ICANN69 | Prep Week – At-Large Social Media Webinar
Monday, October 05, 2020 – 15:30 to 16:30 CEST

YESIM NAZLAR: Hello and welcome to the At-Large Social Media Webinar. My name is Yesim Nazlar. Interpretation for this session will include French and Spanish languages, and will be conducted using both Zoom and remote simultaneous interpretation platform operated by Congress Rental Network.

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Finally, this session, like all other ICANN activities, is governed by the ICANN expected standards of behavior. Please find the link in the chat for your reference. In case of disruption during the session, our technical support team will mute all participants. With that, I will hand the floor over to Natalia Filina. Over to you, Natalia.

NATALIA FILINA:

Thank you very much, Yesim, and on behalf of the At-Large Capacity Building Working Group and full At-Large community, I welcome all of you to this webinar and hope we will spend an interesting and very useful time together.

The first part of this webinar is mine, and I will share with you my experience and will tell you how we built a successful social media campaign, and I will tell you everything you would like to know about the ICANN 69 At-Large campaign in social networks.

The second part of this webinar will be a terrific presentation of my colleagues, Glenn and Shreedeep, and they will tell you how to be a Twitter star. Very interesting. But let's go with my part. Next slide, please.

So, who is the speaker? My name is Natalia Filina. I'm living in Russia in Moscow, I'm a member of the ICANN At-Large organization, and I'm taking place in different parts of Internet governance communities. And I know exactly that our outreach and engagement work and effectiveness of our work sometimes—or I don't know, maybe all the

time—based on our ability to build an effective communication within our organization and with entire community.

So, if we want to keep in touch with our members and with interested followers, we should use all benefits of social media. Because it is a cheap, simple, very attractive and so informative field which we are using almost, I think, every minute of our digital life now. Next slide, please.

I hope today's webinar and this presentation will help you to improve our social media presence for your personal, for your business purposes, but at first, this presentation will allow you to support our At-Large social media activities during ICANN 69 and upcoming IGF 2020 when we will continue to maintain our positive image. We will communicate with the audience and we will transfer our messages with the aim to receive feedback and expected reaction from our followers. So we will discuss—or I will tell you how to build a social media campaign, how to organize working processes and what best practices do we adopt for our ICANN 69 At-Large social media [campaign. Next slide, please.]

So at first, I would like to present our wonderful Social Media Working Group team. There are my wonderful colleagues about which work I will tell you during this webinar. And there is not full list of names because many At-Large members helping and improving our work, and I would like to thank all of you for your efforts and commitments, and hope we're having all of you now here on this webinar. Next slide, please.

Well, where do we start? Of course, for the bright start, we need a plan, and we need a strategy. In marketing, we have and we use a way of five W, and I think this graphic will tell you something about it. But I would like to say that if we want to have an expected result of our social media work, we cannot be chaotic. It will also be possible to identify the priorities to establish mechanisms for coordination and follow-up and set up a base of promo materials, pictures, videos, messages, text, infographics, etc. And we should identify the resources and our timeframe. Next slide, please.

Please have a look at the At-Large ICANN 69 social media strategy graphic. It seems to me it is a good example to build the work on the right way. You can see that we know our goal. We identified our target audience, we know our timing, we identified our tasks, we know which social media platforms will be used, we know which expected results we are waiting for, and this [inaudible] is very important. I say about metrics for post analysis. So, I can say that each piece of this graphic is simple and create a system or a base for well-coordinated work. And we all understand that our metrics are [the keys] to understanding the result and effectiveness of our work, and of course, it is a date for our post-campaign reports. Next slide, please.

The rule two, you need a team. As we said above, you should identify your resources. So, I can say that I guess all of us, we are understanding that social media work, if it's not about entertainment only, takes a lot of time and effort of well-educated, committed and creative people. The core of our At-Large social media team has the responsibilities, and the entire At-Large community, and I'm sure ICANN community is

invited to support our campaign to help us spread information and to engage more people. And that means all of you are our team. Next slide, I can show you how it looks like in At-Large. Next slide, please.

