

# 2022-03-02 At-Large Social Media Working Group Call

Date: Wednesday, 02 March 2022

Time: 20:00 - 21:00 UTC (For the time in various time zones, [click here](#))

## How can I participate in this meeting?

English Conference ID = 1638

Zoom Link: <https://icann.zoom.us/j/96985758439?pwd=ZlpxRWNDdWN5dIlCV0xNeHNYWGZvZz09> / Password: SMWGCall#1

## Participants:

**EN:** Olévié Kouami, Jonathan Zuck, Eduardo Diaz, Alfredo Calderon, Chery Langdon-Orr, Daniel Nanghaka, Denise Hochbaum, Ejikeme Egbuogu, Hadia El Miniawi, Lilian Ivette Deluque, Olévié Kouami, Samwel Kariuki, Shah Rahman,

**Apologies:** none received

**Staff:** Heidi Ullrich, Claudia Ruiz

**Call Management:** Gisella Gruber

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

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


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

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

**Transcript:** [EN](#)

## AGENDA

Topic	Discussion	Lead
Roll Call	Roll Call by ICANN AT-Large Staff	Staff
Intro	<p><b>Introductory Remarks by SWWG Co-Chairs</b></p> <ol style="list-style-type: none"><li>1. This meeting is preparation for ICANN 73 SM execution (assuming similar SM strategy used in ICANN72)<ol style="list-style-type: none"><li>a. Assign responsibilities to spread the work<ol style="list-style-type: none"><li>i. Create hashtags and mentions; messages, images, links</li><li>ii. Define metrics and how to measure them<ol style="list-style-type: none"><li>1. Why: To measure outreach and engagement</li></ol></li><li>iii. Schedule emails and Twitter messages</li></ol></li><li>b. Timeline</li><li>c. Use SM ICANN 73 working table: <a href="https://bit.ly/smworkingtableicann73">https://bit.ly/smworkingtableicann73</a></li></ol></li><li>2. Resources:<ol style="list-style-type: none"><li>a. SM ICANN 72 working table: <a href="https://bit.ly/smworkingtableicann72">https://bit.ly/smworkingtableicann72</a></li><li>b. ICANN 72 SM Strategy: <a href="https://bit.ly/smstrategyicann72">https://bit.ly/smstrategyicann72</a></li><li>c. ICANN 72 SM toolkit: <a href="https://bit.ly/smtoolkiticann72">https://bit.ly/smtoolkiticann72</a></li><li>d. <a href="#">At-Large Wiki Social Media Resources</a></li><li>e. <a href="#">ICANN 72 At-Large Social Media Results and Recommendations - ver1.0</a></li></ol></li></ol>	Eduardo Diaz Denise Hochbaum

