



Cilju usmjerena komunikacija

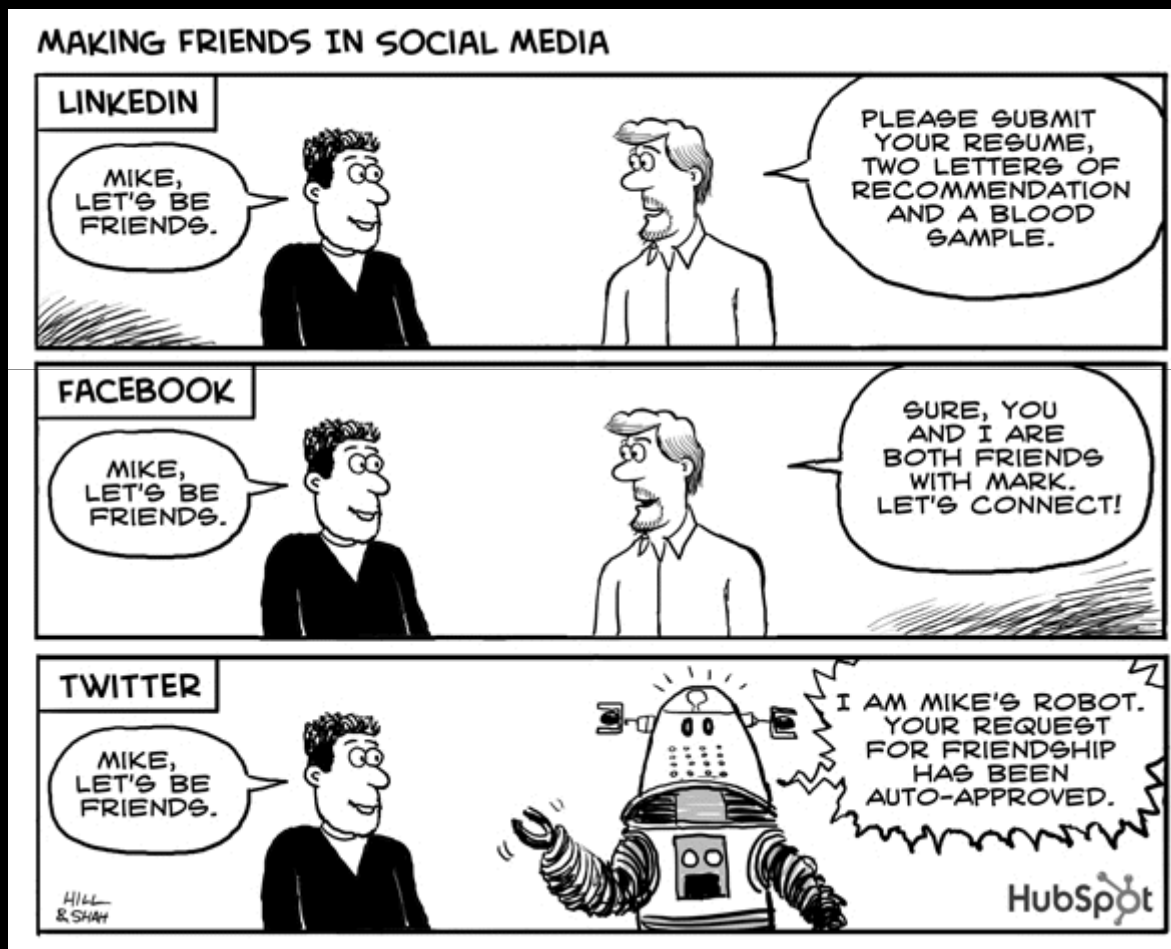
Kako se sprijateljiti sa socijalnim mrežama

SADRŽAJ

- O socijalnim mrežama
- Globalni statistički podaci
- Brže ne može
- Odnosi s javnošću 2.0
- Hrvatski novinari i socijalne mreže



