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YESIM NAZLAR:

I'll go ahead with roll call. Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Social Media Working Group call taking place on Monday, 1<sup>st</sup> of October 2018 at 12:00 UTC.

On our call today, on the English channel, we have Alfredo Caldern, Daniel Nanghaka, Bram Fudzulani, Liliane Kom, Ejikeme EgbuoguNasim Parvez, Yrjö Lansipuro, Lillian De Luque, Dev Anand Teelucksingh, Sarah Kiden.

Currently, we don't have anyone listed on the Spanish channel.

We have received apologies from Susannah Gray, Maureen Hilyard, Olivier Crépin-Leblond, Narine Khachatryan, Lianna Galstyan, Sergio Salinas Porto, Wale Bakare, and from John Laprise as well.

From staff, we have Gisella Gruber, Evin Erdogdu; and myself, Yesim Nazlar, and I'll be managing today's call.

Our Spanish interpreters for today's call are Marina and Paula.

Before we start, I would like to remind everyone to state their names before speaking not only for the transcription, but also for the interpretation purposes as well, please. And now I would like to leave the floor back to you, Alfredo. Thank you very much.

ALFREDO CALDERON:

Thank you, Yesim. This is Alfredo Calderon, for the record. I'll be chairing this meeting since John Laprise had a personal emergency. He had one of us to chair the meeting and I'm going to do that.

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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.*

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I'll do my best. I'm just looking at the agenda. We already did the roll call. Are there any action items that we have to take care of?

YESIM NAZLAR: Hi, Alfredo. I'm currently posting the action items on the AC room. Just bear with me for a second, please. I see all of them are completed from the previous call.

ALFREDO CALDERON: Thank you for that, Yesim. So, as you've noticed, there's no pending action items, so we're up to date on that. I do have a question for you, Yesim, regarding the Mario task. Did he actually check the Facebook questions from the community?

EVIN ERDOGDU: Hi, Alfredo. This is Evin speaking, if I may. I followed up with Mario after the call and he did check. He said there were may be one to two messages, actually in Russian, and he believes they were likely spam messages, so there was very little question from the Facebook profile of the At-Large community. Thank you.

ALFREDO CALDERON: Okay. Thank you for that. So, the next item in the agenda is to talk or discuss the KSK rollover promotion documents that were posted. I was saying before we started the recording that I saw an issue with the Spanish version of the guides that are going to be available for us to share among our communities. So, I would suggest that each member

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from the different regions look at his or her version, language version of the document, and if you find any issues, please inform I guess it was Evin, so she can forward it to whoever is in charge of printing this out, so we can have it available so we can share it with our communities.

Try and do it today if you can. Yes, Evin?

EVIN ERDOGDU:

Sorry, Alfredo. I didn't mean to interrupt. Thank you very much. Yes. I just wanted to let you know, since John isn't here, that the idea was on this Wiki resources page there is a print version and a web version and I can relay any typos or mistakes in languages to our coms department who prepared these guides. And in advance of the KSK rollover, on the 11<sup>th</sup> we can promote via social media, so the web version, and then we can also have it available for printing if any RALO leads or community members would like to print and distribute to their community. Thank you.

ALFREDO CALDERON:

Thank you for that. I do have a question. I don't know if anybody can answer this. This document, this quick guide, is intended for what audience? Is it for the technical community or is it for the end users? Who can answer that question? Yes?

EVIN ERDOGDU:

Sorry, Alfredo, this is Evin again. This is likely geared towards technical but it's also a broad sheet for the general public. It's posted publicly and it doesn't specifically note on there if it's for a specific audience, but I

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can also ask Coms this question if you'd like. Or if you'd like to adjust it more specifically to an end user perspective, we can discuss that now.

ALFREDO CALDERON: Well, let's ask everybody else. What do you think? Should we have a version that is more simplified so the end user community can understand some of the terms that are actually a little bit complicated for them? Anybody?

DANIEL NANGKAHA: I have a thought.

ALFREDO CALDERON: Yeah. You have the floor.