We encourage our community to support us. Our social media strategy is open as document to all At-Large members and we are [meet] a lot of comments, suggestions, new ideas. So we are using the guidelines and our principle is to build a right strategy. I tell about our communication strategy, our outreach and engagement strategy, and as I said above, we distribute the responsibility. Next slide, please.

The rule three, be interesting and explained easily. It is no secret that ICANN At-Large work sometimes is not easy to be explained for not experienced members of the community. So therefore, we are trying to find a simple way to explain the topics of our session, of our webinars, and ICANN acronyms and some working processes of the community, the outcomes, and to be attractive and to be simple. So it's especially important for the newcomers and for nontechnical community, for use for academia, for researchers, and which engagement we now focusing on to in our work.

And two words about pictures and images. I do remember the rule that the most attractive advertisement pictures should include the images of girls, of cats, and kids. So we don't follow this rule in our work, we are trying to find a way to explain by pictures the topic of our messages and highlight the multinational nature of our community. And of course, we're trying to follow the guideline like ICANN brand book to use right

colors, right style, and putting just a lovely picture for [postings.] Next slide, please.

I'm sure you heard not once, it is also called personal brand in social media, in advertising, etc. It is first of all recognizable image of an expert in certain field. But it also means the respect, the reputation and powerful messages that your followers are waiting, for you, for us, our organization. In At-Large, we show and tell about our leaders. They are in the root, in the core of the processes of the progress, and I always think that it's big pleasure to see recognizable people and our leaders and we are trying to use not just pictures but a lot of video if we have this option. Next slide, please.

The rule number five is show the inner workings of your organization. Social media activities should include as a component of your, of our, working processes. For example, if we were a building company, we would cover the building process, the work on approving an architectural project, for example, or our way to deliver the building materials, but in At-Large, we invite to contribute the ICANN public comment proceedings and ready to give any updates to show the source of the information and to meet all of you, all of new members on our calls, our sessions, and our discussions.

I think this is interesting and it allows us to build trust and show our transparency. Next slide, please. The rule number six is care about your audience. Our community is multinational, and now you know that people from around the world are not just working in At-Large or going to join, but trying to find a way, a time to join ICANN meeting sessions

and webinars, and we remind about the schedule with indicated time and time zones, and supported global languages on which our session or our webinars will be translated. Next slide, please.

Rule seven is push for the feedback. If I would like to ask you why you like social media, I think you can give me a lot of interesting answers, and tell me about many reasons to love it. But when we launch the social media campaign, the most important benefit is our ability to keep in touch with our target audience and getting feedback. In our social media campaign, we are using a hashtag #AskAtlarge and we are ready to answer all comments and questions.

I'd like to note that we need to remember that negative comments are not a problem for us because negative comments or questions, strange questions, allow us to show the democracy nature of our community to figure out something interesting and new for us and to start the dialog with our followers, our future members. and we should use this opportunity to raise some issues and maybe sometimes to give food for the mind.

I think you know that popularity sometimes comes after the little old big scandals in social media. But of course, we don't want to [follow this in our work.] Next slide, please.

So, I think all of you know about our At-Large Twitter competition. We're organizing a Twitter competition each ICANN meeting, and I would like to invite you to follow our social media to find information to participate to create interesting tweets and see how much retweets

or maybe comments they will have. [And please, get in queue, prizes.] Next slide, please.

The rule number nine is, build joint campaigns. To build joint social media campaigns means to make it stronger, to increase the audience and to remind about your potential, about your structures, about your partners. So we will do cross-posts with our partners, and [of course,] with ICANN too. Next slide, please.

The last rule, number ten, is don't stop. So please don't stop. I think we can say that it is not so correct to stop your social media dialog in your social media channels with your audience when your event, which you support by the social media campaign, is over, because when you disappear from the public field, you disappear from the mind of your followers. And we are, in At-Large, working before, during and after ICANN meetings, because we have a lot of information to share. For example, after ICANN meetings, we are giving the short summary of At-Large session and ICANN community discussion, and we always announce the dates of readout session for different region on different languages.

