

The graphic features a dark blue background with a central horizontal band. This band contains a complex network of glowing green and yellow lines that form a mesh-like structure, resembling a digital or data network. The lines are interconnected and have a wavy, undulating appearance. The text 'ICANN|68' and 'VIRTUAL POLICY FORUM' is overlaid on the left side of this band in a white, sans-serif font.

ICANN|68
VIRTUAL POLICY FORUM

ICANN SMWG 68 Report
Shreedeeep Rayamajhi (APRALO)

JAN
2020

SOCIAL MEDIA USE AROUND THE WORLD

BASED ON THE NUMBER OF MONTHLY ACTIVE USERS OF TOP SOCIAL MEDIA PLATFORMS IN EACH COUNTRY OR TERRITORY

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

we
are
social

SOCIAL MEDIA
PENETRATION (USERS
vs. TOTAL POPULATION *)



49%

ANNUAL GROWTH IN
THE TOTAL NUMBER OF
SOCIAL MEDIA USERS



+9.2%

TOTAL NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



3.75
BILLION

KEPIOS

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



99%

global
web
index

77

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). *NOTES: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ♦COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

we
are
social

Hootsuite®



50+ Public
sessions



1

Community
Excellence
Award Winner



4,466 Views on Flickr



34 Interpreters
from
6 different
countries 



1st
Virtual Policy Forum

1,900+

Mobile
App Users



2,916
Views on YouTube



ICANN SMWG 68 Plan: <https://docs.google.com/document/d/1SUj6FsXlwWxG0B-sUt7gNP7A0-b9syLt1Aqxy3SQIP8/>

Check List:

https://docs.google.com/spreadsheets/d/1fuQKY3fWFzRudTwcZqk6_xsj2bg2CoBpXzoJmJ4MDDM/edit#gid=0

Facebook Frame



Frame Name: ICANN68POLICYFORUM

Keywords: ICANN68

Link: www.facebook.com/profilepicframes/?selected_overlay_id=276227813783194

Frame Name: ICANNAFRALO68

Keywords: AFRALO68

Link: www.facebook.com/profilepicframes/?selected_overlay_id=648447542424824

Frame Name: ICANNAPRALO68

Keywords: APRALO68

Link: www.facebook.com/profilepicframes/?selected_overlay_id=2603952683266356

Frame Name: ICANNEURALO68

Keywords: EURALO68

Link: www.facebook.com/profilepicframes/?selected_overlay_id=2793370240790076

Frame Name: ICANNLACRALO68

Keywords: LACRALO68

Link: www.facebook.com/profilepicframes/?selected_overlay_id=268256997711493

Frame Name: ICANNNARALO68

Keywords: NARALO68

Link: www.facebook.com/profilepicframes/?selected_overlay_id=577982696460198

Promotional Video

1. ICANN 68 Virtual Meeting ALAC | ATLarge | APRALO | EURALO | AFRALO | NARALO | LACRALO

Link: <https://www.youtube.com/watch?v=PmamiEu8ssw>



2. ASK ATLARGE ALAC | APRALO | EURALO | AFRALO | NARALO | LACRALO | ICANN68

Link: <https://www.youtube.com/watch?v=DRkwzXuWnqE>



Webinar



How to be a Twitter Star

Presentation by

Shreedeep Rayamajhi and Glenn McKnight



◀ 1 of 21 ▶



Link: <https://www.slideshare.net/ShreedeepRayamajhi/how-to-be-effective-in-twitter-by-shreedeep-and-glenn>

Communication

Group	ALSes Representative	Different social media Groups	Fellows	Discussion Forum	Remarks
People involved	Evin Shreedeeep	Shreedeeep	Siranush	Evin shreedeeep	The informational email was translated in local languages with the help of Liliana and Bukola
Relevance	Impotent	Important	Important	Important	

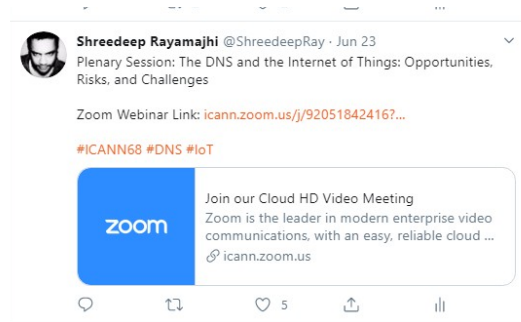


Photo Card

ICANN|68
VIRTUAL POLICY FORUM

22 June 2020,
Time 10:00-11:30 (Kuala Lumpur) 02:00-03:30 UTC

ICANN | AT-LARGE

Policy Session:
DNS Abuse: COVID-19 and End-user Issues

Session Details
This session seeks to address concerns of individual users worldwide during the COVID-19 pandemic, disinformation, public health and surveillance. It aims to answer questions on how to best protect end user interest in time of the pandemic, with due regard to cases of advanced data collection, including through online and mobile service providers as well as protect end users from online disinformation, prying on increased health concerns around the globe. Whether unique offers of COVID-19 vaccines available online or custom designed apps used for tracing those who have been exposed to the virus, the pandemic has shed a new light on the challenges online communications bring to protecting end user interests online. We would like to use this opportunity to welcome opinions from among the ICANN community on whether we're facing a changed paradigm on effective end user protection online. What are the limits of online service providers rights and obligations when it comes to sharing end user information with governments and private actors? Where does disinformation end and advertising begin? Who should make that assessment? What is reliable health information and what is misleading DNS Abuse?

