



e-DEMOCRACY

ICT - A DRIVER FOR IMPROVING DEMOCRACY

SOCIAL MEDIA-BE CLOSER TO CIVIC

Savica Pop Toneva, Managing Director Httpool



nextsense



WHO AM I?



- More about me you will find if you
 - Scan the QR Code
 - Install QR Code Reader on Your mobile device

WHAT IS “SOCIAL MEDIA”

- *Merriam Webster Dictionary*: forms of electronic communication (as Web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)
- A new way of communicating
- Sharing of media: films, photos, music & ideas
- “people to people” activities

SOCIAL MEDIA IS ABOUT...

- Allowing people to share ideas, opinions, and insights rather than just communicating one-way
- Dialog
- Social media include things such as blogs, wikis, discussion boards, Facebook, MySpace, YouTube, Twitter...
- Listening
- Be accessible, self-awareness
- Transparent

SOCIAL MEDIA IS ABOUT COMMUNICATING AND INTERACTION

GENERAL OVERVIEW

- Over the last 10 years – social media in politics went from basically nothing to being everything
- Replaces one-sided, one-way communications
- Replacing old methods of communicating with constituents
- Social Media platforms used by politicians
- The effects on elections

IMPACTS OCCURRING DUE TO TREND

- Blogs
 - Get a pulse of the voters
 - See emotional side of constituents
- Facebook
 - People/Voters use media sites such as Facebook to gather political information
 - Increased Youth Vote and Political Involvement
 - Excellent tool for two-way communication
 - Provides a way to personalize politicians
- Twitter
 - Provides real time feedback between politicians and voters
 - Provides a way to personalize politicians

BENEFITS OF SOCIAL MEDIA IN POLITICS

- Connection with politicians on an intimate level
- Quick way to communicate new information
- Identifying target audience and tracking their opinions
- Strong viral effect

BUT BEFORE YOU JUMP INTO SOCIAL MEDIA ASK YOURSELF:

- What do we need to achieve?
- Which audiences are important for this?
- Where are those audiences online; which platforms are they using?
- Do those platforms & tools fit with the kind of content we have or can create?
- Can we sustain what we start?

POTENTIAL FOR FUTURE TREND

- Politicians will be communicating via Facebook as the primary way to reach their constituents.
- Old methods of communicating such as mailers and phone calls are obsolete.
- Social Media Platform will allow voters to express their concerns in real-time such on perspective votes coming up.

HOW TO STAY COMPETITIVE?

- Monitor blogs and websites for and provide feedback.
- Once a Twitter or Facebook Page is created, keep it up-to-date.
- Inflect personality on through social media sites.
- Reach of the constituents via the social media platforms with common sense.

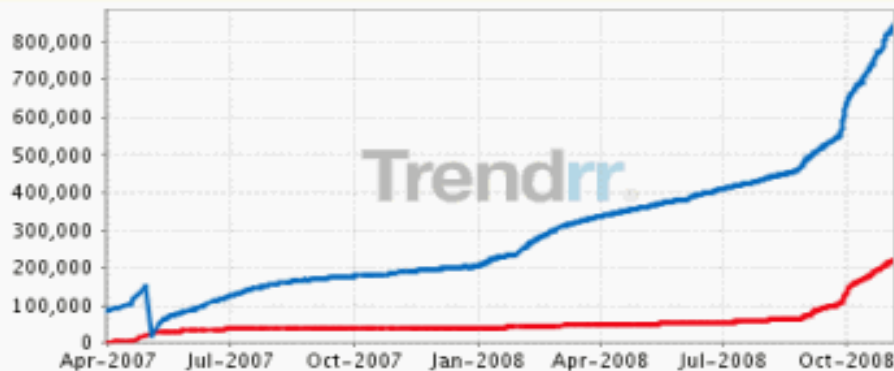
CASE 1 – 2008 OBAMA ELECTION

- Used social media to create unique relationships with supporters
- Realized the importance of harnessing the power of social media.
- Using social media is a lot cheaper than traditional conventional methods.
- Able to communicate with politicians at real time.
- Politicians can show a more personal side through the Facebook and Twitter pages.
- Politicians can get a real pulse of how their constituents think.

CASE 1 – 2008 OBAMA ELECTION

- First politician to effectively use social media tools in a successful election
- Used Facebook, MySpace and Twitter to create large database of supporters

myspace.com/barackobama - Myspace friends vs. <http://www.myspace.com/johnmccain> (Myspace friends)



— <http://myspace.com/barackobama> (Myspace friends)
— <http://www.myspace.com/johnmccain> (Myspace friends)

obama (Number of Blog Posts from Google) vs. mccain (Number of Blog Posts from Google)



CASE 1 – 2008 OBAMA ELECTION



- Outcome = social media helped Barack Obama increase **interaction** and **engage** with voters to spread his campaign message giving him an advantage in the 2008 presidential election

CASE 2 – OFFICIAL GAZETTE OF RM(JP SLUZBEN VESNIK)

- July 2012 start with a Facebook fan page
- Posts about the company
 - History
 - Welcome page
 - Videos
 - Books published
 - E-services
- Information on a daily level (1-2 posts)
- Communication within a minute
- Twitter profile
- YouTube Chanel



ЈП Службен весник на Република Македонија

1,846 likes · 31 talking about this



Company
Јавното претпријатие Службен весник на Република Македонија ц.о. - Скопје

About



Photos



Likes



Претплата



Е-услуги



Купи книга



Бесплатни изда...