Hashtags & Mentions	<p>Discussion</p> <ol style="list-style-type: none"> <li>1. Reach consensus on hashtags and mentions to use <ol style="list-style-type: none"> <li>a. Possibilities: <ol style="list-style-type: none"> <li>i. #icann73</li> <li>ii. #atLarge73</li> <li>iii. .@icann **</li> <li>iv. .@icannAtLarge **</li> <li>v. .@naralo ** (other RALOs as well)</li> <li>vi. #sm73xx <ol style="list-style-type: none"> <li>1. Where <ol style="list-style-type: none"> <li>a. sm = social media</li> <li>b. 73 is the ICANN meeting number</li> <li>c. xx = session number</li> <li>d. For example: <ol style="list-style-type: none"> <li>i. for the first session, "At-Large Leadership Welcome to ICANN73." use <b>#sm7301</b></li> </ol> </li> </ol> </li> </ol> </li> </ol> </li> </ol> </li> </ol> <p>** (notice the "." in front of the mention)</p> <p>Note: use camel case notation for hashtags. They are easier to read.</p> 	Edu AI
Messages	<p>Discussion</p> <ol style="list-style-type: none"> <li>1. Create SM messages for ICANN 73 <ol style="list-style-type: none"> <li>a. Propose to use the following resources to develop these <ol style="list-style-type: none"> <li>i. <a href="#">At-Large Meeting Agendas at ICANN 73</a></li> <li>ii. <a href="#">At-Large Talking Points at ICANN 73</a></li> <li>iii. <a href="#">At-Large Wiki Social Media Resources</a></li> <li>iv. <a href="#">Presentation by Jonathan Zuck: "A Few Social Media Tips" (Starts at 27:40)</a></li> <li>v. Session details in ICANN 73 official schedule <ol style="list-style-type: none"> <li>1. For example: <ol style="list-style-type: none"> <li>a. for the first session, "At-Large Leadership Welcome to ICANN73."</li> </ol> </li> </ol> </li> </ol> </li> </ol> </li> </ol> <p style="text-align: center;"><b>Session Details</b></p> <p style="text-align: center;">The Chair of the ALAC will provide opening comments for ICANN73, followed by an overview of the week ahead. Agenda: <a href="https://community.icann.org/x/GgsiCw">https://community.icann.org/x/GgsiCw</a></p> <ol style="list-style-type: none"> <li>vi. Others?</li> </ol> <ol style="list-style-type: none"> <li>2. Designation of a Sub-Group to develop messages <ol style="list-style-type: none"> <li>a. Tasks <ol style="list-style-type: none"> <li>i. Create messages for each session <ol style="list-style-type: none"> <li>1. (for discussion) How many and what type, i.e., invitation, policy, etc.</li> <li>ii. Insert appropriate hashtags in critical positions</li> </ol> </li> <li>b. Who (max. three volunteers)</li> </ol> </li> <li>3. Local languages <ol style="list-style-type: none"> <li>a. All of us: use translation tools and adjust accordingly</li> </ol> </li> </ol> </li> </ol>	Edu AI
Metrics	<p>Discussion</p> <ol style="list-style-type: none"> <li>1. Designation of a Sub-Group for Metrics <ol style="list-style-type: none"> <li>a. Tasks: <ol style="list-style-type: none"> <li>i. Define the metrics (proposed) <ol style="list-style-type: none"> <li>1. Outreach <ol style="list-style-type: none"> <li>a. Twitter <ol style="list-style-type: none"> <li>i. Number of followers/day</li> </ol> </li> <li>b. Facebook <ol style="list-style-type: none"> <li>i. Number of likes/day</li> </ol> </li> </ol> </li> <li>2. Engagement <ol style="list-style-type: none"> <li>a. Twitter <ol style="list-style-type: none"> <li>i. Clicks + retweets + replies + follows + likes</li> </ol> </li> <li>b. Facebook <ol style="list-style-type: none"> <li>i. Post + reactions</li> </ol> </li> </ol> </li> <li>3. Hashtags Efficiency <ol style="list-style-type: none"> <li>a. Tools to check these require a paid subscription</li> </ol> </li> <li>ii. Measure metrics daily through ICANN 73</li> <li>iii. Reports findings in the SM ICANN 73 working table: <a href="https://bit.ly/smworkingtableicann73">https://bit.ly/smworkingtableicann73</a></li> </ol> </li> </ol> </li> </ol> </li></ol>	Edu AI

Timeline

Discussion

1. 4 March

a. All messages and supporting images ready by 24:00 UTC

2. 5,6 March:

a. Schedule all Twitter and Email messages for the entire week as applicable

i. Email 10 minutes before the start of each session

ii. All Twitter messages in the ICANN 73 working table:

1. [ICANN73 SMWG Google Working Sheet](#)

iii. Use the following table to schedule your messages

facebook	1 - 4PM		✗		✓	✓	✓	✓
Instagram	11AM - 1PM 7PM - 9PM	✓		✓	✓			✗
twitter	12 - 1PM	✓	✓	✓	✓	✓	✗	✗
Pinterest	8 - 11PM Best time to post on social media	✗	✗	✗	✗	✗	✓	✓
LinkedIn	10 - 11AM		✓	✓	✓		✗	✗
YouTube	12PM - 4PM (Work days) 9AM - 11AM (Weekend)				✓	✓	✓	✓

3. 7-10 March:

a. Send individual twitter messages during those sessions that you participate

i. Use proposed hashtags

4. 20 March

a. Metrics ready

5. 1 April

a. SM Final Results and Recommendation Report for ICANN 73

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