
ANDREA GLANDON: Okay, thank you. We will now officially start the recording of this call. Good morning, good afternoon, and good evening. Welcome to the At-Large Social Media Working Group teleconference on Tuesday, the 12th of June 2018, at 23:00 UTC.

On today's call, we have Olivier Crepin-LeBlond, Ejikeme Egbuogu, John Laprise, Maritza Aguero.

From staff, we have Heidi Ullrich, Evin Erdoğdu, and Andrea Glandon on call management.

I would like to remind everyone to please state your name before speaking for transcription purposes and to please keep your phones and microphones on mute when not speaking to avoid any background noise. Thank you, and over to you, John.

JOHN LAPRISE: Thank you very much. Good afternoon, good evening, and good morning from wherever you are. Thank you for checking in on this meeting. There are just four of us today, but we'll be on transcript.

What I would like to introduce to everyone today are some ideas that we've been knocking around for a while now and I'd really like to get moving on them. I had a chat with Evin after the last ICANN meeting. These are formulated into two documents. The second document, the tactical document, is something that we've all been familiar with previously because this was rolled out for a previous ICANN. But, the strategy document is actually the critical one to my mind going forward.

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

To give you some background, right now in my private life, I work as market research manager, but I also do a lot of work with social media with my organization. And we're a global organization, so this experience actually informs my work here as chair.

One of the things that I've come across and in speaking with many people at ICANN and in At-Large is that just the very different nature of the different RALOs, whether or not it's about a different number of countries, languages, cultures, which platforms tend to be used, what devices people tend to use in different areas. All that comes down and distills in me the idea that really we need to devolve social media management to the RALOs and let them take charge because they have to identify their social media champions to communicate with members in their RALOs.

Now, some content will be useful at the global level and this where this working group and Evin come in, in support, in order to put that content out on the global social media handle. Right now, what I'm really trying to ... Where I'm moving this conversation is to get the RALOs involved to identify their social media challenge, champions, and to start organizing them or letting them self-organize into working groups at the RALO level to start acting and disseminating information to members and also evangelizing.

I've had some other conversations about that with [inaudible] and we are working on that as well. Whether or not we're going to be looking towards [gaining] content with the communities we already are in contact with or expanding outwards – my preference is both. But, I

think that's really up to the RALOs. They have a better idea of what's going on on the ground and this is sort of bottom-up for social media.

I want to bite my tongue now and listen to the folks who are on the call and see what comments are out there. The floor is open. Please contribute. Any thoughts?

ANDREA GLANDON: John, Olivier has his hand up.

JOHN LAPRISE: Olivier, I recognize Olivier Crepin-LeBlond.

OLIVIER CREPIN-LEBLOND: Yeah. Thanks very much, John. Can you hear me?

JOHN LAPRISE: Yes.

OLIVIER CREPIN-LEBLOND: Excellent. John, first thing, thanks first for taking over this working group and trying to bring some life back to it, back into it, and certainly taking the lead on putting together a strategy and trying to put some kind of a sense as to how we're going to be carrying out social media. You're absolutely correct in the nature of the different types of social media that we use around the world, etc.

Having been involved in this for quite a long time, and certainly having been involved in the At-Large social media work that's taken place in the past with Ariel Liang leading on this as staff and trying to coordinate things, we definitely need to have some kind of an action plan so as to relate what we do better with people who are not necessarily with our At-Large community. But, at the same time, I do think that we also need to relate better to all of our ALSes which do not have the ability themselves to come to an ICANN meeting. And yet, when you actually look at what's happening in an ICANN meeting and what's happening in our meetings, there's very little being said out there on the social media.

There used to be a time before you joined At-Large where we used to ask for our members or people who were at an ICANN meeting to draft notes about what sessions they had attended and where they had been and put it on a Wiki page. That, of course, was before the use of Twitter was so widespread and before the use of all the different types of social media was so widespread. I wonder if that's one of the avenues that we certainly need to define and get everyone to write stuff out there.

