

# Advocacy Using Social Networks

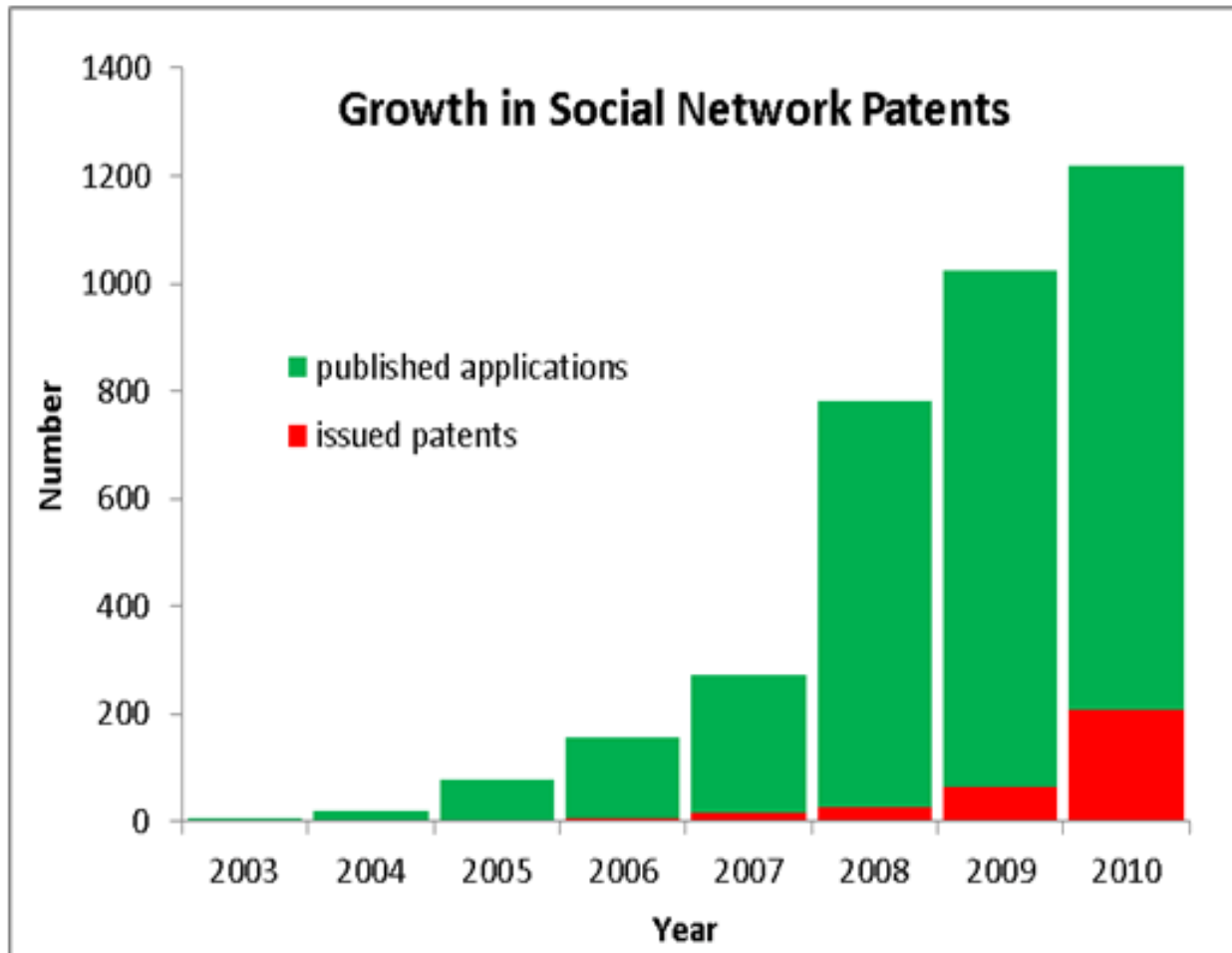
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PIANGO REGIONAL CLIMATE  
CHANGE ADVOCACY  
WORKSHOP

