

2019-02-13 At-Large Social Media Working Group Call

CANCELLED

Date: Wednesday, 13 February 2019

Time: 16:00 - 17:00 UTC (For the time in various timezones [click here](#))

Meeting Number: 0219/1

How can I participate in this meeting?

Conference ID: EN 1638

Adobe Connect: <https://participate.icann.org/at-large-social-media-wg/>

Dial-out Participants:

EN: Cheryl Langdon-Orr, Maureen Hilyard, Pastor Peters,

Apologies: Olivier Crépin-Leblond

Staff: Heidi Ullrich, Evin Erdodu, Claudia Ruiz

Call Management: Claudia Ruiz

Action Items: [EN](#)

AC Chat: [EN](#)

Recording: EN

Transcript: EN

TO BE UPDATED

AGENDA:

RALO Leads

[AFRALO](#) - Sarah Kiden, Bram Fudzulani, Wisdom Donkor, Montrésor Konan, Joan Katambi, Ejikeme Egbuogu

[APRALO](#) - Lianna Galstyan, Amrita Choudhury

[EURALO](#) - Olivier Crépin-Leblond, Wale Bakare, Yrjö Lansipuro, Oksana Prykhodko

[LACRALO](#) - Lilian Ivette De Luque Bruges

[NARALO](#) - Susannah Gray, Alfredo Calderon

1. Roll Call - Staff (2 mins)
2. Agenda Overview and [Action Items: 17 January](#) - John Laprise, SMWG Chair (3 mins)
3. Social Media Tips and Tricks - John Laprise (20 mins)
4. ICANN64 Social Media Goals - John Laprise and All (10 mins)
See: [ICANN64 Community Forum - Kobe, Japan](#)
 - a. Social Media Tool Training workshop either before or during ICANN64 Kobe Meeting
 - b. SMWG Leads to reach out to Japanese ALSes for social media support during ICANN64
 - c. Promotion of [Multistakeholder Advice Development graphic](#)
 - d. Breakfast gatherings - Day 1 (At-Large) and Day 2 (ICANN)
 - i. Best Tweet prize for ICANN64
 - e. Change in At Large meeting Format (More policy discussion, sessions will included descriptive titles)
5. At-Large [#Slack Strategy for ICANN64](#) - John Laprise, Dev Anand Teelucksingh and All (10 mins)
 - a. Presentation on Buffer Social Media Performance Metrics - 90-Day Analytics, Nov 2018 - Jan 2019 (suggested standing agenda item) - Evin Erdodu

<u>Most Re-Tweeted:</u> ICANN At-Large Twitter	<u>Most Liked:</u> ICANN At-Large Twitter	<u>Most Shared:</u> ICANN At-Large Facebook
<u>Most Re-Tweeted:</u> ICANN At-Large Twitter	<u>Most Liked:</u> ICANN At-Large Twitter	<u>Most Shared:</u> ICANN At-Large Facebook

6. **ICANN63 SMWG Action Items - John Laprise (5 mins)**
 - a. Call for Blog Topics
 - b. Call to O&E for upcoming events to post
 - c. Call to SMWG Leads for content
7. **Action items Summary - John Laprise and Evin Erdodu (3 mins)**
8. **AOB - John Laprise (2 mins)**

- a. Call for Blog Topics
- b. Call to O&E for upcoming events to post
- c. Call to SMWG Leads for content

8. AOB - John Laprise (2 mins)