

*“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

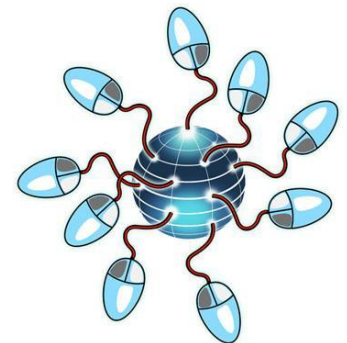


# WEB 2.0

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
- Vkontakte
- YouTube
- Flickr
- Twitter
- LiveJournal
- LinkedIn
- Politiko



facebook



myspace.com™  
a place for friends



You Tube



В КОНТАКТЕ



flickr™  
GAMMA™



twitter



LinkedIn



Politiko

# Світовий досвід: Opencongress.org

Портал надає  
детальну  
інформацію про  
діяльність конгресу  
та дупутатів.

The screenshot shows the OpenCongress.org website as of June 22, 2007. The browser address bar displays 'http://www.opencongress.org/'. The page features a search bar on the left with a 'SEARCH' button and 'options >>' link. Below the search bar is a 'Go to:' section with links for Bills, Senators, Representatives, Committees, Industries, Issues, Tools, and Blog. The main content area is divided into several sections: 'Latest Votes' with three entries (H.R.2764, H.R.6, and H.R.2641), 'Most Viewed Bills (Past Seven Days)' with two entries (H. Res. 333 and S. 1348), and an 'OpenCongress Blog' section with a post titled 'Is the Energy Bill Congress's Saviour?' dated June 21, 2007. The page also includes a 'BETA' badge and a navigation bar with 'Why It Matters >>'.

# OpenCongress.org

The screenshot shows a web browser window displaying the OpenCongress.org website. The browser's address bar shows the URL: [http://www.opencongress.org/people/show/300006\\_b.%20evan\\_bayh](http://www.opencongress.org/people/show/300006_b.%20evan_bayh). The page features a dark blue header with the OpenCongress logo and a "BETA" badge. Below the header, a navigation bar indicates the current location: "You are here: HOME > People > Sen. B. Evan Bayh [D, IN]".

The main content area is divided into several sections:

- SEARCH:** A search box with a "SEARCH" button and "options >>" link.
- Go to:** A list of navigation links: Bills, Senators, Representatives, Committees, Industries, Issues, Tools, and Blog.
- Mailing List:** A section for joining an e-mail list for major OpenCongress updates, with a "Subscribe" button.
- Learn:** A section with the text: "The Senate is the smaller chamber of Congress and is frequently considered to be the..."
- Sen. B. Evan Bayh [D, IN]:** The main profile section, featuring a "FEED" button, "See Full Voting History >>" and "Contact Senator >>" links, and a table of terms.
- Committee Membership:** A list of committees: Senate Aging (Special), Senate Armed Services, Senate Banking, Housing, and Urban Affairs, Senate Intelligence (Select), and Senate Small Business and Entrepreneurship.
- Most Recent Sponsored Bills:** A table listing bills with columns for Bill, Status, and Last Action.

The profile section for Sen. B. Evan Bayh includes a photo and a link to his "Congresspedia profile". The table of terms shows he served from 2005 to 2010 as a Senator from Indiana, Democrat. The "Most Recent Sponsored Bills" table lists:

Bill	Status	Last Action
<a href="#">S.Res.236</a> 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
<a href="#">S.1626</a> 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

# They work for You

The screenshot shows the homepage of TheyWorkForYou.com. At the top, there is a search bar with a 'GO' button. Below the search bar is a navigation menu with links for Home, Hansard, Your MP, All MPs, All Lords, All MLAs, and Help. There are also links for Join and Log in. The main content area is divided into several sections:

- At TheyWorkForYou.com you can:**
  - Find out more about your MP:** A form to enter a UK postcode with a 'GO' button.
  - Search:** A search bar with a 'SEARCH' button. Below it, it says '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?** A section explaining the site's purpose: '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.' It includes a 'donate' button.
- Site news:**
  - The Northern Ireland Assembly:** A news item about the Northern Ireland Assembly's creation in 1998.
  - TheyWorkForYou API:** A news item about the launch of an API for querying the site's data.
- Site News as RSS:** A link to the site's RSS feed.
- Archive:** A link to the site's archive.
- Most recent comments:**
  - Susan Shenton:** A comment about employers and wages.
  - Susan Shenton:** A comment about migration and skills shortages.
  - anthony lynch:** A comment about a friend of Roy Nancarrow Ken.

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

# Therealcosts.com

The screenshot shows the RealCosts website interface. At the top, there's a navigation bar with links like 'home', 'installation', 'screen shots', 'wiki', 'change units', and 'credits'. The main heading is 'What is Real Costs?' followed by a paragraph explaining that Real Costs is a Firefox plug-in that inserts emissions data into travel-related e-commerce websites. Below this, there's a 'Download Now' section with a button for the 'Current Real Costs Firefox Plugin'. A 'For Developers' section provides information about the 'Current Greasemonkey Development Snapshot', including the source code link and contact details for Michael Mandiberg. On the right side, there's a search interface for flights and a bar chart titled 'CO2 per Mile Trip by mode vs. other emissions'. The chart compares CO2 emissions for different modes of transport: Airplane (highest), Car, Train, and Bus. Below the chart, there's a 'What you can do' section with icons for 'Bus & Train', 'Find a Carpool', 'Carbon offsets', and 'More info'. At the bottom, there's a 'Select an Outbound Flight' section with a search form and a table of flight results.

RealCosts by Michael Mandiberg

## 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 [i] com  
Unsure what this is? you probably should click above.

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

**Search Flights**

Remember to [verify your search](#)  
Remember to [verify your search](#)  
Remember to [verify your search](#)

**Lowest Fare of the Day**

**Round Trips** **1-stop Trips**

**CO2 per Mile Trip by mode vs. other emissions**

**What you can do**

**Select an Outbound Flight**

New York-Kennedy, NY (JFK) to Los Angeles, CA (LAX) 3359.3 (on 03) on Wed, 25 Apr 2007

→ Different city or date? → Search by schedule?

Narrow your results by checking or unchecking the boxes below.  
View 40 results (0 results) / 40 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) Based On
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Сайт у сфері Охорони навколишнього середовища. А скільки шкідливих речовин викидуєте ви в атмосферу подорожуючи літаком/авто/потягом?

# Show me the money

http://sunlightlabs.com/earmarks/

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

46 diggs

diggs it Sunlight

## 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 don't fill)

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

Go!

**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

The screenshot shows the Freepledge.com website interface. At the top, there are navigation links: "Choose a Nonprofit", "Register a Nonprofit", "Sign Up", "Login", "Donation Estimator", "Help Us Grow", "News", "Media", and "Blog". The main content area is titled "Choose from 175 Retailers" and features a "How It Works" modal window. The modal window contains the following text and diagram:

**How It Works**

When you shop through FreePledge, you buy from the same retailers, pay the same prices, and get the same products and services. FreePledge is paid a commission and we give 100% of the listed donations back to nonprofit organizations of your choice.

The diagram illustrates the process in four steps:

1. Visit (Retailers)
2. Shop (Retailers)
3. Give Commissions (Freepledge)
4. Donate (Nonprofits)

The "Retailers" box includes logos for Amazon.com, Expedia.com, eBay, Target, and Wal-Mart. The "Nonprofits" box includes logos for American Cancer Society, American Heart Association, American Red Cross, and others. A "Close" button is located at the bottom of the modal window.

©2007 Freepledge

Купуєш товар в популярних Інтернет-магазинах Amazon, Е-bay, і робиш благочинний Внесок.

*Дякую за увагу!*

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