, they're mostly in the United States. We also have quite a lot of people

from India, Brazil, Bangladesh, and Argentina, and these other countries. So that's an interesting observation.

I need your advice for how we can get a more balanced fan base and how we can attract more women – this type of information.

So I think that's all the information I want to share now. Dev or others, I welcome your comments and questions. Thank you.

DEV ANAND TEELUCKSINGH: Thanks, Ariel. This is Dev. Thanks, again. Thanks for the summary. Any comments or observations or questions? The floor is open.

Okay. Thanks, Ariel. Perhaps you can now look at what we can do in terms of how want help from the At-Large community to assist the social media coverage, especially for this upcoming ICANN 57 meeting.

Hi, Ariel. Are you there?

ARIEL LIANG: Sorry. Yeah. I was having trouble on mute. What I'm sharing on the screen right now is a spreadsheet that we have been using for the previous few meetings. Usually what I do is specify the meeting title and time and also the Adobe Connect link on this spreadsheet. We will get, [on] our social media, volunteers to be assigned to us each session so that I will know who is doing some kind of tweeting or retweets or posting on Twitter on Facebook on their own.

So we can certainly use a similar kind of format this time, but unfortunately, when we called for social media volunteers from APRALO, we only got just one volunteer. Then we did it again, encouraging APRALO members to join this [call] and help out, but I don't think we have seen much response. So that's a challenge. So it seems like we have much less enthusiasm with social media for this meeting.

Understandably, I guess, maybe Facebook and Twitter are not the dominant social media platforms in the Asia-Pacific, so maybe that's part of the reason why we didn't get that many volunteers.

So I'm not really sure what the best way to gain is. I'd love to hear your inputs on this call and from the rest of the audience. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks. I see a hand raised. Olivier, you have the floor.

OLIVIER CREPIN-LEBLOND: Thanks very much, Dev. Ariel just mentioned now that Twitter was perhaps not the most popular social media thing in that part of the world, and yet she just presented details earlier that our largest followers were – okay, so we had the U.S., but then we had India. We had Bangladesh. We were in the heart of our membership here or the people who like that page.

I would have thought that this was exactly the place where we would have a lot of people would be interested. Look, India: 164. Dhaka. Dhaka

is in Bangladesh, and Bangladesh: 86. It seems to be quite a popular thing to be on this stage in India.

I wonder if, at the beginning at each one of our meetings, we should have, during our housekeeping intro, the call for people in the room to go and tweet because it looks like we might actually get a lot of spontaneous Twitterers and social media-ers – I don't know if you call them that – or social media citizens involved spontaneously, rather than looking at our usual suspects. Thanks.

DEV ANAND TEELUCKSINGH: Thanks, Olivier. I think that's actually a great idea: to have it be mentioned at the beginning of the conference during the housekeeping rules being mentioned. We could probably make an emphasis on: "These are our social media channels, and you can help contribute by using our hashtags," and so forth.

OLIVIER CREPIN-LEBLOND: At the beginning of each session, not just the conference. Each session we begin with the housekeeping notes. "Speak legibly in the microphone. Introduce yourself. Blah, blah, blah. And tweet. And go on Facebook. And post feedback. Action!" Thank you.

DEV ANAND TEELUCKSINGH: Indeed. Perhaps what we could also do is just have a slide just to quickly have those while we're talking, saying, "Be sure to use our hashtag. Here's our Twitter, and here's our Facebook." [inaudible]

OLIVIER CREPIN-LEBLOND: The best tweet of the day gets a free USB stick.

DEV ANAND TEELUCKSINGH: Well, I don't know if staff can provide that, but, Ariel, what are your thoughts?

ARIEL LIANG: Actually, indeed I was wrong by saying that maybe Facebook and Twitter are not widely used. It is not widely used in certain parts of Asia – in fact, a very big part of Asia – but the part that we're going to be in, in India, it's especially quite active.

So that's why it's a little surprising that we didn't get many volunteers to help out. I would have expected we may get more because we're in that region. That's a fact.

But anyhow, I think that's a good idea, too. [I'd] mentioned that in our meetings and in every session in the housekeeping periods I guess we would just need to make sure the moderators and Chairs and also staff will understand the importance of saying that.

