

*“Ефективне використання нових
медіа в громадській діяльності”*

Івано-Франківськ, 20 листопада 2010

Дідик Катерина

ВМГО “Фундація Регіональних
Ініціатив”

МЕДІА

- Традиційні
 - ✓ ТВ
 - ✓ Преса
 - ✓ Радіо
 - ✓ Зовнішні носії
- Нові
 - ✓ Комп'ютерні технології
 - ✓ Інтернет медіа
 - ✉ Традиційні
 - ✉ Соціальні
 - ✓ Мобільні технології

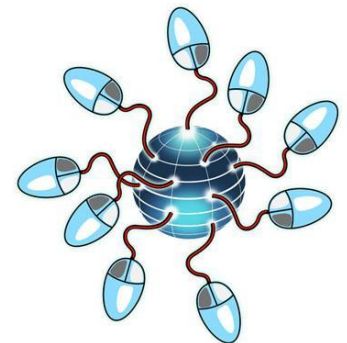


WEB 2.0

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 dark blue header with the 'OpenCongress' logo, a 'BETA' badge, and the date 'June 22, 2007'. Below the header, a navigation bar indicates 'Senate: Not In Session' and 'House: In Session'. A main navigation bar 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 left sidebar contains a search box, a 'Go to:' menu with links for Bills, Senators, Representatives, Committees, Industries, Issues, Tools, and Blog, and an 'OpenCongress Blog' section with a 'R. FEED' icon. The main content area is divided into 'Latest Votes' and 'Most Viewed Bills'. The 'Latest Votes' section lists three bills: H.R. 2764 (Department of State, Foreign Affairs and International Trade), H.R. 6 (Royalty Relief for America), and H.R. 2641 (Energy and Water Development). The 'Most Viewed Bills' section lists H. Res. 333 (Impeaching Richard B. Cheney) and S. 1348 (Immigration reform).

http://www.opencongress.org/

OpenCongress **BETA**

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

OpenCongress brings together official government data with news and blog coverage to give you the real story behind each bill. [Why It Matters >>](#)

SEARCH

SEARCH options >>

Go to:

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

OpenCongress Blog **R. FEED**

Is the Energy Bill Congress's Saviour? **JUNE 21, 2007**

A new Gallup poll indicates that Congress's approval rating is at 14%. But if the Senate can pass the energy bill they've been considering, that number will almost certainly go up. "All the right pieces are floating around," said Dave Hamilton, director for global warming and energy projects at the Sierra Club. "This Congress will

Latest Votes

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

[More Recent Votes >>](#)

Ted Stevens is one of the most-viewed Senators.

Senator Ted Stevens (R, AK) is already being investigated by the FBI about his role in rampant political corruption in Alaska. Now, [Salon.com](#) is reporting on a new scandal involving a no-bid contract that Stevens awarded to a native Alaskan company to provide meals to Bolivian soldiers fighting in the war on drugs. The scandal also entangles Halliburton, the company once run by Vice President Dick Cheney.

[Ted Stevens's Profile >>](#)
[More Senators >>](#)

Zoe Lofgren is one of the most-viewed Representatives.

A report released this week by Citizens for Responsibility and Ethics in Washington (CREW) showed that Zoe Lofgren (D, CA) has given \$280,000 to a company in which her husband had a financial interest. Arrangements like this are legal, but the report questions whether they should be. Lofgren was one of nearly 100 lawmakers the report singled out as having used campaign money to benefit family members.

[Zoe Lofgren's Profile >>](#)
[More Representatives >>](#)

Most Viewed Bills (Past Seven Days) **R. FEED**

H. Res. 333
Impeaching Richard B. Cheney, Vice President of the United States, for high crimes and misdemeanors. **445** views
INTRODUCED APR. 24, 2007

S. 1348
A bill to provide for comprehensive immigration reform and for other purposes. **261** views

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. 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 and a "See Full Voting History" link. It includes a table of term information and a list of committee memberships.
- Term Beginning / Term Ending / Role / State / Party:** A table showing the senator's terms from 2005 to 2010, serving as a Senator in Indiana as a Democrat.
- 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 recent bills with their status and last action.

Page Views for this Person: Past seven days: 3 • All-Time: 184

Sen. B. Evan Bayh's Congresspedia profile

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

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:** A list of links including 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), and Regulatory Reform (Collaboration etc. between Ombudsmen) Order 2007.
 - Yesterday's Written Answers:** A list of links including Culture Media and Sport, Wales, Scotland, and House of Commons Commission.
- What's all this about?** A section explaining that TheyWorkForYou.com is a non-partisan website run by a charity to help people keep tabs on their elected and unelected representatives. 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 to query 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.com website in a Firefox browser window. The browser's address bar displays 'http://therealcosts.com/'. The website header includes the 'RealCosts' logo and navigation links: 'home', 'installation', 'screen shots', 'wiki', 'change units', and 'credits'. The main content area features a section titled 'What is Real Costs?' with a sub-section 'Real Costs' explaining that it is a Firefox plug-in that adds CO2 emissions data to travel-related e-commerce websites. Below this is a 'Download Now' section with a button for 'Download Current Real Costs Firefox Plugin'. A 'For Developers' section provides information about the 'Current Greasemonkey Development Snapshot', including the URL 'realcosts.user.js', a note that it requires Greasemonkey, and contact information for Michael Mandiberg. The right side of the browser window shows the RealCosts interface, which includes a search bar, a 'Start Over' button, and a bar chart comparing CO2 emissions for different modes of transport: 'Bus & Train', 'Find a Carpool', 'Carbon offsets', and 'More info'. The bar chart shows that flying is the most carbon-intensive option. Below the chart is a 'Select an Outbound Flight' section with a search bar and a table of flight results.

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

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" pop-up window. The pop-up 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:

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

The "Retailers" section includes logos for Amazon.com, Expedia.com, eBay, Target, and Wal-Mart. The "Nonprofits" section includes logos for American Cancer Society, American Heart Association, American Red Cross, and others.

Below the pop-up, the website footer shows "©2007 Freepledge" and navigation links for "Home", "FAQ", "Nonprofit FAQ", and "Terms".

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

Дякую за увагу!

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

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