That's I think one of the points which I wanted to sort of mention early on because of the fact that right now we don't seem to have any kind of program to disseminate the information about what we're doing.

So, a lot of the criticisms that At-Large we've received, we've received it from the NCSG, we've received it from all sorts of sources, from ICANN bad attitudes, Facebook group, but also the At-Large review. I think a lot of it is due to our total failure in being able to tell the world what we're doing.

So, we have all these statements that are coming out that go to the board and that are read by the board, but nobody knows about it. We have these activities that we have in the different regions that nobody knows about. We have the activities of our At-Large Structures with their own communities, many of which are actually are sieging events that are related to ICANN work and that spread out the ICANN mission, including local, national, and regional IGFs. And yet, none of this comes back to being properly disseminated and certainly publicized I think is the word.

I know I'm rambling a little bit, but I just wanted to offer my support on this. I think that we need to work together to get more of a structure going on out here and effectively be more punchy with our headlines and have a sustained stream of information that comes out from our community, not just the odd tweet or Facebook post every now and then. I think I'll stick to that for the time being. Thanks.

JOHN LAPRISE:

Thank you, Olivier. It's a great contribution. I am definitely minded in that way. I guess to add to this strategy I've put out here, one of the things that we definitely ... I talked to Ariel about this previously, and actually Evin and I have already had conversations about this is putting together a formal content calendar, editorial calendar, for the Social Media Working Group for posts on the global handle. So, approaching an ICANN meeting, getting some posts out there, content leading up to the meeting and then a post retrospective of the meeting. That's definitely something that's in the works and it's something that I would like to implement.

At present, I'm concerned about basically mapping the network that we do have. The strategy plan, as it stands right now, is mostly geared towards identifying what platforms are the RALOs using, who is sort of the leaders on those platforms and getting those people involved at the RALO level to begin ... To be receptive to start tweeting or posting or what have you. And once we have the network in place, then we can start disseminating more efficiently.

So, I'm completely with you on the content calendar and it's something that we are working towards. I recognize Olivier.

OLIVIER CREPIN-LEBLOND:

Thank you, John. Now, I'm going to share the extent to of what we do in EURALO. So, wearing the hat of EURALO chair, the network that you are alluding to is unfortunately not as tight and not as busy and how should I say? Not as dense as the one I think we should have.

Out of our 30-something ALSes that are out there, there are certainly At-Large Structures that are using social media, but I've never seen them post things that are At-Large related. But, there are definitely a few individuals, a number of individuals, that are involved. But, we are looking at less than ten. We're definitely looking ... If we would be saying there would be five or six, these are the people that really are active on social media that are not active just on one social media, but several social medias, and that would be ready to carry the word along.

How to get other organizations on social media, I really do not know. I have a concern that, for many of these organizations, it's not a priority. That could be, in fact, more of a personal choice by the At-Large

Structure representative and not by the At-Large Structure themselves. Sometimes they distribute positions and it's someone else who deals with social media in those organizations.

JOHN LAPRISE:

Thank you, Oliver. Yeah, I completely get that. ALSes, while I would like them to cooperate and to be forward, there's no guarantee that they're going to, that social media is in their interest. We can make the case to them, but at the end of the day, it is their choice.

That said, one of the things I'm looking for is just basically what are the handles of people within the ALSes and within the RALOs and creating master lists to help us identify and distribute content.

So, even a passive ALS that doesn't use social media, but does have, say, a Twitter handle, putting them in the loop expands your capacity to broadcast.

Maritza, I see you. Maritza, I recognize you. You have your hand up.

MARITZA AGUERO:

Thank you. Can you hear me?

JOHN LAPRISE:

I can hear you fine. Thank you.

MARITZA AGUERO:

Thank you, John. I've been following your words with attention and I've read the documents on the strategy and the tactics as well. I think there is an outstanding issue here. Let me explain.

I've just held an event for the Internet [inaudible] two countries, and for the ALSes, had ICANN support. There are events in the region that are isolated and there is not much knowledge about them. Perhaps that could be due to a lack of planning, to a lack of publicity or joint awareness. Whatever the reason may be, there are several events. But, those that are disseminated are the regional events. Those are events that are known to the media.