But I'm not sure whether we can get a free USB for the top influencer of the day. But tweeting and posting on Facebook is still good for their own influence, so they can say, "Join the conversation." It's good for them.

So, yeah, I agree with Olivier's suggestion.

DEV ANAND TEELUCKSINGH: Okay. Perhaps then maybe we need to just think of an action item: draft the narrative so that we just give the Chair of whichever At-Large meeting the short, 30-second “Here’s what we want you to say at every beginning of your session.” You could just hand it to them on piece of paper, card, or instant message. “Be sure to mention this.” Just to ensure it’s tweeted consistently, quickly, and without people not understanding and so forth. That’s my suggestion.

Oh, I see we have a few. Lovely. Olivier? Is this a new hand?

OLIVIER CREPIN-LEBLOND: Thanks, Dev. It’s a new one. The other idea is that, when you change speakers, when you have any time where nothing needs to be put on the screen, we could have a static social media page. In other words, it would have the ICANN meeting usual page, but on top of it there would be the social media: “Please tweet at this,” “Please respond,” or, “Please react at our Facebook page,” and the name of the Facebook page.

Just a thought. Thanks. That’s all.

DEV ANAND TEELUCKSINGH: Indeed. Thanks, Olivier. That’s also a good ideal; just also mention it; just to have a slide that would accompany at the beginning. Whenever there’s a break – as with a change of speakers or when we’re waiting for guests to take their seats – you can have that image put up on the projector. So I think that’s also a very good idea.

So I think we can also make that an action item, just to make sure to develop the slide that has that information about “Be sure to tweet at (using the hashtag) and so forth.”

Nadira, you have the floor.

NADIRA ALARAJ:

Hi. It’s my first time attending your meetings. I just wonder if you should employ younger participants to be part of the Tweepers. For example, the NextGen are good candidates to be employing their skills and being activated – also even the Fellows as well – because sometimes the younger generation is more active, more influential, and more involved in social media, exactly like your data is showing with Facebook. The younger generation, between, as I see, 25 and 34 are who really use of click or interact with the Facebook page.

So that’s my input now.

DEV ANAND TEELUCKSINGH:

Thanks, Nadira. I think it would be a good group to get to recruit – the NextGen and Fellows and so forth. When you say “employ,” which implies payment or remuneration, I think that is going to be the more challenging part. But certainly I think it would be in our interest to ensure that we get the NextGen and Fellows to assist with the tweeting.

NADIRA ALARAJ:

I don’t mean that you pay them for that. No, no. I’m saying you’re encouraging them to get involved. Exactly.

DEV ANAND TEELUCKSINGH: I see. Okay. I'm trying to think how we distribute that message to the NextGen and to the Fellows –

NADIRA ALARAJ: May I continue? Maybe each session has to remind the coordinator or the moderator of the Fellows and the NextGen to encourage them, and even sometimes give them a “Who tweets more (the idea that Olivier mentioned) gets a kind of special thing at the end” or something. So it's a kind of encouragement for them to tweet. And remind them every day. Even the screen helps in those sessions, with seeing their tweets coming in front them, scrolling in front of them. That would help also.

That's it for now.

DEV ANAND TEELUCKSINGH: Thanks, Nadira. Ariel?

ARIEL LIANG: Thanks, Dev. I cannot raise my hand because I'm sharing a screen. I know there will be a session where At-Large is going to meet with the Fellows during one of the outreach activities. I think that's a good opportunity to [mention] social media and maybe have a very brief introduction to it and make sure they are following us, interacting with us. So that's an opportunity to do so.

I'm not sure whether there's any planning to meet with NextGen for At-Large specifically. Maybe you have some more information.

DEV ANAND TEELUCKSINGH: Well, we do have a formal scheduled meeting on the agenda, but it's on Tuesday, which is coming closer to the end of the conference. So there's no formal scheduled session with the NextGen.

But perhaps what we can do is reach out to them before. I know there's usually a Fellows and NextGen cocktail at ICANN meetings. I think perhaps what we have to do is carry our message to them, as Nadira says, so that they're aware about the [handle], our Facebook, and some of the hashtags.

So I think that's what we will have to do. Olivier?

