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CLAUDIA RUIZ: Good morning, good afternoon, and good evening everyone, welcome to the at-large social media working group call on Wednesday 11th July 2018 at 22:30 UTC. On the call today on the English channel we have John Laprise, Abdeldjalil Bachar Bong, Montresor Konan, Sarah Kiden, Susannah Gray, Kristin Doan and we just have Cheryl Langdon-Orr joining us now. On the Spanish channel we have Maritza Aguero. We have received apologies from Vanda Scartezini, [inaudible]. From staff we have Heidi Ullrich, Silvia Vivanco, Evan Erdogdu, and myself Claudia Ruiz managing the call. Our interpreters for today are Veronica and Marina. Before we begin, I would like to remind everyone to please, state your name before speaking, not only for transcription purposes but also for our interpreters. Thank you and I turn it over to you John.

JOHN LAPRISE: John Laprise speaking for the transcript record. Thank you and welcome to everyone here today, thank you for joining us. We've had the roll call, do people want to go around the room and introduce themselves, we haven't had a meeting this large in a while, so I would say introduce yourself to say your name and what region you are coming from, since we're being very regionally focused. So we will go down the line in participant order, so I see Kristin and then if we have dial in's we will go to them.

KRISTIN DOAN: Hi, this is Kristin Doan, I am from the United States in Washington DC.

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*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.*

JOHN LAPRISE: Montresor? Are you having sound issues? Alright, we'll go onto Sarah.

ABDELDJALIL BACHAR BONG: Hi everyone it is Abdeldjalil Bachar Bong from [inaudible].

JOHN LAPRISE: Oh great. Sarah?

MONTRESOR KONAN: Hello, it is Montresor from Ivory Coast.

JOHN LAPRISE: Oh great. We're going to need somebody to mute their mic I think. Alright, I think that works. Alright. Susannah, do you want to say hi?

SUSANNAH GRAY: Hi everybody, this is Susannah Gray, I am based in San Francisco, California and New York but I am from [inaudible]. I am coming at you from two perspectives.

JOHN LAPRISE: Sarah, did you actually get a chance to introduce yourself?

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SARAH KIDEN: No, hi everyone this is Sarah Kiden. I am from Uganda but currently based in South Africa.

JOHN LAPRISE: Finally, last but not least Miss Langdon-Orr.

CHERYL LANGDON-ORR: Thanks John, Cheryl Langdon-Orr, Australia, Outback region.

JOHN LAPRISE: Thank you again for everyone on the call. So, just to appoint yourselves with our Wiki page. On that page and in the agenda for this meeting there are two documents, a strategy document and a tactics document. Those are open for drafting at this point, those are draft documents, they're working draft documents, so operating on their basis, but, welcome additional inputs and comments, Susannah has already volunteered to add some points to one or both documents. To give you an overview of where we're moving towards is, to have a RALO level leadership on social media and for that content which has global importance, for the RALO level social media leaders to then forward it up to Evan, who is coordinating on the global level, and that will be content we can tweet out or share out on global handles, at-large handles. At the RALO level, what I would ask at this point is, for those people who are at the RALO level, one of the suggestions that came out of the Panama meeting was to investigate the usage of RALO level hashtags, so, #LACRALO, #AFRALO, etc, and if those are not strongly claimed then to start using those on a regular basis among yourselves to

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coordinate content and to share out. Beyond that, I'd like to also report that at the Panama meeting, I had an opportunity to basically present to leadership teams from all the RALOs with the exception of APRALO. APRALO, I have been talking to individually and I am hoping to get on a conference call if they have a few minutes to present. I have been talking to all the RALOs, so all the leadership teams are aware of the need to identify social media leaders in their regions, because we want content for regions that is appropriate to the regions, both in terms of what it is, what language it's in, what platform it's on. That varies dramatically from region to region and we're aware of that, so in order to be effective, we want to have content that is accessible on a region by region basis and best done at the RALO level. So let me... and to that end right now, we are asking all the RALO leadership to formally appoint their social media teams by August 1. So, for those of you who are on the call who are not yet on that list, or have not contact your RALO leadership, I would cordially invite you to do that, also to work with Evan who is on the call to contact the RALO leadership, offer your expression of interest on that. We would like robust teams in all the RALOs to begin operations on or after August 1st. Are there questions or comments at this point on anything that we've been discussing? Sarah, I see you.

SARAH KIDEN:

This is Sarah for the record. I wanted to ask about... I know we talked about it some time and I could have probably made some meeting in the regional level social media account, like [inaudible] AFRALO, [inaudible], not the hashtag but the handle. Is it now OK, because I

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remember at that point we were told that communication has to originate by staff or something like that?

JOHN LAPRISE: Right, John Laprise for the record. It's my understanding that the handles at the RALO level are a staff thing, Evan, I am correct in that right?

