

THE POLITICAL AND ECONOMIC POWER OF SOCIAL MEDIA

Charles Mok

Social media has become ubiquitous

2

- How many of you actively use at least one social media everyday?
- How much time do you spend on social media?
- How many platform do you use it on
 - ▣ PC, tablet, smartphone, smart TV?
 - ▣ Facebook, Twitter, Weibo, Google+, Foursquare?

A networked population

3

- Household broadband penetration rate - **86.6%** (August 2012, OFCA)
- Mobile penetration: **222.6%** (August 2012, OFCA)
- Mobile internet penetration rate [2.5G and 3G/4G mobile subscribers]: **59%** (August 2012, OFCA)
- 54 percent are on social networks, 4 million social network users in HK
- 100 percent reported some sort of mobile device (many reporting multiple units)

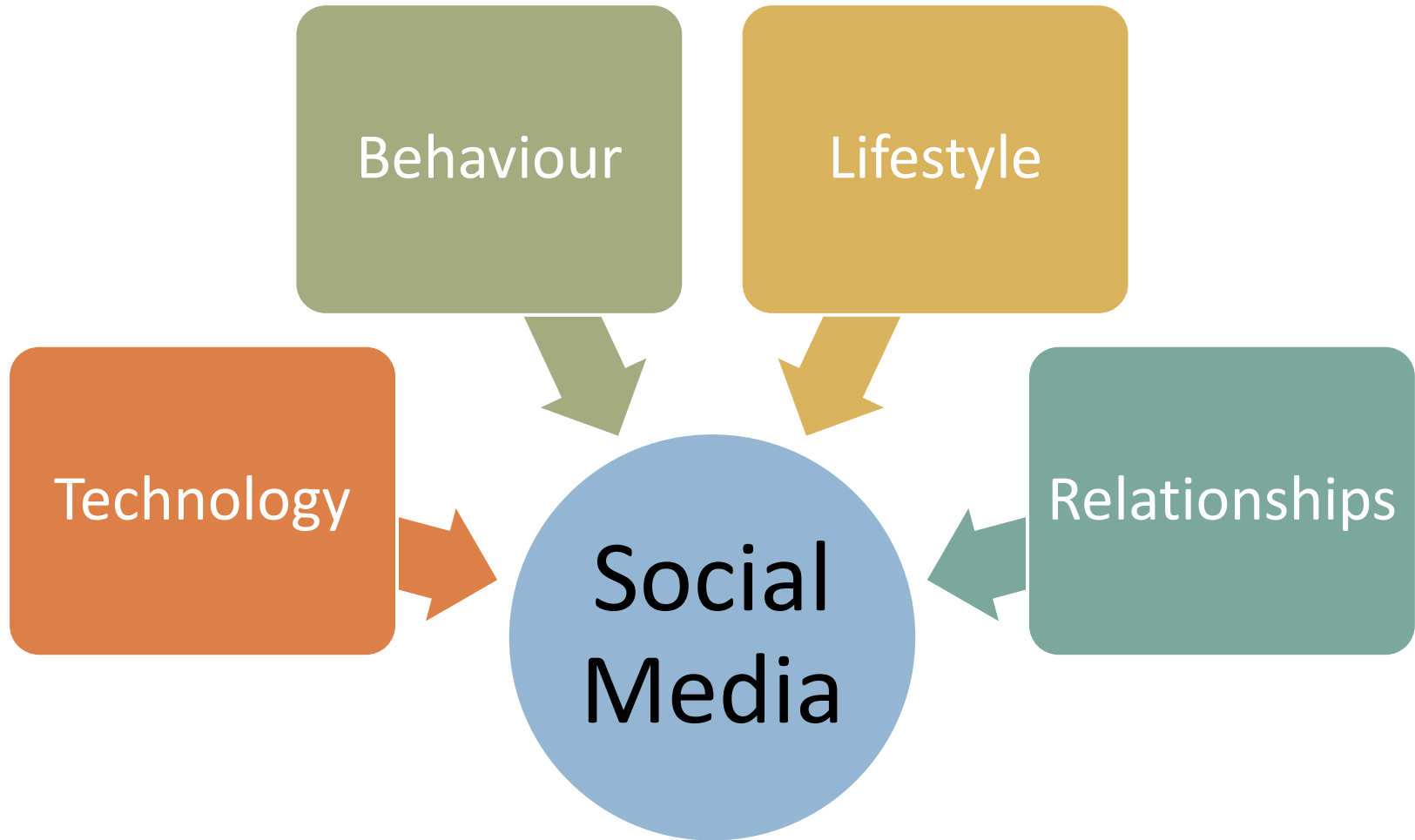
Social Media – a changing force

4



Social media is much more than the platforms

5



Communications landscape

Denser, more complex, and more participatory

6

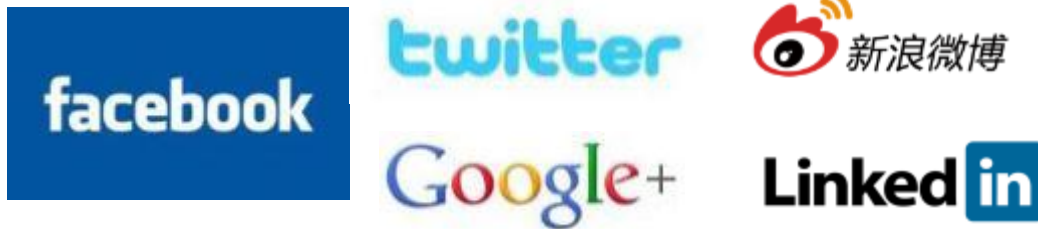
Discussion Forums



Media sharing



Social networking



Online media



Mobile applications



Rumors are spread quickly

7


查看: 546 | 回覆: 24

拐子佬- 伊院2歲女童被男子抱走 [複製鏈接]

嘉絲蘭

發表於 12-12-17 16:09 | 只看該作者 | 倒序瀏覽 | 打印

本站最後由 嘉絲蘭 於 12-12-17 16:10 編輯



伊利沙伯醫院發生懷疑拐帶兒童案，一名2歲女童今早隨母親到醫院求診時被男子抱走，其後在油麻地附近尋回。

該名女童今早約11時，與母親在醫院求診時，被一名戴口罩男子抱走，母親報警求助。

警員接報後，在油麻地彌敦道附近尋回該名女童，送院檢查，暫未有人被捕。

(即時新聞)

好驚訝!!!!!!!!!!!!

查看: 734 | 回覆: 18

荃灣有拐子佬出沒??? [複製鏈接]

onon2000

發表於 12-12-5 20:47 | 只看該作者 | 倒序瀏覽 | 打印

本站最後由 onon2000 於 12-12-5 20:4



又有拐子佬  亞園學校今日出咗通告。

Lady Qooza Forum » Gossip » 各位SIS注意！內地拐子佬貌似黎香港搵食！（有更新！）

回覆 發帖

rila88

發表於 2012-3-8 11:18 AM | 只看該作者 打印

各位SIS注意！內地拐子佬貌似黎香港搵食！（有更新！）

本帖最後由 rila88 於 2012-3-14 11:20 PM 編輯

新聞

認住高矮拐子佬 海港城搶人

金牌會員

帖子 1597

積分 2020

But eventually truths are exposed

8



Social media in business and politics

9

Politics	Business
Build relationship with stakeholders and influencers	Build relationship with customers
Disseminate information quickly to shape public discourse	Respond to market competitors
Call for action especially signature campaign, rally, protest etc.	Call for action through sales promotion and discounts
The need to manage and respond to crisis	Manage and respond to crisis

Social media has the power to make a leader

10



Barack Obama

34,655,103 likes · 1,500,407 talking about this



Politician

This page is run by Obama for America, President Obama's 2012 campaign. To visit the White House Facebook page, go to facebook.com/WhiteHouse.



