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MICHELLE DESMYTER: Well, good morning, good afternoon, and good evening, everyone, and welcome to the At-Large Social Media Working Group Call on Thursday, the 25th of August, 2022. On today's call, on the English channel, we currently have Denise Hochbaum, Hadia Elminiawi, Jonathan Zuck, Priyatosh Jana, Samik Kharel and Shah Rahman. On the Spanish channel, we do have Lilian Ivette De Luques Bruges.

We have received apologies from Alfredo Calderon, Cheryl Langdon-Orr and Laura Margolis. From staff, we currently have Claudia Ruiz, and myself, Michelle DeSmyter on call management. Our Spanish interpreters today are Marina and David. A friendly reminder to please state your name before speaking and to please speak slowly and clearly for our interpreters today. And with this, I'll turn the meeting back over to Shah Rahman. Please, begin.

SHAH RAHMAN: Thank you, Michelle. Good afternoon, good evening, and good night from Shah. Today, we are going to start our meeting -- just before starting the meeting, I want to recap some of the previous discussions. Maybe those who were not present -- that could be helpful. The last discussions; we were mostly on our social media contest. We had agreed to make a social media contest so that we can engage the community more. And we have also discussed some charts of the price that might be helpful, and sharing information.

So, I would like to go next to our next agenda items that we had discussed at At-Large item social media strategy. Some of the strategies

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from my side and from the colleagues here, we discussed how we will share the information, in which of the social media channels, that we had discussed. Our main target was to make the awareness and encourage our At-Large community to participate, that they are active in our ICANN75.

So some of these points in toolkits, they're already shared. And I told you, Jonathan, today's this call. So Jonathan, if you would like to share, from your better experience, a few of the words that refresh our audience, to get to know more. Do you like to share, Jonathan, some of the points? I know that you are very busy, from your schedules, but maybe some of your key points will help, again, to us.

JONATHAN ZUCK:

Oh, hi. Yeah, I didn't think of giving any kind of presentation. But I think contests certainly motivates people to participate in social media. And then, there are things that help to get your post read by more strangers, which include posting pictures, even if it's like stock photography and using the right hashtags because people can subscribe outright to hashtags and they can -- Twitter and Instagram will pick hashtags for them based on things that they have liked in the past. So it's useful to choose hashtags that have more general applicability than just inside the ICANN community.

So one of the examples I always use is DNS abuse, which is really the -- hashtag DNS abuse is something that's only meaningful inside the ICANN community, but something like hashtag phishing or hashtag cybercrime has much broader applicability. So I think those are a few of

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the biggest tips. And then sometimes the time of day which is different by region like, hitting people at lunch. Lunchtime is a good time for your post to be read. And lunchtime is obviously at different time, different places in the world. And things like that can be part of your strategy to have things more read. Those are just a few ideas.

SHAH RAHMAN:

Thank you, Jonathan. Good to hear from you. [inaudible - 00:04:57 - You're available], thanks. Yes, we have identified that hashtag as ICANN75. And for that, as well, that At-Large75 on some sessions and all these things. I see, Denise, your hand is up. Please, share your thoughts with us.

DENISE HOCHBAUM:

Hello to you. How are you, everybody? Happy birthday for Jonathan. Today is the day. Now, I was thinking, during this week, after the last meeting, and then we share in private conversation with Shah and Lillian about some thoughts that I have. And I'd like to put this for discussion once we hurry to promote, today, the contest. I totally agree what Jonathan just spoke about. They directly get the address correctly, the issue and the people that he has to be connected in other regions.

My thought about the contest is, for example, when we started to discuss, in the social media, when we had a goal. Glenn McKnight and Eduardo were instructed to change the model about the contest, because the contest became as something as selfie promotion. Many people take their own selfie and put it there for us. Okay, they can put as many pictures as possible, but not for the contest.

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So, my suggestion is separate what Lilian last week mentioned about if it's two years. So concentrated this process, the contest for [00:07:23 -inaudible] and the people have to have it, a commitment that [00:07:27 -inaudible] system think about engage it and they spread out. What has happened if that happened in the [00:07:37 - inaudible] in the section? And even if the event is [00:07:42 - inaudible] but if not exactly, won't change it directive. So their selfie or their close friends. If they can do [CROSSTALK].

