


# STRATEGI PENGELOLAAN MEDIA HUMAS PEMERINTAH

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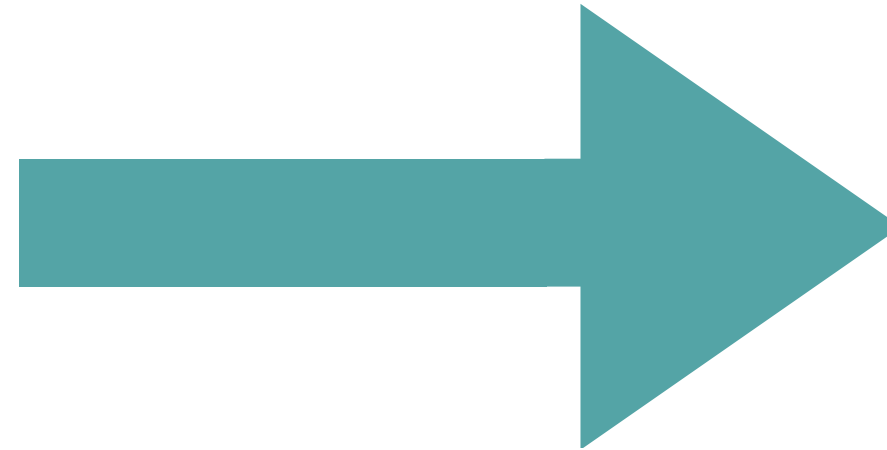




# PERAN & FUNGSI HUMAS PEMERINTAH

1. Sosialisasi
2. Edukasi
3. Kontranarasi

# SHIFTING



# SHIFTING



News Consumption: from 'waiting' to 'searching'

News Finding: crowdsourcing

News Spreading: multimedia, social media

# HOW TO HANDLE MEDIA

## BUILD RELATIONSHIP

Relationship with: news people, production people, social media people (blogger, youtuber, selegram, **citizen journalist**, dll

# HOW TO HANDLE MEDIA

## **BUILD MEDIA**

Make official account of popular social media: Facebook, Youtube, Instagram, Twitter, Blog

# HOW TO HANDLE MEDIA

## **BUILD NARRATION**

Create issue to support program, policy,  
social campaign,...

# HOW TO HANDLE MEDIA

## DEALING WITH THE MEDIA:

- Keep calm and carry on,
- It's Public
- Use Social Media During a Crisis: respond quickly and correctly, respond to criticism, maximize transparency