

SOCIAL MEDIA ACTIVITIES

AT LARGE ICANN76

OBJECTIVES: This social media strategy has the following objectives:

1. Promote At Large sessions at ICANN 76
2. Increase the number of participants
3. Involve new members to At Large

We must give great importance to the work prior to the ICANN76 meeting, it is what we will pay more attention to, since we must strongly promote the sessions that will be our community of at large, as well as link and support the work of the LACRALO General Assembly on social media.

We will start our social media work one month before meeting.

To better organize the work of social media, it is proposed to work on the following activities:

Activity	objective	Short Description	Participants	Channels	Date
Promotional video	To invite to participate in the At Large sessions To invite to register in the ICANN76 meeting	Members of our At Large community will participate in this video, it will be in the 4 languages spoken in the LAC region, Spanish, English, French and Portuguese, and it will last between 30 to 40 seconds.	Spanish: Leon Felipe Sanchez. English: Jonathan Zuck. Portuguese: Denise Hochbaum French: Betty Fausta	Twitter Facebook Instagram will be shared on these social networks, both by at large and by the community members to which the video will be shared for posting on their own social networks	10/02/23

Webinar	To prepare the community for effective use of social media	The webinar will address the following topics: achieving effective in-person and online participation and wide dissemination of the sessions through social networks	At Large community, Fellows, Nextgen, and maybe it could be open to all comers	Capacity building WG - Social Media WG - At Large Planning Committee the call will be made through emails and/or mailing lists, social networks of the RALOs and of ICANN	TBD in february
Promotion At Large sessions	Report on At Large sessions scheduled for ICANN76	Promotion and publicity through social media of the At Large activities and scheduled sessions	Social media of At Large, RALOs, Community	Twitter, Facebook, Instagram, Promocard Hashtags	TBD After the schedule has been published
Social media contest	Promote participation in at large sessions	Is a traditional activity organized to promote participation in the At Large sessions in a fun, interactive and didactic way	At Large community, Fellows, Nextgen, and maybe it could be open to all comers	Twitter It is necessary to use a Hashtag	During ICANN76
Final report with some metrics	Measure the results achieved based on the objectives set	Measure compliance with the objectives of the social media plan Make a report	Regional Liaisons, Staff	Social media	After ICANN meeting

LACRALO GENERAL ASSEMBLY

THE 2022 GENERAL ASSEMBLY IS Hybrid and F2F Theme “Re-connect, Re-evolve and Re-promote”

OBJECTIVES: This social media strategy aims to promote the general assembly of LACRALO and encourage the participation of the LAC community.

We must give great importance to the work prior to the LACRALO GA, it is what we will pay more attention to, since we must strongly promote the sessions and activities.

We will start our social media work two months before meeting.

To better organize the work of social media, it is proposed to work on the following activities:

Activity	objective	Short Description	Participants	Channels	Date
Promotional video	To invite to participate in the LACRALO General Assembly To invite to register in the ICANN76 meeting	Members of our LACRALO community will participate in this video, it will be in the 4 languages spoken in the LAC region, Spanish, English, French and Portuguese, and it will last between 30 to 40 seconds.	Spanish: Augusto HO. English: Claire Craig. Portuguese: Vanda Scartezini French: Sindy Obed or Rudi Daniel	Twitter Facebook Instagram will be shared on these LACRALO social networks, also by at large and by the community members to which the video will be shared for posting on their own social networks	TBD 01/23
Newsletter					
Promotion GA sessions	Report on GA sessions scheduled	Promotion and publicity through social media of the LACRALO and At Large activities and scheduled sessions	Social media of LACRALO, At Large, Community	Twitter, Facebook, Instagram, Promocard Hashtags	TBD After the schedule has been published

GA Wiki page	Promotion to consult by ALSs and general participants of the GA wiki page	It is important that the participants know and consult the wiki page of the assembly, where they will find all the official information	Staff, participants	Social media Wiki page	All the time
Social media contest this activity will join with that of the wg of social media	Promote participation in GA sessions	Is a activity organized to promote participation in the GA sessions in a fun, interactive and didactic way	LACRALO community, Regional Fellows, Nextgen, and maybe it could be open to all comers	Twitter It is necessary to use a Hashtag	During General Assembly
Final report with some metrics	Measure the results achieved based on the objectives set	Measure compliance with the objectives of the social media plan Number of content published, interactions received Measure the impacts achieved: likes, views, new followers, mentions, comments	Regional Liaisons, Staff	LACRALO Social media	After ICANN meeting

IMPLEMENTATION OF THE PLAN - AT LARGE

Below we design a table to organize the activities of the Social Media WG for the ICANN76 Meeting with participants, contents, delivery times, publication in social networks and execution

Activity	Participants	Content/Text	Request date	Date of delivery	Publication date
Promotional Video	Leon Felipe Sanchez - Spanish Jonathan Zuck - English Denise Hochbaum - Portuguese Betty Fausta - French	Icann76 will be held in Cancun from March 11 to 16, we invite you to register and actively participate, in person or online, in the At Large and ALAC sessions. We are waiting for you	20/01/23	27/01/23	10/02/23
Webinar	CBWG	Provide support in our social media channels of the webinar hosted by the CBWG working group			TBD
Promotion At Large sessions	Staff, Community members, social media channels	Once the meeting schedule is published, we will post messages on the at large social media about the sessions we will have and inviting the community to register to attend them. 2 post per day			/02/23 to /02/23 Schedule ?
Social media contest	Staff, Community members, social media channels Create hashtag Award category More tweets 1	A traditional activity organized to promote participation in the At Large sessions in a fun, interactive and didactic way.	11/02/23	16/02/23	awards ceremony at the At Large wrap-up session

	and 2 place				
Final Report	Regional Liaison, Staff	Make a complete report on the activities.			16/03/23

IMPLEMENTATION OF THE PLAN - LACRALO GENERAL ASSEMBLY

Below we design a table to organize the activities of promotion for the LACRALO GENERAL ASSEMBLY with participants, contents, delivery times, publication in social networks and execution

Activity	Participants	Content/Text	Request date	Date of delivery	Publication date
Promotional Video	Spanish: Augusto HO. English: Claire Craig. Portuguese: Vanda Scartezini French: Sindy Obed or Rudi Daniel	Icann76 will be held in Cancun, we invite you to register and actively participate, in person or online, in the LACRALO GENERAL ASSEMBLY that will take place from March 13 to 14. We will wait for you	16/01/23	20/01/23	1/02/23
Newsletter	Between AG mailing list				
Promotion General Assembly sessions	Staff, Community members, social media channels promocard	Once the meeting schedule is published, we will post messages on the at large social media about the sessions we will have and inviting the community to register to attend them			/02/23 to /02/23 Schedule ?
Social media contest		This activity will be linked to the contest organized by At Large	11/02/23	16/02/23	awards ceremony at the At Large wrap-up session
Final Report		Make a complete			16/03/23

		report on the activities.			
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