MICHELLE DESMYTER: Pardon me, Denise? I'm so sorry to interrupt. This is Michelle from stuff. Our interpreters are having a very hard time interpreting. Your line sounds muffled, are you able to speak louder and closer to your microphone, please?

DENISE HOCHBAUM: Oh, oh, yeah.

MICHELLE DESMYTER: Thank you so very much. I really appreciate it. Thank you.

DENISE HOCHBAUM: I can speak more -- of course. Okay. Continue here, I think the social media could be the contest and [00:08:31 -inaudible]. And the order in Facebook, like me, that love to post things in Facebook do [00:08:41 -inaudible], but it's not considered a contest. You can do, as I'm thinking, a Facebook [00:08:48 -inaudible] the parties, the selfies, the

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friends, their playing, everything. The trophies that you take, the museums that you're visiting. That's okay. Would hashtag, but is not part of the contest. It's my suggestion, because we can collect it and to either the contest, the real contest that is needed to be shared for everybody. It's my point. But it is not the end of the conversation, just a point for discussion. It's my [inaudible - 00:09:30].

SHAH RAHMAN:

Thank you, Denise. Michelle, anyone speaking? Thank you, Denise. This is very good suggestion. Yes, I summarized them. This time, we are going to count the post only from our Social Media Contest Committee. They have given us the updates. We will only count the Twitter post.

And your suggestion that you are making, if I understood correctly, that at the post, like not only that the Facebook would be good, but it is made to be a quality post like maybe the policy, the session's comments, and also some sessions about it. These are the most effective way that you're thinking to engage that community, and that would be -- you want to consider it. I totally agree with you and also, I think that the contest team will also take this in account. I appreciate these additions.

I see one of the questions from any analytic social media post from past ICANNs. Yes, I think that the past in ICANN73 meetings, if I can remember; the team, led by Jonathan and James. They have produced a report based on some statistics. Maybe we can get the session's participants from the registration links with the help of our staff and also some of, I think, one of the free, I don't know, one of that push that is

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website about the hashtag five. From there, we can also count the post. I hope you get those answers.

So, to go to that agenda item number four, finalize the social media working group then just to look at the view. I think, we discuss this later because it is mostly oriented of the actions and the responsibilities. Better I go next of the agenda item then we come back to that. After the discussion we can fix our responsibilities and what the metrics should be from your suggestions, then it would be more effective. I see, Denise, your hand is up again? It's new hand, or?

DANIEL NANGHAKA: This is Daniel.

SHAH RAHMAN: Daniel? Sorry.

DANIEL NANGHAKA: Yeah, thank you very much. What I just wanted to mention is that, since we have the social media contest that is coming up, we could at least start to publicize on the various mailing lists about an announcement to all the various At-Large list and the list about this contest coming up. And then also clearly stipulate the timeline above the contest and how the analytics is going to be done or the judging of the best treat or the best social media person for ICANN75 would be, I think that this will cheer up the community and encourage them to begin to think of how to formulate communicating messages through social media. Thank you. Back to you.

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SHAH RAHMAN:

Thank you, Daniel. Yes, we have decided to start the contest on 29<sup>th</sup>, that will be circulated here in the metrics, you see that contest's announcement. Can you go back to that slide and in the action items or just on the metrics? Yes, in the item number five, Development of Initial Methods. Here in that section A, Contest Announcements. Here, my suggestion is we will announce the contest announcements. First to, I want to know that from the staff side. This contest announcement should go to our At-Large community meeting group.

And the format, I would like to define, maybe it would be good to announce the contest with some brief descriptions and that the contest started with some of the -- maybe target groups we can mention, like newcomers or At-Large community members. And then some of brief of contest rules, including some restrictions that -- we agreed that our leaders, I mean, the Social Media Working Group leaders will not be part of that contest. And there will be the contested lineup to be mentioned.

