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TERRI AGNEW: Good morning, good afternoon, and good evening. Welcome to the At-Large Social Media Working Group call on Thursday, the 19<sup>th</sup> of May, 2016, at 15:00 UTC. On the call today, we have Harold Arcos, Sarah Kiden, Olivier Crepin-Leblond, Glenn McKnight, John Laprise, Dev Anand Teelucksingh, and Baudouin Schombe. We have listed apologies from Jacqueline Morris. From staff, we have Ariel Liang and myself, Terri Agnew. Our French interpreters today will be Isabelle and Camila.

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

DEV ANAND TEELUCKSINGH: Thank you so very much, Terri. Thanks, everyone for attending this call. We have an agenda here to look at social media review to date, what's working, and actually just start a discussion as to what is working and what is not working. And we have John Laprise, who will be giving a presentation on the IGF USA social media strategies, and I'm sure it'll be a very interesting presentation. We'll also be discussing what the Social Media Working Group can be doing for the Africa Internet Summit 2016 that's happening in Botswana at the end of this month. And also a look at our ATLAS II recommendations and see what updates can be made to those recommendations.

So let's get right to it. So ICANN social media review to date, Ariel, I believe you have a slide or perhaps you're going to share a screen or

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something. It will be over what our At-Large social media accounts have been doing.

ARIEL LIANG:

Yes, thanks, Dev. Thanks, Terri, for putting the slides up in the AC room. I'm just going to give you kind of a quick overview, in terms of the numbers we have got with regards to our Twitter performance.

And the first one you're looking, the pink line shows the growth of our overall followers since May last year. And that's the time when we started using Buffer. And Buffer was gathering all these statistics for us. And then the darker red line you see is new followers attenuated on a daily basis. And of course, it went upward if we gained new followers. And on the downward one, I think we lost followers. So that's the pattern that you see.

So what we can deduce from this graphic is we do have a steady growth of followers for our Twitter account. And the times that followers spike is during the ICANN meetings. Especially if you look at the one right above February 27, that's around the time of ICANN 55. We gained quite a bit of new followers during that meeting. So that's the pattern right now.

And compared to the time we started the social media effort, that was before ATLAS II in 2014, we have gained more than 2,000 followers the past two years. And I think that's a very good result. It's not a super-fast way of gaining followers, but it keeps steady, so that's a good trend.

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And then the second graphic you see is in terms of our audience interaction with our Twitter content. And the green line shows the retweets. And then, of course, the red line is still showing the new followers. And it's not a clear-cut pattern, but you can see it's relatively positively correct, these two trends. If we have more people retweet our content, we will gain more new followers that day. And [inaudible] very obvious during ICANN 55, that meeting period, because we have this CCWG Accountability ratification and all these new [inaudible] content, we have got a lot of content retweeted. And some of the people interacted with our content are influences on Twitter. So we gained new followers that reached out too, so that's another pattern I want to show you.

And then this one, I just wanted to do this by site comparison for all the previous meetings. And you can see this shows the number of tweets we post during the meeting periods and new followers we gained, retweets, likes, mentions, and clicks. And you can see that the trend seems pretty positive, because in ICANN 53, we posted a lot but the interaction we gained was not that much. Then in ICANN 55, we posted much less, probably only  $\frac{1}{4}$  of the total content we pushed compared to ICANN 53, but we gained double the new followers and almost double the retweets and likes, etc. The only thing is, about clicks, I'm not sure why we only got 13 clicks. That's referring to people clicking on the link in the tweets. I'm not sure why it's that low. But the other indicators show that we have performed pretty well. It's a kind of positive trend.

Next, I will just give you a little detailed view of the [inaudible] different indicators, like retweets. We definitely gained more retweets in 55 compared to 54, both in the overall retweets and the daily average. And

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then in terms of likes, it's also very similar. We have gained more likes on daily average and also overall. And then clicks is the only thing that we didn't do as well as ICANN 54, so maybe we need to analyze where those URLs were sending. Maybe they are not interesting for some reason. People just don't click on them.

And then this one just shows the type of content we have found during the meetings. And in ICANN 55, we tweet on more content with image. And this kind of proves the fact that if you have more image in your tweets, you will get more interaction, so [inaudible] that.

And then this is a very quick overview of our performance so far. And I think I just want to ask everybody here, when you think about social media, do you think we can just keep the status quo, do the same thing, like every meeting, where you think we need to do something in order to take us to the next step? Because so far, we can predict we will gain followers. And that steady trend, maybe next year in May, we'll gain another thousand followers. And hopefully during meetings, we will get a lot of retweets. But what next? That's my question. And what you think is working, what you think is not working? I welcome feedback on that. Thanks, Dev.

