EVIN ERDOĞDU:	Good morning, good afternoon and good evening everyone. Welcome to the At-Large Social Media Working Group Call on Thursday 20th April 2017, from 14h00-15h00 UTC. Today on the call we have with us Olivier Crepin-Leblond, Harold Arcos, John Laprise, Dev Anand Teelucksingh, Glenn McKnight and no apology.
	And on staff we have Ariel Liang and myself, Evin Erdoğdu. I'll also be call management. And we are expecting Heidi to turn up shortly, as well as Mario. With that, I'd like to remind everyone to please state your name before speaking for transcription purposes. And I'll turn it over to you now, Dev. Thanks very much.
DEV ANAND:	Thank you, Evin. This is Dev Anand Teelucksingh speaking everyone, and welcome everyone to the call. So on our agenda we have the—just to go through your agenda, we're gonna be looking at some of the performance metrics from the social media during ICANN 58. How to improve our Facebook content in between the ICANN face-to-face meetings, it will be about what happened at ARIN regarding the possibility for us to do a sort of recap of selected tweets, creation of stock graphics accompanying the social media posts and how to use staff's language capabilities to diversify our social media content and also to look at our social media working group co-chair. Okay? And of course any other business. So seeing nobody raising their hand to add anything to the agenda, let's proceed immediately now to the social media performance metrics of ICANN 58. Ariel?

ARIEL LIANG:

Thanks. This is Ariel speaking. I already have the slides up, and Adobe Connect and then you can take a look at the numbers provided here. So the first slide is mainly about our performance since the last analysis. We had our call on the 13th of December, during which I did a kind of overview myself just to give you an understanding from December to now, that's about 127 days passed. And then we tweeted 417 times and then got 400 something retweets. And also we gained about 468 new followers. So it's a pretty healthy growth for our Twitter handle.

And then [inaudible] just introduced a new function that you can see the impressions and engagements of your tweets. So impressions means how many people can potentially see your content, so they have some reason to calculate how many times your tweet appeared in peoples search results or feed. Our hashtag has potentially been seen by over one hundred thousand people for the past month, a set stream. And engagement means how many people interacted with your tweets. So including retweets, likes, quotes, shares and some other kind of engagement. So far how tweets have been interacted by about 2000 people. So that's kind of a healthy growth for our Twitter handle. And so far we have 441 followers and that's pretty good as well.

And then in the graph you can see we've got this peak growth of followers during ICANN 58, which was kind of expected. And then on the next slide is about the overall Twitter performance in ICANN 58 and I also compared with the previous two meetings. So in general, maybe the number of tweets we did is fewer and then the number of reaches we got is fewer too. Which is kind of correlated to the number of tweets we do. But, we've gained significantly more, new followers and if you look at the circle I put in the slide, we gain 102 new followers just

within that short one week of the meeting. And that is much more compared to ICANN 57, we gained 50. ICANN 56 we gained only 28.

So I don't know what happened, but it was pretty encouraging. And then I actually look at some of the details graphics and on the very last day we gained about 50 new followers. So I'm not sure what the reason, maybe it was some initiative that the community did in the ICANN booth or engaging with [inaudible] maybe the compound of these efforts and certainly we gained so many new followers on our Twitter handle. So if that's the reason, well I thank all of you for making that effort.

And then the other two things I want to highlight is [inaudible] they usually include length and the number of clicks we gained for this meeting was also quite a lot. It's 83 clicks compared to 21 at 57 and 55 in 56. So this means people are engaging more with our content and actually read what we post. So that's a good thing.

And then the next slide is the average tweet performance. So that's also a new function that [inaudible] provides for us to monitor. Just to give you understanding, for every single tweet on average we get 3 retweets and 2 clicks and also 4 likes. In terms of impressions, potentially how many people have seen our tweets, for every tweet on average is about 850 people potentially saw our tweet, and then on average 16 people interacted with our tweet. So that's a general understanding.

And then on the slide you can take a look at the average retweets, likes and clicks. One tweet at ICANN 57, 56 and 55. So that's a kind of the benchmark you can take a look at.

And then this last slide is about our top tweets since the last analysis and these are the top five. The one that's gained most traction is the announcement that León got elected as ICANN board director. We got a nice photo of him and also a link to the announcement. And then potentially more than 7200 people saw that tweet. And then there's other top performing tweets related to the At-Large review [inaudible] reports. And also there's good tweets related to the ARIN meeting, especially when [inaudible] was entertaining a discussion and there was a tweet about that and a photo about that. And then that was seen by more than 5100 people.

And then can I give you some insight, why these tweets are performing so well and then usually it's because you have a really good photo, have a nice link or have both. So that's some kind of explanation. But I guess the news itself is very attractive enough so that it grabs eyeballs and people want to read more. So content is king. So that's a brief overview of our Twitter performance and I will open the floor for questions and comments. Thank you.

