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ANDREA GLANDON: Thank you. We will now officially start the recording for today's conference call. Good morning, good afternoon and good evening. Welcome to the At-Large Social media Working Group teleconference held on Thursday the 6th of December 2018 at 19:00 UTC.

On today's call we have John Laprise, Dev Anand Teelucksingh, Cheryl Langdon-Orr, Maureen Hilyard, Harold Arcos, Bram Fudzulani, Yrjö Lansipuro, Glenn McKnight, Oksana Prykhodko. We also have Susannah Gray.

From staff, we have Heidi Ullrich, Evin Erdogan, and myself, Andrea Glandon on call management. I would like to remind everyone to please state your name before speaking for transcription purposes, and to please put your phones and microphones and mute when not speaking to avoid any background noise. Thank you, and over to you, John.

JOHN LAPRISE: Thank you. Hi. Welcome, everyone, to the Social Media Working Group phone call. We have a busy agenda here. Most of it is to talk about what's been going on and what's going to be going on, but initially at least, we have Dev on the call to talk about Slack, which we're going to try to start using as sort of a backchannel communications tool in the Social Media Working Group to coordinate and collaborate. So Dev, if you're ready, please take it away.

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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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DEV ANAND TEELUCKSINGH: Okay. hello, everyone. Good morning, good afternoon, good evening, and [the first thing we wanted] to talk about is how should we – what type of configuration do you want At-Large Slack to be in.

So we already have an At-Large Slack set up, but what I wanted to focus [a little] discussion on before we start rolling it out more widely [inaudible] At-Large community is to go through about the channels.

Now, just a background about the channels is that Slack has what they call channels which organize all the conversations or profiles and so forth. We you can organize those channels, of course, anything, be it a working group, a topic, project. And we can create as many channels as we need.

But just because we can do everything doesn't mean we should try to do everything. We have two types of channels, and one is a public channel, and the public channel is open to everybody that is signed into the At-Large slack, and the messages there can be archived and it's searchable by any member. And a public channel has as hashtag, a number sign icon in its name.

The second type of channel is what is called private channels, and private channels are discussions that should not be open to the entire community, and you have to be invited to join a private channel to view it in Slack. A private channel has as lock [screen] next to its name. If you look at the screen here on the left-hand side, you will see some examples of public channels and some private channels.

But what I wanted to do to first start the discussion on was to come up with some sort of guidelines for At-Large channel names. The reason

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why I want us really to start with this now is because if you use predictable guidelines, the At-Large community would better be able to ask questions in the right places, connect to the right people to talk about the relevant topics to them, and feel empowered to really communicate within the At-Large community on our policy issues.

So channel names, similar to hashtags in that they cannot have spaces, full stops or most punctuation like ampersands for example, and channel names must be lower-case and less than 22 characters. So you can't do a very long name for these channels.

So these are some of the possible guidelines I wanted to throw out there for the community to look at. What I want to suggest is that we want to use some general names for common At-Large topics, and I've put some examples there, for example #idn, #whois, #internetgovernance.

I was trying to figure out an appropriate hashtag for the expedited policy development process for the temporary registration data – I think that's [the right – long-winded too.] But I see people have been using EPDP. Not quite user friendly for newcomers, but it is what it is. But we can look at [our taxonomy for] social media if you have a listing of that and then look to create those exact terms.

I also suggest that we can have channels for the RALOs, all five RALOs, and that's so that they can have their conversations very specific for their RALOs, and perhaps for their internal working groups for example. Okay, next slide.

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And some possible guidelines for the At-Large channel names is that for the working groups, I would suggest that in order to designate the channels that are working groups, we have #wg and a dash, and then the working group name. So then we can have #wg-socialmedia. Okay? #wg-policy for the Consolidated Policy Working Group. The Technology Taskforce could be #wg-technology and so on.

So by grouping those – having all the working groups beginning with #wg-, it will then become more familiar to everybody to say, “Okay, this is the working group for this particular topic.” Next slide.

Okay, and same for private channels. We can have some private channels for certain types of groups, and one group would be probably the ALAC internal, and that would mimic the exact ALAC internal mailing list which is comprised of the ALAC members only, and I believe the regional leaders as well, when they want to discuss certain things that aren't meant for the wider public to see.

