DEV ANAND TEELUCKSINGH: Thank you. Yes, Evin, let's begin. Please start the recording and do the roll call.

EVIN ERDOGDU: Okay. Hello, everyone. Good morning, good afternoon, and good evening and welcome to the At-Large Social Media Working Group call on Thursday, 11 May, from 14:00-15:00 UTC.

Today on the call we have with us Dev Anand Teelucksingh, Glenn McKnight, Baudouin Schombe, John Laprise, Erin Scherer, and Jennifer Bly. With apologies, we have Olivier Crépin-Leblond.

Staff, we have Ariel Liang, Mario Aleman, and myself, Evin Erdoğdu. I'll also be doing call management.

Just a reminder to please state your name for the record and also for transcription purposes. With that, I'll turn it over to you, Dev. Thanks very much.

DEV ANAND TEELUCKSINGH: Thank you very much, Evin. Good morning, good afternoon, and good evening, everyone. On our At-Large Social Media Working Group call we have two guest speakers from ARIN (the American Registry for Internet Numbers), Jennifer Bly and Erin Scherer – I hope I pronounced their names correctly – and how ARIN uses social media. So, Jennifer and Erin, thanks very much for your time to come on this call and to share

your experiences on how ARIN uses social media. Would either of you want to make a brief introduction?

JENNIFER BLY: Hi. We'd be happy to discuss whatever you'd like us to. We'd be happy to have you ask us questions. We'll just give you a quick background of what we do, and then feel free to let us know what you'd like to know more about.

ARIN uses social media on several different channels that we essentially run. We use Twitter, Facebook, LinkedIn page and then we also have a LinkedIn group, and then Google+ as well. We also do YouTube for some live meeting streams and other things like that, but the first four that I mentioned are our main focus. Especially we see our community active on Twitter and Facebook, so that's where we focus most of our time.

Is there anything that you want to know more about in particular?

DEV ANAND TEELUCKSINGH: Okay. This is a question from Glenn McKnight: "What staff do you have in terms of do you do [by] tracking of [the study] how many followers, likes, and so forth?"

ERIN SCHERER: Yes. I actually recently joined ARIN as the social media and outreach coordinator, so I'm just about a month and a half into my role. Jennifer actually used to manage all of our social media channels before she was promoted to a new role.

Just from my perspective, I've actually been the one managing the social media channels for the past couple weeks that I've started, and we do track statistics. I'm actually doing monthly stats sheets for the four channels that Jennifer had mentioned: Twitter, Facebook, LinkedIn page and Google+.

I track things like how many followers we've gained, the most popular posts. We'll put a compilation of five to ten of our most popular tweets, the Facebook posts that had the widest reach, and so on just to see on an ongoing basis what's working, what's most popular with our audience. We do quarterly reports and then annual reports as well to track the demographics of our audience, try to reach new audiences as we continue to grow our channels as well.

DEV ANAND TEELUCKSINGH: Okay. Is there any particular tool that you use for hosting content in terms of Twitter or Facebook, or do you just go into each tool directly and make your contributions there? Just to say, for example, what the At-Large social media uses is something called Buffer, which is a type of tool that allows us to aggregate and cross post to multiple social media platforms at the same time. That's one example.

ERIN SCHERER: Yes, absolutely. Definitely. We've definitely heard of Buffer. We currently use Hootsuite right now for scheduling content and posting across the channels in addition to posting directly on the channels. Especially at our meetings, we'll do live tweeting and just doing it directly on the channels as well.

DEV ANAND TEELUCKSINGH: Okay. I'm seeing some questions in the chat. Glenn McKnight is posing questions in our chat, so I'll read them out to you. And then I see John Laprise also has some questions. But let me read Glenn's question first: "How do you motivate the ARIN members to become active social media content creators?"

ERIN SCHERER: Jennifer, you want to take that?

JENNIFER BLY: Sure. I think that's a constant struggle, as I'm sure you have all found as well, because they have a lot of different time commitments, their day jobs and other organizations that they are producing content for. I think the most important thing is creating a welcoming environment where people want to share. If people are excited about a topic, they're more likely to pick up on it and share on their own social media channels.

For example, we do a lot of work encouraging people to adopt IPv6, and so finding what makes people excited about the IPv6 projects they're working on and what their company might be okay with them sharing. So really trying to get at that can be a good way of getting people to create their own content and share. Finding what people are excited about and creating a community that people are able to exchange ideas with one another.

DEV ANAND TEELUCKSINGH: Okay, thanks. John has some questions. John? John, you may be muted. Okay, it looks like we're having some sort of communication difficulties with John. Ariel, I see your hand raised.

