



~~program migrate~~

Don't wait for the media to notice you !



A small media guide to new technologies
(not exclusively) for migrant organisations

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Introduction

At a time when the internet is quickly becoming the main source of information and is constantly strengthening its interactive dimension, we no longer have to depend on classic media outlets to promote our cause or issue. If we are smart, we can find an audience on our own. Thanks to the internet, we can communicate with our supporters, initiate public debate about controversial issues or mobilise people into action. We can also share information and communicate with our colleagues, partner organisations or clients via the internet.

This guide outlines the main communication possibilities and instruments offered by the internet. You will find here:

- Examples of successful campaigns on social networks
- Where to write and set up a blog
- How to record video or audio files and where to share them on the internet
- How to enrich your website with multimedia content and link it to other parts of the internet

Technology can never replace a personal approach, which is so crucial for an NGO. It can, however, broaden and deepen our communication and make it more effective. Thanks to these options, we can

- Address many more people at the same time
- Receive feedback about our activities and messages quickly
- Communicate over long distances or tailor the communication to a focus group
- Respond to current events quickly

Terminology and explanations are in the glossary

If you are reading about an internet tool for the first time or

you don't know how it works, look into the glossary at the end of this guide. Beside the basic information, you will find descriptions of how these tools work and links to sites where you can find more information.

Make time to get to know new media

New technologies are accessible, relatively cheap and their use is not too technically difficult. However, if we decide to use their potential, we should be systematic. Setting up a blog is easy, but if we don't write in it, it is useless. Such a sleeping blog is a bad business card. Social networks are also full of half-abandoned groups, where there is no new content and no hits.

If you are serious about using new media to expand your communication, you have to also create a place for them within your organisation's activities. Someone in your organisation should take care of online communication, find new contributions, monitor what is going on, and respond to comments. But **where to find the time, and of course, the money for another employee?** Our guide also provides you with a summary of the main sources of financing in the area of migration.

Three key questions

At first, you might find the following three questions unnecessary. Nevertheless that, it is very important to answer them for yourself every time you want to convey a message. We so often waste our energy because we haven't clarified who we want to address, as well as what the purpose of our communication is.

1 What is the objective of our communication?

Do we want to make the public aware of a specific case of employment discrimination or an unjust decision by the authorities and thus create pressure on the relevant decision-makers? For that we can use on-line social networks. If, on the other hand, we want to achieve systemic change, we need more space for argumentation. We are more likely to create a work group and set up a blog for it. We can notify the public of new entries via Twitter. Choose the correct instrument for your cause.

2 Who is our audience?

We should tailor a according to the target group we are addressing. Select different target groups depending on what you want to communicate. Sometimes our objective is to address the general public, other times opinion makers or other specific groups – university students or minority communities. We chose our instruments and place of communication based on our target group.

3 Where can we find our audience?

If we want to hit the target, we don't shoot at random. It makes no sense to create a Facebook page when your audience uses another social network such as VKontakte.ru or Lidi.cz. It is useful to chart beforehand which platform your audience uses, and choose accordingly.

Communication is a game: Let's play!

Communication is a game you have to test out before you can get good. Experiment, try new things, and don't be too hard on yourself. The only way to improve anything is to try it first. Nothing ventured, nothing gained.

Social networks: a new place for your campaigns.

Online *social networks* allow you to contact a large number of people without too much effort. Your “friends” or “fans” of your page will pass your message on to their friends and within a short period of time thousands of people can learn about it, as well as respond to it. As opposed to email communication, online social networks are interactive, allowing users to comment or express their preferences with easy steps. On the other hand, communication via social networks has its limitations, and not all attempts are successful. Only messages that other users find interesting or useful will catch on and have an impact.

Five tips to attract fans in social networks

- 1 When you share messages on social networks, you are addressing a community of “friends”. The aim is not to preach, but to make an attractive message and get people on your side. People on social networks care about their “image”, which means they share and support messages that show them in a good light. This gives you a reason to make your messages creative and fun.
- 2 You don’t have to confine yourself only to short messages in your profile. Social networks enable you to post links to articles, videos, and audio recordings, but also invitations to events or surveys. Use the potential that is offered by social networks, refer provide links to other places on the internet where you are present, e.g. your website or blog.
- 3 Social networks are visited mainly by young people, which means the style of communication tends to be more informal and easy-going. Try to find a style that is most suitable for this environment and the message you want to convey. Legal language or big words are not suitable here, rather the opposite – be human!
- 4 Be open. Share news from other organisations on your profile or in your group if they are connected to your topic. This way you will be perceived as a useful source of information.
- 5 Make sure your news is up to date. Update posts in your profile or page often and regularly. If there is nothing happening on your profile for too long, your page and your initiative will die out.

