



## Social media & e-campaigning

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15<sup>th</sup> World Congress of  
**INCLUSION INTERNATIONAL**  
Berlin, Germany | 16–19 June 2010



Inclusion Europe



## Objectives

- To understand what Social Media is (web 2.0)
- To identify its value in the implementation of the Convention
- To share the experience of Inclusion Europe using these new technologies.



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# What is social media



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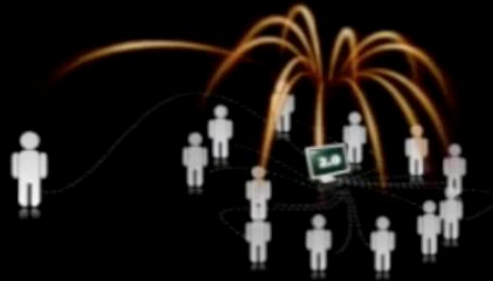
## Web 1.0



Website as a simple way to store information



## Web 2.0



Shared responsibility to keep the  
website undated and engaging

### ● ● ● | Web 2.0 – Social Media

- The new way in which people are using the Internet
- Conversations that are happening online
- Dynamic places where people regularly gather and interact.



## ● ● ● | Web 2.0 – Social Media

- 625 million active Internet users (aged 16-55)
- 2/3 of the global internet population visits social networks)
- Visiting social networking sites is now the **4th most popular online activity** – ahead of personal e-mail use
- **Accessibility – Inclusion**
- We need to be where the people are: the social and mobile Web.



● ● ● | **Web 2.0 – Social Media**

- **Technology is changing the way we engage with our audiences**, the way we listen to them, the way we invite them to participate and lead the way for change. It also brings us the possibility of connecting more with our colleagues.
- No matter how great or small an organisation may be, we should start asking ourselves **how well we are using new communication technologies.**

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**Our experience**

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## 1. Create an online community

- o **Facebook is the world's largest social online network.** Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

<http://www.facebook.com/InclusionEurope>



facebook Search

**Inclusion Europe** The World Congress of Inclusion International has started! over 2. the world are gathered here! wait for pictures and videos!.. on Wednesday clear

Wall Info Events Photos YouTube Box Discussions >> +

What's on your mind?

Attach: [Icons] Share

**Inclusion Europe** video compilation of what happened during the 1st day of the World Congress of Inclusion International 2010 in Berlin!

World Congress 2010 - snapshots from the 1st day!  
www.youtube.com  
[DE] Weltkongress 2010 - Eindruecke vom 1. Tag

about an hour ago · Comment · Like · Share · Promote

2 people like this.

Write a comment...

**+1.300 friends**  
25-44 age  
UK, Greece, Serbia, Portugal, Germany, Romania

**Information**

Welcome to our Fan Page!

Inclusion Europe is a non-profit organisation that campaigns for the rights and interests of people with intellectual disabilities and their families across Europe. Find out more at: [www.inclusion-europe.org](http://www.inclusion-europe.org)

Founded: 1988

YouTube - inclusion2010's Channel



## 2. Share relevant information

- o Twitter is a **real-time short messaging service** that works over multiple networks and devices to keep people updated in a maximum of 140 characters.



<http://twitter.com/InclusionEurope>



**InclusionEurope**  
Inclusion Europe

video snapshots from the 1st day of the World Congress of Inclusion International 2010 in Berlin!  
<http://bit.ly/9w4pC3>  
#inclusion2010  
about 2 hours ago via TweetDeck

RT @hanskrober: Japan gaat uit zijn dak bij Maatwerk  
<http://www.youtube.com/watch?v=YWl9M7YnLsw>  
#inclusion2010  
about 2 hours ago via TweetDeck

artists at the World Congress 2010 #inclusion2010  
<http://twitpic.com/1xi7wd>  
about 3 hours ago via Twitpic

Inclusion Europe at the exhibition stand... #inclusion2010  
<http://twitpic.com/1xi7co>  
about 3 hours ago via Twitpic

It is lunch time! #inclusion2010 <http://twitpic.com/1xi72f>  
about 3 hours ago via Twitpic

Name Inclusion Europe  
Location Brussels, Belgium  
Web <http://www.inclus...>  
Bio Inclusion Europe is the international organization that fights for the rights of people with intellectual disabilities and their families across Europe.

