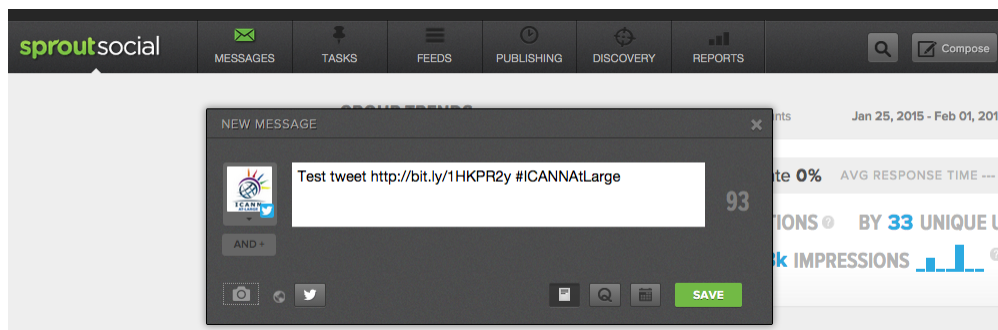


# Tips & Instructions for Using Sprout Social for ICANN 52

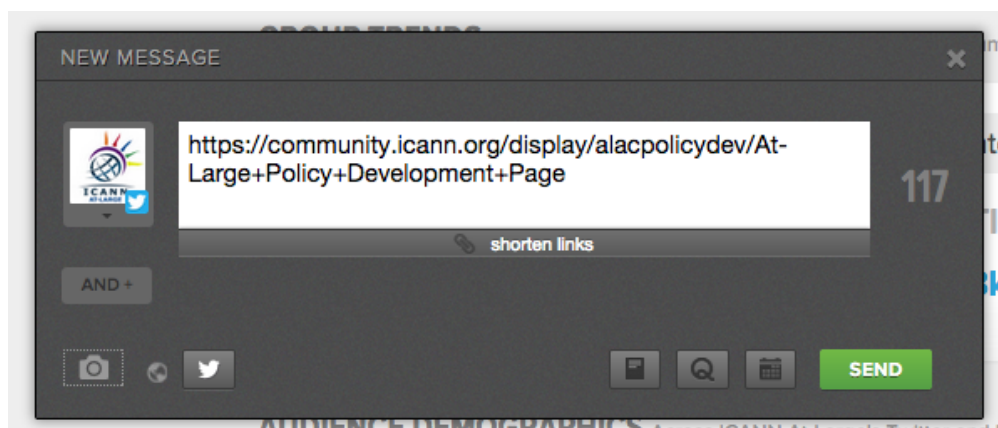
Member	Foreign Language(s)
Peter Knight	Spanish, Portuguese, French
Baudouin Schombe	French
Sarah Kiden	
Gabriel Dacko	French
Leon Sanchez	Spanish
Murray McKercher	
Dev Anand Teelucksingh	

1. During ICANN 52, your main task is to **draft tweets, live**. Please don't worry about the "scheduling" or "queueing" functionality of Sprout Social, as I will take care of that before our meeting starts (please don't edit the scheduled tweets in the publishing section). Please also don't worry about the Facebook posts, as I will do a summary FB post by the end of day everyday in Singapore. Live tweets is the area that I need help the most.

2. To draft tweets, please log into your [Sprout Social](#) accounts, and click the "Compose" button on the top navigation bar; a "New Message" window will pop up. After you compose the tweet, please remember to click the "Save" buttons (the 1st button in the right bottom corner & the green button in the pop-up window), so that I can view & use your draft tweets. Please feel free to include pictures (click the camera button) and shortened urls in your draft tweets.



3. Remember how to shorten a URL? Simply paste a URL in the compose window, and a thin banner called "shorten links" will automatically appear. You simply click that banner, and your URL will be shortened.



4. Although you won't physically present in the meetings, you can still capture a lot tweet-worthy information. Imagine yourself acting as a journalist who diligently takes notes & pictures to record key information.

5. What does a good tweet consist of? Below includes some examples:

(1) An important issue that is being discussed in the meeting – to be more effective, include some details, facts, and figures:



ICANN At-Large @ICANN\_AtLarge · Oct 17

#ALAC advises the @ICANN Board to immediately "freeze" the 28 TLD strings identified by the GAC [goo.gl/x0vc9d](https://goo.gl/x0vc9d)  
#ICANN51



(2) A screenshot of a nice looking slide with some interesting graphics and facts on it – also mention the general context of the slide



ICANN At-Large retweeted



GNSO @ICANN\_GNSO · Oct 13

Missed the #ICANN51 opening? here are the slides from  
@icann\_president presentation [bit.ly/1wvj5s8](https://bit.ly/1wvj5s8) #ICANN

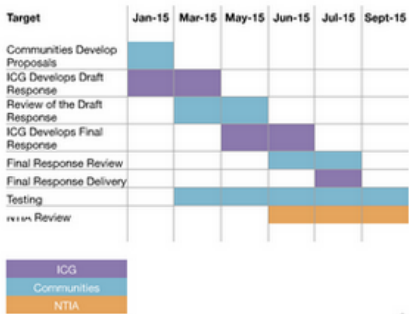


(3) A screenshot of the Adobe Connect room — You will also need to include the context of the meeting and some other supporting details (e.g. mention speaker's handle, etc.)



**ICANN At-Large**  
@ICANN\_AtLarge

ICG Chair [@alissacooper](#) provides the  
[#ALAC](#) the latest updates about  
[#IANASeward](#) [#ICANN51](#)



RETWEETS

8



7:09 PM - 14 Oct 2014

(4) A decent quote from a key speaker – include a picture of the speaker if you can get a nice screenshot, and mention the speaker's Twitter handle if you can find it

.@PennyPritzker says "US will protect and preserve a vibrant, open and free Internet"  
#ICANN51



(5) A tweet that promotes At-Large members' participation in and contributions to the meeting



ICANN At-Large @ICANN\_AtLarge · Oct 16

RT @InternautaVe: #ICG Chair @alissacooper address Q from Remote participation from Venezuela #als #lacralo



View more photos and videos

5. Since you will be drafting tweets on behalf of ICANN At-Large, please remember to be informative and factual in your tweets, and write them in a neutral tone. Avoid getting personal or biased.
6. Please include appropriate hashtags in your tweets, e.g. #ICANNAtLarge, #ALS, #ICANN52, #ALAC, etc.
7. To the volunteers who write other languages besides English, I may ask you via Skype to translate certain tweets into Spanish, French, and other languages. Please save your translated tweets as draft on Sprout Social, so that I can publish them immediately.
8. I have created a new Skype chat group just for the Sprout Social Team. We will use this group for instant communication during ICANN 52. If you want to direct my attention to your draft tweets, or if I need some translation help, the Skype Group is where to shout out our messages.
9. For schedules and remote participation information of all At-Large sessions in ICANN 52, please refer to the section titled "Daily Meeting Agendas" on this page: <https://community.icann.org/x/kiTxAg>