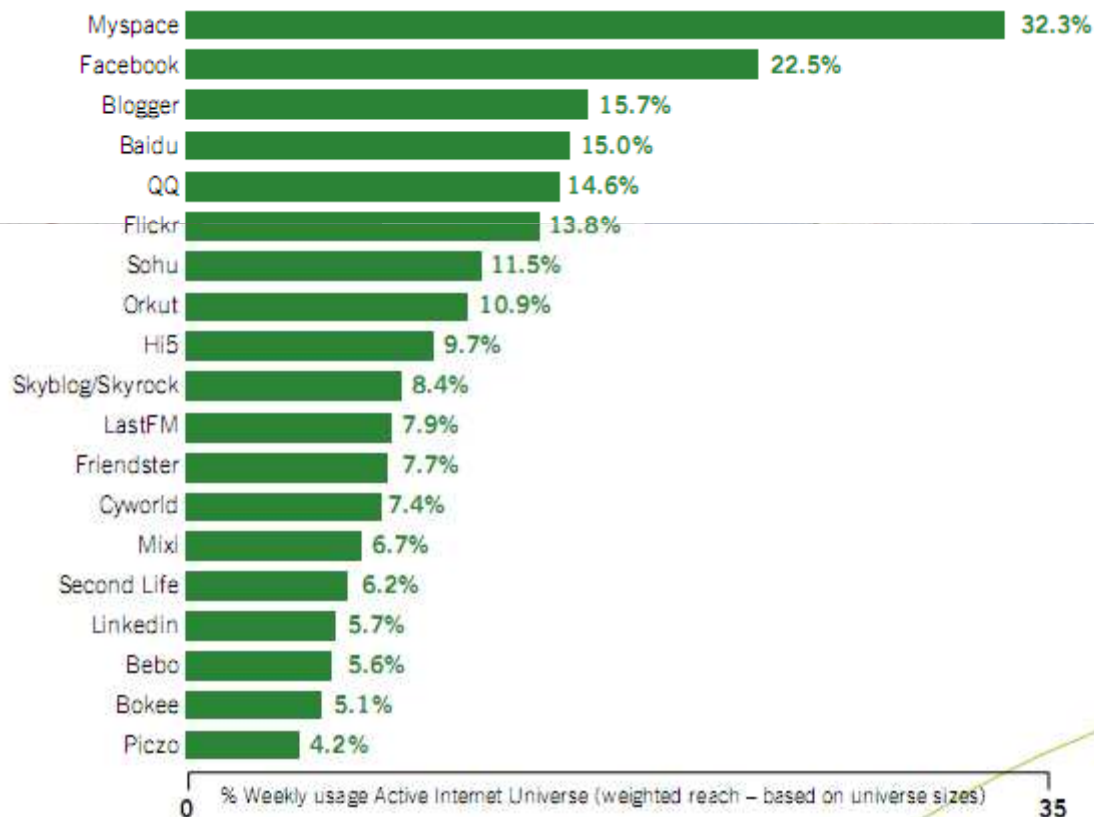
Što želimo od socijalnih mreža?