Photos



Donate



Store



Are you in?





梁振英 CY Leung (Official)

19,543 likes · 117 talking about this

Community organisation

梁振英官方Fan Page, 我哋齊心一致, 撐CY, 撐香港! 您張貼任何促使本人於行政長官選舉中當選(或阻礙其他候選人)的內容, 根據香港法例第554章第27條, 將被視為您支持本人當選。

About



Photos

19,543

Likes

腾讯微博 Beta 首页 微博通 找人 微群 应用 实验室

Hi, 这是梁振英的腾讯微博, 人海茫茫相遇不易, 立即登录, 别错过!

申请



梁振英 @cyleung

梁振英

广播 123

听众 1730347

收听 9

<http://cyleung2012.com/about>

腾讯认证资料

梁振英, 第四任香港特别行政区行政长官。

竞选官网: <http://www.cyleung2012.com/>

属于他的标签:

香港
分享标签 >>



梁振英说 我要問CY

全部 | 图片 | 视频 | 音乐

梁振英: 我深信, 「齊心」, 香港一定會成功!

2012年3月25日 17:20 来自腾讯微博 全部转播和评论(3154)

转播 | 评论 | 更多 >

梁振英: 今天, 我作出的承諾, 將會成為歷史記錄, 我會在陽光下, 接受全港七百萬市民的監督。

2012年3月25日 17:20 来自腾讯微博 全部转播和评论(1737)

转播 | 评论 | 更多 >

...and the power to unmake one

12



...power to bring revolution to the square

13



...and the power to show the voice of people online and offline

14



期間熱門度變化

數字 100 代表搜尋量高峰

重大新聞 預測



嵌入

Source: Facebook, Google Trend

15

Application of social media in politics

Social media and public policy

16



反對政府設立洗腦德育及國民教育科

學民思潮 (Scholarism) 萬人聯署！反對德育及國民教育科聯盟

414 likes · 2 talking about this

Political Organisation
學生也是社會公民的一部份，我們堅信「立於保潔，走進人群」。學主絕對有權力透過社會行動影響政府施政。

反對政府設立洗腦德育及國民教育科

414

Events

Welcome



強烈反對新界東北「深港富豪雙非城」發展計劃！

12,628 likes · 2,157 talking about this

Community
【反對香港被規劃行動組】當經濟「新界東北新發展區」框架，社會發現計劃美其名「新市鎮」，實為深港兩城化鋪路！守住新界東北，就能守住香港！

12,628

Events

Source: Facebook

Engage in public speech and shape the agenda

17



反對內地孕婦來港產子！10 萬人 Like 俾政府睇！

113,748 likes · 16,677 talking about this

Like

Community

本組純為中區區區，協助區區區區區區。請使用代幣！請舉報區區區區區區區區區區。人境處 28241351、請舉報區區區區區區區區區區。區區區區區區區區區區 28817498。



Chen
鴨鴨
坐, 所

Photos



Videos



Events



Likes



北區水貨客關注組(North District Parallel Imports Concern Group)

2,663 likes · 1,071 talking about this

Like Message



Community

北區水貨客關注組(下稱關注組)只針對水貨客所衍生的民生問題,由「光復上水站」行動成員自發於2012年9月14日成立。

About

走私變合法
兩地點執法

Like 2,663

Photos

Likes



Events



加入我們!

Disseminate information...

18

學民思潮 文宣製品 (2012)

Back to Album · 學民思潮 Scholarism's photos · 學民思潮 Scholarism's Page

Previous · Next



Like Comment



學民思潮 Scholarism
政府已窮途末路，人港已到癸仔平盞頭中！！

Like · Comment · Share · 7 September 2012

46,615 people like this.

1,210 shares

Album: 學民思潮 文宣製品 (2012)

