

## SOCIAL MEDIA FROM MY PERSPECTIVE

Pavle Sazdov, Member of Parliament





#### **ELECTIONS LAW**

- 2011 early elections Three seats added to parliament each representing one exterritorial electoral district:
  - Europe and Africa
  - North and South America
  - Australia and Asia
- Elections held in 54 Diplomatic Missions
- MPs located in Skopje, Macedonia
- Six trips per calendar year to the electoral district, 7 days each
- Embassies and consulates provide support while overseas





### NORTH AND SOUTH AMERICA

- Estimated 500.000 Macedonians from first and second generation live in North America
- In Canada mostly concentrated in Toronto and surrounding cities.
  Some in Montreal, Vancouver, Edmonton and Winnipeg
- In USA spread across. Large communities in Chicago, Crown Point, Detroit, Cleveland, Columbus, Cincinnati, Buffalo, Rochester, Syracuse, New York, Garfield (N.J), Washington, etc.
- Embassies in Ottawa (CAN) and Washington D.C. (USA)
- Consulates in Toronto (CAN) and Chicago, Detroit and New York.
- Few small communities in South America, primarily in Brazil, Chile,
  Peru and Argentina.
- No Embassies or Consulates in South America





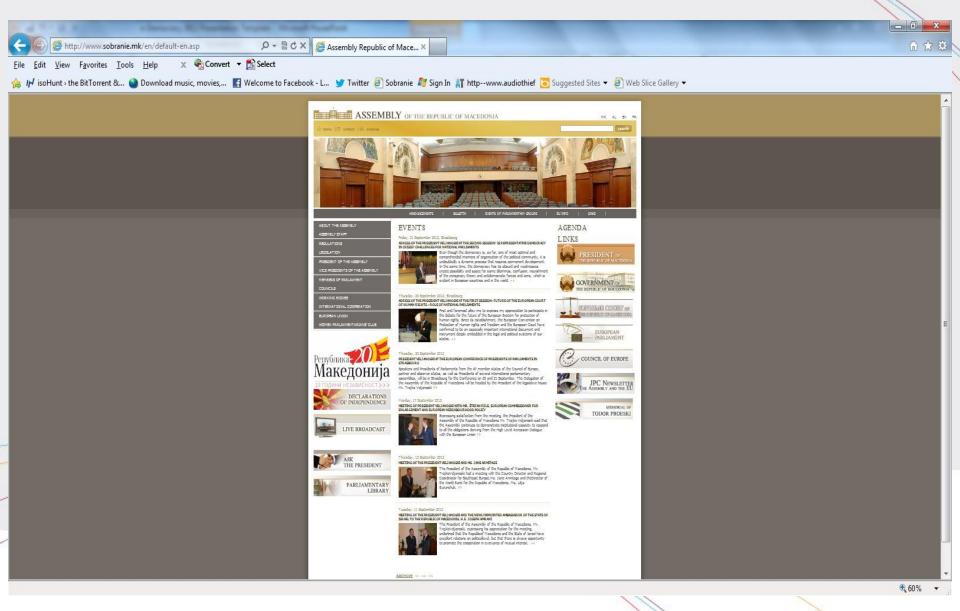
### **COMMUNICATION TOOLS**

- Assembly e-mail, publicly available
- Assembly cell phone, not available for the public as per assembly policy
- Privately owned Vo-IP phone for North America
- Private e-mail
- Facebook page and account
- Twitter account
- Local media