EVAN ERDOGDU: Hi John, yes. So, from our Twitter account, at-large Twitter account, we frequently use the hashtags and so RALO leaders as well as community members also use that hashtag and also tag ICANN or tweet at-large, just so that it's on the [inaudible] and we can retweet as well.

JOHN LAPRISE: John Laprise for the record again. Evan, what about RALO level handles for instance, what's the policy on their existence and/or their management?

EVAN ERDOGDU: Thanks for that, let me get back to you. This is Evan for the record, on that on with the comms team, right now staff is not managing separate Twitter account and it's not like Twitter.com/lacrало, staff does not manage this at this time, but let me ask and follow up. Thank you.

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JOHN LAPRISE:

John Laprise for the record. Sarah, to your question, my sense is that, I am guessing that ICANN has probably... I don't know for certain... but I suspect that ICANN is going to want to maintain staff control over those handles, if for no other reason than for sort of intellectual property issues, and control of content. With that said, that's why I'm relying on the hashtags rather than the handles. So, I would encourage everyone to, start using with internet, with ICANN related content, or content you think is important to your communities at the RALO level to start using hashtags with your RALO. So like, #AFRALO etc... yeah... and to use that to share our content, and for the content you think is more global in nature, make sure that that is tweeted to the at-large handle, so Evan will see it and we can get it out on the global handle. I see Sarah's question in the chat... yeah, there's a lot of handles out there, and I don't know who all manages it. Yeah, I don't know. Other questions at this point?

Alright, so at this point what I would like to invite everyone who is on this call to do, because if you're on this call that means you're interested in social media. If you have not already contact Evan, do so, get your name in the mix, identify yourself and your RALO, make sure that you are then put in touch with your RALO leadership who can then formally become aware of you and add you to the RALO social media team, and plus you'll probably be communicating with Evan with some of your own social media handles because one of the things, the early things we will be doing is creating lists of handles and accounts of people on this team, so that we can amplify messaging, so we can share out to those groups using lists and other things in order to coordinate our messaging. Second thing I would like everyone to do is, make... familiarize yourself

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with both the strategy and the tactics document. Read through those, if you have things to add, by all means please go ahead and add, edit the document and add more content. We want to make those really effective tools for people who are interested in social media, in at-large to create and share effective content.

The other thing since all of you who are on this call are active social media users, you probably know other people like yourselves who probably are also interested in ICANN related issues, go and ask them to join up too. Social media, the first half of social media is social, so go and ask your friends, your colleagues, who are interested in internet related issues who are likely power users in social media or involved with issues that are close to ICANN's heart, to get involved and to volunteer and to contact Evan and to do everything you can to get them involved too, because it takes more people. We're building teams in all the RALOs right now and at this point recruitment is really essentially to find those power users and to get them involved. Questions, comments? OK, I see no hands at this point. Evan, do you have anything to add at this point?

EVAN ERDOGDU:

Hi John, I'm not sure did you say Evan, myself?

JOHN LAPRISE:

Yes I did.

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EVAN ERDOGDU: Just a reminder, I think our goal is to have fully formed RALO teams by the 1st August, for everyone to nominate from their respective RALO. Thanks.

JOHN LAPRISE: Yes. Thank you Evan, yes absolutely. We want the teams up and running August 1st, so we can start working to build robust teams and to have robust social media presences in the RALOs, in preparation for... so we can make a really big impact coming into the Barcelona meeting in October, which is the next ICANN meeting. In the meantime, if there are no other comments, I am willing to adjourn this meeting. I will take more questions and comments at this point, and seeing none at this... Cheryl... I see Cheryl. OK, alright. Cheryl.

CHERYL LANGDON-ORR: I was going to see to Susannah but I will jump in. Cheryl Langdon-Orr for the record. I'm not going to be at the next APRALO meeting, which is at 06:00 UTC on the 19th of this month John. Would the hover, in some way shape form, to see if we can get this regional work in social media on the agenda there, so I don't know whether you want to, perhaps pin something that could be made to the record if you can't make the meeting. It's probably not a very friendly time for you, but unfortunately it's one of those times that [inaudible], I am going to be apologizing for a APRALO meeting in about the last 4 years so I can't pick up the mantle, but just wanted to let you know that that was the juggle.



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JOHN LAPRISE: Thank you Cheryl, yes. I am aware of the timing and I'm looking at my calendar and seeing whether or not I can manage to be up 1 AM Chicago time, when I have to get up at 6 to work the next day. I may be just submitting a statement, but I am working with APRALO staff to coordinate on that. If nothing else, we'll be on the agenda. Susannah?

SUSANNAH GRAY: Hi John, this is Susannah Gray for the record. I just wondered if you could maybe just go over what our objectives are for the social media work. I wasn't on the last meeting, maybe you covered it in the last meeting, but it may be good to have everybody on the same, are we trying to disseminate information, are we trying to recruit new people, all of the above? [inaudible].

