
TERRI AGNEW: Good morning, good afternoon and good evening. Welcome to the At-Large Social Media Working Group call held on Tuesday the 13th of December 2016 at 16:00 UTC. On the call today we have John Laprise, Dev Anand Teelucksingh, Beran Dondeh, Prateek Pathak, Glenn McKnight, Imrane Ahmat Souleymane, June Tessy and Javier Rua-Jovet. Joining us a little later in the call will be Olivier Crepin-Leblond. We have listed apologies from Evan Leibovitch. From staff we have Ariel Liang and myself, Terri Agnew. I would like to remind all participants to please state your name before speaking for transcription purposes. With this, I'll turn it back over to you, Dev. Please begin.

DEV ANAND TEELUCKSINGH: Thank you, Terri. This is Dev Anand speaking and welcome everyone to the Social Media Working Group call. Good to see some new faces on this call. So on this call we will be discussing how At-Large Social Media at ICANN57 and Hyderabad, but we want to spend more time about future approaches for social media. We want to look at: can we use social media for getting inputs on public comments, using animated graphics for our various At-Large Social Media posts, and also using social media to foster At-Large discussions, or whatever future push this group wants to reach. So, let's proceed. Ariel, I think you have some slides to show regarding how At-Large Social Media performed during ICANN57. Would you like to take the floor?

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.

ARIEL LIANG: Thanks, Dev. This is Ariel Liang for the record. I just pulled the slides. You can see it.

DEV ANAND TEELUCKSINGH: This is, Dev. Yes, we can.

ARIEL LIANG: Thank you. So as usual, I'm just going to do a very brief overview of the [AUDIO BREAK] the ICANN meeting (inaudible). And on the first slide that you see, we did a performance review before the ICANN57 meeting and that was done in October. Business shows the growth of our Twitter followers from late October up to now. And then also you can see some basic metrics on the top, the total number, the number of new followers we have gained is almost 200. We've just been amassing half before that. The number of retweets, likes and clicks. So as you can see we have a pretty steady growth rate of our followers and we are almost reaching 4,000. So that's pretty encouraging. And then this is the largest Twitter handle of course. So we're now looking at ICANN. This is kind of a side by side comparison of the past three meetings. And then the one of the ICANN57 is the one on top. So just compared to what we did in Helsinki, we tweeted much less, maybe a little bit more than half than last time's tweet number is 71. And then we get 50 followers during that one week period. And then the number of retweets we get is more than the previous meeting. Likes is more and clicks is a little bit fewer. So you can see it's in a positive trend in general compared to last meeting. Compared to last it seems a little bit more effective. And also taking into account that last meeting is a little

bit longer and had more participants. So maybe that is one of the factors why our performance is better than the previous meeting. And then this just focuses on the number of retweets. On average we have 4.4 retweets per tweet and then the total number of retweets we got is 235. And you can see the graphic on the days that we get more retweets than the other days. And then for the likes it's 2.4 likes per tweet. Overall we're getting many more likes compared to the previous meeting too. And this is the number of clicks. So if we include a link in the tweet and then we can see how many clicks we received. It's not that much but is possibly because we didn't include that many links in our tweets this meeting. And then there's this overall analysis of tweets that include image. In fact it's about 65% of our engagement were due to, related to tweets that include pictures and images. So that means some of our tweets that only include text or links – compared to the previous meeting, most of our engagement comes from the tweets that include photos. So that's just an overall performance review and I guess I can take a moment to take any questions or comments.

DEV ANAND TEELUCKSINGH: Thanks this is Dev. I was on mute. Thanks Ariel. This is Dev. So I guess two things we attempted to do in time for the ICANN57 Hyderabad meeting. One was to have the, for presentation slides and also whenever the machine was not in use, we would have a slide showing the social media handles and so forth. And also we tried to work on some text to attempt to have the Chairs and at the opening of each session to you know get people to say hey retweet us or use the Twitter handle, what am I saying, you use the #ICANNATLARGE. And so forth.

How would you describe how well that worked? Let's open it up to the rest of the group.

UNIDENTIFIED VOICE: Dev, I think you'd better let John speak.

DEV ANAND TEELUCKSINGH: Sure. Yeah. Let's do that. John?