And another one that probably is more sensitive is the ALAC appointee selection where you can have discussions regarding who the ALAC should choose for various public rules within the At-Large-ICANN community can be discussed in confidentiality.

Okay, and also, just to round this off, these are also some ideas I was thinking off. We have a #general for all-around general At-Large discussion, a #random if you want to just talk about something that's off topic out of ICANN policy issues, a #announcements for announcements by staff, and what we can do for example, we can set up calendar

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reminders which auto post to that announcement channel one hour before a meeting, so you'll get it as a notification.

We can also do things such as tweets from the At-Large twitter. That can also go to announcements as well. So in a way, you could think of it as a current status or what's happening in At-Large type of a channel. And I was thinking of some sort of help channel, #help, and that would allow newcomers – and I guess even our existing At-Large community members – to ask questions about At-Large. And if they have questions, how do I do this, how do I find something, those types of queries, they can post a question in that channel, and that's not a policy-related issue, and staff, and probably the At-Large community can help [locate it.]

But what are your ideas? This is what I wanted to do, because I would like to do – if you agree to these common guidelines, we could then all add or remove new guidelines, we can then have a document ready and then set up the Slack as the Slack workspace to, well, reflect the guidelines. So I think I'll stop there and take any comments or questions.

JOHN LAPRISE:

Dev, there's a question from Lianna in the chat about who can create channels.

DEV ANAND TEELUCKSINGH:

Okay. Thanks, Lianna, for that question. So, anybody can create channels. It can be set so that only certain administrators can create channels, but the thought right now is that anybody could create any

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channels they wish to. So currently, right now, anyone can. However, we can choose to restrict it if we want to.

With regards to private channels, you can create that as well, but then you have to invite the members directly to that private channel. It's not going to be discoverable by anybody because it's not going to be in the search or anything of that sort. Okay? So I hope that answers the question.

JOHN LAPRISE: Yes, that answers Lianna's question.

DEV ANAND TEELUCKSINGH: Yeah. I see Glenn McKnight's question, which is, "Do you expect much participation by the At-Large community? And what is the interest in using the tool?" Well, I would expect that we would use this tool more directly, especially as staff, and the community starts to use it.

Right now, we haven't really publicized the tool much, but I want to – as we establish the guidelines, set up the channels properly, and once staff is comfortable administering the tool, I think we could then really push to use it [in a more way] and stop using the Skype, which will be – so the At-Large Skype chat will go to – we will just use the general channel for that.

And hopefully by doing that, and once people see the benefits of using group chat, you can have the conversations on particular hashtags, you can find the topics that interest you, and instead of being flooded with anything and everything, I think the benefits would prove to be

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beneficial for the community and address some of our engagement challenges and so forth.

Okay. I hope that answers your question. Any other questions or comments, or whether these guidelines are good or bad?

JOHN LAPRISE:

I think there could be a general consensus that it's a good thing, it's just going to be a learning curve, and adoption is always a question, and adoption is facilitated by usage. So we've just got to get using it.

DEV ANAND TEELUCKSINGH:

Yes. Thanks, John. And just to respond to what Cheryl was saying, "until the next best thing comes along," one of the benefits at least of Slack is that you can export the conversations and all of the communications and import it into another tool. So if ICANN was to develop its own chat and deploy its own chat solution using some open-source solution, chances are we can easily – well, most likely move all of our conversations to the new tool easily. Right now, we can't do that in Skype and in fact, we have lost our communications history over the years.

Okay. Alright, I don't see any further questions, so I guess I'll turn it back over to you, John.

JOHN LAPRISE:

Thank you, Dev. Yeah, also, there's a question from León about the Learn platform. That's a separate thing with respect to ICANN's

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educational content and it does not directly interface with Slack. It's a separate system.

And to Glenn's question about addressing the use of social media effectively, this is part of the answer. This addresses some of the coordination and collaboration issues. Alright, I see lots of people typing, so I will address the people as they type.

HEIDI ULLRICH: John?