DEV ANAND TEELUCKSINGH: Thanks, Ariel. I think you asked the question right out of my mouth. What's our next steps, in terms of we have steady growth at the face-to-face meetings where, generally, we get a large number of retweets, we get new followers. But, okay, I don't know if there's anything to retool what happens at face-to-face meetings, or maybe there is. Is

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there something that we should be doing differently? I'll open the floor to comments or questions.

Okay, so seeing nobody taking the floor quite just yet, I guess my question, Ariel, just one thing that comes to mind is, how do people find out about us, in the sense of they are finding about us and social media and so forth? Do you have any idea? I guess what I'm asking is our audience, our followers, do you have any idea how much of the persons that follow the At-Large accounts are already members of At-Large? Is it possible to do that type of analysis, in terms of do we have the ALSes' Twitter handle, Facebook accounts, etc., etc.?

ARIEL LIANG:

Thanks, Dev. I think it's a very good question, and I haven't done that analysis, and I think it's definitely feasible to do that analysis by looking at our followers' profiles. But I'm definitely confident that we have a lot of At-Large members that are following our handle. And I just don't really know what percentage. So I think it can be a worthwhile exercise to do that, and do that target audience analysis, yeah. And I think [inaudible].

DEV ANAND TEELUCKSINGH:

All right. I see also a message from Terri that Baudouin is on the French channel and would like to speak. So let's give Baudouin, if you can hear us, please ask your question or comment, and then Glenn.

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BAUDOUIN SCHOMBE: That's precisely what I would like to say. I feel there is many applicants who might perhaps not have started to follow our media. So should make sure they're all subscribing to our social media accounts.

Can you hear me?

DEV ANAND TEELUCKSINGH: We can hear you. Continue, Baudouin.

BAUDOUIN SCHOMBE: Thank you. Yes, what I'm trying to say is that at the local level, we have technical issues that don't allow us to have proper connections. So many applicants cannot actually connect to follow what you're publishing. So every time there's ICANN meetings, we struggle to get good connection in order to be able to follow what's going on.

DEV ANAND TEELUCKSINGH: Okay. Okay, thanks, Baudouin. And regarding your question, regarding connectivity issues, I know that's one of the ATLAS II recommendations that At-Large community [as need] is concerned. Well, perhaps it was in a slightly different slant. Since social media isn't accessible to persons, and we should find a way of reaching out to those persons, I think, was Recommendation 9, without looking at the ATLAS II page. But thanks for that.

And just to clarify also to Glenn, Baudouin also agreed that we probably need to do the analysis and do a breakdown and see who, among our followers, are the At-Large members. And perhaps what we can do, we

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can do a promotional – I’m thinking aloud – we can probably do a promotional mail card or something, or e-mail or image file, to say, “Hey, we are on social media. Please follow,” and make sure all of the RALOs are aware of it. That’s just an idea.

But, Glenn, go ahead.

GLENN MCKNIGHT:

For the record, I don’t like Dev. He just steals my ideas. Yeah, I thought I had a good idea, but Dev took the idea. But, yeah, if I could suggest the mail card. And it doesn’t have to be very elaborate. But if you can target people who understand social media, I think all the NextGen and the 35 or so Fellows would be an ideal group to try to encourage them to join and tweet, and do short [memes] for the ICANN events. They really go and they sit at [inaudible], but they should be actually doing summaries.

And I recently have participated with the Geneva Internet Platform, and there was about 20 of us. And we recently covered every single session that was our [inaudible]. And we did a 500-word summary of each of the sessions, in addition to screen captures that we were doing and distributing on our hashtag. And we really got some good leverage. But that might be something that we could think of.

And I could just share with you that we came up with the idea for the mail card for the captioning. And I designed that, and we distributed it. And certainly even Fadi tweeted said mail card. So it doesn’t have to be that expensive, 100 cards or so. But very focused on people after you talk to them, saying, “Hey, are you really hip on this stuff?” And if they

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are, given them a card, get their information, sort of mentor them a little bit, and I think it can produce some good results.

But from the list of people here, I think we need more active participation from the RALOs. And in our case, we integrate our social media with our monthly newsletter. And that's another idea – that Dev didn't steal, by the way – that we could integrate as well. So that's my comments.

DEV ANAND TEELUCKSINGH: Okay, thanks, Glenn. Okay. I think, indeed, and actually I would say that I was thinking of a virtual card. But you actually correctly pointed out, we should also really target the people at the face-to-face meeting, the Fellows and NextGen. And I think yes, and think there probably doesn't need to be that much physical cards. I'm thinking, because it's a smaller meeting, right? I think 40 persons. And we can look at perhaps we can use those mail cards for the small outreach get-togethers that's happening at ICANN 56. So maybe something like 50-60 more [inaudible] also to have a physical mail card showing official social media accounts.