JOHN LAPRISE: John Laprise for the record. So I was in Hyderabad. The At-Large hashtags and handles I found them to be frankly unwieldy. When I was in sessions and following social media and live posting, the thing I was tweeting out all the time was on the ICANN57 hashtag. That was where all the action was, so to speak. I don't know if Ariel has any metrics for that. That's where the vast majority of the traffic was. So I mean and I was using tweet deck live and there's only so much of the flow that you can follow at once. Much of what was on, from what I did see, much of what was on the At-Large hashtag thread was duplicated on the ICANN57 hashtag thread. So it was sort of redundant in some ways. I'm not sure how much unique content there was comparatively on the At-Large that was not on the ICANN57. So I'm, I mean my sense is that I think going forward, rather than focus on an At-Large hashtag is to focus on the ICANN event hashtag because it's still not sufficiently large to make it confusing and to get our voices heard in the larger discussion as At-Large. So I think and then identifying those people from within who are on the hashtag who are members of At-Large to see what

contribution they're making to the conversation, the broader conversation. Thank you.

DEV ANAND TEELUCKSINGH: Thanks, John. This is Dev. I think Glenn and then Ariel, you can respond.

GLENN MCKNIGHT: Yes, hi. Glenn for the record. I'm not saying John's a big twit but – sorry bad joke. But he was, he was astounding. This guy was a monster but I have to say, I have to blow the horn for NARALO. We have three people on this call from NARALO and I asked earlier in the chat, I know Ariel took a lot of time to create a spreadsheet, asking people to tweet pictures, to cover stuff. I don't recall many people putting their names in. I'd be very curious Ariel what our community has done because we're actually going to include reports every month in our NARALO calls and get even more people engaged. I just want to share one thing. I was at the internet governance school prior. So I was in India working quite a bit. So the three days prior we had a contest, Fatish and I, where the person who tweeted the most got a prize. And I said this before, it doesn't hurt, I don't see why we can't you know acknowledge people who are doing a great job. And I know we always hear there's no money but a little prize to somebody in recognition and that's why I mention John in particular. You can have a nice certificate than John the big twit, or something. Back to you.

DEV ANAND TEELUCKSINGH: Thanks Glenn. I think, I like the concept of having a small prize and having a small contest but Ariel –

ARIEL LIANG: This is Ariel for the record. A quick response to John's comment earlier, I think we tried to, we didn't really try to focus on the #ICANNATLARGE because we know that the main one is #ICANN57 and we definitely encouraged people to use that Twitter hashtag to get their content and their traffic and joining the conversation. So we had done that too and in fact I don't really even have metrics about Twitter, a tweet that uses #ICANNATLARGE. But I did notice that the mention of our handle #ICANNATLARGE is fewer than before. So I guess not many people are actually talking about us. So that's something we need to move to maybe focus on trying to improve for the next meeting. And I think it's definitely a good idea to have recognition and I want to recognize how great Glenn's ideas are and I need to get some help from him. Thank you for that. And also I recognize all of you in the room that actually helped out during the meeting. And tweet about ICANN At-Large sessions and get our content in the main traffic and the feed. That's really helpful. I think it would be really helpful if we have more people join the conversation and engaging Twitter activities but I do recognize that it could be a challenge because you do need to pay attention to the meeting and you probably can't do both things at the same time. so that's a challenge too. Ok that's all my comment. Then Olivier has his hand raised.

OLIVIER CREPIN-LEBLOND: Yes thanks very much Dev. It's Olivier Crepin-Leblond speaking. So on the tweeting, I do tweet occasionally and what I do usually have is the handle #ICANNATLARGE. But it's sometimes, well first it feels redundant to also have #ICANNATLARGE plus the #ICANN57 which was the official Hyderabad handle. You know tweets are short so what I usually do is to use the handle and that of course make sure that Ariel sees the things that I do tweet and she's able to retweet them. Perhaps we should mention that if you don't have the handle included in your tweet it's less likely that it will be retweeted by Ariel's own tweeting/retweeting service. I think that might be one of the ways to get people to include the handle. There's also a question mark as to when you actually tweet about something that is not related to At Large, do you include the At Large handle in there as well?

ARIEL LIANG: Dev I guess I can respond to that question. This is Ariel. So if it's not about At Large, I don't think we should include that handle because that would just be a little bit strange. And I do see a lot of people tweet a lot of things outside of ICANN, outside of At-Large. I could promote your ALS's at work and even if it's not strictly related to ICANN or At-Large per se, if you want me to promote it ping me on Skype or drop me a email or whatever way you want me to help retweet them, we can do that too. With a little bit of context. And because we do have 4,000 followers Dev, that could definitely help promote content.

DEV ANAND TEELUCKSINGH: Ok I had something to follow-up. I see John has his hand up. John go ahead.