OLIVIER CREPIN-LEBLOND: Thanks, Dev. Nadira raised something really interesting. She mentioned a tweet wall. That actually got me thinking about we usually show in the room when we have our meetings. On one screen, we usually have our agenda, and on the other screen we usually have the Adobe Connect, which shows at the moment, I guess, the only way for people to give feedback or to engage in any discussions online, and so on.

I don't know if anyone in the room connects onto the Adobe Connect as well. I think that only a subset of people connect to the Adobe Connect, and I even know that sometimes the moderator of the discussion doesn't connect to the Adobe Connect, which makes it very difficult. At

the end of the day, this is just not a meeting of people in the room. It is a meeting of the people around the world as well.

I wonder if we can integrate in this on either of the screens – I don't know which is easiest or which would be more practical – a tweet wall. I would say perhaps on the agenda page, which always feels very static to the extent that sometimes it just remains there and it doesn't even move. It's on the wrong agenda item. It just remains there, blocked like this whole thing that doesn't move.

If we can have a tweet wall on that, that might give people the incentive of tweeting as well and being able to see their tweets appear on there. It's an excellent thing, maybe, that Nadira raised here. Thanks.

DEV ANAND TEELUCKSINGH: Thanks. Well, I think it's an interesting idea. Perhaps [inaudible] tweet wall. I know that's sometimes used in the corridors a lot to show what people are saying about ICANN. I'm thinking it's a good idea.

I guess if there was any concerns to be raised, of course it'd be if somebody used the hashtag to say something contrary to the expected standards of behavior. But I suppose maybe there's some ways to quickly remove those things.

But the challenge for that is, also, if you have to then monitor the feed is: who exactly from staff is able to do that during the sessions? Because staff is usually very, very busy during the sessions.

Any thoughts on that, Olivier? Or anyone else?

OLIVIER CREPIN-LEBLOND: Thanks, Dev. I don't have any thoughts on the workload of staff – that's for them to comment on – but what I do have is that the Internet Governance Forum, which, at the end of the day, is run or stewarded by the United Nations, which is a very conservative organization – very cautious, very careful on a lot of things – that uses tweet walls. So if the most conservative around, the most risk-averse people, are using tweet walls, then why the hell are we not? Thanks.

DEV ANAND TEELUCKSINGH: Okay. Ariel, you have anything to add?

ARIEL LIANG: Thanks, Dev. I do know that, for the venue itself, ICANN Comms department does implement the tweet wall on the screen. It's just we're not implementing that for every single meeting run on-screen. But ICANN Comms has a kind of software they're using for publishing tweets and aggregates/conversations based on hashtags.

There's a paper around [inaudible] logistics how to implement it. But then there's another program called Tweet Stack. Maybe you can see that on the screen right now. This is something we can use. Actually, I've been using that quite frequently during ICANN meetings to monitor the conversation revolved around the hashtag ICANN 56/ICANN 57. So that will be automatically refreshed on the screen.

If we want to do that, we can simply share this [inaudible] presentation [inaudible]. So that's implementable. That's free software, too.

Another thing I wanted to quickly mention is, if you look at the chat, we do have some new faces, which is [inaudible] June Tessy. She mentioned that she's the ambassador for the NextGen and can help our social media presence among the NextGen students. So thank you very much for that. I'd love to touch base with you and understand what would be the best way to do that. If you'd like to share some stuff during this call, you are more than welcome to do so.

Also, we have some other new members in the meeting today; for example, Jianne. Shen actually responded to our call for volunteers in the APRALO mailing list. So that's a new member, too. So you are definitely welcome to talk and speak up. We don't want to always hear the same people talking. Thank you.

DEV ANAND TEELUCKSINGH: Absolutely. And a big welcome to the newcomers. Ariel, I think what you're showing on screen could work, actually. I guess the other challenge would be ensuring that the computer that is connected to the projector has this information ready to go.

I think this could work, actually, and it actually will get a level of interactivity as to what is happening in terms of not just the At-Large, but a little bit of what's happening in the other ICANN sessions, and so forth.

So I think, if it's possible, maybe we could just look at using the TweetDeck to have that showing on the second screen at all the ICANN sessions.

Any other [inaudible] or comments? Floor's open.

Okay. Yes? Go ahead.

SEUN OJEDEJI: Just a comment. This is Seun.