But also, we need to contact our RALOs, make sure they are all aware of the social media accounts. And perhaps we need to then do the analysis breakdown, check to see who are persons that are actual members of At-Large, and which ones are not. Because then we could probably do additional marketing to those that are not formally members of At-Large, part of the At-Large community. Maybe we could say, "Here's

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how you can become an ALS,” and send out a targeted tweet or paid-for post to those persons. Again, those are just ideas.

Okay, and I see Glenn is volunteering to help create one, so that’ll be great. And I think we’ll also look – and I see he posted a link to the Geneva Internet Platform’s WSIS Forum 2016 reports in the chat so that people can review.

Any other thoughts or comments? Because I don’t want to take...

Going once. Going twice. Okay, well, I think we can come back to this when we have more time. But I think we probably want to give some time to John Laprise’s presentation on the IGF USA social media strategies. So I think John has prepared some slides.

So, John, thanks for doing this, and the floor is yours.

JOHN LAPRISE: Thank you, Dev. Can everyone hear me all right?

DEV ANAND TEELUCKSINGH: Loud and clear.

JOHN LAPRISE: Okay, great. All right. So this is related to the work I did with IGF USA, but it also encompasses other work I’ve done with other groups on social media. What I’d like to do is this is a plan for developing social media strategies in and around events. And in particular, I noticed that

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Dev mentioned the AIS coming up. So we can think of this in terms of this upcoming event.

So I want everyone to think of social media strategy sort of a before, during, and after kind of framework. And on the before side, there's a lot of groundwork to lay before the actual event. And we've been discussing a little bit of that already.

During the event, it's incumbent they have people who are skilled with social media, actually engaging and using it on site or off site, who are participating remotely to put in commentary, to generate buzz, to make use of hashtags.

And then afterwards, sort of publication of the social media, the tweets that occurred during the event, and then using the information that we've gained from that event to then feed into the next before stage.

So I want to talk first of all about the before stage. The biggest part of this is the collection of appropriate hashtags and Twitter handles, in this case. So here I've got samples. These are cuts from master spreadsheets that we used that literally collected important hashtags and showed their relationships to various e-mail handles. So on the first group, we've got some of the speakers, with Twitter handles, org connections, websites, information that you can use. The second one lists different sessions and likely hashtags that are used in connection with those topics. This is derived in part from just brainstorming, but also in part from doing research with a tool like Buffer to just look at what people are talking about when they're using these keywords. Lastly, we have a list of hashtags and who is tweeting the most on those particular

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hashtags. Again, this is something that can be done with social media tools to figure out who is the most common tweeter.

And I guess one thing I would add to Ariel's list of to-do thing with respect to actual participants and who is actually among our followers, is to look at, among those followers, who tweets a lot. Because those are the people you really want to reach, because they're likely to continue tweeting our messages. Who doesn't tweet much, we don't have to send very much to them. And who is really engaged in some of the hashtags that we use, because they're probably more interested in our content.

So there's a qualitative to our list of followers. And this is a lot of quasi-statistical work of looking at our follower base, looking at the hashtags that people use with relation to us, just doing some searches using one of these social media management tools to see what are common search terms, hashtags, handles, who's actually active and involved in these spaces, and then making sure that when we're generating these lists of hashtags and addresses for people to use. Because at the end of the day, this is what we're doing, generating these lists and disseminating these lists. This is all about increasing the efficacy of our social media output and reaching people who are likely to reach other people. So this is sort of the before.

One thing I didn't put on the before slide, and I just recalled it recently, that is one thing that I've seen other groups do – and this would be relatively easy for us to do – would be to have regularly scheduled Twitter meetups. And this is not a physical meetup, but this is a meetup on a hashtag. So you might have the RALOs have a one-hour a month

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where anyone who's on a particular hashtag jumps in and tweets that. This is all sort of point for collecting data about who is active in that Twittersphere. And this data feeds back into the pre-event data.

So before, we're collecting all these hashtags, all these handles of everyone and everything that is particularly relevant to our contacts. What's more, we're ranking them by our heuristic of importance. So do they tweet a lot? Do they have a lot of followers? Are they very present? Do they maybe not have a lot of followers, but the followers have, do they tweet to all the makers and shakers? So this is the kind of analysis that goes in before we actually get to the event.

During the event, there's a number of things we can do to enhance our social media presence. One is visible and pervasive presence of hashtags and handles. So whether that means you're printing that on everyone's badge in a very visible way, not as an afterthought on the bottom of an ID, but maybe in bright letters, or have a ribbon that's attached, so people can visibly identify other people who are using social media. This is important.