Examples of successful campaigns

1 Creative activism – Comics against Racism (Risate Anti Razziste)

WHAT: A project of COSPE, an Italian NGO, that encourages young people and artists to show their stance against racism. Anyone can draw a cartoon expressing themselves on this topic and share it on a Facebook page created solely for this purpose.

WHERE: Facebook and an independent web page with other information about the project.

WHO: The project addresses schools, youth centres and comic book festivals in Italy, Germany and France. It has been supported by famous artists. The Italian Facebook page had over 900 members at the end of 2010, its international version has around 130 members.

WHY IT WORKS: Project combines activism and creativity. Simple and playful way of expressing one's ideas on a serious subject.

RESULT: So far 100 cartoons have been created

2 Viral campaign – coded messages draw attention to breast cancer

WHAT: In January 2010 several female Facebook users started updating their statuses with words like: white, black, red, purple. The messages referred to the colour of the bra they were wearing at that moment. At the same time they sent invitations explaining the initiative to friends asking them to join in. The aim was to make people aware of the danger of breast cancer. This is an example of a so-called viral campaign.

WHERE: Facebook: several special groups and pages were created for this topic. The initiative was later extended to Twitter.

WHO: It is impossible to count how many users were influenced by this anonymous initiative. However, the group Breast cancer awareness – I updated my Status with my Bra colour had about 33,000 users.

WHY DID IT WORK : Simple step for the user: They could join in by writing one word only. A cause that many women and men were proud to associate with. Aura of mystery and a feeling of being a member of an exclusive club: many Facebook users searched for the meaning, whereas those who knew kept the secret to themselves and shared it only with selected friends.

RESULT: Even though the campaign was criticized for being too superficial, many NGOs working in this field noted an increased number of Facebook fans and donations.

3 Individual against corporation – prevent H&M from destroying unsold clothes

WHAT: A University student from New York noticed bags of intentionally damaged clothes lying in front of an H&M store. The student was shocked and demanded explanation from the company's management, asking why they had thrown unsold clothes away instead of giving them to people in need. When she didn't get an answer, she informed The New York Times. The managers of H&M refused to respond even to the journalists' questions. The girl then posted a message on Twitter.

WHERE: At first the information was spread through Twitter messages, but soon it expanded to Facebook.

WHO: An individual addressing similarly minded public.

WHY DID IT WORK: Individual against corporation – many people identified with the attitude of the student and created collective pressure.

RESULT: Social network users spread not only the news itself, but also the fact that H&M management remained silent despite repeated requests for information. This escalated the indignation of several Twitter users and the message spread to several blogs and different online newspapers. In the end, the H&M spokesman was forced by the public pressure to openly promise that this "mistake" will never happen again.

Blogs: communicate your opinions and experience

Is your topic difficult and seems that the media don't understand it? Do you want to explain to the public that everything is not as black and white as it seems? Do you like writing and do you have strong opinions? Start your own blog! A good blog can become a source of information for media and policy makers. A good blog cultivates public opinion. Other merits of blogging are described well [in this video](#).

If you don't want to be just a blogger, but a successful blogger, knowledge and determination are not enough. You have to play according to certain rules.

Individual or group blog?

A blog can have one or more authors, who are connected by a common theme, e.g. the [Migrants' Forum](#) blog on iDnes. Here, a group of young migrants write about their experience and opinions on life of foreigners in the Czech Republic. A group blog, however, has to have an administrator and an editor.

Where to place your blog?

Czech news servers have their own blog sections. Some of them publish only blogs from well-known personalities, others, like iDnes.cz, are open to anyone and also group blogs aren't a problem. There are similar newspaper websites in many countries. A blog placed on any of these media servers has two advantages: you don't have to deal with the technical settings and you have secure readership from the beginning. New posts, including yours, are in most cases automatically displayed on the home page of the blog section. Your readers aren't dependent only on your entries, which is why you don't have to contribute as often as on an separate blog. The disadvantage of using the media servers is that you have to conform to the given graphic design.

You can also place your blog on a special [blogging web site](#). Among the most commonly used Czech sites is Blog.cz, the international ones include Wordpress.com or blogger.com. Even here you don't have to worry as much about the technical settings, but you have to lure readers to visit your blog and regularly update your posts.

The third option is to open a blog on your own website. By doing this you connect the blog to the content and activities of your organisation more clearly. To do this you have to create space on your website and update the blog frequently. Migraceonline.cz created a blog called Visawatch, where foreigners comment on their experience at Czech embassies when applying for visas. An economist [Dilip Ratha](#) hosts a blog on migration on the website of the World Bank.