And if we can, then this will shortly, we can share some of the price that would be encouraging the participants. And what are the hashtags? Like ICANN75, At-Large. This information should go to our mailing list from our staff right on 29<sup>th</sup>. I want to make sure that this should be go to our mailing list, 29<sup>th</sup>. And some of other platforms like from RALO sites. If NARALO [00:15:50 -inaudible] all sites, we will also post this contest through our Facebook, our Twitter.

And other than that, we have official At-Large and Twitter space. There should also post this contest [inaudible - 00:16:09]. In this way, I think, Daniel, it could be helpful to expect the contest information within the

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broader community. Does that sound good, Daniel? That you have mentioned?

DANIEL NANGHAKA:

Yeah. Absolutely. I think I'm okay with that. Because if you have to encourage participation and get more members to understand what At-Large is doing, we have to craft the messages to be specific, precise, such that members can be able to understand. One of the biggest challenges that we have been having in the past is how do we communicate what At-Large is? I think this will help solve that thing.

SHAH RAHMAN:

Thank you. And another, is important that also, in the chat, I see that, "What sorts of message should be most encouraging to engage the communities?" Yes. Here that we can develop also from our sides, from our social media group. Whenever we will post in our regional pages, we can develop ourselves the message. And maybe in our own language. Or, what about that -- you think that that could be developed by our sides? So that it could be clear to our members and others to understand those things.

And then, about the information of registrations to At-Large members and also newcomers, that we'll also share. That is, before the pre-meeting, it is important to be registered, doing the registrations. So far, I can't remember the last registration date. When will it be? Can anyone help me to remember? I think 14th of September. So, by this time, we have to share this, all information regarding the registrations

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and the awareness, that we want to make sure to our community to know.

And then, I have another item, that is from our APRALO sites. We are doing some sort of [00:18:47 -inaudible] in things like, this time, we are having extra work like outreaching the universities, 50-60 universities. That's 50-60 students from Malaysia will participate in the APRALO. And also, all of our regional areas like Internet Society and other individual members. We are in communication with them. Up to today, we have communicated with 50 [inaudible - 00:19:18] individuals. We are trying, our sites from APRALO, to bring them in ICANN75. So that is also the [00:19:32 -inaudible].

And regarding some of the video, now earlier I told you, all of you that, actually if we can make some sort of video, very small video that will be very promoting in social media. Maybe from APRALO side, some I have already pointed out that few of the leaders, 4-5 videos, short videos from APRALO. So I would also like to request our Social Media Working Group leaders, and also, if the members -- are also need to encourage, if they like to share short video, then we can also promote it.

And also, to the RALOs chairs, maybe the next, in ICANN76, in North America, so from their chairs their messages also could be encouraging for everybody. So at this point, next, I want to hear if anyone have any comments on this. Then I will go back to the Social Media Working Group Plan Metrics so that we can give some of our input and we can make some finalizations of the upcoming works. [AUDIO BREAK]

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Thank you, Denise, that you are working on it. I'm looking for [00:21:20 -inaudible], and hopefully you can send me and I can also share. So can I go back to that execute, ICANN75? Here I've just developed some activities that maybe I'll give our data, some sort of activities. Last time I shared that we want to start from before the three ICANN meeting, 28<sup>th</sup> August to 3rd September.

So this is actually our free schedule. We are free here. So this week, we will use for that, the registrations message and welcome videos here, in that list. I think that some of the video in [00:22:12 - inaudible]. But from next week, I will have some of the videos, not all the videos I want to share at a time, but maybe one video on 29th, some on 28<sup>th</sup>, 30th. Like we say, then maybe the engagement will be more. The video messages and all the things that would be covered on this week, that I said about that, the Welcome video.

So about this week, anyone have any comments that you would like to share, so I can be assured that you are also be the part of this great work? Promote APRALO registration. Heidi will [00:23:15 -inaudible] name, I see here with our member, APRALO will be able to promote the APRALO, especially. I think that on-site those who will participate, they will be joining. Today was our call and ICANN75 planning team from the APRALO. All those who are participating, they will join this, especially, yes.