Živimo u umreženom svijetu

Weekly usage of key international social networking media sites

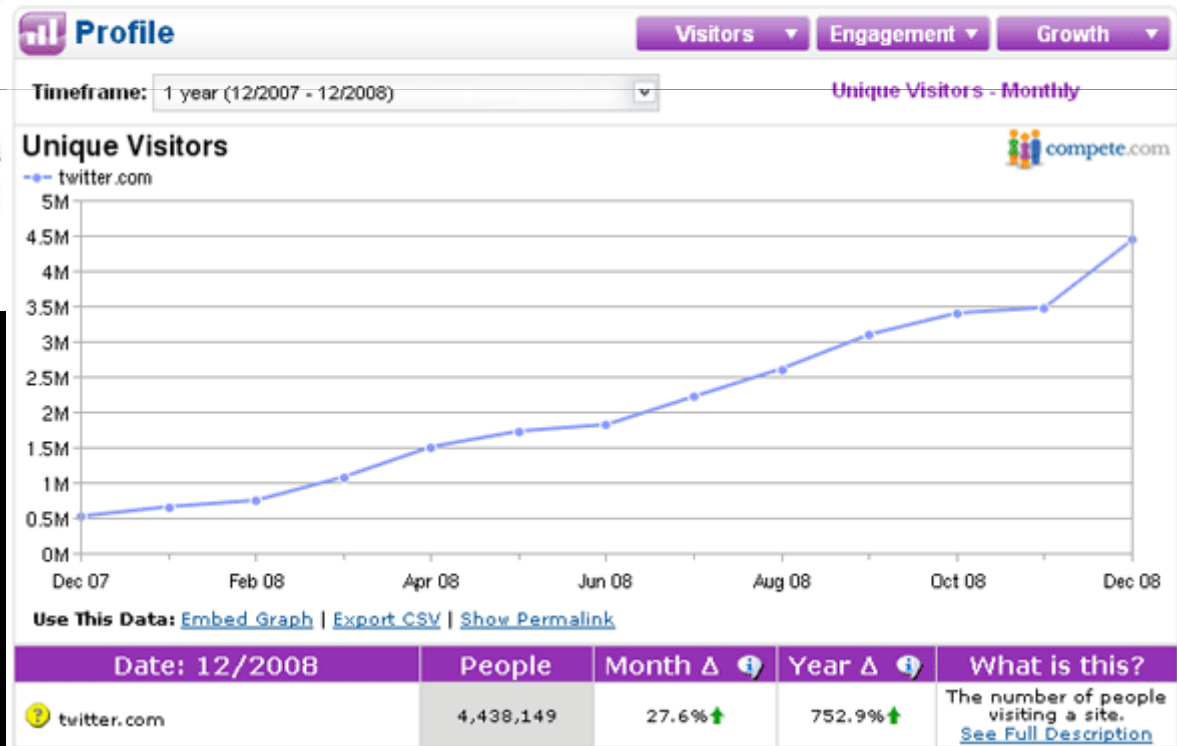
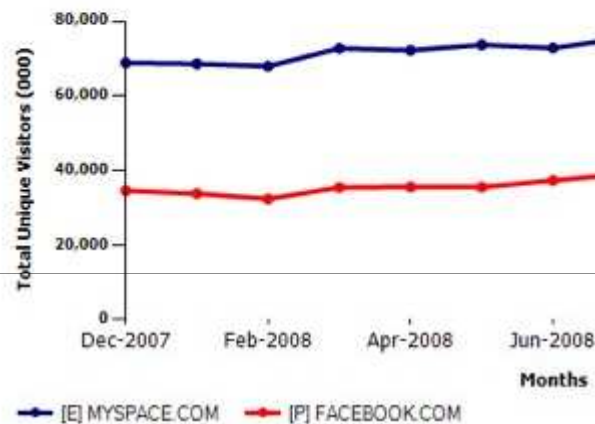
Universe Sizes versus total 16-54 population



izvor: Universal McCann

Najpopularnije socijalne mreže (svijet)

MEDIA TREND REPORT



Brže ne može (osim telepatijom)

twitpic
share photos on twitter



Janis Krums

facebook Home Profile Friends Inbox 2 Jennifer Leggio

Captain C.B. Sully Sullenberger

Browse more celebrities / public figures

Add to my Page's Favorites
Remove me from Fans

Share +

Fans
6 of 188,342 fans See All

David Lilly Jack Kenney Nora Dellinger Benjamin Pezzillo Abby Nassif Murphy Mury Sellars

Information

Detailed Info
Personal Information: A US Airways jetliner with 150 passengers and 5 crew members plunged into the icy Hudson River

*kap. Sullenberger:
1000 poklonika svake minute*

Odnosi s medijima 2.0

facebook

Home

Cisco System

Global

Basic Info

Type:

Description:

Recent News

Cisco Security Center
(<http://tools.cisco.com>)

Inform, Protect, Respect
Early-warning intelligence
protect networks.

Security Alerts:

flickr

You aren't signed in [Sign In](#) [Help](#) [Help](#) [Sign out](#)

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[Search](#)

[Search](#)

Cisco Pics' photostream

[Collections](#) [Sets](#) [Tags](#) [Archives](#) [Favorites](#) [Profile](#)

Controller/Wireless-N
Touchscreen Remote Model
Number: DMWR1000



© All rights reserved
Uploaded on Jan 9, 2009
0 comments

Stereo Speaker Kit/Wired
Accessory Model Number: DSPK50



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Docking Station for iPod / Wired
Accessory Model Number: MCC140



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Player/Wireless-N Music Extender
Model Number: DMP100



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0 comments

Cisco Multiroom
Home Audio...