I'm going to jump down here and say, at the very beginning of a meeting, having a tweetup reception so that people who are active on social media can actually meet on another in person. I can't tell you how many times I've been at an event, I've been actively tweeting it, and then have someone come up to me and talk to me after the event. That conversation would never have happened if they didn't know who I was. My Twitter pictures looks like me, so they readily can identify me. But making Twitter handles readily apparent to people who walk by is

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really important to build connectivity, especially for those people who are face-to-face.

As I think Glenn mentioned earlier, younger users are likely to be more adroit with social media tools. So make use of that. Grab the local university kids who are interested in Internet, and draft them in. And give them a mobile and let them start tweeting.

Live tweeting is very much an art form. And I post here that the three keys are making a tweet interesting, insightful, and funny. If you can hit one of the three, you're probably doing well. If you're hitting two of the three, you're likely getting liked and favorited. If you hit all three, you hit the jackpot. But doing this in real time is a tough skill to master. And like I said, it's not really a skill. It's more of an art form. But it comes with practice. And so for the people who we are empowering specifically as social media users, we want to make sure that their more official tweets are tasteful, are professional. Because we have no control over what everyone else tweets. We're just sort of stuck with it. But we want to, for the people that we sort of vet, we want to make sure that their tweets are professional and give them these clues – actually, give everyone these clues – that you want to be interesting, insightful, and, if possible, funny on a tweet, because that's more likely to make you think.

Lastly, I would say, for those people who are involved in social media who do really well, they have a high ratio of retweets or likes, we should find some sort of reward or create some sort of contest, or even just some recognition to top social media users. People like that and

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recognition. And so this will incentivize some users to push themselves a little harder.

All right. Finally, after the event, this is where the next big chunk of work comes. So one tool I highly recommend is the use of Storify. So when you have Twitter conversations for, say, perhaps a panel discussion on encryption, you can amalgamate all of those and condense all of those tweets into a single storyline using Storify. It will basically grab and sequentially list that on a webpage. And then you have a conversation that runs in parallel to the conversation that's taking place in the room. And so people who view the content of the panel session can look at the panel session and then look at the online conversation that is taking place at the same time. And the two will be in sync, but they might also run off in different directions.

I've seen quite a number of cases where a speaker who is oblivious to what's going on in the Twittersphere will say something and it's jumped on by the Twittersphere because it's critiqued for being poorly researched or something. That happens. And it's best that we... We can't ignore it. We have to go with it. And in fact, if the speaker doesn't have any grounding, then it's best that we just leave it out there, let people react to it, because people are going to take and interpret information as they read it. So use Storify to archive and publish what people are thinking who are not actually participating in the panel. It gives a sense of the room, as it were, or the larger room, the Internet room.

Finally, it's the prep for the next before. So in this case, it's who was participating? What hashtags were being used? What did we use that

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did work or didn't work? And then feed all that into the process for the next before. So in terms of AIS, you take all the information from what people were doing with social media at AIS. At the end of the event, grab all those handles and those hashtags and see how they apply to the next event, going forward. And that gets added into the pot of social media.

In some senses, think of the handles and the hashtags as two large stewpots that sit on your stove. After every event, you're adding a couple more ingredients, but the pot never completely empties out. You just keep on adding more. You might take off a little bit off the top. You serve some out, and then you add some more in. It's a constantly changing stew of hashtags and handles that enable us to reach an ever-expanding audience. And not just an audience, but participants who are interested in what we are interested and talking about, which is the Internet.

So, all right, I think that's what I have for you today. And I'm happy to take questions at this time. I'll hand this off to, I guess, someone else to manage questions. But I'm happy to take questions as they come up.

DEV ANAND TEELUCKSINGH: Thanks, John. Very interesting presentation and very interesting information here. So I'm sure you're going to have quite a few questions, and I see Glenn's hand is raised.

Go ahead, Glenn.

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GLENN MCKNIGHT: I'm just wondering, John, because I know I saw you at the IGF USA last year, did you work with the George Washington University? The students in the communication classes were all assigned to do tweeting. And I'm just curious if you were working with that group. And I know that David Vyorst was one of the coordinators of that event. So curious how you worked with those students.

JOHN LAPRISE: Thanks, Dev. Yes, George Washington University students were sort of allocated out to the different discussion rooms to add additional Twitter accounts of the events. I was not working with them directly on either training them or briefing them on what they should do. However, my sense of the matter is that when you have, say, a group of students – and I remember from the IGF meeting in Baku, where we had a whole bunch of local college students who were serving as stewards and ushers and stuff, when you get a local group of young people, who are typically university students who are involved, it behooves us to give them a bit of an introduction and give them a few tools to start out with, to help them navigate this. Because for some of them, this is likely their first meeting of this type, ever. And it will be disconcerting and confusing. So to give them a little bit of briefing on the front end goes a long way to generate actually good content for our Twitter handle.