Yes. Of course, it is a hybrid meeting. Most probably, some of the participants definitely from online will join. Okay, yes, yes. Lots of yes. We are trying. Thank you. Hope you have added in that strategy. Okay, we'll try at most. Actually, from the APRALO site, we'll give that --

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promotional things. So next, for that free week, so what could be done in that free week?

Actually, three days of preparation weeks, weeks seven and eight, if I'm not wrong. I've seen some of the schedules that have given the sessions already. So in this week, we can share all those sessions that have been published in the schedule. Definitely will mark it with our own language. Like, in India, I have seen that Priyatosh is on the call.

So the thought is to reach out to our local community, as well. So as I know that some portions of India and Bangladesh also having a great number of the Bengali speaking. So I will also cover in a different language the promotional content. I think the message of the sessions, especially our At-Large sessions contest, I like to share in my Bengali language as well. And if someone from India, they can cover it in Hindi, that would be better. In this way, from your regional, if you can also make it in your own language and post on in your Facebook or Twitter web pages, then it can be much, much understandable by the local community. And I think it would be reached to it in a broader way.

So this week, we'll follow this work. Actually, here I considered that all of our members as well as the leaders will from the 6th, from the free week, they will all engage in these activities. That I understood that from if I get teamwork, I believe, all will participate in this promotional work. So nothing is really to help to say in how we will do. We have already know that, of what are the social media strategies and other things. So we'll cover that schedule other things in our own language as well as in English. So as much as we can. Whoever have the flexibility they can use that platform that is from our side. So here, that

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responsibility actually from all the leaders of us and also the members of social media working group.

Then I want to go to the next-- can you go up of this slide? So after the free week, actually, there will be a gap of some days. So this week, actually, we have to also re-share that information. By this time, we'll have the actual schedule. All the sessions details, bilateral sessions, all the session schedules will be available. So similar way like that in free week, we can share all decisions here. I believe also from the register sites they will also share in their Facebook page and their official page. So here, all are here will be the part of this sharing activities, especially to our At-Large-related sessions and also some of our sessions, like we especially here we showcasing the APRALO special day. So to bring all that APRALO members to the activity.

And also in that session, we will highlight on how most effectively communicate regarding to the ICANN message against submissions. That was actually our main target on 28th of September. Apart from that date, there some of the works like the students and also the members of APRALO, some on-site things will be shared. So at this point, I would like to hear any other suggestions of you that I'm missing to cover in the main schedules.

Yes, it's a discussion that have the -- yes, we will cover the transitions of all the leadership teams and their vote of thanks. And also in these meetings, some of the board member maybe can come to share some thoughts of what could be the edition of the APRALO. Something like that will be happening in the special, after the session activities. So at

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this point, I want to also if there are any other sessions, I told you that, 11 today At-Large. We will cover in our sharing.

Just give me thoughts if I miss anything that you think that need to be covered by all of us even including the members. Then please give me idea so we can all know. And actually, it's an AGM, so a lot of things; maybe help to share with the community, as well. Anyone can be, like to share the same. Any responsibility is that we should take over during the ICANN75 meetings on our side as well. Heidi, your hand is up, can you please share?

HEIDI ULLRICH:

Thank you, Shah. Yeah, I just wanted to highlight that please, please, please, bookmark the link that I've just put into the chat. That is what we call the one-stop-shop for each public meeting, this one for ICANN75. And it will list all of the At-Large sessions, their agendas, their content, their speakers, as well as all of the other key meetings that will be of interest to At-Large members. So please I hope that everyone looks at this the day before, for the next day, and starts tweeting what's in store for the next day.

And then even during those sessions, take some photos of the activities, talk a little bit about our post, what's going on, what are some of the key points being made in those meetings. So this link should definitely be placed in the strategy document. Yeah, thank you so much, Jonathan. Yeah, I think I see that. Yeah, we do need to have this this week posted and noted by everyone. Thank you.

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SHAH RAHMAN:

Thank you, Heidi. Yes, that's really helpful. You shared the links, all this information, yes. On the other end, I may have been missing one of the things that I just want to know -- that some of the early, I've seen some of Facebook posts like, last time, maybe LACRALO did some of the sessions live. So, from our side, if we have that option from our team members, can we also make some of the sessions from live in our Facebook page so that they'll also be interesting?