7 photos



Home
Networking
Equipment

9 photos



Cisco Campus

6 photos



The Lord of the Rings film



Do you know about The Lord of the Rings film?
One friend is a fan
[Become a Fan](#)

"MACEDONIA": Ας το κάνουμε ΕΜΕΙΣ

Odnosi s medijima 2.0



- **Q1 FY2009 (kolovoz-listopad 2008.):**
 - News@Cisco : 817k posjetitelja, +21% god. porast
 - RSS pretplatnici: 116k, -2%
 - Podcast: 119k streamova, -3%
 - Youtube: 58k streamova, +45%
 - Blog: 753k otvaranja stranica, +29% (kumulativno 11 blogova)

Odnosi s medijima 2.0

twitter

Home Profile Find People Settings Help Sign out

facebook Home Profile Friends Inbox Robert Gelo Settings Logout Search

You Tube flickr Home The Tour Sign Up Explore

Search chipoteka's photostream Search

chipoteka's photostream Slideshow

Sets Tags Archives Favorites Profile

BlackBerry Pearl



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BlackBerry Pearl



Asus Monster



Asus Monster



OS

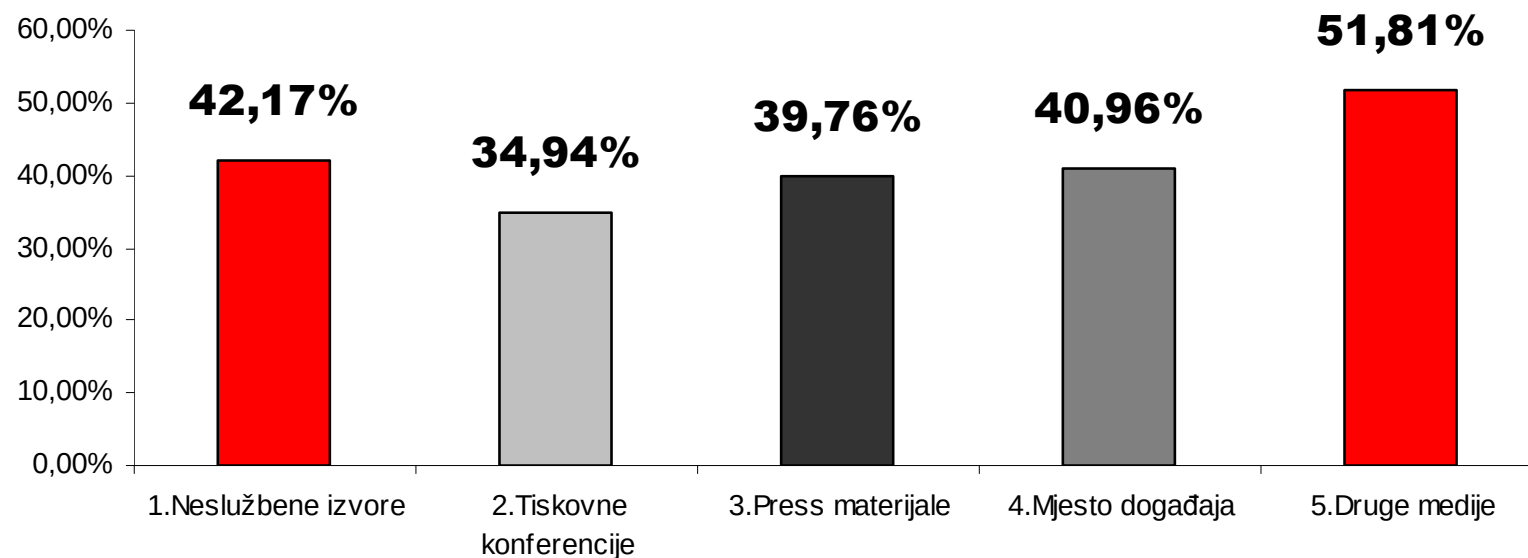
9

Novinari u Hrvatskoj koriste socijalne mreže – SADA i DANAS



Što novinari koriste kao izvor podataka?