14-16 DECEMBER, 2011

# Social Networks Growth



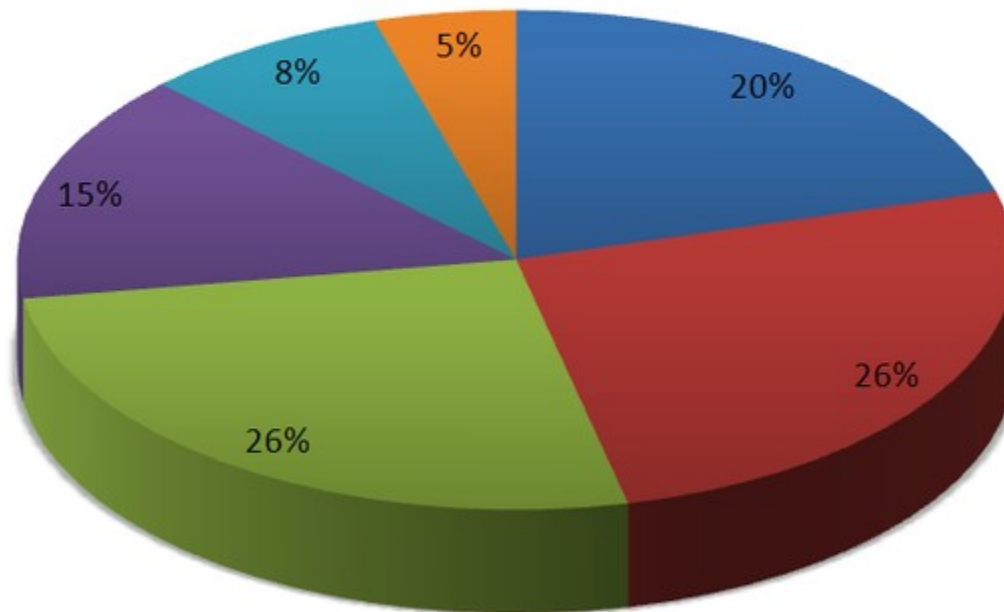
# The Success of Social Networks

Network	Established	Users
Facebook	2004	800 Million
Twitter	2006	300 Million ↑
Habbo	2000	230 Million
LinkedIn	2003	120 Million
Bebo	2005	117 Million
Tagged	2004	100 Million
Hi5	2003	80 Million
Flickr	2004	32 Million
Myspace	2003	30 Million ↓
OneClimate	2006	??

