

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)



	social media	profiles	when created	number of observers/ subscribers
	🗲 Twitter			
Sejm profiles	main	@Kancelaria Sejmu	May 2014	27 100
	main in English	@PLParliament	May 2014	1 600
	on history	@Dzieje Sejmu	October 2014	4 750
	f 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
	o 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, Flicker 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. <u>SEIM</u>

PLParliament • @PLParliament - 18.05 .@izabelakloc: all the projects mentioned during the discussion are very important and we need to be vocal about them. #EUROWAW2017



Europe needs two equivalent development axes: East - West and North - South. I suggest that these topics be included in the COSAC - Conference of Parliamentary Committees for Union Affairs of Parliaments of the European Union.

Izabela Kloc Member of Parliament, The Chair of the Seim

European Union Affairs Committee

PLParliament © @PLParliament - 18.05 Deputy Speaker of @PolskiSenat Bogdan Borusewicz on values unique to Central & Eastern Europe #EUROWAW2017



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The distinguishing feature of our region is primarily the experience of the purgatory of Communist totalitarianism and largely the hell of Nazi totalitarianism. We were in a Communist system that we rejected. This experience makes us more sensitive to many things.





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



Dzieje Sejmu 🕏 @DziejeSejmu - 5.07 SEIM 5-8 VII 1997 r. w Sejmie odbyły się obrady VI Sesji Zgromadzenia Parlamentarnego OBWE



0 11 C

Dzieje Sejmu 📀 @DziejeSejmu - 25.07 SEIM 25 VII 1434 r. w Krakowie na króla Polski i Węgier koronowany został najstarszy syn Władysława Jagiełły, Władysław III Warneńczyk





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



Sejm RP @ @KancelariaSejmu - 1.07 SEIM Uroczy piesek Rufi z "uśmiechniętym" pyskiem :), podopieczny organizacji "Mam kota na punkcie psa", którą wspiera @GrzegorzPuda #DzieńPsa



0 18 11 2 O

Seim RP @ @KancelariaSejmu - 31.05 SEIM W odpowiedzi do @KancelariaSejmu

Macie rację ta śliczna dziewczynka to @joannamucha @Platforma_org . Refleksu gratulujemy @michalgornicki 🌕 🥌 🌕





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- Instagram Sejm over 450 posts
- Flicker over 100 albums each containing up to 60 photos, in total over 2 200 photos
- YouTube

 o over 40 videos
 o 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

o profiles on the Sejm's history (input from the Sejm's Library)