JOHN LAPRISE: Thank you. John Laprise for the record. This is not a hard problem. So we have, we can look at the people who are from At Large at the last meeting, create a list of those people and then on a tweet deck feed, have one of the feeds focused on that list and use that as a guidewire to retweet those folks from At-Large account. So this is a low hanging fruit. Thank you.

DEV ANAND TEELUCKSINGH: Thanks, John. One thing because I do want to bring up the future approaches for social media. I think one of the things that we have difficulty is to get out our persons involved in event of we have tried using the ICANN concept of let's check the spreadsheet and see who's going to which session and so forth. But I get the sense that approach is not working. And I think the challenge with that is that because we are going, all of us are in the meeting it is hard to check and follow up who is doing what. So I think perhaps we probably need to rethink that approach. Perhaps with an incentive of some sort. John?

JOHN LAPRISE: Yeah John Laprise for the record again. I would say that approach is not working in part because we don't have someone whose total task is simply tweeting based on that information. So literally having just the ICANN feed and then looking and having this spreadsheet up on a

separate screen and then composing and programming and tweets to schedule tweets, schedule contents for those folks. That's a tasking in itself, aside from the live tweeting of events. That's something that you can preplan and schedule in advance. It's not something that's amenable to the live tweeting. That's one of the problems with images as well. Is that going to grab an image for something is relatively hard when you're trying to listen to a conversation, compose something thoughtful, shorten it, make sure you got it all spell checked and it looks nice and is interesting and smart and get it out in a very short span of time. so the spreadsheet I think is more useful if we have someone sort of prepping sort of a barrage of tweets to people who we have a high confidence are likely to retweet those to drive traffic. The on the spot tweeting is less useful. The spreadsheet is less useful for that. Thank you.

DEV ANAND TEELUCKSINGH: Thanks, John. This is Dev. Glenn and then Ariel.

GLENN MCKNIGHT: A couple of things. We all have our own method of tweeting. I think you can, I would love to be able to do, reflecting comment that I see some people that just have phenomenal ability to write such, that's all they do. They have something in mind already and when they're at that session, it's justified what they're saying. So they have an agenda. What I try to do because I know that pictures are retweeted many many more times than without a picture, and I try to do flattering pictures of our membership. You can see a number of people are not in the picture

because they're not there. And I don't care where they are but I'm just pointing that out. But a number of people immediately retweet or they're dead, I don't know what the excuse is why they're not retweeting. But everyone's there. I think it's important to bring this up. I don't know if we're going to talk about it at length but that At-Large review made it very clear that we have no idea about social media. That all we do is email. We're the most kept secret within our community. So we have you know we have an image issue. And you know Dev, we're failing. And you know we need to be aware of this that people are not aware of what we're doing and why we're doing it and contrary to that stupid review we've actually done a lot of work considering how small this committee is. So that's my two cents.

DEV ANAND TEELUCKSINGH: And this is Dev and I think indeed we will look at using social media to put up the comments because [inaudible 0:20:48] in the public forum. But oh dear, oh I'm seeing Ariel and then John please. Then let's go into the future project. Ariel, please?

JAVIER RUA-JOVIET: Yeah just one thing that I always find useful is that when putting images, when you gonna put the images, you got to tag people that you know will retweet. So I use that officially just to tag retweeters, even if they're not in the picture. Then you use the message, to get to the message, not to write about your hashtags and your handles. Thank you.

DEV ANAND TEELUCKSINGH: Thank you and indeed identifying people with the handle is useful. Ariel? And then we'll move on.

ARIEL LIANG: Alright. Thanks Dev. Just a quick response to John regarding scheduling. We have found that it is best for, even if we have a spreadsheet for coordination but when we actually schedule the publication of these tweets we'll be using a different tool that's automated. So that's a quick response to that. And then thanks Javier for mentioning tagging people in photos. I don't think I know how to use that yet. So I will check with you after this call. Yes that's my response.

DEV ANAND TEELUCKSINGH: Ok. Alright so let's now look at this thing regarding future approaches. Glenn touched a bit on it because there were complaints well I won't say complaint but it was a mention about the public forum. And the question in the public forum was along the lines of that At Large doesn't use social media to get public comments. And there was the complaint that, a concern that you know why is it that At Large isn't using social media for responding to public comments or so forth? And perhaps Ariel as someone who tweets between the face to face meetings you know I would say, perhaps you could just answer this question. We do post when there is a first draft of a statement for comment, don't we?

