

SOME BASICS OF SOCIAL MEDIA USE

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Multiplier effect



3 NEWS CONSUMERS



1. Traditional consumers-love print media.
2. Digital Consumers: go to the web and digital for news.
3. The Connected Consumers: go to Facebook and twitter to find news update

AFRICA AND SOCIAL MEDIA



Africa is currently the most dynamic continent on Face book. It gained more than 50 percent of its 25 million Face book users in the six months up to February 2011. The top three countries in Africa are Egypt (5.6 million users), South Africa (3.7 million users) and Morocco (3 million users).

Source: SocialBaker



AFRICA AND SOCIAL MEDIA



- Twitter turns 7 years in July 2013, and has approx. 500 Million registered users globally (2012 statistics); Close to 340 million tweets daily, but a capacity to handle 1.6 billion search queries per day;
- Use of smart phones is fueling the use of social media. South Africa most tweet friendly country (5 million) Kenya is second (2.48 million), Nigeria (1.67m) Egypt 1.21m) and morocco (0.75m)

(Source: Portland and Tweetminister Company)



SOCIAL MEDIA AND SUCCESS



The future belongs to people who can spread ideas.



Photo: COAST
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SOCIAL MEDIA AND SUCCESS



The result we seek must be intentional and aspirational in design, calculation, presence and overall mission



Photo: COAST
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Constant value lubrication + engaging content



Community spirit





Content and Messaging





Content = Social Media's hard currency



**Photo: COAST
Project**

CONTENT



Photo. Text, audio, video all in story form



Photo: COAST Project

CONTENT



Add value+ avoid hard sell



Photo: COAST Project

CONTENT



Respect: people, forum and copyrights



Photo: COAST
Project

CONTENT



Protect: Confidential and Proprietary information.