Shared with: Public

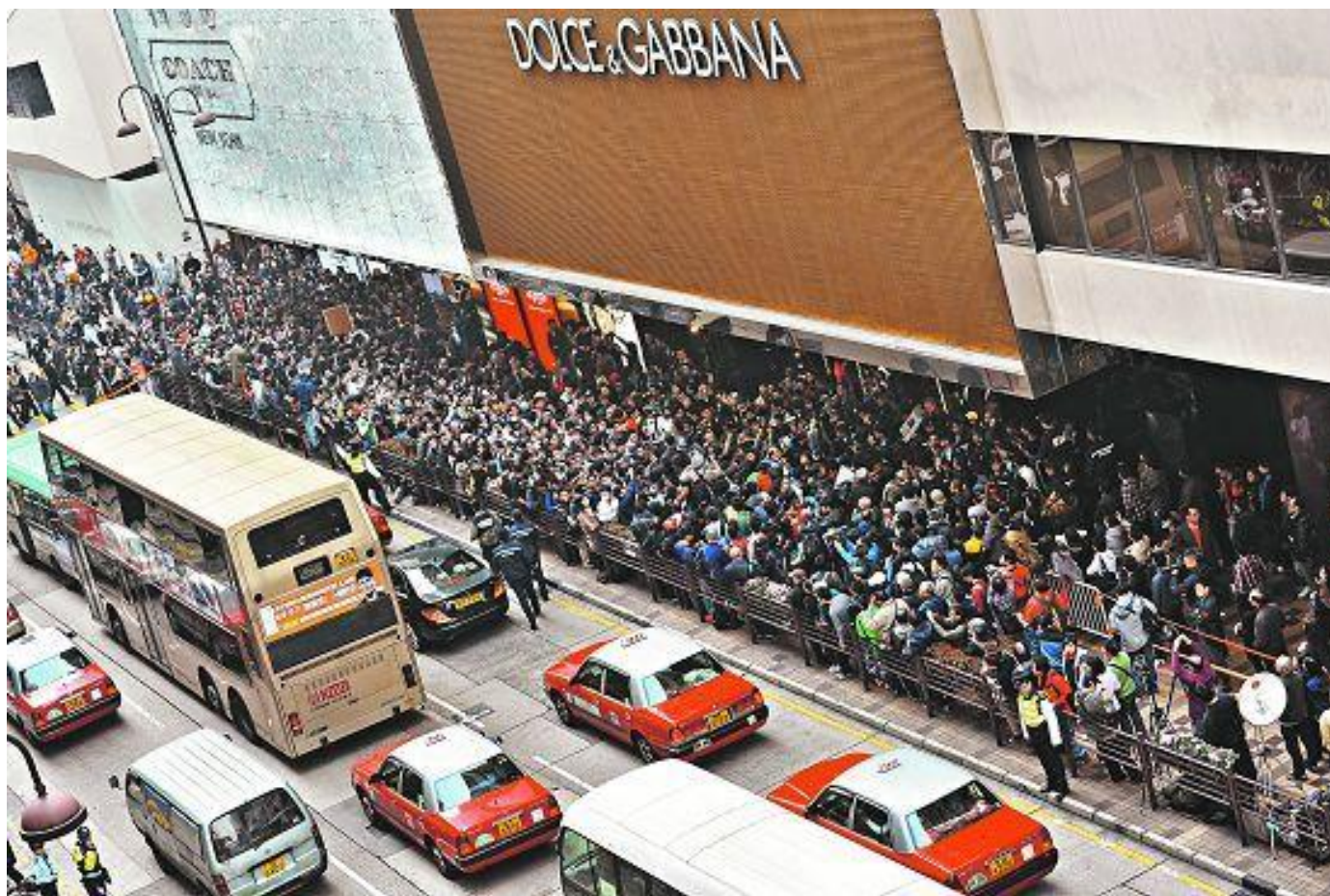
View Larger

Download

Report/Remove tag

...and call for massive and rapid action

19



「D&G門口萬人影相活動」

Strengthen civil society by articulating and debating

20



-  **sosa4949**
政府三度發信促互聯網專業協會提交綱目 立法會一個委員會跟進民意共融基金會推行的上網學習支援計劃的情況 <http://it.co/3nAyCl>
2 hours ago
-  **citywatchtv**
政府三度發信促互聯網專業協會提交綱目 立法會一個委員會跟進民意共融基金會推行的上網學習支援計劃的情況。資訊科技界議員黃乃光早前去信委員會，指關聯的錄音，曾指出基金會的綱目混亂，要求委員會刪減。他問政府，基金會的組成伙伴，包—
<http://it.co/viumnCdq>
2 hours ago
-  **newsgovhk_cpr**
行政長官向立法會發表施政報告 <http://it.co/DtAHV3LB> #新聞公報
2 hours ago
-  **HKCitizenNews**
檢討淫褻及不雅物品管制條例接獲1千份意見 立法會資訊科技及廣播事務委員會討論《淫褻及不雅物品管制條例》 檢討第二階段公眾諮詢結果 <http://it.co/dyM7gt>
2 hours ago
-  **onbrknews**
檢討淫褻及不雅物品管制條例接獲1千份意見 立法會資訊科技及廣播事務委員會討論《淫褻及不雅物品管制條例》 檢討第二階段公眾諮詢結果 <http://it.co/HfDUP8uU> (星島日報)
2 hours ago
-  **sosa4949**
檢討淫褻及不雅物品管制條例接獲1千份意見 立法會資訊科技及廣播事務委員會討論《淫褻及不雅物品管制條例》 檢討第二階段公眾諮詢結果 <http://it.co/34fAtqp>
2 hours ago



Rewriting the rules

21

Government

Opinion
leaders

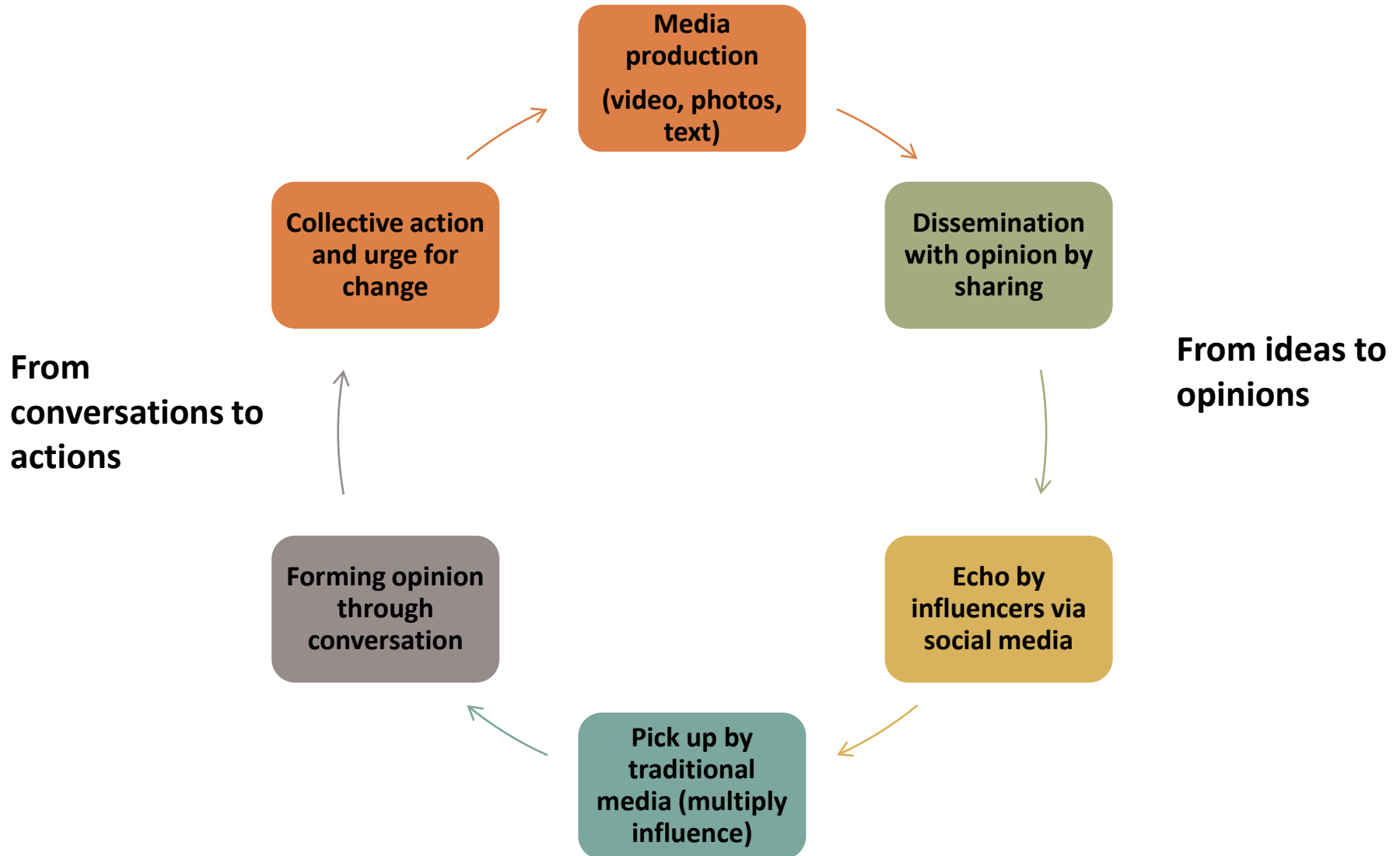
Traditional
media

Political
groups

**Social Media:
medium to
influence and
empower the
civil society**

How social media shapes public opinion

22



23

Mobilization in networked politics

Case studies

Stop Express Rail Line campaign (2009-2010)

Call for action with social media

DEC

6

反高鐵行動及文章

稻子：提醒一點：文中兩個「終極」都用錯了，切記——一切都在民間，而且只在民間。

Kwuntung Tse 12月4日

現有以下五個行動請大家幫忙：

1. 請同時加入逾萬人新group：<http://www.facebook.com/group.php?gid=213899423412>。我們要證明反高鐵絕非小眾，一個都不能少！所以也請經常推及廣傳這個連結！現寄望巨大的民意能給12月18日財委會最終表決的議員一定壓力，一方面令贊成票改投棄權票，也令反對票的如民主黨等更加堅定。
2. 現仍有一定的人支持政府高鐵方案，相信你的friend list裡也有，雖然只佔少數。請儘量說服他們，改為反對高鐵。以下兩份是很有用的材料，如果是文字，可用《蘋果日報》的〈高鐵六大虛偽〉：http://www.facebook.com/note.php?note_id=188183703579；如果用影像，可用這輯經修飾的精選《新聞透視》：http://www.youtube.com/watch?v=Irr_7LYTTqQ。雖然你這些friend沒投票權，但說不定他改變立場後，會幫忙遊說；也許他的朋友中，就有功能組別議員！尤其如果這些人本身有寫支持高鐵的note，他可能會tag了一些功能組別議員，請務必反駁其荒謬論點。由於大部分市民只關心錢，儘量由錢入手，每名市民一萬元，同時計算你的親戚（包括那些四五十歲支持者）的尚未有話語權的年幼姪甥，一個家族就花了二三十萬，就只是換來在西九龍站上車！
3. 可儘量搜刮立法會議員利益衝突的資料，交予反高鐵聯盟或廣傳，期望爆料後他們在表決日也要如同何鍾泰一樣避席。我們會盡力爆料給傳媒。
4. 據聞12月18日前的最後一個周日12月13日也會有終極反高鐵行動，請密切留意。
5. 12月18日終極表決也請盡力到立法會聲援，給予舉棋不定的議員壓力。

