

# At-Large Social Media Working Group

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## Description

The At-Large Social Media Working Group aims to raise awareness of the ICANN At-Large community and enhance end-users' engagement with the community by developing a strong and sustainable presence on social media. The At-Large Social Media WG, in close coordination with At-Large Staff, is mainly tasked with implementing the Social Media Strategy for At-Large (<https://community.icann.org/x/lBcQAQ>). Since the WG wasn't officially established until the ALAC addresses the issue during its Monthly call at the end of May 2014, an interim At-Large Curation WG was formed and functioning during the month of May, implementing the Social Media Strategy. [Dev Anand Teelucksingh](#) accepted Olivier Crépin-Leblond's request for him to take on the position of Interim Chair. After the WG was officially chartered, members agreed on the continuation of his Chair position. In July 2017, incoming ALAC Member [John Laprise](#) served as Co-chair with Dev. John Laprise served as the Chair of the Social Media Working Group from July 2017-May 2020.

In May 2020, the role of the SMWG Chair evolved to that of a rotating Regional SMWG Chair. Shreedeeep Rayamajhi, formerly Regional (APRALO) Vice Chair for the SMWG, first assumed the role of Regional SMWG Chair ahead of the ICANN68 Virtual Policy Forum.

Some of the tasks for the At-Large Social Media WG include:

- Create templates for 'fluid content' (e.g. messages from ALAC-Announce mailing list);
- Plan and draft required quantity of 'static content' during each work period (e.g. background information about the people and work of the community);
- Provide live coverage of ICANN meetings and events on social media;
- Facilitate cross-community interactions via social media;
- Monitor and analyze social media Key Performance Indicators (KPIs) on a regular basis;
- Assess additional digital channels for potential expansion;
- Develop best practice and organization knowledge in social media management.

At-Large Social Media WG members should have some knowledge and experience in social media communications. At-Large Social Media WG Members should be from all regions with at least one member from each following group:

- ALAC Subcommittee on Outreach (<https://community.icann.org/x/cqfbAQ>)
- At-Large Capacity Building Working Group (<https://community.icann.org/x/1lc3Ag>)
- At-Large Technology Task Force Working Group (<https://community.icann.org/x/FpfbAQ>)
- Each Regional At-Large Organization

Members will work collaboratively and handle a variety of tasks in a rotational basis. However, only the At-Large Staff can directly publish content through the At-Large accounts on social media channels, as those accounts are official representations of the organization and the At-Large staff are accountable for quality control, consistency of messaging, and reputation management.

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## Contact

**Staff Support Leads:** [Claudia Ruiz](#)

Mail list: [social-media-wg@atlarge-lists.icann.org](mailto:social-media-wg@atlarge-lists.icann.org)

To subscribe to the mailing list (or read the archives / manage your subscription) please visit <https://mm.icann.org/mailman/listinfo/social-media-wg>

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# Members

**Regional Co-Chairs:** **AFRALO** Bukola Oronti **APRALO** Shah Rahman **EURALO** Natalia Filina **LACRALO** Lilian Ivette De Luque Bruges **NARALO** Denise Hochbaum

The members of At-Large Social Media WG, organized by regional affiliation, are:

| Region         | Member                               | Position                                                                                                             | Membership Confirmation<br>(October 2021) |
|----------------|--------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| <b>AFRALO</b>  | <b>Bukola Oronti</b>                 | <b>AFRALO Regional Co-Chair</b>                                                                                      | ✓                                         |
| <b>AFRALO</b>  | Sarah Kiden                          | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Adebunmi Adeola Akinbo               | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Daniel Nanghaka                      | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Ejikeme Egbuogu                      | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Caleb Olumuyiwa                      | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Wisdom Donkor                        | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Olévié Kouami                        | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Luke Kapchanga                       | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Joan Katambi                         | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Michel Tchonang Linze                | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Minata ZONG-NABA                     | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Raymond Mamattah                     | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Stephen Dakyi                        | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Lavish Mawuena Mensah                | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Sarata Omane                         | Member                                                                                                               | ✓                                         |
| <b>AFRALO</b>  | Mohammed Awal                        | Member                                                                                                               |                                           |
| <b>AFRALO</b>  | Isaac Apenteng                       | Member                                                                                                               |                                           |
| <b>AFRALO</b>  | Princess Lovia Tetteh                | Member                                                                                                               |                                           |
| <b>AFRALO</b>  | Carine L. Malor                      | Member                                                                                                               |                                           |
| <b>AFRALO</b>  | Annett Bonuke                        | Member                                                                                                               |                                           |
| <b>AFRALO</b>  | Mutegeki Cliff Agaba                 | Member                                                                                                               |                                           |
| <b>APRALO</b>  | Gnanajeyaraman Rajaram               | Member                                                                                                               | ✓                                         |
| <b>APRALO</b>  | Cheryl Langdon-Orr                   | Member                                                                                                               | ✓                                         |
| <b>APRALO</b>  | Maheeshwara Kirindigoda              | Member                                                                                                               | ✓                                         |
| <b>APRALO</b>  | Priyatosh Jana                       | Member                                                                                                               | ✓                                         |
| <b>APRALO</b>  | Shreedeeep Rayamajhi                 | Member                                                                                                               | ✓                                         |
| <b>APRALO</b>  | <b>Shah Rahman</b>                   | <b>APRALO Regional Co-Chair</b>                                                                                      | ✓                                         |
| <b>EURALO</b>  | <b>Natalia Filina</b>                | <b>EURALO Regional Co-Chair/Regional Chair, ICANN69 Virtual Annual General Meeting, ICANN71 Virtual Policy Forum</b> | ✓                                         |
| <b>EURALO</b>  | Matthias Hudobnik                    | Member                                                                                                               | ✓                                         |
| <b>EURALO</b>  | Betty Fausta                         | Member                                                                                                               |                                           |
| <b>LACRALO</b> | <b>Lilian Ivette De Luque Bruges</b> | <b>LACRALO Regional Co-Chair/Regional Chair, ICANN70 Virtual Community Forum, ICANN 76 Community Forum</b>           | ✓                                         |
| <b>LACRALO</b> | Raitme Citterio                      | Member                                                                                                               | ✓                                         |
| <b>LACRALO</b> | Milo Paraison                        | Member                                                                                                               | ✓                                         |
| <b>LACRALO</b> | Nikenley Severe                      | Member                                                                                                               | ✓                                         |

|         |                                 |                                                               |   |
|---------|---------------------------------|---------------------------------------------------------------|---|
| LACRALO | Antonio Medina Gómez            | Member                                                        | ✓ |
| LACRALO | Vrikson Acosta                  | Member                                                        | ✓ |
| LACRALO | Marcelo Rodriguez               | Member                                                        | ✓ |
| LACRALO | Sindy Obed                      | Member                                                        | ✓ |
| NARALO  | Denise Hochbaum                 | NARALO SMWG Vice-Chair, Regional Co-Chair, ICANN72 & ICANN 73 | ✓ |
| NARALO  | Eduardo Diaz                    | NARALO SMWG Vice-Chair, Regional Co-Chair, ICANN72 & ICANN 73 | ✓ |
| NARALO  | Glenn McKnight                  | Member                                                        | ✓ |
| NARALO  | Alfredo Calderon                | Member                                                        | ✓ |
| N/A     | Samwel Kariuki                  | Member                                                        |   |
| N/A     | Prosper Mawusi                  | Member                                                        |   |
| N/A     | Shehab Karman                   | Member                                                        |   |
| N/A     | Isaac Majeed                    | Member                                                        |   |
| N/A     | Prince Andrew Livingstone Zutah | Member                                                        |   |
| N/A     | William Mensah                  | Member                                                        |   |
| N/A     | Rachad Sanoussi                 | Member                                                        |   |

## Meetings

Next Call: [14 May 2024](#)

[Previous calls](#)

[Action Items](#)

## Resources

- [At-Large Social Media Engagement Toolkit](#)
- [At-Large Communications Strategy 2020-21](#)
- [ICANN Meeting SMWG Facebook Frames](#)
- [Winners of ICANN Meeting SMWG Twitter Competitions](#)
- [Winners of ICANN Meeting SMWG Facebook Competitions](#)

## Archived Resources