

“Ефективне використання нових медіа в громадській діяльності”

Івано-Франківськ, 20 листопада 2010

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ВМГО “Фундація Регіональних
Ініціатив”

МЕДІА

- Традиційні

- ✓ ТВ
- ✓ Преса
- ✓ Радіо
- ✓ Зовнішні носії

- Нові

- ✓ Комп'ютерні технології
- ✓ Інтернет медіа
-  Традиційні
-  Соціальні
- ✓ Мобільні технології

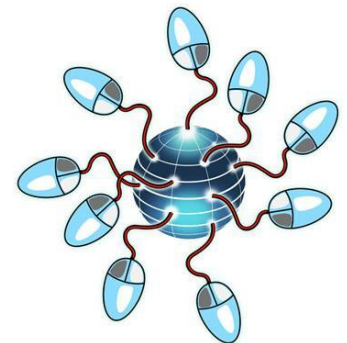


WEB 2.0

Це інтернет, який створюється самими користувачами.

Діалог, а не монолог.

Інтернет – інструмент комунікації, а не джерело інформації.



Нові медіа можуть:

1. Покращити доступ до інформації
2. Привернути суспільну увагу до проблеми
3. Створити єдину інформаційну політику організації
4. Збільшити зацікавленість зі сторони
5. Забезпечити якісний PR діяльності

Нові медіа можуть (дубль 2):

- 6. Знайти партнерів та ідеї нових проектів
- 7. Збільшити членство
- 8. Допомогти у фандрайзингу
- 9. Допомогти впливати на владу
- 10. Мобілізувати учасників на заходи
і т.д. 😊

**“Якщо вас немає в інтернеті,
ви не існуєте” (с)**

Біл Гейтс

Інструменти розповсюдження інформації про діяльність ГО

- “сарафанне радіо” ☺
- Презентації/ круглі столи/ конференції
- Традиційні медіа
- Нові медіа
- Соціальні мережі

Соціальні мережі

платформа, за допомогою якої люди можуть здійснювати зв'язок між собою в режимі онлайн. (:

Соціальні мережі:

- Facebook
- MySpace
- V Kontakte
- YouTube
- Flickr
- Twitter
- LiveJournal
- LinkedIn
- Politiko

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The MySpace logo, featuring a black icon of three stylized figures and the text "myspace.com" in black, with the tagline "a place for friends" in smaller black text below it.The YouTube logo, with the word "You" in black and "Tube" in white inside a red rounded rectangle.The VKontakte logo, featuring a blue square with a white letter "B" and the word "контакте" in white Cyrillic letters on a blue background.The Flickr logo, with the word "flickr" in blue lowercase letters and "GAMMA" in small black uppercase letters above the "r".The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font.The LinkedIn logo, with the word "Linked" in black and "in" in white inside a blue square.The Politiko logo, featuring a shield icon with a yellow and blue design and the word "Politiko" in blue.

Світовий досвід: Opencongress.org

Портал надає
детальну
інформацію про
діяльність конгресу
та дпутатів.

The screenshot shows the OpenCongress.org website in a web browser. The browser's address bar displays <http://www.opencongress.org/>. The website header includes the OpenCongress logo, a "BETA" badge, and the date "June 22, 2007". It also indicates the status of the Senate ("Not In Session") and the House ("In Session"). A navigation bar below the header states: "OpenCongress brings together official government data with news and blog coverage to give you the real story behind each bill. Why It Matters >>".

The main content area is divided into several sections:

- SEARCH:** A search bar with a "SEARCH" button and a link to "options >>". Below it are links to "Go to:", "Bills", "Senators", "Representatives", "Committees", "Industries", "Issues", "Tools", and "Blog".
- Latest Votes:** A section listing recent legislative actions:
 - H.R.2764 Department of State, Fo... On Passage. Result: [Passed](#). Ayes: 241 • Nays: 178 JUN 22, 2007.
 - H.R.6 Royalty Relief for America... On the Cloture Motion. Result: [Cloture Motion Agreed to](#). Ayes: 62 • Nays: 32 JUN 21, 2007.
 - H.R.2641 Energy and Water Develo... On Agreeing to the Amendment. Result: [Failed](#). Ayes: 174 • Nays: 257 JUN 20, 2007.A link "More Recent Votes >>" is provided.
- Ted Stevens is one of the most-viewed Senators.** A profile snippet for Senator Ted Stevens (R, AK) is shown, mentioning an investigation by the FBI. A small photo of him is included. Links for "Ted Stevens's Profile >>" and "More Senators >>" are at the bottom.
- Zoe Lofgren is one of the most-viewed Representatives.** A profile snippet for Representative Zoe Lofgren (D, CA) is shown, mentioning a report by Citizens for Responsibility and Ethics in Washington (CREW). A small photo of her is included. Links for "Zoe Lofgren's Profile >>" and "More Representatives >>" are at the bottom.
- OpenCongress Blog:** A section titled "Is the Energy Bill Congress's Saviour?" dated "JUNE 21, 2007". It features a new Gallup poll about Congress's approval rating and a photo of a gas pump nozzle.
- Most Viewed Bills (Past Seven Days):** A list of popular bills:
 - H. Res. 333:** "Impeaching Richard B. Cheney, Vice President of the United States, for high crimes and misdemeanors." Introduced APR. 24, 2007. 445 views.
 - S. 1348:** "A bill to provide for comprehensive immigration reform and for other purposes." 261 views.