反高鐵的20個理由



1. 假高鐵
據官方最新資料計劃興建，即政治宣傳用假數據。香港全境只有30公里，距離不及廣東的十分之一，設計長度平均要達130公里，與內地約120公里有別無異。車速與廣東無異。
2. 假廣州
廣州與香港「廣州站」其實位於番禺區，與廣州天河區中心的人最繁華十幾里路遠。從新站九站、林村、廣隆、新化、15分鐘車程，40分鐘車程。
3. 新行人「得物無所用」
政府計劃，將地鐵與新站連繫，以方便市民往來。但政府計劃，新站與新站間只由多條方法往來，才方便市民內行往來九龍，與新站無上。
4. 有錢人玩意
新站與香港，往來九龍，新站與香港，大約1000，才能過萬人與香港。
5. 炒高樓價
據估計西九，才方便與香港人，與香港西九一類，其與香港。
6. 假借造價
據估計西九造價與香港，與香港西九一類，其與香港。
7. 高估客量
據估計西九造價與香港，與香港西九一類，其與香港。
8. 無錢更佳方案
據估計西九造價與香港，與香港西九一類，其與香港。
9. 缺乏資訊、沒諮詢
據估計西九造價與香港，與香港西九一類，其與香港。
10. 捨人置業
據估計西九造價與香港，與香港西九一類，其與香港。
11. 假樓炒樓
據估計西九造價與香港，與香港西九一類，其與香港。
12. 儲蓄新門地下水系統
據估計西九造價與香港，與香港西九一類，其與香港。
13. 大範圍剝削
據估計西九造價與香港，與香港西九一類，其與香港。
14. 政府方案問題多，市民向共同
據估計西九造價與香港，與香港西九一類，其與香港。
15. 889個可以花得更有智慧
據估計西九造價與香港，與香港西九一類，其與香港。
16. 廉價建設
據估計西九造價與香港，與香港西九一類，其與香港。
17. 高價創造就業職位不多
據估計西九造價與香港，與香港西九一類，其與香港。
18. 城市規劃變更民主
據估計西九造價與香港，與香港西九一類，其與香港。
19. 不成立議會撥款自願
據估計西九造價與香港，與香港西九一類，其與香港。
20. 保留西九文化區建議
據估計西九造價與香港，與香港西九一類，其與香港。

55 people like this.

Gather and inform through online media

25

高鐵戰訊

高鐵路訊：1月8日前反高鐵運動日程，功能組別高鐵路分餅錄

週四, 2009-12-31 21:12 — 朱凱迪



明天就是2010年，還有一星期就是1月8日財委會審議高鐵路669億撥款的日子。這幾天看電視新聞和讀報，不時都會有人提到高鐵路：什麼中國競爭力研究會的發言人都說高鐵路好重要呀，你地快d批地，什麼什麼議員在一個沒關係的場合又說快d批地，運輸局長鄭汝樺重申某圍村已有八成村民已經登記啦，意思是佢地已經投降咁啦，你地為左幫某圍村而出來示威是捉錯用神了，之類。從新聞報導，一句質疑高鐵的聲音都沒有，這個現代表什麼？代表那班反民主既得利益集團成竹在胸，氣定神閒？還是他們像電影《異型》的地球人一樣，從測器中看到周圍的綠色光點逐漸逼近而感到萬分焦慮？

我是其中一顆綠光點，我與千千萬萬的綠光點互通，我們在各自的位置上盡心盡力，爭取社會公義，打破政權權力壟斷，希望環境、土地和生活更受尊重。新時代已經來臨！未來一星期，反高鐵路撥款大聯盟和八十後高鐵路青年兩個組織，還有另外一些有心人，籌劃了一系列的活動，祈求呼喚更多綠光點在2010年1月8日下現身立法會。從既得利益集團看來，我們是吃人的異型，既然知道他們最怕什麼，大家就在這幾天養好精神吧！

●未來一星期活動簡介

一月一日

五區苦行

高鐵路訊：倒數三天：五區苦行開始！

週二, 2010-01-05 00:00 — 朱凱迪



苦行隊伍在大埔火車站外。

最新消息：五區苦行隊完成上水及大埔行程

離一月八日全民BIG燭立法會只有三天。八十後反高鐵路青年繼去年年底環繞立法會苦行三日，於財委會大會前再接再厲，今日下午由上水出發，展開經過五個立法會選區的四日三夜苦行，直至一月八日。苦行隊在上水舉行開步禮，有某圍村村民同行一段路。各區實轉流發言，支持苦行者，摘要如下：

Online mobilization by both supporting and opposing camps

26

撐高鐵-反騎劫-支持西九方案
Public Event for 我們都祝福香港,撐起香港(由快播基鐵起)

Friday, 15 January 2010 17:45 until 22:30

立法會門外, 遮打花園

1月15日撐高鐵集會靜坐
時間: 17:45-22:30
地點: 立法會外遮打花園
穿著: 白色或藍色衣服
大會會印場派發藍布帶繫於手臂, 代表對香港前景的希
...See more

Hui Kam Chu
九唔搭八, 19只鼠輩橫行霸道, 花言巧語, 騙幼民意, 非典型思覺失調!!!
Like · Comment · 18 January 2010 at 08:52

雲立標
2010年1月16日香港島發生一起劫案, 有31隻老鼠, 然後從地底逃去無蹤。
現人民點紅669隻通緝31隻鼠輩, 如任何人發現其熱水將它們當場殺死。
Like · Comment · 17 January 2010 at 23:12

Going (136)

Maybe (23)

Invited (81)

Export · Report

緊貼現場情況、追縱最新消息: **Twitter #stopxrl** 萬人決戰立法會

Public · By Bach Lau, Oiwan Lam and 5 others

14 January 2010 at 16:00 until 16 January 2010 at 20:10

Twitter #stopxrl · 香港立法會

----- 懇請幫忙轉載以下訊息至每個角落, 以及邀請朋友加入event, 讓更多人看到現場消息。-----

Facebook Event Page
<http://www.facebook.com/event.php?eid=275128751340>

...See more

Nelson Tam
網上電台《開台》《愛港台》今午一時立法會外聯合直播《高鐵審批立會內外直擊》
<http://www.openradiohk.com/> / <http://www.lovehkradio.com/> 將立法會外支持及反對高鐵市民的實況, 作網上直播, 並由主持作實況評論, 並會轉請 Twitter #stopxrl 的短訊息
Like · Comment · 16 January 2010 at 08:53

Mobilization via social media

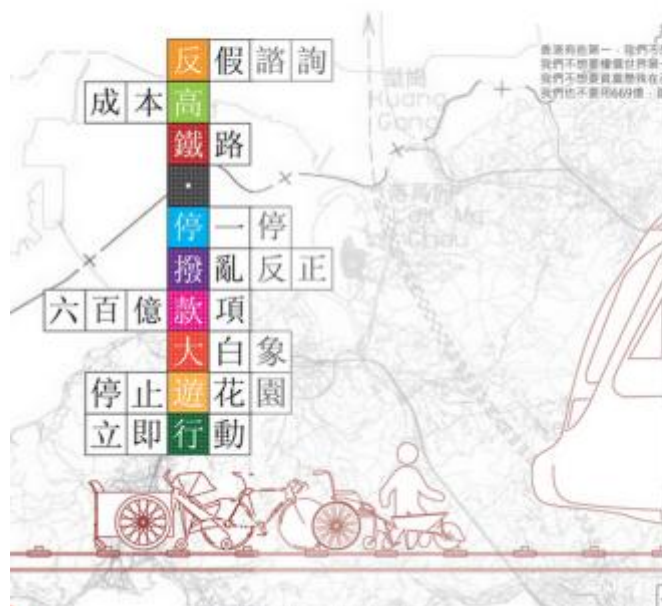
27



Live broadcast via tweets and photos

Re-tweet and tagging (#stopXRL)

28



PrinceTintin @PrinceTintin 10%年1月17日
RT @lewisdada: RT @benjamin_shum 譚志球今日喺城市論壇話：「權力唔係來自人民，權力係來自中央。」說穿了，不是共產黨玩晒是什麼？ #stopxrl
圖 由 Stopxrl 轉推
觀看

Stopxrl @stopxrl 10%年1月17日
遮打道 - 最英俊防暴警員選舉
<http://www.youtube.com/v>
觀看



Stopxrl @stopxrl
1月16 - 遮打道包圍立法會
<http://www.youtube.com/v>
觀看

Photos and Videos tagged with #stopxrl

Stopxrl @stopxrl
為歌反高鐵示威者 禮賓府
<http://www.youtube.com/v>
觀看

Stopxrl @stopxrl
各位可否收集一些歌曲，別人都能夠輕鬆唱，因為我唱歌，一般民眾是不懂得歌這觀開

Stopxrl @stopxrl
@kelvinsit 某訪友的大辣批
愛憎對話



Spreading tactical messages via social media

29

捍衛言論自由 捐款支持獨立媒體!

