

Engagement through digital communications

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What is social media?

- Term given to online sites and tools which allow users to interact with each other - by sharing information and opinions.
- It is about building communities of networks, encouraging participation and engagement.



Channels

- Websites
- Blogs and micro-blogs like Twitter
- Podcasts and vlogs
- Wikis like Wikipedia
- Social networks like Facebook
- Content sharing websites like Flickr and YouTube
- Online networks and message boards

twitter

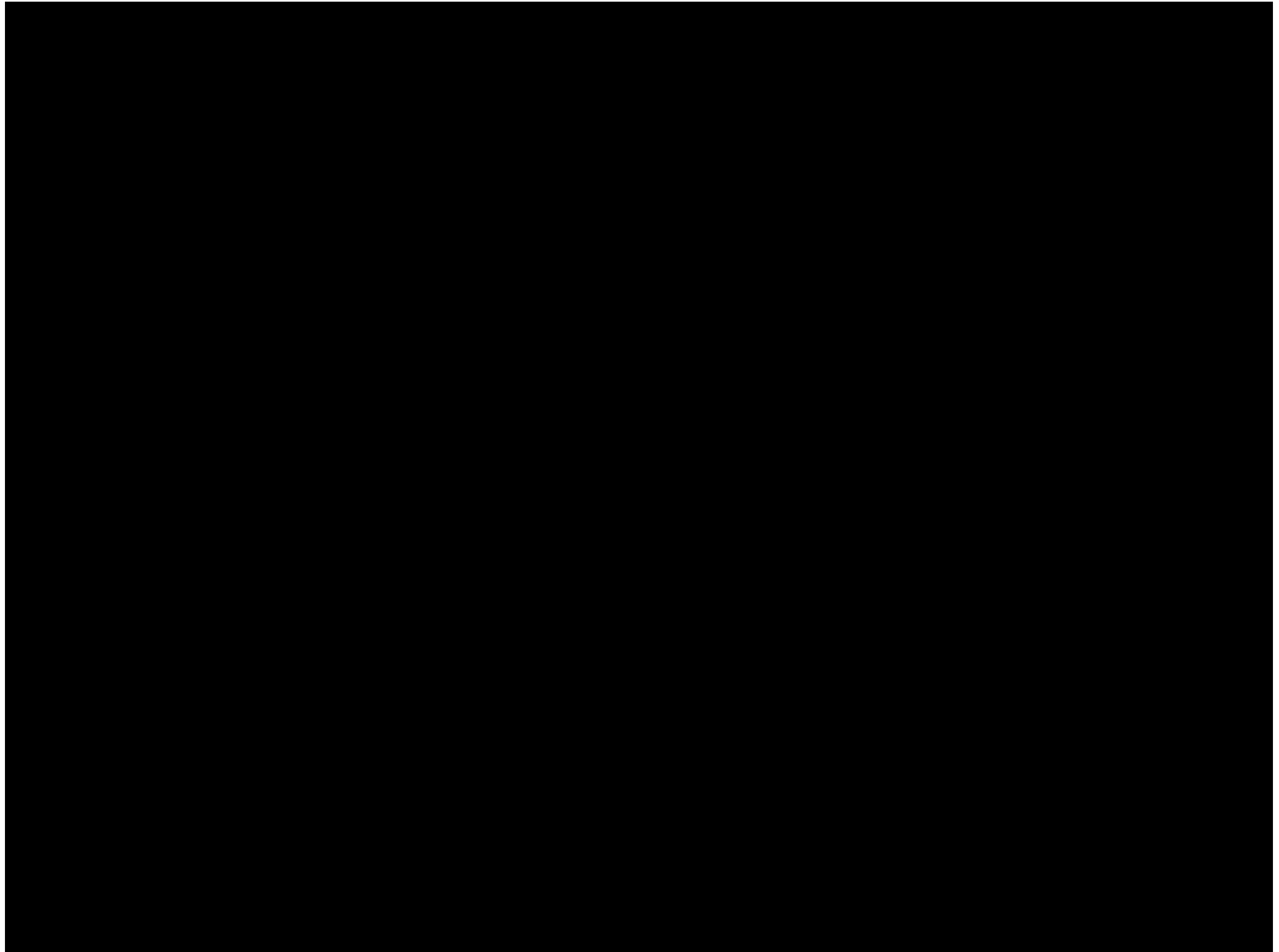


WIKIPEDIA
The Free Encyclopedia

facebook

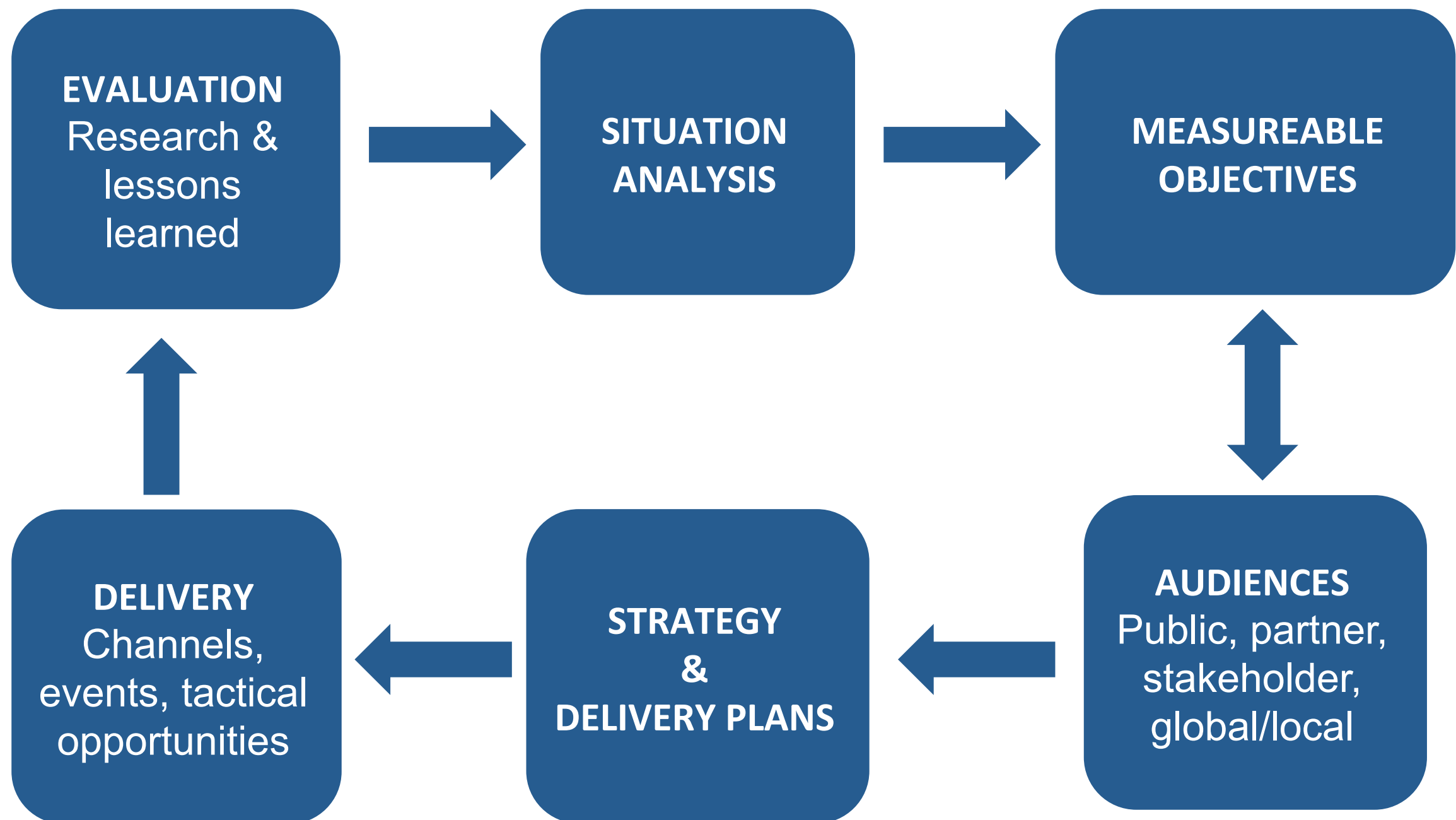
flickr™ You Tube

How important is social media?



Think strategically

It's only a communication channel



Strategic communications toolkits

- What is the problem?
- What should the communication activity achieve?
- Who should be talked to?
- What should be said?
- How should the message be communicated?
- How is success to be judged?

or

- Where are we now?
- Where do we want to be?
- How will we get there, and with whom?
- How will we know we got there?

