REPORT ON THE EFFECTIVE USE OF SOCIAL MEDIA, ONLINE AND DIGITAL RESOURECES FOR FREEDOM OF EXPRESION ADVOCACY (DAY1)

- Overview of freedom of expression and the challenges affecting freedom of expression
- Evaluation of social media and digital tools

INTRODUCTION

According to the universal declaration of human rights, freedom of expression is the right of ever individual to hold opinions without interference and to seek, receive and impact information and ideas through any media and regardless of frontiers. There are lot of challenges in the media sector and serious concern in playing an effective role in the democratization and development processes. The right that everybody has is the normal freedom of expression, which is way different from press freedom or broadcast freedom. Challenges facing freedom of expression (FOE) are as follow:

- Legal challenges
- Social challenges
- Economic challenges
- Institutional challenges
- Political challenges
- Others

Legal challenges

1. This is an important aspect that affects journalist and most of the challenges journalist face in this aspect is
2. The difficult process in obtaining information and facts even in the face of freedom of information act
3. The fact that there is no protection for journalists' confidential sources of materials and information
4. The abuse of parliamentary powers to punish journalist
5. The use of laws on false publication
6. The use of incitement provisions

Social challenges

In the social sector, Journalist/media house face the short listed challenges

1. They lack patriotism. For example a journalist might be portraying his/her country in bad light by exposing corruption
2. Journalists also gets attack by government officials just because they sometimes seek to undermine their credibility or effectiveness
3. Considerations of or references to ethnic origin and religious affiliation of subject of coverage or of media investigation
4. Leveraging social relationships between journalist and subject of coverage.
5. Inducement of the journalist/media houses through bribes or gratification in order to suppress or publish certain types of stories

Economic challenges

1. Lack of adequate facilities, this leads to dependence on government facilities for journalistic operations and activities
2. Possible ban on purchase of publications that cover specific issues or are critical by government department, officials, agencies or even companies
3. Lack of resources to undertake proper investigation of cases
4. Withdraw of sponsorship for certain programs and events

5. Non-payment of salaries to journalist resulting in financial pressures on them to act unethically or unprofessionally
6. Cost of defending libel cases against media houses and journalists

Institutional challenges
1. Journalists running stories that's conflict with personal, business or political interests of publisher or proprietors of the media organization
2. Absence of proper training or inexperience on the part of the editors
3. Relationships between publisher or proprietors and the subject of negative coverage

Political challenges
1. Alignment by journalists/media house with political parties or political interest or other partisan interest
2. Repressive political climate or governance environment
3. Excessive militarization or securitization of the government

Evaluation of social media and digital tools
What is social media?
Social media are forms of electronic communications (such as websites for social networking and micro blogging) through which users create online community to share information's, ideas, personal messages and other content (such as videos)   -Merriam-Webster
https://www.merriam-webster.com

Social Media Options
• Website/blogs
• Digital Newsletters
• Facebook
• Instagram
• Twitter
• WhatsApp
• Blackberry messenger
• YouTube
• Skype
• LinkedIn
• Slack
• Net log

Social media goals
• Sharing news and information
• Networking and collaboration
• Engaging a variety of stakeholders
• Brand awareness and recognition
• Education and awareness about causes, programs, activate and mission
• Fundraising
• Volunteer recruitment
• Donor recognition
• Employee recruitment

REPORT ON THE EFFECTIVE USE OF SOCIAL MEDIA, ONLINE AND DIGITAL RESOURECES FOR FREEDOM OF EXPRESION ADVOCACY (DAY3)

- Evaluating performance of social media using analytics: measuring impact and output
- Social media strategy, personnel, time and schedule, security, monitoring and evaluation

Evaluating performance of social media using analytics

Social media analytics is the practice of gathering data from social media websites and blogs and analyzing that data to make business decisions.
Searchbusinessanalyrics.techtarget.com

Social media analytics is important because data application remains relevant for short windows of time. Without continual recollection and reanalysis, your evidence-based strategy or content will lose context and as a result, potential impact. Social media input is extremely varied and audience-specific. Once you know how to measure impact, and select the right social analytics tools, life will flow into your content, and engagement will grow.

When making social media analytics, you need to identify tools that can help you measure, analyze, evaluate, and report your selected indicators. You also need to measure continuously and consistently and also do not manipulate your analysis. Learn to use your findings to suit your brand and also relate your findings to your goals and strategy.