ARIEL LIANG: Dev I see we lost you.

DEV ANAND TEELUCKSINGH: Are you hearing me?

ARIEL LIANG: Yes.

DEV ANAND TEELUCKSINGH: Are you hearing me now? Ok this is Dev again. I was about to, let me start over. In the public forum of ICANN57 comments were made about how At Large uses social media to get feedback on public comments and Ariel, you could probably answer this question very quickly. I do tend to see that there are comments that are made that are pushed out about political comments, of a statement that ALAC is contemplating meeting again for public comments. Sometimes when the vote is ratified and this is the final statement. Isn't that so?

ARIEL LIANG: This is Ariel for the record. So what I try to do is when there's a draft statement asking for comment submitted, I will treat the final version. So that's the main two kind of comments that I tweet. And then Dev there actually are these tweets that are not very predictable. For example the one that I recently tweet out is about something related to the new GTLD's and for public comment. And got a few retweets and from ICANN staff side. But then that doesn't really correlate to the number of comments that statement received. For example we didn't tweet about – in fact that's public comment and that statement got a lot of comments and through regular channels and in fact I need to

tweet about it just so people have an idea of a few more days to comment. So it's not a predictable pattern but I try to tweet these two types. The draft statement and once the statement is ratified and submitted. The final version.

DEV ANAND TEELUCKSINGH: Ok. Thanks for this Ariel. John?

JOHN LAPRISE: Thank you. John Laprise for the record. I think if we're really committed to building social media into our processes then for the meetings we should have a separate screen that just has an At Large hashtag Twitter feed running on a constant basis and someone managing it. If we're going to be committed to this and build it into our process and build comment into it. It will accelerate the remote participation flow. It may be, it will take a little bit of getting used to because Twitter tends to be a little unfiltered. But if we're getting used to building social media into our processes then having that kind of live response and having it up for everyone to see on an ongoing basis is essential. Thank you.

DEV ANAND TEELUCKSINGH: Thanks John. This is Dev. I understand the idea of showing tweets live and trying to get feedback at the face to face sessions. But I think to the question at the public forum is how do we do it in between the ICANN face to face meetings so my question is and to everyone else for that matter is, how do we encourage the you know using social media for

getting feedback on how ALAC gets public comment? That I think is the bigger focus here. Glenn?

GLENN MCKNIGHT:

Yes. Can you hear me? I was told you muted me. I think John is bringing up something he brought up one before. A real plan. A real strategy. I will ask this committee that if perhaps John has the time or inclination to actually put together a 10 point plan. Something that has tangible results that actually just adhoc. A, we are getting other members within this community involved. B, getting you know the community understanding the real importance of this community and actually sharing with us the best practices. I've done this before. I've shared, I've been at many many sessions over the last few years. At Enchun where I went I went to every social media session. I shared this stuff. None of this seems to have stuck on the wall. So I'm going to ask John directly if he can do that. Thanks.

DEV ANAND TEELUCKSINGH:

This is Dev. I think obviously we would welcome John's input into that type of thing. Ok John, I see your hand raised.

JOHN LAPRISE:

So John Laprise for the record. Thanks Glenn I'd be happy to do that. I'd like some more direction in terms of structure but I'd be happy to put down something on paper. To the point about Dev's question, I refer people to, so this is a link of comment that I'm working on with Shun. This is something that came up at Hyderabad. It's and I Shun and

I both attended the specific work group meeting that was working on this and we've drafted a comment and it's up for comment. If you go to the link and you look around, there is no social media hook ups. There is no social media hook ups. The only social media hook ups there are, are the ones at the very bottom of the page that link to the general addresses for ICANN. There's no social media connections to the actual comments we've written. So, this is at the core of the problem, where people are complaining that they can't make comments about something. Well, because they can't do it in social media. There is no direct link. We don't have a system for say tweeting to, or sharing to a particular draft report. Even if were commenting to the forum, if you look over (inaudible) an email, it doesn't get me to social media.

This is something I raised actually at Hyderabad which is that the folks at -- I raised when our new president showed up for the meeting is that ICANN has very few people involved in user interface or user experience design on staff for a global organization. That's obvious if you look at things like this. This is a no brainer. This is why people are complaining on the open sessions because there is no direct way of reaching out and commenting in the way that people want to reach out and comment. Maybe they don't want to say anything else. They just want to send out twenty, thirty words. But there's no way for them to do that without going to the rigmarole on their email, and if you are like most of the world, you are accessing on mobile, which means that email might be more of a hassle for you vs having a twitter app. One last thing, this is an issue for all the SCs and SOs doesn't mean we shouldn't try to do something in order or at least demand something to be done to fix it.