People change ladder

I'M
AWARE



I know
about it

I
ENGAGE



I'm inspired
to
change

I
CONSIDER



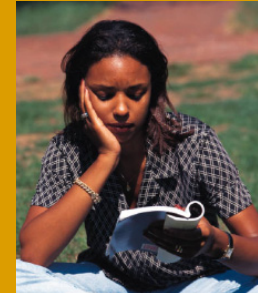
I think
I can
change

I
COMMIT



I decide to
change

I'M
INFORMED



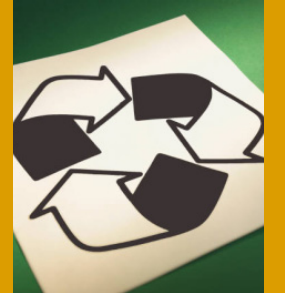
I know
how to

I
CHANGE



I change

I
PERSIST



I do it again
and again

Social media can be used to provide information and raise awareness, engage people, change opinions and change behaviour

Risk management

If someone has an issue with your organisation they are probably going to find a way of voicing this.

Better to have the possibility to engage with them on social media than read one-way communication in a letter to a newspaper or a negative article by a journalist.



Risk management issues

- Have a strategy and plan for communications, including social media
- Avoid 'tokenism' use of social media
- Monitor what people are saying about you
- Have employee rules on using social media
- Establish blogging protocols
- Moderate discussion on your sites
- Ignore or react to negative (and positive) discussion
- Decide what to do with those anonymous, inaccurate comments



Twitter

TweetDeck v0.37.5

From: [Twitter icons]

What's happening? DRAG MEDIA AND LINKS HERE 140

[Send]

All Friends

AlanAnstead

- #streetfighters hits the stage RT @salfordstar09: Make an exception and go see this top play at The Lowry end June <http://fb.me/13ETlgvdZ>
• ciaraleeming, [+] Sun 29 May 18:54 via TweetDeck
- Aaand Roy Orbison on the tannoy. Headphones time.
• laurawhudson, [+] Sun 29 May 18:09 via TweetDeck
- Dale Farm And Traveller News is out! <http://bit.ly/kKNO1e> Top stories today via @ldnirishcentre @romanigypsy @zzigggyyy
• Susanjcg, [+] Sun 29 May 16:28 via Paper.li
- only 40 mins left of #transition, our @Look2011 photo show. If you're in Liverpool - quick, RUN!!
• ciaraleeming, [+] Sun 29 May 16:23 via web
- I've put it off all weekend but I've run out of excuses and now have to do my annual

Mentions

AlanAnstead

- Stop the racist and xenophobic treatment of Gypsies, Roma and Travellers worldwide: <http://tinyurl.com/3dfw9yd> #dalefarm
AlanAnstead, (RT by Susanjcg), [+] Mon 23 May 18:00
- Dale Farm And Traveller News is out! <http://bit.ly/lwQWDi> Top stories today via @romanivoices @alananstead @danwibg @monanicoara
Susanjcg, [+] Mon 23 May 16:29 via Paper.li
- RT @AlanAnstead: Stop the #racist and #xenophobic treatment of Gypsies, Roma and Travellers worldwide: <http://tinyurl.com/3dfw9yd> #dalefarm
Zziggyyy, [+] Mon 23 May 12:24 via TweetDeck
- "@AlanAnstead: Basildon Council decided last night ensure the law applies to all equally... #dalefarm" < FTFY ;)
AmbushPredator, [+] Thu 19 May 13:26 via Twitter for iPhone

Search: #dalefarm

AlanAnstead

- RT @Susanjcg: Ruth Barnett makes good points in her letter to #Basildon #Echo reporter Jon Austin <http://t.co/3WPtju3> #DaleFarm #apfellows
• bristolnoborder, [+] Sun 29 May 13:44 via Twitter for iPhone
- RT @Susanjcg: It is outrageous that bailiff companies advertise that they specialise in evictions of a particular ethnic minority. #DaleFarm #apfellows
• bristolnoborder, [+] Sun 29 May 13:44 via Twitter for iPhone
- It is outrageous that bailiff companies advertise that they specialise in evictions of a particular ethnic minority. #DaleFarm #apfellows
• Susanjcg, [+] Sun 29 May 13:21 via Twitter for iPhone
- Ruth Barnett makes good points in her letter to #Basildon #Echo reporter Jon Austin <http://t.co/3WPtju3> #DaleFarm #apfellows
• Susanjcg, [+] Sun 29 May 13:15 via Twitter for iPhone
- Worrying that Big Fat Gypsy Weddings is introducing #Traveller culture to US

Direct Messages

AlanAnstead

No updates

YouTube



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Equality and Human Rights Commission



Equality and Human Rights Commission
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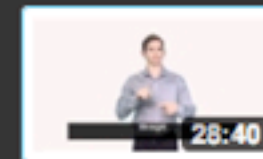
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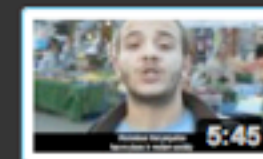