Opencongress.org

Browser window showing the OpenCongress website profile for Sen. B. Evan Bayh [D, IN].

OpenCongress BETA
A project of the Sunlight Foundation and PPF

June 22, 2007
Senate: **Not In Session**
House: **In Session**

You are here: HOME > People > Sen. B. Evan Bayh [D, IN] How To Use Open Congress

SEARCH

SEARCH options >>

Go to:

- Bills
- Senators
- Representatives
- Committees
- Industries
- Issues
- Tools
- Blog

Sen. B. Evan Bayh [D, IN] **BETA**

See Full Voting History >> Contact Senator >>

Term Beginning **Term Ending** **Role** **State** **Party**

2005	2010	Senator	IN	Democrat
------	------	---------	----	----------

See All 2 Terms >>

Committee Membership

- * Senate Aging (Special)
- * Senate Armed Services
- * Senate Banking, Housing, and Urban Affairs
- * Senate Intelligence (Select)
- * Senate Small Business and Entrepreneurship

Most Recent Sponsored Bills

Bill	Status	Last Action
S.Res.236 A resolution supporting the goals and ideals of the National Anthem Project, which has worked to restore America's voice by re-teaching Americans to sing the national anthem. (110TH CONGRESS)	Referred to the Committee on the Judiciary.	Jun 14, 2007
S.1626 A bill to amend title XIV of the Social Security Act to ensure funding for grants to promote responsible fatherhood and strengthen low-income families, and for other purposes. (110TH CONGRESS)	Read twice and referred to the Committee on Finance.	Jun 14, 2007

Mailing List
Join our e-mail list for major OpenCongress updates:

Learn
The Senate is the smaller chamber of Congress and is frequently considered to be the

Sen. B. Evan Bayh's Congresspedia profile

PAGE VIEWS FOR THIS PERSON
Past seven days: 3 • All-Time: 184

They work for You

The screenshot shows the homepage of TheyWorkForYou.com. The browser address bar displays 'http://www.theyworkforyou.com/'. The website has a green header with the logo 'TheyWorkForYou.com beta' and a search bar. Below the header is a navigation menu with links: Home, Hansard, Your MP, All MPs, All Lords, All MLAs, Help, Join, and Log in. The main content area is divided into two columns. The left column, titled 'At TheyWorkForYou.com you can:', lists four main features: 1. Find out more about your MP (with a postcode search field), 2. Search (with a search field and 'Popular searches today: southbank, elephant and castle'), 3. Sign up to be emailed when something relevant to you happens in Parliament, and 4. Comment on: (with sub-sections for 'Yesterday's Lords debates' and 'Yesterday's Written Answers'). The right column contains a 'What's all this about?' section with a 'donate' button, a 'Site news' section with links to 'The Northern Ireland Assembly' and 'TheyWorkForYou API', and a 'Most recent comments' section with three recent comments by Susan Shenton and anthony lynch.

TheyWorkForYou.com^{beta}

Search GO

Home Hansard Your MP All MPs All Lords All MLAs Help Join Log in

TheyWorkForYou news Recent comments API

At TheyWorkForYou.com you can:

