



საქართველოს პარლამენტი

## Social Media Strategy of the Parliament of Georgia

2019-2020

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## 1. Foreword

Social networks are important and effective communications channel that is actively used by the Parliament of Georgia to raise the public awareness about legislative activities.

Due to the lack of unified communications strategy and an action plan for the Parliament of Georgia, the following Social Networks Strategy (hereafter, Strategy) gains particular importance. The Strategy defines public communications goals, principles, and planned measures of the Parliament across various social platforms.

The Strategy analyses current situation, discusses the challenges facing the Parliament and offers ways to overcome those challenges through various means.

It must be noted, that during the preparation of this strategy, new web portal format of the Parliament of Georgia has been approved (a commitment from the second, 2017 Open Parliament Action Plan), is on a development stage and will be active from 2019.

The renewed website will have to 1) ensure transparency and openness – to make public information and news about parliamentary activities, including legislative and oversight activities, available and accessible to the public to the fullest extent possible; 2) be interactive – to ensure a two-way communication between users and the Parliament; offer the population innovative, interactive modules, allowing interested groups to participate in parliamentary activities.

Therefore, along with discussing activities for individual social networks, the Strategy describes how to use social networks (Facebook, Twitter, Youtube, etc.) to promote functionalities of the new website (Parliament services).

Creation, approval, and implementation of a social network Strategy in one of the Parliament's commitments taken under the third Open Parliament Action Plan (2018-2019) (through the initiative of the Institute for Development of Freedom of Information).

The Department of Public Relations and Information (hereafter – Department) of the Parliament of Georgia is responsible for implementation of the goals defined in the Strategy.

## 2. Methodology

Following methodology was used to produce the Social Network Strategy of the Parliament of Georgia:

- **Information analysis** – Provisions (approved on July 27 of 2009) of the Department of Public Relations and Information, and information prepared and distributed by the Website Development Division on social networks (website, Facebook, Twitter, Flickr, Youtube, website mobile application) have been

Currently, the Parliament of Georgia uses the following electronic/social media channels:

- *Website*
- *Facebook*
- *Twitter*
- *Flickr*
- *YouTube*
- *Mobile application of the website*

analyzed<sup>1234567</sup>. Parliament website evaluation document, prepared with the financial support of Good Governance Initiative (prepared by NCT in 2016) and social media strategy part of the 2014-2016 Communication Strategy Document of the Parliament of Georgia prepared with the support of the EU-UNDP were also used in preparation of this document.

- **Working meetings and questionnaires with interested parties** – In the process of the Strategy development, working meetings were conducted with the social media and website development division team and members of the Open Governance Permanent Council;<sup>8</sup> For the analysis of the current situation<sup>9</sup>, interviews with the Members of the Parliament, staff members, members of the Open Governance Permanent Parliamentary Council were conducted. SWOT (Strengths, Weaknesses, Opportunities, Threats)<sup>10</sup> analysis was used in the process. The current condition of the social network pages of the Parliament was analyzed using this method and their strengths and weaknesses were identified, recommendations for successful communication with the public were developed.
- **Local and international experience** – Examples from social network pages of various state agencies of Georgia (Government of Georgia, Ministries: Ministry of Internal Affairs, Ministry of Defense, Ministry of environmental Protection and Agriculture, Ministry of Education, Science, Culture and Sport, Innovation and Technology Agency of Georgia, etc.) and legislative bodies of other countries.: Estonia (Facebook, YouTube, Twitter), Czech Republic (Facebook, Twitter), Germany (Facebook, YouTube, Instagram, Twitter), The United Kingdom (Facebook, TouTube, Instagram, Twitter, Flicker), France (Assembly: Facebook; Senate: Facebook), Latvia (Facebook, YouTube, Instagram, Twitter, Flicker), Portugal (Facebook: Youth Parliament , Facebook), Switzerland (Facebook, YouTube, Twitter, Flicker), European Parliament (Facebook, YouTube, Instagram, Twitter, Flicker, LinkedInn, Pinterest), etc. were analyzed.

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<sup>1</sup> Provisions of the Department of Public Relations and Information of the Parliament of Georgia (in Georgian): <http://www.parliament.ge/uploads/other/57/57896.pdf>

<sup>2</sup> <http://parliament.ge/ge/>

<sup>3</sup> [https://www.facebook.com/pg/parliamentgeo/posts/?ref=page\\_internal](https://www.facebook.com/pg/parliamentgeo/posts/?ref=page_internal)