Five tips for writing a blog post

- 1 Prepare an **outline** of the entry in advance.
- 2 **The headline determines** whether someone will read your post or not. In online writing informative headlines are the most effective, also questions and appeals work well.
- 3 **Stay on one topic.** Make clear arguments. Use lists whenever you can. Divide the text into shorter paragraphs with subheadings. Be brief.
- 4 Use **bold** for emphasis. Don't use different colours and fonts.
- 5 Insert **hyperlinks**, add boxes with facts.

Above all, write WITH THE READER IN MIND. Try to be clear. Imagine that you are writing for someone who knows nothing about your topic. Try to read your blog entry from his perspective. Particularly in organizations' or company blogs it is necessary to realize that they are not a place for disposing of press releases. A blog has to be snappy.

Mix it up!

You can add videos to your blog. The result can be a video essay or reportage that combines text and image. One good example is a blog [Mistos Electorals](#) created by a Catalan organisation SOS Racismo. Their videos present clear and factual arguments against populist statements politicians make before elections.

Share!

Let people know about the blog on your website, in email footer or through social media. You can share a link to every new post in the status of your profile.

Multimedia: Plug in images and sound

Ride on the wave of video popularity on the net by adding video recordings to your online repertoire. People are jaded by text-based communication, and multimedia components can be refreshing. Do a video survey on a hot topic. Have your pocket camera or digital voice recorder always at hand and shoot the crowd in front of the Foreigners' Police department or record an absurd statement of a government official at a press conference. Various internet platforms enable you to easily share the recordings. Obviously, you can also add them to your website.

Nowadays, almost anyone can shoot a video as we can now easily purchase easy-to-use cameras or quality mobile phones with cameras. You can edit the recordings with user-friendly software (e.g. Microsoft Video Maker, VideoSpin or paid Adobe Premiere Pro).

If you shoot an event or an interesting interview, for example, you can publish it easily on video sharing platforms such as [YouTube](#), but also others like Vimeo [Vimeo](#), MetaCafé or the Czech Stream.cz. You can register and upload videos free of charge. The advantage is that more people can access them, and at the same time, they are easier to embed on your website, blog or social network profile. Instructions for uploading a video to YouTube and then sharing it on your website, together with detailed information about the above mentioned platforms can be found in the glossary.

- An example of supporting an organisation's communication through video is a project of a Spanish organisation SOS Racismo – Mugak and XenoClips. This organisation started a video competition for migrants. You can view the winning videos [here](#).
- You can draw people into the game without offering monetary rewards. The organisation People in Need asked Facebook fans to support their project "Let's build a school in Africa" by shooting a video of people playing drums and then uploading it to Facebook via YouTube. The sponsor of the competition promised a set amount of money for each video with this content. There were 63 posts during one month.



How about broadcasting live?

Provided that you have a good internet connection, you can broadcast live even with a small camera (connected to a computer) or a good mobile phone. You can air live from a conference, demonstration or a cultural festival for example.

Qik.com enables to share live videos recorded with a compatible mobile phone. You can send the video straight from your mobile phone to your profile. Anyone can view it. The audience can also communicate with you via a chat window and ask you about the current situation.

Ustream.tv operates in a similar way. If you don't know how to get started, watch these [instructions](#).

The first People in Need Qik video was shot by the Migration Awareness Programme at a small protest of Kurdish applicants for political asylum in front of the Office of the Government of the Czech Republic. You can watch it on www.qik.com/video/22181078.

Whereas Qik.com focuses on providing quick reports from the field, Livestream.com enables us to share recordings captured by a camera and transmitted through a computer. You can basically set up your own small TV channel in this way. In the Czech Republic Livestream.com is used for example by [TV Romea](#), the first Czech Romani online television station.

Not only can you broadcast your "shows", but you can also save them to an archive. In addition, Livestream enables you to use the chat feature to communicate with viewers while broadcasting live. The basic, free version allows up to 50 people to watch the show at one time. You can inform your audience about forthcoming recordings or that you have just uploaded one through social networks.



If you have an audio recorder with you

It isn't necessary to record an interview or commentary on video, a digital audio recorder will do. To edit audio recordings you can use a free program called Audacity. Then you can place the audio recording on the web, either directly or via Soundcloud, or others. Here you can upload your files and embed them on your website, Facebook or Twitter. The Spanish organisation Mugak started using this space for publishing interviews, then posting the recordings on Twitter.