DANIEL NANGKAHA: I think this is a document that [does have a big] target and all of [inaudible] challenge of end users understanding [inaudible] of KSK rollover. So, I suggest that we make at least a very much simplified version that anyone can read and understand. And for those who also request technical explanations, they can always find the explanations somewhere on the Wiki or the webpage. Thank you, Alfredo.

ALFREDO CALDERON: Thank you for that. Anybody else have a suggestion or comment? Yes, Dev, go ahead. You have the floor.

DEV ANAND TEELUCKSINGH: Can you hear me?

ALFREDO CALDERON: Yes, I can.

DEV ANAND TEELUCKSINGH: Okay. While the guide is, while it looks very nice from a publishing standpoint, I do think it is geared more technical. Now, I do know that I'm going to post the link in the chat. [inaudible] to the page on the KSK rollover. And actually, we talked about the technical outreach which they have done by country, which countries are ready for the KSK rollover which is kind of interesting. I need to start with this page in preparation for this call. Maybe I'm misstating that. But some of the information might be very useful.

I know that ICANN published a more complex guide and I'm trying to find that link. I think I found it. Here it is. This is a much more larger guide which is about seven pages which actually goes into the issue and so forth. But [inaudible] it's not very pretty, but I think it is potentially a little bit more valuable from an end user perspective because it talks about what you're supposed to see [when the resolvers fail] and so forth. So, I think it's slightly better or at least that part of it is better. So, a suggestion.

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ALFREDO CALDERON: Okay. Thank you, Dev. So, you're suggesting that we should add these two links to the Wiki space we have and share it with communities, so that whichever group can use it, be it technical or the end user?

DEV ANAND TEELUCKSINGH: Correct.

ALFREDO CALDERON: Okay, thank you. I think, Ejikeme, you have your hand up. You have the floor.

EJIKEME EGBOUGU: Okay. Hello, everybody. This is Ejikeme Egbougu. I want to agree with what everybody before me has said. It's very correct. But also we have to realize that we have to be ... Let people know what the impacts of this KSK rollover is going to be on their daily lives, if possible, for end users. What impact is it going to have on their [inaudible] Internet use and everything? Let them be able to understand it better because once I got the guide, as I was reading through it, I really [inaudible] understand how we are affected as an Internet user, my group, my community, and [inaudible] what changes or what do I have to do [inaudible] to this, so as not to be affected negatively?

So, basically, the [inaudible] everything people before me have said yes, but also let's [inaudible] impact. Is it just something that's [been done] [inaudible] like I said, it's like changing the password. Someone might decide not to change their password and it's okay, but [inaudible] larger effect. Let's [really know]. So, [inaudible] if we're saying this is

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important, how we are [inaudible] importance and how we're going to [inaudible] our level of action. Thank you.

ALFREDO CALDERON: Thank you for that, Ejikeme. I see that Lilian has her hand up. Lilian, you have the floor.

LILIAN DE LUQUE: Hello. I am going to speak in Spanish.

ALDREDO CALDERON: Okay, go ahead.

LILIAN DE LUQUE: Hello. According to what you have been saying, I would like to ask that—

YESIM NAZLAR: Excuse me. This is Yesim speaking. Lilian? Lilian – or maybe, Alfredo, could you please tell her in Spanish that she needs to use the phone bridge. She is on the phone bridge already. Not the AC room but the phone bridge. Thanks so much, Alfredo.

ALFREDO CALDERON: Okay. I'll do that. Lilian, por favor, [speaking Spanish].

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LILIAN DE LUQUE:

I was just saying that I want to add something to what you have said and that is our ultimate goal is the end users and the end users are not used to reading very long documents, so we need to get to them with something that is concise. So, it is important that if these documents are addressed to the end users, they have to be short and straightforward. This is just what I wanted to say because we are used to all these terminology and to these documents in English. So, they have to be simple documents when they are addressed to the end user community. Thank you.