Basic tools: platform analytics
- ✓ Twitter Analytics
- ✓ Facebook Insights
- ✓ Instagram Analytics

There are also some tools known as third party tools that are really helpful in analyzing data's. These tools are as follow:
- ✓ TweetDeck
- ✓ Cyfe
- ✓ Crowdbooster
- ✓ Start a fire
- ✓ StatusBrew
- ✓ Follow the Hashtag

Tips to help achieve your goals
- ✓ Always learn, research, evaluate, adjust and reapply
- ✓ When in need, use Google

Social media strategy
The main objectives are as follows:
- ✓ Building social media network and contacts
- ✓ Provide valuable content and resources around the organization's key issues
- ✓ Build a reputation and gain trust of audience and stakeholders

- ✓ Brand awareness and recognition
- ✓ Education and awareness about the organization's issues, programs, activities and mission.

For all of these to be accomplished, a personnel is need. Who is a personnel? A personnel is a social media manager or in-house champion that will be responsible or assigned to manage organization's digital communication in line with his strategy.

The social media manager is also responsible for immediate and ongoing news that will be shared on social media platforms and later collated for the organization's website and newsletter.

He/she will also conduct relevant social media activities for important occasions and events.

The manager will also measure impact, reach, followers, impressions and other engagements using relevant analytic tools. And it should be reviewed annually to ensure flexibility and improvements; taking experiences and lessons learnt into considerations.

<u>Security</u>
- Passwords and protocols are to be kept safe and secure
- Only relevant personnel should have access to the organization's accounts
- Passwords and protocols should be changed and updated regularly
- Sensitive information should not be released on social media platforms
- Personnel must be aware and cautious of the legal implications of use and content

REPORT ON THE EFFECTIVE USE OF SOCIAL MEDIA, ONLINE AND DIGITAL RESOURECES FOR FREEDOM OF EXPRESION ADVOCACY (DAY2)

- How to use social media to promote organizational work and freedom of expression advocacy
- Traditional media Vs. Social media: collaboration or competition?

The use of social media to promote organizational work

- Broadcast use of social media is for interaction.
- It brings business closer to the user
- It ensures effective communication
- Its useful in obtaining feedback on impact of activities
- Also helps in evaluating impact of work
- Its useful in raising funds and also running of campaign

What is freedom of expression?

Freedom of expression is a fundamental human right. The right to express one's ideal and opinions freely through speech, writing and other forms of communication.

What is advocacy?

Advocacy is the exercise of power by the citizenry in the face of the government's power (according to the UN women). However, violations of freedom of expression rights continue to be a major challenge to participatory and accountable governance in West Africa. In many countries in the region, critical media and dissenting voices are not tolerated and are often abused. In order to help improve the situation, the MFWA and its national partners across West Africa will work towards ensuring the following:

1. Noticeable improvement in respecting and protecting the right to freedom of expression by state and non-state actors in West Africa
2. The public's right to access information is guaranteed by regional and national laws and respected in practice

Our efforts towards the attainment of the above objectives under the freedom of expression programme will be focusing on the following areas of work:

1. Law and policy reform advocacy relating to digital migration; internet freedom; and de-criminalization of defamation laws
2. Freedom of rights monitoring, campaigns and protection
3. Access to information advocacy
4. Safety of journalists advocacy
5. Access to justice and anti-impunity campaigns

Traditional Media	Social media
The print media:	Mobile telephony
Newspapers	Social media
Magazines	Websites
Books	Facebook
Letters	YouTube
Broadcast media:	Whatsapp Instagram
Television	LinkedIn

Traditional media is considered to be a one-way conversation where some media outlet says, "here you go" it is also considered to be any form of mass communication available before the advent of digital media
Traditional media has been used in the market/advertising world for years. When related to advertising, traditional media encompasses that of television, newspaper, radio and magazine advert. There forms of communication are the steadfast ways that businesses have reached both consumers and other companies for decades. They are the roots of advertising and the most common form utilized by businesses on a daily basis. Though traditional media is effective, over the course of the last few years we have seen more and more businesses utilizing social media also known as the new media to reach its target audiences

Social media is the future of advertising. More and more consumers and businesses rely on the social media to find their information. Ultimately, social media refers to content that is easily accessible via many different forms of digital media. When related to advertising, some examples of social media include online advertising (retargeting, banner ads, etc.), online streaming (radio and television) and social media advertising. Each of these is means in which businesses have the capability to reach consumers and other businesses with ease.

<u>**Conclusion**</u>
When deciding between the traditional media and social media, it is all about finding equilibrium. For some businesses traditional media may not be the right choice and social media is. For other businesses its very well may be the opposite. Always pick the one that's right for the business and the audience.