

2017-04-20 At-Large Social Media Working Group Call

Date: Thursday, 20 April 2017

Time: 14:00 - 15:00 UTC (For the time in various timezones [click here](#))

Meeting Number: 0417/1

How can I participate in this meeting? Conference ID: EN 1638

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

Participants: Olivier Crepin-Leblond, Harold Arcos, Antonio Medina Gomez, John Laprise, Dev Anand Teelucksingh, Glenn McKnight

Apologies: None

Staff: Heidi Ullrich, Ariel Liang, Mario Aleman, Evin Erdodu

Call management: Evin Erdodu

Action Items: [EN](#)

Adobe Connect Chat: [EN](#)

Recording: [EN](#)

Transcript: [EN](#)

Adobe Connect Recording: [EN](#)

AGENDA:

1. Welcome and Roll Call (2 min)
2. Social Media Performance Metrics of ICANN58 (5 min)
 - a. [Slides](#)
 - b. [Description of metrics](#)
3. How to Improve Facebook Content in between ICANN meetings (15 min)
 - a. Incorporate a standing agenda item for social media content brainstorm?
 - b. Establish a routine for social media WG members to solicit/provide regional content?
4. ICANN Meeting daily recap with selected tweets (10 min)
 - a. [Example from ARIN](#)
5. Creation of stock graphics/gif accompanying social media posts (5 min)
6. How to Use Staff's language capabilities to diversify Social Media content (15 min)
7. Social Media WG Co-Chair (5 min)
8. AOB (3 min)