<sup>4</sup> <https://twitter.com/Geoparliament>

<sup>5</sup> <https://www.flickr.com/photos/geoparliament>

<sup>6</sup> <https://www.youtube.com/user/geoparliament>

<sup>7</sup> GeoParliament – Mobile application of the Parliament

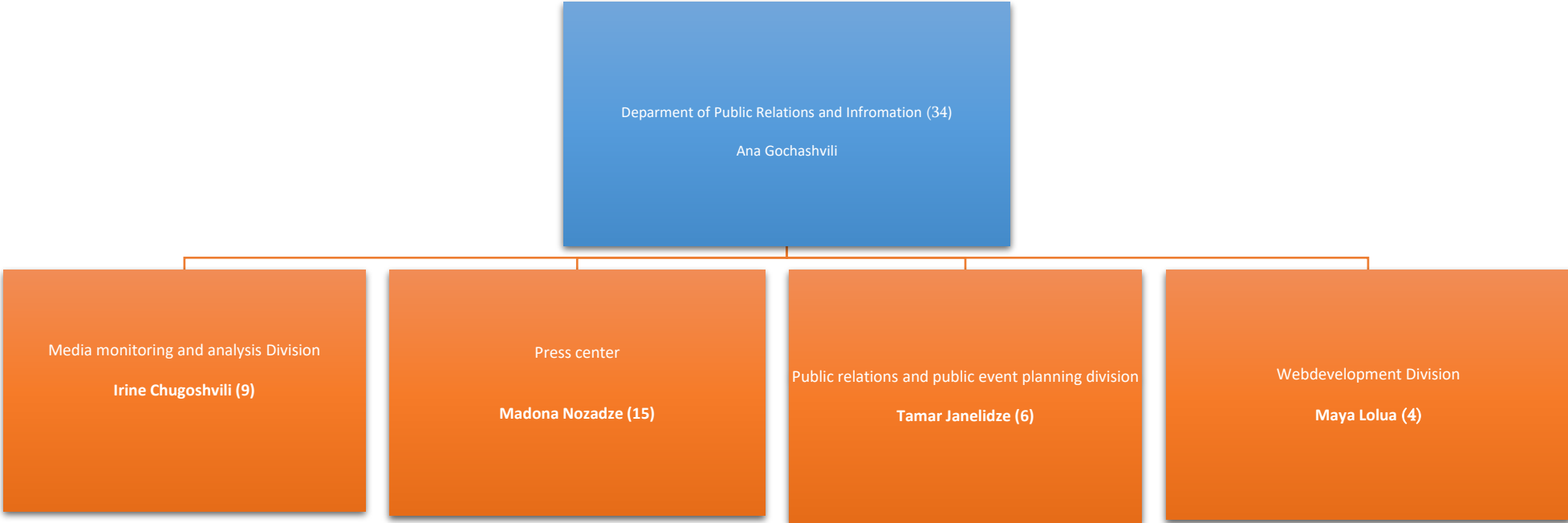
<sup>8</sup> Council members: <http://www.parliament.ge/ge/saparlamento-saqmianoba/komisiebi-da-sabchoebi-8/ppcotg/sabchos-wevrebi>

<sup>9</sup> Analysis results, chapter 4

<sup>10</sup> Analysis results, chapter 4

### 3. The structure of the Department of Public Relations and Information

The Department consists of 4 divisions (34 employees), 1 of which is responsible for social media development.



## 4. Social platforms of the Parliament of Georgia and existing challenges

### 4.1. Social platforms

Social media is one of the most effective channels that the Parliament can use to inform interested parties, increase their participation, and receive their feedback.

The Parliament of Georgia actively uses social media channels, has an official website and following social media accounts: Facebook, Twitter, Flickr, Youtube.

- ❖ **Website** – the updated website of the Parliament<sup>11</sup> went live in May 2014. Currently, the website hosts public information, including the structure of the Parliament and its functions, legal acts produced by the Parliament, the budget of the Parliament, financial resources, material means and remuneration; as well as, news (announcements, press releases, statements, and others), information regarding visits to the Parliament building, portal for live transmissions of assemblies and meetings. The website also includes information on the Members of the Parliament, parliamentary activities (plenary sessions, bureau, factions, committees, commissions and councils, delegations, friend groups, etc.) and legislation (laws, Constitution, Rules of Procedure of the Parliament, voting results, resolutions and addresses, statements). In 2016 the website had 251,014 visitors (page views- 2,932,393), while in 2017 – 321,643 (page views - 4,282,723).
- ❖ **Facebook** – Facebook is the most popular social network in Georgia. According to official data, there are more than 2 million Facebook accounts registered in Georgia, and 79% of users log into their account at least once a week<sup>12</sup>.

The Facebook page of the Parliament was created in 2011 and it offers users information about parliamentary activities and is an additional two-way communication medium.

At the time of writing of this report (22 October, 2018), the page has 62,318 Likes<sup>13</sup>. The page is actively visited by citizens, who send personal messages, commentary with their opinions or proposals<sup>14</sup>. For example, 373 messages were received in 2016, and 255 in 2017. Received letters are forwarded to the appropriate committees for a response.

- ❖ **Twitter** – Twitter account of the Parliament was created in 2011. Currently it has more than 6,189 followers<sup>15</sup>. Twitter page is a good medium for reaching interested parties abroad, as well as, for exchanging information with the parliaments of other countries and their respective MPs.
- ❖ **Flickr** – Photo material of parliamentary activities are regularly published on the Flickr account of the Parliament of Georgia. The account was created in 2011 and has 73 followers<sup>17</sup>.

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<sup>11</sup> First update in 2014, second – 2019

<sup>12</sup> Source: [http://gs.statcounter.com/social-media-stats/all/georgia?fbclid=IwAR0Gve0KaTF5yGRSSoIv7T4we23HqpL-tiCIxLQ1d0N1Nz4C1QZ\\_MeQvp4](http://gs.statcounter.com/social-media-stats/all/georgia?fbclid=IwAR0Gve0KaTF5yGRSSoIv7T4we23HqpL-tiCIxLQ1d0N1Nz4C1QZ_MeQvp4) & <https://www.statista.com/statistics/790833/facebook-users-caucasus-countries/?fbclid=IwAR39bXwuvS8TTzgyPFfeENsZTwb3QkhwWEy4B3hpajfW-ggEQ8Exd3NzasKE>

<sup>13</sup> Like

<sup>14</sup> Facebook Inbox

<sup>15</sup> Retrieved on 27.10.2018

<sup>16</sup> Twitter *Follower*

<sup>17</sup> Twitter *Follower*

<sup>18</sup> *ibid*

- ❖ **YouTube** – The Parliament of Georgia has its own Youtube channel, where video material portraying parliamentary activities are regularly published. The channel was created in 2011 and has 579 subscribers<sup>1920</sup>.

