Robert Guerra
He is a member of the SSAC, but is asking this question in his individual capacity as an internet user in North America

Social media is now where many internet users discuss, engage and interact with each other. According to estimates, the number of global social media users has reached 1.96 billion and is expected to grow to 2.5 billion by 2018. Are the users on social media platforms such as Facebook, Twitter and Weibo able to participate in At-Large directly? If not, is the board envision ways that could happen in the future?

Answer from ICANN Staff (ALAC Policy Development Team and ICANN Org Communications and Digital Services teams:

ICANN is active on a wide range of social media platforms and we agree that it is an invaluable tool to engage with the At-Large community (indeed every community). Our platforms include Twitter (with handles in English, French, Arabic, Spanish, Portuguese and Russian), Facebook (multiple language postings), LinkedIn, SlideShare (multiple language presentations and infographics), Flickr, SoundCloud, YouTube (multiple language videos), Youku, WeChat and Weibo. We collaborate with the At-Large community on a regular basis – to share information about At-Large and important updates to the At-Large community on the ICANN social media platforms.

ICANN does try to respond to as many questions/comments posted via either private/direct message or public post on Twitter and Facebook as we can.

The ICANN At-Large Community has a Social Media Working Group. It has developed and implemented a strategy for a strong and sustainable presence on social media, with the aim to raise awareness of the At-Large Community and enhance end-users' engagement. Currently, the @ICANNATLARGE Twitter handle has close to 3,900 followers, and our Facebook page has more than 2,600 likes. The ICANN At-Large community also have active YouTube and Flickr accounts.

We welcome your participation in the At-Large Social Media Working Group. The members of the At-Large Social Media Working Group welcome your input to further evolve the At-Large social media strategy to help Internet users participate in At-Large directly and get involved in ICANN. We also welcome your input for end users to use social media tools to directly participate in the At-Large policy making process.

Although social media is an important digital tool, it is not the only means by which we engage

with the community. To support policy and advice development, ICANN also uses collaborative tools such as Wikis, and is constantly evaluating how social media can augment and support this activity.

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QUESTION 2

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Alireza Kashian
Researcher Associate at the University of Melbourne in Australia

I liked the way that ICANN is supporting translations and remote participations, but what I observed so far is past few meetings, It was a question for me that how effective they have been and saying academically, what has been the impact factor for all these facilities to bring more contributions to the table. Is there any statistics or research done for that? Plus to this questions, I see like around 85 participants are online right now, which is far less than community expectations. How come we have more than 2000 people in the room while only 85 people appear online to watch these sessions. What is ICANN strategy to promote these meetings well to have at least 10,000 participants for next ICANN meeting in Denmark.

Answer from ICANN Staff:

Under ICANN's [Meeting Strategy Working Group recommendations](), outreach and engagement are core elements of ICANN's international public meetings. We have seen a general increase in meeting attendance in the last few years, and continue to work towards more meaningful engagement.

We work closely with local hosts and regional partners well in advance of ICANN meetings to encourage active participation at these events. We target new stakeholders, educate, raise awareness and spend time and resources on capacity building opportunities for participants across the civil society, business, government and technical community sectors. For examples, see our [welcome to participants]() about the Hyderabad meeting, and [local press]() about the opportunity for engagement with ICANN.

For more detailed information, please review the recent Meetings Technical Reports ([ICANN56 Technical Report](), [ICANN55 Technical Report]()). These meeting reports are intended to provide us with reliable information on what attendees want, what ICANN is doing well and where ICANN has opportunities to improve. By leveraging this data, we'll be able to be more transparent about decisions and changes we make. We will also be able to respond to our community's needs with improved accuracy and speed.

We face certain challenges in driving remote and in person participation in the ICANN meetings. Attendance both in-person and virtually varies by location of the meeting. Time zone differences between regions have an impact on number of virtual participants following the sessions on

ICANN's remote participation platforms. Additionally, we currently do not have the ability to measure how many people using Adobe Connect are physically in the room vs. those who are truly remote. We are working on figuring out how to do this, which will help inform how many people are actually joining via remote, and will then help us build realistic goals for remote engagement.

We are always working to address these challenges. There are hundreds of working sessions at each meeting, many aimed at supporting and engaging newcomers and next generation participants. These sessions allow for a broad range of attendees to become involved in ICANN and find their place in our growing community. For most sessions, people can participate in person, or remotely. They can watch sessions live, and they can listen to them after they post.

From a promotional perspective, we will continue to do more to increase the awareness of remote participation through targeted social media campaigns, newsletters and awareness building through regional engagement activities.

We will continue to refine our outreach and promotions strategy, and welcome your ideas and suggestions. There is a survey in the Meeting App enabling the community to provide feedback.

QUESTION 3

Suchith Reddy

Hello. I run a tech startup in India and we work with lot of universities and corporates, I would like to know what is the right way of reaching out to ICANN to partner and run our programmes in partnership with ICANN

Answer from ICANN Staff: *ICANN reached out directly to Mr. Reddy, and has put him in contact with the appropriate ICANN staff member.*