



**≡ KVINNA  
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**FOR WOMEN'S RIGHTS SINCE 1993**



# What is media?

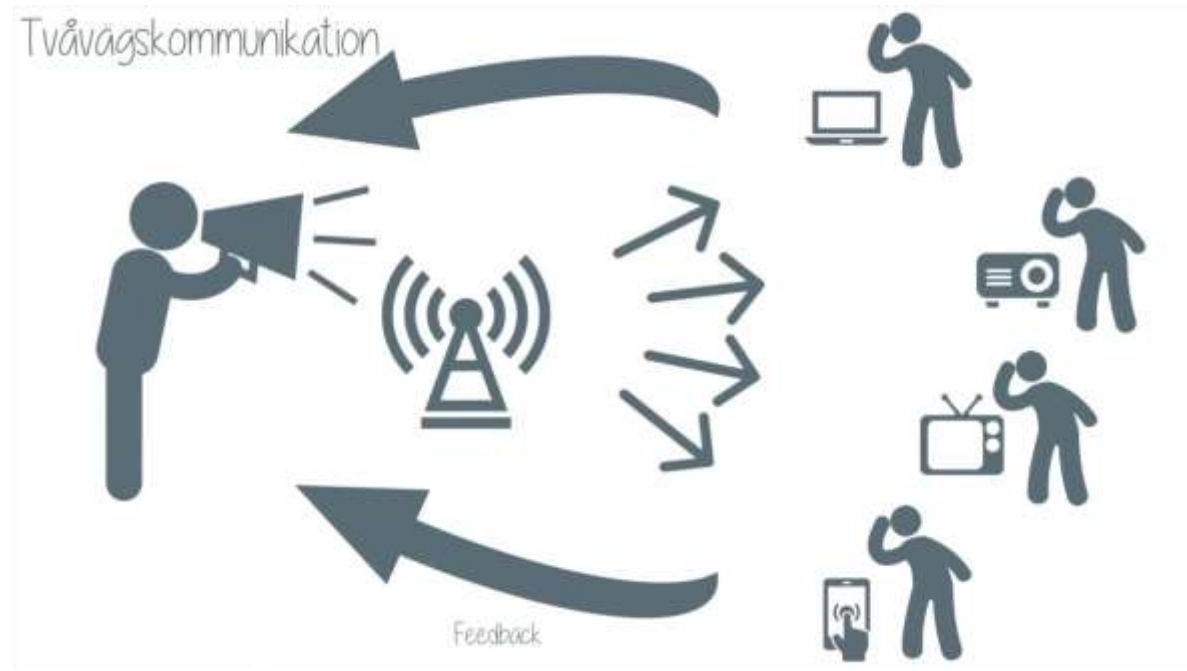
**Take a second and think about media!**

**Your thoughts will reveal your age...**

**What media landscape did you grow up in?**



**If you are older than 30 – this is your perception.**





**If you are younger than 30 – this is how you see the world.**





**Before media existed, we relied on bulletins, gossip and rumours. What media today is equivalent and why?**





# Free media – the important player in the democratic society

- **Monitor the people in power**
- **Provide the information necessary for people to make accurate decisions**
- **Without balanced information – how would you know what to choose?**
- **No information – no progress in society!**
  
- **There is never democracy without the free press.**
- **Never believe those who try to convince you of otherwise!**



**Traditional media - power lost. Why?**  
**Social media – power gained. Why?**  
**Take a moment and think about the long term consequences.**





