SOCIAL MEDIA FOR SOCIAL ACCOUNTABILITY IN JORDAN

why and how?

5th Anti-corruption Community of Practice Meeting
Amman
29 June 2012

Hadeel Saadeh
Governance Programme Associate
UNDP Jordan
WHY?
a. Why not?
b. It’s already happening!
c. Relevance
a. why not?
b. It is already happening!

follow the #findshaheen hashtag #JO... its quite funny/entertaining/sad

Khaled Gharibeh
@kgharaibeh

خايف يمسكوني بالمطار تشاده أسماء مع خالد شاهين

#findshahin

Abeer Abu Touq
@AbeerAbuTouq

بعد أن أفرزت صحيفة الغرب اليوم نهاية الأسبوع الماضي بشر خبر "للعرب اليوم: شهود عيان خالد شاهين في لندن"، والذي تناوله بكثافة العديد من المواقع الإخبارية المحلية والعالمية، تدعي مجموعة من النشطاء على موقع التواصل الاجتماعي تويتر للحديث عن الموضوع بطريقةهم الخاصة.

#findshahin

Khaberni.com/newspapers/weeken
b. It is already happening!
C. RELEVANCE

INTERNET & SOCIAL MEDIA USE IN JORDAN

INTERNET PENETRATION RATES 2010

(COUNTRY PERCENTAGE)

Source: International Telecommunication Union
### Internet & Facebook Use in Jordan

<table>
<thead>
<tr>
<th>Country</th>
<th>Internet Users (as of June/10)</th>
<th>Internet Penetration/ITU</th>
<th>Facebook Users (as of August 31/10)</th>
<th>Facebook penetration rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahrain</td>
<td>649,300</td>
<td>88.0%</td>
<td>235,100</td>
<td>31.9%</td>
</tr>
<tr>
<td>Iran</td>
<td>33,200,000</td>
<td>43.2%</td>
<td>250,000</td>
<td>0.3%</td>
</tr>
<tr>
<td>Iraq</td>
<td>325,000</td>
<td>1.1%</td>
<td>270,560</td>
<td>0.9%</td>
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<tr>
<td>Jordan</td>
<td>1,741,900</td>
<td>27.2%</td>
<td>1,061,080</td>
<td>16.6%</td>
</tr>
<tr>
<td>Kuwait</td>
<td>1,100,000</td>
<td>39.4%</td>
<td>547,620</td>
<td>19.6%</td>
</tr>
<tr>
<td>Lebanon</td>
<td>1,000,000</td>
<td>24.2%</td>
<td>1,024,140</td>
<td>24.8%</td>
</tr>
<tr>
<td>Oman</td>
<td>1,236,700</td>
<td>41.7%</td>
<td>172,540</td>
<td>5.8%</td>
</tr>
<tr>
<td>Palestine</td>
<td>356,000</td>
<td>14.25%</td>
<td>356,000</td>
<td>3.2%</td>
</tr>
<tr>
<td>Qatar</td>
<td>436,000</td>
<td>51.8%</td>
<td>412,220</td>
<td>49.0%</td>
</tr>
<tr>
<td>Saudi Arabia</td>
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<td>38.1%</td>
<td>2,575,740</td>
<td>10.0%</td>
</tr>
<tr>
<td>Syria</td>
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<td>30,000</td>
<td>0.1%</td>
</tr>
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<td>United Arab Emirates</td>
<td>3,777,900</td>
<td>75.9%</td>
<td>1,709,620</td>
<td>34.4%</td>
</tr>
<tr>
<td>Yemen</td>
<td>420,000</td>
<td>1.8%</td>
<td>119,840</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
HOW?

- Building national capacities
  - Awareness
  - Access
KARAMA HR FILM FESTIVAL: AC PANEL

TweetReach for #KaramaAC
Reached 89,108 people via 52 tweets

Searching maximum tweets permitted by Twitter as of December 08, 2011 at 03:28PM UTC

Tweet Types
Exposure: 97,442 Impressions

- 87,563 1 Tweet
- 3,963 4 Tweets
- 977 2+ Tweets
- 218 > 7 Tweets

3 @replies
11 Retweets
JACC LONG-TERM SUPPORT

• Technical expertise and mentoring

• Core social media team

• Capacities:

1. Concepts and tools: platforms, managing presence, new media

2. Strategies and plans: planning, organization, implementation

3. On-job training
• **Title:** Youth Participation in Local Governance in Jordan

• **Strategy:** from access to information to access to conversation

• **Outputs:** national youth portal, local governance serious game

• **Funding:** 200,000 USD - DGTTF

• **Ownership:** Higher Council for Youth, Princess Sumaya University for Technology
SOCIAL ACCOUNTABILITY IN HEALTH SECTOR

• **Title:** fostering social accountability in the health sector

• **Strategy:** piloting AC in sectors

• **Outputs:** web-portal for social accountability in service delivery

• **Funding:** 40,000 USD - PACDE

• **Ownership:** JACC, Higher Health Council
1. PREPARATION IS KEY: capacities, relevance

2. SUPPLY vs. DEMAND: channeling participation, capacities

3. SUSTAINABILITY
RESOURCES

Technology for Transparency

The role of technology and citizen media in promoting transparency, accountability and civic participation

INCREASING TRANSPARENCY & FIGHTING CORRUPTION THROUGH ICT
EMPOWERING PEOPLE & COMMUNITIES

SOCIAL BY SOCIAL

A practical guide to using new technologies to deliver social impact

MOBILE TECHNOLOGIES AND EMPOWERMENT:
Enhancing human development through participation and innovation
• **Arab Social Media Reports:** Dubai School of Government

• **Technology for Transparency Network:** tracking civic engagement technology

• **ANSA:** Affiliated Networks for Social Accountability
THANK YOU