#### 4.2. Existing challenges

Situational analysis has demonstrated that the Parliament of Georgia faces various challenges in the informational campaign across the social media channels:

- ❖ Existing Parliament website isn't fully tailored to the interests of the citizens and is not interactive<sup>21</sup>.
- ❖ Public interest in social media pages of the Parliament is not sufficiently high. Published news have very few likes, shares and comments. Additionally, very few are aware of the Parliament's Twitter, Youtube, and Flickr accounts.
- ❖ Text part attached to the Facebook posts of the Parliament of Georgia are often quite sizable and may discourage users from reading the full post.
- ❖ Extensive information in the Facebook post might also discourage the user from following the shared link to the website and from reading the full article<sup>22</sup>.
- ❖ Extensive information on Facebook also indirectly harms promotion of the Parliament website.
- ❖ Mainly, the information shared on social networks relates to the events or activities in the Parliament. Additional informational or social campaign with educational and interactive data is not produced or distributed.
- ❖ Limited access to social networks for the staff of the Parliament of Georgia (during the work hours)<sup>2324</sup>. Due to this limitation, employees of the Parliament cannot receive full information about ongoing news in the Parliament and cannot participate in further distribution of the news across their private social network accounts.
- ❖ Lack of topic-based, planned informational campaigns about ongoing legislative procedures in the Parliament, as well as, information about activities conducted under its mandate.
- ❖ Publishing of information on YouTube, and Flickr<sup>25</sup> account [in most cases] only in one language (Georgian), which impedes access to information about the Parliament of Georgia for foreign audiences.
- ❖ Lack on interactive posts, which would enable public discussion and feedback through comments on the social media accounts of the Parliament.

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<sup>19</sup> Youtube *Subscriber*

<sup>20</sup> *ibid*

<sup>21</sup> For more on this topic, please see chapter 1 - Foreword

<sup>22</sup> Official Website of the Parliament: <http://parliament.ge/ge/>

<sup>23</sup> Blocked: Facebook, Twitter, Flickr, and YouTube

<sup>24</sup> During workhours – in the Parliament building

<sup>25</sup> Twitter is in English

- ❖ Belated and inconsistent publication of information on Twitter and Flickr, compared to other social network channels.
- ❖ Lack of informational publications and video material in the languages of ethnic minorities living in Georgia.
- ❖ Insufficient usage of tag functions of the networks.
- ❖ Currently, new material is published on the social media channels of the Parliament based on the significance of the event or information, and there is no defined rule how many posts per day the Parliament should post on its social accounts.

## 5. Goals

In regards to the social networks, **the strategic goals of the Parliament of Georgia** are:



To achieve these goals **the Parliament will try to make the information available for any audience, including youth, ethnic minorities (in the form of publications and video material) and for other groups.**

## 6. Target Audience

The Strategy of social networks of the Parliament of Georgia is directed towards coverage of **internal and international audiences**. **Internal audience encompasses population of Georgia, while international audience includes, primarily, all the EU and NATO members, as well as, the rest of the world.**

Particularly important in this regard is active utilization of tag functions of Facebook and Twitter (for public, private, and civil organizations, as well as, individuals) and when sponsoring Facebook posts, it is important to target appropriate country, city, and age groups<sup>26</sup>.

<sup>26</sup> For additional information, see chapter 7

## 7. Main messages of the Parliament on social platforms

The Parliament is the highest representative body of the country and is one of the guarantors of democracy. Therefore, the main messages of the Parliament should rely upon the principles of openness, transparency and professionalism and should include the main topics that the Parliament is working on.

The messages of the social campaigns should encourage the population to actively engage in the parliamentary activities; encourage the senses of civic and social responsibilities. It is also encouraged that the term “**My Parliament**” be established and frequently used.

It is important that the messages regarding the Parliament, as an institution, distributed by the Parliamentary subjects across the social networks, be in accordance with the pre-defined messages and help establish and strengthen a positive institutional image for the Parliament.

The main messages used in the social campaigns of the Parliament are based on its goals: **Parliamentary work and the approved laws regulate social, economic, political, and other aspects of citizens’ lives. Therefore, active participation determines welfare of the citizens and better future for the country. Therefore, the main message is that a citizen should be actively engaged in parliamentary activities, enabling the Parliament to make better decisions for them and the country.**

- **This is your parliament**
- **Open Parliament**
- **Learn more about the Parliament of Georgia, etc.**

## 8. Principles of public communication

All employees of the Department of the Public Relations and Information of the Parliament of Georgia agree that their work is based on the following principles:

- ❖ **Professionalism** – Providing professional, verified, and correct information in a timely manner is one of the main principles of successful public communication. The employees of the Department must conduct their duties effectively and in a professional manner; they should always strive towards strengthening their skills and widening their knowledge.
- ❖ **Openness and transparency** – Dialogue with the public must be conducted in an open and transparent manner. Open and transparent communication with the public is one of the prerequisites of public trust and successful two-way communication.
- ❖ **Providing politically balanced information** – The Department is a public institution and not a political force; therefore, its main operational goal is to provide politically balanced and unbiased information to the public. The Department must present diverse perspective and opinions in its materials, allowing the population to receive diversified information.
- ❖ **Establishment of democratic principles** – Currently, Georgia is taking significant steps for Euro-integration. One of the main functions of the Department is to support this process and inform the society.