Photo: Web

FACEBOOK FOR PROFESSIONAL USE

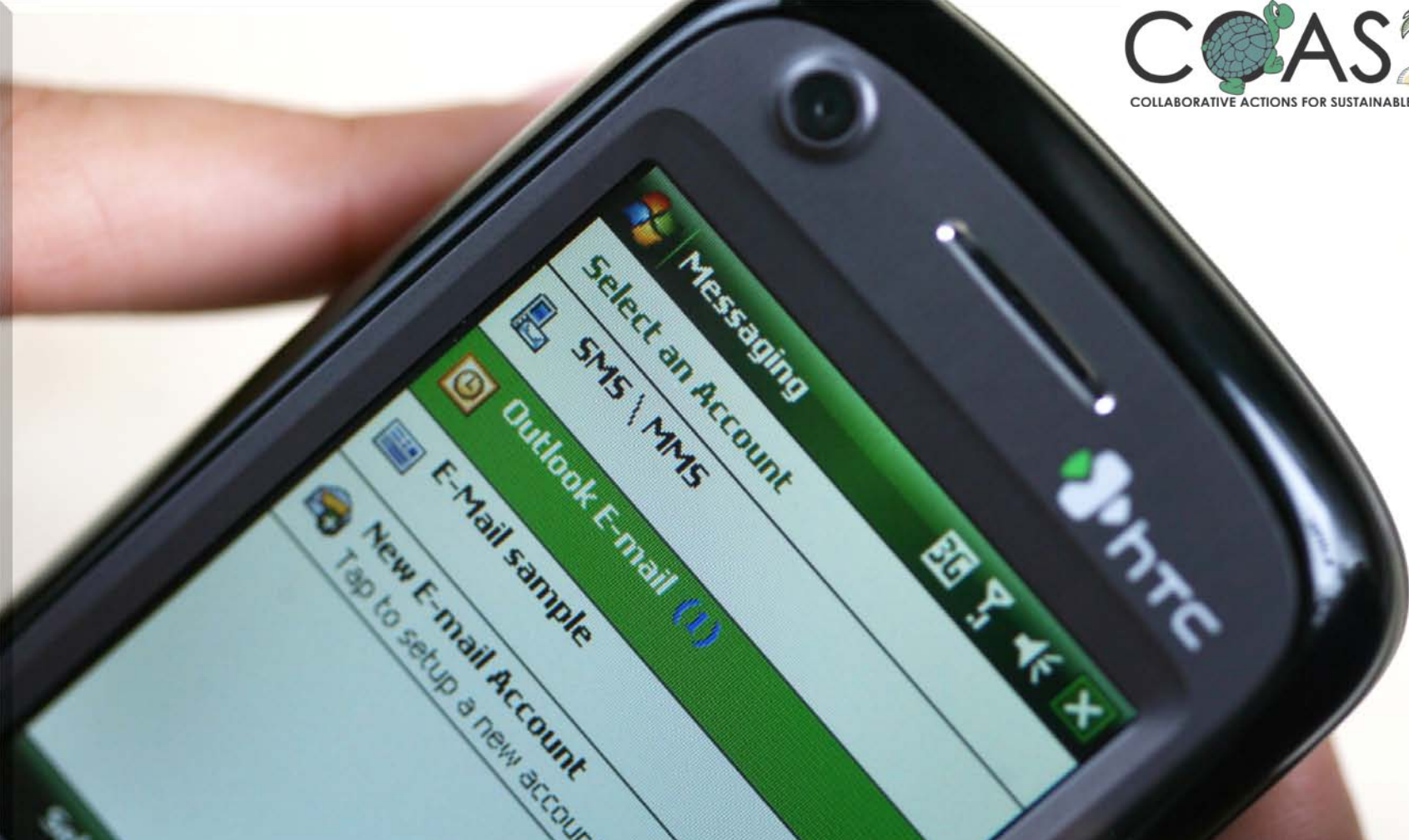


Photo: COAST
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TWITTER FOR PROFESSIONAL USE



Photo:Web



140 characters = To be mobile friendly

3 levels Of Interaction



1. Message to all (Publicly) = Tweet update



Levels Of Interaction



2. Message to a specific person (publicly) = @
3. Direct Message = DM



Photo: COAST
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VALUE FOR SOCIAL MEDIA



CONNECT

Spread

Share

Promote



MASTERING THE PLATFORMS

- Followers
- Favorites
- Lists



View all photos and videos

Who to follow · Refresh · View all

- World Bank Pubs** @WBPubs
Followed by Ecotourism Kenya and others
Promoted · Follow
- Linda McCormick** @EcoTraveller
Followed by SustainableTrip.org and others
Follow
- eGuide Travel** @EguideTravel
Followed by GW/ITS Tourism and others
Follow

Me

Search

the coast project
@thecoastproject

The Collaborative Actions for Sustainable Tourism (COAST) Project is a GEF/UNEP/UNIDO/UNWTO supported Project covering 9 coastal states in Africa.
coast.iwlearn.org/en

133 TWEETS 349 FOLLOWING 71 FOLLOWERS

Tweets

thecoastproject @thecoastproject 3h
@thecoastproject's Sustainable Tourism Governance and Management study findings at tinyurl.com/cbxjwqp; with @UNWTO, @UNWTO_pub
Expand

thecoastproject @thecoastproject 3h
@thecoastproject working towards a Shared Vision for #SustainableCoastalTourism in Kribi, Cameroon, tinyurl.com/cuj78u5; with @UNWTO
Expand