ARIEL LIANG: Dev, you may be muted.

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DEV ANAND TEELUCKSINGH: Yes, and I did. I was muted. Thanks. Thanks, John.

So just a question that comes to my mind – actually, I see, Ariel, your hand is raised. So, Ariel, you go ahead.

ARIEL LIANG: Thanks, Dev. And I do have quite a few questions. So the first one, I'm really interested in this tweetup concept. And I just wonder what the end results you want to gain from holding those are then. What are the aims to have that? So that's my first question.

And then second one is in terms of doing analysis of the influencers and people who are using the hashtag related to the ICANN topics frequently, after we've done that analysis, do you encourage to, for example, mention them or find ways to interact with their handles so that someday they may retweet our content? And then we gain more influence through their influence. Is that the next step after the analysis?

And the third one, it's not a question, but it's more of a comment. And I think you actually made a really good point about after the event, we need to do some kind of a throwback or some kind of summary of what happened before, and not just to maintain people's interest during the event. Because usually, after ICANN meeting we don't do much throwback about what happened in that meeting, and people may just forget about it and move on. And I think he made a really good point there, and maybe we should develop content like that in the future.

So that's my two questions and one comment.

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JOHN LAPRISE:

All right. So getting to your second question first, I would say absolutely. You do want to directly engage with those users who either have a lot of followers or retweet us a lot. You want to engage them and develop, if you can, a relationship with them so that they are more likely to interact with us and disseminate our social media offerings. So absolutely.

As to the tweetup question, so I want to differentiate the on-site versus the off-site tweetups. So the on-site tweetup is like the reception you have at the beginning of a meeting. And that purpose is very much to introduce the people who are using social media to each other, face to face. I mean, that's the big purpose. And so people can put a face with a handle.

The off-site tweetups, which are maybe the monthly or bimonthly conversation on a hashtag, is there for a couple of reasons. One is it's a constant way of generating interest, because people who are participating in those conversations, you want them to develop the habit of participating in those conversations. And you want those conversations to happen. That's sort of the whole point. You also, again, are collecting information about who is interested in participating. Because if they're carving out the time to participate even in a Twitter conversation, they're likely to participate, at least in some point, in a meeting conversation. So those kinds of tweetups are engagement building, because those people are more likely to engage in social media with an actual event than not.

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So that's one way of building loyalty and engagement and interest. So I'd say the points or the objectives for the different types of tweetups differ, but each is important in its own way.

DEV ANAND TEELUCKSINGH: Okay, thanks, John. Okay, so I guess my question, I think, well, do you have any – how should I put it – actual data you have done for IGF USA, in terms of the types of hashtags? Well, you did a short screenshot of it. I assume you used a spreadsheet for that too, to collect the hashtags and Twitter handles and so forth? Or did you use some special-purpose tool for that?

JOHN LAPRISE: No, this was all coming out of Excel spreadsheets. We were using social media tools to post items, but we were then putting them into spreadsheets because it was just easier to manipulate the spreadsheets once we had them and organized. I've had master spreadsheets that we shared on Google Docs to that people had access to them.

DEV ANAND TEELUCKSINGH: Okay. And the second question, well, okay, so the ICANN face-to-face – well, I think what you are mentioning here is actually probably we could probably do. Because I think what, unfortunately, happened is that a lot of the at-large workers felt relatively invisible to the At-Large community, like all the working group activity, the ALAC activity, and what's happening in Cross Community Working Groups, such as the IANA and so forth. All of that is still relatively invisible.

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And I think perhaps this type of before/during/after maybe just could be applied, I think, to – how should I put it – the non-face-to-face activities of ICANN At-Large. But that’s one observation there.

I see there have been some other hands raised. Ariel, go ahead.

ARIEL LIANG:

Thanks, Dev. John, is that too much to ask, if we can have a sneak peek of that spreadsheet as well? Because I think some of the hashtags must be relevant, and maybe we can steal some ideas, if it’s possible.

And second, I think, about the outreach in ICANN 56, maybe it’s worthwhile to do some kind of briefing to the people we’re targeting, like the NextGen and whoever the Outreach Sub Committee is thinking about reaching out to, and encourage them to tweet about the sessions. And then that will enhance visibility of At-Large work during ICANN meetings to young people. So that’s my comment. Thanks.

JOHN LAPRISE:

Yeah, I’d say the briefings are –

DEV ANAND TEELUCKSINGH:

Thanks –

JOHN LAPRISE:

Sorry, Dev. That the briefings are a fine idea, and I highly recommend it. I would also say that, to Dev’s comments about the unseen work of ALAC, I would volunteer that the off-site tweetups I mentioned are a

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perfect opportunity to mention to people about those very activities. So when you have a monthly or a bimonthly meeting, you can take five or ten minutes at the beginning and just sort of update people on what's going on in the broader ALAC community. And so you actually get that information out, and those unseen activities at least become heard, if not seen.

