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# Social Media to influence societal change

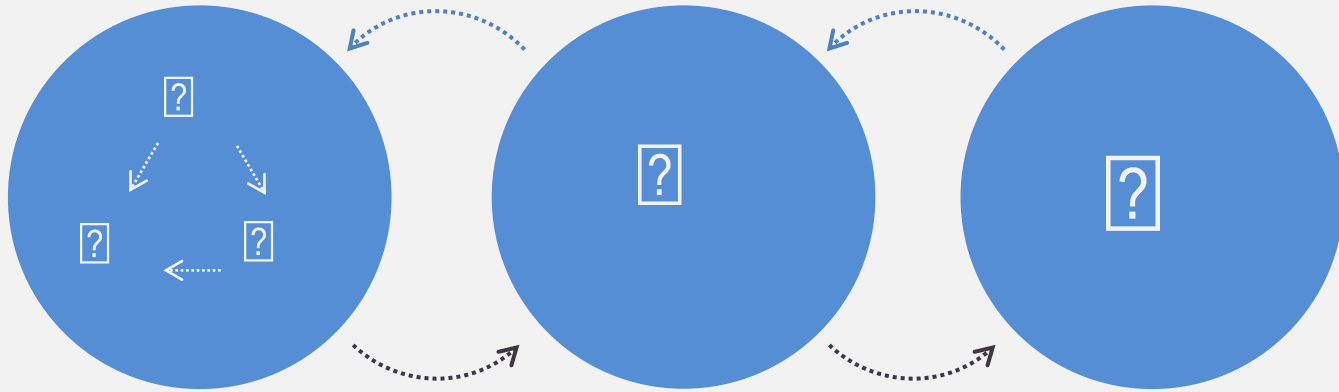


# A Social Network ?

1. A network of social Interaction and personal relationships.
2. Dedicated website or other application which enables users to communication with each other by posting information, comments , messages, images, etc.

?? ? Socialisation

# Social Interaction



# Facebook Is the Leading Communication Platform in Mena Region



Of Internet users in the Mena region use facebook as the main social media platform





**“A Corruption Free Society”** initiative is an internet-based initiative which sources and uses videos, photos, caricatures, cartoons -to raise the awareness and fight corruption. Producing simplified materials that reaches a broad audience and could convey messages in a much better way than instructions or directives .It relies on Social Media Websites to reach Targeted group in the MENA region .

- Transparency International Award to the Social Entrepreneurs Initiative MENA
- The best anti-corruption project in the MENA among more than 150 projects

**Crowd Intelligence :** We trust the community to elect the best content by dynamic participation in our competitions and events.

#### **Use cases**

People will watch the videos or/and Photos or/and Article  
Comment ,Like ,Share..

**Each user will express himself , raise his voice and fight corruption**

## Mail Goals :

- ✓ Raising Public Awareness about the issues of corruption.
- ✓ Empower emerging leaders to effect positive change and to be a decision maker and fight against corruption .
- ✓ Capacity Building of the Target group in MENA region to report case of corruption : Favoritism , Power Abuse , Fraud, diversion of funds..etc
- ✓ Defending and encouraging freedom of expression.
- ✓ Teach and learn

**Share their stories and feedback through Facebook**





➤ The Initiative will also be run by applicants /Collaborators from MENA themselves as we deeply count on their sense of wisdom and maturity.

➤ You can be the Next project Manager on an extended department of our initiative !

➤ It's a life time experience to lead , change your community for the best using the simplest tools of Social Media.

➤ Be part of a dynamic Cyber-Co-Working environment!!



# Thank you All



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