Value of a keyword-stuffed profile



Photo: COAST Project

MASTERING THE PLATFORM FOR CCR



5105\50\51

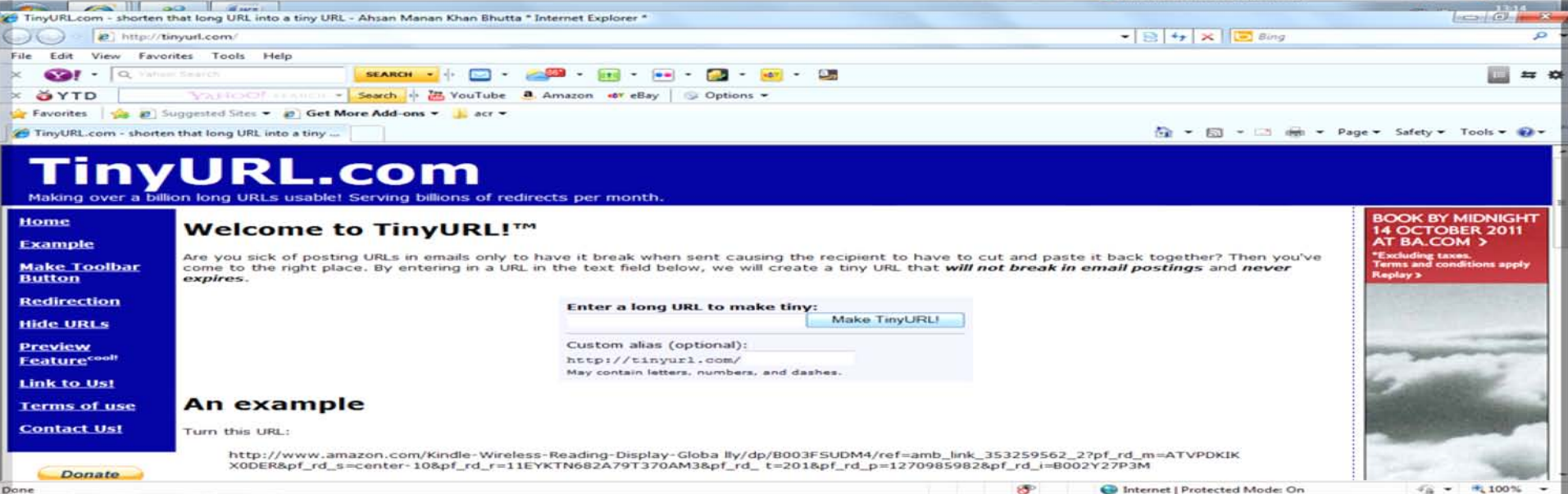
Engage, connect, follow right audience



Photo: COAST
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MASTERING THE PLATFORMS



How to Make a URL shorter for Twitter



Photo: COAST Project

MASTERING THE PLATFORM




Change Cover

Jeff Makeke

Update info Activity log

About Friends 1,645 Photos 163 Map 97 Likes 178

Status Photo Place Life event

What's on your mind?

Jeff Makeke 21 hours ago via Mobile
Packed at Uhuru highway for the last hour... These cops, actually cause traffic jams!!!

Like · Comment · Share

Elizabeth Langat packed? Or parked...hehe pole bro, at least si kaa monday night... 19 hours ago via mobile · Like

Write a comment...

Jeff Makeke Tuesday
.....ndugu zanguni!!!

Like · Comment · Share

Rafael Raf and Stella Aura like this.

Gibson Mudachi nyanya zanguni Tuesday at 17:11 · Like

Activity Recent

Jeff likes Turtle Bay Beach Club (Original Page).

Jeff is now friends with Uduak Amimo and 8 other people.

Friends See All

Photos See All

Now

2013

2012

2011

2010

2009

2008

2003

Born

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Prince Mukoma likes Online Master in 1 Year at Robert Kennedy College

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93 people like Shulefiti.co.ke.

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Join the official Facebook Africa page to get the most exciting news about Facebook

Like · Mic Gm and Atieno Roberts like Facebook Africa.

AFRICAN SALIHIYA CARGO AND...

African Salihiya Cargo and Clearing LTD is a logistic company that is based in both Kenya

Like · 2,376 people like

Hashtag=# (aggregate conversation around a topic, event)



Photo: COAST Project

Blogging Platform



WORDPRESS.COM



Photo: COAST Project

BEGINNERS' GUIDE



Choice of platform; Goal; Develop strategy; Feedback Management



**Photo: COAST
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Video Platform

You Tube

Broadcast Yourself

Times invention of the year 2005

75 billion videos

-user-generated

-2Billion views daily-Techcrunch



Photo: COAST
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DOWNSIDE OF SOCIAL MEDIA



“Information from your Facebook page, your blog entries, and your tweets — even if you intend them to be personal messages to your friends or family — can be easily circulated beyond your intended audience. This content, therefore, represents you”.



DOWNSIDE OF SOCIAL MEDIA



- The web's democratic nature could result in a lot of inaccurate buzz, which makes the filtering role of news organizations more important than ever. Some reporters have been too eager to pounce on anything they see online, but being a good gatekeeper means carefully authenticating any information found on Twitter or Facebook.



DOWNSIDE OF SOCIAL MEDIA



- It's important to get consent if using material from people's pages where they'd have a reasonable expectation of privacy.
- On a breaking news story, with heavy deadline pressure and a desire to get as much information as possible, it's tempting to yank details from someone's Facebook page and throw them on the web.

(Source: James Hohmann)



LEGAL ISSUES



**Avoid: unguarded conversation/
Behaviour**



Photo: COAST
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PERSONAL PROFILE



“Be honest about who you are, identifying yourself as a XYZ employee online if you would do so in a similar situation offline. This applies to your Twitter and Facebook accounts, for example, as well as personal blogs and comments you post on other blogs or stories.



Photo: COAST
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RESOURCE GATHERING TOOLS



Google reader

RSS

IPAD Flipboard-links shared
by friends on FB and Twitter

Instapper-free read later
tool

Hunch: tool to personalise
the internet and
recommend taste

Google +



Photo: COAST
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KEY LESSONS & OUTPUTS



- How many participants have social media tools? Which ones?
- How many are interested in these tools?
- How many have visited the COAST Project tools?
- What are their general views on social media?
- General outputs expected and what support is required?



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