



At-Large Technology TaskForce (TTF) Working Group



TTF Background

*Created as an outcome from the
At-Large Improvements Project Milestone Report.*

*One of the items on the TTF's agenda is to assist with the
development and the implementation of the At-Large
social media outreach strategy*



Why have a At-Large Social Media Strategy?

- *To enable At-Large Structures (ALSes) to easily disseminate information from ICANN At-Large to its members and the public in a timely manner.*

The ALS 2010 Survey identified that:

- *many ALSes use social media like Facebook, Twitter*
- *however most ALSes meet every 2-3 months*
- *given the pace of work (e.g 30 day public comment periods) means that an ALS representative has a difficult task to distribute information to its members or the public and get meaningful feedback.*

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Why have a At-Large Social Media Strategy?

- *Outreach to individual Internet users that could become members of At-Large.*

Internet users that are interested in Internet related governance issues (including ICANN policies related to domain names) do not know about ICANN or ICANN At-Large.

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Why have a At-Large Social Media Strategy?

- *Social Media Networks have many users who are sharing information with each other*

As of March 2012:

- *Facebook: 901 million users.*
- *Twitter: 140 million users.*

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Current At-Large use of social media

- *At-Large Facebook Page*

<http://www.facebook.com/icann.atlarge>

118 last year, now 1200

At-Large Twitter account

http://twitter.com/ICANN_AtLarge

0 followers last year ; 487 followers

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Draft At-Large Social Media Strategy

- *Information sent to the ALAC_announce mailing list (which all ALSes receive) to be posted to:*
 - [At-Large Facebook Page](#)
 - [@ICANN AtLarge Twitter account](#) And
 - (possibly) LinkedIn
- *ensure that the At-Large website redesign caters for the sharing of information over social media*

Other considerations:

- *disseminate information related to Internet Governance*
- *disseminate information in multiple languages*
- *facilitate participation (responding/engaging with persons that comment/ask questions)*

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How to implement the At-Large Social Media Strategy?

The TTF discussed and came up with two proposals

- *Using Posterous, a Content Management System (CMS) that has a feature to autopost content on Posterous to other CMS and social networks.*
- *Use IFTTT to autopost content sent on one network to other networks.*

IFTTT allows one to create "recipes" that has "triggers" to carry out "actions" among various services or "channels". (<http://ifttt.com/wtf>)

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How to implement the At-Large Social Media Strategy?

The TTF chair and the At-Large Staff then investigated these approaches.

Re: the Posterous approach:

- *Content posted to Posterous was garbled*
- *Autoposting only worked to Twitter and not to the Facebook page.*
- *Updates appeared on Posterous' site long after the post was submitted.*

Posterous was deemed not suitable after testing.

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How to implement the At-Large Social Media Strategy?

Re: using IFTTT:



- *An issue that needed to be dealt with was how the content sent to ALAC_announce list could be linked on the web and therefore be shared.*
- *This was solved by using the At-Large wiki. The Confluence wiki software has a “blog” feature that allows a wiki space to display blog posts.*
- *Two Recipes in IFTTT were created ; if blog post was posted to the At-Large wiki (the trigger), then post to Twitter and Facebook (the actions).*

Testing was successful.



How to implement the At-Large Social Media Strategy?

Other advantages of using the At-Large wiki and IFTTT:

- *At-Large wiki is already used by ICANN At-Large.*
- *Easier for ICANN At-Large Staff and ICANN to control versus a third party hosting service.*
- *The Translate plugin on the At-Large wiki allows for machine translation of blog posts in other languages.*
- *Once At-Large website redesign is completed, the IFTTT recipes can be updated to use that content instead.*

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How to implement the At-Large Social Media Strategy?



- *At-Large Social Media wiki Space:*

<https://community.icann.org/display/alsocialmedia/>





Thank You!
Questions?