關於我們 分類標籤 專題區 友好連結 FAQ

首頁

反高鐵停撥款現場即時報導!

週五, 2010-01-08 00:23 — eg9515

急: 剛收到消息, 陳巧文被重案組拘捕, 現正前往九龍城警署。陳巧文稍後會再被送往軍器廠街警察總部旁的中區警署。今日(9/1) 1:30pm, 會於警總門外有聲援行動, 請各位出席支持。

大家可以click本文的回應, 特約記者會不斷更新twitter訊息。

Recommend 52
Share
Tweet 0
+1 0



2010-01-08, 20:45, 立法會1樓, 回鑒0108反高鐵晚會

- 2245 由於未能提出解決方案, 主席和局長會後再討論下一個開會日期。
- 2231 議員搶先發言, 望江華等提議連開3日(星期五/六/日)或通頂開會, 削弱其他議員拉布能力, 令沒有精神去思考問題/回應。
- 2230 主席付予權力宣報第3節到2245為止, 開始討論下一次會議, 及提出無限節去討論議題的可行性。
- 2209 有無鐵路營運的標準, 如唔達標, 有無罰的條款, 局長比人卑問非所答。
- 2206 鄭家富問緊交通問題, 在興建6年, 怎樣解決塞車問題。共4千5百萬小時, 為什麼利用十幾億去推高鐵。
- 2200 湯家錫說, 高鐵香港段其實只是一個較快的接駁系統, 因為, 由福田到西九只有30公里, 時速只有170公里/小時。
- 2152 討論繫繩上路不需要15個月台。
- 2148 梁家錫問有無考慮中途站, 加多回報率, 不至6%。可能會有14-15萬人滾。
- 2129 陳淑莊問有關交通影響評估, 政府預算日後要花多少錢去改善交通



Anti-nationalist education campaign (2011-2012)

30

學民思潮 Scholarism
18 August 2011

2011_08_17_學民思潮 817記者會 全民動員齊上街 (30 photos)



學民思潮 Scholarism
6 September 2011

學民思潮 壹週刊「部署七年 政府橫手推洗腦教育」2011-09
See translation



Building exposure and audience

31

學民思潮 Scholarism
30 April 2012

堅決反對國民教育科五大原因！

1. 亂推五億資助：每校資助五十萬每週教一小時，完全浪費資源！
2. 管制學生思想：要求學生對祖國富有情感觸動，違反批判思考！
3. 內地政府撰寫：國家教育局編寫香港教育課程，損害一國兩制！
4. 漠視少數族裔：強迫少數族裔為中國感到自豪，毫不尊重他種！
5. 課程文件含糊：不願提供教學例子供各界參考，迴避敏感議題！

See translation

Like · Comment · Share 75 2 19

學民思潮 Scholarism shared a link via Joshua Wong.
30 April 2012

政府終於公佈了國民教育科課程文件，學民思潮會盡快跟進事態發展。

See translation

[http://www.edb.gov.hk/FileManager/TC/Content_2428/MNE_Guide_\(CHI\)_Final.pdf](http://www.edb.gov.hk/FileManager/TC/Content_2428/MNE_Guide_(CHI)_Final.pdf)
www.edb.gov.hk

Like · Comment · Share 8

學民思潮 Scholarism shared a link.
30 April 2012

對於教育局接納修訂德育及國民教育科的課程指引，三年間限期後，2015年當院進行，立法會教育界議員張文光批評，政府不理反對聲音，強推國民教育科，是為了履行政治任務。此外，又不將六四事件編入課程，並非真正的國民教育。

See translation

 《蘋果日報》即時新聞 - 20120430 - 強推國民教育張文光：是政治任務
hk.apple.nextmedia.com
蘋果日報即時新聞，為你提供最快的資訊

Like · Comment · Share 15 1 3

學民思潮 Scholarism shared a link via Joshua Wong.
30 April 2012

【本報訊】中學生組織「學民思潮」發起反洗腦運動，他們昨日於旺角行人專區收集簽名，向社會各界表達保護思想自由的意願。代表指出，教育局去年推出「德育及國民教育科課程諮詢」，內容僵化，缺乏批判性思考，示範教材內竟要求學生「得知國家運動員得獎必須感動」、「面向國旗須流淚」。政府即將發表國民教育課程修訂指引文件，該處當局邀請了直屬中央教育部的北京師範大學撰寫教材，學民思潮對此表示反感，認為本港教育事務應由香港有關機構自決，才能符合本港學生需要。

See translation

學民思潮 文宣製品 (2012)
Updated about 2 months ago



The posters include the following text:

- 學民思潮 反對國民教育科 小圈子特權 普選刻不容緩
- 513 大遊行 拒絕洗腦 捍衛思想自由
- 國民教育有洗腦 是一個慣例!
- 衛思想 自教 對洗腦 共停止干
- 反對洗腦 大遊行
- 捍衛思想自由 反對洗腦教育
- 拒絕思想不鳴 學生團結抵抗 政治洗腦
- 五區公投
- 教育團結反對
- 反對理由
- 1. 侵犯學術自由
- 2. 侵犯學生思想
- 3. 破壞一國兩制
- 4. 漠視少數族裔
- 5. 破壞香港前途

Building alliance

32



學民思潮 Scholarism

31 July 2012

聲明：堅持原則 撤回國民教育科

2012年7月29日，即使超過9萬人參與遊行，逼爆添馬政府總部，但梁振英及其管治團隊卻仍不願撤回國民教育科之推行計劃，學民思潮表達強烈不滿。學民思潮依然會堅持原則，要求政府必須於9月3日開學日前，撤回整個推行德育及國民教育科之計劃。

政務司司長林鄭月娥曾於7月21日，公開表示將會積極與年輕人接觸，並調重視年輕人之看法。但就7月29日，根據林鄭月娥發表的說法，表明政府並不會撤回國民教育科的推行，可謂完全與其發表的立場有所違背，學民思潮予以強烈譴責，並希望政府可以積極聽取學民...

Continue reading...

Like · Comment · Share

👍 538 💬 63 📄 102



Going (2,016)



Maybe (360)



Invited (9,178)



埋單計數·撤回課程·佔領政總

Public · By 學民思潮 Scholarism

📅 30 August 2012 at 15:00 until 6 September 2012 at 23:00

📍 Hong Kong

📄 埋單計數·撤回課程·佔領政總

日期：8月30日（星期四）至9月1日（星期六）

時間：每天早上九時半至晚上十一時（活動時間）；其餘時間通宵留守

地點：金鐘政府總部

主辦：學民思潮

...See more

Posts

View Declines

RECENT POSTS



Epsilon van Amsterdam

-Thanks for add me! This is one of the best videos to spread. Greetings!

