Digital Civic Engagement

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What is it?

• Using the Internet and new communications technologies (i.e. the social media in particular) to engage citizens in decision making through an open and participatory process.
Opportunity? Why Important?

• Challenging to get on the news frequently, especially air time
• More information
• More interaction:
  • more transparency
• Direct communication

It’s a Many-To-Many Communication

Main components of Social Media:

- Content
- Technology
- Participation
- Reach
- Accessibility
- Listening
- Usability
- Engaging & Collaborating
- Recency
- Flexibility

Real Time
Communiquez en ligne avec vos député-es
Adressez vos questions à vos député-es et recevez leurs réponses sur Nouabook.ma

Trouvez vos député-es  Posez votre question  Votez pour une question
Mobile apps

iCity’s Civic Engagement Apps

Diaspora Apps – Ministry of Foreign Affairs of Mexico

Let’s Brainstorm with Mobile Devices – Education
Online Foras for strategies & programs
Influence legislation
Advocacy?
Key best practices
Listen, Share, Collaborate, Engage

Understanding the interests and cultures of a Facebook community is key to crafting a posting.
Humanize through Photography
Hadeel, the 23-year-old student leader of USAID funded project Sar Waqtha, utilizes a newly-installed ramp outside a classroom building at the University of Jordan. Before Sar Waqtha, Hadeel could not access many of the buildings on campus. Read more [http://1.usa.gov/15IXJIU](http://1.usa.gov/15IXJIU)
Social Media complements traditional media & Vice Versa
Engage audience through video & Live Stream

USAID helps revitalize Jamrud’s Govt. College for Elementary Education – Learn more about this project in this testimonial:

Elementary College 60 Secs
videos.com

Video is the home for high-quality videos and the people who love them.
Engage through Twitter
Perspectives

• (1) define and conceptualize youth civic engagement in social media,
(2) provide an overview of current research on civic engagement and social media, (3) present preliminary analyses of how youth conceptualize civic engagement, and finally, on this basis, (4) suggest guidelines on designing for youth civic engagement
Have a strategy yet! It’s time

• Have a strategic vision for your Mission
• Know your audience!
• Leadership buy in and commitment to social media engagement
• Hire a full time Social Media Specialist
• SM training for Staff
• Interagency coordination
• Find a way to ease painful clearance process through your bureaucracy
• Improve the quality and relevance of your content
• Expand reach and increase interaction
• Jargon free
• Monitor your sites and evaluate your impact
Thank you

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