DEV ANAND TEELUCKSINGH: Okay, alright. Thanks, John. This is Dev. I see Olivier's hand is raised. Go ahead, Olivier.

OLIVIER CREPIN-LEBLOND: Thanks very much, Dev. Olivier Crepin-Leblond speaking. I totally agree with what John was saying. There is no way to share that page, however I should say that these are the ICANN wide pages and if you're going to try and get something to change on that, then good luck to you. I'm not going to waste time on this. What we should be pointing people to are our own pages, our own [inaudible] that we're making. I have put in the chart, we have a wiki page that has the ALAC statement, continuous data analysis. We also have a webpage under the atlarge.ICANN.org website. That's where we want to send people to and there yes, I agree with you, we don't have something that we can click and say, "Share this page with Facebook, Twitter, email etc." And since we have Ariel on the call, and she's been key to designing this website, I wonder whether something like this could be added to that page.

DEV ANAND TEELUCKSINGH: Thanks, Olivier. This is Dev. I fully agree with you. Ariel?

ARIEL LIANG: Thanks Dev and thanks Olivier for asking that question. In fact, we have thought about incorporating a social sharing function on the website. But due to competing priorities, this didn't make it to the phase that we are developing the website. So that can be something we can look into

for the next phase when we keep furthering the functionality of the website. So yes, we can take that into account. But then regardless, you can still share this page via different ways. You can copy the link, post on Facebook or Twitter on your own too, even without the social sharing function. And in fact, when I promote the submitted comments, I usually just use this URL and I use [inaudible] the tool that I connected to Twitter to promote our submitted statements and promoting this page. So, that's the interim way we can do that.

DEV ANAND TEELUCKSINGH: Thanks Ariel, this is Dev. But one follow up to that, yes, we could point to our At-Large website, but one of our challenges is that, you have to then go to the wiki to read the first chapter of our statement. And I think this, especially on mobile anyway, that's where the challenge breaks down, because our wiki isn't mobile friendly. And then that's where, I think it gets a little bit confusing for people. And they are like, I don't have time for this. So, I think that is where our challenge is on that end. So maybe what we should consider, when the push draft is identified, maybe we can incorporate that text on the At-Large website. It's just a thought. Olivier?

OLIVIER CREPIN-LEBLOND: Dev, it's Olivier Crepin-Leblond speaking and I think you're being overly confident that people are even aware of the statement itself. You're saying that, oh yes, but, but, but. The next problem is the wiki, the next problem is this, I think they're not even aware of the darn thing that's taking place. You know? And that's what we need to send people to, to

start with. If the wiki stuff afterwards is a problem, then we can fix that. But the first step is to fix the problem that is no one is aware of what At-Large is doing. And in fact, everyone thinks that at large is doing things behind closed doors which I'm going to say, let's use an acronym, BS.

DEV ANAND TEELUCKSINGH: Indeed, this is Dev, so I think perhaps Ariel, this is probably a different approach is the point of At-Large website, and encourage in At-Large especially when it's a public issue that's important to them, to at least point to, not so much the ICANN public comment page, which as John correctly pointed out doesn't really have any social media aspect, to allow public easy sharing of media content. We should probably at least as a first transient step, focus on our At-Large website. Ok? Any other talk, I see John's hand raised, ok, go ahead.

JOHN LAPRISE: Sorry, I had to catch my breath from Olivier's comments. John Laprise for the record. I just want to say something that I wrote in the tech feed, which is that quite frankly it is unconscionable that ICANN, as an organization which administers the internet is representing itself like an organization from 5 years ago. ICANN should not be a laggard when it comes to technology, especially the internet. What kind of signal are we sending the rest of the world, "Oh yeah, we are on top of this, but yea we don't have a social media hook for our whatever." Anyone whose technological proficient, we look inept. This is not a comment today, this is a comment to ICANN Proper, and I would appreciate it if the ICANN folks who are on this call, please relay this message.

Because, quite frankly, we look backward. We really do. And that hurts our ability to get buy in. Because people are more savvy and you guys are hapless. And getting them to participate, it makes it that much harder to get them to participate. Thank you.

DEV ANAND TEELUCKSINGH: Thanks. Thanks John, this is Dev. Ideally, we can also go into a lot of things about how ICANN is structured. But we would spend quite a lot of time on that. Glenn?

