

ACTIVITY OF THE SEJM IN SOCIAL MEDIA

According to the World e-Parliament Report 2016 prepared by IPU, in 2016 56% of parliament used social networking (mainly Facebook) to support their internal and external functions and processes. This is a substantial increase since 2012, when only 31% of parliaments were using social networking. Simultaneously 48% was using Twitter in 2016 and only 29 % in 2012.

Polish Sejm (Chancellery of the Sejm) is among those parliaments which began its activity in social media within last few years.

Sejm profiles

The first two Sejm profiles were launched on Twitter in May 2014: in Polish [@Kancelaria Sejmu](#) and in English [@PLParliament](#). Main Sejm profile [@Kancelaria Sejmu](#) is currently attracting the most observers from all the other Sejm profiles/accounts/channels in social medias – around 27 000. It is used to communicate information on Sejm's sittings, committee meetings, international meetings and other important events, as well as communications of the Sejm Information Centre (technical matters). Profile in English is mainly used to report on important international events in the Sejm.

Since October 2014 the Sejm also maintains on Twitter a separate profile (in Polish) dedicated to Sejm's history [@Dzieje Sejmu](#), where interesting facts from Polish parliamentarism and important events from Polish history are signalled.

Analogically, there are two Sejm profiles on Facebook (since October 2016 the main profile in Polish and since March 2017 profile in English) and separate profile devoted to Sejm's history. In July 2017 the Sejm created also on Facebook a profile dedicated to Visegrad Group.

Additionally the Sejm makes available photographs and videos from Sejm's sittings, international meetings or other important events on its Flickr and Instagram profiles, as well as on YouTube channel.

There is no linking on the Sejm website to social media profiles of individual Deputies nor to the Speaker's profiles. Only links to profiles maintained by the Chancellery of the Sejm (i.e. main profiles on Twitter and Facebook, as well as accounts on Instagram, Flickr and YouTube) are available on the main website of the Sejm.

The Sejm (Chancellery of the Sejm) profiles in social medias (as of 01.08.2017)

Social media	Profiles	When created	Number of observers/ subscribers
Twitter			
main	@Kancelaria Sejmu	May 2014	27 100
main in English	@PLParliament	May 2014	1 600
on history	@Dzieje Sejmu	October 2014	4 750
Facebook			
main	@Kancelaria Sejmu	October 2016	7 200
on history	@Dzieje Sejmu	March 2017	170
main in English	@SejmENG	June 2017	25
On V4	Grupa Wyszehradzka-Sejm RP	July 2017	-
Flicker			
	@sejmrp	April 2016	30
YouTube			
	Sejm RP	March 2017	50
Instagram			
	@sejmrp	October 2016	370

Management

The Sejm has chosen internal management of social media tools.

The profiles are managed by the Sejm Information Centre, within which operates Team for Social Media composed of 6 people. Staff from other divisions of the Sejm Information Centre are also engaged.

Moreover the Sejm's Library also has its role. It provides some of the posts to Twitter profile [@DziejeSejmu](#). Here it's worth mentioning that the Sejm's Library runs its own Facebook profile [@BibliotekaSejmowa](#), where it informs *inter alia* on any changes in opening hours or on new publications.

There is no internal document guiding social media management. Sejm Information Centre places emphasis on promptness of published information and on providing visual materials in individual posts i.e. photos, videos, graphics.

Activity and users

According to the Special Media Guidelines for Parliaments prepared from the IPU initiative, while so called first generation websites are about publishing, social media are about conversation and networks. Nevertheless still most parliaments use social media to inform

citizens about policy issues and proposed legislation or to educate, rather than engage into discussion or decision-making process.

This is also the case of the Sejm, which mainly results from the fact that Sejm has begun its activity in social media quite recently and this mode of communication is still developing. Social media are mainly used to facilitate to citizens access to information on the activities of the Sejm and its committees or on other important events in the chamber. Profiles on the Sejm's history have also educational value.

Both on Twitter and Facebook every plenary sitting, selected committee meetings, as well as other the major events in the Sejm, including international meetings, are reported. Every sitting, committee meeting or other event is often presented in more than one post, illustrating selected moments or providing citations. Thus for example information from the Sejm's sitting concerning debate on a given bill is illustrated by citations from the government as well as governing and opposition parties representatives.

Apart from presenting information on Sejm sittings, committee meetings or official visits, less official aspects of parliamentary life are also reported, like Children's Day, Dog's Day, holiday greetings.

On Instagram Sejm has published over 450 posts. Flickr profile includes 100 albums, each containing up to 60 photos.

On Sejm YouTube channel there are currently three categories of videos: playlists from plenary sittings, videos connected with Polish presidency of the Visegrad Group (July 2016 – June 2017) and videos with messages from individual Deputies on the occasion of national or popular holidays. In total over 40 videos are made available on YouTube channel.

Currently over 40 000 users observes/subscribes Sejm profiles in social media. Their comments are monitored and when possible replies are provided. There are no moderated discussions or invitations to send comments. Vulgar or spam comments are removed.