So, what I did to disseminate the existence of this event was to contact ICANN staff to get support in developing awareness, at least in my country. But, for the whole region, there wasn't. What I did was to warn the staff, to let them know, "Please, include this in your list. Please help me." I know that other organizations follow the same path.

So, what we might do is to have a unified hashtag if you're going to Twitter or find some identification, for instance, because the idea is to disseminate because events, you will find them. I understand that there was an event in the Caribbean and there is another one [inaudible]. There are several events, but efforts are carried out in isolation. That's why I've been asking, as secretary for the region, I have been asking and contacting. I'm going now to send a personal e-mail to each ALS to get some information.

There was, in our outreach calendar, a list of events, but some of them are launched rather quickly. They are not properly communicated and

that means that we lose the opportunity to know what is going on. So, it's good to have this group and see it develop next steps.

I'm in the AC connected and we are very few participants when we compare it with the list of people who might be interested in working here. So, there's an issue here. There's work to be done here. How many people are in this call right now? That is the reason why other participants may not be here. There may be reasons, but this shows there is hard work to be done.

It's not just intentions. Intentions to do something is not enough. How much can this small group motivate and drive the other RALOs and our own ALSes to do?

So, this is a concern and this is something we have to reflect upon and push forward. This working group wants to succeed and be [inaudible] enough to move more people and gather interest has to work hard. Thank you.

JOHN LAPRISE:

Thank you, Maritza. I completely agree. In fact, I've been trying to push the RALOs and speak with them about this. In the upcoming ICANN meeting, I'm scheduled to meet with all the RALO representatives who are there at different times to advance this and let them [inaudible] about it and see.

All of the RALOs already know some of the people. Like Olivier was saying earlier, who are the movers and shakers in social media in their

RALO? Those are the people that we want to recruit to be more active and to set this up.

You're absolutely right that a RALO-level hashtag would probably be useful. We'll have to do a little research to see if anyone else is sort of squatting on the hashtag. But, in the short term, there's no reason to look at just RALO hashtags as a point of contact, so the ALSes can keep in contact with the RALO leadership on social media. We'll have to do a little research on that to see if we're the only people who want to use those particular hashtags.

Maritza, I'm going to give the floor back to you and then back to Olivier. I see Heidi in the queue as well. Maritza? Maritza, I recognize you. Oh, I guess not. Oh, go ahead. Was that an old hand? Okay. Olivier, I recognize you.

MARITZA AGUERO: It was an old hand.

JOHN LAPRISE: Okay, thank you, Maritza. Olivier, I recognize you.

OLIVIER CREPIN-LEBLOND: Thanks very much, John. Maritza is speaking through an interpreter which is the reason why there sometimes is that little lag in interpretation on one side and then interpretation in the other direction.

Just regarding the hashtags on what Maritza has mentioned. Well, I think some of this work is already being done. We already have a list somewhere. There should be a list somewhere of people's handles, Twitter handles and the hashtags of the different RALOs. I'm just surprised. This is one of the staff documents somewhere. That's what I'd like to say. I think it's somewhere in the ... It should be in the archives. Whoever is in charge of social media now for staff should have a hold of that already. Then we can just add to this.

I have a little concern here that we seem that we're starting from scratch and that's definitely not the case. Thanks.

JOHN LAPRISE:

Okay. Before I call on Heidi, Evin, I'm going to send an action item to take inventory of what we've got on hand. Heidi?

HEIDI ULLRICH:

Thank you very much, John. Just two points. I'd like to just make sure that everyone is aware of this new page that we have created. Mario and Evin are coordinating that with the people who are leading local activities. So, this page you will see it lists all of the local activities from ALSes and individuals that we are aware of, and it also lists ... In the end, it will list some of the reports, media reports, including the social media posts that we posted in coordination with the people hosting or at these activities.