Видеа



Добредојде



Службен весник
на Република Македонија



**СТАНЕТЕ ФАН И БИДЕТЕ
ИНФОРМИРАНИ НАВРЕМЕ
ЗА СИТЕ ЗАКОНИ, ПРОПИСИ
И АКТИ.**



ЈП Службен весник на Реп... Timeline ▾

Like

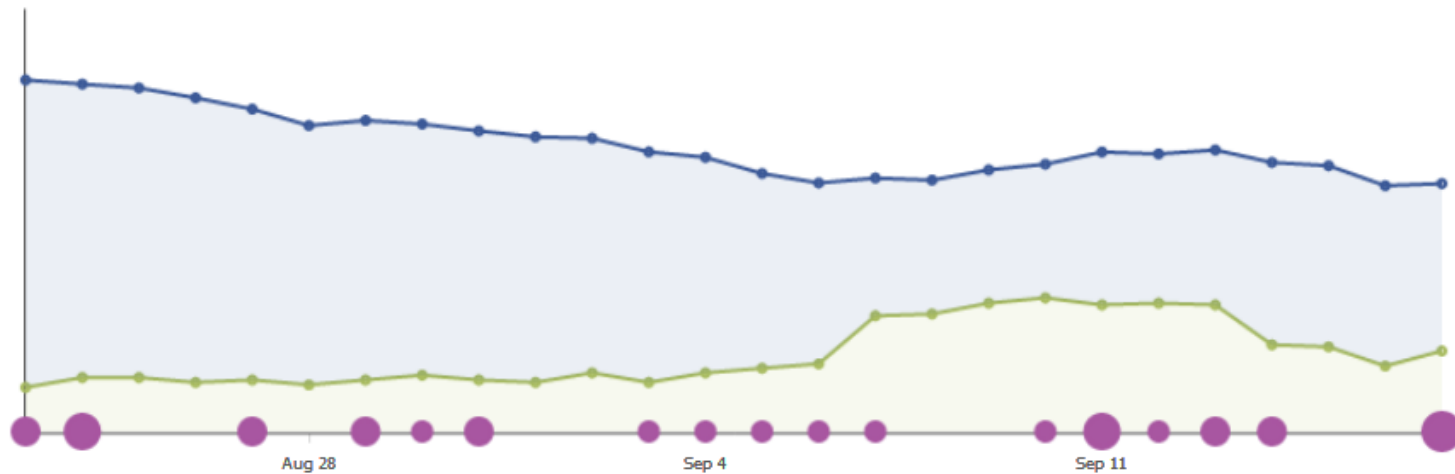
Overview Likes Reach Talking About This

All dates and times are in Pacific Time

Export Data * ▾

Total Likes [?]	Friends of Fans [?]	People Talking About This [?]	Weekly Total Reach [?]	Total Subscribes [?]
1,846 ▲ 0.71%	391,539 ▲ 1.34%	36 ▼ -33.33%	1,507 ▼ -9.54%	4 ● 0%

Posts[?] People Talking About This[?] Weekly Total Reach[?]





Overview Likes Reach Talking About This

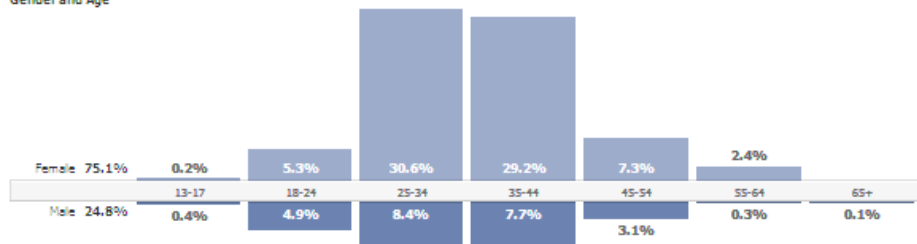
07/01/2012 - 09/17/2012

Export Data

People Who Like Your Page (Demographics and Location)

See Likes

Gender and Age?



Countries?

- 1,804 Macedonia
- 9 Serbia
- 5 Italy
- 3 Germany
- 2 Belgium
- 2 Russia
- 2 United States of America

More

Cities?

- 918 Skopje, Karpas, Macedonia
- 90 Prilep, Macedonia
- 87 Bitola, Macedonia
- 76 Veles, Macedonia
- 73 Kumanovo, Macedonia
- 71 Stip, Macedonia
- 63 Strumica, Macedonia

More

Languages?