# Facebook

Facebook - Users by Age

■ 13-17 ■ 18-25 ■ 26-34 ■ 35-44 ■ 45-54 ■ 55-64

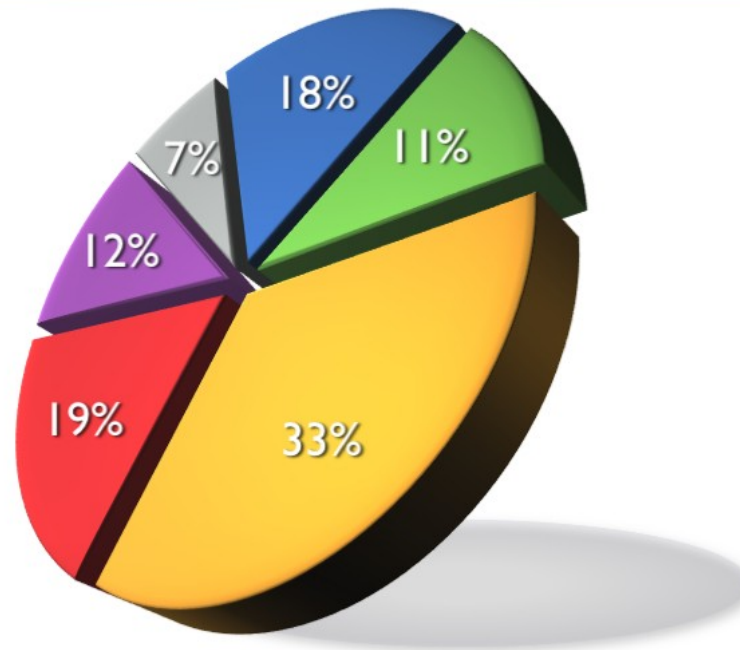


**72% - 34 yo & under**

# Twitter

## Twitter Use by Age Group

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**62% - 34 yo & under**

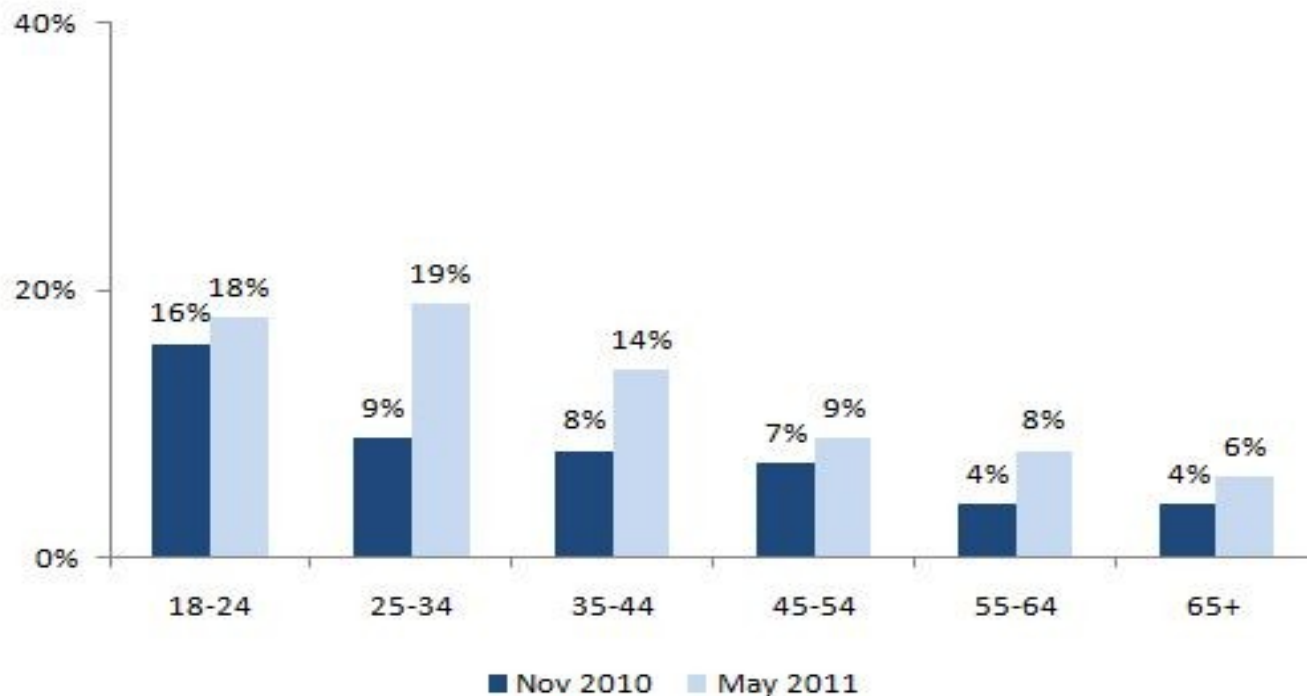
● 12 to 17 ● 18 to 24 ● 25 to 34 ● 35 to 44 ● 45 to 54 ● 55+

Source: *Branded!* and The Edison Research/Arbitron Internet and Multimedia Study

# Twitter use variance in 6 months (U.S.)

## Twitter use by 25-44 year olds has grown significantly since late 2010

*% of internet users in each group who use Twitter*



**Source:** The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

# Why are Social Networks successful?

- The height of Interactivity... comment/discuss/promote/ campaign+ **organise**.
- Easy creation of accounts ... easy web presence
- Sharing simple thoughts and ideas (e.g. Facebook and Twitter) or even more complex analysis (Blogs – note the word blog derived from web log)
- Sharing photographs, videos and even personal information



# Why are Social Networks successful?

- Fame aspect - everyone's a celebrity!
- Need to be in it because everyone else is!
- Connecting people – old friends and family overseas ... but also current friends & next door neighbours
- Mobility - Easily accessible through mobile phones



# Twitter or Facebook?

- Facebook – emphasis on profiles
- Twitter – emphasis on micro-blogging  
(equivalent to Facebook's status update)