So, that's a way that ... I'm not saying this is the only way to do it, but something like this that shows all of the activities at one glance. It

shows who's going there, what the topic is, what social media is happening there, and then possibly even some photos, etc., of what happened there as well, reports back. That might be one way to move forward.

The second point is that I believe – Olivier might know this. I think there was a recommendation and I think a few of them [inaudible] where the chair a policy specialist or an expert on a particular topic would post a short Skype video explaining the topic, what the end user interest might be. This might be something that you could do as this group, coordinate that on a weekly basis, or even a monthly basis, of [inaudible] policy topics that At-Large is working on and then post the policy spotlight podcast or YouTube interview explaining in very simple terms what that policy item is. Some ideas there. Thank you.

JOHN LAPRISE:

Thank you, Heidi. I see Olivier in the queue. Olivier?

OLIVIER CREPIN-LEBLOND:

Thanks, Heidi, for this information. It would help if the information was correct because the EuroDIG was not in May. It was in June. EURALO had several people that went to EuroDIG that were funded to go there with CROP and they were not the ones that are listed here. So, I'm not sure how that ended up there.

HEIDI ULLRICH:

Okay. We'll ...

OLIVIER CREPIN-LEBLOND: Siranush is staff these days, so I don't know why she would be listed, but others such as Adam Peake are not listed. It's a little messy. That can be cleaned up, of course.

HEIDI ULLRICH: Absolutely. If I may, Olivier, we do need to hear from you. It would be easier if all of you ... You know these activities. You're there on the ground. If you could get back to us in this group and let us know what activities, who's there, etc. I think that the IGF coordination for outreach that happened last year was a highlight of At-Large activities and coordination, and if we could continue that, that would really be useful. Thank you.

OLIVIER CREPIN-LEBLOND: The CROP involvement has been widely publicized on the EURALO mailing list and our activities [inaudible]. We've had a Facebook post which for some reason got deleted and we're trying to investigate what's going on with that. But, we certainly had plenty of pictures that we posted in Twitter. I didn't see very much of that being picked up.

HEIDI ULLRICH: Okay. Noted.

OLIVIER CREPIN-LEBLOND: I don't know how much more we can do. Thanks.

JOHN LAPRISE: Maritza, I recognize you.

MARITZA AGUERO: Thank you very much, John. I was writing what I wanted to say, as a matter of fact, but I will speak it. Olivier is saying that there is a document, that there are some guidelines, activities. But, I think there has been some kind of coordination.

The point is that this is not used in the social media, at least at Twitter level. I'm really very active in social media, mostly on Twitter, and I have lots of followers. Really, there's no standardized means or standardized hashtag, so [inaudible] staff to do something about an event, an event with Rodrigo de la Parra was here in Latin America. We celebrated Internet Day. We had two direct ICANN participations and we have certainly to mobilize all the networks because we at the university are a whole team of people working on that.

So, we asked the staff please to help us, but there was no strategy followed, because otherwise it would be easy if you do it this way or this other way, and we have the means to be published in the social media this way. If in Latin America we're going to hold an event, if the staff does not publish it, we receive no notice of that.

So, I think that perhaps it might be developed or [inaudible] might be something, but I think that we should streamline it so that within our RALOs we may be aware of some other things, so we have to go from inside to the outside, and not the other way around because if, I don't

know, a LACNIC event or [inaudible] event, this is widely known. There's no problem with that.

But, when we talk about RALO events, well, lots of people go. There's engagement. There's outreach. They make available to other people the activities of the ALSes. It's important that this is widely known as well.

So, I think that we should appoint, assign, and [inaudible] work all of us together and help each other because [inaudible] retweet topics from other RALOs, from other regions because [I know that this reaches all]. It reaches [inaudible] other people apart from what may be happening locally or regionally.

So, it's not just to act or interact with the people of your community, but interact with people of other communities. Thank you very much.

JOHN LAPRISE: Thank you, Maritza. Heidi, is that a new hand?

HEIDI ULLRICH: No, sorry, I'll put that down.

