



Environment, Health, Social and Gender Dimensions of Albania's National Strategies Linking the Ostrava Declaration of the European Environment and Health Process to SDGs Agenda2030

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06.03.2018



Overview: What is Social Media?

- Social media refers to online tools and services which allow an exchange of ideas, information, videos, pictures, and graphics — just about anything you can name.
- Social media also allows easy sharing and distribution of existing content to others so that professional work can be shared through networks.



Overview: Types of Social Media Services

- Bookmarking Sites and Social News Sites ([Digg](#))
- Blogs and Microblogs ([Twitter](#), [Tumblr](#))
- Social Networking Sites ([Facebook](#), [Google+](#))
- Shopping Sites ([Amazon](#))
- Multimedia Sharing ([YouTube](#), [Flickr](#))
- Virtual Worlds ([World of Warcraft](#), [Second Life](#))



Examples

- Facebook
- YouTube
- Myspace
- Twitter
- Del.icio.us
- Digg
- Etc...





Social Media

- 23% of children between ages 0 and 5 use the Internet & 82% use it on a weekly basis

1 billion tweets are posted per week

#1 online activity beating porn & personal email for total time spent online

50% log in **per day**

460k new accounts are created on Twitter **per day**

650+million active users on Facebook



YouTube has **490+million** users worldwide

92 billion page views each month

400 tweets per minute containing a **YouTube** link

More video content is uploaded to **YouTube** in a **60 day period** than the three major U.S. television networks created in **60 years**.

78 million monthly visitors on

Wikipedia

90 million users on **LinkedIn**



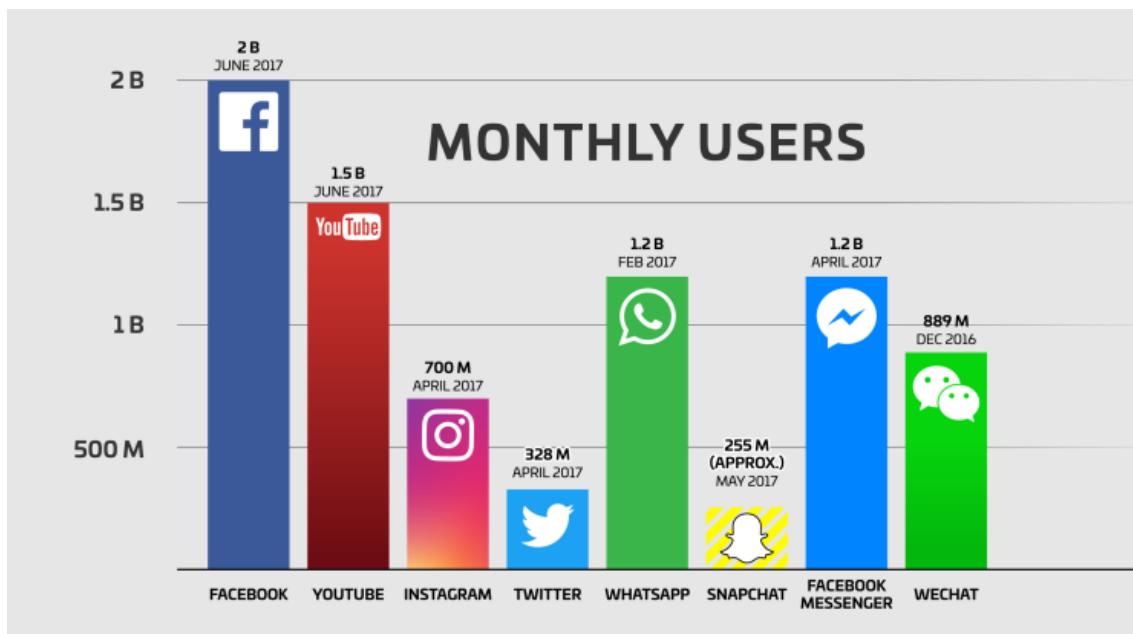
Nominee for Nobel Peace Prize

- The Internet was nominated to the Nobel Peace Prize for promoting dialogue, debate and consensus through communication.





Users of social media





Users of social media





What is Social Media?

- Social Network
- User Generated Content (UGC)
- Social Bookmarking



Social Network

- Online communities of people who share interests and activities,
- ... or who are interested in exploring the interests and activities of others.
- Examples: Facebook, MySpace, LinkedIn, Orkut



User Generated Content (UGC)

- Or Consumer Generated Media (CGM)
- Defined: Media content that is publicly available and produced by end-users (user).
- Usually supported by a social network
- Examples: Blogs, Micro-blogs, YouTube video, Flickr photos, Wiki content, Facebook wall posts, Second Life...



