

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>Introductory Remarks by SWWG Co-Chairs</p> <ol style="list-style-type: none">1. This meeting is preparation for ICANN 73 SM execution (assuming similar SM strategy used in ICANN72)<ol style="list-style-type: none">a. Assign responsibilities to spread the work<ol style="list-style-type: none">i. Create hashtags and mentions; messages, images, linksii. Define metrics and how to measure them<ol style="list-style-type: none">1. Why: To measure outreach and engagementiii. Schedule emails and Twitter messagesb. Timelinec. Use SM ICANN 73 working table: https://bit.ly/smworkingtableicann732. Resources:<ol style="list-style-type: none">a. SM ICANN 72 working table: https://bit.ly/smworkingtableicann72b. ICANN 72 SM Strategy: https://bit.ly/smstrategyicann72c. ICANN 72 SM toolkit: https://bit.ly/smtoolkiticann72d. At-Large Wiki Social Media Resourcese. ICANN 72 At-Large Social Media Results and Recommendations - ver1.0	Eduardo Diaz Denise Hochbaum

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

