

# Power of Social Media in Citizen Empowerment.



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# Have you joined the Band wagon?



# Social Media?



People + Technology  
= Communication

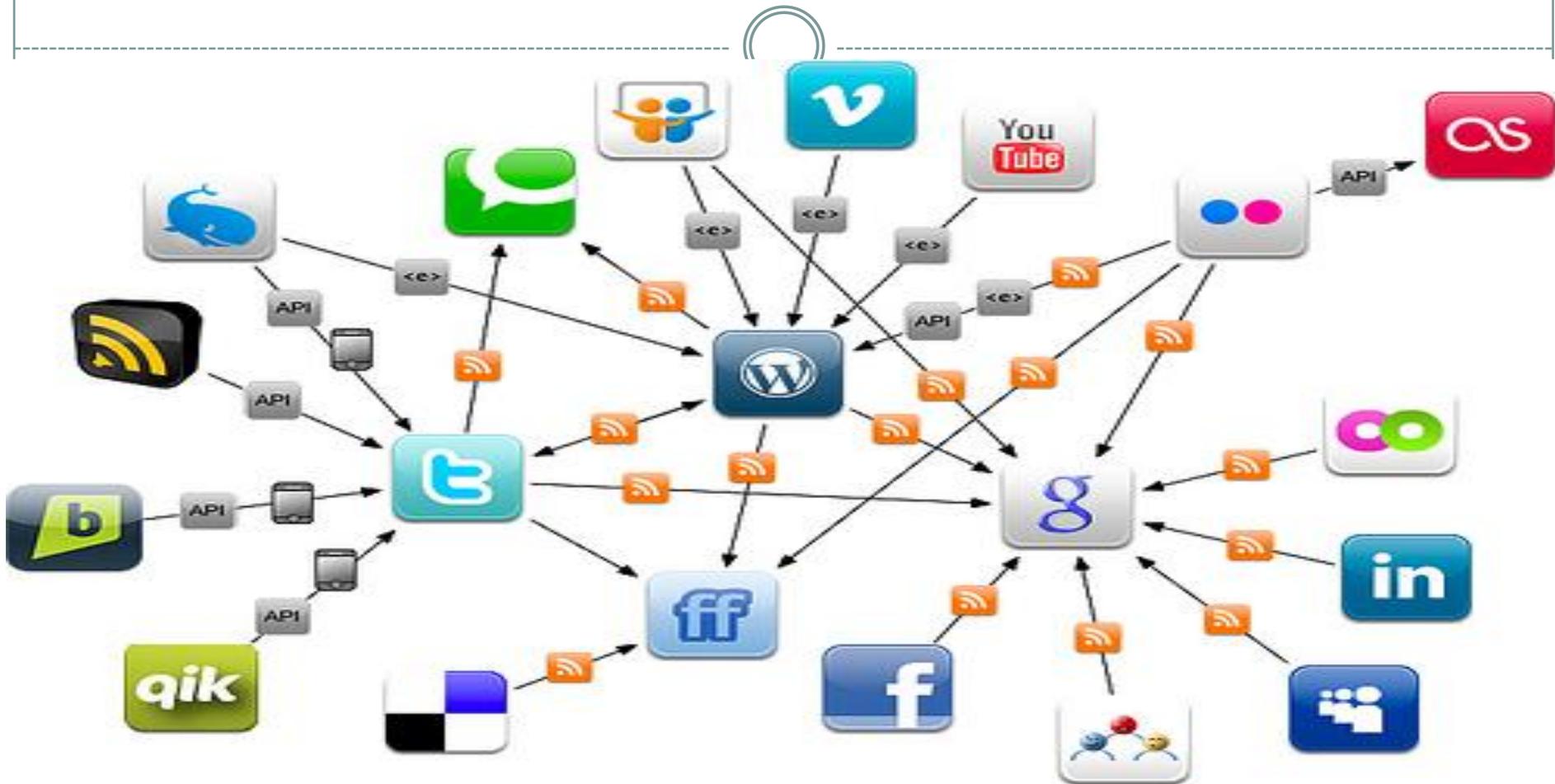
And the  
**SKILLS??**

# What's the Potential of Social Media?



- Social Networking
- Video and photo sharing
- Blogging
- Micro-blogging
- Wikis
- Resource Organizing

# Potential



Anne Helmond, May 2009

# Opportunities they present....



- Online training.
- Wider outreach and sharing of content.
- Increased access to relevant and up-to-date content.
- Establishment of Communities of practice.
- Remote Collaboration and Networking
- Real-time communication (Feedback)
- Income generation-Advertising, Revenue,

# The Case of Uganda #walk2work

The screenshot shows a Firefox browser window with several tabs open, including Gmail, Mail, BBC World Service, and Twitter. The address bar shows a search for 'MYB'. The Twitter search results for '#walk2work' are displayed, showing a list of tweets and a sidebar with 'People results' and 'Trends'.