Share activity stream

- Web pages
 - Twitter, Facebook, friendFeed...
- email
- Sms
 - twitter
- IM
 - Twitter...
- RSS Feeds



Use social medias to improve your online presence



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Tactics for Any Budget

- Host a blog
- Participate on industry leading blogs and conversations
- Host or sponsor a podcast
- Host/participate on discussion boards
- Try Viral video
- Create a group on a social network
- Run media on a social network
- Add social bookmarking links to your content



Best Practices

- Attempt to leverage an existing social networks.
- Avoid creating your own network surrounding your brand:
- Experiment with creating networks catering to specific audiences or special interests, not brands
- Listen and study the community before you enter the discussion
- Converse and don't shout
- Be prepared to relinquish control of the brand
- Be honest and transparent about your involvement
- Learn through experimentation



Best Practices

- Twitting about World toilet day 2017

JHR @JhrMkd · Nov 19
Да го одбележиме Светскиот ден на тоалетите
jhrmk.org/index.php/2017... #Worldtoiletday2017 #JhrMkd
🕒 Translate from Russian

СВЕТСКИ ДЕН НА ТОАЛЕТИТЕ
НВО – Новинари за човекови права и оваа година го одбележува Светскиот ден на тоалетите, 19 Ноември. Светскиот ден на тоалетите 2017 ја продолжува т...
jhrmk.org

JHR @JhrMkd · Nov 18
Да го одбележиме Светскиот ден на тоалет...Погледнете го едукативниот филм за третирање на отпадните води
[#Worldtoiletday2017 #JhrMkd](#)
🕒 Translate from Bulgarian

IF TO TREATME
Where does our poo go?
If there's one thing that unites humanity, it's the call of nature. But depending on where we live, it's not always possible to dispose of our bodily waste s...
youtube.com



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Social opportunities (Phase)

1

Build Awareness (Discovery)

Generating high-quality leads from social media

2

Leverage Word of Mouth (Purchase)

Social sharing during and post-registration

3

Increase Engagement (Participation)

Extending engagement before, during and after event

Who's on Social Media?

Organizations



Individuals



Developing a Strategy

1. Define your audience
2. Adopt a point of view
3. Allocate resources

Tips

- Make it easy and non-threatening for your audience to participate
- Write content that's worth sharing
- Acknowledge and recognize your audience
- Integrate all of your marketing efforts
- Don't try to keep up with the Jones'
- Be entertaining, informative, and most importantly genuine

The Basics

- Don't duplicate your Web site, brochure, newsletter
- Start with your friends
- Embrace your audience
- Keep it personal, real & authentic
- Use often
- Build maintenance time into your schedule
- Encourage participation



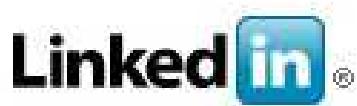
Top 5 best practices:

1. Do some Spring cleaning!
2. Beef up your information section.
3. Be active/share.
4. Follow industry influencers and companies/groups of interest.
5. Quality vs. Quantity



Top 5 best practices:

1. Who do you want to be?
2. Think SEO (Search Engine Optimization).
3. Be active/share.
4. Follow industry influencers and companies/groups of interest.
5. Aim to chat, not sell.



Top 5 best practices:

1. Think SEO (Search Engine Optimization).
2. Be active/share.
3. Follow industry influencers and companies/groups of interest.
4. Aim to chat, not sell.
5. Don't talk about your new shoes!



Tips for all platforms:

- Have a consistent brand
- Engage
- If it's posted, it's public
- A little self-promotion goes a long way, but bratters are equally if not more annoying online than they are in person.
- You don't have to be everywhere
- Connect virtually. Bond locally.

Do we really need Social Media

Social media?



How to get people to invest in your products or services when they...

- have never heard of you
- don't have any affinity to you
- don't live near you
- have no reason to listen to you when you speak
- have other, more familiar options offering similar products or services?

CONNECT
WITH YOUR AUDIENCE
WHEN AND WHERE THEY ARE!

Starting with social media

- register an account
- don't start with politics!
 - connect with your family, friends, colleagues
 - add people you know to your network
- your first days on a new network, just observe the community. Watch and learn how people connect (etiquette)
- after a few days or weeks, you will have to built your own network
 - try some new things
 - share interesting stories, behind the scenes photos or videos and observe which kind of information receives response
 - connect with community: give comment or two on content other people shared

Social media = be social!

- engage your network (ask questions, receive proposals...)
- after a while, when you start talking politics, people will **react/comment**
- connect with your network, they will reward you by doing a lot of campaigning for you
- expect negative response. Just stay calm and polite.
- create an account on sites that seem interesting, see what works for you
- there's no point in joining a whole lot of sites, if you or your staff are never connecting with community
- you don't have to create new content for each one of your networks – use your networks as **distribution platforms** (new blogpost? share it on FB, TW...)

How social media....

- improves your work?
 - policies
 - proposals
 - questions...
- affects political accountability?
- affects your recognition?

Some tips and tricks...

- be normal human being!
- don't lie!
- be passionate!
- be personal! Share some private things...
- be responsive, engaging... communicate!
- don't ignore!
- use the language others can understand!
- connect with connectors!
- go to RL meetings! (#tweetup)

**YOU ARE CONTROLLING YOUR
PRIVACY AND INFORMATION!**

**POLITICS ON
INTERNET/SOCIAL
NETWORKS IS
HAPPENING WITH OR
WITHOUT YOU!**

Thank you 😊))



@JhrMkd



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