GLENN MCKNIGHT: Thanks Dev. I'm cutting and pasting in the chat box. A comment from Evan, and he's not on this call. I'll just read it: It's worth reviewing of the effect, for instance, (inaudible) photos and tweets means that we have increasing understandable of public awareness of ICANN issues. What we at At-Large are doing about influence opinion attracting in people, and he put in brackets, most importantly as it's a by-law mandated reason we're here, contributing to ALAC policy development and advice. So, if I take my understanding of whatever he's trying to say, we need to circle the wagon, and drive traffic to influence people to add more comments and providing more policy. It is only one of the MOU requirements, but I think if we have a screen and analyze the tweets, not just in terms of the number of tweets, who tweeted all that stuff, butut are we actually doing the job that Evan is saying. And that's the question back to this committee.

DEV ANAND TEELUCKSINGH: Thanks Glenn, this is Dev. Ariel, do you want to respond?

ARIEL LIANG: So, this is Ariel Liang, why not we ask Evan if he can propose some kind of measurements or tools that can measure the impact. Because there's one way to measure the communications impact based on numbers. But there's another way to measure the actual, I forgot the terminology, but it's translating to real actions, that kind of impact, and that's much difficult. And I don't really know the best way to do that. And if he has some insight into that, or if anybody on this committee has insight into this, that would be great. I think that's a really good point that he raised, but it's just really difficult to measure that, and I don't know what are the existing tools.

DEV ANAND TEELUCKSINGH: Well, I see two possible responses to that Ariel. Glenn and then John.

GLENN MCKNIGHT: Ok, well I get it, I think we know what Evan's approach is, he's being very critical. I'm asking this committee, I'm asking John, I'm asking Olivier, I'm asking Harold, I'm asking all of us what their opinion is. Do you think we're fulfilling that mandate? And honestly, my tweets, I don't think I'm doing it right. If that's my requirement, you know, I need to circle the wagons on that. And we need John's documents to sort of help us in that process. Again, I'm appealing to this committee, do you think that Evan is right, and do you think that we need some processes in place in order to do that commitment. Thank you.

DEV ANAND TEELUCKSINGH: Thanks Glenn. John?

JOHN LAPRISE: John Laprise for the record. I don't know because I haven't been following Evan's conversation. I can't speak to that. I'm not sure that we need processes in place. I do know that we need change. We need some positive motion forward. Whether existing processes facilitate that or hinder that, that's an open question. I guess, I mean to Ariel's question, the jury is actually still out on whether or not social media has that kind of direct impact. Measuring that is very hard. And this is one of the problems with a lot of social media marketing right now. It's really hard to see the direct cause and effect. Right now, it's the way the wind is shifting. And everyone is just sort of like buying into the argument without any direct evidence. So, I think we need to be cautious. What we really need though, is that at this point, we need to drive awareness. And that's something that's pretty clear can be done on social media. Whether or not it has effect or not, we can weigh all that. But the first effort is driving awareness. Because Twitter, let's be honest, is just shouting into a large crowded room and we're hoping someone's going to listen to us. And we use hashtags and handles to do that. Thank you.

DEV ANAND TEELUCKSINGH: Thanks, John. Indeed. There's probably two, at a point on our future approaches here. So, I just want to quickly spend some time on that. So I'm not seeing any comments on that right now. So, the second part

of our future approach for social media is using animated graphics for posts. And I must say I have been looking at Spark, the Adobe Spark. I must say it's actually quite a useful tool. It's available for and actually I didn't quite realize it at the time, it's available for use, using on the web, using a browser, so it's available to desktop users and as a mobile app on your phone.

And what this allows you to do, is it allows you to do various things. It allows you to create colorful animated images, and it can also do animations as well. And it's actually quite easy. Maybe if I have a few more minutes towards the end, I can share my screen, and quickly share my screen and just show you how it works. So I think we should probably -- and Ariel, I'd be happy to spend some time with you on this, to show how Adobe Spark works and perhaps you can look to use it. Because one thing I have noticed, is that especially on Facebook; if not so much on Twitter, is that a lot of the newsfeed often features animated images. They feature the captioning of what people are seeing in the videos, or whatever, and so forth. So, I think it's something to really look at. So, any thoughts on that, Ariel?