**Twitter Search Results for #walk2work**

← Back to Home Save this search

## Results for #walk2work

Tweets · Top Refine results »

- emmanuwamanya** nuwamanya emmanuel  
#Kizza Besigye has relaunched #walk2work at the Nyondo grounds masaka #fb  
4 minutes ago
- maureenagena** Maureen Agena  
#walk2work  
22 minutes ago
- aoyako** Arthur Oyako  
@TimKalyegira I hope you follow @echwaluedward he is in Masaka, the #Walk2work officially starts tomorrow.  
27 minutes ago
- bmuluu** Bernie Muluu  
#Londonriots and #walk2work- Another one by Fred Senoga Makubuya [twitnic.com/63u79e](http://twitnic.com/63u79e) via @twitnic

**People results for #walk2work · view all**

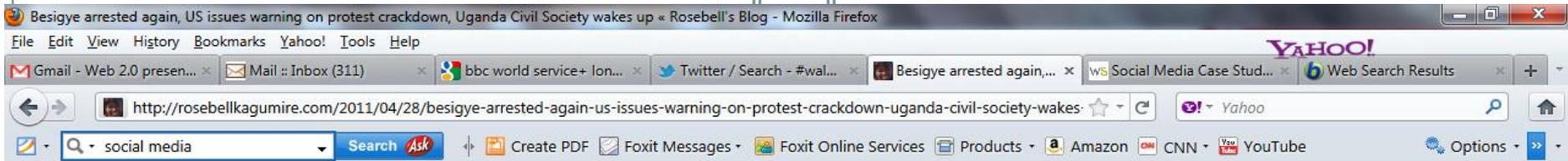
- walk2work** walk2work · Follow
- ricksamuel** ricky c.s punusingon · Follow  
music director @1031Genfmsby #SuaraMusikTerkini
- maureenagena** Maureen Agena  
African|Ugandan|Trained citizen Journalist|recipient...
- malonebarry** Barry Malone  
Irish journalist working for Reuters in Uganda and th...

**Trends · Worldwide · change**

- #FlyFwdGiveBack Sale Promoted
- #ScaryMovieRulesToLiveBy
- #riotcleanup
- #OperationCupOfTea
- WHY YOU SO FIT
- Facebook Messenger
- WMYB
- Who's Laughing Now

Taskbar: IGF Uganda 2011, Internet Explorer, Firefox, Skype, Firefox, PowerPoint, 4:01 PM, 2/21/2011

# A blogger sharing her opinion.



My work my views my life

[Home](#) [About me](#)

## Besigye arrested again, US issues warning on protest crackdown, Uganda Civil Society wakes up

APRIL 28, 2011

by rosebell

After spending Easter in a jail, Uganda's opposition leader Dr. Kizza Besigye was granted bail with ridiculous conditions that he would not participate in walking to work for seven months. The abuse of judicial power was at display as the magistrate put a price tag on Besigye's freedom. As it would turn out



### LATEST TWEETS

RT @sanjayguptaCNN: how did we get to the point where so many parents must bury their children? mass graves here -- for tiny bodies #somaliaPosted 42 minutes ago

RT @PixelProject: What is



# Uchaguzi Uganda: Did Ugandans decide?

Uchaguzi Uganda - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://www.uchaguzi.co.ug/mobile/reports/index/4

Uchaguzi Uganda

Uganda Decides

>> Home

**CAMPAIGNS**

- **Transportation of voters** Mar 7 2011  
*bubandi kyenjonjo uganda*
- **Campaigns in Panyimur** Mar 7 2011  
*pANYIMUR, UGANDA*
- **Election rallies in Panyamur Nebbi** Mar 3 2011  
*Panyamur Nebbi Uganda*
- **Two women mps wave at voters during the voting exercise** Feb 19 2011  
*soroti municipality*

A new text message has arrived

IGF Uganda 2011

4:16 PM 1/2011

# The Risks



- Privacy
- Online Identity
- Security
- Loosing a sense of direction
- Addictive

# Beyond Uganda



- London Riots #londonriots
- Egypt Riots #jan25

BIG QUESTION:

What percentage of the citizens can be empowered through Social media?