Distance education and team work



New media have also responded to the need of work teams to communicate and share information at a distance. Lately, the options for group learning from different geographic locations have also improved. It is no longer the heartless individual e-learning where it is just you and the computer. New educational formats allow for live speakers. The speaker has many tools to work with. Even without being physically in front of his audience, he can show PowerPoint presentations, share documents or videos and even have discussions with the listeners. And it does not even have to be in real time.

Sharing presentation and other documents

There are several web portals that offer registered users ways of avoiding sending large attachments. Instead, they can just send their colleagues, students or clients the link to the uploaded document. The users can even upload the content to their websites.

For example, you can upload documents in PowerPoint, OpenOffice or PDF formats to SlideShare.net. Here, presentations can be synchronized with mp3 audio recordings, such as explanatory comments synchronized to each slide. You alone decide if you leave the presentation accessible to all users or only to selected ones. SlideShare also offers a simple way to share your presentations on other websites or social networks.

Issuu.com was created for publishing digital publications such as bulletins, magazines or catalogues on the internet. The application allows you to view PDF files in high quality in full-screen format. At present, Issuu.com has 33 million readers, half of them are Europeans. You can even find more than 1000 publications in Czech here, e.g. the [People in Need Annual Report](#). There is also a bulletin of the Consortium of Migrants Assisting Organisations in the Czech Republic, which we uploaded to Migration4media.net.



Webinars

The word webinar is a hybrid between web and seminar and that is exactly what it describes: a web-based seminar. It's based on the interactive communication between the speaker, who leads the webinar, and his listeners. You don't have to download any program, just register with one of the web hosting providers and turn on the camera (webcam or external). That's all you have to do for the seminar participants to see you on their screens, ask you questions, or respond to your enquiries.

The website of the international project [Cities of Migration](#) provides an example of a webinar examining the role of sport in the process of integration of foreigners. Follow [this link](#) to watch it.

You can use the application [Dimdim.com](#) to organize a webinar or a work meeting with partner organisations in different countries. You can get a virtual conference room and conduct various sessions. During these sessions you can show not only the speaker but also materials presented on the computer screen. A whiteboard where each participant can share their comments is also available. You can find more information in the glossary.

Other useful applications to conduct a virtual seminar are [Gotomeeting.com](#) (all versions are paid) or the previously mentioned [Livestream](#), which although being primarily used for broadcasting video recordings, nevertheless, can also be used for broadcasting shows or lectures. If you use the free basic version, your recordings can be viewed by up to 50 people simultaneously. They can also ask you questions online.



Your own educational programs

Obviously, you can decide to create your own educational program. For example the Spanish NGO SOS Racismo – Mugak teaches young immigrants, with the help of a basic video course, how easy it is to shoot a video and use it for communication with the public. You can find the course in several language variations (English, German, Spanish etc.) [here](#).

All paths lead to your website



A website composed of text and a couple of static images does not seem very attractive these days. Thanks to new media tools your website can attract a lot of interest. Create information channels linking your website to other sites you use for communication. Link and share.

● Create a **hyperlink to your blog** on your website. Do you use **Facebook** or **Twitter**? Create backlinks from your website to the social networks profiles. And the other way round, link Facebook and Twitter to your web. How to add a Facebook icon on your website is described in the glossary under [Facebook](#).

● If you often update your website with interesting articles, visitors might want to subscribe to it. Thanks to [RSS](#) they can receive updates in their inboxes or they can read them together with other news on a special web application, such as Google Reader.

● Use **videos, photos and interactive elements** on your website!

An example of an interesting **website that uses multimedia** is the website of the International Organization for Migration. On their homepage you can find:

- photos with quotes as part of articles
- graphically engaging publications
- press releases enriched with photo stories and videos
- interactive maps
- relevant figures highlighted

How to increase your website traffic?

Since you have already made your website into a small multimedia wonder, you should also take care of its accessibility through search engines, so that people who don't know your exact address, but are interested in migration, can easily find your website. Using [SEO](#) can help with this. SEO is a web optimization tool that places the website on top of the listings in search engines. You can achieve this with agile programming skills, but also by using keywords in headlines and adding tag words.

It is good to register your website to search engines. You can do it here directly: [Seznam.cz](#), [Jyx0.cz](#), [Google.com](#). Your website would also be better searchable if you place a link on a partner organisation's website. This could be reciprocal. And, naturally, don't forget to add a link to your website on your blog and Facebook profile.

Despite all the multimedia changes you should still remember

Users are interested in specific information and don't want to search a labyrinth of pages. Make sure the navigation is clear and simple. The visitor wants to find what she is looking for as fast as possible. If you are an information program, put newspapers on the homepage. If you provide counselling, highlight the contact info.