DEV ANAND: Thanks, Ariel. This is Dev. Any thoughts or comments?

JOHN LAPRISE:	Dev. John Laprise for the record. Can you go back a slide—sorry, Ariel. Can you go back a slide or two? One more. Yeah, that one. There we go! So I think this is a positive improvement for ICANN over ICANN sake. But we're still well below where we should be. Considering the frame of people that we -- the interests we represent in some way, our follower count is just way below where it needs to be.
	And while this is positive movement in the right direction, we've got to do something more to grow our follower base. And as a point of reference, I'm gonna—here we go. I posted it on the chat. And this is not to toot my own horn, but this is as a point of reference. These are my April Twitter stats relative to ICANN. And I'm just an independent consultant who's currently looking for a job. So we as ICANN need to do better. Thank you.
DEV ANAND:	Okay. Thanks. Glenn?
GLENN MCKNIGHT:	Yeah, thanks. Glenn for the record. John, this question is to you. So you're saying ICANN should do better. Is there any suggestions you can make in order to enable it to—just in contrast to your own, what are the methodologies you recommend doing?
JOHN LAPRISE:	Thank you Glenn, yes. So one thing is to have an editorial calendar for Twitter and having sort of a stock of posting for your posting, you know? We should be posting on the account at least once a day for

Twitter and if there's a hot topic, maybe more. And the content you post comes in two flavors. One is the evergreen category, which is something like [inaudible] economic forum report, or ITU reports or something that's urgent like internet blackouts somewhere. So one is time sensitive and one is not time sensitive.

The non-time sensitive ones we can put into the hopper, as Ariel's using some of these social media aggregation tools. That's when you can queue up those queued posts over time. The urgent ones we just have to like—whoever's managing the account, needs to see it, become aware of it and then repost. Ariel's right in that links and photos are really important. That's key. Also engaging with people at large and tweeting directly to people who -- you know, in Twitter followers are king. That's the biggest metric of everything. If you have a lot of followers, you have more pull, pure and simple. And so engaging with people with a lot of followers who may retweet your content it's likely to raise your profile significantly.

DEV ANAND: Okay. Thanks, John. This is Dev. Ariel.

ARIEL LIANG: Thanks so much John for those suggestions, I'm sure I echo your points. And we do have that analysis about static and timely content, and when we initially developed this strategy, we were kind of following that guidance. So I look at your metrics and one month you tweeted 358 times. That's really, really [inaudible] in your Twitter effort. And I think

from staff [inaudible] we weren't matching that performance metric and we definitely didn't do as much as you did.

But there's one point I want to quickly mention is now we do have three staff members that can potentially do social media, so that's something we can improve on. And I don't think we can guarantee we can tweet as frequently as we wanted, but we can try to increase that frequency. And of course people interaction and impression of the tweets kind of go hand in hand with the frequency we do that. So that's understandable.

JOHN LAPRISE: John Laprise again for the record. Oh, go ahead, Ariel.

ARIEL LIANG: So I'm seeing there's two other hands raised, so I wonder, Dev, how you want to navigate that conversation.

DEV ANAND: Okay, alright.

JOHN LAPRISE: Dev, if I can follow up. Okay, thank you. John Laprise for the record again. Ariel, so I take comment {AUDIO BREAK}—I take that well. But what I would say is that the work that goes into producing those tweets is actually fairly minimal. I mean, for my work process, that's 15 minutes to a half an hour tops to basically go and use a focused search

on Reddit for internet related topics and select timely articles that are trending on Reddit. And then going to those articles and then sharing that content. So finding the content actually isn't so hard, it's just knowing where to look. And it doesn't take that much time either. So I would recommend putting a little work in on the [inaudible] to identify sources of content, Reddit being a really good one for hot topics, and then going forward with that.

DEV ANAND: Okay, so I see there's a queue here. I have some comments as well. So Harold, Glenn and then myself. Harold, go ahead.

HAROLD ARCOS: Okay, thank you, Dev. Can you hear me?

DEV ANAND: Yes, I can hear you. Go ahead.

HAROLD ARCOS: Okay, in the same slide about Copenhagen, I see the number [inaudible] in relation to ICANN 57. For us, that is not important. If we have four more followers, shall we aim for Reddit retweets, or what should I tell my volunteers to look for more? Followers or retweets? What do you think about it?

DEV ANAND: I would say both. But Ariel, you want to respond?

ARIEL LIANG: Thanks, Harold, for that question. So these are my conversations with the com team, they look more into engagement, like how people interact with the tweets rather than just to gain more followers. Because sometimes you gain some fake followers with people advertising, they follow you and so that's more like a vanity kind of metric. I'm quoting from the [inaudible]. They can't see that. So then once you see you more [inaudible] retweets and a quick like and other kinds of engagement. But of course having a steady growth of followers is a good indicator that we have a healthy Twitter account. So we should look at both. I guess my point of view is more engagement is probably more important. So, yeah.