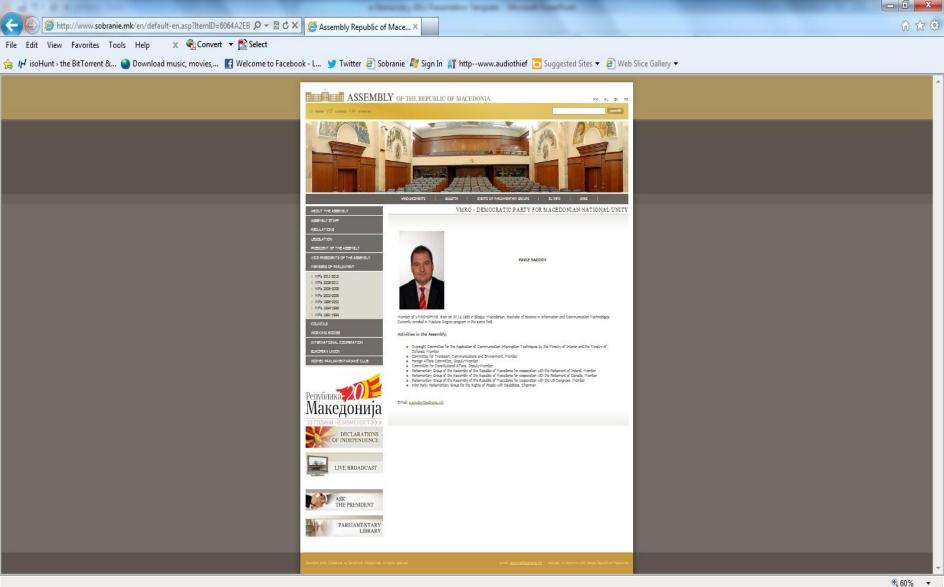




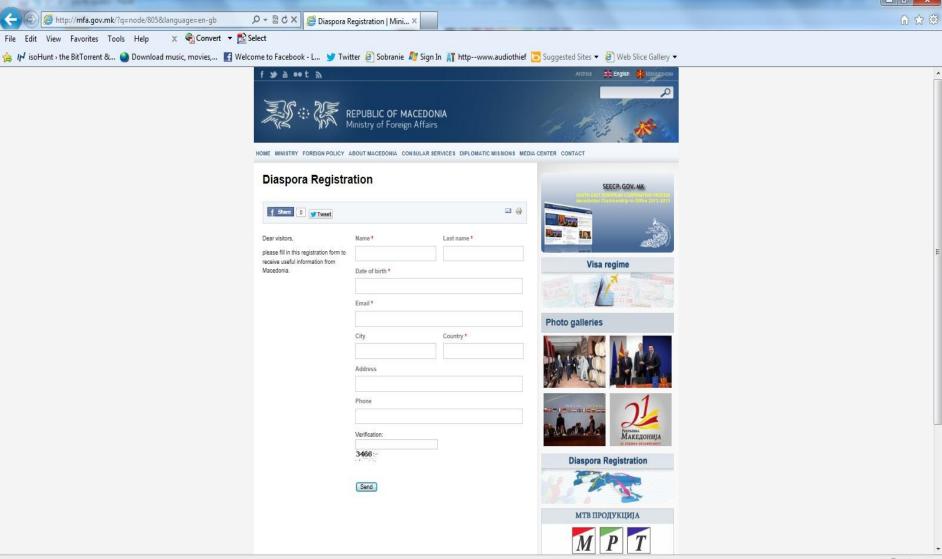
### **ASSEMBLY WEB SITE**



## ASSEMBLY PAGE FOR MPS



# DIASPORA REGISTRATION WEB SITE



### E-MAIL COMMUNICATION

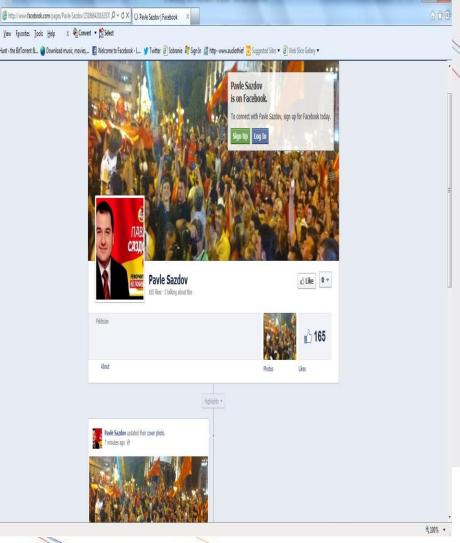
- Built database with over 80.000 e-mail addresses
- Prepare monthly newsletter sent to all contacts and local media
- Important legislature sent right away
- Questionnaire on important issues
- Monthly interviews for local media





### **FACEBOOK**

- Facebook page regularly updated
- 1144 friends, mostly
  Macedonians living abroad
- Facebook private account also regularly updated
- Polls on important issues and legislature







### **TWITTER**

- 89 followers
- Daily status updates sent
- Extensive use of hash tags









#### **N**EXT STEPS

- Contact form on the official assembly page
- Access to social media sites within Assembly's network
- Integration with social media sites like Facebook and Twitter
- Newsletter prepared by assembly staff
- Discussions in committees and plenary session posted on all media
- Tools for dialogue with constituents







# THANK YOU!

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