And now for [this autumn, we slow, we'll] come to the next big and very important event for our community, IGF 2020. So we are constantly [inaudible] with our community. Next slide, please.

It is the end of my short presentation. I hope it was useful for you. Thanks for your attention. I'm ready to answer questions if you will put in our chat or maybe our social media. So, take care, keep the distance,

wear mask, and now I'm giving the floor to you, Shreedeep. Thank you very much.

SHREEDEEP RAYAMAJHI: Thank you, Natalia, for that brief introduction about Social Media Working Group and what we have been doing. And thank you for highlighting the excellent work that you and other members, that with all are doing, and what this community is all about and what we want to do. So basically, my presentation or webinar is all about how to be a Twitter star. Next slide, please.

The basic objective of this webinar is to help our community members have that certain basic idea about how they can be more visible, how they can engage, how they can use basic tips and tricks and get their more engagement in their treats and how to become more visible. And we have aligned a few rules and we have crafted effective ways of how we can tweet. Next slide, please.

The whole concept of the webinar was developed by Glenn. Everybody knows Glenn in ICANN, everybody hears the guy. He is very interesting and he kind of is a motivating factor for every one of us. Basically, I'm a journalist turned blogger turned communication guy, and we kind of talk about why not helping our community members. Our social media itself is growing, and with Twitter, there are a lot of things that are coming up and we could put in some points to help our friends to be more effective in terms of what they tweet, what they write in social media. Next slide, please.

The first one is your online presence. When you are tweeting, it's basically the thumb rule to have your picture, your information in your profile. Why to do that? Because a lot of the people go through this information, and when your picture is not right, when the information that you're providing is not correct, then people are kind of discouraged in communicating. So it's all about the communication process and how you develop that trust factor. And being yourself in your original [ways,] in having clarity in a sense, it matters and it helps people to engage as well as the conversion rates are high in terms of what you want to achieve and how you want to get people talk about the issues. And then it leads to more tweets. Next slide, please.

Rule two, connect with others. Generally, when you are using Twitter, a lot of the times it is more about connecting, networking. You like others' tweet, they like your tweet, and then they go through your tweets and things like that. A lot of times, you connect with people, you tag people so that they also come back to you. And if your profile is online, your information is right, if you are communicating in the right way with a very positive mindset, then people do connect, and the communication process happens. So it's more about you understanding people and people understanding you and developing that network. Next slide, please.

YESIM NAZLAR: Shreedeep, before we move on to the next slide, may I just remind you to slow down a bit as our interpreters are having some trouble? Thanks so much.

SHREEDEEP RAYAMAJHI: Sorry. Sure. I'm too excited, I guess. So rule three, be generous, promote others. once you start to tweet, you have to be consistent, you have to put in more information, you have to put in valid information, and you have to see and find people who are also tweeting in the same sense.

What that does is that develops consistency in terms of creating an engagement, the communication process kind of goes on, and moreover, it builds up the whole campaign. So it's more about how you're tweeting the tweets that you're putting in. It's more about you supporting others and others supporting you. But as I said, the information are very important. You need to have valid information, you need to put in good links, you need to put in the right thing on the right way. Next slide, please.

Rule four, answer, ask question, connect. A lot of times when you are trying to engage and you're sharing, there are times when the communication process happens, it mostly happens because people want to see, people want to communicate. So you have to engage in understanding other people's values as well as you have to ask questions. If you have any information, you have to put your information. if you want to know something … So that way, it kind of creates engagement and it builds up the real conversations. If you're just bluntly tweeting, if you are not engaging with other people, if you're not sharing, if you're not retweeting, things don't get aligned. So, it is very important for a person who wants to be visible. Visibility matters with how you want to engage, and it's all about the strategy that you

have, so it's all about the keywords, it's all about being clear about the messages that you want to give, clear about the information that you want to give. So you have to be very clear about the ideas. Next slide, please.

