

IZOBRAŽEVALNE BROŠURE ZA SLOVENSKE MLADINSKE CENTRE

POSTANI VIDEN

GET VISIBLE

EDUCATIONAL BOOKLETS FOR SLOVENIAN YOUTH CENTRES

SPLET / WEB PT.1

DRUŽBENI MEDIJI / SOCIAL MEDIA PT.2

MULTIMEDIJA / MULTIMEDIA PT.3





MREŽANVO

ZA VKLJUČUJOČO
INFORMACIJSKO DRUŽBO

[Prevod slike: NGO NETWORK - For an inclusive information society]

DIGITALNE TEHNOLOGIJE V
SLUŽBI ČLOVEKA

www.informacijska-druzba.org

Nevladne organizacije za digitalno enakost, zasebnost na svetovnem spletu, prosto programje, internetno nevtralnost, odprto vlado in demokratično e-participacijo.

DIGITAL TECHNOLOGY AT THE
SERVICE OF PEOPLE

www.informacijska-druzba.org

Non-governmental organizations for digital equality, privacy on the net, free software, internet neutrality, open government and democratic e-participation.

KAKŠEN JE NAMEN?

NVO imajo običajno dobro izdelane komunikacijske dejavnosti, a ne dosežejo ustrezne ciljne skupine, torej mladih.

ZAKAJ SMO SE TEGA LOTILI?

Študije kažejo, da mladi od 16. do 24. let starosti tedensko preživijo več kot 27 ur na spletu. NVO na tej zasičeni platformi za svojo promocijo konkurirajo privatnim družbam, vendar ne dosegajo publicitete, ki bi si je želeli. Ker imajo na voljo nižji proračun od privatnih družb, si ne morejo privoščiti zakupa večjega prostora za oglaševanje, zato se morajo za uspeh posluževati kreativnih rešitev in dobro poznati področje PR-ovstva.

KAKO LAHKO PRI TEM POMAGA TALE BROŠURA?

V zadnjih dvajsetih letih je internet postal sestavni del našega življenja. Gre za odličen način komunikacije, izobraževanja in lastne promocije pred širšim občinstvom. Če želite doseči širše občinstvo, morate poznati pravila uspešne spletne komunikacije. Naše izobraževalne vsebine smo razdelili v tri kategorije: SPLET, DRUŽBENI MEDIJI in MULTIMEDIJA. Vsako kategorijo sestavlja kratek izobraževalni video in brošura.

WHAT IS THE CHALLENGE?

NGOs have mostly good communication work but they don't reach the appropriate target, young people.

WHY IS THAT A CHALLENGE?

Studies say that young people aged between 16 and 24 spend more than 27 hours a week online. NGOs compete with private companies for publicity on this already saturated platform, which often ends with NGOs not getting the publicity they'd like. Since NGOs have a smaller budget than private companies, they can't afford to buy a lot of ad space, so they have to get creative and know the field of PR very well in order to succeed.

HOW CAN THIS BOOKLET HELP?

The internet has become such a big part of our lives in past 20 years. It's a great way to communicate, educate and promote yourself to a wider audience. If you want to reach a wider audience, you have to know the "rules" of successful internet communication. We've divided our educational material into 3 categories: WEB, SOCIAL MEDIA and MULTIMEDIA. Each category consists of a short educational video and a booklet.



SPLET

Pomemben del spletne prisotnosti vsake organizacije je njen dom na internetu – spletna stran. Njena vsebina naj bo enostavno dostopna in stilizirana v skladu z dejavnostjo organizacije in njenim ciljnimi mobčinstvom. A spletna stran ni dovolj, organizacija naj bo prisotna na vsem spletu.

Oglejte si izobraževalni video z osnovnimi napotki, ki so vam lahko v pomoč pri izdelavi ali vzdrževanju vaše spletne strani.

Dostopen je tukaj: <https://www.youtube.com/watch?v=mGAXFFy7Vx0>

Kako začeti – osnove spleta:

Na voljo je na tisoče cenovno dostopnih strežnikov za vašo spletno stran. Ker vam jih ne moremo podrobneje predstaviti, vam predlagamo, da jih poiščete sami. Google pozna odgovore na vsa vaša vprašanja. Pri izdelavi spletne strani za vašo organizacijo upoštevajte svoj proračun. Razmislite o najemu strokovnjaka. Bolje je, da se z oblikovanjem in kodiranjem spletne strani ukvarja nekdo drug. Gre za težko delo, zakaj bi se torej mučili, če lahko najamete nekoga, ki bo delo opravil namesto vas?

Za izdelavo spletne strani obstaja tudi veliko drugih možnosti. TheGrid (thegrid.io) in SquareSpace (www.squarespace.com) sodita med nove ponudnike cenovno ugodnih sodobnih predlogov za vašo spletno stran.

