

Action Items: At-Large Social Media Working Group

2023-04-20 At-Large Social Media Working Group Call

- ☒ Michelle Desmyter to schedule next SMWG call for 27-04-2023 at 16:00 UTC

2023-02-01 At-Large Social Media Working Group Call

- ☐ Lilian Ivette De Luque Bruges to send the videos for SM to staff.
- ☒ Claudia Ruiz to create a workspace for SM activities on the At-Large at ICANN76 workspace and post the videos.
- ☒ Heidi Ullrich to send the suggestions for the At-Large activities at the ICANN booth.

10 January 2023 At Large Social Media Working Group Call

- ☒ Claudia Ruiz to send out doodle for next call - last week of January or first week of February
- ☒ Lilian Ivette De Luque Bruges Denise Hochbaum Bukola Oronti #Shah Rahman - to decide which #hashtags we will use
- ☐ When will the contest start - 18 of February - (after Meeting schedule is out)
- ☐ For all to be Organize / invited / Join the Next CB webinar in February
- ☒ Claudia Ruiz to invite liaisons to CBWG call on 12 January
- ☒ Michelle Desmyter forward Outreach & Engagement call info to SMWG Regional Chairs when call is scheduled - for booth promotion
- ☒ Michelle Desmyter staff to forward invite to Siranush so she can invite fellows to CBWG Webinar in February & to participate in Social Media contest
- ☒ Lilian Ivette De Luque Bruges / Claudia Ruiz Email invitation to those who are going to record promotional video (Leon, Jonathan, Denise & Betty)
- ☒ Lilian Ivette De Luque Bruges to send completed promotional video to staff & liaisons by 8 or 9 Feb for approval
- ☐ Claudia Ruiz Lilian Ivette De Luque Bruges once schedule is published - send 2 messages daily to promote At-Large sessions on Social Media channels - also forward to Rodrigo and or Alex to promote on ICANN platforms

15 December 2022 At Large Social Media Working Group Call

- ☒ Lilian Ivette De Luque Bruges to draft a Social media plan implementation document including dates/deliverable/task and Person(s) assigned
- ☒ Alexandra Dans to send the SMWG the deadline from Comms department with key dates for the 2023 regional newsletters and ICANN76 newsletters.
- ☒ Michelle Desmyter to send a doodle for entire WG Social media 2nd of January

01 December 2022 At Large Social Media Working Group Call

- ☒ Denise Hochbaum and Eduardo Diaz will prepare metrics for At-Large social media impact
- ☒ Lilian Ivette De Luque Bruges and Denise Hochbaum to contact Siranush and Deborah to coordinate the invitation to the fellows
- ☒ Lilian Ivette De Luque Bruges and the WG will identify the best/more suitable sessions to promote are good sessions to promote
- ☒ The group will start the social media campaign once the ICANN 76 Schedule is finalized.
- ☒ Lilian Ivette De Luque Bruges will contact Hadia to coordinate a Social Media prep Webinar
- ☒ Lilian Ivette De Luque Bruges to contact Daniel Khauka Nanghaka to coordinate ideas for the Booth.
- ☒ Michelle Desmyter to schedule the next call for Thursday December 15th at 18:00 UTC.
- ☒ Lilian Ivette De Luque Bruges will contact Alex Dans to with a summary of the call agreements.
- ☒ Lilian Ivette De Luque Bruges will send the google doc to all the liaisons asking them to include their comments by December 15th.

18 August 2022 At-Large Social Media Working Group Call

- ☒ Michelle Desmyter to schedule next call for Thursday 25 August at 16:00 UTC
- ☒ Claudia Ruiz to look into prizes for SMWG Contest

11 August 2022 At-Large Social Media Working Group Call

- ☒ Michelle Desmyter to schedule next call for Thursday 18 August at 16 UTC
- ☒ Claudia Ruiz to create google doc on shared drive for tweets during ICANN75

- ☒ Alfredo Calderon Lilian Ivette De Luque Bruges Laura Margolis Bukola Oronti Volunteered to be on the SM Contest Committee
- ☐ Committee - to create some 'teasers' to engage newcomers and to get members to Register for #ICANN75 in various languages and come up with Hashtags

27 July 2022 At-Large Social Media Working Group Call

No action items recorded.

19 May 2022 At-Large Social Media Working Group Call

No action items recorded.

02 March 2022 At-Large Social Media Working Group Call

- ☐ Hashtags to use for ICANN73: Join #icann73 at our #atlarge73 session on ...
- ☐ Do not use all caps for social media.
- ☒ Jonathan Zuck to make a list of popular hashtags that seem relevant to our conversations and post to SM toolkit.
- ☐ SMWG Co-Chairs to encourage your RALO members to tweet in local languages.
- ☐ Consider putting "click to tweet" link in the agenda, perhaps <https://ctt.ac/6p1H7> / <https://clicktotweet.com/>
- ☒ Volunteers to create messages in ICANN73 : Jonathan Zuck; Daniel Khauka Nanghakaand Denise Hochbaum
- ☐ Timeline:
 - ☐ 7-10 March:
 1. Send individual twitter messages during those sessions that you participate
 - a. Use proposed hashtags
 - ☐ 20 March
 1. Metrics ready
 - ☐ 1 April
 1. SM Final Results and Recommendation Report for ICANN 73

17 February 2022 At-Large Social Media Working Group Call

- ☐ Denise Hochbaum and Jonathan Zuck to collaborate on key ICANN73 messages.
- ☒ Claudia Ruiz to create a Google doc open to SMWG Members with columns for Date, Time, Session, Message, Platform, Status. Completed: https://docs.google.com/spreadsheets/d/1Im_ue53Tc-7tJpArC_cX0HupapPnSOHY6b6WrUZrZhw/edit?usp=sharing
- ☐ Next call TBD