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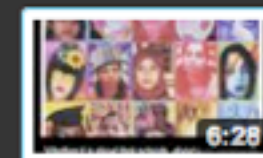
Uploads (378)



BSL: Disability harassment formal
294 views - 11 months ago



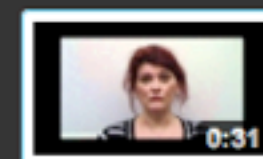
Equality and Human Rights Commission:
4,248 views - 1 year ago



Young Brits at Art - promo trailer 2
2,659 views - 1 year ago

[see all](#)

Human Rights Defenders (8)



Ann - human rights defender
EqualityH... - 393 views



Bruce - human rights defender

Dear White Fella

Facebook page

facebook  [Home](#) [Profile](#) [Find friends](#) [Account](#)



Equality

Non-profit organisation [Edit info](#)

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Admins (3) [See all](#)

- 
- 
- 

Use Facebook as Equality

View notifications **38**

Promote with an advert

View Insights

Suggest to friends

You and Equality

- 
- 
- 
- 
- 
- 
- 

18 friends like this.

- 
- PPP International, Roma media centre (MECEM), Travellers' Times

Quick tips

Get more people to like your page with Facebook Adverts today!

[Get more connections](#)

Sample Advert: Equality



The text of your advert will go here.

Like · Alan Anstead likes this. [Chat \(1\)](#)

Wall Equality · Most recent

Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)



Equality

Ombudsman demands more protection for Roma
www.presseurop.eu

"Greater legal protection for Roma," headlines Svenska Dagbladet, in the wake of the publication of the Swedish ombudsman's report on ethnic discrimination and its effect on the 50,000-strong Roma population in Sweden. According to the ombudsman, discrimination is part of everyday life for the Roma

about an hour ago · Like · Comment · Share

Susi Back likes this.



Equality

CRAYS HILL: Promise to turn gypsy camp into community woodland
www.thisistotalessex.co.uk

TRAVELLERS living at Europe's largest illegal gypsy camp this week pledged to convert the site into a community woodland once they find another place...

5 hours ago · Like · Comment · Share

Wall

Hidden posts

- Info
- Photos (2)
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- Notes
- Links
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About [Edit](#)

Equality works to uphold and secure the rights of ethnic minority groups in...
[More](#)

815 people like this

Likes [See all](#)

-  Rolling Film Festival
-  International Assembly of

Monday, 30 May 2011

Facebook group (open)

facebook 1 22 Search Home Profile Find friends Account

Dale Farm Solidarity Open group [* Edit settings](#) Search this group

Share: [Post](#) [Link](#) [Photo](#) [Video](#) [Question](#)

Write something...

[Romany Gypsies](#) added Elizabeth Pender to the group. 8 hours ago · Like · Comment · Subscribe

[Alan Anstead](#) added Ruth Mendes to the group. 21 hours ago · Like · Comment · Unsubscribe

Alan Anstead
Fears over influx of travellers' supporters
www.echo-news.co.uk
CONCERNS have been raised that hundreds of people could flock to Crays Hill to support travellers in the weeks before a mass eviction.
on Wednesday · Like · Comment · Unsubscribe

[View all 3 comments](#)

Nin Lil'izi >It could put fear into people, particularly the elderly, with the way these sorts of protesters tend to dress OK.... I don't even know where to begin with what is wrong with this statement...
<sarcasm>
What, my collection of colourful skirts too bright for the locals beleaguered eye balls now?
</sarcasm>
Thursday at 20:25 · Unlike · 2 people

Charmaine Paul "It could be a worry to residents in terms of a lot of unknown people coming into the village. It could put fear into people, particularly the elderly, with the way these sorts of protesters tend to dress and behave."
Have they even watched the behaviour of the bully boy bailiffs and the times they inflict on the elderly and young children

Requests (2) See all
Elizabeth Pender [Add](#) [Ignore](#)
Ruth Mendes [Add](#) [Ignore](#)

Members (1070) See all
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Friends' photo albums Show more
Profile pictures by Gwendolyn Albert

Chat (1)

facebook group (closed)

facebook 1 22 Search Home Profile Find friends Account ▾

Roma contacts ✱ Edit settings Search this group

Closed group — romacontacts@groups.facebook.com

Share: [Post](#) [Link](#) [Photo](#) [Video](#) [Question](#)

Write something...

Vojta Giña
jetzt ARD schauen..es geht über roma in ungarn
59 minutes ago · Like · Comment · Subscribe

Romano Chavo ...ich arbeite beim NDR...kann nix Gutes werden,wenn du mich fragst.Wann denn?
20 minutes ago · Like

Vojta Giña schon vorbei^^
15 minutes ago · Like

Write a comment...