WEB

An important part of an organization's web presence is their home on the internet - their webpage. It should be a place where everything is easily accessible and stylized properly according to the function of the organization and its targeted demographic. Besides their webpage, an organization's web presence should extend to every corner of the net.

Take a look at the educational video about the website, with basic tips and hints that can help you when building or maintaining your organizational website.

It is available here: <https://www.youtube.com/watch?v=mGAXFFy7Vx0>

How to get started – web basics:

There's thousands of affordable servers for your website, and since we can't go into too much detail; we're going to suggest you do some research on your own. Everything is a short Google away. Build a website for your organization based on the budget you have. Consider hiring a professional. It's much better if you have a professional deal with the design and coding of your website. It's hard work, so why deal with it yourself when you can hire someone to do it instead.

There are also lots of alternatives to the standard building of websites. New services like The Grid (thegrid.io) or SquareSpace (www.squarespace.com) offer you lots of modern templates for your website at affordable prices.



Informacije in dodatki – spletna vsebina:

- Vse informacije o organizaciji: kratka in dolga različica predstavitev.
- Večjezičnost.
- Oznake (vidnost v spletnih iskalnikih).
- Povezave do podobnih vsebin.
- Vsebina mora biti pregledna: vsa vsebina mora biti na voljo iz ene same menijske vrstice, ki naj vsebuje podmenije.
- Raznolikost vsebine: video, foto,...
- Koledar prireditev.
- Možnost povezave z drugimi aplikacijami (npr. Google Koledar, Spotify...).
- Manj kot je klikov, bolje je.
- Naj bo mobilnikom prijazna. Veliko ljudi si bo vašo spletno stran ogledovalo na mobilnem telefonu.
- Barv naj bo malo in naj bodo skladne z vašo korporativno podobo.
- Minimalistično oblikovanje: trendovsko in bolj pregledno.
- Razmislite o možnosti nakupa dobre predloge.

Upravljanje– administracija spletne strani:

Naj bo administrator spletne strani nekdo, ki se vsaj malo spozna na HTML jezik. Če je možno, vsebino posodablajte nekajkrat tedensko. Če si obiskovalci tedensko ogledujejo vašo spletno stran in ne vidijo nobenih posodobitev, to lahko ustvari negativno podobo.

Kdo obiskuje stran – uporabniki:

Bodite v stiku z vašimi obiskovalci. Naj bo vsebina deljiva z ostalimi in dostopna.

- Enostavna interakcija: novice, objave na družbenih medijih, komentarji, raziskave.
- Promocija novosti (RSS, FB, Twitter...).

Information and features– web content:

- All the info about the organization: best is both short and long presentation.
- Multiple languages.
- Tags (visibility on search engines).
- Links to similar content.
- The content should be well organized: all the contents should be available from one single menu bar which should feature sub-menus.
- Variety of contents: video, photo, graphics...
- Calendar of activities.
- Possibility to link to other applications (ex. Google Calendar, Spotify...).
- The fewer the clicks, the best.
- Make it mobile friendly. Lots of people are going to access your website on their phones.
- Few colours, representative of corporate image.
- Minimalistic design: is trendy and easier to assimilate.
- Consider the idea of paying for a good template.

Managing the site – web administration:

Have the website be administered by someone with at least a little knowledge on HTML. Update the contents a few times a week if possible; if visitors come, let's say, on a weekly basis, and don't see any updates, it can create a negative image.

Who is on the site – users:

Interact with your audience. Make your content shareable and open.

- Easy interaction: newsfeed, share on social media, comment, polls.
- Promote newsfeed (RSS, FB, twitter...) of the updates.



NOSILCI VSEBINSKE MREŽE NEVLADNIH ORGANIZACIJ ZA VKLJUČUJOČO INFORMACIJSKO DRUŽBO:



STIK

e-poštni naslov: info@informacijska-druzba.org
spletna stran: www.informacijska-druzba.org
facebook: <https://www.facebook.com/NVO.VID>
twitter: https://twitter.com/NVO_VID

Projekt Vsebinska mreža nevladnih organizacij za vključujočo informacijsko družbo (NVO-VID) delno financira Evropska unija, in sicer iz Evropskega socialnega sklada. Projekt se izvaja v okviru Operativnega programa razvoja človeških virov; razvojne prioritete "Institucionalna in administrativna usposobljenost"; prednostne usmeritve "Spodbujanje razvoja nevladnih organizacij, civilnega in socialnega dialoga".

OPERATORS OF CONTENT NETWORK OF NON-GOVERNMENTAL ORGANIZATIONS FOR AN INCLUSIVE INFORMATION SOCIETY:



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