DEV ANAND TEELUCKSINGH: Oh, okay. Hi, Seun. Welcome.

SEUN OJEDEJI: [inaudible]

DEV ANAND TEELUCKSINGH: Okay. So let's see. Ariel, did we cover him? I'll [inaudible] miss my agenda item. Did we cover the call we want to do for the coordination?

ARIEL LIANG: We haven't.

DEV ANAND TEELUCKSINGH: Good. Excellent. Okay, well let's [inaudible] cover how we coordinate for those portioning on At-Large then.

ARIEL LIANG: There's not too much to say about it. It's mainly one during certain sessions. As you know, I'm the main person tweeting and posting on

Facebook and maybe doing many other things at the same time. They sit at the corner. That's not very good for catching a photo, so I will need some help from our volunteers [inaudible] picture of a certain speaker from a certain angle. Then I will need to get that photo from you to use it for a posting on Twitter or Facebook.

So that's the main requirement. I guess the way we do that is that, if you are interested in helping out, please let me know. I can create a Skype group for us with some other groups. We probably can explore other platforms, like Slack. We actually use that for ATLAS II. If most people are using Slack, we can have a small group just for coordinating that effort, and then you can send me the photo, either via e-mail or via a Dropbox folder or [inaudible] so that I can get photos from you.

Another thing I want to show you is that we do have a pretty active Flickr account. Maybe not all of you know about that, but it's actually being organized based on all the meeting. Especially after each meeting, I will post pictures on Flickr. That's not just from the ICANN official photographers but also from some of members. They took some photos. I will post them there and I will give you credit, too. So if you contribute photos, you can get your photos here as well in our general At-Large Flickr account. That sends a [inaudible] platform with contributions from everyone. So just a note on that.

That's pretty much it. Back to you, Dev.

DEV ANAND TEELUCKSINGH: Thank you, Ariel. Especially with people who take photos with proper cameras rather than using the ones on their smartphone, they can get

really good quality photos. A challenge has always been to get those photos to you in time for you to then be able to use them to tweet.

I believe we've experimented with Dropbox. Dropbox now has "Upload your content photos quickly," so perhaps we can also, instead of looking at having that link usually also on the slide, take photos and use this link to send them to you. Usually the Dropbox link will be a short URL. So that's just one suggestion. That could go on the slides or as part of the screen showing the TweetDeck. So that's just a suggestion.

Any comments or thoughts as to how the photos are coordinated?

I'm seeing June typing. Feel free to take the floor, June, if you wish. I encourage anybody to feel free to speak up.

While June is typing, regarding the pie charts as well, also, given the newer version of Skype, Skype now has a URL where you can join a Skype chat. In fact, it's quite easier now to do [inaudible]. So all a person has to do is just click on this Skype link and they are in the conversation directly. So that could also be shared on the social media slide as well. If you want to help coordinate photos, join the Skype chat [inaudible].

Okay. So June has asked a question. Let me just read it for the record for Ariel: "Is it possible to show the Twitter engagement backend screen so that we can see what content got the most engagement?"

Ariel, you have the floor.

ARIEL LIANG:

Thanks, Dev. Thanks, June, for that question. What we use for tracking engagement on Twitter is this platform called Buffer. It's quite good because we can show you very different [inaudible] that you are tracking; for example, the ones I'm showing right now is, in the past 90 days, what are the tweets that get most the most retweets. You can see, for example, that, for this one, the At-Large review survey, we got 20 retweets. Then there's another about the announcement about the ICANN Board of Directors selection. It got 18 retweets. So we can see what kind of posts we get most engagement with.

Also, another thing is that I asked for engagement, too, when we had some featured news, such as the first two I talked about. We do have our own Social Media Working Group chat, and we use that quite a lot to ask for retweets and help.

Also, I will e-mail some of my colleagues in ICANN, and they handle, for example, the ICANN official Twitter handle and other related handles. So that's other ways to get engagement.

But, of course, there are other organic engagements, too, especially during ICANN meetings. If we post certain things, like interesting photos and content, we get a lot of retweets, too.

But we haven't already got a chance to do a very chance to do a very comprehensive study. What kind of posts generate the most engagement organically? So maybe that's an interesting project to do later on.

