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Senate Information Centre

Activity of the Senate in social media

The Chancellery of the Senate has been active in social media since October 2014. Firstly, a profile on Facebook was set up, called “The Senate of the Republic of Poland”. On 20 May 2015, we created another profile – [Petycja TWOJE PRAWO](#) [Petition – YOUR RIGHT]. It was established in connection with a legislative initiative of the Senate concerning the manner of examining petitions and with an information campaign carried out by the Chancellery.

The Senate has accounts on: Facebook <https://facebook.com/SenatRP>, Twitter (<https://twitter.com/PolskiSenat>) and Flickr (<https://www.flickr.com/photos/senatrp>), where the Senate's photographers post pictures. When we opened an account on Flickr, we stopped publishing photographs in the gallery on the Senate website. Thanks to this solution, we can share pictures more conveniently and faster. The photographs can be downloaded and published online provided that their author is indicated, in line with the Creative Commons non-commercial licence.

On Facebook we inform about our current activities.

The Senate Information Centre reports events on an ongoing basis and we publish a long description of them on www.senat.gov.pl the following morning at the latest. The Facebook profile is used in particular for promoting the website and events announced there. We inform users both on Facebook and on Twitter about selected legislative work (in particular the Senate's initiatives), we publish reports from foreign guests and ambassadors' visits. Due to the particular function of the Senate as the guardian of the Polish diaspora, we try to reach this audience and inform about the activity of the Senate regarding this issue. Entries posted following meetings of the Marshal of the Senate with young people from the Polish diaspora as well as regarding talks with the Poles during visits abroad are especially popular.

We created our Twitter profile in July 2016, yet we have been actively using it only since the beginning of 2017. Twitter is a specific tool, due to the limitation to 140 characters. We try to publish on this portal content of a news character. The Chancellery of the Senate informs also on Twitter about events, provides links to various information from the website: www.senat.gov.pl. We focus here on informing users about initiatives and amendments proposed by the senators.

We are planning to develop our communication via YouTube. The [Senat Rzeczypospolitej Polskiej](#) channel on YouTube will also be promoted on our website. The website is currently undergoing improvement works. We would like the social media to be more visible and the content to be presented there in a way which is more accessible for an ordinary citizen.

Many offices are involved in preparing posts and tweets. Events are planned and organised mainly by the Office of the Marshal of the Senate (information on events in which the Marshal participates) and the Senate Proceedings Office (Senate sittings, committees seminar sittings) as well as by other offices responsible for example for today's conference. Without knowing about these events, we would not publish any information in the media. A good flow of information between individual units is very important. We all know that the image is as important as the content. In order to reach appropriately large audience, we need photographs attracting the attention of users. Images for coverages, both for the website and for social media are provided by the photographers of the Senate Information Centre and by the Senate Archives. Editing and Printing Department designs graphics and posters at the request of the New Media Team. We create simple infographics ourselves, using canva.com Only 5 persons from the Senate Information Centre are authorised to publish posts. Two persons belong to the Press Team, and two to the New Media Team. The Director of the Senate Information Centre supervises all accounts set up in social media. He also decides about starting a paid promotion.

A post or tweet is drawn up by an employee of the New Media Team or Press Team, and afterwards published online by the same employee. At the beginning of every week posts are planned on the basis of the calendar kept by the Senate Information Centre and the Office of the Marshal of the Senate. Announcements of events that we want to publicise particularly widely are published well in advance. In the case of e.g. open days or information campaigns we rely on paid promotion. The Director of the Senate Information Centre decides which information is promoted and to what extent.

The New Media Team does not express any opinions or argue while answering. It only informs about the facts. We publish a correction under a comment containing false information. We delete immediately comments which contain swear words or violate the portal's regulations. We hide content that may affect the rights, feelings and dignity of other users.

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