U SVOM RADU KAO **IZVOR PODATAKA** NAJČEŠĆE KORISTIM

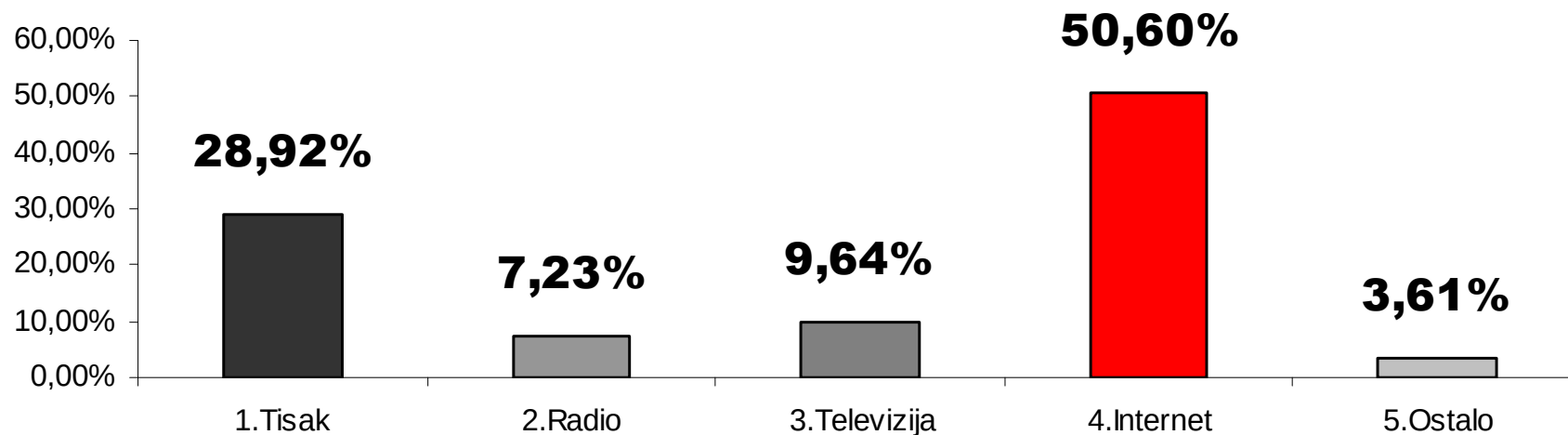


Izvor: "Koliko često novinari klasičnih medija kao izvor koriste Internet", D. Bua Maričević, Ž. Kardum, I. Žigić, svibanj 2008.

Koje “druge medije” novinari koriste kao izvore podataka?