HAROLD ARCOS: Okay. Thank you, Ariel. I agree with John Laprise. The followers are more important. Thank you.

DEV ANAND: Okay, alright. This is Dev. I would say you have to look at both personally. I think you can't neglect one for the other. But I get both point, perspectives. Glenn?

GLENN MCKNIGHT: Sure. Unfortunately, I wasn't able to pick my stats up. But one of the things that we did that compliments social media—in Copenhagen we did a much more extensive for the growth of TTF. We did a one pager tips sheet, but we used time and giving a few minutes. I'm just on the

site cause I provided the link. So I can give you some stats on the downloads on the application. I'm not sure all of you have seen that publication, but it was a much more extensive example of tourism to Copenhagen. We can make it more integrated to social media. But give me a few minutes, I'm just onto the site to get some stats for you. Just give me a sec.

DEV ANAND: Alright, so by all means. This is Dev. While that is happening. And I guess my question is—I'll pose the question to Ariel in terms of social media performance. I mean, was there any encouragement during the—for those who were there at ICANN 58, was there any encourage to use or promote the social media content? Like was there a slide like before each session that had the Twitter handle and [inaudible] handle and so forth? Those types of things, or not really?

ARIEL LIANG: I think [inaudible] behind doing that, so we can do better for the next meeting. And this one is [inaudible] kind of situation we have, the new staff member coming and getting adjusted and learn how to do RP. So I guess these are details we need to [inaudible] for the next meeting [inaudible] responsibility transition. So yeah.

DEV ANAND: Alright, this is Dev. Just a suggestion, I think [inaudible] what we should really do is try to make it easier for these handles to be on the slides or whatever. Not only in the presentation slides, but like in the Adobe

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Connect rooms themselves for example. So like there should be something where, a [inaudible] weblinks or whatever. Something to mention the Twitter handles and so forth. So just again, just make it and have it integrated at the onset so that it's there all the time. Rather than try to remember to do it at the beginning, because I understand the flow of the meeting is that, you know, you're rushing to do one thing to the next and so forth. So that's probably something we need to note to try and do in time for ICANN 59. Glenn?

GLENN MCKNIGHT: Sorry, I'm running the analytics on that magazine right now. But I'd like to go back to the slide. If you could go back to the slide before we backed up. It's the listwhere Leon was the first items, and I want to talk about the second item. So this second item was associated with our GEA and we did our GEA in New Orleans. And we didn't have a formal process of saying, "Hey you, you like to tweet, you do tweeting." But we did a number of things, picture sharing for one, and we had an outreach table. All of this was—And Aaron had a particular hashtag. So I'd like to turn to John if I can, because he was more active. I was tied up with trying to coordinated an entire event. So I wasn't tweeting like I would normally. So John, can you talk about the tweeting that was done at the ARIN event?

JOHN LAPRISE: Yeah. Sorr,y John Laprise for the record. So we had a handful of regular tweeters at ARIN. The big thing for me when I'm—and this is sort of a specialty version of tweeting. So this is live tweeting events. And really

that just requires the tweeter to think on the fly because you're not really able to often post links. You may retweet things people share or comment and retweet or like, but when you're tweeting yourself, you are, or at least I am, I'm usually trying to comment on something that's being said at the event, and hoping for some feedback with other people who were at the event who were also on Twitter.

So live tweeting is sort of a specialty version of things. When you see something that comes out like when ICANN At-Large tweets out, "Oh this is the next person on the agenda" kind of thing, that's something I'll tend to like or retweet for my broader audience. But in general, most of my tweets at ARIN were to the point of the conversation going on in the room. I'm trying to think, there's one other thing that I was going to say that I can't remember. My apologies. I'm done.

DEV ANAND: Alright. Thanks, John. I do think we need to move on. I think perhaps something for Ariel, not to answer for now, but is it possible to track the mentions by all of our At-Large persons in terms of how they mentioned or interacted with ICANN or ICANN At-Large? Again, something to just [inaudible] to see whether we can do some analytics on that. Go ahead, Ariel.

ARIEL LIANG: And very quickly, for the At-Large handle, we do have that metrics, I think we could track that. But for the ICANN [inaudible], that I'm not sure. Maybe the ICANN handle they monitor. I'm pretty sure they monitor it, but we don't have that exposure or visibility.

DEV ANAND: Okay. Alright, we don't need to delve into it now. But this is something just looking at all of this analysis, it's something that just popped into my head. Okay, just not that as an action item then. Okay? Alright. Let's move onto the next slide—to the next agenda, sorry. And that is how to improve Facebook content in between the ICANN meetings. Now, typically on our social media strategy we tend to emphasize Twitter a lot and the Facebook we tend to update less frequently. Perhaps Ariel could probably summarize how much Facebook is used, but we do tweet at least several tweets per week. The Facebook page isn't as updated, I would say once every week, Ariel? Or once every two weeks? Is that an accurate statement?