Beware of the poorly visible or hidden roll-down menus that are difficult to manage. Internet users are impatient and have a tendency to quickly give up their search.

We read web pages in a different manner. We are more likely just to scan the text. Thus the website texts should be structured clearly. Similar rules to writing a blog apply here.

A lot of colours or fonts on one page may confuse the visitors. Pay attention to underlining, so that you don't mix up headlines and hyperlinks.

Readers are interested in news. Update your site as often as possible. Add to your news the date of publishing or the last update.

It is also important to see the how long visitors spend on your website and what pages they visited. Monitor and analyse the traffic on your website. This service is provided, among others, by [Google Analytics](#). It shows you step by step how to link the statistics app to your website.

Where to get money for it all: sources of funding

What is it that troubles non-profits the most? Where to get money for their activities. We gathered some information about sources of funding in the area of migration and integration (focusing on communication activities).

Where can you look for calls for proposals?

Each country has various agglomeration sites that list grant proposals for the specific region or country. There are also some that provide an overview of European grants, such as the [EU funding advisor](#) site.

In the Czech Republic there are two useful websites: www.neziskovky.cz and www.osnoviny.cz. [Neziskovky.cz](http://www.neziskovky.cz) provides a [database of financial resources](#) as well as an option to sign up for a regular grant calendar, which informs you about application deadlines in the Czech Republic for a small fee.

Who are the potential donors?

- State administration and local governments
- European Union
- Foundations and charities
- Corporations (and their foundations)
- Public, patrons, your supporters

Not only where, but how

To know WHERE to ask for money is only one step to success. The second one is to know HOW to ask. Naturally, it depends on the type of donor. Different rules apply when applying for a European grant than for funding from a corporate donor. This guide is not going to deal with the fundraising methods. There are special handbooks and seminars offered on this topic. organisation that offers these in the Czech Republic is the [Czech Centre of Fundraising](#). There are a number of companies Europe-wide that provide fundraising training specific to the non-profit sector, such as the [Fundraising Training Ltd](#) in London. You can find a list of umbrella fundraising networks in each European country on the website of the [European Fundraising Association](#). Another potential resource is the www.2007-2013.eu website that attempts to de-mystify the current EU funding scheme.

State administration and local governments

The State administration administers and distributes finances from two sources: the EU and the state budget. In the Czech Republic the area of migration is covered by two possible donors – the Ministry of Interior, the Ministry of Labour and Social Affairs and to a limited extent the Ministries of Culture and Education.

Each ministry announces the calls for grant proposals on their websites, you can also find them on www.cizinci.cz.

Local governments also offer grants and subsidy programmes, which you can usually find by searching the websites of the regional offices. Migration issues usually fall under the grant headings of national minorities or integration of foreigners. The Prague City Hall, for example, disburses European funding through the [Prague Adaptability Operational Programme \(PAOP\)](#). One of the priorities financed by this programme is the [Programme of integration of socially disadvantaged persons to the labour market](#).

European Union

As mentioned above, EU distributes part of the finances reserved for individual countries through their ministries. The second part is disbursed directly by the European Commission.

The programmes of direct EU subsidies in their current form are valid through 2013. After that their structure might change. You can find information about the EU subsidy programmes and structural funds in Czech on www.strukturalni-fondy.cz. The EU structural funds break up into two main funds: the [European Social Fund \(ESF\)](#) and the [European Regional Development Fund \(ERDF\)](#).

An interactive map of the European Social Fund in member countries can be found [here](#).

Solidarity and the Management of Migration Flows programme includes:

- The European Refugee Fund
- The European Return Fund
- The European Fund for the Integration of third-country nationals
- The External Borders Fund

There is a [list of all the grants the EU offers](#), which you may find useful.

What is good to know about the European funds:

- The EU programmes emphasise support for international and multinational partnerships, exchange of best practices and distribution of information. Work on establishing partnerships with similar non-profits in other countries. Your chances of receiving a grant increase if you work together.
- Most projects require additional financial support, so-called co-financing. You can use grants from national ministries for co-financing.
- Innovative projects are preferred
- Filling in an application for a European grant is usually a very complex process, which requires strictly following the rules. Be prepared to set aside a lot of time (several weeks or even months) to prepare the application.

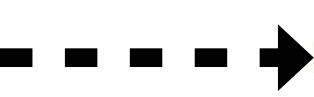
Foundations and charities

There are many foundations, endowment funds and charities operating all over Europe. In the Czech Republic, foundations and endowment funds are affiliated with the [Czech Donors Forum](#).