U SVOM RADU KAO IZVOR PODATAKA KORISTIM

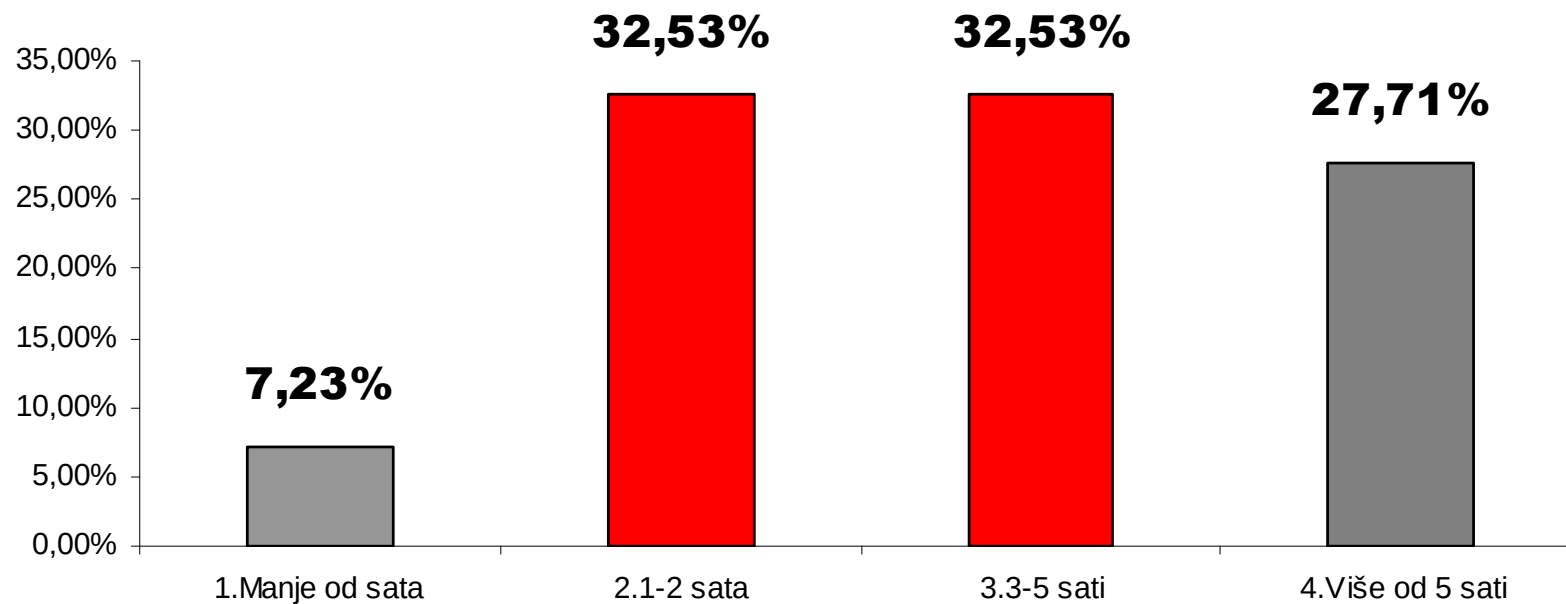
DRUGE MEDIJE



Izvor: “Koliko često novinari klasičnih medija kao izvor koriste Internet”, D. Bua Maričević, Ž. Kardum, I. Žigić, svibanj 2008.