ARIEL LIANG: Thanks, Dev. Erin and Jennifer, you mentioned you track your audience and try to understand their demographics. I think I probably missed this part. The first part of the question is: what tool you use to analyze your audience? And the second is: once you find out their demographic characteristics, how do you use that information to interact with them? So two questions. Thank you.

[ERIN SCHERER]: Within each social media channels, it has some really good analytics. For example, Twitter, you can go right into the platform and take a look at the demographics of your followers and of people who are tweeting about different topics. That's a really good resource. Facebook too, they have their own internal platforms. I find that each one of those are really good resources – and LinkedIn as well – for identifying those people.

Then we use that information to tailor messages. We find that people are very interested in networking or business opportunities or they really like video games. It could be anything. So whatever it may be, when we can, when we have the opportunity, it's nice to tie in some of those other interests that might pique their interest.

DEV ANAND TEELUCKSINGH: Okay, thanks. [We are] still having some communication challenges with John, but I think Glenn has also typed in some more questions. The question one on tools: "Do you use TweetDeck?" Then I'll ask his follow up question.

[JENNIFER BLY]:   We haven't in the past, so I'm personally not familiar with TweetDeck.

DEV ANAND TEELUCKSINGH: Alright, and the question is from Glenn: "Do you still do a [prize] for active participation for tweets?"

[JENNIFER BLY]:   You know, we haven't done that, I'd say, in the past year, but we have in the past where, especially at ARIN meetings, we would offer say $100 ThinkGeek gift certificate for anyone who uses our hashtags and had the most quirky or insightful or exciting tweet. We've done that in the past, and that seemed to go over well. It got people excited about sharing the hashtag and using it. Even though we haven't done it in the past year, we have in the past and it has been successful.

DEV ANAND TEELUCKSINGH: All right. I have a follow up question to ask, but I see there's a queue actually. John, I think you have sorted all your problems. Go ahead. Oh, dear. All right, well, unfortunately we're still not quite hearing you. Ariel and then Glenn, and then hopefully we can get John back on.

ARIEL LIANG: Thanks, Dev. Actually I have a follow up with [inaudible] competition, Jennifer and Erin, you mentioned. Please just walk us through a little bit how you evaluate who is the top performer on Twitter. What are your evaluation criteria and your methodology? Because we're kind of interested in doing something similar. It's just we don't really know what's the best practice out there. So if you can share with us a little bit more detail on that, that would be great.

[JENNIFER BLY]:   Do you mean how to pick the winning tweet? Is that the question? Or how you evaluate the campaign success overall afterward?

ARIEL LIANG: Yes, it's [knowing] the winning tweet. Probably you have a period of time you're looking. Usually if we do this, we'll be doing the ICANN meetings and when our members are most active on social media. We're thinking about doing something similar. It's just we don't really know what's the best practice out there.

[JENNIFER BLY]:   Okay, yes, I've got it. I think there are several different ways that you could run it. Look at your goals, what they are in what you're really trying to foster. When we've done it in the past at an ARIN meeting, we said we'll give a prize to whoever tweets the most interesting tweet and whoever tweets – and all of these had to use the hashtag – whoever tweets the tweet with the most retweets.

The retweet one is a very metric. You go in. You can look right on the Twitter platform and see that they had 200 retweets or whatever it is, and that's very objective, by a certain date. So you pick a cutoff: by Friday at 3:00 PM, whoever has the most retweets we'll award a prize to.

Then the other most interesting tweet in the case of this meeting that we did we just had our staff, it was kind of like a fun thing, we used an internal message board to say, "Here's all the tweets we got using this hashtag. Which one do you think is the most interesting?" and had an internal staff vote. So very informal and just based on the content of the tweet itself.

Now you would also want to exclude anything offensive or profane or inappropriate. Also, when you're thinking about a prize, you want something that is easy, that you can send via an e-mail.

ARIEL LIANG: Got it. Thank you for explaining that. If I may, I just want to quickly follow up. How many people usually register for this kind of Twitter contest based on your experience? [inaudible] how do you get people to sign up to participate in this activity?

[JENNIFER BLY]: It's not really a sign up since it's really a low barrier to entry, just using a hashtag. So people using the hashtag, I think maybe there were 30-50 people using it over the course of the week that we ran this. It's not huge numbers. I would imagine ICANN could probably get larger

numbers with your more global audience. When you have something as simple as using a hashtag, it's not really asking a lot of people.

ARIEL LIANG: I guess you just broadcasted, like tweeted or posted on Facebook, "We have this competition and please use this hashtag and we will check the winner at the end of what date," something like that, and then that's how people got to know about this contest?

[JENNIFER BLY]: Yes, absolutely. If you're having an event, you can have someone give it during announcements or before a break, those kinds of things: "Don't forget to use (whatever hashtag). Don't forget to enter this contest." You could also do a blog if it's a really big contest that you're doing, something that would warrant more space to advertise about it.

