

# 2022-02-17 At-Large Social Media Working Group Call

Date: Thursday, 17 February 2022

Time: 17:00 - 18:00 UTC (For the time in various time zones [click here](#))

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English Conference ID = 1638

Zoom Link: <https://icann.zoom.us/j/92386770526?pwd=Q2JScW5GbK9pc2lUR1RRQUxJVElQT09> / Password: SMWGCall#1

## Participants:

**EN:** Cheryl Langdon-Orr, Maureen Hilyard, Denise Hochbaum, Bukola Oronti, Daniel Nanghaka, Ejikeme Egbuogu, Hadia Elminiawi, Jonathan Zuck, Lavish Mawuena Mensah, Liliane Kom, Priyatosh Jana, Samwel Kariuki, Shreedeeep Rayamajhi, Frank Anati, Sarata Omane, Stephen Dakyi, Prince Andrew L. Zutah,

**ES:** none

**PT:** none

**Apologies:** Olivier Crépin Leblond

**Staff:** Heidi Ullrich, Claudia Ruiz, Michelle DeSmyter

**ES Interpreters:** Veronica & David

**PT Interpreters:** Esperanza & Bettina

**Call Management:** Michelle DeSmyter

**Action Items:** [EN](#)

**Zoom Chat:** [EN](#)

**Zoom Recording:** [EN](#)

**Recording:** [EN](#), [ES](#), [PT](#)

**Transcript:** [EN](#), [ES](#), [PT](#)

## AGENDA

Denise Hochbaum

**Regional Vice-Chairs:** [AFRALO](#) Bukola Oronti, [APRALO](#) Shreedeeep Rayamajhi, [EURALO](#) - TBC [LACRALO](#) Lilian Ivette De Luque Bruges

### 1. Roll call - Staff (2 mins)

### 2. Welcome to the New Membership of the SMWG and Agenda Overview - Denise Hochbaum (3 minutes)

### 3. [Outline of the New SMWG Approach](#) - Denise Hochbaum (15 minutes)

- a. Annual Strategic Approach - to include Public Meetings and Intersessional Work
- b. Liaisons with At-Large Groups Policy (Jonathan Zuck) and Outreach and Engagement (Liaisons)
  - i. Policy - Jonathan Zuck, ALAC Vice Chair for Policy and Co-Chair of the Consolidated Policy Working Group
  - ii. Outreach and Engagement - Daniel Nanghaka, Chair of the Outreach and Engagement Sub-Committee
- c. Development of Key Messages
- d. Utilizing Networks of the SMWG Members

**4. [Best Practice for Social Media Campaigns](#) - A refresher - Jonathan Zuck (15 mins)**

**5. Preparing for ICANN73 - Denise Hochbaum/All (15 mins)**

**See:** [ICANN73 - March 2022: Community Forum](#)

a. At-Large Priority Sessions: At-Large Policy Session 1: CCT Review Revisited; At-Large Policy Session 2: Prioritisation Framework : ALAC Prioritisation Assessment Tool Review; At-Large Policy Session 3: Protecting the Rights of Registrants and End Users for a Secure and Stable DNS

b. RALO Sessions - AFRALO/African meeting on "DNS Abuse: Capacity Development for End Users" and NARALO monthly meeting on Blockchain and NFTs and social event

**6. Next Steps /Next Call - Denise Hochbaum (5 mins)**

**7. AoB - Denise Hochbaum (5 mins)**

**6. AOB - Denise Hochbaum (2 mins)**