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| **International Strategy** | **Local Strategy** |
| 1. Using main #hashtags #ICANN64 #ASIA
2. Layering hash Tag #ICANNJapan #Japan #Venue – for visibility
3. Using polls
4. Harnessing issues of #awareness and #involvement and #engagement (room for conversation)
5. Looping Fun and entertainment element within the ICANN fellows
 | 1. Using local hash tags local language
2. Using local culture and experience
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| Try collaborating with local development and issues **Cross linking and cross tagging GREAT VISIBILITY-USING KEYWORDS -USING LINKS**  |  |
| **Engaging the RALO leaders** -Stimulating ideas and concept in the meeting -Live tweeting, posting, videos **Leaders should be assigned a hashtag of their interest where they should be dedicated to comment and engage.** Every day meeting should be more focused on the specific day strategy Day1--- Introduction to policy Day2 ---Engagement in Policy Day 3 -- Problems and challenges Focus on building conversationsTry to build conversations and create deeper engagement around the topics that matter the most to your audience.-Ask questions-Respond to follower content-Use Twitter Polls-Host Tweet chats**Engaging Fellows** -Fellows are the core strength, there should be specific people in the ALAC, ATLARGE etc. session reminding people for their contribution. **Reminding people for their contribution can help**  | **Engaging local ALSs Leaders** -stimulating ideas and concept -Live tweeting, posting, videos  |
|  **Blogs Blogs are true eye of stories and people love reading blogs due to the fun element. Daily blogs competition about experience and issues can help. Social media Youtube has a LIVE feature facebook Live Twitter Live Cross linking and cross tagging GREAT VISIBILITY**  |  |
| **Specific Hash TAG needs to be designed according to the Theme of ICANN meeting which can be strategize according to day1, day 2, day 3**  |  |
| **ASIA Infographic and details of ICANN work in ASIA It attracts comments and engagement** Since the meeting is in AISA, Asian Theme in social media Banners**Tweaking helps create attention**  |  |
| **Social Media Crisis** If there is an issue of Social Media Crisis 1. Do not panic 2. Do not delete the post 3. Accept and try resolving the issue 4. Try not arguing and be patience in hearing the issue (Most of the times SMC happens due to wrong interpretation) 5. **THINK BEFORE POSTING**  |  |