Acknowledge the source, and being kind and polite and credible. Credibility is something that hugely matters, because ultimately, the community is very small. With Internet, everything is visible, so you have that credibility, you want to acknowledge—if you are copying some information, put in the source, acknowledge, tag the people. That way, you are going to be visible more, you are going to attain more visibility, and that helps in efficiency as well as effectiveness of your whole communication process. So, it is up to you about what you want to do. It's all about having that clarity in putting words with keywords and building up that story. Next slide, please.

Rule six, use pictures and graphics. The quality of pictures and graphics hugely matter. Why? We all see it every day. We use Twitter every day. If it's a good picture, we general share it, we generally retweet it. So, it is a common thing that we all—and basically, the communication process works with sharp colors. You have to use those bright and sharp, and you have to be positive. Things like this work. It's a common strategy of how you communicate. You need to have that clarity and things magically align when you have a good photo or graphic and your clarity is good, then you automatically kind of have that credibility built towards your … So it increases your chances of being retweeted as well. Next slide, please.

Yes, rule seven, mentioning [tagging, @username,] and graphics. Generally, the current norm is you can tag up to 10 people with 280 characters limit, which was previously 142, so now they increased it. Using good hashtags and things helps you.

Why tagging people? The most important thing about tagging is when you tag people within your circle who are also related to that issue, then what happens is if those people liked it, if they kind of like shared it, then it kind of spreads on. So tagging plays a huge role in engagement and conversation. So it is very important that you tag the right people, but don't just go on and tag all the people. See who can make sense who can understand your thought. Because I have tagged people and I've gotten good results, let me tell you. I have been in Twitter. You can see the hashtag of ICANN 69 and you can see me tagging people who are not there. But you need to make sense, you need to have that credibility. And people do come and [inaudible]. People do suggest, people do recommend. That's human nature. It's just about targeting that specific human nature. Next slide, please.

Yes. The ultimate hashtags. So it's all about the hashtags. When I say hashtags, it is very important how you're going to use the hashtags. These are some examples of the hashtags like ICANN 69, ICANN At-Large, At-Large, At-Large webinars, AFRALO, NARALO, EURALO, LACRALO, APRALO, collaborations. There can be other geotags as well which you can use. There can be other activities that might make sense, that might widen your circle. If it makes sense, put it there. That's my whole thinking process, because you don't want to be complete [inaudible] making something that doesn't make sense. Like I've seen

people tag with foods, with a cup of coffee, saying that you're having a morning coffee and things like that, and then it [does] make sense. So things that make sense. Just be yourself, use those things. Next slide, please.

Rule nine, don't be abusive. Be nice all the time, because everyone is connected. Don't be abusive, [inaudible] matter. Yeah, it hugely matters. People these days are very straight. And I need to say, yes, at times, you have to be straight, but don't be abusive in any way. If you are there in a social media [crisis] situation, don't try to offend but try to give logic, try to give evidence rather than arguing. So that is my strategy. If you are in a situation—because there are various unwanted situations at times which happen.

So first rule, try to avoid it. Second rule, if it happens, then don't defend yourself, just put your evidence in and stop, because the more it goes on, it more expands. So, it should be stopped in a brief way. And it's always be positive because people love positivity and they share it and they like it. Next slide, please.

Rule ten, the five levels of social media engagement. This is very important. When we talk about social media engagement, it's all about the communication process. I have been telling this—even last year when we had our social media campaign, we kind of learned this, that these processes help us to build that community. Communication is very important, and in communication, it is all about observing, following, engaging, endorsing, contributing. Without contributing,

things are not going to help you. Without endorsing in right way, you are not going to get the goal. Without engaging, there's no way.

And following in a sense of creating that circle, and observing. In many ways, there are various ways of observing Twitter in terms of how people are doing it and how you can put your perspective or opinion. It hugely matters, because you want to be that different opinion so that people kind of come back to you and talk to you about your thing, about what your perspectives are. Next slide, please.

So we have a quiz. Can we have the quiz? So Twitter used to be limited to how many characters? And the time starts. Please, tick in, first option, 351 characters, 121 characters, 142 characters, 280 characters. I hope it's 100%.

YESIM NAZLAR: Hi Shreedeep. We have been receiving the results, and 36% of our participants have already voted. Just waiting for some final votes to be received and then I'm going to share the results.