ARIEL LIANG: Okay, got it. Thank you.

DEV ANAND TEELUCKSINGH: Okay, thanks, Ariel. John wasn't able to get on the audio bridge, but he has typed in his questions. The questions he's asking are the following from John Laprise: "What paid tools do you find valuable?" The second question: "What does your editorial calendar look like?" Third question: "The number of shares on [various] weekly basis?" So I'll start with the first one: What paid tools do you find valuable for social media, if any?

[JENNIFER BLY]:   We do a lot of the social media promotion directly through the channels which, of course, are free. As I mentioned earlier, we do use some scheduling tools, such as Hootsuite. For analytics, we do a lot of the analytics right within the channel as well.

But most recently, we actually looked into a tool called Cision. I'm not sure if you've heard of it through [focus]. That's going to be a tool that we're going to be starting to use. We're still in the training process for that. That is a paid tool, and it's going to help us with learning more about specifically the influencers that are most relevant to us. That's going to allow us to see the people who are tweeting the most relevant topics within our networks and what their influence is.

We're hoping to use that tool to actually connect with influencers to help with a big thing we like to have: guest blogging on our TeamARIN website. And then just connecting through the social media channels to help continue to spread our message specifically about the adoption of IPv6, seeing who is talking about that and what their reach is.

That's a more public relations and social media combined tool that we're experimenting with. I can't attest too much to how much value it's going to bring since we did just start using it pretty recently, so we're still training on it. But so far, it seemed to bring some value, especially with analyzing who the influencers are in our network.

DEV ANAND TEELUCKSINGH: Okay. What's the name of that tool again? I didn't quite catch that. We probably need to follow up to investigate it ourselves.

[JENNIFER BLY]:   Yes, it's called Cision.

DEV ANAND TEELUCKSINGH: Okay, thanks for that. The second part of John's question was: "What does your editorial calendar look like?" I'll repeat the third question after.

[ERIN SCHERER]:   We have a couple different ways. We have an internal editorial calendar that our communications team updates regularly, mostly focused around upcoming blog posts that we're planning. We do different types of campaigns with blog posts, like different series for the TeamARIN website. We track that within our internal editorial calendar, showing the dates for each month, how many posts we're planning on publishing on our site. Of course, that can be flexible, depending on who the author of the post is and how quickly they're able to get that turned around.

Specifically for social media, I have my own personal social media calendar that I manage on a daily basis just keeping track of the topics I'm talking about across the channels to make sure I'm spreading messages out. I actually just manage it through Excel. It's a template I just created myself for every weekday by channel. Then I bring the calendar to our communications meetings to make sure that I'm clear

on all the events that are upcoming and make sure that I'm spreading the message across our channels.

DEV ANAND TEELUCKSINGH: Okay. All right, and the final follow up question from John on it was the number of shares you have on a [various] weekly basis.

[ERIN SCHERER]:   In terms of Twitter and Facebook?

DEV ANAND TEELUCKSINGH: I see John is typing his [inaudible]. Yes. Twitter and Facebook, yes.

[ERIN SCHERER]:   That varies. I'd have to actually look back at my analytics. Twitter is definitely our most popular channel. We notice higher activity, especially around things like when we have our meetings and we're live tweeting events and interacting very regularly with our followers.

We try to engage our audience in fun ways. Like recently, we did a really popular tweet for May 4 and did a geeky tweet for our audience about that. So it varies. It depends on the content. I'm trying to think. Our highest tweet I think got 26 shares, but it really varies depending on the week. I'm sorry I can't give you a specific number right now.

DEV ANAND TEELUCKSINGH: All right. Thanks for that. Glenn has his hand raised. So, Glenn, I hope you are able to speak.

GLENN MCKNIGHT: Yes, I can. I switched the Adobe to Adigo. Hi, ladies. Thanks for joining us today. I'm the chap that gave you the pictures at the event and organized the General Assembly. I know a number of our people [are speaking up] and asking questions and being a regular nuisance at the event, so [I hear that].

A number of things. The one thing I was impressed with and I shared it with the team was your [synopsis] curated material on your TeamARIN page. I shared it in the – I'm sorry? Everything okay?

DEV ANAND TEELUCKSINGH: I think there's somebody else just not having their line muted. Go ahead, Glenn. I'm sure the staff will figure out….

GLENN MCKNIGHT: Do I need to [repeat what] I said?

DEV ANAND TEELUCKSINGH: I think no. You could continue unless….

GLENN MCKNIGHT: Yes, I could continue. The thing is I want to take this discussion in a slightly different direction. Two things: discuss how you're using your

mobile application and how effective that is in terms of getting the message out and how the community is using the mobile app.