Yeah. I did not see any hand up. So next, I just want to share about-- sorry, I missed one thing at the first pointer. I would like to hear from maybe the last time we shared about that what sorts of price could be suggest from the staff side. Maybe I need to know all of we all need on that. Our social media contestants had said that they are talking about three prices. So what about this update? Do you like to share to us]? Is that confirmed from the staff side?

HEIDI ULLRICH:

Yes. This is Heidi. We are happy to note that we're going to have some local handicrafts available for prizes. So the exact ones are a surprise, as we're not there yet, but we will have some staff looking for some interesting handicrafts from the region, that we will give as gifts. Thank you. And again I will visit -- Yeah, sorry to interrupt. Just really quickly, we do have in the wrap-up agenda -- and let me just find that exact timing. That will be on Thursday, the 22nd. Again, there are two wrap-ups, and the social media will be in the second wrap-up. And you have five minutes for that. And that can be Shah and someone from the contest committee announcing some of their highlights, but also who the prize is, who the winners are of those of the contest. Thank you.

SHAH RAHMAN: Thank you, Heidi, for the confirmations. And thank you. One more thing that I need to, in case the winner is not on-site, so it would be possible to queue that?

HEIDI ULLRICH: Yeah. We'll go ahead and do that. We'll just reach out to them and get their address. We've done that before, right here.

SHAH RAHMAN: Okay. Thank you. Thank you for your confirmations. Now, I think in this sheet, anyone have anything? If you don't have anything to say, then go back to the Social Media Contest Committee Teams, if you would like to add something, update. Anyone from the committee? As I was discussing on the contestants and some things, maybe then -- So, wrap-up session is on two social media. Average is five minutes.

So we will summarize our winners before the launch, on 22nd of September, so that we can, in that wrap-up session, declare the winner's names. Is that okay with the social media contestants? Lilian, you are in the call? Anyone else have, here, from the team. So we can make our adjustment and all that post counting and all things and detail our name to our committee on that 22nd of September. Before the launch, we will have the name declaration so that we, the wrap-up sessions we can announce the name, okay?

Thank you. And now I would like to go back to the strategies. We have already discussed social media contests. And the next agenda item is

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nine sorry, eight, and the next step. What would be our next meeting, do you think, actually? And the next step is any preferable time. Do you think maybe the next week? Next week, I'm not sure, but maybe after the next week, the pre-ICANN meeting. So maybe I don't know whether if staff side will be available for the next call.

MICHELLE DESMYTER: Hi, Shah. It's Michelle. If you're looking for availability, next week is available at this time, but I'm not sure Heidi or anyone else that wanted to chime in availability wise?

HEIDI ULLRICH: This is Heidi. That's fine. But before we go, I'm just wanting to make sure that we're all sure of following the schedule here. And already on this Sunday, according to the document, the Google document, we're supposed to be announcing the contest. So we do need some messaging from all of you to announce that. Staff can send an email, but we're hoping that you're going to start announcing that on your networks, on your social media platforms. And I understand that is there a plan to develop a video? I I'm not sure who is responsible for that. Is that going to be an APRALO activity? Or Denise, are you going to be doing the videos? We just need to --

SHAH RAHMAN: You are talking about that video on social contest. Right?

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HEIDI ULLRICH: Yes.

SHAH RAHMAN: Actually, that I'm planning to make a video, short video ready. So by 29th, I will send you the video. I will make invite in -- today is? Yeah, last call I said. Yeah, by 28th I will send, okay?

HEIDI ULLRICH: Okay. And then, Denise, I hear that you're planning on making one or two as well?

SHAH RAHMAN: Sorry. I didn't understand you. What?

HEIDI ULLRICH: I think I heard Denise wanting to do some videos, as well.

DENISE HOCHBAUM: Yes. In fact, I can do short videos and easy to share, if you do large is some problem as to download or add, but short, at 30 seconds or less, you'd be great. It's communicated there. Thank you.

