



COMMISSION NATIONALE DES DROITS DE L'HOMME ET DES LIBERTÉS



National Commission on Human Rights and Freedoms

SOCIAL MEDIA



Role and Advantages of the NCHRF's website.

www.cndhl.cm

6th INTERNATIONAL CONFERENCE ON THE INSTRUMENTS OF
MEDIATION AND OMBUDSMAN FOR ARMED FORCES
26–28 OCTOBER 2014 / GENEVEA, SWITZERLAND.



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Presentation outline::

- I. Background and Justification.
- II. What is a social media ?
Definition, exploitation, examples.
- III. The Commission 's web site :
Role, usage and advantages.
- IV. Perspectives for 2015 : exploitation of social networks.

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ROLE AND ADVANTAGES OF THE COMMISSION'S WEBSITE

I. Background and justification

- The need for National Human Rights Institutions to get involved in Information and Communication Technologies (ICT),
- The need for the National Commission on Human Rights and Freedoms to watch over the development of the culture of human rights in the nation through awareness raising and permanent information.
- The need for the popularisation of various human rights instruments and documents.

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- ▶ The need to bring to the attention of the public, various activities carried out by the Commission in the domain of education, as well as cases of mediation and conciliation unknown to them.
- ▶ Given the multiple actions in relation to visits to detention places, inquiries and investigations following complaints of human rights violations brought to the attention of the NCHRF,

The Commission decided to develop a website and hire a webmaster in order to give a wider visibility to its actions to the world .

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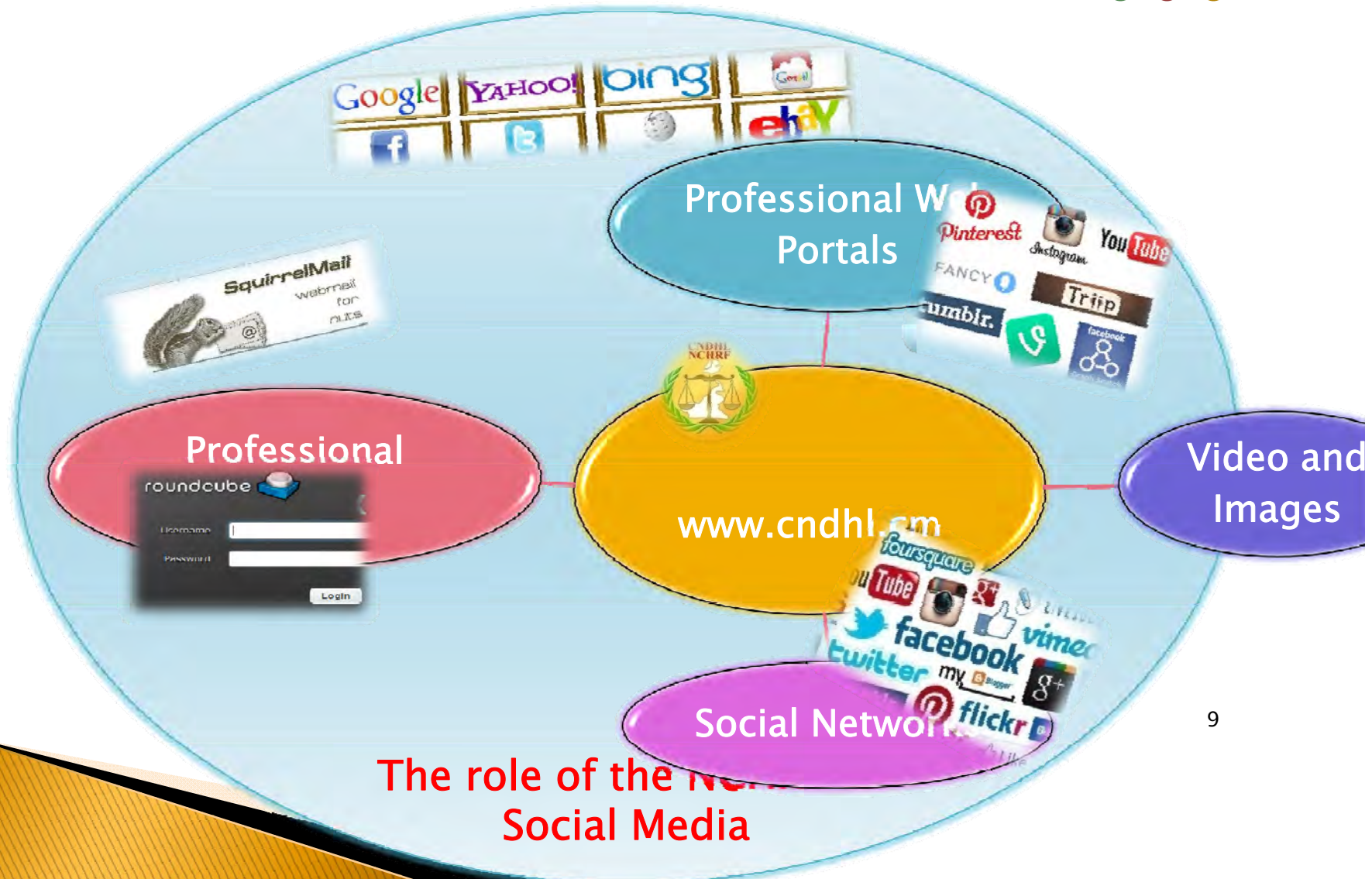
ROLE AND ADVANTAGES OF THE COMMISSION'S WEBSITE