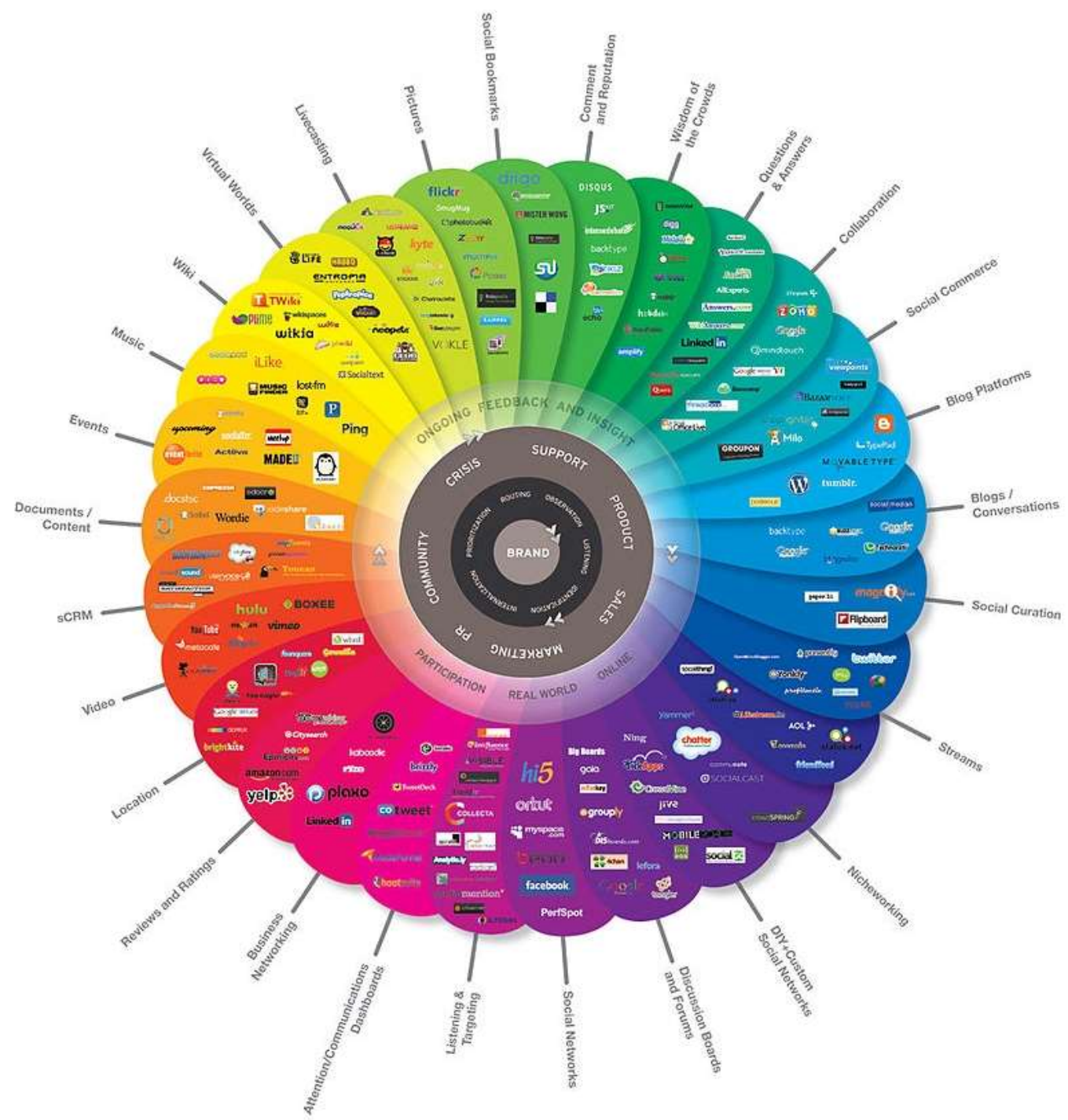
**Traditional media – easier to prevent fake news?**





# Social media!





# SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR SQUARE THIS IS WHERE  
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE  
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE  
WHO EATS DONUTS.



# Easy access in your smartphone!





**Everyone is talking to each other.  
Everyone can be heard. Does that mean  
we all have the power?**





# Why is social media so fantastic?

**You can speak up**

**Direct contacts with others**

**Speak one to one – *this is the major gamechanger!***

**You can share interests and spread information.**



# Social media has great power





**But is it you or is it the platform?**





# WORLD MAP OF SOCIAL NETWORKS

January 2018



- Facebook
- QZone
- V Kontakte
- Odnoklassniki
- Instagram



**Facebook has 2,2 billion users**

**Two thousand two hundred million**

**2 200 000 000**

**Earth has 7,5 billion inhabitants**

**=**

**Facebook has a LOT of power!**



# Always remember

- **Social media platforms are owned by huge companies**
- **There is nothing "free" about social media platforms**
- **It is not your channel – it is theirs**
- **Information you put up there is owned by them**
- **Your information is their business**
  