JOHN LAPRISE: OK. Thank you Susannah. This is John Laprise for the record. So, to the question of purpose, the first purpose is building networks. So we are identifying power users in the RALOs, building the networks that will, you know, share out the content. Beyond that, beyond building the networks, the purpose is definitely two-fold. One is, to reach those people with information who are already engaged with ICANN and specifically at-large, to keep them informed enough about what's going on. There's a lot of different activities happening in ICANN right now, it's based on the last Panama meeting, it's really really busy. In at-large we have at-large review implementation coming in the play, there's the EPDP on the technical specification for GDPR, and then we have the geonames, we have auction proceeds. There's a very interesting, many

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other groups are undergoing review right now. In fact, there's a very interesting RSSAC review document that's just got posted. There's a lot of content out there, that I think our members would be really interested in but we have to help them find it, unfortunately, because well, just to make it easier for them to find it. The second purpose which is two other points, is, to find other people who are not presently active in ICANN but if they knew about it, would be, and so just by virtue of creating networks of power users who are already invested in ICANN, the odds are good that we will reach other people who are interested in internet issues because your followers are likely to be interested in content that you're interested in, that's internet related. So, we have a better likelihood of reaching a broader audience that may be not be quite engaged in ICANN yet, but maybe engaged in the future. So, it's two-fold, one is keeping our current membership informed and secondly to reach out and attract new members as well.

Lianna, I see your question in the chat, so when we're talking social media we're talking all the platforms. One of the reasons for this strategy going forward, moving to the RALO level is recognizing that different regions use different platforms. In the US, I am what I would consider a power user in the US, I use Facebook, Twitter, LinkedIn. I am not a photographic person so I don't use Snapchat. I am not a big Instagram user, but I have strengths in the other three platforms. If we go to APRALO, maybe WhatsApp and WeChat. The platforms of choice vary from RALO to RALO, so by relying on experts, power users at the RALO level we're able to make use of their knowledge of local culture, local platform usage, and also language usage. I mean, I'm an English language speaker, I speak a little bit of Arabic and a little bit of French,

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but I would never tweet in those other two languages. In other regions we have multilingual users who share in multiple languages, that's great, I can't do that. But in NARALO it's... aside from English and French, and some Spanish, those are the primary languages here. Other regions are not the same, so evolving authority and responsibility for sharing content at the RALO level means that we can share content in a language appropriate, platform appropriate way. Does that answer your question Lianna? Good. Other questions? I am looking at the participant line to see if there's any questions. I see a typed question from Montresor or something.

Alright. So, just by a show of hands, how many people have looked at the strategy document? Alright, well just to summarize on the strategy document, for those of you who haven't read it. The strategy documents is a high level document that basically describes what we've been talking about here, which is that devolving responsibility for social media content to the RALOs, because we recognize that language platform and content, and the issues that are important in the RALOs, differ from RALO to RALO. That said, some issues transcend specific RALOs, and that's the content that we want to find at the RALO level and send up to the at-large level. So that we can then share it out across all the RALOs as well as the at-large handle. So, this is a way of, sort of crowdsourcing and I guess crowd editing content for at-large. Does that make sense everyone? Show of hands. Yes Montresor, I completely agree. Part of those definitions that you... I am responding to Montresor in the chat... says that he thinks it's interesting but needs to be completed with a list of objectives to try to supply the main tasks. So, I completely agree but I also think that those tasks are in part defined by

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the RALO teams. The social media teams at the RALO level have the best understanding of what's going on in the RALO and what reasonable objectives are at the RALO level. You know, for instance, internet adoption rates are different from RALO to RALO and so, objectives may differ widely because of that. I think it's important for the RALOs to consider what objectives are important in their RALO and advance those. That's part of the strategy in devolving responsibility for social media to the RALOs. Does that make sense Montresor?

Alright, other questions or comments? I am [inaudible] seeing volunteers in the chat than the action items. Alright, so... seeing no other questions at this point... oh... yes, so all of you at this point if Evan... alright, so. Like I said, before we adjourn, if you are on this call and you want to get involved and I assume you do, since you are on this call, contact Evan and she will be compiling a list by RALO of interested people. She could also probably forward those to the RALOs, although I would suggest that it's really the responsibility of volunteers to go to their RALO leadership, but at this point given the conversations I've already had with the RALO leadership they are very strongly supportive over this, and so they will be glad to take your volunteering. So, if there are no other questions and seeing none and no comments. Going once, going twice, going three times and we will close the meeting. Thank you very much for being on this call.

UNKNOWN SPEAKER: Thank you, bye-bye.

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UNKNOWN SPEAKER: Thank you everyone, this call is now adjourned. Please remember to disconnect your lines. Thank you.

[END OF TRANSCRIPTION]