DEV ANAND TEELUCKSINGH: Okay. Thanks for that, John. And I think that's a good idea. I have to think more about that.

I see Glenn's hand is raised.

JOHN LAPRISE: I'm sorry, I need to interrupt you. I realized I didn't respond to one question.

Ariel, to your question about the data, if you go to the file I e-mailed you, those pictures are actually embedded spreadsheets. So if you go to the original PowerPoint I sent you and double-click, they should open up.

DEV ANAND TEELUCKSINGH: Okay. Okay, great. Excellent. All right, thanks, John, for that.

Glenn, your hand is raised?

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GLENN MCKNIGHT: Yeah, I guess it's a bit of a comment, and then I'll ask the committee and John for their opinion on this. I think from having experiencing a lot of different events outside of ICANN, much of this tweeting is done by professional staff. There are people dedicated to it. And I'd be very curious to know, we have such a small pool of people that volunteer in this committee and do even less at events. And I'm not sure if we're generating the results on the volunteers.

So my question to John is, do you think we can get the volunteers with our community to rise up and do this work effectively? Or do we have to rely on paid staff to do it?

JOHN LAPRISE: I think you can, if you approach it the right way. All these events have some degree of pre-registration that's possible. It doesn't take a whole lot to ask on that registration whether or not they're interested in participating in the new social media program, and then offer them a bit of a briefing on the front end of the conference to walk them through the basics. We haven't done that before. If we do, do it, it'll be interesting to see what kind of uptake we get. But I think it's an untapped resource we have that we simply haven't looked at directly engaging. So before I'd answer that question, I would see what happens after we tap those resources.

DEV ANAND TEELUCKSINGH: Okay. Any other comments? Glenn, I see your hand is still raised. Is it a follow-up?

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Okay, all right. And, John, I have to say, this is very interesting presentation. I think all of us will have to think about it more, because I think some of the ideas you've expressed are something indeed that we can follow for At-Large.

So any other quick final questions or comments? If you don't, I want to move on to the next item in the agenda. Okay, seeing no hands raised, thanks so much again, John, for this.

So next item on our agenda is the social media promotion for the AIS 2016, and other regional activities. So just to give some background what the AIS is, the AIS is the Africa Internet Summit. And I'm trying to find the website for that right now. And it's happening from – it's a fairly long. It's almost two weeks long. And there's going to be quite a few At-Large persons that's going to be there, that's going to be there during the second week of that AIS summit. And thanks, Ariel, for posting the link.

And so I believe it's Tijani, Seun. Oh, my goodness, I've forgotten who else was...

ARIEL LIANG: Daniel.

DEV ANAND TEELUCKSINGH: Daniel. Thank you so very much. Yes, thank you. Daniel is also the one –

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ARIEL LIANG: And Alan.

DEV ANAND TEELUCKSINGH: Yes, and Alan Greenberg is also going to be there during some of the sessions. So similar to how we were doing the things for ICANN face-to-face meetings, we thought that it'll be good to actually promote the At-Large activities during the Summit. So we had a short call with those people, and I believe it was last week [inaudible]. Yes, it was last week. Just to give a little head's up about it.

What we intended to do was the schedule hasn't been finalized yet, so we don't have the direct timings for the event. It should be coming very soon now though, any day now, since the meeting starts at the end of the month. And then what we can do is then look to, like how we do for our ICANN face-to-face meetings, do a short little spreadsheet just to note the events, note the persons, note the relevant handles of people that can be speaking at the event and then try to see whenever one person is speaking, the other person can cover and take a picture for Ariel to review or retweet.

So that's the general gist, short summary. Ariel, have I missed anything else?

ARIEL LIANG: Thanks, Dev. I guess for today's call, we just want to ask our participants, who else from our group is going to the AIS? And I know some of our AFRALO members in the call, if you are going, please make sure to let me know and I will coordinate this group remotely.

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And my comment for this is we really do have a lot of events going on outside the ICANN meeting. And I know earlier, with the WSIS Forum, and now it's the AIS, and then there will be EuroDIG, and all these activities. And we want to make sure we can promote these activities effectively on social media. And I think we need to have some kind of a mechanism. And so because I won't be there to tweet, we'll largely rely on you guys to generate the content and let me know what to promote. And so I think we need to gradually figure out the way to do that. Now we're just kind of tackling it on the ad hoc basis. But in the future, we have a lot more of these kinds of activities, and we need to figure out the best way to do it. That's my comment.

DEV ANAND TEELUCKSINGH: Thanks, Ariel. So any comments or questions regarding this, regarding social media promotion for AIS and also future regional events, like EuroDIG and so forth?