Zoom Meeting Link: <https://icann.zoom.us/j/91206599583>
Zoom Meeting ID: 912 0659 9583

ICANN|68
VIRTUAL POLICY FORUM

24 June 2020,
10:00-11:30 (Kuala Lumpur) 02:00-03:30 UTC

ICANN | AT-LARGE

Policy Session:
DNS Abuse: Setting an Acceptable Threshold

Speakers:
David Conrad, Chief Technology Officer, ICANN
Graeme Bunton, Manager of Public Policy, Tucows
Drew Bagley, Director of Operations, The Secure Domain Foundation

Moderator:
Jonathan Zuck, ALAC, VC, Policy

Zoom Meeting Link: <https://icann.zoom.us/j/91206599583>
Zoom Meeting ID: 912 0659 9583

Photo Card Credit: Natalia Filina

Campaign

The Registration and opening campaign was run in various regional social media site and newsletter. The main aim of the Registration Campaign was create better awareness and Visibility about the ICANN 68 meeting .

In regards to this we also had send the information and made a video in context of information sharing about the things happening in Social Media activities conducted

ICANN 68 Virtual Meeting ALAC | ATLarge | APRALO | EURALO | AFRALO | NARALO | LACRALO
Link: <https://www.youtube.com/watch?v=PmamiEu8ssw>



Registration Opens

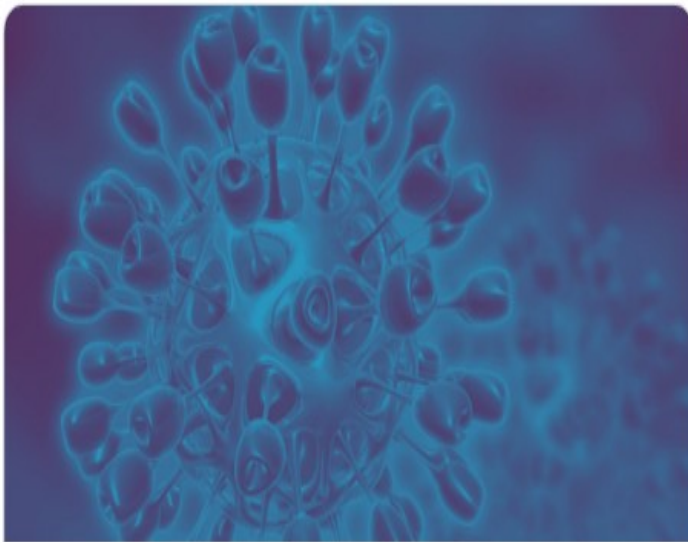


#AskAtLarge



Joanna Kulesza @KuleszaJ · Jun 21

#Askatlarge ab #COVID19 #tracingapps and your user rights. @ICANNAtLarge first policy session at #ICANN68 "DNS Abuse: COVID-19 and End-user Issues". Looking forward to welcoming @EURightsAgency and discussing #immunitypassports as potential #DNSAbuse



"Immunity passports" in the context of COVID-19
Scientific Brief
who.int



Nadia Tjahja @ntjahj

I have a question. When you write/say "End-user" here (in the ALAC meeting), does that refer to the Internet User? Or in the way that refers to the person that manages the end before the Internet User?
#ASKATLARGE #ICANN68

6:49 AM · Jun 22, 2020 · Twitter for iPhone

1 Retweet 3 Likes



Nadia Tjahja @ntjahj · Jun 22

Replying to @ntjahj

Was that my first zoombombling? That was weird.



Nadira ALARAJ @NadiraAraj · Jun 22

Replying to @ntjahj

Individual Internet end users and not necessarily to be domain name registrants



Nadia Tjahja @ntjahj

The filter bubble is real. Despite that I read a large diversified body of internet policy dev both political and technical, I am just finding out that DNS Abuse is rising and ALAC will be addressing and raising awareness on this **#ICANN68 #ASKATLARGE**

6:43 AM · Jun 22, 2020 · Twitter for iPhone

2 Retweets 2 Likes



Indians

Soccer · Trending

#BHAMUN

Politics · Trending

#COVID19

Soccer · Trending

Barca

Soccer · Trending

Messi

Show more

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Social Media Competition



AT-LARGE SOCIAL MEDIA WORKING GROUP (SMWG) ICANN68 TWITTER COMPETITION

**THE WINNER WITH THE MOST RE-TWEETED TWEET WILL BE
ANNOUNCED DURING THE
AT-LARGE WRAP UP SESSION ON THURSDAY, 25 JUNE.**

Join in the spirit of #ICANN's Virtual Policy Forum by showing us where you are participating in this virtual event from. Are you in your office or at a coffee shop? Post a photo of yourself attending ICANN68 Policy Forum sessions from your location and share it using the **#ALAC68 hashtag** and the # the city you are participating from. Help us create a virtual meeting photo gallery. Look forward to seeing you all online!



