



Inter-Parliamentary Union
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136th IPU Assembly

Dhaka, Bangladesh, 1- 5 April 2017



Interactive debate on “Parliaments in the digital era”

Parliamentarians and social networks: Making effective use of social media

Tuesday 4 April 2017 (14.00-16.00)
Carnival Hall (ground floor, BICC)

Concept note

Social networks such as Facebook and Twitter have rapidly become a central feature of the political landscape. They offer unprecedented opportunities for candidates to communicate with potential voters, including young people. Parliamentarians use social networks to build relations with constituents. Reputations can be enhanced by an effective social media presence. But they can also be damaged or destroyed in a matter of minutes.

This interactive debate is a chance for parliamentarians to share insights with their peers into what works well on social networks. Participants will discuss strategic and practical considerations that can make the difference to their online performance. All parliamentarians are invited to take part, whether or not they are active on social media.

The interactive debate will be divided into four segments:

- 1. Creating a successful social media presence**
 - Parliamentarians' motivations and goals
 - Being authentic on social networks
 - Content and strategy
 - Resource requirements (time, money)
- 2. Connecting social media to your parliamentary work**
 - Using social networks in law-making and oversight
 - Listening: social networks as an information resource
 - Connecting with young people
 - Being accountable for your work in parliament
- 3. Strategies for dealing with the negative sides of social networks**
 - Online harassment: abusive, racist and sexist behaviour
 - Information overload and fake news
 - Information silos and echo chambers
- 4. Recommendations to parliamentarians**
 - One thing I learned about social networks...
 - Starting up on social networks, building a reputation and managing success

The IPU's *Social media guidelines for parliaments* (2013) provide advice on how to set up and manage parliament's institutional presence on social networks.

This debate will focus on individual parliamentarians and their social media activities. The next World e-Parliament Report will also concentrate on this as a key subject.

#IPU136