Almadet Osmanova
can anyone help me in infotmatikata if anyone has anything material is for IT tools in the legal system if it has to send me e-mail osmanovalmadet@yahoo.com Thank you in advance
on Thursday · Like · Comment · Subscribe

[View all 6 comments](#)

Almadet Osmanova Thank you very much my e mail is try this once again please osmanovaalmadet@yahoo.com
Friday at 21:17 · Like

Tim Jones I hope the e-mail reached you this time.
about an hour ago · Like

Write a comment...

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Docs (69) [See all](#)

- [All about Roma/Alles über Roma](#)
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- [La Formazione Europeo per mediatori interculturali Rom e Sinti" operanti in Enti Pubblici e realtà del privato-sociale. La missione definita nella Dichiarazione di Strasburgo](#)
Created about a month ago
- [La chiusura di primo ciclo della formazione per Mediatori rom e sinti](#)
Created about a month ago

[Chat \(2\)](#)

Flickr



Save Suffolk's Country Parks

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Group Pool 69 items | [Add photos](#)



by nadinehowse



by Mark W4



by Mark W4



by Mark W4



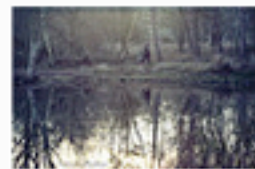
by Mark W4



by Mark W4



by Mark W4



by Rache'spics



by Rache'spics



by Rache'spics



by Rache'spics



by Rache'spics

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Admins: [Click to add an announcement to all group members \(500 characters max\)](#)

Discussion 0 posts | [Post a new topic](#)

No topics have been posted yet.

About Save Suffolk's Country Parks

Suffolk County Council intends to stop funding and maintaining 21 country parks from April 2011. The

Additional Information

This is a public group.

Website



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Welcome

Our work

About us

Resources

Support

Blog

Empowering and promoting social inclusion and equality



Welcome to the EU!
3 May 2011
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Celebrating Int. Roma Day
4 April 2011
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Our Big Fat Council Bill
15 Mar 2011
[more..](#)



Roma in Bolton
1 Feb 2011
[more..](#)



Progress or pitfalls ahead?
10 Jan 2011
[more..](#)

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Welcome

Equality is a charity that works to uphold and secure the rights of ethnic minority groups in Britain and Europe. We primarily help Roma who migrated to the UK from the new EU Member States. Roma are regarded as the most vulnerable and deprived ethnic group within Europe. Equality empowers them to resolve employment, housing, education, healthcare and social welfare issues. We help by building dialogue, understanding and co-operation between Roma communities (or other ethnic minority groups), local authorities and service providers.

✓ Like 854



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Omar's blog

Rob's blog

Rob's blog

Number Games: Race equality and the Big Society

Posted by **rob** 13 April 2011 : [Runnymede](#) , [racism](#) , [BME](#) , [Conservative](#) ,

Thirty years ago on April 11 we saw the riots, or uprisings, in Brixton. Thankfully those now seem to be distant days and the chances of another summer marked by racialised violence appear to be remote (though not many predicted the riots of 1985, 2001 or 2005).

What the riots made clear was that ignoring discrimination and social exclusion is not a recipe for building harmonious communities. We pride ourselves on the progress made since 1981, in terms of legislation and political representation, but is that progress as great as we would like?

After all, much has changed in the past 30 years, right?

- In 1981, black youth unemployment was estimated at a shocking 55 per cent. Last year we saw unemployment among black 16-24 year olds reach 48 per cent.
- In 1981, there was an 18 point gap in achievement of 5 or more higher level CSEs or O-levels between white students and black Caribbean (West Indian) students. Last year there was an 18 point gap between the achievement of black Caribbean boys and white boys.
- In the mid 1980s, black Caribbean men made up 8 per cent of the prison population. Last year that figure had nearly doubled to 15 per cent of the prison population.

[Read more on Number Games: Race equality and the Big Society](#)



Dr Rob Berkeley is the director of Runnymede.

Recent Blog Posts

[Number Games: Race equality and the Big Society](#)

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Editor's Pick

Tag Cloud

General **Conservative**
antisemitism **Gypsy Equality Bill**

Traveller BME Labour

EHRC immigration

DNA delists muslims

Examples of tools to measure digital communications



Online reputation



Who is viewing your website



Tracking issues



What's happening

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Insights into how people are engaging with you



Twitter tool

Feel free to contact me:

e: alan@equality.uk.com

t: +44 1787 371504

