



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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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.



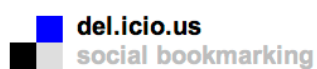
Overview: Types of Social Media Services

- 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 **You Tube** link
Broadcast Yourself™

More video content is uploaded to **You Tube**
Broadcast Yourself™
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**



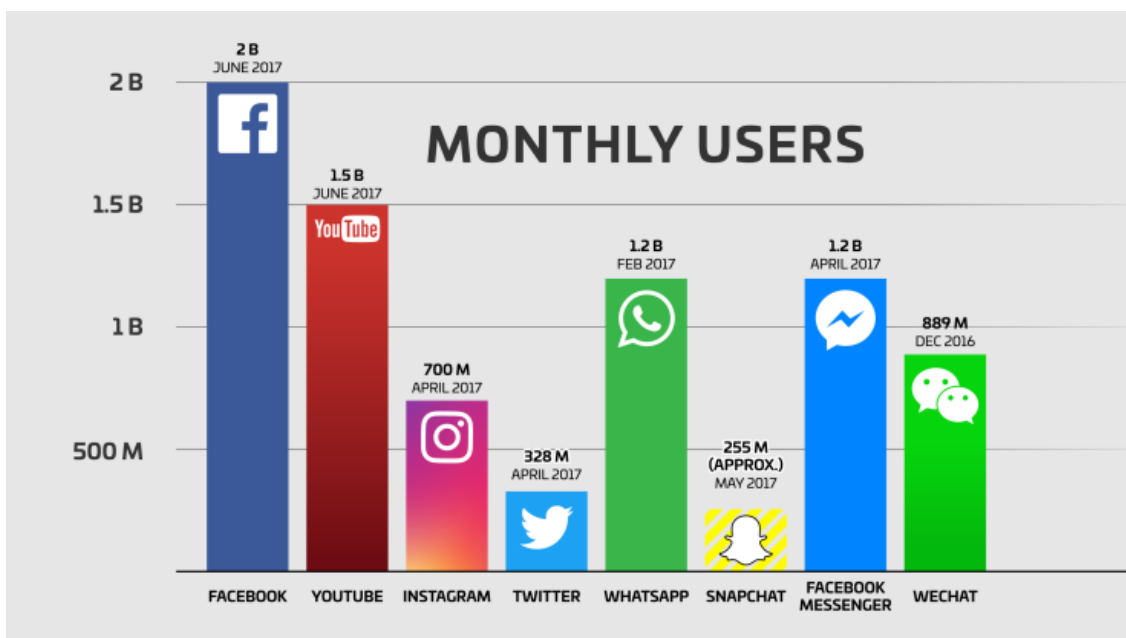
Nominee for Nobel Peace Prize

- 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



statcounter
GlobalStats

[Press Releases](#) [FAQ](#) [About](#) [Feedback](#)

Facebook

86.99%

Instagram

7.23%

Pinterest

1.86%

Twitter

1.63%

YouTube

1.02%

reddit

0.77%

Social Media Stats in Albania - October 2017



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





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



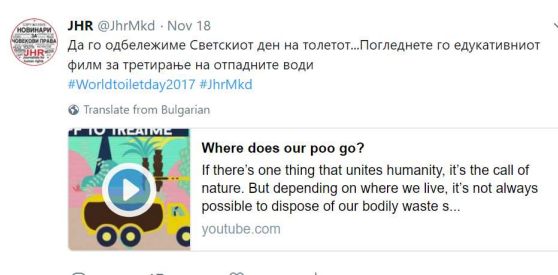
Best Practices

- 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



Social opportunities (Phase)

1

Build Awareness (Discovery)

Generating high-quality leads from social media

Leverage Word of Mouth (Purchase)

Social sharing during and post-registration

2

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

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

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 braggers 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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