- ▶ A webmaster was therefore hired on 3 June 2013 and the Commission's website was renewed and put online on 29 December 2013.
- ▶ It is available at <http://www.cndhl.cm>
- ▶ With this, the National Commission on Human Rights and Freedoms has joined the world of social media to make known its activities to the world on one hand and to communicate with Internet users on the other hand.

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II. What is a social media?

A few years back, a user could consult the contents of Web sites without being able to act or react.

Today, with the Web 2.0, the user has become active. He can speak, give his opinion, leave a comment etc.

But with the proliferation of social networks, the term Web 2.0 is no more used. We now talk of 'social media'.

The term "social media" is made up of two words:

media : Means of communicating and spreading information.

social : Social also means an exchange of preferences, points of view etc

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II. What is a social media?

With the web 2.0, Internet has become more interactive and participatory. The internet user goes into the core of the system. He can exchange information, share or give his opinion etc.

1) Definition :

Social media is a web site that offers social features to Internet users:

communication, content production, sharing, etc.

Content are therefore mainly generated by its users and collaboration is strong.

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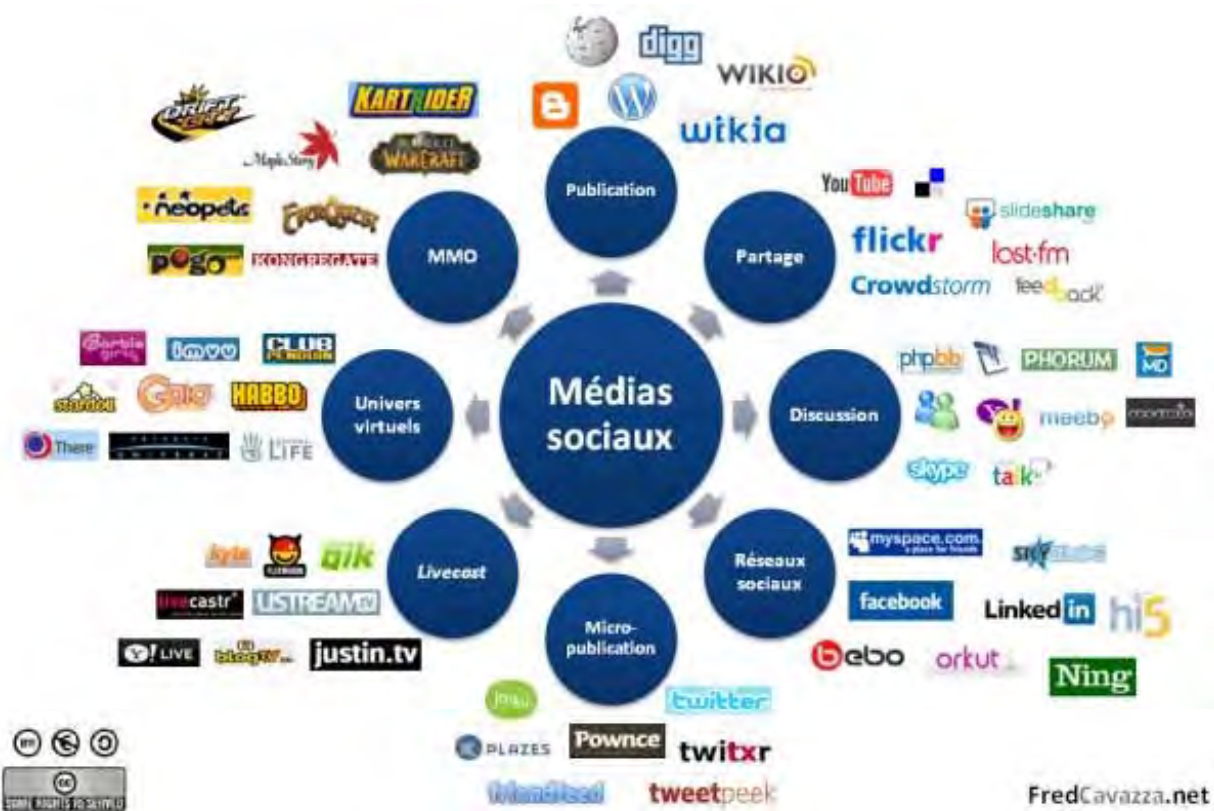


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II. What is a social media?