ALFREDO CALDERON:

Thank you, Lilian. Muchas gracias, Lilian. So, we have an issue with the document. When I read the document, my first question was for whom is this document? So, I guess everybody agrees that its approach is towards the technical side of our community and we're lacking information, clear and precise information, for as Ejikeme mentioned, what the end users are supposed to do if/when the KSK rollover takes effect on October 11<sup>th</sup> [inaudible].

So, I would suggest that someone – and I guess it'll have to be John when he hears this recording should address this with the staff who developed this guide in order to have a clear message towards the end users. Lilian, is that an old hand you have up? Okay. Yes, it is.

So, any other concerns? I guess, staff ... Dev, you have a question. You have your hand up. Go ahead.



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DEV ANAND TEELUCKSINGH: Thank you. Just a note I also posted in the chat a YouTube video that's a few minutes long which I think it's quite geared towards the end user trying to explain what [inaudible] and what is happening. It was done last year, actually, but I think it's still relevant today, except that [inaudible] to the date last year and hasn't of course updated to 11<sup>th</sup> October this year. But, the video I think is quite comprehensive. You [inaudible]. That could also be used at least as an opening. If you want, [inaudible] opening thing on social media. We could point to the video as a starter because I think it's illustrated very well. Then going to the more technical [inaudible] and so forth. That's it.

ALFREDO CALDERON: Thank you, Dev. Great suggestion. I see that Ejikeme had his hand up again. Ejikeme, you have the floor. Go ahead.

EJIKEME EGBUOGU: I just wanted to find out, the method of dissemination of this information, when finally we get the proper information sent out, how are we going to disseminate this information on social media? Earlier, I asked on the chat and Alfredo answered me that what's our Twitter handle and he said we haven't agreed on one for now. Then, I guess maybe we have one on Facebook. If we do, I'd like to know so I can also do that. Do we have anything on Instagram? Generally, I just want to know all the outlets we have on social media that we can key into disseminate not just this one but other information on social media. And also, if there's a database or somewhere like an archive where we have all this information that we'd like to push, if it can be made known

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to us, the members of the Social Media Working Group, so the aspect of information dissemination will be more easier for us. Thank you.

ALFREDO CALDERON:

Thank you, Ejikeme. Yes, actually, that's part of the brainstorming that we're doing in this work group. We're trying to figure out the best way that we can share the resources. Now, if you go to the Wiki space that we have, Ejikeme, there's a social media representative or at least two from each region, so these are the key people in each one of the five RALOs that are going to be in charge of collecting and disseminating information. That doesn't mean that the rest of the members of the group can do it. So, keep that in mind, that we can do that.

Now, do we have a handle? As I mentioned in the chat to you, Ejikeme, I guess we haven't decided on one yet. Actually, I went into Twitter, for example, and I saw that SONE is being used as a handle already, so we have to figure out what the handle will be. Evin in the chat is sharing the workspace we have. In that area is where we're going to have all our documents, and from there, you'll be able to link them to your audience, Ejikeme, so you can use your handle, you can use your social media instrument, and share it with your community as we will all be able to do, pointing to that workspace where we will have all the documents.

That's what I have to say about that. Anybody else have any questions, any comments on that issue? Going once, going twice.

So, let's go on to the next item on the agenda. Hopefully, sometime soon we'll be able to give you the guides and have them up to date. The

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next item on the agenda is ... Well, ICANN 63 Social Media Goals. I can speak about that because I don't understand what John had in mind when he shared with us the ICANN 63 draft schedule. I don't know if he discussed it with [inaudible] of somebody on staff, so that they can share whatever John discussed. Go ahead.

EVIN ERDOGDU:

I can't speak directly for him, but the idea was he wanted to have the RALO leads and also participants on this call discuss particular events or particular issues of focus for the upcoming meeting and perhaps ways that we could plan in advance to promote events or draw attention from the different RALOs, particularly online via social media. So, this would be handy in organizing people who are at the meeting and also in promoting for people who are not at the meeting. So, it was a general brainstorming session for ICANN 63. Thank you.