# Benefits - Private Sector view

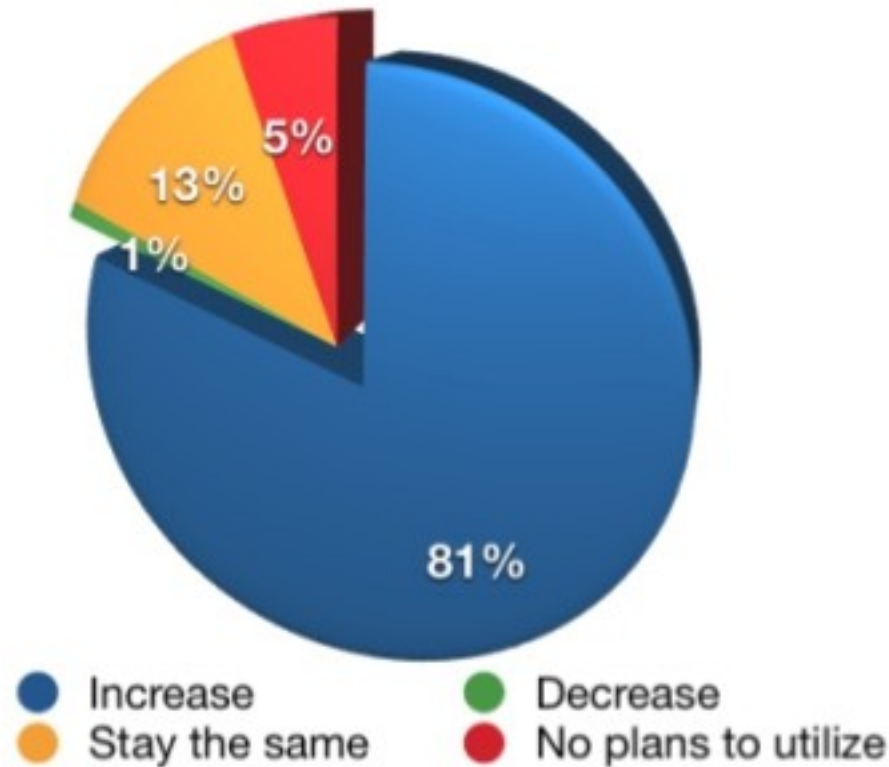


Source: Michael A. Stelzner, 2010 Social Media Marketing Industry Report

# Not for profit equivalents

- Generates exposure to our campaigns
- Increases traffic to our own websites
- Helps build partnerships with like-minded individuals and NGOs
- Helps our website rise in the ranking of search engines, such as Google
- Generates leads to new pertinent information
- Helps sell products and services from our communities
- Reduces marketing/  
promotional expenses

# What is the Private Sector doing regarding their activities in Social Media?



# Benefits of Social Networks

- Advocating for Change - The Arab Spring



Protest in Tahrir Square, Cairo, Egypt (Facebook)



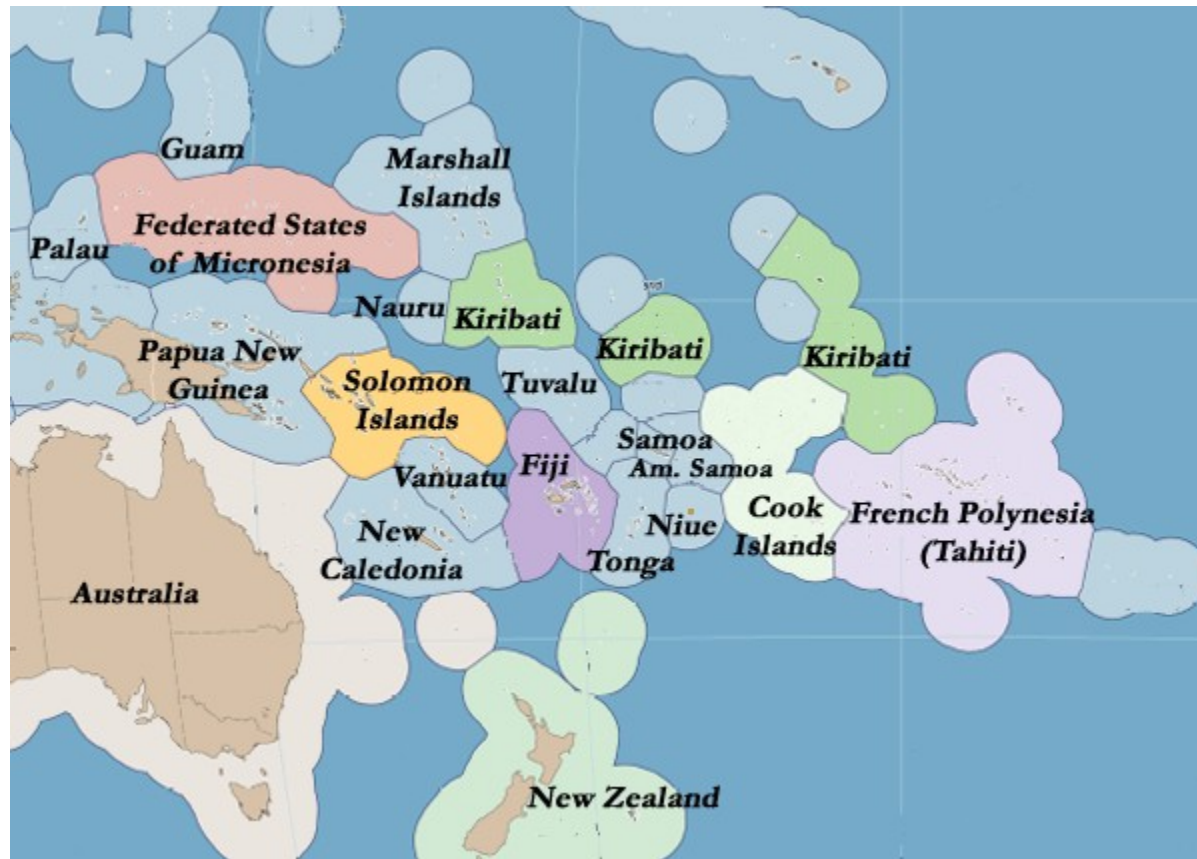
Protest in Tunisia (Flickr)