Koliko vremena dnevno novinari provode na internetu

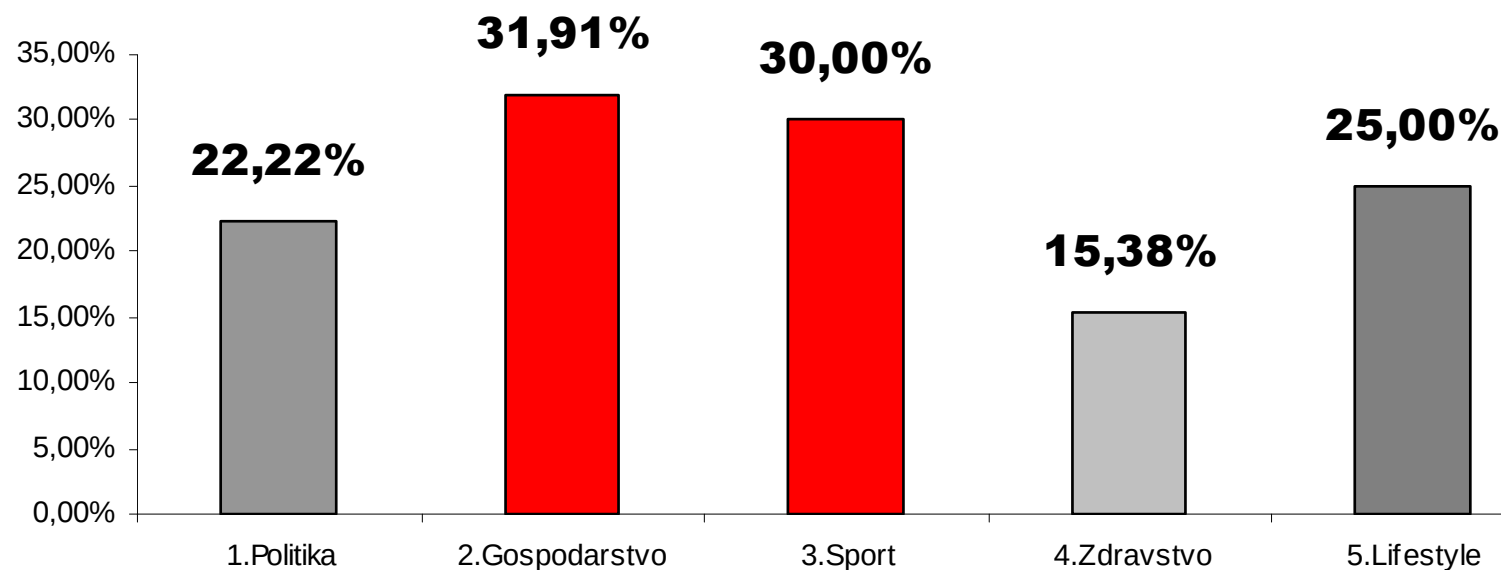
KOLIKO SATI **DNEVNO** PROSJEČNO KORISTITE INTERNET



Izvor: "Koliko često novinari klasičnih medija kao izvor koriste Internet", D. Bua Maričević, Ž. Kardum, I. Žigić, svibanj 2008.

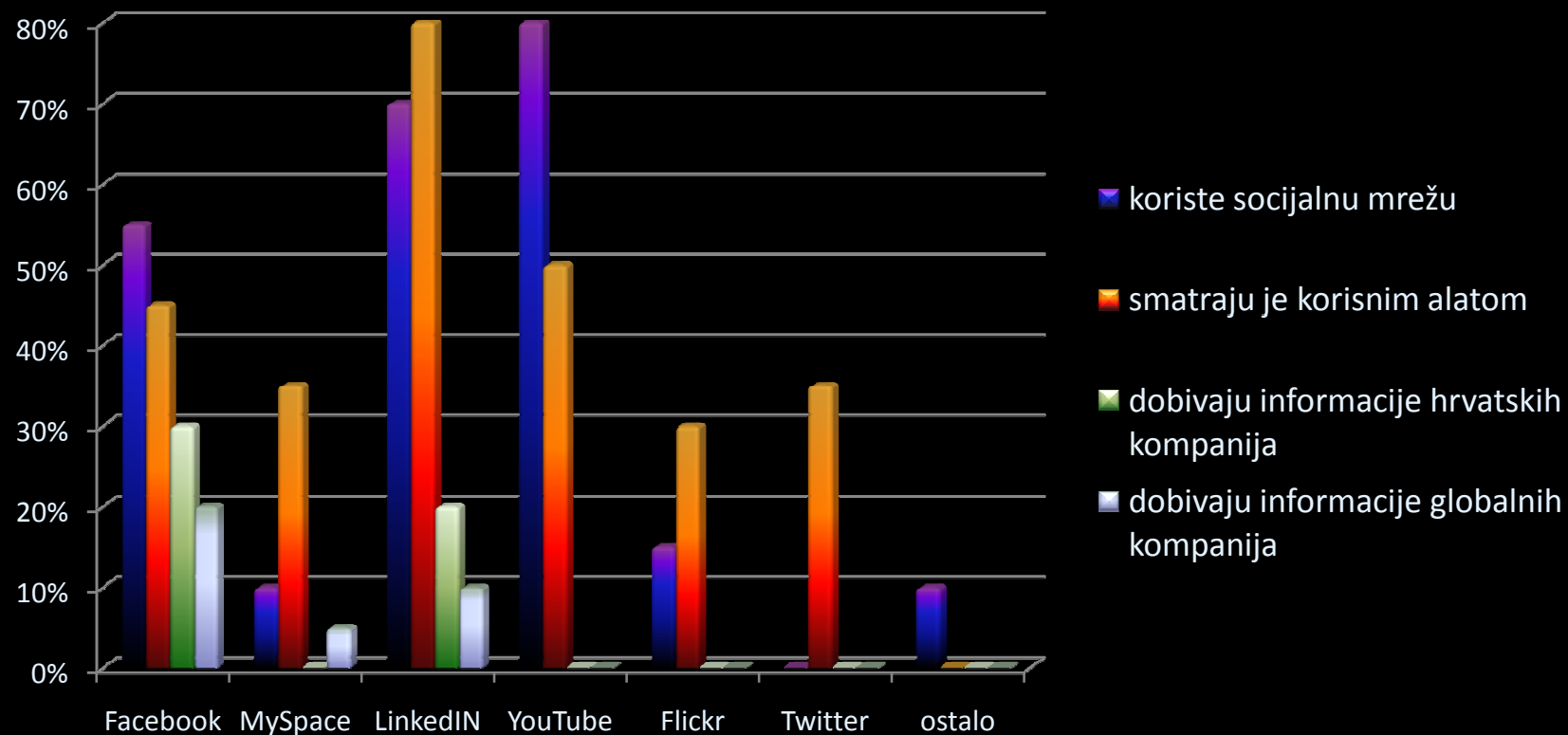
Koliko vremena dnevno novinari provode na internetu