ALFREDO CALDERON:

Thank you for that, Evin. As a matter of fact, I guess that's part of what this working group is all about. So, I understand that today the schedule will be available on the ICANN Org website and you'll be able to download the app with all the schedules. Basically, that's the idea, that we share those sessions that we believe that all our constituents or ALSes in our regions can participate. We don't believe they can participate at the meeting.

From the standpoint of the fellowship and the newcomers program, we are dealing with that. We are actually speaking with the fellows and the newcomers so we can drill into the schedule and identify the schedule

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and identify the [inaudible] participate. So, that's part of the duties that we as the working group members have.

Dev, I see you have your hands up. You have the floor, Dev. Go ahead.

DEV ANAND TEELUCKSINGH: Thank you, Alfredo. Has the At-Large schedule been posted up in terms of ... What's [inaudible] times for ICANN public meetings. We know that we have ALAC and Regional Leaders Session 1, Session 2, Session 3, etc., which is not very informative. Have the internal, what happens in each of those sessions, has that been organized? I don't know if you have the answer to that, Alfredo, or if staff has the answer to that.

ALFREDO CALDERON: Thank you, Dev, for that. I would ask staff if you have an update on that.

EVIN ERDOGDU: Hi, Alfredo. I'm happy to follow-up for you. As you noted, the formal schedule will be launched later today and the agenda, I believe, has a general draft on [inaudible], but these are often tweaked in the coming weeks in advance of the meeting. But these agendas have also been posted on the ICANN 63 workspace. So, as soon as those are posted, we can [inaudible]. I can also follow-up today on an estimated timeline for you. Thank you.

ALFREDO CALDERON: Thank you for that. Dev, is this a new hand? Go ahead.

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DEV ANAND TEELUCKSINGH: Well, a quick follow-up question, or a quick follow-up suggestion, I should say. Once we've decided, once the schedule does get posted on the Wiki, perhaps what can be done is ... I think staff already does this, but I think it was very close to the meeting itself. They just have a day one, day two, day three of ICANN. [inaudible] is do something like a simple graphic with the [inaudible] text for here's all about At-Large, where we're discussing this, this, this, this, and the room schedule and the meeting room links. Instead of going through and trying to browse through our Wiki page, which can be hard on a mobile user, if we have a handy graphic, maybe [inaudible] look in PDF. Something like that. It looks like a postcard with the key events. That's a suggestion.

ALFREDO CALDERON: Thank you for that, Dev. I agree with you. I know it'll be an additional task for staff and I know you'll be busy during the ICANN 63 meeting, but if that's possible, let's go for it.

EVIN ERDOGDU: Alfredo, just wanted to direct you to Gisella's comment in the chat box related to Dev's question on this format. She says staff sends a list of all the At-Large meetings, dates, times, and rooms as well as the other general sessions, at least the night before the event.

ALFREDO CALDERON: Okay. That's great. But then again, and I guess this is what Dev is referring to, it's not only the At-Large community. We would like to

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have and to engage other people that aren't aware of the sessions that are going on in ICANN that don't even know what ICANN is all about and this would be a way to involve them in at least looking at a schedule day by day and how they can link into the AC room where that session is going on and if there's translation available so they can participate actively, at least listening and watching what's going on. So, I guess that's Dev's idea and I agree with that 100%. Any comments?

So, I know that every day we're going to have the night before the schedule for the following day. Again, this is only for the At-Large community. We're forgetting that we're trying to outreach and engage other people.

So, since the schedule is out, please review it and start using the link to promote the sessions among your community. Let's go on then to the next item in the agenda, if we can.

Item number five. There's a RALO [inaudible] discussion. There's a couple of documents there. I guess I'll leave that for John to discuss in the next meeting. I think there was someone who wanted to add something. No? Okay.

If staff has an idea what item five is all about of the RALO strategy discussion, I know there's a couple of documents there but I'm not sure what John's intention was.