But the other thing I wanted to ask you, on your curated material, you do a daily posting [on] TeamARIN where you profile different activities, pictures of the day events. And a number of our NARALO people were profiled, including people like [inaudible] and Susannah Gray and others and Javier. So a lot of us were very active in tweeting throughout the entire event. So can you actually talk about your curated material that you share? It looks like it's directly on a separate site on TeamARIN.net.

[JENNIFER BLY]:   Sure. We found that it helps get people excited if they think that maybe their content is being seen by more people. So by featuring a few tweets from the community, especially of some of you guys there that were at our last meeting, it was great to see that interaction, and thank you for participating.

That's a way of featuring that beyond just the platform itself. So beyond just Twitter or just a retweet, also sharing within the blog posts that we also share at the end of each day and in our final meeting report when people go back. So they can find a link to our daily recaps that we do on the blogs within the meeting report.

It's just another way of preserving the content and making it available to more eyes, maybe people who don't even have a Twitter account. We do that on our TeamARIN site which is also our blog. I feel like you asked another question, but now I forget.

GLENN MCKNIGHT: I did. I asked about your mobile app and how integrated it is with your social media strategy.

[JENNIFER BLY]: Oh, yes. This past meeting, we were really pushing our mobile app more than we have in the past. We want to become more environmentally friendly and do less printing of paper agendas and those types of things, so really getting people to use the mobile app for that. What we use is Cvent. They provide the registration services for the actual meetings. People go to Cvent, our event that we've created within that platform, and then they also provide a mobile app feature as well.

We're still in the beginning stages of really rolling that out. We've had it for the past few meetings, but we're really trying to beef it up and make it more essential for members. I'd say we have a little bit of social integration. I think they have some buttons within there that you can click to tweet or click to share on Facebook. But we're definitely looking to make that more social friendly as well in the future.

GLENN MCKNIGHT: Great, thank you.

DEV ANAND TEELUCKSINGH: Okay, thanks for that. Actually, now my curiosity is peaked of this mobile app. I was unaware that ARIN had a mobile app. Okay, any other comments or questions? Mario?

MARIO ALEMAN: Yes, thank you, Dev. I want to ask you something about how much of your time do you tweet or do you publish in social media during events and not during events, during normal days. What's the percentage?

[JENNIFER BLY]: Just to clarify your question, are you saying comparing how much time we spend posting on social media during an event we're holding versus during just a normal day in the office?

MARIO ALEMAN: That's right, yes. Also, how many posts do you do [inaudible] normal day?

[JENNIFER BLY]: Sure. A normal day, for Twitter we typically do between five and seven tweets per work day, and we spread those out over the course of the day. Facebook, we try to post about once a day, maybe twice if there's some important news to be sharing. But on a normal day, we usually try to post once a day on Facebook. LinkedIn page and Google+ as well about once a day or every other day. That would be for a normal activity level.

When we're actually live tweeting or sharing or leading up to one of our meetings that we're holding, it's a lot more than that. Essentially during an ARIN meeting, we're live tweeting from before the event gets started in the morning up through as the event closes for the day. So really

sharing tweets that our audience is putting out there, retweeting, and then sharing important content that's being given at the meeting itself.

Twitter is our main platform. I would guess that we put out maybe 20-25 tweets for a meeting itself for that day. Facebook and LinkedIn and Google+, we try not to overdo it with those platforms. So we'll do maybe one to two posts on those platforms during a meeting per day as well.

MARIO ALEMAN: Okay, great. Thank you. Do you receive or do you have any sources of communities or people that provide you with some content to do the posting?

[JENNIFER BLY]:   We connect with other RIRs in our network. We're ARIN. There's also AfriNIC, LACNIC, RIPE NCC, and APNIC. We all post some similar content surrounding IPv6, so sometimes we'll share posts by our fellow RIRs if they've put out some great content on their blog, for example. Or we have regular followers that put out relevant content to our audiences on Twitter, so we'll share and engage and interact with any articles we see through those channels as well.

But we try to create a lot of our own content as well. We have a great communications team here that we work on blog posts and different types of case studies and things like that where we're trying to put out – we like to rely on our own content for the majority of our tweets and

Facebook posts, but we definitely like sharing relevant articles that we think our audience would enjoy as well.

MARIO ALEMAN: Thank you so much.

DEV ANAND TEELUCKSINGH: All right, thanks. I see Glenn has his hand raised. Glenn?

GLENN MCKNIGHT: I'm getting a little bit of echo right now. I'm not sure why I'm getting echo, but I am. Is there an issue with the line? Let's try again. No, I'm still getting an echo. I'll just talk through it.

Ariel alluded to community content creation. I'm just curious, because I'm involved with the [DIPL] group who curate material for their digital watch. We do curated material, but it requires orientation, a series of [courses]. But that's a little bit more in-depth because we do produce a monthly newsletter.

