

Action Items: 2019-07-08 At-Large Social Media Working Group Call

- ✓ SMWG Members to get together with RALO Leaders to develop content on UA that is appropriate to their region.
- ✓ SMWG RALO Leads and Evin Erdogan to get in touch with Edmon Chungto obtain UA material (language specific).
- ✓ Evin Erdogan to work with John Laprise to develop metrics for the [RALO Tracking Pages for UA Pilot \(new\)](#).
- ✓ SMWG RALO Leads requested to start thinking about ICANN66, ATLAS III and NASIG activity and promotional strategies within their regions.
- ✓ SMWG RALO Leads should use ATLAS3, ALAC66 and ICANN66 hashtags for the upcoming events.
- ✓ Evin Erdogan , John Laprise and Heidi Ullrich to discuss further discussion with ICANN Comms on analytics of social media, using for metrics.
- ✓ Evin Erdogan to work with John Laprise to do post-meeting analytics (updated cadence).
- ✓ John Laprise and SMWG Leads to coordinate with ATLAS III participants, once confirmed.
- ✓ John Laprise requested RALO Leads to determine what are the goals of their social media strategies.
- ☐ [Dev Anand Teelucksingh](#) requested an ALS Survey for member activity on social media. [Evin Erdogan](#) to coordinate with [John Laprise](#) to have this survey by 01 Oct and confirm GDPR compliance. Dev to coordinate with John on replicating ALS Survey results back in 2010: <https://community.icann.org/display/ALSURvey/At-Large+Structure+2010+Survey+Workspace>
PDF : https://community.icann.org/display/ALSURvey/At-Large+Structure+2010+Survey+Workspace?preview=/2264933/6094859/ALS_Survey_Analysis_2010-Dec-2010-draft-final.pdf
- ✓ Evin Erdogan to announce on our RALO email newsletters for members to share their social media handles with the SMWG Leads for compilation. SMWG Leads to also note on RALO Monthly calls, mailing lists.
- ✓ Evin Erdogan to email out these AIs to the SMWG.