- ❖ **Coordinated work** – High level of internal coordination must be implemented. Successful public communication often relies upon coordination of internal structures, departments, committees, employees, and other units.
  
- ❖ **Creativity and innovation** – Providing information to the public about parliamentary activities and increasing their participation in legislative process should be conducted through innovative approaches. For this purpose, the Department must evaluate its work in public communication critically and objectively and must try to implement modern methodologies and innovative approaches to increase citizen participation.

## 9. Action Plan

Action plan was prepared based on the challenges identified in the situational analysis, recommendations, local and international practices. The Department of Public Relations and Information is responsible for implementation of the plan, in close cooperation with parliamentary committees and MPs. It is essential that the information distributed across the social networks is diverse and covers various types of Parliamentary activities<sup>27</sup>.

The following activities encompass organization of topic-based informational and educational campaigns across the social networks. The table also includes the information distribution forms already used by the Parliament, however, implementation of strategic approach, meaning unified and serial campaign organization, is required in the future.

Activity		Form and medium of information distribution	
		Social Network	Current
1	<p><b>Organization and implementation of serial informational campaigns on legislative bills discussed in the Parliament [select bills] – e.g.: Select an important bill that is being currently discussed, prepare and publish information about: (1) why is this bill important, (2) how will approval of the bill impact the population, (3) opinions expressed by various interested parties: majority, minority, non-governmental and business sector, representatives of populations, (4) what in international practice, etc.</b></p> <p>Conducted consultations (public discussions, meetings with private sector, etc.) must also be presented.</p> <p><i>International examples</i></p> <p><i>European Parliament:</i></p>	<p>Facebook Twitter YouTube Website</p>	<p><b>Current</b></p> <ul style="list-style-type: none"> <li>✓ Article;</li> <li>✓ Sharing photo and text material of the bill discussion (meetings), as well as, links to the website, that would lead an interested person to the document of the bill;</li> <li>✓ Quotes of individuals evaluating the bill with an appropriate photo shared on social media accounts and website.</li> </ul> <p><b>New</b></p> <ul style="list-style-type: none"> <li>✓ Link to/information from the website about the bills registers in the latest months (shared on social networks);</li> <li>✓ Interesting/Important information from the bill visually displayed/serially published;</li> </ul>

<sup>27</sup> Content

	<p><a href="http://bit.ly/2T7Glz2">http://bit.ly/2T7Glz2</a>  <a href="https://bit.ly/2D9WT3Q">https://bit.ly/2D9WT3Q</a>  <a href="https://bit.ly/2yZCI5R">https://bit.ly/2yZCI5R</a></p> <p><i>Estonia:</i>  <a href="https://bit.ly/2Qxcqyq">https://bit.ly/2Qxcqyq</a></p> <p><i>France:</i>  <a href="https://bit.ly/2OK5kFi">https://bit.ly/2OK5kFi</a></p>		<ul style="list-style-type: none"> <li>✓ Quotes of individuals (initiator, ruling party, opposition, expert, member of the society): video interview, text commentary visualized as a photo;</li> <li>✓ Tag of an appropriate person;</li> <li>✓ Presentation of statistics, based on which the bill was proposed, visually, or as a video;</li> <li>✓ Facebook boost [select cases];<sup>28</sup></li> <li>✓ <i>2 hashtags</i> first – specific to the initiated bill and its topic that will be used throughout the campaign, and second – more general that could apply to all bills in the informational campaign;</li> <li>✓ Information about the adoption of the bill/voting results (preferably visually presented).</li> </ul>
2	<p><b>Online surveys about the legislative bills under discussion in the Parliament (select bills)<sup>29</sup></b>, including aspects of the law that might be of public interest and questions, allowing the public to express their opinion. This will significantly increase public participation in law-making, especially at the bill initiation stage.</p>	Facebook Website	<ul style="list-style-type: none"> <li>✓ Text information/survey on the website;</li> <li>✓ Appropriate visualization (cover photo) of the survey on social networks and a link, allowing visitors to fill out the survey;</li> <li>✓ Facebook boost.</li> </ul>
3	<p><b>Planning and execution of thematic/informational week/mini-campaign about an adopted law (select laws)</b>, <i>allowing the public to learn more about the law or at least its main principles. Topical connections can be made to other sectors and the editorial week can be planned around this.</i></p> <p><i>A law could have been adopted a long time ago, however due to ongoing events and topics of interest to the public, parts of the law can be relevant and should be shared.</i></p>	Facebook Twitter Website	<ul style="list-style-type: none"> <li>✓ Sharing information/articles of law interesting to public as visuals;</li> <li>✓ Link leading to the document of the law;</li> <li>✓ Facebook boost;</li> <li>✓ <i>2 hashtags</i> first – specific to the law and its topic and second – more general that could apply to campaign of raising awareness about various laws;</li> <li>✓ Information about the enforcement of the law/results (visually) (when appropriate).</li> </ul>