I'm just curious, do you have a strategy of working with the community to educate them on how to do a great tweet? I understand that if a good picture is included with a tweet, the chances of that tweet being retweeted is much greater.

We have a person within ICANN who I believe is a paid person – whoever pays her – but she does an incredible job in doing tweets,

almost as good as Donald Trump. That's just a joke. (I think the echo is gone now.)

My question back to you guys: If you haven't done it, will you consider looking in the future? Especially with the Fellows that come in, some kind of orientation and training so that the tweets can be effective. It's a real art to create a great tweet, and I'm pretty confident John is an expert at it as well. Sorry, John, I didn't mention your name a second ago.

Is there a strategy for you guys to work with the community to help them, hold their hand, to say this is a bad tweet, this is a good tweet, this is the benchmark that we'd like to do? I'm not saying censor. I'm just saying [get] maximum results. Anyone can answer that. Thank you.

ERIN SCHERER: Unless Jennifer knows of something, I'm not sure that we've ever done that with our community members. We have created internal documents and examples for ARIN employees, guiding them to engage in our social media channels specifically surrounding our meetings to get involved in that and get people excited about how to create a good tweet and the dos and don'ts of social media. Not censoring, of course, but just guiding them to make sure that they're tweeting about appropriate content and giving them suggestions surrounding that. I don't think we've ever done anything for our community members unless Jennifer has experience with that.

JENNIFER BLY: No, I would say that we don't. Actually, that's never something I even really thought of. That's a really interesting idea. Is that something that you guys are planning on doing or have done?

DEV ANAND TEELUCKSINGH: It's one of the ideas we've considered. We haven't really implemented such an idea because the challenge is how do we do it effectively. If you've ever been to an ICANN meeting, it's very hectic to try to do that type of stuff. But Ariel might have a response to this.

ARIEL LIANG: Thanks, Dev. Just to follow up on this conversation, we do have an active group of community members that help with the social media content. So that's how we get this working group and that's why we invited you guys to talk to us is we have this active group of people who are interested in contributing to social media.

From staff side, we're operating like you guys managing the content. But we do keep an eye on what our community is tweeting about. We retweet from them or quote them from time to time. During the meetings, we have a lot of people actively tweeting. That way, we can ask them to help us cover things we couldn't because we're not fulltime social media coordinators. We have a lot of other responsibilities as well, so system is part of our job. The community members can help out for things we couldn't [devote] time on.

I guess what Glenn said is really good. It's something we would like to implement in the future. We try to share some best practices during our

calls and show them the examples of top tweets. We use the paid tool Buffer, and we really like it. It's a really good tool for scheduling, and they provide a very comprehensive analytics of your social media performance. We do that kind of sharing from time to time. So in that way we're in a way helping the members know what would be a good, effective tweet. But we just didn't do a very structured tutorial on that. But in summary, we coordinate with the community to generate our content.

ERIN SCHERER: That's great.

JENNIFER BLY: Nice. It sounds like there are some good opportunities there.

DEV ANAND TEELUCKSINGH: I do have a question. One of the challenges for our At-Large community is because we're trying to reach the global communities, we often are looking at how we develop content or curate social media content for different languages, be it Spanish, French, or the six UN languages for that matter. Does ARIN have to deal with looking at tweeting content in different languages or not really?

[JENNIFER BLY]:   Not really. For our region, we cover North America region with some of the Caribbean. So all of our social media and website is primarily in English, so I haven't come across any [inaudible] to have to translate

that or tweet in another language. For our region, it's primarily English speaking.

[ERIN SCHERER]: We really don't. We really just focus on English, but our colleagues in LACNIC for example when they have an announcement, like an official document that they've prepared or a new page on their website, they'll send out the same tweet in three different languages. So that's one possibility, just one message but in several different languages. You could do that.

DEV ANAND TEELUCKSINGH: Okay. All right, are there any others putting your hands? Any comments or questions? Going once, going twice. Okay, going thrice. Okay, I think perhaps we could – well, I personally can't think of any questions – I think we [inaudible] thank both of you, Jennifer and Erin, for this. It was actually a very interesting conversation on how ARIN uses social media. You've given us some things to talk about in terms of how we look to use social media within At-Large. I would really like to thank both of you for taking the time out of your busy schedules to attend this call. So thank you so very much.

[ERIN SCHERER]: Of course. Thank you for organizing it and for the exchange of ideas.

[JENNIFER BLY]: Thanks for having us. Good luck with your social media efforts.

DEV ANAND TEELUCKSINGH: Thank you so very much.

[JENNIFER BLY]:   Take care.

[ERIN SCHERER]:   Bye.