JOHN LAPRISE: I'm sorry, Dev, you want to say something? Or someone wants to say something?

HEIDI ULLRICH: This is Heidi just with a quick question for Dev. May I?

JOHN LAPRISE: Yes, please.

HEIDI ULLRICH: Yes. So, Dev, I'm just wondering how membership is handled using Slack, because currently on Skype, staff can add people, set up new groups, etc. So I'm just wondering how that would work in Slack. Can anyone join as long as they have the link to it? Because then that would



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have other impacts than just Skype where someone needs to add you.  
Thank you.

DEV ANAND TEELUCKSINGH: Thanks, Heidi. Currently, there's an invite link which I'll post again in the chat, and what that link does is it allows anybody to sign in if they're given the link. Now, the admins can directly add persons to the Slack communication tool, so they can preconfigure a username and a password and then issue it to the new person within the At-Large community directly. So the admins have that power to do that.

We can also of course – if we decided we don't want to do this kind of public, anybody could sign in, we can of course remove that link, and be it only the staff can add people to the Slack workspace. So you have flexibility in both ways.

And of course, the admins can ban somebody if somebody does join and that person is not – I don't know, violates expected standards of behavior. I hope that answers the question.

HEIDI ULLRICH: Yeah. Thank you. So, John, this is a question that the ALAC or At-Large or ALT-Plus may need to respond to, is, how do we manage the membership of Slack? Particularly if it's supposed to take over from Skype chat, because there's that issue between transparency and openness versus having everyone be able to see chat within At-Large or within a particular working group, etc. Thank you, John.

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JOHN LAPRISE: So, my Slack usage expands beyond social media. Right now, Dev, myself and Evin have admin privileges if I recall. Going forward, if it expands, it will have to be coordinated probably like the Skype channels in the sense that this will be a staff response for coordinating membership groups, and in some cases, [vetting] channels for opening, we will have to have further discussion about what that actually entails as we go forward, but at least initially, probably the ground rules we use with Skype will probably map over to Slack to some degree. Does that answer your question, Heidi?

HEIDI ULLRICH: Yes, but I think that, again, that might be a question for another group as well. Thank you.

JOHN LAPRISE: Yes, that's an ALT question to advance. And I see that Maureen's on the call, so she can perk her ears up and pay attention to that. Alright, thank you, Dev, for your presentation. I'm going to move along at the moment. So, action items from ICANN 63.

So we had a busy ICANN 63, and we have a number of action items that come out of that. I'll just run through the list here. We have a call for coordination with Betsy with the Learn platform to create some content or build some content for social media to advertise the Learn platform across social media platforms. We haven't gotten in touch with Betsy, but that's on the agenda to do, so that'll be going on the editorial calendar that Evin and I will be working on.

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The next item – oh, the Social Media Working Group leads to prepare global content for newsletters. So there's a call that was discussed at ICANN 63 for more content for newsletters, and I think that – the general consensus was, I should say, that social media leads are in a good position to write that kind of content and actually send out that kind of content.

So I'm making a call out at this point to the social media leads of the RALOs to consider doing some short- to medium-form writing, some blogging if they're interested, and submit up to Evin and the global group for potential retweeting, resharing across platforms.

Each RALO have a newsletter. I think at this point, most of the RALOs have a newsletter. I'm not sure about all of them. I know NARALO does –

HEIDI ULLRICH: John?

JOHN LAPRISE: Yes. Thank you.

HEIDI ULLRICH: Yeah. Actually, no, not most. It's only two, and that would be APRALO and NARALO.

JOHN LAPRISE: Okay. I stand corrected.

HEIDI ULLRICH: But just one more point is that there is a discussion on having that perhaps be either a global At-Large regional element, or to ask the remaining three RALOs to also have regional newsletters.

JOHN LAPRISE: Yeah, so we would like some additional content. For people on this call or really to the social media group, you are prime author material for content that's relative to ALSes, to ICANN, on topics of interest and topics of relevancy. So please start considering writing – and actually writing if you're so minded – so we can start getting those up, out and posted.