 **Satish Babu** @satish_babu · Jun 21

ICANN At-Large started off its sessions at [#ICANN68](#) with its Talking Points, which included DNS Abuse, PICs & PICDRP, New gTLD/Application Support and Universal Acceptance. [#ALAC68](#) [#AtLarge68](#) [@ICANNAtLarge](#)



WELCOME TO AT-LARGE @ ICANN68

AT-LARGE

- Talking points and Policy Platform
- **DNS Abuse:** Covid-19 and the end-user
- **PICs and PICDRP:** What's the Right Path Forward?
- **New gTLD Applicants:** Expanding the Circle
- **DNS Abuse:** Setting an Acceptable Threshold
- **Aligning UA and IDNs with the Multilingual Internet**
- Regional Leaders Meeting
- Joint AFRALO-AfriCANN meeting
- Wrap up and Quiz Night

ICANN AT-LARGE

11 30

 **Sarah Kiden** @MsKiden · Jun 21

Second [#ALAC68](#) session at [#ICANN68](#). Talking about [#COVID-19](#) and end user issues. And yes, it's 3:33am 😊



ICANN 68
VIRTUAL POLICY FORUM

COVID-19 AND END-USER ISSUES

Protecting individual end user interests in the time of pandemic – challenges and solutions
Yrjö LÄNSIPURO, ALAC GAC liason

ICANN AT-LARGE

Yrjö Lansipuro

8 38

Social Media Poll

 **Nepal Shreedeeep Rayamajhi** created a poll. Admin · June 23 at 10:51 AM

How is your Virtual #ICANN68 meeting going ?


#ALAC #ATLARGE68 #APRALO #EURALO #NARALO #LACRALO #AFRALO #ALAC68

- Engagement and contribution
Added by you
- Limited interaction in the zoom room
Added by Nanghaka Daniel
- More of a lecture than a meeting
Added by Nanghaka Daniel
- I don't know
Added by you
- Fun and Interesting
Added by you

3 More Options...

6 Likes 2 Comments 1 Share Seen by 111

Like Comment Share

 **Shreedeeep Rayamajhi** @ShreedeeepRay · Jun 23

How is Virtual #ICANN68 Going ?

#ALAC #ATLARGE68 #APRALO #EURALO #NARALO #LACRALO #AFRALO

#ALAC68 @Jvzuck @Kulesz @NadiraAraj @Inkmedia

@acalderon52 @bukiewole @FilinaNatalia

Fun & Interesting	57.1%
Enagagment & Contribution	28.6%
Like Always	14.3%
I dont know	0%

7 votes · Final results

2 Retweets 2 Likes

ICANN **68**
VIRTUAL POLICY FORUM

Quiz Show!

06:30 UTC, 25 June 2020
<https://icann.zoom.us/j/99115212573>
Controller: atlarge.wiki/quiz

A dark blue banner with a white border. The top left contains the text 'ICANN' in large white letters, with 'VIRTUAL POLICY FORUM' in smaller white letters below it. To the right, the number '68' is displayed in large white letters. Below this, the words 'Quiz Show!' are written in a large, bold, orange font with a blue outline. Underneath, the event details are listed in white text: '06:30 UTC, 25 June 2020', the Zoom URL 'https://icann.zoom.us/j/99115212573', and the controller's name 'Controller: atlarge.wiki/quiz'. The background features a faint, glowing network of lines and nodes.

ICANN **68**
VIRTUAL POLICY FORUM

Quiz Show!

06:30 UTC, 25 June 2020
<https://icann.zoom.us/j/99115212573>
Controller: atlarge.wiki/quiz

is this thing on?

A dark blue banner with a white border, similar to the one above. It includes the same text for 'ICANN 68 VIRTUAL POLICY FORUM', 'Quiz Show!', and event details. On the right side, there is a cartoon illustration of a man with a beard, wearing a white fedora and a red and white floral shirt, speaking into a microphone. A white speech bubble next to him contains the text 'is this thing on?'. The background features a glowing network of lines and nodes, with a globe-like structure on the right.

Quiz was conducted by Jonathan Zuck

Suggestion and Recommendation

- 1. Limited number of meetings and communication is a challenge, so the frequency of meetings in the SMWG should increase**
2. More focused strategic guidelines for the SMWG needs to be developed
- 3. SMWG needs to explore better possibilities of social media intervention**
- 4. Involvement of Fellows as ambassadors for Social media is highly recommended**
5. Collaboration and cooperation is a major challenge which requires better communication and engagement tools
- 6. More awareness and capacity building webinars needed**
7. The concept of social Media map is hugely recommended
8. New innovative ideas and concept of outreach and engagement needs to be explored
9. For virtual conference, we need specific attention towards engagement and outreach, so there needs to be focus on motivation (prizes) that can lure participants to engage more