ARIEL LIANG: This is Ariel. So I'm just gonna put the Facebook link in the chat and then you can take a look at it, too. In fact it is lagging a little bit after Twitter.   So that's why we have the conversation, how to make Facebook great again.   And so I think the frequency right now is probably in between meetings. It's one post per week or one post every other week. And then towards the beginning of a meeting, when it's getting close, we post more frequently because there's abundance of resources we can share with the community, such as the premeeting reports, the [inaudible] briefings and the webinars, and also our agenda page. So these can become content that we usually posted out.

And then frequently, when we get photos or some kind of resources from [inaudible] or events, we try to promote that. But that's not as

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frequently as we want to. But so far for the performance, these posts are pretty healthy. We get usually more than 1500 people that have seen the posts and we get likes and interactions, and some other posts have more than 2000 reach. But as John said, we could be better because we do have a big, broader audience and that's why we have more staff members that can potentially commit to help make our Facebook better and then post more frequently. And yeah. That's a quick overview.

DEV ANAND: Thanks, Ariel. This is Dev. So, okay. Any thoughts or comments? I'm just looking at the chart here. I do have one thought then. Let me ask this question. So with the tools that's often used for Twitter [inaudible] literally cross posts at the same time, in terms of our scheduling and what not, post to both Twitter and Facebook at the same time. So [inaudible] if it wants to wrap up to the same quantity, setting aside the quality part of it. In terms of quantity, we could ramp up to keep on par with what's posted on Twitter, no?

ARIEL LIANG: [Inaudible] definitely we can do that simultaneously. The only challenge is to post something without a good quality photo {AUDIO BREAKS} you know, if you have a photo, you attract peoples' attention. And if you just have a simple text, then usually people dismiss it. And if you want [inaudible] to see, you've got to accompany your content with a nice photo. So that's why we post a little bit infrequently, because we don't usually get nice photos all the time with the content that comes out.

	And to wait until we have a good photo, I know we have a relevant content to go with that photo to post. So that's one of the challenges.
DEV ANAND:	This is Dev. I mean, obviously, it could happen, but maybe it's not the best thing. John, go ahead.
JOHN LAPRISE:	Yeah. John Laprise for the record. So I take your point, but I use Buffer and I have installed the Buffer button into my browser. And when you use that, it's incredibly simple to post content across platforms. And what's more, the problem you're talking about with the picture on Facebook is eliminated. The only thing you have to do is, for Facebook it asks you to make your own comments because of the way Facebook wraps content, but that's a small matter. So I would say the easy way to get around that problem is simply to install the Buffer extension into whatever browsers you're using. That makes things so much easie, 'cause then there's a one click share a page across whatever platforms you want. And it also allows you to schedule content, throw it into the queue or post immediately. Thank you.
DEV ANAND:	Okay. Thanks, John. Let's see, any other comments? So, I guess my— Glenn?

GLENN MCKNIGHT: Yeah, I keep hearing about a staff person. Who is this staff member person? Because I don't see in our chart. Ariel, who are you talking about that will be our touch point person with staff on this?

ARIEL LIANG: I'm sorry for teasing you for so long [inaudible]. So we have Evin and Mario right now that help with social media, especially they can help with posting content in different languages. So that's now a point we're gonna talk about towards the end of this call. So for now we have three people, Evin and Mario and I.

GLENN MCKNIGHT: Okay, thank you. I know you're avoiding it, Ariel, so I was waiting for an opportunity. Thank you.

DEV ANAND: Okay, thanks Glenn. This is Dev. Okay. So I think we have ideas in terms of how we can use Buffer to post and to schedule separate posts to the Facebook page. I get what you're saying in terms of it's probably not desirable to actually be on the same level of Twitter. But perhaps seek a more—how should I put it? A summary type of thing. So that's one of the things we will talk—an idea that we have mentioned in the past was we should try to solicit other working groups or other RALOs for example to provide related content.

So if we wanted the access via technology taskforce, they have something they can share, probably something from a presentation or something that could be shared, as one example. The RALOs as well.

What is happening in each of the RALOs, like for North America for example. The just had the GEA recently last month or this month maybe. So perhaps that's another way of getting some good content, summary content. Not necessarily the same type of content you would find on Twitter. Thoughts on that? And how we could probably get more content from working groups and RALOs? [AUDIO BREAK] John?

JOHN LAPRISE: Thank you. John Laprise for the record. That's great in theory, but it depends on the social media practices of other working groups. For those groups that deal a lot with social media, I think that's gonna be an easy ask 'cause they'll just simply tweet to us. But for those groups that are less social media active, I don't think it's gonna work very well. So I think if there's something for an action item for Ariel, is to perhaps look across ICANN and try to get a sense of what groups are active on social media and using it actively. And those are the groups to target. Thank you.

DEV ANAND: Thanks, John. Just a quick follow up though. I mean, when you say groups, do you mean the work groups in At-Large and the RALOs themselves, or you're talking about Global ICANN?

