Електронна демократія та електронне урядування

The resources and services of social networks for the popularization of national information resources of public authorities

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Annotation. At this article the author considers the meaning of social networks for the popularization of national information resources of public authorities on the web. The analysis of the main services and resources ,which support the progress of information was made.

Key words – social network, virtual communication, information resources, public authorities, local authorities, popularization.

The information support of the society set new requirements before the current government, concerning the informing of population about their activity. Using modern information technology and the available resources of the Internet, public authorities, as well as the local authorities, popularize their activity not only with help of national information resources, but virtual communication too.

Nowadays national information resources exist in all areas of human activity, as the result of which information appears. Moreover, this information transforms into the information resources [2]. Modern global informing of the society leads to the usage of the electronic national information resources, that are resulted from the virtual communication between the producer of the information and its consumer.

In the most of cases the Internet communication is provided by the social networks, that are not only the ways of communication between the participants of virtual community, but also the methods of the progress and popularization of different organizations, institutions etc. Social network – is an online platform or web service, which aims to combine as more as possible people, giving they an opportunity to communicate with each other [1]. Today, social networks are not only entertainment for the society but also a potential market for the representing goods and services [3].

Among the online national information resources we should mention the following ones: an official representation of the President of Ukraine, the site of the government (Verkhovna Rada), the site of the Cabinet Ministers of Ukraine, the sites of public and local authorities etc. But such sites are no very popular, comparing to the social networks. As an exception, we can distinguish electronic appeals and e-petitions.

Nowadays, among the grown-up population, that uses the electronic services of public and local authorities,the most popular social network is Facebook. This

particular network has been working for over 10 years, and numbers more and more users annually.

The main recourses of social networks , that are advisable to be used to popularize the activity of a government, should include the following ones:

1. The creation of your own page. This helps to share information among the other users of social network and, as a result, to popularize the activity of authorities. These days it is easy to find there pages of the President of Ukraine or the Ukrainian Government etc. Sharing, in this way, different updates the administrators watch for the comments of their followers. They also counts the amount of users and the activity of their page.

2. The creation of a community. The communities, in any social network, are being made to find the supporters and some other users for sharing and discussing the information. Creating the community, connected to the public or local authorities, can help not only with finding supporters but with the organization of different kinds of meetings as well.

3. Advertisement creation. With the help of this service governments have an opportunities to advertise their activity, varieties of products, ideas or workings. Afterwards they also can analyze the positive and negative reviews about everything, which was mentioned above. This, obviously, will help them to direct their activity in the right way.

Social networks also propose a range of services that allow to make the process of popularization of governments much more easier, namely :

1. The comment: this allows to comment news and other posts, which are placed on the official pages of the authorities. While analyzing such comments it is possible to understand the general point of view people about the activity of this or that branch of government.

2. The function "To share" helps to publish and send the information. The usage of this service allows users to emphasize the main information, among all that is on offer. It also allows to define the evaluation criteria of such information.

3. Voting: allows us to conduct online survey about any topic, without spending money and time.

Regular usage of social networks by the public and local authorities will permit them to create the platform for the online (virtual) communication with people; to form the culture of such communication; to develop a communicative competence of both the official representatives of government and population.

Literature

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