Some of the most important donors among foundations operating in the Czech Republic are the [Open Society Fund](#), the [Civil Society Development Foundation](#), or the [VIA Foundation](#). If you don't know where to look for charities in your country, you can start by looking at the [list of member](#) of the European Foundation Centre that provides you with a brief description of each foundation's focus and their contact information. The list is far from being exhaustive, but it could give you an idea of where to look.

Companies and corporate foundations

Migration programmes are not supported much by companies in the Czech Republic as they are in some other European countries, but their CSR (corporate social responsibility) is developing and things may change very soon. There are currently a number of multinational corporations, though, particularly phone operators that have developed their corporate foundations: Telefónica ([O2 foundation](#)) or Vodafone ([Vodafone foundation Czech Republic](#)). [T-Mobile Fund](#) is administrated by VIA Foundation.

 You can learn more about corporate social responsibility in the Czech Republic along with information about individual corporations at www.csr-online.cz. For Europe-wide information, check out the website of [CSR Europe](#).

Some companies won't support you financially, but they can help you in some other way, for example by giving you the time of their consultants. You might meet someone from a PR agency or a consultant organisation that is open-minded and would be willing to support your activities by sharing their know-how with you in various ways. This is the principle of the Czech Vodafone Foundation's programme called World of Difference.

Public, patrons, supporters

An individual donor is a person, who contributes to a non-profit project, no matter the amount. The word patron has always indicated rich donors. How can you meet such a patron? Sometimes you can help the chance and go to events that patrons attend.

You can ask the public for financial support on the street (yet this way is used by many, maybe too many organizations these days), via media, or on the Internet. Individual donorship has been greatly propelled by the so-called donor message service

Donor message service

A DMS or a Donor SMS is basically a public donation drive through mobile phone messages. It exists in various forms in different countries. In the Czech Republic, a person with any mobile network can send an SMS to a specific number that is linked to a charity's account, and 90% of the cost of the SMS goes to that charity automatically. In some countries, the drive is based on an agreement between a charity or non-profit and a specific mobile network provider.

You can read a blog entry on the MobileActive.org website for an expanded explanation. For more information on DMS in the Czech Republic go to www.darcovskasms.cz.



- The potential of social networks as a place for fundraising has not been mapped yet, especially not in the Czech Republic. Below is an interesting example of social network having been used as a fundraising instrument, even though it wasn't a project of an organisation, but a private initiative.



Adam Javůrek, an online journalist and a new media consultant, asked his Facebook friends in his „birthday experiment“ to give him no birthday presents. Instead, he asked them to send money to an organisation called Asistence, which helps people with severe disabilities. On his blog www.vozovna.cz he writes that he took the idea from **Beth Kanter**, a blogger herself, who writes about non-profits using social networks. She has been doing the same thing on her birthday every year. Asistence received 20 000 Korunas (about 830 euros) thanks to this initiative. What does this example tell us? Modern communication technologies allow us to address big groups of people, but the necessary precondition is that beside a technological connection, they must also trust each other.

Good luck in your hunt for money!



Blogging websites

You can place your blog on a special blogging platforms designed for this purpose. In the Czech Republic the biggest one is undoubtedly Blog.cz. At the moment it hosts 925,876 blogs and according to the data they provide, it has around 2 million real visitors a month. Far behind there is Blogger.cz with over 8600 blogs or Bloguje.cz with more than 3000 blogs. The most popular international servers are Blogger.com and Wordpress.com. Read about the pros and cons of different international blogging server [here](#).

DimDim

www.dimdim.com

DimDim is a platform for so-called webinars – or web-based seminars. It enables interactive communication between the speaker and his listeners. The basic version is free. Each meeting is limited to 10 participants. The shared files cannot exceed 20 MB and you have to get by with only one camera and microphone. Other, pre-paid modules increase the allowed number of participants, the volume of shared files, and the number of cameras. Statistical data about participants are offered as a bonus.

DimDim enables you to:

- Get a virtual conference room where you can organise your meetings.
- Show not only the speaker but also materials presented on the computer screen
- Record the whole meeting and play it at another time or place it on your own website
- Share a “board” where participants can write or draw their comments.

Facebook

www.facebook.com

The current most popular social network Facebook has almost 3 million users in the Czech Republic, where it is available since 2008. Worldwide there are 500 million Facebook users. Besides individuals, Facebook is also used by many organisations.

Facebook enables you to:

- Create your personal profile and share information with „Facebook“ friends
- Create a fan page (for organisation or specific project). Other users join the page by clicking on the “like” button. Information from the page then appears on their news feed. Administrators of the page have statistics available to them, which enables them to observe their traffic.
- Create a group (for organisation or community with the same interests). Access to the group can be opened to public or restricted only to those invited. You can send group messages to members, unlike on the Facebook page new information doesn’t appear on the news feed. The members have to view the group page to see what’s new.