EVIN ERDOGDU:

Sure. Hi, Alfredo. This was actually from the last meeting. It's just a general update to the discussion that was had. Basically, the resources

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that were being discussed, primarily the Slack platform. I'm not sure if Dev would like to share, but he did share in advance of this call a new ICANN At-Large Slack platform and perhaps he would like to make a couple of points on this.

ALFREDO CALDERON: Sure. Dev, can you comment on this? Go ahead. You have the floor.

DEV ANAND TEELUCKSINGH: Thank you. Actually, the At-Large community was probably the first – I'm tempted to say the first community that actually used Slack in 2014 and that was in time for the ATLAS-2 Summit in London. Our Slack channel is [icannatlarge@slack.com](mailto:icannatlarge@slack.com). What I'll do, I'll post the link which is sort of like a joint link in the chat which is that long link.

For those who have attended Technology Taskforce calls, we have done in detail about Slack and so forth. Slack is well-known. There's lots of documentation available. I made Evin an admin. I guess I'll ask Evin. Should [inaudible] or other At-Large staff be added immediately to the Slack platform to help guide this working group and [inaudible] whole At-Large community to use the Slack platform?

That's a brief summary. I don't know if you have any questions about Slack in general. I'm happy to answer any questions.

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ALFREDO CALDERON: Dev, can you explain to the rest of the group just in case there's someone who doesn't understand or knows what Slack is all about, what it is and what we're using it for?

DEV ANAND TEELUCKSINGH: Perhaps I could ... If I'm made a presenter, I can probably share my screen. I could just show you what ... I don't know if we have time of that, actually. I need like 10 minutes towards the end of the call. I'll give a brief overview of what Slack is.

So, Slack is a group chat application and it has three main characteristics. It [inaudible] separate conversations by hashtags, and in Slack, these are called channels. So, the idea being is we can group conversations apart using one channel. So, instead of having one general chat where everybody is talking about everything and the topic changes every new post, what can happen is you can just focus on the channels you're interested in, your interest.

So, in the At-Large community chat – and what I could do, I'm going to at least share a picture of it. I won't share the picture now. So, what I said for the At-Large community chat, and when you sign in you would see that there are channels for the various topics. So, we have IDNs, Internet governance, new gTLDs, and we can create channels for the different working groups. So, I created a channel already for the Social Media Working Group, so when people join, we can have a conversation there as to what to do.

The benefit of Slack is that you can get notifications very easily on your mobile device as well as on your desktop and you can also do searches.



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You can search across your entire history to find messages in public channels which [inaudible] when compared to something like, say, Skype where you have to know where you said it, when you said it, in order to try to find it. So, it's much easier finding information, finding the conversations.

The other challenge has been we need to get people to really move and start using the platform in a big way. There's Twitter integration, so that if somebody [inaudible] hashtags. For example, if LACRALO or NARALO hashtags, you can get a notification in Slack and potentially [sponsor] it as well [inaudible] discuss the issues in Twitter or in Slack first before starting on Twitter. Those types of things.

I think that's it. I said I can obviously go into a long, detailed presentation but I don't think we have the time for it since we only have 10 minutes left.

ALFREDO CALDERON:

Thank you, Dev. That was very informative for newcomers to this group that really don't understand what Slack is all about. I would suggest an action item where for the next Social Media Working Group meeting Dev gives a detailed presentation on the possibilities and the futures that Slack has and how we, as a Social Media Working Group, can use it.

I do recall that John mentioned that he was going to work on creating some groups. I don't know if it was based on RALOs or the social media representatives from RALOs, so we'll have to ask John to clarify or we can discuss it in the next meeting.

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I see that there's in the agenda something that says that RALO monthly users [inaudible] EURALO asking AFRALO to start a new [inaudible] as a suggestion to disseminate information. In that region, NARALO has a monthly newsletter that is published with information from all the ALSes of the region, so that's a suggestion that's out there, so we can inform our constituents of what is going on in our region. You can see the link on the NARALO monthly newsletter. That's been published I think since 2015 that Eduardo Diaz was the editor of that. So, that's a volunteer, staff, that somebody does in NARALO.

