



AT-LARGE SOCIAL MEDIA ENGAGEMENT TOOLKIT

ICANN 21+51|AGM

AT-LARGE COMMUNITY

25 October 2021



OVERVIEW

This Social Media Engagement Toolkit is designed to help promote At-Large through our global membership for the purpose of engaging those on the fringes of the At-Large community and other Service Organizations (SOs) and Advisory Groups (AC) that are not necessarily familiar with the importance of engaging the end user in the Policy Development Process at ICANN.

The toolkit provides enough information to work through your own Social Media (SM) channels effortlessly. It is specifically devised for the ICANN 72 | AGM scheduled for October 25-28, 2021.

SOCIAL MEDIA ENGAGEMENT TOOLKIT

ICANN 72 MEETING SESSIONS

Use the following guide to expand the reach of At-Large SM messages to promote participation in ICANN 72 meetings. The suggested steps are based on using each of our personal SM channels as the primary tool for engaging people on the fringes of the At-Large community and reaching those outside of the ICANN bubble.

Hashtags

Copy the following hashtags (HTs)¹ and use them in all your SM communications. You can also add your own HTs as you see fit or intermingle them with your message:

1. @ICANNAtLarge @TeamNARALO #ALAC #ICANN72 #ICANN #AFRALO #APRALO #EURALO #LACRALO #NARALO #MTG_X

Notice the last hashtag - **#MTG_X**. This one is necessary to identify the specific meeting that you are attending while using your SM. The **X** is a number that runs from 1 to 12 since there are 12 meetings that have been recommended to attend.

The table located in bit.ly/atlargeicann72² cross-reference the **X** numbers with the meetings. There you will also find a sample tweet template message and a suggested tweet picture for each meeting to inspire your own message/picture or simply assemble as you like for Facebook and/or Twitter.

Image ideas to add to tweets are selfies attending meetings and / or their surroundings; screenshots of Zoom participants, slide presentations, and more. Make sure the images are clear (i.e., in focus), with lots of bright colors, and shot horizontally (i.e., landscape mode).

CALL TO ACTION

Do the following to increase the reach of your messages and those of others:

1. Add Mentions (@) or Hashtags (#) in addition to the suggested above but keep the **#MTG_X** in your posts always. This is a "special" hashtag used to correlate SM usage to a specific meeting.
2. Search Twitter from your account using any of the Hashtags (#) or Mentions (@) provided above.
3. Look for messages that have been tweeted by others using similar Hashtags / Mentions and retweet to your own networks.
4. Add a custom message while you're at it. Personalized messages can help put the retweet in context on many occasions.


¹ The recommended HTs are 97 characters long (including spaces) and 98 for meetings with **X** > 9.

² Use the table tab named "ICANN72 AGM (25-28 Oct)"

Livestream Live Video





NARALO will be livestreaming most of the policy sessions (among others) through its NARALO Facebook Group Page (NFGP), NARALO Twitter account (NT) and NARALO YouTube Channel (NYTC). Subscribe to these channels to receive a notification when the streams go LIVE.

Do the following to subscribe:

1. NARALO Facebook Group Page
 - a. Navigate to the NFGP located at: facebook.com/groups/naralo
 - b. Click the “Joined” button
2. NARALO Twitter account
 - a. Navigate to the NT account at: twitter.com/teamnaralo
 - b. Click the “Follow” button
3. NARALO YouTube Channel
 - a. On a computer or smart phone, sign into YouTube.
 - b. Go to a video whose channel you want to subscribe to.
 - i. Do a search for the video “Whats on tap NARALO”
4. Under the video player, click 

CALL TO ACTION

Do the following to increase the reach of the Live broadcasts:

1. On Twitter  , retweet your followers. Add a note inviting them to join the live broadcast. Include a brief description of the activity to help put the broadcast in context.
2. On Facebook  , share to your friends, Group pages and Fan pages. Add a note inviting them to join the live broadcast. Include a brief description of the activity to help put the broadcast in context.
3. On YouTube  YouTube , click the  button and select all the SM platforms that you frequently use. Add a note inviting them to join the live broadcast. Include a brief description of the activity to help put the broadcast in context.

SOCIAL MEDIA ENGAGEMENT TOOLKIT

NARALO ICANN 72 SOCIAL ACTIVITY

Use the following guide to expand the reach of At-Large SM messages to promote participation in the NARALO ICANN 72 social activity. The suggested steps are based on using each of our SM channels as the primary tool with the same purpose as presented in the previous section.

What's on tap NARALO

The NARALO ICANN72 social activity is named "What's on Tap NARALO". It has been scheduled for 28 October 2021 @ 1:00 UTC which is the same as saying 27 October 2021 @ 6:00 PM, Seattle, USA PDT time (UTC-7). It will be held virtually from one of Seattle's best brewpubs [Obec Breawery \(obecbrewing.com\)](https://obecbrewing.com). Everyone will have an opportunity to enjoy an evening with [Tim Lorang](#), a local Seattle Beer expert to learn, taste, and appreciate the flavors and beer history that makes Seattle a hot spot for beer culture.

This will be an educational opportunity for everyone, drinker, and nondrinker alike and learn What's on Tap!

The event is open to anyone so please feel free to forward the registration link (see below) and the following instructions to your co-workers, friends, and family. Let's enjoy it in good camaraderie.

INSTRUCTIONS TO PROMOTE & ENJOY THE EVENT

1. Watch the following video (1:55) to get an idea of what to expect during this event:



<https://youtu.be/Vnz1GY3OQ6s>

2. Register for the event [HERE \(bit.ly/whatsontapnaralo\)](https://bit.ly/whatsontapnaralo)
Visit the following link to see all the documents in the bookcase: [LINK \(bit.ly/naralosocialdocuments\)](https://bit.ly/naralosocialdocuments) or read the documents individually as follows:
 - a. [Beer-Styles-for-Tasting.pdf](#)
 - i. This document gives details for five types of beers. The first four are the ones that will be sampled during the event. The last in the list is just a recommendation to enjoy during the fall or winter holidays.

- b. [Beer-Tasting-Score-Sheet.pdf](#)
 - i. You may want to print this sheet and use it during the beer tasting for taking your notes.
 - c. [Beer&Food-Pairing-guide-SBWT.pdf](#)
 - i. This one provides tips on how to pair beer with food.
 - d. [Common-Beer-Terminology-Glossary.pdf](#)
 - i. Useful information to understand some of the terminology.
 - e. [FlavorTriangle.pdf](#)
 - i. Useful information to put what we are tasting in context.
 - f. [SixPack.pdf](#)
 - i. More details about the terminology that is used during tasting.
 - g. [Tasting-Flight-mat.pdf](#)
 - i. This is a different sheet that you can use during the beer tasting for taking your notes.
3. Go ahead and buy the four types of beers that will be sampled: **Pilsner**, **IPA**, **Amber**, and a **Dark** (Stout or Porter). See document **2.a** above for more details on these.
 4. Take a photo of yourself (i.e., selfie) with the 4 beers and tweet it to your personal SM networks. Post on Facebook and Instagram accounts if applicable as well.
 5. Use the following hashtags (HTs) and use them in the previous step (4). You can also add your own HTs as you see fit or intermingle them with your message³:
 - a. @ICANNAtLarge @TeamNARALO #ALAC #ICANN72 #ICANN #AFRALO #APRALO #EURALO #LACRALO #NARALO #WhatsOnTapNARALO
 6. Use the following image in all your communications:



7. Continue using your SM channels to promote the event up to the day of the activity, including. See you all there!

³ NOTE: The recommended hashtags are 109 characters long (including spaces)