JOHN LAPRISE: John Laprise again for the record. I would say global. The whole idea of Twitter is [inaudible] jeopardy. You're relying on large numbers to try to get as many eyes on your comments as possible and you're grabbing

whatever content is relevant and hoping other people will also think it's relevant. So I think it's—well, we would prefer to focus more tightly on At-Large, I think beggars can't be choosers, and we have to go wherever people are active on social media and use those—what's at hand.

DEV ANAND: Okay. Alright. Alright John, thanks for that. Glenn or Ariel, you want to respond immediately to John?

GLENN MCKNIGHT: No, I'll wait.

DEV ANAND: Okay. Ariel?

ARIEL LIANG: Thanks, Dev. So first, one of our [inaudible] has seen tracking various communication efforts and social media is one of the platforms that we track and compare across ICANN SO/ACs. And in fact the [inaudible] handle is the most active among all and we cannot perform much better than all the other handles can except for the official ICANN one in almost every category. So I can take that metrics out and maybe probably just share that particular slide about it later. So we're having quite active and the thing is we probably want to do better because At-Large is representing, we're acting on the interest of end-users worldwide, so we probably should to more to reach more people.

So I think back to the conversation have improve Facebook. And then one thing is, maybe we should establish some kind of routine that we now have three staff members and that means three of us can can divide and conquer and reach out to RALOs, for example, periodically and asking their leaders what is the content that you want to promote and then maybe doing a social media call we will have a standing agenda item. That's for members to kind of provide some brainstorming and let us know where the content will be good to promote for this month or the coming month for example. So it's more like we need to take more initiative to reach out to content and also we want the community to help provide that, too. Thank you.

DEV ANAND: Thanks, Ariel. Okay, Glenn go ahead and then I'll respond to Ariel.

GLENN MCKNIGHT: Yeah, I think it's another issue and I just wanna table it as is, I don't see any other business in the—Sorry, I'll wait until number 8.

DEV ANAND: Oh, okay. Alright. Let's hope we can get through that in our business by the top of the hour. Okay, Ariel. So this is Dev. So responding to Ariel. Yes, I think perhaps what we can do, just throw it out to the group here. If you want to establish—okay, let's identify the various groups. We have working groups and RALOs we want to reach and assign a social media person to reach out to the chairs of the working group and/or RALO chair. So just ask them for some sort of content that could be

shared on Facebook via the summary that of what is happening or if there's any recent presentations that they've done, and tell the working groups that perhaps could be shared.

It doesn't have to be the entire document, but it could be just a snippet of one of the things that are happening in a working group. You think that would be okay to do? Does anyone have any objections to doing that? So the idea will be that we'll create a listing of the various groups and RALOs and assign a person from the social media working group to reach out to those groups to get content. Any thoughts or objections to that?

Going once, going twice—Okay. Seeing no objections, then let's make that an action item then. Okay, so we'll just set up a WIKI page or a table or something, Ariel, and we can just follow up with social media working group members and they in turn will then follow up with the RALO and working group chairs. Okay? Alright.

Okay, I think we can move ahead onto the next agenda item which is the ICANN meeting daily recap with selected tweets. And I think this agenda item came about looking at what ARIN did during the ARIN meeting. Ariel, do you have the link to show in the Adobe Connect room? Ahh, so it's then posted. Perfect. So if you look at the ARIN link, if you scroll there's a summary of a daily recap of what happened during the meeting and then there's like a tweet up section, which highlights some of the favorites or selected tweets that caught ARIN's attention. So the question is, you know, is there something we can learn from this and something we can do for ICANN At-Large? Glenn?

GLENN MCKNIGHT: Yes. Hi. I just want to point out there is two full time staff persons responsible for this. Her name is Erin, actually, not with an A but an E, and also Jennifer [inaudible]. They also had a competition for a prize for the tweets, so yeah.   This is very well done.   I've always been a promoter of this. I'm not sure how we can do this, but if we can work together, we can emulate this and I think it's a great thing to do. Since this is actually on the topic, I was gonna talk A or B. The other idea to extend on that is an idea that I've brought up many times, is the curator training that Diplo has done.

Many, many people within our community are Diplo curators. They're not as big on photos or Twitter, but they're excellent curators in terms of its synopsis or summary.   Many, many of them are in the fellowship program. And again, not this group, but outreach and engagement has always been sensitive to who gets the fellowship. Many of those people are curators as well. So if we're going to do this idea, my suggestion is we look beyond this small little tiny group to people that are natural great documentarians and work with staff and this committee, and expand the group to do exactly what we're seeing there. Thank you.

DEV ANAND: Okay. Thanks, Glenn. This is Dev. Any thoughts or comments or observations? Let me ask a question, Glenn. You mentioned that there was a prize at the ARIN meeting. Was that like a public announcement? Or in other words, how was this promoted? Was it promoted during meetings in a sense that, "Hey, please tweet about it and there's a

prize." Were people aware there was a contest? How were people made aware?