- **Social media is just another tool to spread your content**



# What is the problem with social media?



**You don't know who you are actually talking to**

**You don't know who is listening**

**Fake News**

**False information has eternal life on the web**

**Impossible to stop social media hypes**

**Hatred and threats, slandering and smearing**

**Your information can be used in ways you never dreamed of.**

**FAKE  
NEWS**

# And another big problem – the filter bubble!

You only talk to people with the same opinion as you  
So you will get the impression that the world looks like this!



How can you reveal fake news?  
Can be really tricky. Use multiple  
sources to check the first one.



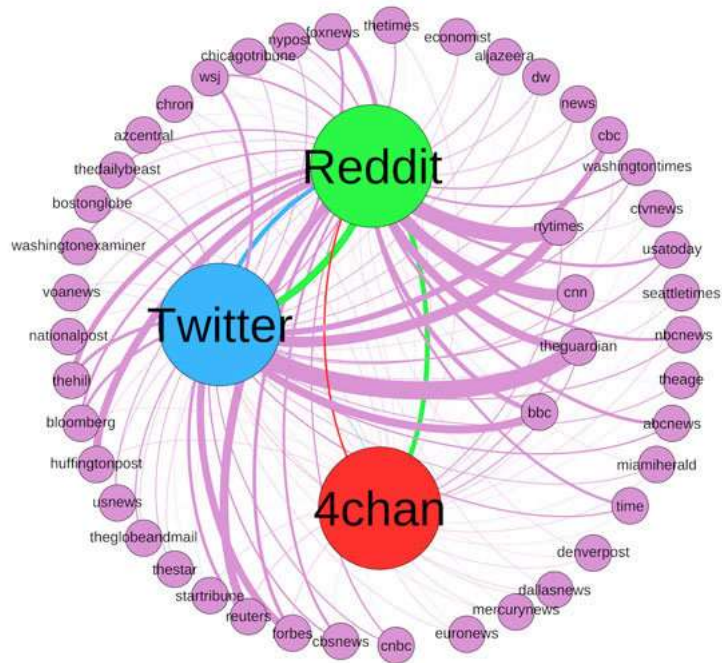


And use your common sense!





# Some websites to avoid. They often spread fake news.







# **The rules of social media**



# **The rules of social media Algorithms!**



**Algorithms are always subject to  
change!**



**There is very little you can do about  
this. Learn to play by the rules.**



# What is a good message in social media?

- **Easy to understand**
- **Short**
- **Specific**
- **Don't be afraid to challenge existing status quo**
- **You have to repeat it**
  
- **CONTENT IS KING!**



# Facebook – always remember: Who is your target group?

- **Create a FB page/group**
- **Be brief & visual!**
- **Directly engage with your fans**
- **Grow your fan-base**
- **Drive action off of Facebook – link to a web-page**



# Twitter!

- Follow people & causes (search, RSS - feed)
- Clear personality of your Twitter handle
- Create useful content
- Use # hashtags, @ replies & ReTweet
- Pictures and films!
- Use Hot Topics
- Network!



# The rules of social media

- **Be relevant – think about the world of your users. Talk to them where they are. Short life and long life.**
- **Forget the sender´s perspective. No one will listen!**
- **Learn the rules of the platform you want to be on. Browse the internet forums for tips and tricks. Put time and effort in your channel.**
- **Tell the important things first. Always! Users are impatient.**
- **Never post anything without a picture – twitter is the exception.**
- **Moving content is also king!**





# The rules of moving images in social media

- **Moving content is highly attractive on social media.**
- **BUT – the rules of storytelling are changing rapidly!**
- **Old days – start with a set-up, create tension, end with the pay-off.**
- **Today – you need to tell all the important stuff within five seconds or users will bounce out.**
- **An ideal social media film is max 59 seconds.**