# Egypt's tweets

Rise of crisis related tweets



# Are Social Networks for the Pacific?



# Current Facebook accounts in the Pacific

Country	Users	Country	Users
Australia	9,520,280	Cook Islands	No data
Fiji	83,000	Tahiti	43,340
Guam	61,200	Kiribati	840
Marshall Islands	2,080	Micronesia	4,180
Nauru	240	New Caledonia	63,300
New Zealand	1,761,960	Niue	No data
Palau	2,860	PNG	18,700
Samoa	3,600	Solomon Islands	3,760
Tonga	4,360	Tuvalu	580
Vanuatu	3,900		

Source: Economywatch.com

# Fiji's FCOSS on Facebook

Fiji Council Of Social Services (FCOSS) | Facebook - Windows Internet Explorer

http://www.facebook.com/FijiCOSS

File Edit View Favorites Tools Help

Favorites Suggested Sites Free Hotmail Get More Add-ons

Fiji Council Of Social Services (FCOSS) | Facebook

facebook

Email  Password  [Log In](#)

Keep me logged in [Forgot your password?](#)

[Sign Up](#) Facebook helps you connect and share with the people in your life.

**Fiji Council Of Social Services (FCOSS)** [Like](#) [Create a Page](#)

Community Page about Non-profit organisation · Suva City, Central, Fiji

**Wall** **Fiji Council Of Social Se...** · Everyone (Top Posts)

Share: [Post](#) [Photo](#)

**FCOSS 2011 NATIONAL VOLUNTEER CENTRE**  
Explore The World Of Volunteerism...

**REGISTRATION FORM**

**Want to like or comment on this page?**

To interact with Fiji Council Of Social Services (FCOSS) you need to sign up for Facebook first.

[Sign Up](#)

It's free and anyone can join. Already a member? [Log in.](#)

SCROLL LOCK: OFF

Internet 100%

# Growth Prospects in the Pacific

- A number of obstacles
  - Computer literacy
  - English literacy (promoting vernacular)
  - Awareness
  - Access to computer equipment (costs)
  - Infrastructure: electricity / telephony (+ cost & reliability)
  - Reliability of Internet connectivity
  - Cost of internet access
  - Lack of local content
  - Lack of advanced IT skills



# Overcoming these obstacles

- These obstacles are getting smaller – now compared to a few years ago;
- Mobile phones with access to internet;
- People have access to computers at work / colleges or universities – mobilise them through social networks to highlight their communities' difficulties;
- Advocate for better infrastructure;
- Advocate for advanced IT training;
- NGOs can act as technology-community intermediaries

# Use of vernacular in the Pacific

The image shows a screenshot of a Windows Internet Explorer browser window displaying the PIANGO website. The browser's address bar shows the URL <http://www.piango.org/>. The website's header features the PIANGO logo, which includes a stylized figure holding a staff, and the text "GO" and "PACIFIC ISLAND ASSOCIATION OF NON-GOVERNMENTAL ORGANISATIONS DU PACIFIQUE". Below the logo is a search bar with the text "search piango.org" and "powered by Google". The main content area displays the slogan "Strengthening NGO effectiveness in the Pacific" and a row of flags representing various Pacific Island countries. A language selection menu is open on the left side of the browser window, listing various languages. The "Maltese" option is highlighted with a blue bar. The browser's status bar at the bottom shows "Done" and "Internet".