- Find out more about your MP**
Enter your UK postcode here: GO
- Search:** SEARCH
Popular searches today: [southbank](#), [elephant and castle](#)
- Sign up to be emailed when something relevant to you happens in Parliament**
- Comment on:**
 - Yesterday's Lords debates:**
 - [Anti-social Behaviour Orders](#)
 - [Employment: Unskilled Jobs](#)
 - [Terrorism: UK Ministers](#)
 - [Taxation: Non-domiciled Residents](#)
 - [Business of the House: Debates Today](#)
 - [Working Time \(Amendment\) Regulations 2007](#)
 - [Companies \(Political Expenditure Exemption\) Order 2007](#)
 - [Regulatory Reform \(Game\) Order 2007](#)
 - [Regulatory Reform \(Financial Services and Markets Act 2000\) Order 2007](#)
 - [Official Secrets Act 1989 \(Prescription\) \(Amendment\) Order 2007](#)
 - [National Assembly for Wales \(Legislative Competence\) \(Amendment of Schedule 7 to the Government of Wales Act 2006\) Order 2007](#)
 - [Offender Management Bill](#)
 - [Foreign Policy](#)
 - [Public Sector: IT Projects](#)
 - [Forced Marriage \(Civil Protection\) Bill \(HL\)](#)
 - [Regulatory Reform \(Collaboration etc. between Ombudsmen\) Order 2007](#)
 - Yesterday's Written Answers:**
 - [Culture Media and Sport](#)
 - [Wales](#)
 - [Scotland](#)
 - [House of Commons Commission](#)

? What's all this about?
TheyWorkForYou.com is a non-partisan website run by a charity which aims to make it easy for people to keep tabs on their elected and unelected representatives in Parliament, and other assemblies. [donate](#)

Site news

The Northern Ireland Assembly
I'm extremely proud to announce that TheyWorkForYou now covers the debates of the Northern Ireland Assembly from its creation in 1998 to its current Transitional Assembly status. Everything should integrate with the rest of the site, so MLAs who... [Read more...](#)

TheyWorkForYou API
Today, we launched an API (Application Programming Interface) to the data TheyWorkForYou contains. This lets other sites query our site for various bits of information, such as the constituency or MP for a particular postcode, the debates for a... [Read more...](#)

[Site News as RSS](#)
[Archive](#)

Most recent comments

- Susan Shenton:** Exactly. Employers, now faced with having to pay proper wages to their newly enfranchised workers, will be looking for the cheaper option, as they did before rejecting the indigenous worker as too... (12 minutes ago)
[Read comment](#) | [All by this user](#)
- Susan Shenton:** [I]"continued migration is vital if we are to meet skills shortages, and that it is responsible for our current low-inflation growth? But this issue is not about 'skilled workers', it centres... (19 minutes ago)
[Read comment](#) | [All by this user](#)
- anthony lynch:** Arnt you a frien of Roy Nancarrow Ken (23 minutes ago)

Великобританія.
Сайт дає можливість
слідкувати за
діяльністю свого
місцевого депутата.

Therealcosts.com

The screenshot shows the homepage of therealcosts.com. The header includes the logo and navigation links: home, installation, screen shots, wiki, change units, credits. The main content area is titled 'What is Real Costs?' and describes the Firefox plug-in. Below this is a 'Download Now' section with a button for the 'Current Real Costs Firefox Plugin'. A 'For Developers' section provides information about the Greasemonkey development snapshot. On the right side, there is a sidebar with a 'Planning & Reservations' section, a 'Check-in' section, and a 'Flight Search' section. The flight search section shows a search for a flight from New York to Los Angeles on April 25, 2007, with a table of results.

http://therealcosts.com/

RealCosts

home installation screen shots wiki change units credits

What is Real Costs?

Real Costs is a Firefox plug-in that inserts emissions data into travel related e-commerce websites. The first version adds CO2 emissions information to airfare websites such as Orbitz.com, United.com, Delta.com, etc. Following versions will work with car directions, car rental, and shipping websites. Think of it like the nutritional information labeling on the back of food... except for emissions.

Download Now :

[Download Current Real Costs Firefox Plugin](#)

For Developers :

Current Greasemonkey Development Snapshot:

[realcosts.user.js](#)
Requires [Greasemonkey](#)
This is like the source code for the plugin.
Developer? Get in touch: Michael [a] Mandiberg [at] com
Unsure what this is? you probably should click above.

Current version (v0.0.6) is **beta**. It works on [these websites](#)

by Michael Mandiberg

Planning & Reservations

Check-in

Flight Search

Search Flights

Select Flights

Verify/Purchase

Confirmation

Start Over

Lowest Fare of the Day

Roundtrip Itineraries

One-way Itineraries

5-stop Itineraries

What you can do

Bus & Train

Find a Carpool

Carbon offsets

More Info

Select an Outbound Flight

New York Kennedy, NY (JFK) to Los Angeles, CA (LAX) \$359.0 (tax \$52) on Wed, 25 Apr 2007

Search by schedule?

Different city or date? Search by schedule?

Narrow your results by checking or unchecking the boxes below.

Map of flight results

Click the column headings to sort your results.