<sup>28</sup> Facebook Boost

<sup>29</sup> Facebook Boost

	<p><b>International Examples</b></p> <p><i>The United Kingdom:</i>  <a href="https://bit.ly/2T7E8DK">https://bit.ly/2T7E8DK</a>  <a href="https://bit.ly/2OELSJH">https://bit.ly/2OELSJH</a></p> <p><i>Germany:</i>  <a href="https://bit.ly/2z5uN6M">https://bit.ly/2z5uN6M</a>  <a href="https://bit.ly/2B0SxdW">https://bit.ly/2B0SxdW</a>  <a href="https://bit.ly/2z6VQim">https://bit.ly/2z6VQim</a>  <a href="https://bit.ly/2FkpGW2">https://bit.ly/2FkpGW2</a>  <a href="https://bit.ly/2JXkUMI">https://bit.ly/2JXkUMI</a></p>		
4	<p><b>Distribution of announcements about sessions (plenary, bureau, committee), ensuring live transmission of sessions and preparation and publication of summary material.</b> Promotion of the Parliament website and the live transmission is also important at such times.</p> <p><b>International examples</b></p> <p><i>Canada</i>  <a href="http://bit.ly/2PmqqOU">http://bit.ly/2PmqqOU</a></p> <p><i>European Parliament:</i>  <a href="https://bit.ly/2Pla899">https://bit.ly/2Pla899</a>  <a href="https://bit.ly/2zEz80i">https://bit.ly/2zEz80i</a>  <a href="https://bit.ly/2JEUKhU">https://bit.ly/2JEUKhU</a>  <a href="https://bit.ly/2zEz80i">https://bit.ly/2zEz80i</a></p> <p><i>France:</i>  <a href="https://bit.ly/2RPfjkN">https://bit.ly/2RPfjkN</a>  <a href="https://bit.ly/2zLqtJt">https://bit.ly/2zLqtJt</a>  <a href="https://bit.ly/2T5GoeA">https://bit.ly/2T5GoeA</a>  <a href="https://bit.ly/2OEusx6">https://bit.ly/2OEusx6</a></p>	<p>Facebook  Website  Twitter  YouTube  Flickr</p>	<p><b>Current</b></p> <ul style="list-style-type: none"> <li>✓ Text and a link, leading a visitor to an announcement on the website;</li> <li>✓ Live transmission [select];</li> <li>✓ Summary article and photo material of a meeting.</li> </ul> <p><b>New</b></p> <ul style="list-style-type: none"> <li>✓ Visualization of announcements (and/or appropriate cover photo), that will also lead to a link of the announcement on the website;</li> <li>✓ Quotes of individuals (ruling party, opposition, expert, and representatives of the society): video interview and/or text commentary/photo visualization;</li> <li>✓ Tag of appropriate people.</li> </ul>

5	<p><a href="https://bit.ly/2z5UF2t">https://bit.ly/2z5UF2t</a></p> <p><b>Planning and execution of serial campaigns about activities and achievements of various councils, committees, etc. of the Parliament<sup>30</sup></b>  <i>For example: Presentation of action plans, strategic documents (if public), commitments and activities undertaken by the Open Governance Permanent Parliamentary Council, Gender Equality Council and others. It is important to demonstrate what has changed, will change, or what are the results of these activities (publications, new services, etc.) undertaken under various commitments, what do they mean to individual citizens, etc.</i></p> <p><b>International examples</b></p> <p>France:  <a href="https://bit.ly/2PrcH9K">https://bit.ly/2PrcH9K</a>  <a href="https://bit.ly/2RQUlvE">https://bit.ly/2RQUlvE</a>  <a href="https://bit.ly/2qJUTb6">https://bit.ly/2qJUTb6</a>  <a href="https://bit.ly/2kOd0b9">https://bit.ly/2kOd0b9</a></p>	<p>Facebook  Twitter  YouTube  Flickr  Website</p>	<p><b>Current</b></p> <ul style="list-style-type: none"> <li>✓ Article and photo material about an event;</li> <li>✓ Quote of an evaluation by an individual with an appropriate photo, published on the website and shared over a social network account.</li> </ul> <p><b>New</b></p> <ul style="list-style-type: none"> <li>✓ Informational/text material about the importance of commissions, councils, and their goals;</li> <li>✓ Visualization of information of public interest and/or serial distribution of already existing publication;</li> <li>✓ Quotes and evaluations by individuals: video interviews and/or text commentary;</li> <li>✓ Facebook boost (select cases);</li> <li>✓ Tag of an appropriate person and/or organization;</li> <li>✓ Hashtag appropriate to the topic, council, or a commission.</li> </ul>
6	<p><b>Official meetings, visits of international delegations to the Parliament and visits of Parliamentary delegations abroad.</b> It is important to clearly present: goal of the meeting/visit, results, parties of the meeting/visit, and other important details. It also recommended to produce several posts about one visit/meeting (select meetings, visits, according to their significance)</p> <p><b>International examples</b></p> <p>Germany:  <a href="https://bit.ly/2z4Ikvw">https://bit.ly/2z4Ikvw</a>  <a href="https://bit.ly/2RQVWBE">https://bit.ly/2RQVWBE</a></p>	<p>Facebook  Twitter  Flickr  Website</p>	<p><b>Current</b></p> <ul style="list-style-type: none"> <li>✓ Article and photo material about the visit/meeting on the website; a quote from an individual with an appropriate photo when sharing on social media accounts.</li> </ul> <p><b>New</b></p> <ul style="list-style-type: none"> <li>✓ Comments/evaluation by participants (select, Georgian and foreign sides) in mini-interview video format;</li> <li>✓ Quote visualization with an appropriate photo (select);</li> </ul>