SHREEDEEP RAYAMAJHI: Sure.

YESIM NAZLAR: Okay, it has already been one minute. I believe we had enough time. Let me end the poll and share the results.

SHREEDEEP RAYAMAJHI: Okay, 60%. So it's 142, third option. I guess people got confused. No worries. Now the next part. Yesim, can you remove the result? Thank you. So part two, crafting the tweets. Now we [do the] second part which is more about how we craft a good tweet. Twitter requires a special set of writing skills. It is more about—since it is very limited to 280 characters now, you have to be sharp, smart, and keywords should be there.

So these three things are very important when you are tweeting, because ultimately, you want to grab that attention and you want to hold and create engagement in a more prominent way, because a lot of times, what happens is in the sessions, a lot of the people that are speaking, speakers, you catch those lines, very specific, someone from somewhere, from AFRALO or from Africa speaks up and the lines, those are very interesting lines. Catch those. Tag them. and you can have your idea as well and hashtag it. And then you can see the difference. And if there's a picture, you can do a screenshot or things like that. So that really adds up. And it is about how you are going to relate to the issue as well. So always, when you're retweeting as well, just don't retweet, just have your perspective, have your ideas so that it kind of blends in with creating more opportunity in terms of the communication process that goes on. Next slide, please.

Good reporting style. For any [inaudible] to be good, effective and efficient, it has to be brief. It has to be smart keywords. It has to be encapsulated with key ideas and sessions, incorporate relevant hashtags, links to important documents. If there are links, use it.

Backlinking helps build your credibility. These are the things that are very important. Acknowledge the speakers. I have done this.

Let me share a small thing with you. I still remember, when I was there in ICANN … I don't remember the exact meeting. Jonathan Zuck was there, and he was the policy head, and he mentioned something that, in policy now, we need people, every individual's story in policy. That was a sentence that made a huge sense for me, a person coming from developed nation. So it is all about how you're going to make your tweet, because content is the king.

Content is always the king. And what makes it the king is your strategy, how you're going to use your brain, how you're going to use your attitude, your personality. It's all about you, how you're going to present. The opportunity is there. You never know who might reshare it, or you might turn up as a new tweet star with a bold comment, somewhere in BBC or somewhere. It has happened in the past as well. So you have to be very positive, very smart, very skillful, and these are some of the guidelines that you can use in a good tweet. Next slide, please.

So these are some of the samples. Can you scroll next slide as well? In context of ICANN, Samantha is like the best. The way she has been tweeting is the best. You can just go to her tweets and get an idea about what is happening. That is the level. and you can just go and engage, comment, share it, use your skills, and things like that. So it's all about you, your attitude, your personality, your skills, your communication process. It's not about ICANN, it's about you, how you're going to use

this opportunity to yourself for marketing yourself rather than ICANN, because you are gaining the network, you are gaining the communication, and you are getting the likes. So you have to be very smart in this. Next slide, please.

Yes, [poor] tweeting report style. So these are the things that you have to consider when you are tweeting. Long tweets, no. Long, boring tweets, no. Just make it short. If you needed just a short sentence, small paragraphs, that works at times. No promotional, no advertisement. People hate to see promotional and advertisement. Repeating the tweets, that's a big no. Using unwanted and irrelevant hashtags. We have already discussed about this. Posting of wrong links, poor or negative content.

Especially, a lot of the times, you have to be very sharp, smart where the content is flowy, because it's just that small line that makes a difference about the content going to the other side of negativity when you are trying to make sense. And in a community like ICANN, it's all about the consensus process. One thing that you have to understand is it's all about people. And there are many voices. This is the thing that I've learned in ICANN, that nobody is wrong, it's just common people's voice, and it's how you develop that consensus and it's how you work, it's how you share your things, it's how you build your communication.

