



SUCCESS STORY

Raising awareness through Facebook and Twitter



Facebook page of the Campaign for Equal Representation in Local Governance



Facebook page of the Campaign for protecting stray dogs. The campaign promotes adopting them instead of killing

Photo: Image of the Facebook page

The youth of Kosovo, including activists with political party forums, are using social media more frequently for their campaigns. Stepping further away from traditional media, their aim is to raise awareness using social networks, like Facebook, Twitter and other forums to create community pages using photography, logos and visuals.

In 2013, USAID’s New Media School brought 25 participants from NGOs and political party youth forums together to expand their networks and learn new skills and best practices on using social media to advocate effectively for issues. As part of the pilot program, which lasted from February 1 through June 26, 2013, the students were asked to carry out an exercise demonstrating their new skills.

The students led four advocacy campaigns across Kosovo dealing with topics such as stopping smoking, animal and environment protection, and equal representation at the local government. “Facedog Kosova: One like, One Murder Less,” “Half of Population, Right Representation,” “Save the Cave,” and “Don’t Smoke” are the resulting initiatives that the youth created using new media.

“We have carried the research in all municipalities’ to asses the situation of women employed in public sector according to the Law on Gender Equality. We found out that the situation is disappointing from the mayoral level down to the civil servants, and we will continue raising this issue beyond participation at the New Media School in order to improve the situation” Saranda Bllaca "Half of population, right representation".

The New Media School project is designed to train the next generation of leaders for political parties and NGO’s. It was initiated as part of the USAID-funded Political Processes and Parties Support Program, which runs from September 2009 -September 2013. The activity provides support to all political parties to establish internal organization, contest elections, respond to constituents, and develop policies. An important focus of the activity has been women and youth forums within political parties and improving opportunities for members of these groups.

August 2013