Displaying 18 of 18 flights

Departs	Arrives	Stops	Travel Time	Flights & Cabin (Class)	Price per Passenger (USD) Round Trip

Сайт у сфері Охорони
навколишнього
середовища.
А скільки шкідливих
речовин викидуєте
ви в атмосферу
подорожуючи
літаком/авто/потяго
м?

Show me the money

http://sunlightlabs.com/earmarks/

Please be patient.
It can take a few seconds to show the money.

46 diggs

Show me the money...

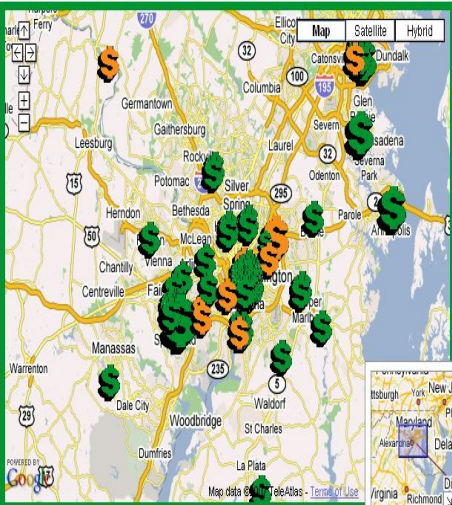
Is the \$1/2 billion dollars in 1753 earmarks on a single appropriations bill reaching your community? Take a look.

Choose bills: ☒ Health and humans services ☒ Housing and urban development

Enter some form of location: an address, town, zip code, or state (spells up 50)

Scale: ☐ <\$100k ☐ <\$500k ☐ <\$1m ☐ >\$1m

Go!



Map Satellite Hybrid

Details

Bill? Health and Human Services (109-HR5647)

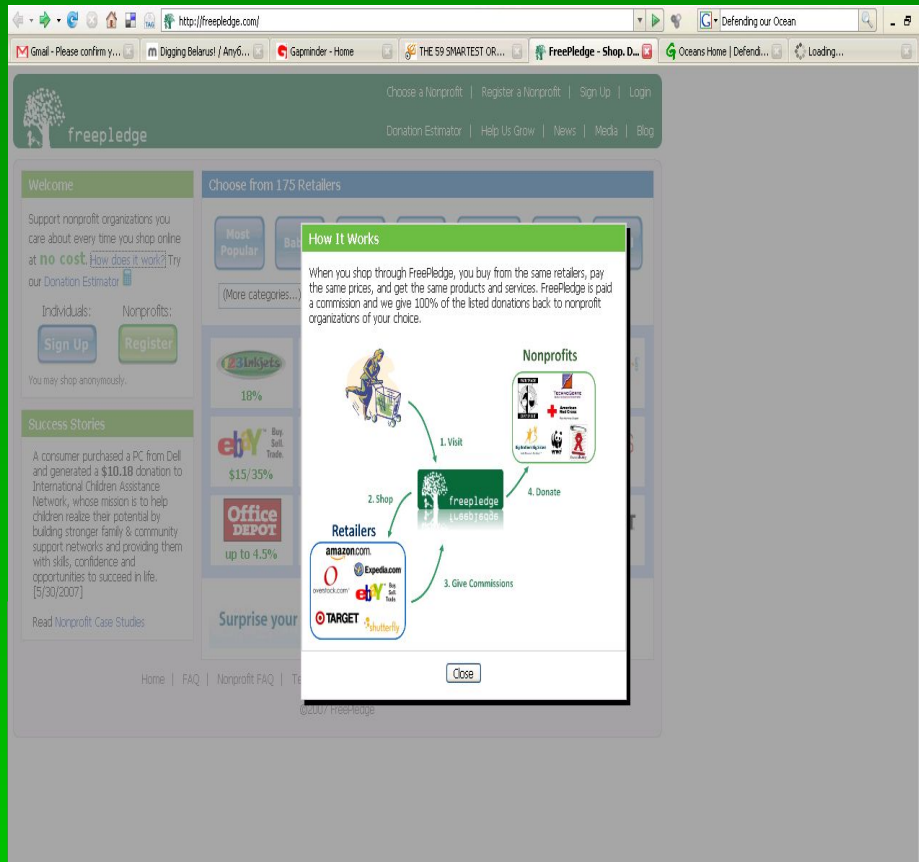
Where? Arnold, MD

How much? \$ 500,000

To whom? Anne Arundel Community College for facilities and equipment for health professions education

Кому куди і для чого
виділила
фінансування
місцева влада?

Freepledge.com



Купуєш товар в популярних Інтернет-магазинах Amazon, Е-bay, і робиш благодійний внесок.

Дякую за увагу!

**Голова Департаменту соціальних медіа та
комунікацій ВМГО “ФРІ”**

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