I see Glenn is typing. But, Glenn, if you want to take the floor?

Ah, the question is, "Do we have any AFRALO members?" And indeed, the answer is, yes, we do have persons from AFRALO on the Social Media Working Group, yes. And I'll post a link to our page right now to show who those members are. I would say we actually do. I was just counting what's on the wiki. I think there's like 15 persons from AFRALO. So that answers your question, Glenn.

Any other comments or questions? So I think one thing we can do, Ariel, we probably should just reach out to all those members, most definitely on the Social Media Working Group, just to ask them, "There's this

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event happening. This date is on the website. Are you going to it? And if so, can you contact us and let us know? Because we want to promote At-Large activities there.”

So, Abdeldjalil, are you planning to go to the event or participate remotely? You can probably leave it in the chat if you don’t have the ability to speak.

Any other comments, questions? If not, we can... Well, we’re only coming to five minutes left, so I don’t think we have... Do you think we should do it? Should we try to do that ATLAS II recommendations?

ARIEL LIANG:

Because Olivier is here, maybe he will be upset if we don’t do it. I’m not sure.

DEV ANAND TEELUCKSINGH:

We probably may not be able to do it in five minutes. But just to summarize what the ATLAS II recommendations, maybe we could probably have this on another call and perhaps make this a focus of the next social media call to really go through the recommendations, because I think some are completed, actually. It’s just what’s our final reporting on these recommendations are from the social media perspective.

Which ones are outstanding? I think Ariel – well, all right, we could at least post a link to the ATLAS II recommendations.

Olivier, go ahead.

OLIVIER CREPIN-LEBLOND: Thanks so much, Dev. I realize we do have just five minutes, but in the agenda it says ten minutes. So maybe it would be worth just quickly scoping through them and perhaps marking the ones which you believe are complete now and which we can close off and put down the next stage, which is the report writing.

DEV ANAND TEELUCKSINGH: Okay. All right. I know, because we have interpreters on the call, so I don't want to take too much more of their time. All right, let's see. We can go through it quickly in six minutes now. So let's start it.

All right, so Ariel has shared her screen. Thanks, Ariel. So you can all see the recommendations.

So we have Recommendation 17, ICANN needs to be sensitive social media are blocked in certain countries and promote credible alternatives. So we have looked at ways in which social media can still be accessed from the TTF side of things. And also, we've also looked at certain tools, such as Slack and so forth. The thing is, what we haven't done, I think we have actually really done a real trial test of using tools such as Slack and so forth to actually – and got a working group going on the task to see if Slack can be used as an alternative. Because social media tools, such as Twitter and so forth, can be integrated with Slack, meaning that whenever a tweet goes out, it also can be posted on a Slack channel. It can be fairly automatic. So if there's a problem with accessing Twitter, accessing Facebook, if they can access Slack, they can receive all the social media content that's been generated. So it can

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work as an alternative. I think probably we need to look at all the different inputs there. But that, I think, is the latest update for now on Recommendation 17.

Recommendation 21, “Encourage public campaigns on using the Internet for education, information, creativity, and empowerment,” which is a very lofty goal. I do think we’ve noted several tools, especially on this call, that can be used to create public campaigns. The Adobe Stock, I think Glenn mentioned Canva. So I think we could put together the various tools to do this. I think the big challenge is that the recommendation is very broad, using the, “education, information, creativity, and empowerment.” This is exactly – how should I put it -- within the At-Large remit.

So I think, Glenn, I think it’s that – oh, it’s been discarded. I’m sorry, I didn’t see the screen there properly. My bad. So that’s fantastic. So we can then move on, lovely.

Now Recommendation 22, “Members of the general public should be able to participate in ICANN on an issue-by-issue basis.” This is in progress. We have the new At-Large website and information on the ICANN’s At-Large website. Attempts to be in a clear, non-technical language, so that is also happening.

Members of the general public being able to participate, I see, Olivier, your hand is raised. Go ahead.

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OLIVIER CREPIN-LEBLOND: Thank you, Dev. Does this working group feel that the ALAC website makes this recommendation satisfactory and complete? To cut a long story short, basically.

DEV ANAND TEELUCKSINGH: I would say it cuts the part about the information “should be in a clear, non-technical language” part. But I’m not sure about the general public being able “to participate in ICANN on an issue-by-issue basis.” I don’t think the website meets that aspect yet. I could be wrong.

Glenn?

GLENN MCKNIGHT: Quite quickly, as discussions with the civil society engagement [inaudible], a lot of the gist there is to create documentation or literature that’s to a tailored group, such as the academics, or schools, or not-for-profits. So I’m not sure if the literature – and I’m not just saying that it’s in simple English, but it really needs to be written for the needs of the end user, and it needs total [inaudible] of both, in terms of analysis. If I give literature to civil society, which I do, they look at it and they get a strange look on their face. It is not relevant to their industry, because no one has written material that’s relevant. So giving information just general about what ICANN does, without making it significant for them, is missing the communication boat.