3) Examples

PANORAMA OF SOCIAL MEDIA



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- II. What is a social media ?
 - 2) Exploitation



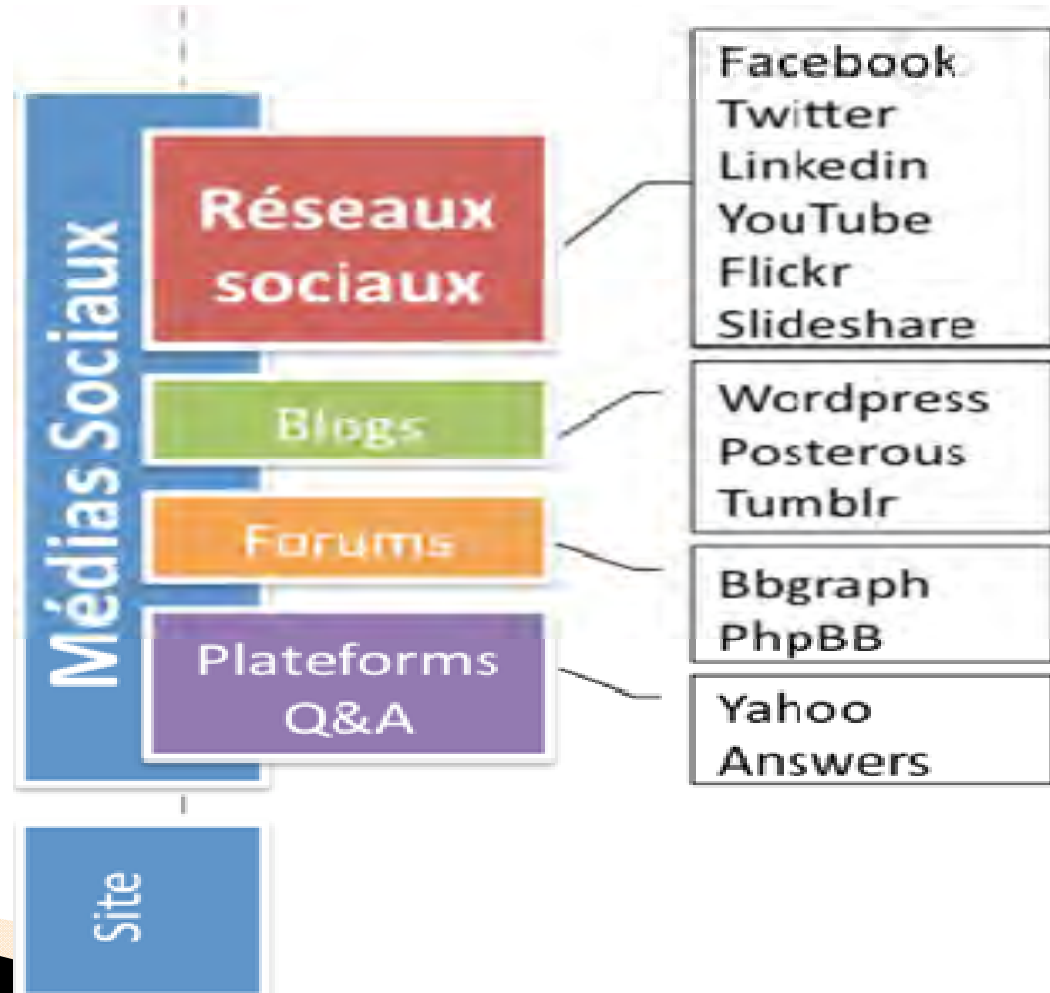
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II. What is a social media?

3) Examples



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III. The Commission's web site : Role, usage and advantages.

1) Role

The website of the Commission is first of all a communication tool.

Its main role is:



- ❖ to inform the public on issues on human rights and freedoms,
- ❖ it also enables potential complainants to freely present their problems in order to receive physical assistance or assistance from a distance when there is need.



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III. The Commission's web site : Role, use and advantages.