DEV ANAND TEELUCKSINGH: Okay. Thank you again. All right, we have about 20 minutes. Very interesting conversation with Jennifer and Erin on how ARIN uses social media. Gregg, go ahead. I hope that wasn't a question for them.

GLENN MCKNIGHT: No. A quick comment on when I asked about their mobile app – and it's unfortunate there don't seem to be any links on their website – but they use a tool and I thought it was called [inaudible], but I'm drawing a blank. But I know Alfredo did a proper assessment of their tool and he was very [inaudible] or happy with the tool versus the ICANN mobile app. And I believe he gave feedback to the TTF just to cross over to another committee. Clearly they need to use the tool effectively, and I don't think they've managed to do that yet.

They also have probably challenges with their older members not really using social media effectively, so they probably have some challenges there. The younger people coming in are probably a lot more proactive,

especially with the newcomers and Fellows involved in the process. Erin was just brought in maybe a month before the ARIN 39 meeting, so she's brand new. They see it as a gap. They're doing some interesting stuff.

DEV ANAND TEELUCKSINGH: Indeed. I think especially how they do the wrap up during the face-to-face meetings of what are selected tweets and share that in a report on the ICANN At-Large website or blog or on social media itself I think is very interesting. Any other thoughts or observations?

GLENN MCKNIGHT: Yes, I ran into that. Sorry to interrupt you. I had that experience last week. I couldn't make a call, God forbid, on the ITEMS review, and I asked a simple question: what were the high points. I get a snarky answer saying listen to the recording. This is bullshit. We have to be cognizant that it's really valuable to have curated material, a summary of what the call was or what the activity was or what the action items are so our community feels like they haven't been left out.

I saw [a consequence] to that. There was a short summary, but it's not connected to anything. The reason you do stuff is to connect it to something. It has a purpose. This is a meeting within a timeline, so we have to put context to what we're doing. This is important.

Look at this call today. We have a few of us and besides Evin and Ariel it's mainly a male group. This is weird. On the ARIN side it's all female that are doing the social media. Where are the rest of the people in our

community? This is not a good situation. I'm just bringing this up. I'm not chastising any of us, but two of the people are from NARALO alone. Where are the other members in our community?

DEV ANAND TEELUCKSINGH: Thanks, Glenn. I think what we can do is at least circulate the recording of this on the call to the mailing list. Perhaps you can just note that we probably wished that there was more participation from persons in the other regions. Would that be a first step in trying to raise awareness of this? I don't know if John wishes to be able to come in on this.

GLENN MCKNIGHT: I don't hear him. Oh, he's typing something.

DEV ANAND TEELUCKSINGH: No, I don't think he's….

GLENN MCKNIGHT: Still no sound.

DEV ANAND TEELUCKSINGH: Still no sound? Okay.

GLENN MCKNIGHT: Yes. All of the above are helpful. I just don't get it. We have a real challenge. People won't even do their daily reports. That has disappeared at our ICANN meetings. It's a tired group. No wonder the

ITEMS committee had this idea that we have no clue what social media is. Despite informing that committee that we do have this working group and we've been using innovative tools, but it seemed to – and the future of this working group is in question anyway because of the ITEMS review. I'd like to know where are we going. Are we still going to be a working group? It's a big question mark for me whether we're going to still be viable, whether they'll just say get rid of us because we're not doing policy stuff.

DEV ANAND TEELUCKSINGH: Okay. The ITEMS review has been posted, so the next steps are going to be At-Large Review Working Party's response. I am hoping that there will actually be some sort of interaction with that. Perhaps what we probably do need to do is perhaps – formerly I thought this would be an assumption – but perhaps we need to write formally to the At-Large Review Working Party asking them if they want some sort of insight into what our work has been over the past few months or whatever. I think perhaps maybe that is a way to approach it. Ariel?

ARIEL LIANG: I just [inaudible] inform you of the next step. The next step is the feasibility assessment for all the recommendations they provided. [inaudible] to produce that document and send it to the Board Organizational Effectiveness Committee to provide the At-Large input, how feasible these recommendations can be implemented.

If the At-Large community feels strongly we shouldn't, as ITEMS suggested, get rid of the non-policy related working groups, then we

need to make a case why we shouldn't and the importance of these groups and the importance of the Social Media Working Group [inaudible]. I guess my suggestion is to participate in the Working Party meeting and when the [accessibility] document is being produced, provide as much input as possible.

DEV ANAND TEELUCKSINGH: I think, yes, that certainly is one thing. It just means another activity to get involved in, which will be challenging. All right, Glenn, I see your hand raised. Go ahead.

GLENN MCKNIGHT: I think Ariel is making average good point. I just want to point out that in our RALO response, it was two responses to that ITEMS review from the RALO leaders as well as ALAC. I was all over the issue of the working groups. Because I'm so active and involved with the working groups, I made a very strong point. I said it to them face-to-face when we met.