** Glass Walls in English (Paul McCartney) <http://laverabestia.org/play.php?vid=1438>

- Don't eat animals, GO VEGAN | Share it!/diffondit/partagez/difundelo/espahá-lol/verbreitung/بشرك/بشرك!

+ INFO: <https://www.facebook.com/TheVeganSociety>



L'appello di Paul McCartney - "If Slaughterhouses Had Glass Walls..."
laverabestia.org

"Glass Walls" goes deeper into the meat and dairy industries than any video we have produced before.

👍 Like · 💬 Comment · Follow post · Share · 24 November 2012 at 04:38



Epsilon van Amsterdam is going.

👍 Like · 💬 Comment · Follow post · 24 November 2012 at 04:37

Power of 'like' and 'share'

33



學民思潮 Scholarism

【絕食宣言】

「也許最後的時刻到了
我沒有留下遺囑
只留下筆，給我的母親

...See more — with Eric Cheung, Kar Man WU, Francis Ho, 莎娜, Grace Xuan Xuan, 冠蓉, 佳雯, Yunchao Wen, 楊羽婷, 呂靜彤, Chen Jojo, 水蕙 and Yuchi Lin.

Like · Comment · Share · 30 August 2012

👍 16,065 people like this.

📄 7,200 shares

💬 View previous comments

6 of 1,571

Generating support from wider public

34



👍 16,492 people like this.

💬 1,406 shares

Mobilization through social network

35



民間聯盟「良心話事·守護孩子」公民教育開學禮大集會

Public · By 學民思潮 Scholarism

Saturday, 1 September 2012 14:00 until 20:00

「良心話事·守護孩子」公民教育開學禮大集會

日期：9月1日(星期六)

時間：下午2時至8時(2時嘉年華開始、5時晚會)

地點：金鐘政府總部添馬公園、立法會廣場及政府發射台

發起：民間反對國民教育科大聯盟

七月二十九日，超過九萬名市民參與「撤回國民所謂「具廣泛代表性」的開展德育及國民教育科國民教育科大聯盟(下稱「大聯盟」)重申，絕不混過關，並認為委員會只是政治花瓶，大聯盟的聯盟的訴求只有一個：要求政府立即撤回德育及



全民行動·反對洗腦·729萬人大遊行

Public · By 學民思潮 Scholarism

Sunday, 29 July 2012 14:30

Hong Kong

全民行動·反對洗腦·729萬人大遊行

日期：7月29日(星期日)

時間：下午2時半在維園一號足球場集合

路線：從維園遊行至金鐘政府總部

...See more

Posts

RECENT POSTS



Lau Hiu Ying is going.

Like · Comment · Follow post · 29 November 2012 at 17:07



Wai Leuk Tong is going.

Like · Comment · Follow post · 13 November 2012 at 23:24

Power when social media meets traditional media

36



Obama's Q&A session on social media

37

TWITTER PRESENTS
TOWNHALL
@THE WHITE HOUSE
JULY 6TH, 2PM EDT / 11AM PDT

Twitter Town Hall

You Tweeted
Terms of thousands of questions were tweeted to #AskObama on Twitter about the economy, health care and other important issues. The response was amazing.

You Chose
Twitter Search algorithms identified the most engaged with Tweets from your questions and reposts by a panel of seasoned Twitter users with experience discussing the economy.

The President Answered
Questions were read live to the President by Twitter's Executive Chairman Jack Dorsey, the questions and @whitehouse summaries were reposted by @townhall.

Read tweets for #AskObama

Follow @townhall

Follow @whitehouse

Barack Obama
@BarackObama

Hey, everyone: I'll be taking your questions online today. Ask yours here: OFA.BO/gBof44-bo

6,149 RETWEETS 1,493 FAVORITES

12月8日2012年下午1:08

Thank you for participating in the live event. The live event is now over. You can watch the recorded webcast or view the conversation on Twitter.

Official Q&A Tweets

whitehouse The White House President Obama makes history as the first President to live tweet. Video: <http://tk.co/8EAG2Yg>

whitehouse The White House Lots of great Qs via #AskObama - Brian Deese, Economic Advisor to the President, will answer more tomorrow on Twitter. Stay tuned

whitehouse The White House MT @twitterglabajs: @townhall stats: 169,395 #AskObama Tweets. Hot topics: Jobs (23%) Budget (18%) Taxes (18%) & Education (11%)

Jack Dorsey At the @whitehouse tweetup! Great selection of Twitter users from all over the country. <http://tk.co/GaVAQ/>

Google+

Google+ hangouts

Video of Barack Obama smiling in a Hangout session.

Reddit

reddit

Vote for /r/Obama's bestof2012: reddL8/15yCq

verified I am Barack Obama, President of the United States -- AMA (self/AMA) submitted 4 h ago by PresidentObama

1,222

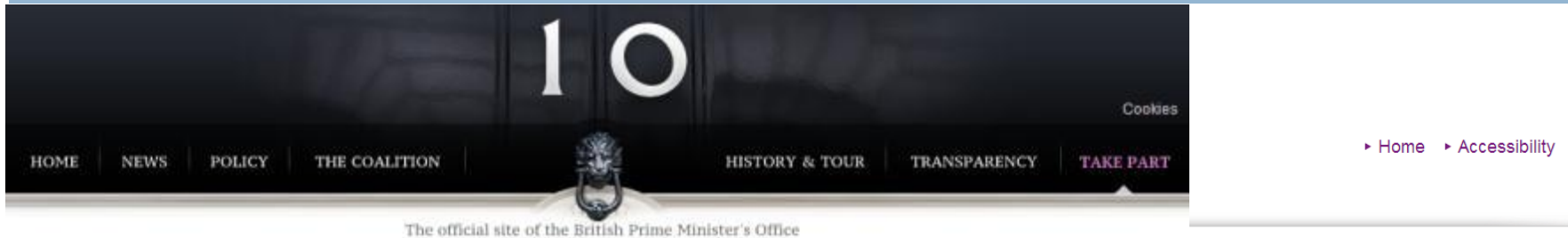
Hi, I'm Barack Obama, President of the United States. Ask me anything. I'll be taking your questions for half an hour starting at about 4:30 ET.
Proof it's me: <https://twitter.com/BarackObama/status/240903767350968320>
We're running early and will get started soon.
UPDATE: Hey everybody - this is Barack. Just finished a great rally in Charlottesville, and am looking forward to your questions. At the top, I do want to say that our thoughts and prayers are with folks who are dealing with Hurricane Isaac in the Gulf, and to let them know that we are going to be coordinating with state and local officials to make sure that we give families everything they need to recover.
Verification photo: <http://i.imgur.com/oz0a7.jpg>
LAST UPDATE: I need to get going so I'm back in DC in time for dinner. But I want to thank everybody at reddit for participating - this is an example of how technology and the internet can empower the sorts of conversations that strengthen our democracy over the long run. AND REMEMBER TO VOTE IN NOVEMBER - if you need to know how to register, go to <http://gottaregister.com>. By the way, if you want to know what I think about this whole reddit experience - NOT BAD!
<http://www.barackobama.com/reddit> [edit: link fixed by staff]

24240 评论 115

Twitter

Community's wisdom – E-Petitions @ Number 10 UK

38



- View and sign and see Government responses to completed petitions
- Aim – enable as many people as possible to make their views known

e-petitions – create and sign petitions online

Search for an e-petition to sign

Search▶

▶ [View all e-petitions](#) [View e-petitions by government department](#)

Trending e-petitions

Most active e-petitions in the last hour. Page last updated 08:08 GMT.