SHAH RAHMAN: Yes, thank you. Yes, I shared that the content will maybe be within 60 seconds. I will cover just a few words when the contest is going to start. What are the -- a little bit, briefly. So just to inform the community that something is coming. And the mailing, yes, the staff, Heidi will send that

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mail. And we all also share our message to our own RALO stages, that I think are more than half. And if anyone would also like to make and share videos, that is also appreciated, that is shared. I will send you my one and I'll upload those videos that I maybe will be available shortly.

So I see, anything, actions, items that remain from our side? I don't see any end as well. Lillian or anyone from the social media teams, contest teams, do you have inquiries or anything that you would like to share? I think we have got our confirmation from the stuff side that what three projects and it will be distributed and will this announced in exactly 22nd of September and all these things will come in within the follow week of ICANN75.

We'll sit in ICANN meetings, 17th maybe we can all together sit evening, or maybe the breakfast, we can see each other if you have any concerns? Yes. That will start. All next week is our actions, we'll all the strategies, all the things will do work unless we start action. So, yes, I will request all of you to do it as well as I will do. So at this point I don't see anyone his hand or any questions. If you have, kindly feel free to share. And maybe I did not cover all things maybe you can remind me.

MICHELLE DESMYTER: Hey, Shah. It's Michelle again. So would you like a meeting next week, or no? Or are we holding off?

SHAH RAHMAN: Just hold on. Let's see my calendar. The next meeting is -- actually, after the next week, I will also not be available because from that 5th to 6th, I

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will be on Singapore in my regional programs. So during the 7th to -- so one meeting can be next week or maybe it can be within before the ICANN actual meetings, like, before 7th to, yes. Maybe by 7th September to 15th September. Within this time, one meeting can be held. Should wrap-up all the members and the readers.

MICHELLE DESMYTER: Okay. The following weeks, September 1st? Oh, I mean, I'm sorry. Oh, okay. One second here. The September 8th when people might be --

SHAH RAHMAN: The 6th, 7th, 8th is pre-ICANN, right?

MICHELLE DESMYTER: Correct. Yes, and there's no interpretation.

SHAH RAHMAN: Heidi, your hand is up?

HEIDI ULLRICH: No. Just after you settle a date, I just wanted to comment. So I'll let you try to settle the date first.

SHAH RAHMAN: Actually, my preference is this time because all the day I will be busy on from 7th to 15th. So anything like after the 8th, maybe 9th. No, 9th is okay for me. Same time, September.

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MICHELLE DESMYTER: Right, September 9th, did you say? That's a Friday. Or September 8th, I'm sorry --

HEIDI ULLRICH: Yeah, [00:46:08 -crosstalk] have interpretation at that point. So this is Heidi. I'm sorry to interrupt. The concern is that the next week, the 12th, many people will be traveling to Kuala Lumpur, and it's really, we're now coming up to the crucial time where we need to really start getting the excitement going.

So, Shah, I don't know if you would like to have a call next week and just assign someone from your region to share the call or maybe Alfredo can share the call. We just need to start really coordinating the messages and getting those messages out. So either that's an option, perhaps, or we can just start really using the Skype chat to coordinate. But we just really need to get those messages going and giving some feedback coming in as well. Thank you.

SHAH RAHMAN: Okay. I understood. Yes. Okay, then we will share it in our meeting. Let's discuss in the Skype chat and then later decide.

MICHELLE DESMYTER: That is noted. Thank you so much.

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SHAH RAHMAN:

So I have shared whatever I think maybe-- Yes. Skype is here. I have shared. Yes. So I have given my thoughts and some of us try to cover how we can effectively engage. If you have any additional comments, please feel free to mail or engage in our Skype chat group so that we can figure out and fill up the gaps. It is coming, the ICANN. So our active participations in the social media is very important.

So I want to thank all of you for your valuable time to join the meetings and make this meeting successful. It's a great team works. Lilian, Jonathan, all of you have given very nice support, Danielle, and also Nancy in my chatting and also mail. All of you have given good support. So I want to thank all of you and get back to staff Chantelle for the closing the meeting. Thank you, everyone.

MICHELLE DESMYTER:

Thank you, Shah. Thank you everyone for joining today. Our meeting is adjourned. Please, take care.

**[END OF TRANSCRIPTION]**