I don't know. I think the horse is out of the barn. I think, to quote Shakespeare, "the lady doth protest too much." I think we missed our opportunity. We should have been much more aggressive in letting them know who we are, what we do.

And the idea that having a summary of what we've achieved is not a bad idea, a short shopping list of what we've accomplished. Even though it's a small group, there's a bunch of stuff we've done which was not reflected in that ITEMS review. But despite the feedback from the

RALOs and ALAC, they still came back in their "get rid of these groups." It's like they didn't hear us.

I don't know. Maybe a one- or two-page synopsis of what we've accomplished. Sorry. Just correct me if I'm wrong. How long has this group been actually formally created?

DEV ANAND TEELUCKSINGH: I'm trying to think.

ARIEL LIANG: Three years.

DEV ANAND TEELUCKSINGH: Ariel, sharp memory. Yes, I think it was three years. It was 2014, I think it was, yes.

ARIEL LIANG: It was created [inaudible] ATLAS II.

GLENN MCKNIGHT: Okay, guys, I know what we tried to do at ATLAS II in terms of distribution of the work and tweets and pictures, but if we look at the history project that ICANN is doing – and we have to do the same thing with NARALO – it occurred to me we have no history of who had those positions in the election from day one and it was hard to find out there were gaps. Our own local history is going to get lost as people come and

go. We have to give people like John and Dev huge credit. They're not sponsored for trips. They do this because they're professionals and passionate. Me, I'm just a moocher. I get free trips.

DEV ANAND TEELUCKSINGH: Well, I wouldn't put it that way, Glenn, but I take your point. I think that perhaps we should work on a document I think for the At-Large Review Party and that could be taken as part of submissions to the Board as evidence or reporting of what the group has done. Let's make that an action item. You could probably do it as a Google Doc, I'm thinking, just highlighting what work we've done on this topic. All of us could try to contribute to that. All right? Okay.

Let's look at the actual action items. I don't think we have much progress to report on these I'm afraid unless I don't know if staff does as well. But let's just quickly go through these action items and see if we can look at these things.

I'm just reading them out. Ariel, Evin, Mario to consult with John about the "evergreen" social media content and discuss other social media strategies. I see, Glenn, you have a hand raised. Okay, go ahead.

GLENN MCKNIGHT: Sorry. That's an old hand. That's okay. Thanks.

DEV ANAND TEELUCKSINGH: Okay. Ariel, Evin, Mario to consult with John about the "evergreen" social media content like for example policy related articles from Reddit

and discuss other social media strategies. I don't think that has happened, correct?

ARIEL LIANG: [inaudible] and everything was "Ariel" [in red] so [inaudible]. But Evin, Mario, and I will have a call next Monday to go through the action items and follow up with relevant people to tackle these. I don't think we need to go through them one-by-one because there hasn't been much progress.

DEV ANAND TEELUCKSINGH: All right. Do you want to have a follow up meeting with the co-chairs then, Ariel, after the staff meeting? [inaudible] follow it up in the chat. We can chat with me and John and we could talk about all of these other action item reports. Does anybody have any particular action item they want to raise or flag? Let me ask that question.

ARIEL LIANG: [inaudible] Google Docs document [inaudible].

DEV ANAND TEELUCKSINGH: Okay. There was a tool that the team ARIN looked at which was the Cision?

ARIEL LIANG: Cision.

DEV ANAND TEELUCKSINGH: Cision. I never heard of this tool, but perhaps it's something we need to browse and find out more details about it. Okay, Glenn?

GLENN MCKNIGHT: You can take off the item that was assigned to me to connect with ARIN staff. That's done. As John has said, it was nice to hear from them, but we didn't get a lot from them in terms of what their real strategy is when they do an ARIN meeting or on the road and how it's integrated. I expected more from the call but, you know what? They're new. We'll just maintain the relationship and [hope that we get more info].

I just want to turn to the next item after you remove my action item. You looked like you were assigned to do a tutorial guide on how to manage your e-mails. Can you clarify what you meant by that, and what have you done?

DEV ANAND TEELUCKSINGH: I have not had a chance to do that yet. I think this action item came about, it wasn't the last call. It was the call before that. I think it was a suggestion from [inaudible] that persons are missing their e-mails and so forth and perhaps there just needs to be some sort of guide to look at how do you filter e-mails so that you don't become overwhelmed by the e-mail flood happening on the mailing list and people saying that they don't read the e-mails and therefore there are sometimes misunderstandings when something happens and they say I wasn't informed.