So it matters, so you just have to be very positive and just avoid being negative. Just have that passion, have that clarity when you are doing that tweet. And retweeting without logic. As I said, it's very redundant, and at times, it is consider not so right to just retweet. If you want to

retweet, have your say. It is not wrong, but still, have something from your side. That way, you make sense. Relate it to your context or your country, to things that happened to you, to data, to anything that makes sense, and just put it and you make a bigger sense. Next slide, please.

Now, again, we have our second quiz. Let me read out the question. What is not recommended best practice for creating tweets? Keeping it brief with a short number of hashtags, second option, providing a link to a whitepaper, briefing or agenda, third option, include a quality photo of the speaker, fourth, unverified URL links, and fifth, inclusion of speaker name. Is it option A, B, C, D or E? Think.

YESIM NAZLAR: Hi Yesim. At the moment, 41% of our participants have voted, and I'm just going to end the poll and share the results with you here.

NATALIA FILINA: Wow. That is really good, 95%. Thank you. That is correct. Next slide, please. So the activities and duties. As Natalia mentioned, sign-up for reporter session. Can we have the link in the chat? Practice these tweet reporting, use the ICANN image. We have Facebook frames and things like that. if we all are there, trying to engage—it has been—I've attended a few of the ICANN meetings and still, I'm new to ICANN. It's always a new learning experience. And if you have any issues, any problems, ask. The best way is to ask. You can ask people in Twitter, you can ask people personally, give the e-mail address. People are very friendly, let me tell

you. So just be yourself, ask, and the most important thing in ICANN is with social media or communication process is engagement is very important. You being from a community coming from a country, representing your country matters, and that is why this community is so diverse, there are so many things to learn, so many things to absorb. And we have to give back as well, because that is the only way this community is going to sustain and grow. If you just absorb, if you don't give back …

So a lot of the times, come prepared, see the sessions, [sort] your sessions. Just come prepared. Have some case studies, talk with people. So, that really helps. Next slide, please.

I think that's the last slide. If there are any questions, I'd love to take the questions. And sorry, Glenn could not be here due to his doctor's appointment. So he wanted to be here, but he couldn't. So unfortunately, I had to lead this webinar.

NATALIA FILINA: I would like to take the floor and I would like to thank all of you for attending this webinar, and I wish you a very fruitful ICANN 69. Join our At-Large sessions webinars. And I would like to say that we are always waiting for your support, and we need to understand and remember that we are a really huge community and everything we do together is [doomed] to success.

Thank you all. Have a nice day, evening, night, and see you—

YESIM NAZLAR:	Natalia, I'm sorry for interrupting. Before we conclude, we have one hand raised by Jonathan Zuck.
NATALIA FILINA:	Okay. Jonathan, please.
JONATHAN ZUCK:	Hi. Thanks so much for the presentations. It's very informative. It's my understanding that you created some resources for people to use as part of their Twitter messages and some graphics and things. Do you want to discuss them, or share them in the chat or something like that?
NATALIA FILINA:	Thank you, Jonathan, for your question. Yes, we are preparing a promo card, and we are sharing it via our Twitter and Facebook pages because not each RALO has own Facebook pages. But we always have an opportunity to share our post. And with [inaudible] we give all of our links to all of our social media channels to support this work. And before each week of this ICANN meeting, we preparing a full set of promo cards. And yes, we invite all of you to support it and to find it on our channels and to share it with us.
	Cheryl, I see your question or note in our chat, so I would like to invite you to give our presentation which already include all of our links to our [inaudible].

SHREEDEEP RAYAMAJHI: I would also like to add something. Like previous years, we'll also be sending out e-mails. last year, we did send out e-mails of the competition and to all the ALS representative and discussion forums and ambassadors, which this year we will also be continuing. Apart from that, a lot of the communication process, we are working with the ICANN staff and they are helping us. So we want the [leaders] also to help us spread the links and the message. Thank you.

YESIM NAZLAR: And Natalia, just wanted to let you know that I'm not seeing any further questions at the moment.

NATALIA FILINA: I see no hands, no new questions, and I would like, again, to thank all of you for attending this webinar. If we can just say bye for now, and we will see each other in next webinars and our At-Large or ICANN sessions. Thank you all.

[END OF TRANSCRIPTION]