# It is easy to create moving content with your smartphone and a free app.

- **90 percent of users watch social media films without sound – so you need to text ALL the important information in your film.**
- **The good thing is – you don't have to bother too much about the quality of the live sound!**
- **Concentrate on the image and the text.**
- **Keep the message simple!**



# The future of social media?

**Twitter is not growing anymore**

**Facebook is also becoming "mature"**

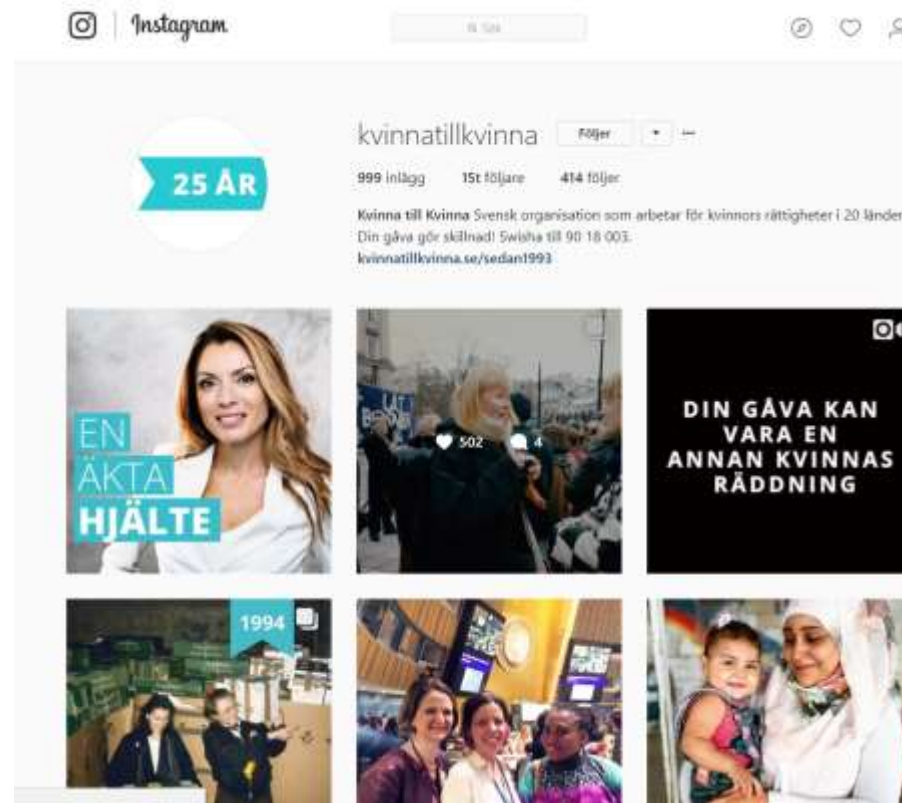
**Kids move away from Facebook and Instagram – to Snapchat**

**Chatbots and virtual assistants are increasing rapidly for messenger services**

**There will be new platforms working in ways we can't imagine today**

**AI assistants like Alexa will change everything – again!**

# You can use social media for good things, too!





# You will find Kvinna till Kvinna on the web, Facebook, Instagram and Twitter.

**25 ÅR**

**Kvinna till Kvinna**  
@KvinnatillKvinna

...stärker kvinnor i krig och konfliktörabade områden. ...supports women in times of war and conflict.

Stockholm, Sweden

Tweets: **8,087** Following: 1,299 Followers: 10K Likes: 2,327 Lists: 6 Moments: 0

**Tweets** Tweets & replies Media

**25 ÅR** Kvinna till Kvinna @KvinnatillKvinna · 6h  
Idag på pressfrihetens dag hyllar vi vår goodwill-ambassadör, journalisten Alexandra Pascalidou. Trots hat och hot ger hon inte upp. "Det är min plikt att fortsätta, för alla våra systrar runt om i världen", säger @pascalidou.  
#pressfrihetensdag

Your Tweet activity  
Your Tweets earned 2,028 impressions over the last 24 hours



**Thank you for your attention!**



**Anna-Carin Hall, press officer**  
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