116 following 242 followers 26 listed

Tweets 400

Favorites

Lists  
@InclusionEurope/  
inclusioneurope-members  
View all

Following

View all



Realtime results for #inclusion2010

petelg oompah band stars of the show, everybody smiles when they see them, no exceptions, will try to get pics and details #inclusion2010  
31 minutes ago via Twittrific

petelg Day 2 #inclusion2010, still lots of energy at the conference, meeting some really interesting people, lots of fresh ideas and perspectives  
34 minutes ago via Twittrific

hanskrober What is an institution? #inclusion2010 in Canada geen instituten meer waar kinderen leven  
<http://twitpic.com/1xiznq>  
about 1 hour ago via Twitterrific

hanskrober Professionals should be given a role but not CONTROL #Inclusion2010 <http://twitpic.com/1xiw2y>  
about 1 hour ago via TwitBird iPhone

hanskrober Protestdemonstratie rolstoelers tegenover pondemacht in burgerij voor mensenrechten #Inclusion2010 <http://twitpic.com/1xit6v>  
about 1 hour ago via Twitterrific iPhone

hanskrober Kapka Panayotova Bulgaria 'deinstitutionalisation is not à battle but a war' #Inclusion2010 <http://twitpic.com/1xiqqqt>  
about 1 hour ago via TwitBird iPhone

hanskrober Workshop advocates for change #Inclusion2010 <http://twitpic.com/1ximihl>  
about 2 hours ago via TwitBird iPhone

InclusionEurope video snapshots from the 1st day of the World Congress of Inclusion International 2010 in Berlin! <http://bit.ly/9w4pC3> #Inclusion2010  
about 2 hours ago via TweetDeck

hanskrober Over 10 minuten start workshop The right to live in the community:advocates for change. #Inclusion2010  
about 2 hours ago via web

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### 3. Use different ways of communication

- o YouTube is the leader in online video to watch and share original videos worldwide through the Web.

<http://www.youtube.com/InclusionEurope>  
<http://www.youtube.com/Inclusion2010>

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World Congress Inclusion 2010  
+1.100 visits  
11 videos uploaded

Inclusion Europe



### 3. Use different ways of communication

- o Flickr is the best online photo management and sharing application in the world, used for many people and organizations.
- o The world congress 2010 has an online album where delegates can upload their photos day by day to share with people not present in Berlin.  
<http://www.flickr.com/InclusionEurope>





The screenshot shows a Flickr photostream page for the user 'InclusionEurope'. The page is titled 'Your photostream' and shows 89 items with 10 views. It features a grid of photos from the 'World Congress 2010 - Berlin, Germany' event. The photos are categorized into 'Room: Tokyo', 'Room: Sydney', and 'Internet Cafe'. Each photo has a caption and a 'click here to add a description' link. The page also includes a search bar, navigation links, and a sidebar with a 'World Congress 2010 - Berlin, Germany' album containing 76 photos and a 'Publications' section with 12 photos.

The screenshot shows a Flickr album page for 'World Congress 2010 - Berlin, Germany'. The page is titled 'World Congress 2010 - Berlin, Germany' and shows 76 photos. The photos are arranged in a grid and include a large photo of two women, 'Wigald Köhner' and 'Quincy Mensya', at a podium. The page also includes a search bar, navigation links, and a sidebar with a 'World Congress 2010 - Berlin, Germany' album containing 76 photos and a 'Publications' section with 12 photos.



● ● ● | **4. Enjoy!**



● ● ● | **Connect with us!**

**Inclusion Europe**  
The European Association of societies of  
persons with intellectual disabilities and  
their families.



[www.inclusion-europe.org](http://www.inclusion-europe.org)





● ● ● | Thank you!

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