GLENN MCKNIGHT: Okay. I'm gonna pass it over to John, because I was not involved with the Twitter competition. I would think John probably won it, but John do you recall the competition?

JOHN LAPRISE: Actually, I don't and I don't even remember being a part of it.

GLENN MCKNIGHT: Okay. You know what--

JOHN LAPRISE: To be honest, it's something I wouldn't normally do.

GLENN MCKNIGHT: It's usually just a backup driver or something small, it's nothing very much. But I know in every ARIN they do it. But they're not the only ones that do it. I've seen it in other events as well.

DEV ANAND: Okay. Okay, so I guess I'll just quickly ask, staff, do you think it's really possible to do this type of analytics to have like a daily recap? Like especially during the face to face meetings. Like on day one, day two,

day three and so forth. Perhaps also like a daily recap with selected tweets and then do a post like what ARIN has done. Ariel?

ARIEL LIANG: Thanks, Dev. So [inaudible] figure out is what are the tools that ARIN has been using for aggregating words, figuring out what tweets to feature and that's something we need to find out. And as Glenn mentioned, they have two staff assigned full time to do that during meetings and I don't know whether we have that luxury within the team. And Heidi is in the call, so maybe she can shed some light and see what we can do or cannot do.

But I think the first step is to find out what kind of tool they use and to create this kind of recap, and obviously that resides on our webpage. I don't know what kind of form we want to do to use for that kind of content. So that's something we need to figure out first. And then of course, [inaudible] something we kind of need to discuss internally to understand.

DEV ANAND: Well, let me ask, and perhaps are we forward for this. Well, Glenn identified two—it was like apparently two [inaudible] and had mentioned their names. Perhaps the thing for us is to reach out to those Diplos and ask if either of them or both of them will be willing to come in on future social media calls to talk about how they do social media at the ARIN meetings. Will that be useful? And then you can ask the questions of how do they pick those tweets that went in today's write up and so forth. Just a thought.

GLENN MCKNIGHT: Yeah, I can do that. It's Glenn for the record. Sure, I can get a hold of Jennifer. Also what I gave them is my pictures throughout each of the days. But I always thought some kind of summary, synopsis of what's going on and I think it's important back to our membership to let them know what we're doing and I don't think we're transparent enough. I think we get funding travel to go to these things and if you notice that virtually nobody does reports anymore. So it used to be the case where people used to do that and that's all gone now.   Virtually I think, Dev, you and I were the only two that actually reported on the last event. So I think more and more this kind of model, this look and feel could be neat. I'd like to integrate it into our EURALO monthly newsletter as well. So I'll give both those people a shout.

DEV ANAND: Okay, that would be good. John?

JOHN LAPRISE: Yeah. John Laprise for the record. I just want to point out that I know or I remember from the ARIN meeting that their social media person is brand new. So they might be just as interested to listen to us as we are to them.

DEV ANAND: Great. Okay. Great. I think that's hopefully been captured as an action item. Yes, I see it's been captured. Okay. So let's see if we can get a person from ARIN on a future call and then we can ask some of these

questions and perhaps we can then figure out a way we can probably do it with our resources and constraints.

Okay. Next agenda item is the creation of stock graphics accompanying social media posts. And this is something I've been kind of suggesting and it's the fact that, you know, well one, as many of you have mentioned before posts that have picked photos often get more recognition or more attention or more engagement than those that don't have any pictures. And while at the face-to-face meetings there's an opportunity for pictures and so forth of people in session and so forth, the vast majority of the At-Large work that happens in between the face-to-face meetings, I am thinking that we do need to have some sort of visual material to accompany the announcements, whether it's ALAC statements -- you know, that needs to be reviewed four days before it gets voted on.

Last call for comments, so working group happening at this time, those types of events, stop templates so to speak so that we can then customize and develop these things. So I've been investigating. There's a lot of tools that allow you to do this, to interpose words across images and so forth, like Adobe's [inaudible] and so forth. But I was just wondering if there's a better approach to have this app, to create it? I'm thinking yes, we could try to create it, but we are constrained time wise to do it.

But I just want to bring this to the group's attention as to see how we can solve this. Any thoughts or suggestions? Let me just ask staff then, let me ask Ariel. is it possible that we could probably talk to the ICANN comms team? Because I noticed that they themselves are starting to

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use quite a lot of imagery in their postings. Is it possible that we could leverage to be able to use that same content or ask them to customize? Go ahead.

ARIEL LIANG: Thanks Dev, this is Ariel. Yes, we can definitely ask comms to do that work. It also sometimes dependent on whether they can create all these images and how fast they can do that, and that's something kind of depending on how many people they have and what other current projects they have. We can use that ICANN process to request this kind of creative content to be produced.

