

Role of Communications in Reform Process

- Social media (SM) channels

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With SM channels it is important to keep in mind that although your message might target a specific group, it will be seen by a far larger group of people.

1. How to form messages for different target audiences?

Many young adults consume news **ONLY** via social media channels.

Messages need to be

- Well written
- Accurate (facts checked)
- In tune with circumstances
(avoiding „tone-deaf“ messages)

Use

- TWITTER for short facts, quick updates
- FB and LI: for explanations, drawing attention to different causes, publications
- Instagram for story telling with images, emotions, activism)

2. What is the role of social media channels in communicating

SM can enable & support these uses for Public sector organizations:

Reaching out to and engaging audiences that are statistically more passive regarding policy creation, or don't consume news through „traditional channels“.

Institution's transparency and accountability

Implementing e-gov & measure citizen satisfaction

Branding & Media relations

Spark public participation and engagement (reform process)

Crisis management

3. To successfully leverage these potentials that SM provides, it is IMPORTANT to have a strategy

Thorough prep is essential to a successful online job interview.

- ❑ Set goals
 - ❑ Choose the best mix of communication channels for your institution and your audience
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- ❑ Decide on the frequency of communication (you need to sustain it or you lose the interest)
 - ❑ Establishing internal working policies:
 - Have dedicated SM managers and strategists: keep in mind is often a full time job, not to be taken lightly.
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- ❑ Decide how will you address comments/questions – a question of monitoring your account
 - ❑ Tie it to your web page, promote it
 - Need to have a functional web page with good design and updated content

4. Considerations and challenges

Always keep in mind the nature of SM – everyone can voice their opinions

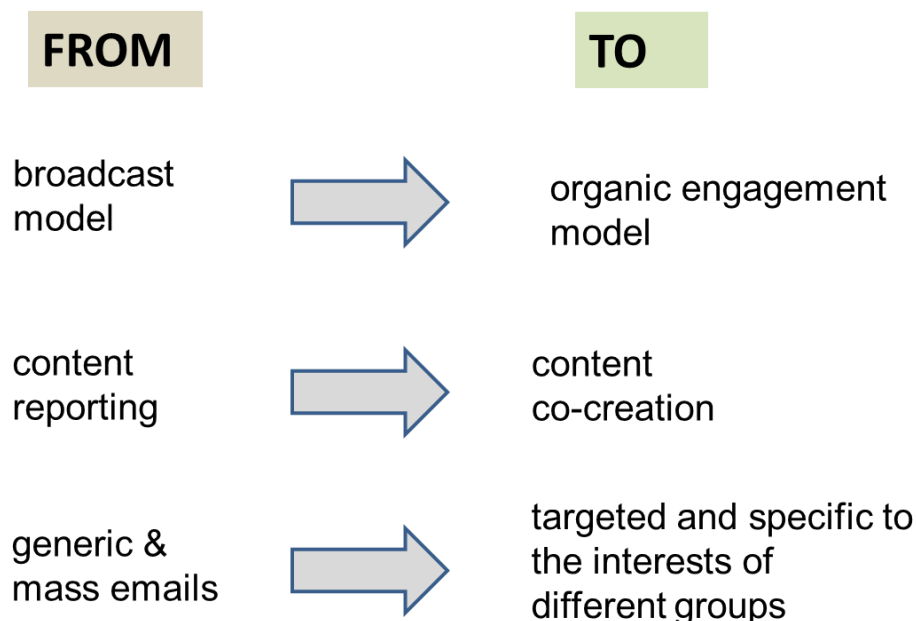
ETHICAL

Be authentic
Convey trust
Be transparent,
Show empathy

OTHER ISSUES

- ❑ Possible privacy breaches
- ❑ Data exploitation
- ❑ How to foster a truly collaborative environment
- ❑ How to integrate citizens perspectives voiced over SM

5. The role of traditional channels such as press releases and press conferences vs. SM channels



How to go about it?

Majority of public sector organizations still favour the broadcasting model, seeing SM only as an additional channels of communication (with some world leaders, as seen in recent years, adopting a different approach).

But we are now (especially since 2020), entering an **era of digital public**. And this type of public demands:

- A less bureaucratic language
- Relationship of dialogue