**UDIO DNEVNOG VREMENA KORIŠTENJA INTERNETA
U OVISNOSTI O **PODRUČJU** KOJE NOVINAR
NAJVIŠE PRATI**



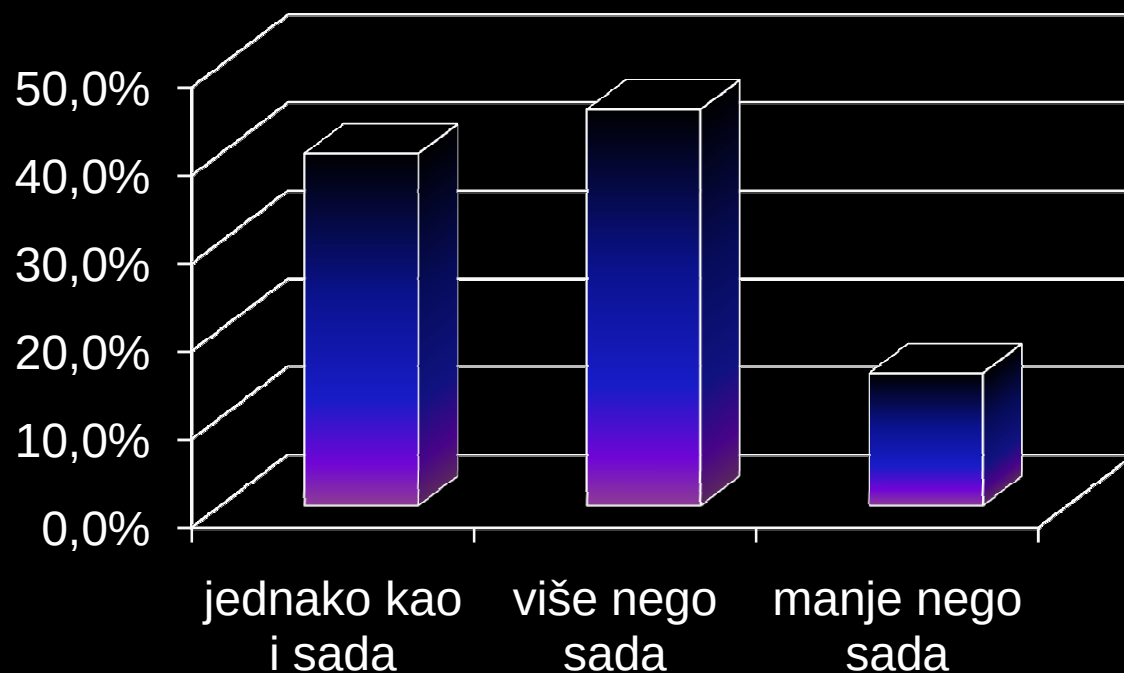
Izvor: "Koliko često novinari klasičnih medija kao izvor koriste Internet", D. Bua Maričević, Ž. Kardum, I. Žigić, svibanj 2008.

Kako novinari DANAS koriste socijalne mreže?



Izvor: Spona komunikacije d.o.o., veljača 2009.

Novinari će koristiti socijalne mreže u većoj mjeri nego danas



Izvor: Spona komunikacije d.o.o., veljača 2009.

Spona, Integrirane komunikacije