I said I would try to look up that on how to do that, and I haven't had a chance I'm sorry to say. Probably how I would approach it would be rather than try to look at it to do it myself, I would like to see if there are any guides or any articles that talk about filtering e-mails and then set up a wiki page because it varies by e-mail tools. Gmail does it one way, Outlook does it another way, and so forth. I probably want to put up an e-mail filtering and then point to these articles, but I haven't had a chance to do that yet. Does that answer the question, Glenn?

GLENN MCKNIGHT: Yes, thank you.

DEV ANAND TEELUCKSINGH: Okay. Any other particular action items that anyone wishes to raise or discuss? Going once? Going twice.

GLENN MCKNIGHT: Dev, it's me again.

DEV ANAND TEELUCKSINGH: Go ahead, Glenn.

GLENN MCKNIGHT: I just look at stuff that's assigned to me and I'm creating a mail card for social media for [inaudible]. I did create one. I don't have the link right offhand, but do you remember the one I did for social media and I had

the hashtag as well? I created that in [Canada]. Do you remember that mail card I did just on social media, Dev?

DEV ANAND TEELUCKSINGH: Yes. I think we can mark that. I'm trying to think. I'm not sure what I can find that exact mail card right this second, but you did indeed do that.

GLENN MCKNIGHT: Okay, just as an action item. While you're talking, I'm going to [inaudible].

DEV ANAND TEELUCKSINGH: Great. That would be great. Thanks for that. Indeed, yes, he did [inaudible] that mail card, so I think we just need take it off the AIs.

Any other thoughts or comments? Of course, I'm also [inaudible] for Ariel, Evin, Mario, if you have any comments on this.

Okay. All right, just to confirm, Glenn – Mario, go ahead.

MARIO ALEMAN: Yes, I have a question regarding the community members that we're going to be working with in terms of getting more content for the social media. Because sometimes actually we can create our own, but we could actually highlight some things that the community decides. I don't know if we're just going to rely on this working group for that or if we're going to actually make a call every working group actually that would like to share some content with us. What do you think about this, Dev?

DEV ANAND TEELUCKSINGH: I think it's actually probably one of the action items in this. I see Ariel has an answer to this. Ariel, maybe you have an answer to this [inaudible].

ARIEL LIANG: Exactly what you said, Dev. There is an action item for us to figure out what working groups to work with to ask for content. I guess Mario [inaudible] work on that next week.

DEV ANAND TEELUCKSINGH: Well, yes, exactly that. I see it's the seventh action item in the list: "Identify a list of working groups and RALOs for soliciting social media content, post the list on the wiki with staff assignments, and then reach out to the leaders periodically for content, photos, and so forth." You could reach out to the TTF, Outreach and Engagement, and [the five] RALOs. Because I think all of them have their own activities. That's typically highlighted on their monthly calls, and they should have something to share. You need to reach out [inaudible] happening within the region.

Okay, Glenn, I see your hand raised.

GLENN MCKNIGHT: Yes, [inaudible] finally. The last link I put in the box is the social media one that I created. I think it was not the last but the previous ICANN meeting. I made copies of that plus distributed it. That I think we should

resurrect again and get it out to all the members that are going to the next meeting in Johannesburg.

I also shared with you a few other mail cards that I did on capacity building and our ARIN webinar, so there are a few other examples. Now the first one I posted I think I'd like to share is the North American School of Internet Governance one. [That was the very first post], and that's an interesting one because it has the hashtag in it and it's being distributed aggressively with our formative group on creating the Internet school. So that's a few items.

If there's a small card you want me to do real quick, just let me know and I can create an e-version of it fairly quickly.

DEV ANAND TEELUCKSINGH: All right, thanks for that, Glenn. I don't know if it's only just me, but you might want to just check the permissions of the mail card because it's asking for a password. Just check that afterwards and you can share it with us afterwards. Go ahead, Glenn.

GLENN MCKNIGHT: You know what I'll do? I'll download the graphic again as a jpeg and fire it off to everybody. Is that true for everyone? Ariel and Mario, can you guys see the links or no? I'm not getting any response.

MARIO ALEMAN: Yes, I can see the links.

GLENN MCKNIGHT: Okay, can you [inaudible]?

ARIEL LIANG: [inaudible] log in. I can't – do we need to log in to see the content?

GLENN MCKNIGHT: Okay, you know what, guys? I'll send you the jpeg right now so you guys have it, okay?

DEV ANAND TEELUCKSINGH: Lovely. That would be great, Glenn. Thanks.

Okay, I think we could probably – well, it's actually the top of the hour. So I think we could end the call at this point. Seeing no hands raised or any other questions, I think we can indeed do that. I'd like to thank everyone for attending this call, and this call is now adjourned. Have a wonderful good afternoon, good evening, good morning, good day. Thank you, all.

[END OF TRANSCRIPTION]