- 1,298 Macedonian
- 323 English (US)
- 94 Albanian
- 83 English (UK)
- 14 Serbian
- 5 Italian
- 5 Turkish

More

Where Your Likes Came From

New Likes? Unlikes?



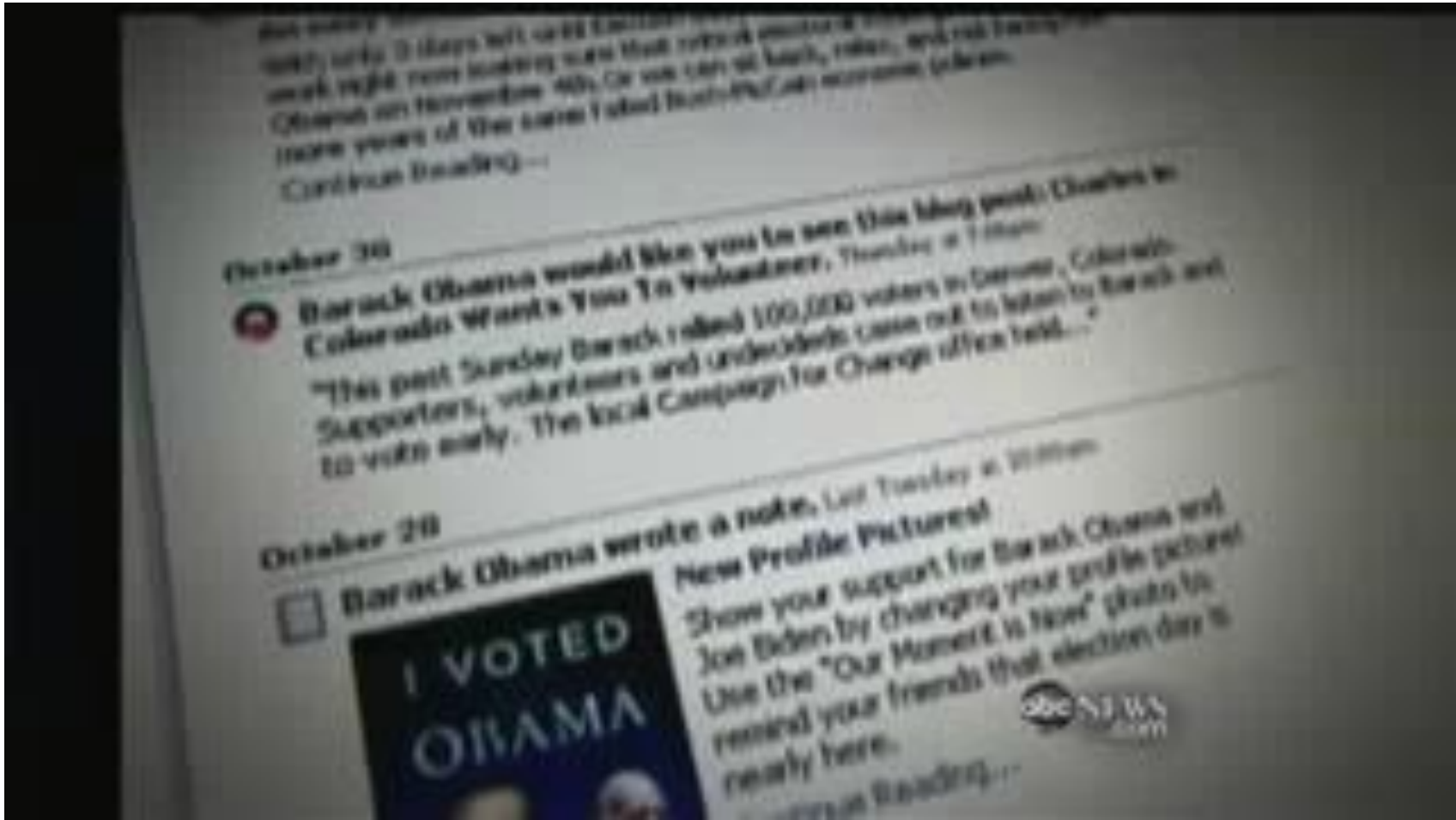
Like Sources?

- 881 Ads and Sponsored Stories?
- 645 On Page?
- 47 Timeline?
- 27 On Hover?
- 13 Ticker?
- 12 Mobile?
- 10 Friend Referrals?

More

CONCLUSION - BE CLOSER TO CIVIC

- Develop a Facebook Profile
 - Add new content continuously
 - Always respond to posts
- Join the Twitter conversation
 - Involve yourself in Twitter
 - Follow others
- Communicate with your Audience
 - Create a blog and speak “loud” about your ideas
- Involve multi-media
 - Use Flickr/YouTube to upload photos/videos



SOURCE: [HTTP://WWW.YOUTUBE.COM/WATCH?V=9Dttb-Njgk](http://www.youtube.com/watch?v=9Dttb-Njgk)



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THANK YOU!

Savica Pop Toneva

Twitter: @ksavica

Facebook: www.facebook.com/savica.kusakatski



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