I welcome any thoughts and comments from you. Thank you.

DEV ANAND TEELUCKSINGH: Thanks, Ariel. Let's see. Any other comments or questions [or revisions]?

Okay. Thanks, Ariel. I think we covered the third agenda item. The fourth agenda item is actually an open discussion. It's about what ideas we have for the At-Large social media.

We've gotten some good ideas already that were already suggested that [inaudible] suggested being a social media slide and also draft some words there for all the Chairs to mention the social media channels and what to tweet. And to look at the tweet wall.

Do we have any other ideas for At-Large social media in terms of how we are doing social media, the types of posts? Not necessarily for ICANN 57 because a lot of activity happens in between ICANN meetings.

Any thoughts, comments, questions? The floor is open.

Nadira, go ahead. You have the floor.

NADIRA ALARAJ: Hi, Dev. Lately I was in Asia-Pacific, it's called Internet Governance, and I realized that people in Asia have not used Facebook or Twitter. I'm not sure what exactly what type of other platform they use. This is an important aspect: that we localize social media during these events especially happening in Asia.

I don't know if those who are here attending from Asia can fill us in about what type of social media platform they use. I want to encourage them to tweet in their language as well.

That's my comment.

DEV ANAND TEELUCKSINGH: Thanks, Nadira. Actually, I think we have looked at what was popular in other regions. It's just that now my mind's gone blank as to what the social media platform was called that is very popular in the Asia-Pacific region. Ariel, can you help me with that?

ARIEL LIANG: Thanks, Dev. In fact, I'm from China so I know social media platforms are popular there. In China, the most popular one is WeChat which is a mobile app that's like everything. It's [for] a blog and you can use it to chat like Wazzup and have a lot of different functions.

ICANN does have a really popular, I'm not sure whether it's very popular but it does have access, a presence on WeChat and there is a blog being managed by the director. I forgot her. He has a title. He is the only person in China, actually, in the Beijing engagement office. It's managed by him.

Then there's another one called Weibo which is a microblog managed by Sina.com. That's web-based. ICANN has official account there. I'm not sure whether it will be feasible to do a WeChat account just for At-Large itself because we're a very diverse community. The ALS

[inaudible] and China has only three or less. If we include Hong Kong, maybe five or six total. It's really not that many.

We do have many more in India and other places but I'm not really sure what's the most popular platforms are there in India. I know on Facebook metrics, we do see a lot of people coming. They are interacting in this other page.

I know that in Japan, for example, they have their own, I think called Mixi or some other platform. Then Korea too, they have their own platform. Definitely, Facebook and Twitter are now the most popular in Far East. In South Asia with these regions, I'm not sure. I believe Facebook and Twitter is still quite popular but I'm not sure what are the local alternatives there.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Ariel. Thanks for reminding me of some of those social media platforms.

Nadira, do you have a follow-up comment, question?

Okay. All right. I just seen, looking at the chart here, Seun was asking a question. "Can we have At-Large tweet feeds on the At-Large website?" Go ahead. Go ahead, Ariel.

ARIEL LIANG: Thank you. I cannot raise my hand to interrupt. For the Facebook, some integration with At-Large website, I think that could be a phase two, something of the phase two list. When we are building the website, we

did want to integrate that and have some kind of tweet feeds for one of the banners on the home page but it's technically quite difficult and I'm really short on time and resources.

That's something we can do in the future. We do have them linked out to all those major accounts from the home page. Everywhere on the website, you can easily find them. It's just we really couldn't do that, directly posting the feeds.

Now, doing the meetings, we can afford using something like the tweet wall to show people our feed and other people mentioning us. That could be something to accommodate to that requirement.

DEV ANAND TEELUCKSINGH: Thanks, Ariel. Is there any comments or questions? Actually, I do have one comment or observation. I guess I've noticed this a lot on Facebook which I have a tendency to go on a little bit more often than Twitter. I do notice that a lot of Facebook posts, they're using images, yes but they are using moving images presumably to attract more attention than see a static image. I know that a lot of the times, we are using images but they are static images.

I think it's something but it's probably too late to try for ICANN57 but post ICANN57, we can probably look looking to use those type of moving animated images. That I guess that's probably do, right? Be it animated GIFs and for all our announcements and so forth.