Let's see what's up next. It's the blogs. Oh, policy. So the CPWG is moving along. If you aren't able to get on the calls, I recommend that you read minutes, but one of the things that we want to start doing on the calendars – and this will get into an issue that will come up in the next thing, which is that we're trying to share content more aggressively on calls and such.

However, what that requires is that the leads really take leadership and start sharing content. And I'll get into this in point five, but how you use social media – and I really need you and the Social Media Working Group really needs all the leads to be paying attention to content that's going up over the ICANN At-Large handle or our associated platforms and reshare and like that content out, because we are sort of the megaphone for getting that content out, and I'll get to that in a second.

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Let's see. Oh, ICANN 63 metrics, we're in the process of accumulating those. I know that we were doing pretty well this year at ICANN 63. The two breakfasts went really well, we had some really good coordination and sharing on content, and I was happy to see a lot of At-Large leaders sort of up on the leaderboards in terms of likes and retweets on Twitter, which is always nice.

So that's good, but I need to start putting together some sort of paperwork to show metrics, because we want to see metrics across the board, and that's part of the next point, which is the Implementation Working Group.

So we have two big points in the Implementation Working group that deals with social media. One is for the community and one is more aimed at staff, and I've got to get with – now that we're coming into the holiday season, I'm actually much more free so I'm going to be arranging time to spend with Evin and Heidi on some social media training activities to bring them up to a higher level of expertise, and that will hopefully facilitate all of our activities since they're sort of [inaudible].

So, questions at this point on ICANN 63 action items? Dev, I see your hand up. Go ahead.

DEV ANAND TEELUCKSINGH: Thanks. So, one of the things I've been thinking about seeing this discussion regarding newsletters and so forth, I was wondering, well, I think we can certainly continue preparing the global content to be prepared and so forth. But I have been thinking, and I was trying to make the suggestion during the Outreach and Engagement call which

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his happening sometime next week that perhaps instead of a newsletter, we the At-Large community [should] consider having a blog instead.

And the reason why I'm thinking about this is because I'm thinking a newsletter is – okay, newsletters are sent directly to e-mail subscribers. It's really good for sending exclusive content to these person or that's not meant to be public. And in my opinion, a blog might be a better fit for this.

A blog post can be easily shared on social media, very easily. In fact, you can have the system set up to automatically post to Facebook and Twitter directly from the content management system, so it's not a separate manual action you have to do.

Persons can then discover the content or articles and so forth if they do Google searchers – or Bing searches – so in other words, we would have a more public place in terms of the global content that we would want to produce as opposed to a newsletter which is typically a closed type of approach.

This doesn't change what you've been saying, John, about – and the ideas of creating ICANN Learn and global content and so forth. And if you think more about the blogs, you can also have different languages supported on the blog so you can have direct articles written and shared. And those blog updates can also then be embedded into At-Large existing website and even the At-Large Wiki if you wanted to and also by At-Large website, At-Large organizations website.

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So this is just a highlight of what I was thinking, and like I said, I'm going to try to present more about this along with a few other O&E members on the O&E call. But I just thought I'd give a heads up on that.

JOHN LAPRISE: Thank you, Dev. Susannah, I see you. Susannah? Heidi, I'm recognizing you now.

HEIDI ULLRICH: Yes. Thank you so much, John. So a couple of points. One is to Dev's suggestion for a blog. I think it might be useful to take a bigger picture of strategy for communications for outreach and engagement. I know that on the next call of the Subcommittee on Outreach and Engagement, there will be an item where they have invited ICANN Communications staff to provide a short presentation on how to develop a strategy for outreach and engagement, which tools, who are you targeting, etc. That all needs to be taken into consideration.

So it might be that there are a number of tools that At-Large wishes to use when they're doing outreach and engagement. That might be a newsletter for some issues or regions, blogs for others, tweets, etc. So bringing it all together, that's something that that session is going to try to start.

On the second point, John, you mentioned just on the 63 action item, on the staff training, just to make the point that that is – and one of the items, one of the issues that are in the At-Large review implementation plan, that is a priority two items. However, I think that is going to move

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ahead pretty quickly, probably early in the new year, so there will be likely some webinars for our At-Large staff on social media, and we'll be working with John and you to outline some of the aims and objectives]for that training. Thank you.

