



IFLA PRE-CONFERENCE, Warsaw 2017
Library and Research Services for Parliaments



INFORMATION AS THE FOUNDATION
FOR SOCIAL SOLIDARITY
THE ROLE OF PARLIAMENTARY LIBRARIES
AND RESEARCH SERVICES

SESSION III

Public reception of the information delivered by Parliament

Activity of the Sejm in social media






- INTRODUCTION
- SEJM PROFILES
- MANAGEMENT
- ACTIVITY
- USERS
- CONCLUSIONS

In 2016 **56%** of parliament used social networking (mainly Facebook). Substantial increase since 2012, when **only 31%** of parliaments were using social networking. Simultaneously **48%** was using Twitter in 2016 and **only 29 %** in 2012.

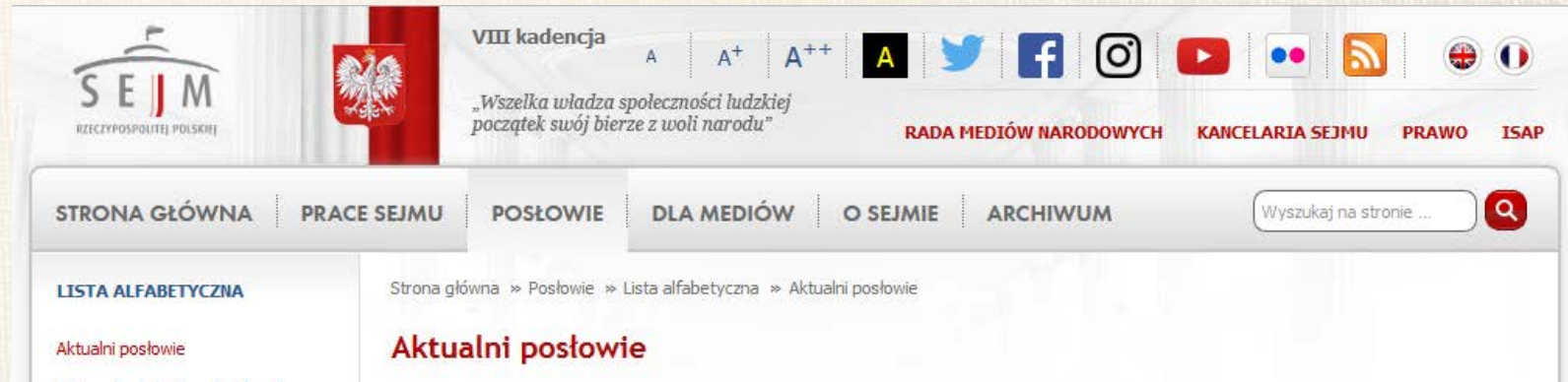
Polish Sejm (Chancellery of the Sejm) is among those parliaments which began its activity in social media within **last few years.**

* The World e-Parliament Report 2012 and 2016 (IPU)

Sejm profiles

	social media	profiles	when created	number of observers/ subscribers
	Twitter			
	main	@Kancelaria Sejmu	May 2014	27 100
	main in English	@PLParliament	May 2014	1 600
	on history	@Dzieje Sejmu	October 2014	4 750
	Facebook			
	main	@Kancelaria Sejmu	October 2016	7 200
	on history	@Dzieje Sejmu	March 2017	170
	main in English	@SejmENG	June 2017	25
	on V4	V4	July 2017	-
	Flicker			
	main	@sejmrp	April 2016	30
	YouTube			
	main	Sejm RP	March 2017	50
	Instagram			
	main	@sejmrp	October 2016	370

Links to profiles maintained by the Chancellery of the Sejm (i.e. main profiles on Twitter and Facebook, as well as accounts on Instagram, Flickr and YouTube) are available on the main website of the Sejm.



There is no linking on the Sejm website to social media profiles of individual Deputies nor to the Speaker's profiles.

Management

- internal management of social media tools,
- profiles managed by the Sejm Information Centre (Team for Social Media composed of 6 people and staff from other divisions of the Sejm Information Centre),
- the Sejm's Library provides some of the posts to Twitter profile @DziejeSejmu,
- no internal document guiding social media management
- focus - **promptness** of published information and providing **visual materials** in individual posts i.e. photos, videos, graphics.

Activity

Social media are about conversation and networks but still most parliaments use them rather to inform citizens about policy issues and proposed legislation or to educate*.

- Sejm has begun its activity in social media quite recently and this mode of communication is still developing
- social media used to facilitate to citizens access to information on the proceedings of the Sejm or on other events, including international cooperation
- profiles on the Sejm's history (input from the Sejm's Library)

* Special Media Guidelines for Parliaments (IPU) and The World e-Parliament Report 2016 (IPU)

- Twitter and Facebook
 - every plenary sitting
 - selected committee meetings
 - other major events in the Sejm, including international meetings
 - communications of the Sejm Information Centre (technical matters)

Profiles in English are mainly used to report on international events in the Sejm.

Every plenary sitting, committee meeting or other event is often presented in more than one post, for example with different quotations from debate.



Sejm profiles dedicated to history - @Dzieje Sejmu A given day in history



Less official aspects of parliamentary life, like Children's Day, Dog's Day, holiday greetings



- Instagram Sejm – over 450 posts
- Flickr – over 100 albums each containing up to 60 photos, in total over 2 200 photos
- YouTube
 - over 40 videos
 - three categories of videos
 - playlists from plenary sittings
 - videos connected with Polish presidency of the Visegrad Group (July 2016 – June 2017)
 - videos with messages from individual Deputies on the occasion of national or popular holidays

Users

Currently over 40 000 observes/subscribes Sejm profiles in social media.

Their comments are monitored and when possible replies are provided.

There are no moderated discussions or invitations to send comments.

Vulgar or spam comments are removed.

Conclusions

- 10 social media profiles
- over 40 000 observes/subscribes
- activity from quite recently and this mode of communication is still developing
 - social media used to facilitate to citizens access to information on the proceedings of the Sejm or on other events, including international cooperation
 - profiles on the Sejm's history (input from the Sejm's Library)