I think once we do that, I think we might see a better uptake or at least more people and engaging with those types of posts because they will

see heads-up or probably comment ending or something like that. It will attract some attention as opposed to the static image that we typically post.

I know there are two tools out that could do it. One is Adobe Spark. The other one was something called RIPL. Adobe Spark, the downside for this is for those applications, as far as I can tell, IOS for mobile devices to create these types of animated posts.

Spark I think is free to read. RIPL, there's cost. It's a subscription service. I think it's something like \$10 a month. Let me put the links for RIPL there. I guess let me find Adobe Spark and I can paste here. Spark. That's just one thing I will just want you to note. Any thoughts or observations or comments on that?

I think Seun's question that maybe we could try it for the upcoming meeting. Yes. I mean it too, yes but I think the challenges is that then we have to have a phone or device that's signed in immediately to the At-Large social media channel. I think that might be a challenge to implement.

Just to respond also to Nadira, encouraging tweets in languages, I believe, in fact, ICANN and the thing is I saw the link on ICANN's website. They have actually made translated a lot of their materials and presentation slides in other languages. I'm surprised they have not publicized it. They have updated their slides in October. It's somewhere on their ICANN website. I'll try to find it.

Okay. Any other comments or questions? I see Ariel is typing.

ARIEL LIANG: I'm just be asking to their comments about the photos option or reading 360 Photos. I think we can look into it during the ICANN meeting. Maybe one of the events we can experiment with its open source or free software, then we can probably it out. We do know there's a lot of APRALO activities so that could be a good opportunity to experiment this feature.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Ariel. I'm trying to think of something with another dimension. Now, my mind escapes me again. Okay. Any other thoughts or comments or observations? Now looking at our 360 Photos, I think I know how to [fast track] this idea.

I think Twitter and Facebook now offer live sharing or live streaming of content to the Twitter and to Facebook. Again, probably not for ICANN57 since it's just now coming up. Perhaps maybe we could look at perhaps or even for some of the conference calls, part of that could be live streamed on Twitter and/or Facebook.

It's just something to think about because I think one of the big challenges for Adobe Connect is that, well, it's not something that I think anybody easily can jump into. You have to then pick on the length and then you have to consider whether you have flash or not or have the mobile app and so on. Maybe if some live streams of the videos of the session either at face-to-face meeting or on conference calls, that could be done. Again, that's a suggestion.

Okay. Any other thoughts, comments, observations? Going once. Go ahead, Ariel.

ARIEL LIANG:

Thank you, Dev. For the newcomers that joined us today, could you please send me your e-mail? I'll put my e-mail address down here and make sure that you are added to our mailing list and on Skype chat and other communications channel so that we can keep in touch because I haven't recognized you before. Obviously, let's make sure we are all connected and we can sustain your participation in the group and I will help you. I could have stayed here too. Thank you. Please do that. Please e-mail me.

DEV ANAND TEELUCKSINGH:

Indeed. Okay. Again, floor is open for any comments, questions, observations, ideas for At-Large Social Media. Going once.

Oh, I see he wants to post comments regarding Facebook Live. It's from Seun. "Yes, but perhaps this is much more accessible than our streaming media via Adobe Connect. It just might get the publicity. What the heck is this?" Oh, okay. It's an Internet Governance Forum. I think the thing is the Facebook Live and the Twitter through – was that Periscope – might be more accessible to social media users than having them join an Adobe Connect session. That was just my thinking.

Okay. Coming up to the top of the hour, I like to thank everyone and especially our newcomers, thanks so much for the conversations and ideas. This has really been a wonderful call. For the newcomers, please

do contact Ariel Liang. She has put her e-mail address in the chat there so you can add into our social media mailing list. Of course, keep in touch especially during ICANN57 and beyond.

Thanks again to Ariel for really making this all work in terms of the social media. Thank you, all, everyone. This call is now adjourned. Have a wonderful, good afternoon, good morning, good evening and enjoy the rest of your day. Take care, all and see you at ICANN57.

ARIEL LIANG: Thanks, guys.

YEZIM NAZLAR: This meeting is now adjourned. All of you will now be disconnected. Thank you very much for your participation. Have now the rest of the day. Bye-bye.

[END OF TRANSCRIPTION]