JOHN LAPRISE:

Alright. I'm going to read out something from Susannah Gray who's having some sound difficulties, as I did earlier in the meeting. "Okay, please read this out. I support the need for global communication, but I wanted to clarify that the NARALO newsletters are not closed content, they are available for all."

Dev, I see your hand up in the queue. Please go ahead.

DEV ANAND TEELUCKSINGH:

Thank you very much. Thanks, Heidi, for that. Indeed, yes, there are different ways to approach it and so forth. I'd also note that if you want to do the newsletters, the blog posts could also be repurposed and put together as a newsletter. So depending on the frequency we want to do a newsletter, be it monthly or bimonthly, every two weeks, we could just put that content very quickly into a newsletter. So it's not like either/or. It can be all of those above if you think that we need to try all of those approaches. That's it.

JOHN LAPRISE:

Thank you, Dev. So that leads me into point five, which is intermeeting activities, and this idea of a strategy for communications is relevant here too. First of all, one of the things we really need to get set up in



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preparation for ICANN 64 and going forward on a regular basis is we need a – and hopefully use Slack for this – is conveniently posting RALO leads and social media working group folks’ social media accounts in a convenient location so that we can use them to share content out. That’s one.

The next thing is I want to really encourage everyone on this call to begin using your RALO-level hashtags for sharing content and to encourage ALSes in your RALO to also use those hashtags, encourage your RALO leads to use those hashtags. I notice that we’re a little bit below par in APRALO, and APRALO, LACRALO and NARALO, I’d prefer to have three leads per RALO, so I’d like to encourage people to come up with a few more leads in the different regions for content for social media.

Finally, I know Evin and I are planning to work on an editorial calendar for evergreen content to try to get some regularity and form into non-sort of meeting-related content on the At-Large ICANN handle and on associated accounts. And the RALOs, I would really like some feedback from the RALOs to tell me – this can be another thing that can go on Slack, in fact all these things can go on Slack – that this one should be – identifying the primary social media platforms in the different RALOs would be helpful, and that would be something that I’d like the social media leads in the different RALOs to sort of come to some sort of consensus on what social media platforms they tend to use and so that we know about that globally.

And then finally, really, I want to encourage everyone to start using social media platform tools. If you’re a lead, you’re probably already

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using these, but you really – for instance, I'll take myself for an example, I use TweetDeck to monitor multiple feeds. I use lists to coordinate groups of people, I keep one feed just for ICANN At-Large content on the handle so that when I see a piece of content come up that's going to the ICANN At-Large handle, I can immediately retweet and like it to push it out, I use Buffer to aggregate content and stack content, so I can spend like 15 minutes at the beginning of the day to load up content for the day that's relevant.

And how do I find content? Well, generally, these days I'm using Reddit and I have particular searches set up in Reddit to identify relevant content, and that content I end up selecting for stacking in Buffer to then share out across platforms during the day.

So once I'm set up, it takes me maybe 15 minutes, maybe 30 minutes on a heavy day to stack up content for the day and then I don't have to look at it again for the rest of the day. I do periodically look at TweetDeck in order to see when something comes out on the ICANN At-Large handle or one of the Internet policy-related hashtags, which you can also set up in TweetDeck, but this doesn't take a lot of content monitoring. It takes a little bit of monitoring at various points in the day.

And I really want to encourage the social media leads and the people in the working group to be much more proactive and aggressive in doing this kind of work, because I've noticed in the ICANN 63 that there were a handful of people who were doing the liking and the retweeting of content for ICANN At-Large, and at ICANN 64, I would really like all of the leads and social media working groups to be sharing out, to be retweeting, to be liking content that is posted by ICANN At-Large in

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order to magnify the effects and magnify the range. This is the work I'm asking people to do in order to magnify our range.

This brings me to the end of point five. I see that there's been a conversation going on about blogs, and – where was I at? So yes, newsletters and blogs are both useful, they do tend to die a natural death, I completely agree with that. You need people who are actually coordinating and writing them. [There's a] need for centralization and streamlining. Definitely, Suzannah.