And I think to ask them from the community would be maybe to think about what types of images that you want to have and that we have a list that we can provide to comms in the beginning and then they can just produce that and cross it off the list. And also what particular vision you may have for certain kind of images and whether you want to incorporate like real photos from the community which is like infographics. So I guess to ask to get some ideas from our group and now we can give that request to comms, so yeah.

DEV ANAND: Okay. Alright. So let's make sure the call goes out. Maybe you can just do a WIKI page and ask people for their comments and suggestions, to add either by email and then we can incorporate onto our WIKI page, the kind of infographics that we would need or graphics, templates— whatever you want to call it, stock photos that we are looking for. Just to say that in terms it's really for all of this At-Large activities that we

want to share with the community what we are doing. Whether it's the working groups, the conference calls and the ALAC, the capacity webinars. You know, there's a lot of activities that happen.

But as Glenn points out, sometimes people just simply aren't aware of what it is. Okay. So we could probably setup a WIKI page and then get the feedback as to what you're looking for and then we can forward that to the comms department. Any other quick thoughts or comments on this?

Okay. Seeing no other comments or hands raised, let's move onto the next item, which is how to use the staff language capabilities to diversify social media content. Well, as Glenn knows, and Ariel have pointed out that we do have now two other persons that are now going to be assisting with social media content, that's Evin and Mario. So perhaps Ariel could just take the floor in terms of what are the language capabilities that we're talking about here?

ARIEL LIANG: Thanks, Dev. Sorry for monopolizing this conversation, I'm hoping Evin and Mario can also chime in at some point, too. So basically we have three staff members right now and as of [inaudible] we started experimenting and using other languages to tweet and then [inaudible] suggestion. So Evin was tweeting some content in Turkish and Mario is tweeting content in Spanish, and even while I'm Chinese, but I haven't done that much in Chinese yet, because Chinese people are not on Twitter. So I haven't done that.

But now we're exploring potentially how to expand our capabilities with these languages and try to figure out a way to diversify our content to reach more people. And the idea we have right now, we just had a quick staff internal discussion, we still want to achieve everything on one Twitter channel. But then from time to time we will post in different languages, specifically targeting people that speak those languages in those regions.

And then if you look at our Twitter feed right now, you probably will notice there's a tweet about the ICANN activity in the Istanbul office and that law students from Turkish University, they came to the office to learn about At-Large, to learn about ICANN. And then Evin created that and then took a photo and then tweeted it in Turkish, too. So I think these are some potential content we see happening in the region, we're targeting people from that region who use these languages.

And what we can expect potentially, the Spanish content will be quite a lot too because we have LACRALO and we're using Spanish. And then for next year, potentially three meetings are gonna be in Spanish speaking countries. So we need to tweet more in other languages. And then in some, we're going to put everything in one handle. We're not gonna create separate language channels, because there's several drawbacks to that. I'm not going to elaborate on that, but we'll tweet from time to time in other languages. But now we're also open to suggestion from the community, what you think will be great to use our language capabilities to diversify the content. And I saw Mario just raised his hand.

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MARIO ALEMAN:	Yes, thank you, Ariel. This is Mario for the records. I just would like to know what the community thinks about Twitter in other languages in terms of we're duplicating the work that we're doing and how to do it properly. Because actually, we can actually tweet every time that we do in different languages, but we can just tweet when it's quite relevant in one different region. But the question is actually -- it's when. When to do it? And ultimately, when it's appropriate?
DEV ANAND:	Yes, indeed. Thi sis Dev. I think also Evin has had a hand raised. Evin?
EVIN ERDOGDU:	Yes, hi. I think everyone has actually met me in person except for Dev. But, we've chatted before and John. So I just wanted to kind of briefly introduce myself. I'm based in the Istanbul ICANN office and of course will be tweeting in Turkish. And I wanted to note that Turkey currently does not have any structures or individual members. So I'm particularly interested in getting any content suggestions from the APRALO community.
DEV ANAND:	Okay. Well, certainly I think indeed it's a good opportunity to improve our language capabilities, how best to do it as Mario put it. John, your thoughts?

JOHN LAPRISE: John Laprise for the record. Thank you Evin and Mario, and [inaudible]. I guess what I would say is in terms of when the tweets in another language—So first of all I will say, I don't know what Twitter norms are in languages other than English. So take everything I'm saying with a grain of salt. But after that what I would say is that just, you know, you're your own editor on Twitter. So when you think something is important to say in another language, you should go ahead and do that. We're relying on your editorial discretion.

So if you think it's worthy of tweeting in English and if you think it's worthy of tweeting in the other languages you speak, by all means, go ahead and tweet in those languages. And for instance, there may content that's more appropriate in—that's maybe Turkey related that is relevant to tweet in Turkish, but might not have the same residence in English.   Go ahead and make the choice to tweet only in the one language. But again, this is your editorial discretion about what you think is important and I would rely on that. Thank you.

MARIO ALEMAN: Thank you, John. This is Mario again. And also about the right channel, do you think it's important to open another Twitter channel in a different language to tweet in a different language?