<sup>30</sup> <http://www.parliament.ge/ge/saparlamento-saqmianoba/komisiebi-da-sabchoebi-8>

			<ul style="list-style-type: none"> <li>✓ Re-sharing of information shared on the official social network accounts of foreign parliaments or other organizations;</li> <li>✓ Facebook boost (select cases);</li> <li>✓ Tag of an appropriate person and/or organization.</li> </ul>
7	<p><b>Parliament publications</b>– <i>various types of studies, reports, informational and educational flyers developed by the Parliament</i></p> <p><i>International examples</i></p> <p>Canada:  <a href="http://bit.ly/2qJLW1y">http://bit.ly/2qJLW1y</a>  <a href="http://bit.ly/2z4T6lB">http://bit.ly/2z4T6lB</a></p> <p>France:  <a href="https://bit.ly/2zJnnFY">https://bit.ly/2zJnnFY</a>  <a href="https://bit.ly/2DfAphU">https://bit.ly/2DfAphU</a></p> <p>European Parliament:  <a href="http://bit.ly/2B0Uvek">http://bit.ly/2B0Uvek</a></p>	Facebook Twitter Website	<p><b>Current</b></p> <ul style="list-style-type: none"> <li>✓ In case of a presentation or an event – article and photo material; shared on social networks with a link to the publication.</li> </ul> <p><b>New</b></p> <ul style="list-style-type: none"> <li>✓ Appropriate visualization of the publication and link to the website, leading to the full document;</li> <li>✓ Extraction of important information (charts, infographics, and others) from the publication and sharing as individual posts;</li> <li>✓ Facebook boost (select cases);</li> <li>✓ Tag of an appropriate person and/or organization.</li> </ul>
8	<p><b><u>Distribution of important announcements, resolutions, and proposals of the Parliament (select cases)</u></b>– It is important to include the main message and the change in a social media post that would interest public and would lead them to further reading of the full document.</p> <p><i>International examples</i></p> <p>Germany:  <a href="https://bit.ly/2K1oAgM">https://bit.ly/2K1oAgM</a>  <a href="https://bit.ly/2FgND0v">https://bit.ly/2FgND0v</a></p>	Facebook Twitter Website	<ul style="list-style-type: none"> <li>✓ Visualization of important information and a link (to the website), leading to the full document;</li> <li>✓ In case of subject introductions (press conference), ensuring live transmission<sup>31</sup>;</li> <li>✓ Informational mini video clip (graphical and subject interview) (select cases).</li> </ul>

<sup>31</sup> Facebook Live

	<p>France:  <a href="https://bit.ly/2JYp86I">https://bit.ly/2JYp86I</a></p>		
9	<p><b><u>Mini information campaign/advertisement regarding exhibitions taking place in the Parliament building</u></b></p> <p><i>International examples</i></p> <p>The United Kingdom:  <a href="https://bit.ly/2RQWyHn">https://bit.ly/2RQWyHn</a>  <a href="https://bit.ly/2PqnmBq">https://bit.ly/2PqnmBq</a></p> <p>France:  <a href="https://bit.ly/2QzTnDC">https://bit.ly/2QzTnDC</a></p>	<p>Facebook  Twitter  Flickr  Website</p>	<p><b><u>Current</u></b></p> <ul style="list-style-type: none"> <li>✓ Article and photos on the website and social media accounts</li> </ul> <p><b><u>New</u></b></p> <ul style="list-style-type: none"> <li>✓ Announcement of the event – so called Facebook event;</li> <li>✓ Mini video announcement (select cases, in case of a significant exhibition)</li> <li>✓ Quotes and photo material of authors and visitors;</li> <li>✓ Hashtag, following exhibition topic;</li> <li>✓ Facebook boost (select cases);</li> <li>✓ Tag of an appropriate person;</li> <li>✓ Annual summary information/statistics visualization.</li> </ul>
10	<p><b><u>Vacancy and internship at the Parliament of Georgia</u></b> – This is a great opportunity for students and to demonstrate how the Parliament encourages participation of youth in parliamentary activities and cares about their professional development. It is recommended to create a special information/ad video and a publication/procedure visualization to promote this initiative, showing internship statistics, importance of internship, defining procedures for students, etc.</p> <p><i>International examples</i></p> <p>Canada:  <a href="http://bit.ly/2B2IUFC">http://bit.ly/2B2IUFC</a></p> <p>Romania:</p>	<p>Facebook  Twitter  YouTube  Flickr  Website</p>	<p><b><u>Current</u></b></p> <ul style="list-style-type: none"> <li>✓ Information about a vacancy and an internship and a link to the website shared on social networks.</li> </ul> <p><b><u>New</u></b></p> <ul style="list-style-type: none"> <li>✓ Appropriate visualizations/ad and a link to the website (detailing the procedures)<sup>32</sup>;</li> <li>✓ Mini video guide (preferably, graphical) and/or promo video distribution (if available);</li> <li>✓ Facebook boost;</li> <li>✓ Tag of an appropriate educational institution and interns;<sup>33</sup></li> <li>✓ Quotes of students visualized/video interview about the significance of the opportunity;</li> <li>✓ Hashtag that will accompany internship campaign;</li> </ul>

<sup>32</sup> This initiative is a great way to promote the website among youth.