JOHN LAPRISE: Okay. So, what I'm hearing ... Are there other comments? I see other people are on the call. I would gladly invite any of you to weigh in and comment on the strategy or the tactics as you see fit. I've heard from Olivier and Maritza on the call regarding the current strategy and tactics

that we've outlined and we've added a few more points I see. So, those will be folded into the strategy, into a revised strategy document.

At this point, I'm going to jump to point seven on the agenda. This is getting buy-in. This is where we make the big ask. We have people, pretty much, I'm guessing potentially representing all the RALOs on this call in one form or another. I would ask all of you to please get in touch with your RALO leadership and tell them about the strategy and the tactics of the Social Media Working Group and ask them to a) get in touch with me as the chair, but also to look over these documents and start thinking about what social media means within their RALO. Who are the leaders in social media? What platforms, what languages? All of those kinds of things that are important to effective social media communication. Even to the point of who do they want to talk to? Are they talking to other ALSes? Are they engaging the broader conversation about Internet policy at ICANN?

I would ask all of you to make it a point. I can give each of you an action item to go to your RALO leadership and have a word with them and explain to them about the importance of convening a RALO-level social media working group, because once we get those in place, our task will become much easier. We'll be able to support events like Maritza was describing much more easily when we have a team of, say, five people actively working on disseminating information. Yeah, it's individuals as well. Thank you. Thank you, Heidi. I see the that in the text.

So, when you're thinking about who are your social media champions in a given RALO, it could be ALSes. It might be individuals. And someone

might be a champion in one platform, but not another. This is a decision that the RALOs need to make, the RALO leadership needs to make.

Alright, I'm going to be quiet for a second. Are there comments on that call-to-action?

BARTLETT MORGAN:

Hi, this is Bartlett. I'm only on the bridge. Don't mind me.

JOHN LAPRISE:

Alright. So, as it says right now, what I'm seeing is there are a couple of recommendations from the meeting. One is an editorial calendar or a more fully-formed editorial calendar. Heidi, we'll be adding this to the strategy document. These are all strategy document edits.

So, we'll be adding developments of an editorial calendar for the top-level At-Large social media accounts. We need to do an inventory of what resources we've already collected.

Yes, absolutely. To Heidi's question in the text, yes. Comments can be made on the Wiki page. Absolutely.

Also, we have to work on, to Maritza's point about communication, look into setting up a more regularized use of RALO-level hashtags for communication. That can go among the bullets where we're talking about the social media handle, so we can add in RALO-level hashtags.

Are there other people who would like to chime in here? I see people popping in on the call.

In the event there is no comments, what we're going to be doing now going forward since it's just a few weeks from the next ICANN in Panama, for those of you who will be Panama, I will be there. I will be engaging with RALO and ALAC leadership there and I will also be chatting with Evin for steps forward and we will have our next meeting following ... We'll set up a Doodle for after the next ICANN meeting, so we can discuss where we're at, where we're going, and how much buy-in we have with the RALOs. How does that sound to everyone? Can I see either thumbs up or thumbs down?

HEIDI ULLRICH:

Everyone, that's a green tick that you can get to from the top of the AC page. If you scroll down from I believe it's the hand going up, you can give yourself an agree, a green tick. Maritza has it. [inaudible] to agree green tick or the red cross for disagree.

JOHN LAPRISE:

Alright. Seeing no dissent, I'm going to call this meeting ... Hello? Was that a hand?

BARTLETT MORGAN:

Oh, this is Bartlett. I'm just on the bridge. I was just saying I agree.

JOHN LAPRISE:

Oh, okay. Thank you, Bartlett. Alright, seeing no dissent, we're going to get that into action. Another action item, by the way, is to set up the

next Doodle for after this ICANN meeting. Evin, we'll be meeting in Panama and we'll have a list.

Alright, people, thank you very much for taking this call this afternoon. We are adjourned.

HEIDI ULLRICH: Thank you, everyone. Bye.

ANDREA GLANDON: Thank you. This concludes today's conference. Please remember to disconnect all lines and have a wonderful rest of your day.

[END OF TRANSCRIPTION]