Frequently asked questions on Facebook functions and applications are available on the [Facebook Help Centre](#).

You can further promote your Facebook profile by embedding a Facebook icon on your website. You can do this by clicking on this link: www.facebook.com/badges. You also find [HTML codes](#) for individual Facebook applications here. Insert these codes in your website’s CMS Editor.



Flickr

www.flickr.com

Flickr is probably the most well-known platform for sharing photographs. It has 26 million users who share over 5 billion images. There are two versions available: free account and a paid one. The free account allows you to upload images in the total size of 300MB and 2 videos.

Flickr enables you to:

- Upload photos to your account and share them here as well as embed them in other websites
- Add comments to photographs, tag them in order to simplify the search process
- Create a photoblog
- Read visitors’ comments below the photo
- Place mini gallery in your blog
- Upload photographs to Flickr via email or mobile phone



Gotomeeting.com

www.gotomeeting.com

Gotomeeting is a paid web-hosted service that enables users to organise so-called webinars or web-based seminars. A free trial version is available for 30 days.

Go to meeting enables you to:

- Open a virtual conference room to host a seminar or a conference
- Address hundreds of people at once
- Save the whole video conference and view it later



HTML code

HTML is a simple programming language used to create websites. We need the HTML code line when embedding video and audio recordings, photographs or other documents to different websites. Each platform automatically creates the HTML code for you (in English applications it is connected to the Embed button). For example YouTube displays this code beneath the video window. You copy the code and insert it into your website's CMS editor. If you have never worked with the CMS Editor, ask your colleague from IT.



Issuu

www.issuu.com

A platform that allows you to view and share electronic publications like bulletins, magazines or catalogues. Thirty-three million readers use this application. There are documents in 20 other languages available on there. You can also target your audience by identifying what kind of document you uploaded and which industry it is for.

Issuu.com enables you to:

- Present publications in an attractive format
- Upload publication to your website without occupying too much space on your server
- Send the publication link directly from your Issuu account
- Print individual pages of the publication or download the whole file



LiveStream

www.livestream.com

Livestream is an internet platform that allows you to broadcast live content using a camera and a computer. It newly allows to stream videos using an iPhone. According to the LiveStream data, this website has 20 million users a month. The service is in English and has two versions. The basic version is free and enables you to broadcast in the usual quality (up to 500Kbps). It has standard settings and contains advertisements. The broadcast can be viewed by maximum 50 people at once. The pre-paid Premium version broadcasts in higher resolution (up to 1700Kbps), it does not contain advertisements and offers statistical data.

First you create your own broadcasting channel on www.livestream.com .If you want to broadcast, you need to connect your camera to a computer and log in to your broadcasting channel. You then get to choose from three broadcasting options.

- Using Procaster.com (free of charge, you can immediately download and broadcast anything, both in small or high quality)
- Using Livestream Webcaster (available on LiveStream; enables you to broadcast immediately, using one camera only)
- Using Livestream Studio (advanced broadcasting, allows you to use several cameras at once)

You can find further explanation directly on the LiveStream website in the user guide on: www.livestream.com/userguide. Available only in English.



Photographs – sharing platforms

You can upload photographs on special web hosting services the same way as you upload videos or documents. You can then share them easily as well as embed them in other websites. There is a wide variety of platforms starting with the well-known international ones like [Flickr](#), Windows Live Photos or ShutterFly. The Google photo sharing programme is called Picasa and it also has a number of language version. You can find the list of international platforms together with their description [here](#). A purely Czech platform is, for example, Rajce.net.



Qik

www.qik.com

Qik is an internet application, which together with a compatible mobile phone with internet connection, allows you to stream live videos. It also enables you to record videos and share them later. At present, 3.5 million people use Qik worldwide. It offers two levels of services. The basic one is free. The Premium module allows you to record high quality videos and create DVDs.

Qik enables you to:

- Create a free account or use advanced prepaid version
- Record and stream live videos from your mobile phone (You can see the list of supported phones [here](#))
- “Chat” with viewers while broadcasting live
- Save videos and send them to other websites and social networks.

You can view an introduction to how to use the application [here](#).



RSS

RSS technology enables readers to subscribe for updated notifications from websites that offer an RSS channel. Every new feed then appears in their inbox, or on a special webpage, so-called RSS reader. The overview of basic RSS readers, including links to download them is available here: www.lupa.cz/clanky/prehled-rss-ctecek. You can subscribe to these updates if there is an orange RSS icon on the website.