<sup>33</sup> Important initiative to be re-shared on the social media accounts of the educational facilities.

	<p><a href="http://bit.ly/2T6YCFN">http://bit.ly/2T6YCFN</a></p> <p><i>The United Kingdom:</i> <a href="https://bit.ly/2DleTbJ">https://bit.ly/2DleTbJ</a></p> <p><i>France:</i> <a href="https://bit.ly/2qGdSDk">https://bit.ly/2qGdSDk</a></p>		<ul style="list-style-type: none"> <li>✓ Visualization and distribution of annual information/statistics.</li> </ul>
11	<p><b>Visit to the Parliament of Georgia.</b> – This is an important initiative, especially for youth (for example, the Parliament hosted high school students, students of law faculty, etc.), enabling them to learn more about the Parliament of Georgia. Social networks are good a communication channel for informing the society about the initiative. Therefore, the Parliament should run a mini informational campaign once a year to promote this opportunity.</p> <p>It is also encouraged to run a special informational/advertising video and visuals of a special publication about the procedures, and their distribution across social networks.</p> <p><i>International examples</i></p> <p><i>The United Kingdom:</i></p> <p><a href="https://bit.ly/2DAf042">https://bit.ly/2DAf042</a> <a href="https://bit.ly/2B2QNAK">https://bit.ly/2B2QNAK</a></p>	<p>Facebook Twitter YouTube Flickr Website</p>	<ul style="list-style-type: none"> <li>✓ Visualization and a link to the website (describing appropriate procedures);</li> <li>✓ Mini video guide (preferably, graphical) and/or promo video (if available);</li> <li>✓ Facebook boost (select cases);</li> <li>✓ Tag of an appropriate person and/or organization (if applicable).</li> <li>✓ Quotes, photos and/or video about this opportunity (select cases);</li> <li>✓ Hashtag for the visit campaign;</li> <li>✓ Visualization and distribution of annual information/statistics.</li> </ul>
12	<p><b>Live question and answer session using electronic resources of the Parliament<sup>34</sup>.</b> – This function is particularly important to the public, allowing them to receive answers to the questions that they might have in a timely manner. Live question and answer function will also</p>	<p>Facebook Website</p>	<ul style="list-style-type: none"> <li>✓ Visualization describing rules and principles of the service;</li> <li>✓ Link to the website or to Facebook messenger<sup>35</sup>;</li> <li>✓ Video promo (if available);</li> <li>✓ Facebook boost;</li> </ul>

<sup>34</sup> Online Live Chat

<sup>35</sup> Facebook *Chat*



	<p>be implemented on the new website of the Parliament; however, Facebook messenger can also be used for more effectiveness.</p> <p><b>International examples</b></p> <p><i>The United Kingdom:</i>  <a href="https://bit.ly/2DiZ84H">https://bit.ly/2DiZ84H</a></p> <p><i>European Parliament:</i>  <a href="https://bit.ly/2SZLK1c">https://bit.ly/2SZLK1c</a></p>		<ul style="list-style-type: none"> <li>✓ Hashtag for promoting the question and answer campaign;</li> <li>✓ Visualization and distribution of annual information/statistics.</li> </ul>
13	<p><b>Promotion of the services available on the new Parliament website.</b>  <i>E.g. petition portal, public information module, explanatory note, comment on a legislative project function, etc.</i></p> <p><i>It is important to prepare mini video and print materials to promote these issues, which can be best delivered to the public using social networks.</i></p> <p><b>International examples</b></p> <p><i>Romania:</i>  <a href="http://bit.ly/2OHSjMt">http://bit.ly/2OHSjMt</a></p> <p><i>France:</i>  <a href="https://bit.ly/2PTVXHD">https://bit.ly/2PTVXHD</a>  <a href="https://bit.ly/2JWVChS">https://bit.ly/2JWVChS</a></p>	<p>Facebook  Twitter  Website  YouTube</p>	<ul style="list-style-type: none"> <li>✓ Distribution of video clips and visuals (if available);</li> <li>✓ Facebook boost;</li> <li>✓ Visualization and distribution of annual information/statistics</li> </ul>
14	<p><b>Promotion of Parliament mobile application across social networks (Facebook, Twitter, Website, Youtube, Flickr)</b></p> <p><i>Mini video clip should be produced to promote the mobile application.</i></p> <p><b>International examples</b></p>	<p>Facebook  Twitter  Website</p>	<ul style="list-style-type: none"> <li>✓ Informational texts and messages along with links across social networks (so called cross advertising);</li> <li>✓ Video clip about the mobile application (if available);</li> <li>✓ Promotion of the Facebook page;</li> <li>✓ Promo video about the new website (if available).</li> </ul>