I'm not going to go into the summary of the action items because you can see them in the recording and in the action items section. Since we have nine minutes to go, is there any other business, any topics you want to bring to the group?

Well, I have one. I don't know how many of you are going to be in ICANN 63 in Barcelona, but it would be great if we can have an informal meeting so we can have a face-to-face session where we can discuss some of the ideas we have and try to get to some consensus. So, let's see what John says about this, if we can fit into the ICANN 63 informal meeting where we can gather as a group and go over some of the [inaudible] or the ideas that we have.

Sarah, I see your hand is up. You have the floor. Go ahead.

SARAH KIDEN:

Hi, everyone. I hope you can hear me. This is something that has not been discussed during this call today, but I just wanted to ask – I've asked many times before. We were told that we could not have our own

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Facebook and Twitter handle, but I see that APRALO has Facebook and Twitter. Have we now created our own or do we continue to use the At-Large social media? Thank you.

EVIN ERDOGDU:

Hi, Sarah. Thank you for your question. If I may, those pages are not formally ICANN staff administered, the APRALO page, that is. We just have the one At-Large on Twitter after a while Facebook. But if RALOs have created their own pages, this is outside of being staff administered. But it could be a useful resource to retweet any information we post or share information. Thanks.

ALFREDO CALDERON:

So, Sarah, I guess what staff is saying that any tool, any [name] that the region thinks that will be effective to community to its membership or participants, just be aware that it's not administered by staff, so somebody in your region or your group has to take care of that.

Sarah, is this a new hand? If it is, go ahead. Okay. I see that, Dev, you have your hand up. Go ahead.

DEV ANAND TEELUCKSINGH:

Okay. Thank you. One final thing about Slack. Two things, really. One, [inaudible] slides [inaudible] Technology Taskforce. It's on page 22 of that slide deck, which goes with some screenshots what Slack is, what it does, and why At-Large should use group chat as opposed to our e-mail alone and our Skype. So, they can read that and get a better understanding.

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I guess we don't have to do this right now, but I can, as a non-profit, apply for special pricing for non-profit which will give the full benefits, the full features of Slack, for up to 250 users at no charge. I think it's something that ... Perhaps we can discuss it with John, but I think ideally At-Large staff should apply for that limit to be raised and the full features to be enabled for at least 250 users. That's it. Thanks.

ALFREDO CALDERON: Thank you, Dev, for that information. I see that, Lilian, you have your hand up. Go ahead. You have the floor. Lilian, we can't hear you. Okay, we'll give a moment to Lilian and see if she is on the phone bridge or is having some issue. Any other business, any other issue you want to bring to the floor?

LILIAN DE LUQUE: Can you hear me now?

ALFREDO CALDERON: Si, escuchamos.

LILIAN DE LUQUE: Okay. As an additional final comment, I will be attending ICANN 63. I don't know if there is any session of the fellows where we can introduce or make a presentation about this group, tell them what we are, invite them to join us. I am a journalist and social communicator, so I'd be happy to help in anything that could be of use for this group and for At-Large. Thank you.

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ALFREDO CALDERON: Lilian, thank you for volunteering. I was hoping that you would volunteer for this because I know you're a journalist and you're into communication. I'm going to take advantage of that and see how we can work on that.

So, we're almost on top of the hour. I would like to thank you all for participating in this meeting and to allowing me to chair the meeting. We hope that John can read and hear this recording and catch up with us. I'm guessing that he will send out a Doodle through staff for the next meeting, besides something that might happen in ICANN 63.

I would like to thank you all for participating and I hope you have a great morning, afternoon, evening, and a great day. Thank you, all. This meeting is adjourned. Thank you.

YESIM NAZLAR: Thank you, all. Thank you. This meeting is now adjourned. Thank you very much to Alfredo for accepting to chair this meeting. Have a lovely rest of the day. Bye-bye!

**[END OF TRANSCRIPTION]**