

At-Large Communication Challenges

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At-Large Outreach and Engagement SC
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ATLARGE Review cited the lack of 'plain speaking' communication to the membership of complex ICANN processes and policies

- No clear communication strategy
- RALO newsletters lack consistency
- RALO newsletters- only 2 out of 5 participating
- Very low click rate with newsletters

Bloggging



Blogging Features

- Content automatically pushed to Facebook and Twitter
- Tagging with key words
- Widget and Plugins to embed Facebook, Twitter, RSS feeds, calendar
- easily share Pictures and Video, Documents
- Dynamic content creation
- Great layouts
- Searchable and findable anytime on the web
- easy to update posted articles with new content or corrections
- content headlines can be automatically reshared to ALS' websites



Internet Governance updates

HOME · CONTACT · BLOG

Internet Gov Weekly Brief : U.N on cyber violence ; WTO calls for update on digital trade regulation; EU continue cybersecurity ties with U.K after BREXIT; Uber £385,000 fine; G20 will discuss digital economy; Chinese Internet firm to launch 272 satellites; Russia not to increase fine to tech companies; Saudi Arabia alleged

Advertisements



<https://gouvernanceinternet.wordpress.com/blog/>

Blog issues

- Lack of tags
- No categories
- No images
- No search
- Ads
- No comment section
- Minimum templates (free Wordpress site)
- No Analytics

Proper Blog Site

- Well organized
 - Logical categories
 - Language options
 - Proper parent and daughter pages

- Well structured

- Hosted and secure site

- Social Media integration

2018 IN POLITICS



Special counsel Robert Mueller's Russia investigation | NBC News

NBC News



VOTE 2018



7 takeaways from a wild midterm election

POLITICO - By STEVEN SHEPARD



Supreme Court Justice Anthony Kennedy Will Retire

The New York Times - By MICHAEL D. SHEAR

2018 IN CONFLICT & TRAGEDY



Inside the deadly day: A minute-by-minute account of the Florida school shooting

USA TODAY - George Petras



FLORIDA SCHOOL SHOOTING



March for Our Lives Highlights: Students Protesting Guns Say 'Enough Is Enough'

The New York Times - By THE NEW YORK TIMES



Jamal Khashoggi death - BBC News

BBC News - BBC World

2018 IN BUSINESS & TECH



Marriott reveals data breach of 500 million Starwood guests



How Jeff Bezos Became The Richest Person In America And The World

Blogging Techniques

1. Get ideas from your audience
2. Understand your audience
3. Write for yourself first
4. Build your email list
5. Love your existing readers
6. Focus on building an amazing call-to-action
7. Give stuff away
8. Be consistent
9. Give away your knowledge
10. Be true to your voice
11. Give it time – This is why
12. Give your email list priority
13. Write catchy headlines
14. Be Yourself
15. Keep it short
16. Make it worth referencing



Strategy

1. Call for Volunteer editorial panel
2. Selection of a Editor and Assistant Editor
3. Set editorial approach and standards for articles
4. Select proofreaders
5. Create job description for contributors
6. Each RALO provide a list of interested bloggers with their specific topic interests
7. Set up wireframe of website layout
8. Test site on mobile phones
9. Features
 - a. Attractive and photo rich template
 - b. Secure hosting
 - c. Widgets and Plugins



Features

Home

Contact

Search

Feedback/Suggestions

Key Sections

Calendar Events

Policy Issues(ALAC Members)

ICANN Auction Fund- Judith

GDPR- Natalia

Policy- Jonathan

WHOIS (EPRP)- Alan

Regional News (populated by RALO Secretariats)

Africa

Asia Pacific

Europe

Latin America and Caribbean

North America



Resources

<https://blog.bufferapp.com/blogging-advice-for-beginners-from-16-experts>

<https://knowhow.ncvo.org.uk/how-to/how-to-engage-with-your-community>

<https://sproutsocial.com/insights/social-media-marketing-strategy/>