ARIEL LIANG:

Thanks Dave, this is now Ariel for the record. I think that's a great idea to have animated graphics and videos that mention that part in the chat. The limitation we have is that we don't have that many visuals, visual content or resources. Those kind of content can be generated usually during a meeting, but then at the same time, it could be boring if we just do a video of a person speaking. If there's nothing dramatic about what this person speaks, then it's not that special about this

video. So, I guess the challenge is what kind of content we can tweet out and use these fancy functions, and that's the challenge. And then it's the same time with the photos too. We don't want to tweet out a photo of the same group of people all the time. You kind of lose the novelty of all of it, we definitely want to, you know, diversify our image related content, and that's a challenge too. But, I guess do any of you have suggestions, like what kind of content is worth doing a video clip, or animated graphic for?

DEV ANAND TEELUCKSINGH: Well, this is Dave. I do have a suggestion. I think if you have last few days to suggest changes to our draft statement, those types of things. You know, you can have something like an animated showing that time is running out on this. So that's probably one approach. I think we should try something like that.

Okay, I'm just watching the chat. Does anyone have any additional comments or something? Okay. And again if I have time, I'll probably share my screen and show you some of things that you know you can do. But I could probably work with Ariel offline, and show her Adobe Spark, and it's free, which is probably a key thing at this point. We don't have to wait on someone to get funding or any other system.

Alright, our third part would be to look at using social media for At-Large discussion. Currently we use the Skype chat for our informal At-Large discussions. And during the meetings and in-between and also practically every day. So are there better ways for having At-Large discussions? I wish Evan was on the call, but generally Evan felt that

having conversations about news items on the Skype chat is a little bit distracting, especially when you have multiple threads happening at the same time. And, not just social media, but the (inaudible) looking at group chat solutions, such as a slack-lack system to handle the conversations. Evan thought it was important to just try something new, and he's created an unofficial Facebook group for conversations. And generally he cited that we shouldn't try to get away from it because everybody is on Facebook. And that's where the conversations are and that's what people are talking about more than they are Twitter. So that's, I just wanted to bring awareness to that group. And well it's just you know and ask the group. Is this appropriate? Is this the right way? Or what are your thoughts? The Facebook group that Evan has tweeted is the At Large Facebook open chat, I think it's called. It's an open group. And I chatted with Evan privately initially when he decided to do this and he felt that you know having it open means that people will be able to read the comments and can see it and then decide to step in. so he felt that that was more important than having it as a closed group which means that you have to be invited only and so forth. So any thoughts or comments on this? Good idea? Bad idea? You should do a different approach? Ariel?

ARIEL LIANG: I would like to let John speak first.

DEV ANAND TEELUCKSINGH: Ok very well. John?

JOHN LAPRISE:

Yeah, John Laprise for the record. So you know this is a problem of having multiple channels and seeing what channels people are using and overlapping messages. I know that during Hyderabad, I was mostly on tweet deck and then periodically I had to jump over to Skype. It's just not integrated and it's just what's most important for my attention when I was at the event I found that to be largely Twitter. I don't know in the context of an event for discussions what's best. I know that actually a lot of people use Google hangouts. But I'd also say that if you want to do the, I guess I would advocate less structured meetings. There's something to be said for having just sort of a monthly hangout, an At Large hangout where anyone who wants to show up and chat and you know at the very beginning of the meeting you have a what's new this month, sort of like the , sort of like we have the newsletter at NARALO. But sort of a what's new, what's going on, here's where we need volunteers, kind of thing. And then make it a thing. And make it regularly scheduled, you know second Tuesday of every month or whatever date you want to pick. And just have it be known and make it, you might have to have make it, you might have to have, might by RALO or might be by time zone because scheduling globally will be difficult. I mean ISOC does these semi-annual, they have three separate calls basically rehashing the same content to cover the globe. So you may have to do something along those lines. Having a single monthly meeting maybe at the NARALO level just as a status update without a structured agenda. You know the only agenda is the reading of the sort of like announcements and then the rest is what's got people, you know what do people want to talk about from there on. So I don't know. And that's also a tool for engagement. It will probably start out small but as time goes on it will probably grow. That's the way of such things

because people who tend to share, so I don't know. It might be a Facebook page but the real time conversation, Heidi, has something special for us. Because I mean I know there's a couple of other groups I work with that have designated monthly either Google hangouts or they have online Twitter conversations. Like an hour a month on a specific hashtag. Look at #WITHAPHD. I know the people there. It's a PhD support group so to speak and they have bi-monthly one hour conversations on specific topics. So, this would be a, we could do it on a monthly basis to begin with and see how it goes but just getting people involved at sort of an informal level I guess because these meetings have a level of formality that can be intimidating. And to have the informal meeting where people can just show up, speak their mind and go has less commitment, but we might have more engagement. Thank you.