1) Role

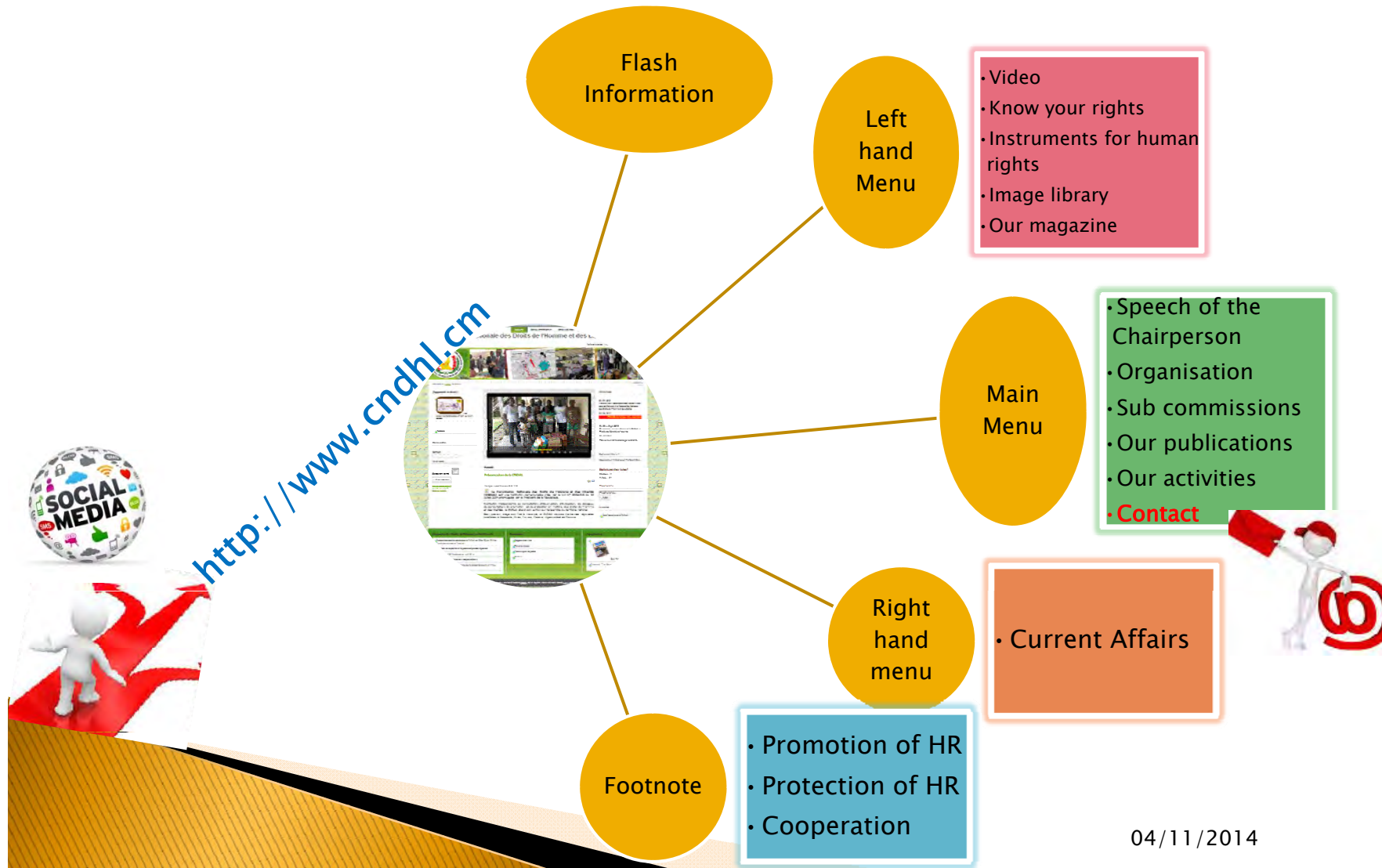
Specifically, there are many expectations notably:

- ❖ Promoting the NCHRF's activities at a national and international level;
- ❖ Improving the image of the institution
- ❖ The search for serious partners;
- ❖ Facilitating communication with the public, State and international institutions, working for the promotion and protection of human rights and freedoms.

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III. The Commission's web site : Role, use and advantages.

3) The advantages are many:

- ✓ the increase in visibility of the Commission on the Internet (e.g from 1 January to 21 October 2014, 9.594 internet users were recorded on the website),
- ✓ sending and receiving different types of messages (invitations, information, transmission of documents, etc.) through the Commission's mailbox
- ✓ the treatment of complains online

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IV. 2015 Perspectives: exploitation of social networks.

To increase its visibility, the Commission must be present in social networks:

Because of their fame, their professionalism and the strong interaction with communities. The following networks have to be studied and one chosen for use to ensure the efficient sharing of information on human rights.

LINKEDIN , FACEBOOK , TWITTER .

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- ▶ With
LINKEDIN , FACEBOOK AND TWITTER .
- ▶ We shall give our website a social life !



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WILL SOON BE ON SOCIAL
NETWORKS!



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**THANKS FOR YOUR KIND
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