PIANGO :: Pacific Islands Association of Non-Governmental Organisations (NGOs) - Windows Internet Explorer

http://www.piango.org/

File Edit View Favorites Tools Help

Google Search

PIANGO :: Pacific Islands Association of Non-Governmental Organisations (NGOs)

home | contact us

GO

PACIFIC ISLAND ASSOCIATION OF NON-GOVERNMENTAL ORGANISATIONS DU PACIFIQUE

search piango.org search piango.org

powered by Google

"Strengthening NGO effectiveness in the Pacific"

Powered by Google™ Translate

Done Internet 100%

- Galician
- German
- Greek
- Haitian Creole
- Hebrew
- Hindi
- Hungarian
- Icelandic
- Indonesian
- Irish
- Italian
- Japanese
- Korean
- Latvian
- Lithuanian
- Macedonian
- Malay
- Maltese
- Norwegian
- Persian
- Polish
- Portuguese
- Romanian
- Russian
- Serbian
- Slovak
- Slovenian
- Spanish
- Swahili
- Swedish

The Pacific Islands Association of Non-Governmental Organisations (PIANGO) is a regional network of NGO focal points or coordinating bodies known as National Liaison Units (NLUs) based in 22 Pacific Island countries and territories. PIANGO was formally established in 1991 to assist NGOs in the Pacific to initiate action, give voice to their concerns and work collaboratively with other development actors for just and sustainable human development. PIANGO's primary role is to be a catalyst for collective action, to facilitate and support coalitions and alliances on

# How can we use Social Networks?

- As part of communication strategy for certain campaigns – e.g. climate change;
- Promotion – giving exposure to your cause;
- Campaigning - organising events and activities;
- Garnering new support (people who want to contribute but don't know how);
- Building partnerships with interested groups;
- Sharing of information on climate change issues between countries.



# PIANGO Website Social Media Links

The screenshot shows a Windows Internet Explorer browser window displaying the PIANGO website. The address bar shows the URL <http://www.piango.org/>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The search bar contains the Google logo and a search button. The toolbar includes various icons for search, weather (49°F), social media (Facebook Login), email, YouTube, and other services. The main content area features a green sidebar on the left and a white main area with the following text and elements:

## PIANGO's Mailing List

We invite you to subscribe to PIANGO's mailing list. On subscribing to the mailing list you will receive press releases, media statements and newsletters issued by the organisation.

Name:  Email:

We would like to acknowledge the web hosting and technical assistance provided by Dev-Zone in Aotearoa / New Zealand.

 [Subscribe to PIANGO News Feed](#)

   ...

PIANGO is supported by:

The browser's status bar at the bottom shows the Internet icon and a 100% zoom level.

# PIANGO Website Social Media Links

The screenshot shows a Windows Internet Explorer browser window displaying the PIANGO website. The browser's address bar shows the URL <http://www.piango.org/>. The page content includes a section titled "PIANGO's Mailing List" with a subscription form. A "Bookmark & Share" menu is open, displaying various social media and utility options. At the bottom of the page, there are logos for supporting organizations: Commonwealth Foundation, Coordination SUD (Solidarité Urgence Développement), Open Forum for CSO Development Effectiveness, and InterAction (A UNITED VOICE FOR GLOBAL CHANGE).

PIANGO :: Pacific Islands Association of Non Governmental Organisations (NGOs) - Windows Internet Explorer

http://www.piango.org/

File Edit View Favorites Tools Help

Google Search

Search 49°F Login [306] Music Games CB

PIANGO's Mailing List

Bookmark & Share

- Twitter
- Email
- Reddit
- Favorites
- Blogger
- Tumblr
- Print
- Facebook
- StumbleUpon
- Gmail
- LinkedIn
- More... (334)

Send

PIANGO is supported by:

Commonwealth Foundation | Coordination SUD Solidarité Urgence Développement | Open Forum for CSO Development Effectiveness | InterAction A UNITED VOICE FOR GLOBAL CHANGE

http://www.addthis.com/bookmark.php?v=250&pubid=ra-4ee6daa464b9208e

# Strategizing your online presence

- Best strategy to have a combination of web presence and presence on the social media;
- Need to define what you want to achieve through the web and also what you want to achieve through the social media;
- Once decision taken what you want to achieve through social media – leads to the social media best suited to achieve this, e.g. if emphasis on blogs (blogger.com)/ organisational profile (facebook) / campaigning (twitter) / video sharing (you tube) etc;
- Consider combination of all these brought together on your website.

# Is online presence for us?

- Web presence indispensable for:
  - Umbrella organisations (NLUs)
  - Regional / International Orgs (PIANGO)
- Why?
  - Most efficient/ cost effective network
  - Internet allows mix of media – text, audio, photos, videos...

# What are our difficulties in our countries?

- Discussion and questions.