DEV ANAND TEELUCKSINGH: Okay, thanks, Glenn. Any further comments or feedback? I see John agrees with you.

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Ariel, go ahead.

ARIEL LIANG: Sorry, I jumped the queue. So I think there's one thing maybe can be a part of the progress, is the document [inaudible] production pilot that will start very soon for the RALOs. And I think part of the pilot is to create those policies [premier] and to educate end users about ICANN issues and why they should care about these issues. So I guess that will help reach this goal and meet this recommendation requirement.

DEV ANAND TEELUCKSINGH: Okay, thanks, Ariel. I will confess. I wasn't aware of this program, but I guess this will be communicated in the next Outreach and Engagement call. But thanks for that, for the head's up on that.

Olivier?

OLIVIER CREPIN-LEBLOND: Thanks, Dev. I guess, due to time constraints, we can leave this one still on the shelf as still yet in progress. And I was just going to suggest to you that we can certainly, on Recommendation 23, keep that one on hold, because it's waiting for an external process, the Ombudsman. Recommendation 24 is marked as completed, so no further work on that. Recommendation 26 is, at the moment, in progress. And that, I guess, was the one I just wanted you to say a couple of words on, the Knowledge Management Process System.

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DEV ANAND TEELUCKSINGH: Well, I've noted it from the Technology Taskforce side of things. There are some tools that were interesting. One was something called eXo Platform, which tries to embody, actually, quite a lot of these different things, like knowledge management, communication, and so forth. And you can fit different work rooms and so forth. I'll post a link in the chat later on. So that's a tool that perhaps we could look at.

And one of the discussions I've had with the ICANN IT persons is to see if there's a methodology by which we can make requests to ICANN's IT to help set up this system, because it's open-source software and therefore needs a server and resources to be made available on the Internet. So that's in progress.

So any other quick – Olivier, you have a follow-up?

OLIVIER CREPIN-LEBLOND: Just again in the interest of time, I'd say, fine, leave it in progress. Moving to 29, we're looking at an automated system for tracking topics of interest. It says pending for At-Large website redesign. I would certainly say at this point in time, the website redesign does not satisfy this specific automated system for tracking topics. It has the searching facility. It doesn't have the tracking. So that's also pending, or in progress.

And 31, and I hope you don't mind that I try to plow through these quickly, "ICANN and the ALAC should investigate the use of simple tools and methods to facilitate participation in public comments, and the use of crowdsourcing." We have had a discussion on this with the RALO Chairs. It was pushed back on the use of the name of "crowdsourcing." I

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think that was a bit unusual to have this in there. But the Social Media and Technology Taskforce are continuing to investigate better tools.

Do you think that this should be in progress? Because this is an ongoing activity, you can just say it's actually being done right now. The investigation is taking place.

DEV ANAND TEELUCKSINGH: Let's have some reporting on it on those things, and then we can say it's being done. Right now, it's still being planned. I mean, there are several tools we need to look at, LiquidFeedback and another tool. We looked at one already, Loomio, and we said it was too simplistic.

I would say leave it as in progress. And when we've done the evaluation of LiquidFeedback, then we could really do, I think, better reporting on it. So let's leave it as in progress. That is my opinion.

ARIEL LIANG: Dev, may I just have a really quick comment?

DEV ANAND TEELUCKSINGH: Yep, go ahead. And I know it's six minutes past. So go ahead.

ARIEL LIANG: Number 29, it comes up tracking. Olivier, this actually is done in some degree. Example, all the At-Large topic pages on the website, they track news related to the topic in an automated manner. And if you look at, for example, [inaudible] we will have these names curated here. And

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also, the public comment that [inaudible] this topic, they are all automatically populated on this page based on the algorithm that we used. So I think it's satisfied partially, in terms of tracking topics.

DEV ANAND TEELUCKSINGH: Okay. Okay. Thanks, Ariel. Actually, that's a thought, actually. Well, I'm almost tempted to say completed, but it's good to note it. It's very good to note that progress made. Okay.

All right, so we did plow through the recommendations in ten minutes. I'm very impressed. I know it's six minutes past the hour, and I know the interpreters have been very patient. So any other final quick comments or questions or observations?

Going once. Going twice. Going thrice. Okay, I think thanks to everyone. Thanks to the interpreters for the extra time on this call. And it's been a very interesting session. I think John Laprise's presentation will impact how we handle our social media for future events. So thanks to everyone, and continue to meet online. This call is now adjourned. Take care, all.

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

**[END OF TRANSCRIPTION]**