

Social media reality - 16 key  
answers we learned at RICOMET

1. Hype around Social media should not distort its importance. They are important, but the primary source of information (not only) in crisis remain traditional media.

2. Even if target audiences are not connected, journalists and media are. They participate in social media world and to some extent this translates into their media outputs.

3. Good quality journalism and accountable media are needed more than ever, given the potential of social media to spread rumors, manipulation and propaganda.

4. There are no old and new media fighting for attention. There is convergence that results in new media reality.

5. Developments in the field of communication technology enabled emergence of new active communities based on the principles of bottom up approach and open data standards.

6. Key to effective public  
social media  
communication is constant  
presence - in crisis times as  
well as in non crisis times.

7. To get acquainted to social media, use them to collect information first, learn how to use them effectively during the longterm process. There is no simple shortcut that fits all.



8. Expect negative feedback, hate and trolling.

9. Opening institutional communication to social media brings inevitably partial loss of control over messaging and its impact.

10. Avoiding social media communication is not an option today. If you don't pick the agenda, someone else will instead. You loose control.

11. Always seek opportunities to turn online presence (popularity) into real world application.

12. Danger of citizens being watched by governments.

Opportunity to put more pressure on govts and other responsible authorities and request more transparency and accountability. SM enabled explosion of citizen watchdog initiatives.

13. Social media are just a tool. It is up to humans to define its role and value.

14. Effective communication is about leveraging potential of all relevant tools and channels. The key is a good communication mix that reflects specifics of specified target audiences.

15. Accountable and effective communication is and always will be about humans first, technology is not substitution.



16. Hype and excitement around Social Media should not drive our focus and resources away from those, who dont belong to "digital elite".