That's one of the reasons I'm hopeful that Slack will help us out on this, especially with hashtag-related groups or hashtag/RALO-related groups so we can coordinate content across or through the RALOs, and that will also give Evin an easy way to identify content that might be global in nature. When you find content, you can post it to a RALO-level hashtag and then you can forward it on to the At-Large handle to check and see, well, does it raise to the level of a global kind of posting?

And yeah, we can create Slack channels to facilitate this, and the whole point of the Slack channels is make everything easier for everyone. So that's where we're heading, and if we get the Slack system set up and running, then it won't require any of us to actually take necessarily a leadership role overall, it'll be a collaborative leadership role, which is really where I'm going with this. So we'll have leaders in the RALOs who are leading content, we'll have authors, that's the vision. We just have to get there.

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So open the floor for questions on point five, on intermeeting activities. This is what we're going to be doing between now and ICANN 64 in Kobe. Questions, comments, hands?

Okay, I see none at this point, so I'm going to move on to ICANN 64 social media goals. Goals for ICANN 64 are basically to implement everything we just talked about in five. So what I would like to see from the RALO leads in going into and through ICANN 64 is to be aggressively sharing content about ICANN 64, both in the leadup to the meeting as well as during the meeting. You don't have to live tweet events, I'll be there and I'll be doing that as well as some others, but I do – dare I say it – expect you to please go ahead and share content that you see that's relevant to ICANN 64, that's content about ICANN 64, share it out on your channels, share it out on your regional hashtags, RALO-level hashtags.

So the social media goal for ICANN 64 is quite simple, it is to implement what we're talking – to put our money where our mouth is, so to speak, and do what we say we're going to do, because that's how we start building trust, trust in our capacity to do things and that we'll do what we say we're going to do. So the goal for ICANN 64 is simply implementation. All the things we're talking about in terms of creating content, sharing content, sharing other people's content, that's what we want to do for ICANN 64, and that's what will make it successful. I see Cheryl's hand. Cheryl, I see you.

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CHERYL LANGDON-ORR: Thanks, John. And I hope you're finished. I wasn't wanting to jump in, but I did want to make a comment following on from our last meeting regarding ICANN 64. Just remembering that being in Japan, and we did note the keenness of particularly one of our target audiences, which is of course the unengaged with us as yet youth and NextGen, that the blogging is big in Japan, and the possibilities of us running some sort of effort on videoblogging, even if it's meant reaching out for some guest video blogs or something, but I just didn't want to lose that opportunity.

If we're going to do it, then a static blog at the back of the ICANN website is not going to cut it, I'm afraid. It has to be – Glenn knows exactly what I'm saying here, it has to have street credibility for the purpose. Short, sharp, to the point, smart, under 60 seconds or in 60 seconds-type stuff. Anyway, just didn't want to lose that off the possibilities list. Thanks.

JOHN LAPRISE: Yeah. No, I agree, and I see Susannah's also agreeing in the chat. Other comments about ICANN 64? Yes, Susannah makes the point in the chat that younger generations do not read blogs. Absolutely true, and we don't really have – I mean we have a few younger members, and that's the Snapchat, Instagram folks. I'm not a photographic person, so that's not my platform strong suit, but – oh, thank you. Heidi has a post in the chat that's useful. And Susannah makes the point that ICANN is not very Instagram-able. I plead ignorance, but I take Susannah at her word.

Nonetheless, this gets to point of not just are there platforms that are appropriate for particular regions but there are also platforms that are

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suitable for particular age demographics. So that's just something to be mindful of. Other comments on ICANN 64 social media goals? Dev notes that we do have an Instagram account. Okay, so I see no hands. Lianna mentions engaging local folks to use social media in Japanese. That'd be great, we need someone who has some Japanese language skills.

So that gets us to item seven, which is action item summary. At this point, a lot of this is – I think we need to get an e-mail out to all the social media, the working group as well as the social media leads about the content of this meeting and the action items that we're asking them to start engaging with, which is the items in number five. Most of the action items in four relate to – well, some of the items in item four also need to go out to that group, and also to the RALOs for that matters. But there are a few items in four that need to go out to ICANN-related groups, so the discussion with Betsy on content with ICANN Learn.