DEV ANAND TEELUCKSINGH: Ok. Thanks John. Let's think about that. Alright I think Glenn and then Ariel.

GLENN MCKNIGHT: Yeah I have experience working with Diplo as a curator. We do monthly main calls that provide an overview on the internet footprint and we also have GIT digital watch. In those monthly meetings we also turn to the hubs and where there's hubs in Indonesia and elsewhere, and Harold has met the organizers as a formal journalist and stuff, he's ideal for this. It would be the eyes on the ground in Venezuela or Latin America on internet issues. So I have to say to John on ISOC

Intercommunity 2015/2016 it's basically one big commercial for ISOC. Even though they transfer the chapters, there isn't that much information on the ground on what people are doing per chapter. It has its own issues but I think if we look at that process I would suggest participating in one of the Geneva interessionals that they do from (inaudible) Geneva.

DEV ANAND TEELUCKSINGH: Yes thanks Glenn. I was just also reading the chat in the, so ok Ariel go ahead.

ARIEL LIANG: Thanks Dev. This is Ariel for the record. Our topic right now is specific – and I think it's there is a good way to separate that from the official Facebook page because that's mainly managed by me and it's just posting announcements and it's not the best place to encourage discussion of topic so it's good that we have a Facebook group. And the things I hear about it is what there's much differentiation between this Facebook group and the other social Facebook group. Because it might be a lot of other members are on the other ICANN social one and there's a lot of overlapping of topics. How do we make this very unique about At Large? I'm wondering what is the best way to do it and I think it should be managed by our community and not by staff. I'm a member but I don't think I need to be an administrator for that group. But I can contribute content from time to time and as Heidi suggested maybe we can post our monthly updates. And in fact we do have monthly updated in the newsletter format that comes from the ICANN

regional newsletter and that includes some blurbs from At Large and usually it's drafted by staff. So I do promote them on Twitter and not much on Facebook. So maybe that's another venue we can promote this kind of content. Sorry for that long – unique compared to the other existing Facebook groups about ICANN. How we differentiate from the others.

DEV ANAND TEELUCKSINGH: Ok. Thanks Ariel. This is Dave. And I think what we could also do is look to share you know, I think the challenge is always I think there's actually a lot of activity in At Large and ALAC and the real low level at the monthly meetings. And I think that the challenge is always bringing this to the wide community outside of those in our email list. I think it's going to be a challenge here. So I think it's something, I know we're running out of time and I think we have some ideas to mull over perhaps as they say, you know posting updates from our previous calls like we do our monthly reports. Maybe that could be turned into a bit more finessed so it's much more easier to share on social media and so forth. Those types of things. Any other thoughts or comments on this? I notice there's quite a lot on the chat and I haven't had a chance to catch up on it quite yet. Glenn?

GLENN MCKNIGHT: Hi. Back in Morocco we produced a very nice chart which is to invite people to the social media working group and we targeted the fellows in particular; and if you haven't seen it I'll send it around again. But I wanted to show you a card that was given to each of us on the Aero

Mexico flight and Terri can put it in the middle. It is quite a creative concept. It was done by the Canadian government and it looks like social media. So it has a really neat look and feel. It's really quite eye catching. So if we could put that up on the center screen you can see what I'm talking about. It's in Spanish and targeting –

TERRI AGNEW:

Glenn this is Terri. I do apologize for interrupting. Unfortunately it looks like the images were stripped once it received my email. I can see where you sent them but it's just been stripped for me.

GLENN MCKNIGHT:

Ok. I'm going to send it again. Back to you Dev.

DEV ANAND TEELUCKSINGH:

Ok this is Dev. Perhaps Glenn you could also, since we are running out of time, perhaps you could send it out to the mailing list. There is also a media group working group so everyone could see it. It's all interesting what you are saying. Any other, so obviously we are going to have to continue having this conversation of how do we make our content and our work more accessible by social media. So any other thoughts or comments or closing remarks? Alright. That's ok. Well I think it's six minutes past the hour so interrupting the call and I'd just like to thank everyone for participating in the call. It's good information and I'd like to work with you online after this call on how we can also do social media approaches for these things. Perhaps, given as it looks like this will be our last meeting for the year, I want to wish everyone happy

holidays and season's greetings and best wishes for the new year. But of course I'll be chatting with all of you online. Thank you all again and this call is now adjourned.

TERRI AGNEW:

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

[END OF TRANSCRIPTION]