JOHN LAPRISE: I guess I'll respond. So John Laprise for the record again. I don't think so, it depends. So if the official channel gets the reputation of tweeting mostly in English but occasionally with tweets in other languages, that's not gonna be a problem. If we are basically repeating everything in

multiple languages, then it may be time for another language hashtag or another language handle.

But at least initially I think—if nothing else, you can make the big announcement that we're adding multiple languages, so don't be surprised if you see tweets in four languages coming across this handle or on this hashtag. At least initially, I don't think so. If we get to the point where we are putting down a lot of content in other languages, then yes.

MARIO ALEMAN: Yes. Thank you, that makes sense actually. It depends on the traffic that you have.

DEV ANAND: Yeah, this is Dev. And I guess a question could go out to Mario and Evin on this, is that I believe Twitter does have the facility at least to translate tweets. So for example, when I see different languages, there's an option for me to translate to English. I assume there's something there for persons where English is not their native language to be able to translate a tweet into Spanish or Turkish and so forth. Is that facility available in Twitter in that regard?

EVIN ERDOGDU: Hi Dev, this is Evin. I'm actually not sure if Twitter has that feature for Turkish. But I know there's for instance a Google translate feature. I would say that Turkish is a much more difficult language to translate perfectly compared to Spanish or French on those interfaces. So that's

why I've been drafting them completely from scratch, I guess you could say, on my own. But if that is a possibility, that certainly would be handy, so I'll look into it.

DEV ANAND: Okay. I mean, like I said, for example when I saw your tweet for example, there was an option to translate this tweet, that's when I'm logged onto the Twitter website. So I was just wondering if that's available for translating English tweets into Spanish or Turkish and so forth. That was really my question and again, I guess, you can investigate that.

Okay. Any other thoughts or comments on this? We are slightly crossing over the hour for this call. Any other feedback, opinions, or ideas? I guess one of my concerns regarding the language skills and so on, it's great that we're expanding, but of course the question is what about French? What about this other language? How do we then incorporate content in those other languages, would be probably my question? I guess it's something to look for I think if we want to add more persons to the social media group, if there's a person that can be called in, especially when it comes to say French and going to a francophone territory where an ICANN meeting is being held. But I guess initially it's time to try to find that person, since I don't think there's any ICANN meetings in any French countries coming up at this point. Alright. Any other thoughts or comments? Any other business? So Glenn, I know you had something to bring for that. So go ahead.

GLENN MCKNIGHT: Yeah, just a quick follow up. Jennifer responded and Erin sure is also happy to be on the call. So we just need to schedule the time when she can have a purpose conference call and maybe by then I'll have my Google Analytics on the magazine as well. So perhaps apart from our normal call, we can have a purpose call. I'd be happy to join. So that is the situation. So I just posted in the chat.

DEV ANAND: Great. Thanks for that. And so we just need to reach out to those persons and perhaps setup a doodle and so forth to organize that session. Actually, I missed one of the agenda items and that is the social media coach working group co-chair.   Right now, currently, I'm the chair and Leon Sanchez is the co-chair. But Leon is going to be moving onto the ICANN board, so obviously he can't be a co-chair any longer. And I think definitely, especially for me being involved in other working groups, I do need a co-chair for this working group to help coordinate the agenda and keep track of all the meetings that need to happen for the social media working group. So I think I saw—so I guess let me do it properly first. Is anybody wishing to -- have an interest in becoming a co-chair for this working group? John, go ahead.

JOHN LAPRISE: Thank you. John Laprise for the record. Yeah, I'm interested in being co-chair. This is apparent. I'm pretty passionate about this and that's a key ingredient for being a successful co-chair. So yeah, I'm interested in taking on co-chairing duties. Thank you.

DEV ANAND:	Okay. Great. Thank you very much, John. I realize I see another hand raised. Is that an old hand?
ARIEL LIANG:	This is Ariel. I'm just being wishful. I'm hoping John can just help us like aggregate all this evergreen content as one of the co-chair responsibilities. I mean, I was joking, but—
DEV ANAND:	Okay. Well, I don't think there's anyone objecting to it. So I think by acclimation, we can just welcome you John. Thanks for accepting the role of our co-chair and I look forward to really working with you on the social media content. So you can probably make an announcement of that on the social media working group list.
	Okay. Alright. I think we're about eight minutes past the hour. Okay, I think Glenn is also saying yes. Any quick final comments or questions, other [inaudible]? Going once, going twice. Okay. Alright. I'd like to thank everyone for attending this call, it was very informative. And thanks again to the staff for welcoming the newest staff, Evin and Mario to this staff team, and this call is now adjourned. Have a wonderful morning, afternoon or evening. Take care all. And once again, thanks to John for accepting the co-chair.
JOHN LAPRISE:	Thank you, Dev

EVIN ERDOĞDU: Thank you. This 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]