The Oliver King Foundation - SADS 76,403 total signatures	42 signed in the last hour	Full disclosure of all Government documents relating to the 1972 building workers strike and the ... 3,994 total signatures	19 signed in the last hour
Get UK Sport to Fund British Basketball 6,886 total signatures	18 signed in the last hour	Do not privatise the Probation Service 12,484 total signatures	15 signed in the last hour

The White House – We the People online petition

39

the WHITE HOUSE PRESIDENT BARACK OBAMA

THE WHITE HOUSE

Get Email Updates Contact Us

BLOG PHOTOS & VIDEO BRIEFING ROOM ISSUES the ADMINISTRATION the WHITE HOUSE our GOVERNMENT

WE the PEOPLE YOUR VOICE IN OUR GOVERNMENT

Help make We the People even better. Share your feedback on how this new platform can improve.

Share Your Feedback

CREATE A PETITION OPEN PETITIONS RESPONSES HOW & WHY

Log in | Create an Account

Giving all Americans a way to engage their government on the issues that matter to them.

Get Started

VIEW PETITIONS START A PETITION

We the People in Three Easy Steps

Step 1

Browse open petitions to find a petition related to your issue, and add your signature.

TAKE ACTION

▶ Find a petition

Step 2

If your issue is not currently represented by an active petition, start a new petition.

TAKE ACTION

▶ Start a Petition

Step 3

If a petition meets the signature threshold, it will be reviewed by the Administration and we will issue a response.

TAKE ACTION

▶ View all responses

Featured Petition Responses SEE ALL

A Message from President Obama about Your Petition on Reducing Gun Violence

Combating Online Piracy while Protecting an Open and Innovative Internet

Building a 21st Century Immigration System

Repealing the Discriminatory Defense of Marriage Act

Most Recent Petitions SEE ALL

Make Dance Education a Right of Every Child at any level of schooling.

Repeal Digital Millennium Copyright Act (DCMA) and pledge to prevent legislation with anti-circumvention provisions.

Put my name in Obama's Kill List of American Citizens

All Petitions Popular Filter by Issue

WE PETITION THE OBAMA ADMINISTRATION TO:

Legally recognize Westboro Baptist Church as a hate group. 330,996 Signatures FIND OUT MORE

Investigate the IRS Tax-Exempt Status of the Westboro Baptist Church 84,087 Signatures FIND OUT MORE

Revoke the tax exempt status of the Westboro Baptist Church & re-classify Westboro Baptist Church as a hate group. 77,714 Signatures FIND OUT MORE

Recount the election! 69,419 Signatures FIND OUT MORE

Support mandatory labeling of genetically engineered foods (GMOs). 65,156 Signatures FIND OUT MORE

Require free access over the Internet to scientific journal articles arising from taxpayer-funded research. 60,941 Signatures FIND OUT MORE

Request to impeach Obama received an official response from the White House

40

This petition has been responded to by the White House. See the response below.

WE PETITION THE OBAMA ADMINISTRATION TO:

We request that Obama be impeached for the following reasons.

We request that Barack Obama be impeached for the following reasons.

1. He proclaimed war in libya without getting congress approval first. Article I, Section 8- Only congress can approve to start war.
2. Obamacare is unconstitutional. Forcing US citizens to get health insurance whether they want it or not.
3. Obama disrespects our Constitution calling it flawed and trying to change it even after taking this oath:

"I do solemnly swear (or affirm) that I will faithfully execute the Office of President of the United States,

and will to the best of my Ability, preserve, protect and defend the Constitution of the United States."

4. Appointing agency "czars" without Senate approval.

Created: Nov 11, 2012

Issues: Government Reform

TOTAL SIGNATURES

49,890

OFFICIAL WHITE HOUSE RESPONSE TO

We request that Obama be impeached for the following reasons.

The Short Answer is No, but Keep Reading

By The White House

Believe it are not, petitions like the one you signed are one of the reasons we think We the People is such a valuable tool. There are few resources that do more to help us engage directly with people about the issues that matter to them -- especially people who disagree with us.

So let us use this opportunity to set the record straight:

President Obama didn't declare a war in Libya -- and the limited military mission he did order was in keeping with decades of historic precedent.



Here's the important thing, though. Even though this request isn't going to happen, we want you to walk away from this process with knowledge that we're doing our best to listen -- even to our harshest critics.

The key is that we can disagree without being disagreeable. That's the kind of public dialogue Americans deserve.

Use of social media in public consultation

- Attempt to consult through Facebook: 3-hour 'forum' on Facebook 《運輸基建·公眾參與前瞻》

The screenshot shows a Facebook profile for 'Transport Branch Thb'. The profile picture is a computer monitor displaying the text '運輸及房屋局論壇 運輸基建 公眾參與前瞻'. The cover photo is a blue banner with the same text. The profile name is 'Transport Branch Thb'. The bio section contains the following text: '運輸及房屋局今日（二月六日）早上十時至十一時舉行以《運輸基建·公眾參與前瞻》為題的論壇。整個過程即時在網上直播。你可以透過互聯網一面收看，一面利用這個討論區於今日上午九時至十二時發表意見。收看論壇請登入<http://webcast.info.gov.hk/chi/home.htm>。' Below the bio, there is a paragraph in English: 'The Transport and Housing Bureau will hold a forum entitled "The Way Forward for Public Engagement in Transport Infrastructure" from 10am to 11am today (February 6). The forum will be webcast live. You are invited to watch the live webcast at <http://webcast.info.gov.hk/eng/home.htm> and post your views at this discussion group from 9am to noon today.'

Use of social media in public consultation

Act Now campaign

The image shows a screenshot of a Facebook page for the 'Act Now' campaign. The page title is '為香港起錨 支持2012年政制方案' (Act Now for Hong Kong, supporting the 2012 constitutional reform proposal). The page features a large logo with the text '2012 政制改革 起錨 Act now'. The main content area displays several posts, including a video titled '走入人群 擁護力爭' (Enter the crowd, support and fight) and a video titled '特首曾蔭權在...'. The page also shows a sidebar with information about the location (The Government of the Hong Kong Special Administrative Region) and a list of people who like the page (Shun Ng Yan Yan, Ares Jimmy Chan, Joe Wu).

2012 政制改革 起錨 Act now

為香港起錨 支持2012年政制方案

Wall Info Photos Video Notes Discussions

為香港起錨 支持2012年政制方案 + others 為香港起錨 支持2012年政制方案 Just others

Suggest to friends

歡迎市民踴躍表達意見。請留意我們未能逐一回應留言。若簽署支持政府官員、人身攻擊、含有不雅淫穢的語言/圖片、帶有誹謗成份、違反知識產權或內容大量重複等的不當留言可能會被刪除。

Information

Location: 中華人民共和國香港特別行政區政府 The Government of the Hong Kong Special Administrative Region of the People's Republic of China

2,531 people like this

Shun Ng Yan Yan Ares Jimmy Chan Joe Wu

昨日，我再次率領我的問責團隊同事等，發動新一輪的「起錨」行動，繼續向市民宣傳政改方案。所到之處，人山人海，氣氛熾烈，傳媒、支持者、示威者和圍觀人士擠滿商場大堂和地鐵站出入口。在公眾地方掌大聲公喧嘩，連我2007年競選特首時也未嘗見過。但我發現，只要向著大聲公堅定地講出我心願的說話，喧嘩其實並不困難。因為我深信通過2012政改方案，可以幫助香港在2017/2020年落實普選，所以即使面對大批街頭阻撓聲音，不斷高呼「起錨」的示威者時，我也可以毫不畏懼地，呼籲大家放下分歧，求同存異，為政改「起錨」。香港的政制已經朝民主的十五邁進，即使對持不同意見者也要學會放下身段，捲起衣袖，走上街。

Yesterday at 19:50 · View feedback (284)

為香港起錨 支持2012年政制方案

特首和問責團隊走訪九新界學

Length: 2:17

Yesterday at 00:35 · View feedback (175)

為香港起錨 支持2012年政制方案

特首曾蔭權在...