Also, I know that there's some interest from Tijani relating to sharing out a more effective sharing of the webinars that At-Large does. Let's see. Heidi in the chat is talking about having a concept of some sort. I'm game. Cheryl posts a photo blog page, which I'm also game for. Oh, InSig has a – Glenn notes that there's a best tweets competition, and Susannah did a tweet collage in NASIG. I'm open. I'm not taking anything off the table here.

Oh, Susannah notes it's a Twitter wall. Yeah, we can pull that too if we can – maybe what we need here then is – maybe we can start assembling a page of suggestions for social media-related activities targeted at ICANN 64.

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EVIN ERDOGDU:                      Sounds good.

JOHN LAPRISE:                      So then the action items are going to be basically giving a formal note to the folks regarding items that they have to start doing related to five, which is the intermeeting activities, as well as relevant items in four talking about blogs and content, and then beyond that, there's some internal ICANN stuff with respect to training and with coordination with other ICANN organizations. That's something that we can take up through staff.

[inaudible] just like copy and paste a whole bunch of these chat ideas. Oh, Dev, I see your hand up. Sorry.

DEV ANAND TEELUCKSINGH:      Hi. You mentioned regarding sharing of the capacity building sessions and so on. The Technology Taskforce was looking at this issue, because as you know, Adobe Connect – or maybe for most people don't know – recordings aren't viewable on mobile devices, and when you do have to play it back on your desktop, you need Flash, which is being phased out.

So one of the suggestions that I've had was that we could livestream the Adobe Connect meetings directly to YouTube, and then YouTube is very shareable, very mobile-friendly for easier dissemination, easy to share very quickly. So that's been my suggestion.

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There's been a question of how exactly do that. Do we let the volunteers do that, or can staff take over that responsibility of livestreaming it straight to the YouTube channel? And I've demonstrated a method of doing it using a particular piece of software, and it worked quite well, you just have to make sure that – yeah, instead of trying to edit the video and try to package it properly and so on, that sounds nice [in theory,] but you simply don't even have the time to do that. So I would say just as a quick win, livestream it. All of our meetings, for that matter. Even this one.

JOHN LAPRISE:

Yeah. I know that my organization uses Facebook Live. We just finished our big annual meeting here in Chicago, and we used Facebook Live to broadcast snippets of content. Though that said, Facebook is maybe not the best platform to use given recent news events. But I leave that to the RALO leads to come to some sort of consensus about what platforms work. I'm very pragmatic when it comes to these kinds of things. I just want solutions and I want them implemented, but I don't care about so much which platforms. I want to use the ones that work. Dev, did you have something further to add?

DEV ANAND TEELUCKSINGH:

One quick update to that is also by posting to YouTube, we can have the auto captions there, and in theory, we can even replace it with a proper transcript so it becomes more discoverable and so forth. And I'll post a link where it's been documented on the Technology Taskforce Wiki.



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JOHN LAPRISE:

Yeah. Just for general knowledge, there are some scary good web-based applications out there that let you capture, automatically annotate video content. These are applications that are used in market research. I happen to know because it's what I'm doing right now, and I was at a conference where they were showing this off, and it's really scary good kind of technology where they're coding emotions as well as you can search video for particular words. It's really pretty scary good, but I think at the moment, that's for a fee, but there might be a free version. I'll have to check into that.

Other questions out there that I see in the chat or on the participant line? No. Alright, so seeing no further questions, I'm prepared to close this meeting. Are there any objections? Alright, we have some marching orders then. We need to get some things done before ICANN 64. We're going into the holiday season. I'm going to suggest that we put an item on the schedule for meeting in early January, and that'll be our next meeting. And in the meantime, we will get to work on some of these action items.

So, thank you very much, everyone, and I'd like to call this meeting and adjourn it.

ANDREA GLANDON:

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

EVIN ERDOGDU:

Thank you all. Bye.

DEV ANAND TEELUCKSINGH: Thanks, everyone. Take care, all.

**[END OF TRANSCRIPTION]**