SEO

SEO stands for search engine optimization and can modify a website in a way that it puts the website at the top of search engine listings. To learn more about SEO and using tags read [this](#).



SlideShare

www.slideshare.net

A hosting service that enables you to upload your own presentations in the following formats - PowerPoint, Open Office or PDF. Currently it is used by 45 million people worldwide. The basic version is for free, has no time or volume limits, but contains advertisements. The upgraded versions offer, among other things, traffic statistics and have no advertisements.

SlideShare enables you to:

- Upload presentations and embed them on other websites, social networks or blog servers
- Determine whether you want to make your presentation accessible to all SlideShare users or only to selected individuals
- Add audio commentary to your presentation
- Be inspired by presentations of other users

[Here](#) you can find a presentation in English about the use of Slidehare.net for non-profits.



Social networks

Social networks distribute messages quickly and people share information in written or multimedia form. Besides the big international networks like Facebook, Twitter or MySpace, there are also national networks or those based on one language. Some of them try to copy the Facebook format – e.g. Russian Vkontakte.ru, or Spanish Tuenti. Common social networks in the Czech Republic are Lidé.cz or Spolužáci.cz. These, however, mainly serve the purpose of creating or renewing personal relationships and are not very suitable for organisations or campaigns.



Soundcloud

www.soundcloud.com

Soundcloud is a place to share audio recordings. This platform was originally created to simplify music sharing, but it has been also used to distribute other types of audio recordings. You can upload recordings to Soundcloud, and then you can distribute them to social networks or other websites. You can comment on other users' posts or read comments to your posts and reply to them. At present, Soundcloud is available in English only. The free version offers you 120 minutes worth of storage space for your recorded material that you can send to up to 100 people. The options of the upgraded versions are available [here](#).



Twitter

www.twitter.com

Twitter is the third most popular network in the world, yet in the Czech Republic it has only 10 – 11 thousands users. These are mainly journalists, internet specialists and lovers of communication technology updates. The interface is available in seven different languages.

Twitter allows you to send short messages of maximum 140 characters. It is also suitable for sharing internet links. For example a British migrant organisation [Migrant Voice](#) has a profile on Twitter. To start with, read [how to start using Twitter](#).



Video – platforms for sharing

YouTube is the most popular platform that enables anyone to upload videos for free and show them to the world of internet users. Everyday, 2 billion videos are viewed on [YouTube](#). Some experts estimated that there were 2.5 million Czech users monthly at the beginning of 2010. Czech equivalent to YouTube – Stream.cz, which is connected to the biggest domestic search engine Seznam, had 1.94 million users and 32.5 viewed pages in December 2010.

Other worldwide platforms include [Vimeo](#), Metacafé, Dailymotion or Blip.tv. You can find a comparison of the video platforms on [Wikipedia](#).



Video – live broadcast

Several internet platforms enable live broadcasting. The most well-known are [Livestream](#), [Qik](#), Justin.tv or Ustream.tv.



Vimeo

www.vimeo.com

Vimeo is a video-sharing web platform. Unlike the massively popular YouTube, which hosts videos of all kinds and quality, Vimeo was founded by filmmakers and concentrates on high quality recordings. Its community is smaller, yet still quite large: Vimeo has around 3 million members, who upload on average of 16,000 new videos a month. Basic registration is free of charge; The Plus membership has other advantages but is available for a fee.

Vimeo enables you to

- Create your own account and upload videos
- Embed videos on other websites
- Put videos in different categories e.g. „Activism and Non-profits“
- Become a member of various groups or create your own groups
- Create projects with other Vimeo users
- Place larger video recordings in high quality and resolution even in the free basic version

You can find out how to work with Vimeo on this [video](#). The website also provides „video school“ with [instructions for beginners](#).



YouTube

www.youtube.com

YouTube has been on the internet since 2005 and at the moment it is the largest internet platform, where individuals as well as organisations upload their videos. People watch up to 2 billion videos and upload hundreds of them every day. Around 2.5 million people monthly visit YouTube in the Czech Republic. Registration is free.

YouTube enables you to:

- Create an account and upload videos (max. duration of 15 minutes and the size of 2GB)
- Embed videos on other websites
- Subscribe to other user’s videos
- Comment on others posts
- Have discussions with other users on forums
- Put videos in different categories – e.g. „Non-profits and activism“
- Add subtitles to videos

Read the YouTube guide [here](#). YouTube also has a [general help centre](#). How to embed videos from You Tube on other websites is described [here](#).

Don't wait for the media to notice you !

A small media guide to new technologies (not exclusively) for migrant organisations

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