Length: 6:26

7月17日 The Big Four演唱會澳門站

他們相識多年，今年為支持排僑團體組成Big Four

2012 政制改革 起錨 Act now

Use of social media in public consultation

43

Attempt to consult via Facebook:
Land supply consultation (reclamation outside Victoria Harbour)



優化土地供應策略 Enhancing Land Supply Strategy

134 likes · 4 talking about this

Government Website
歡迎到官方網頁討論區或電郵至 landsupply@cedd.gov.hk 提交意見。留意冒充官員、帶有不良/淫穢/人身攻擊/諷刺成份、違反知識產權、內容大量重複等留言可能會被刪除。

About Photos Likes

134

優化土地供應策略 Enhancing Land Supply Strategy
16 January

The report on Stage 1 Public Engagement for the "Enhancing Land Supply Strategy: Reclamation outside Victoria Harbour and Rock Cavern Development" has now been uploaded for public access. The report can be viewed or downloaded here.

<http://www.landsupply.hk/reportOnStage1PE.php?lang=eng>

「優化土地供應策略：維港以外填海及發展岩洞」第一階段公眾參與報告已經上載供公眾查閱，報告可在此按圖覽或下載。

<http://www.landsupply.hk/reportOnStage1PE.php?lang=cht>

「優化土地供應策略：維港以外填海及發展岩洞」第一階段公眾參與報告已經上載供公眾查閱，報告可在此按圖覽或下載。

<http://www.landsupply.hk/reportOnStage1PE.php?lang=chs>

Source: Facebook

Hong Kong Government Social media and Apps

44

政府機構 / 諮詢	
名稱	網上社交媒體
1823	 
通訊事務管理局	
創意香港	  
教育局	
香港政府一站通	 
香港參與中國 2010 年上海世界博覽會的頻道	
民政事務局	 
香港天文台	    地震速報 (試驗版) 
香港房屋委員會	
廉政公署	
政府新聞處	  

名稱	流動網站	流動應用程式
香港政府一站通	流動版 香港政府通知你	政府App站通 iPhone版  Android版  香港政府通知你 iPhone版  Android版 
1823	流動版	Tell me@1823 iPhone / iPad版  Android版 

HK Government: Purpose of Using Social Media

45

- Online political participation as a trend
- Showing 'openness' in policy formulation
- Raise Government's online presence
- Strengthen communications between Govt and citizens (esp. young people)
- Participate in online debates to shape public opinion

E-engagement

46

- The need for engagement
- Points to consider
 - ▣ What is the purpose?
 - ▣ What are the target audience?

E-engagement

47

- Points to consider (cont'd)
 - ▣ Are the tools/platforms right for the purpose/audience?
 - ▣ A 'managed' approach for the campaign
 - ▣ Connect to the campaign in the 'real world'
 - ▣ How to measure the results?

Typical Constraints Faced by Governments

48

- Balance between transparency and bureaucracy
- Mentality toward open government
- Lack of guidelines / rules of engagement
- But, these concerns are not too different from those of the corporate world

Issues to consider

49

- Engagement: Genuine or for 'show'?
- Stage in policy formation: early stage or at the end?
- Result of engagement: Responsive or 'black-hole'?

HK Government's new stance on online strategy to shape public opinion?

50



Social media in business

51

Marketing

Product
Development

Sales

Customer
Service

Business
Management


Crisis
Management

Marketing

52

- The draw: reach, relationship, engaging in conversation, influence by peer

Example: Ikea Facebook Showroom (2009)



facebook Home Profile Friends Inbox 37 Nick Bucher Settings Log out

Gordon Gustavsson's Photos - Tagga dig själv och vinn möbelen!

Photo 3 of 13 | Back to Album | Gordon's Photos | Gordon's Profile Previous Next

Emmi Lundström

Dessa produkter går att tagga i denna bild: IKEA PS SVARVÄ golvlampa (värde 1495:-), IKEA PS MASKROS taklampa (värde 799:-), IKEA 365+ BRASA bordslampa (värde 699:-). Glöm inte att läsa "Så här tävlar du" och "Tävlingsregler" innan du tävlar, som du hittar i albumet!

In this photo: Josep Clotet, Åsa Jönsson, Emmi Lundström, Maria Kesk, Christopher Eiby, svrigg soffa passar min rumpa bra pauline olsson, Mathias Omer, Ulrika Nilsson, Tobias Herder, Ulrika Nilsson, Jan-Claf Hansson, Ann-Katrin Johansson, Amar Patel, Jessica McKie, Louise Pettersson, Morten Engmark, Jerry Pedersen

From the album: Tagga dig själv och vinn möbelen! by Gordon Gustavsson



Product development

53

- YouTube: new product demonstrations
- Twitter: reach larger audience and receive quick feedback
- Facebook app: social co-creation with 'fans'

Example: Crowd-funding for product development

Technology



FORM 1: An affordable, professional 3D printer
by Formlabs

An affordable, high-resolution 3D printer for professional creators.

📍 Cambridge, MA

SUCCESSFUL!

2,945% FUNDED	\$2,945,885 PLEDGED	FUNDED OCT 26, 2012
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Oculus Rift: Step Into the Game
by Oculus

Developer kit for the Oculus Rift - the first truly immersive virtual reality headset for video games.

📍 Long Beach, CA

SUCCESSFUL!

974% FUNDED	\$2,437,429 PLEDGED	FUNDED SEP 01, 2012
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LIFX: The Light Bulb Reinvented
by Phil Bosua

LIFX is a WiFi enabled, multi-color, energy efficient LED light bulb that you control with your iPhone or Android.

📍 San Francisco, CA

SUCCESSFUL!

1,314% FUNDED	\$1,314,542 PLEDGED	FUNDED NOV 14, 2012
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Sales

54

- Special promotion
- Contests
- Lucky draw

Customer service

55

- Resolve disputes
- Address issues



 **New World Mobility**
12 December 2012 via FriendCaster Pro for Android

近月發覺你地個網好慢，速度只係得1xxkpbs，同我5月上台時差好遠，可否提早終止合約轉台？

Like · Comment 2 5

 2 people like this.

 **New World Mobility** 您好，由於為日後可提供更優質的網絡質素，地現正進行有關網絡升級工程。
12 December 2012 at 09:33 · Like

 而家人地係問緊你可否提早終止合約
[See Translation](#)
6 January at 08:43 · Like ·  1

 我也認同,接收3G上網不到也是小問題,連電話都差不多打不到呀.收滿訊號都可以飛線.新世界傳動網,貴台還無故幫你暫停服務,答允了一星期內的回覆,也刪除留言,服務怎能越做越差?請貴司同事,PM解決我的問題.
[See Translation](#)
8 January at 13:01 · Like

 **New World Mobility** Dear Mr. Ho, 有關網絡質素的問題,請於Inbox內留低聯絡電話,我地的客戶服務主任很快會同你聯絡。謝謝。
8 January at 14:13 · Like

Business management

56

- Human resources – training, recruitment
- Internal communication – instant messaging, video conferencing
- Collaboration – cloud storage and real-time collaboration platform

Crisis Management: Executive apology - FedEx

57



FedEx Guy Throwing My Computer Monitor



goobie55 18 部影片



8,908,878

18,021 1,142



關於 分享 新增至 列表

上傳日期：2011-12-19

Here is a video of my monitor being "delivered". The sad part is that I was home at the time with the front door wide open. All he would have had to do was ring the bell on the gate. Now I have to return my monitor



Looking ahead: prospects of social media

58

- 'SoLoMo': Social, location, **mobile**
- Visual content rules in storytelling
- Social in Search
- Big data
- Business value: From marketing to productivity improvement and process streamlining
- C-suite driving social media adoption: From bottom-up to top-down

Where to start?

59

- Identify your objective
- Choose your metrics and tools
- Listen
- Connect and engage
- Act and evolve

Thank you

60

Charles Mok

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