	<p><i>Romania:</i> <a href="http://bit.ly/2PqpPMc">http://bit.ly/2PqpPMc</a></p> <p><i>France:</i> <a href="https://bit.ly/2B1cTUn">https://bit.ly/2B1cTUn</a></p> <p><i>European parliament:</i> <a href="http://bit.ly/2OzyQ0h">http://bit.ly/2OzyQ0h</a></p>		
15	<p><b>Fun online quizzes and tests about the Parliament (e.g. about <u>parliamentarism</u>),</b> to inform the society about the parliamentary life and its activities<sup>36</sup>.</p> <p>Two types of tests can be prepared: one, which tells the user whether their replies are correct after each question and the second version, that tells the user final score after finishing the test and offers a share function.</p>	Facebook Twitter Website	<ul style="list-style-type: none"> <li>✓ Visual material corresponding to the test content and a link to the website (quiz);</li> <li>✓ Facebook boost.</li> </ul>
16	<p><b>Know your Parliament</b> – distributing various types of information with this message. This information can relate to the issues that are often raised by citizens in their communication with the Parliament media center. E.g. For which purposes can I address the Parliament? How can I reach my MP? How can I attend various discussions/meetings?</p> <p><i>Production and distribution of mini video guide is also recommended.</i></p> <p><b>International examples</b></p> <p><i>Canada:</i> <a href="http://bit.ly/2PW3ntR">http://bit.ly/2PW3ntR</a></p> <p><i>The United Kingdom:</i></p>	Facebook Website YouTube	<ul style="list-style-type: none"> <li>✓ Visualization of information and messages on social media accounts and links to the website;</li> <li>✓ Facebook boost;</li> <li>✓ Informational video clips and/or publications (if available).</li> </ul>

<sup>36</sup> Online Test/Quizzes

	<p><a href="https://bit.ly/2JW07cn">https://bit.ly/2JW07cn</a>  <a href="https://bit.ly/2QCMHVg">https://bit.ly/2QCMHVg</a>  <a href="https://bit.ly/2PXHtq0">https://bit.ly/2PXHtq0</a></p> <p>France:  <a href="https://bit.ly/2PsImaH">https://bit.ly/2PsImaH</a>  <a href="https://bit.ly/2JXRwGk">https://bit.ly/2JXRwGk</a></p>		
17	<p><b>Other information that might not directly concern the Parliament but is important for the country and needs to be shared across the Parliament’s social network channels.</b></p> <p><i>The information might concern political, social, and cultural life of the country or results of law enforcement by other institutions.</i></p> <p><i>In such cases, it is important to re-share such information from another institution to show coordination and sharing of work among public institutions.</i></p> <p><b>International examples</b></p> <p>Germany:  <a href="http://bit.ly/2QDCIDg">http://bit.ly/2QDCIDg</a>  <a href="http://bit.ly/2zWNI9h">http://bit.ly/2zWNI9h</a>  <a href="http://bit.ly/2B2Rzh8">http://bit.ly/2B2Rzh8</a>  <a href="http://bit.ly/2z973ih">http://bit.ly/2z973ih</a></p> <p>Estonia:  <a href="https://bit.ly/2JXSbaD">https://bit.ly/2JXSbaD</a></p>	<p>Facebook  Twitter  YouTube</p>	<p>✓ Sharing of information/link on the social accounts of the Parliament;  ✓ Tag of an appropriate institution or individual.</p>

**Essential (1):** A link with information should lead to the Parliament’s official website.

**Essential (2):** Maintaining balance in sharing the posts to ensure that the audience isn’t overloaded with too much information or posts. Minimum 5 posts a day should be shared, exceptions may occur.

**Essential (3):** Employees of Social Media Development Division should systematically monitor the social network pages of Parliaments from other countries (their informational content and style), and implement in practices positive characteristics of those pages. Particularly interesting in this regard are European Parliament, The United Kingdom, and the official pages of the Parliaments and MPs.

**Essential (4):** Information on social networks must be available in English; video material also must include sign language translation; Part of the video material must also be produced in the language of ethnic minorities of Georgia. Photo material (albums) and videos on Youtube, Flickr, and Facebook must have both, English and Georgian titles.

**Essential (5):** A balance between representatives of parliamentary majority and minority must be maintained when sharing individual comments and quotes.

**Essential (6):** Utilization of tags (for various local and international organizations and institutes and individuals) and hashtag functions<sup>37</sup>. Establishing serial hashtags for various campaigns/activities<sup>38</sup>. Utilization of existing hashtag when covering international initiatives (global forums, conference, etc.).

**Essential (7):** Using symbols, characteristic of social networks, to express emotions and for visual purposes when sharing posts on social networks like Facebook and Twitter. However, usage of such symbols should be balanced, as not to undermine the seriousness of the posts.

**Essential (8):** Each post published on the social networks must be simple, short, and intriguing, so that a reader doesn't get an informational overload and at the same time is motivated to click on the link and go to the website to see the full material.

**Essential (9):** During social campaign, visual materials (infographics, etc.) should be produced and distributed, as such materials help users to effectively grasp the information.

**Essential (10):** Organization of trainings/ special mini guide about content generation for employees working on social media and administering official social media accounts.<sup>39</sup>

**Essential (11):** The Facebook page name of the Parliament should also have an English translation: საქართველოს პარლამენტი / Parliament of Georgia.

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<sup>37</sup> See chapter 9

<sup>38</sup> See chapter 7

<sup>39</sup> Members of the Parliament usually have official Facebook and Twitter accounts

## 10. Monitoring and evaluation of the strategy implementation

Activities of the Parliament on social media should be monitored and regularly evaluated for better planning in the future and improvement of effectiveness.

Results can be easily evaluated, as the social media platforms have integrated analytics and statistics tools that generate data over a period of time. Using user comments, online surveys, and number of Likes can also help better understand what internet users think of the Parliamentary activities. Annual monitoring and evaluation reports must be prepared.