



**on board**  
PUBLIC RELATIONS  
ECCO NETWORK

Everything you need to know about social media but were afraid to ask / **Poland**

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# **Chapter 1**

About On Board PR  
& ECCO

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## About On Board PR and ECCO

**on board**  
PUBLIC RELATIONS  
ECCO NETWORK

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### On Board PR

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**E C C O**

International  
Communications  
N e t w o r k

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### ECCO

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On Board PR, is currently one of the leading and most well known PR firms in Poland. On Board's top positions in all significant trade ranking lists, numerous awards and distinctions won at PR awards confirm this fact best.

The company is a member of the Zwiasek Firm Public Relations (a PR Trade Association) as well as the International Public Relations Association. Moreover On Board co-operates with leading Polish academic centres. On Board PR employs over 40 full-time PR consultants. They are high class professionals of varying educational backgrounds and diverse experience who are assisted by a group of permanent consultants in fields such as medical sciences, telecommunications and computer sciences.

As a member of the ECCO network, On Board PR has an opportunity to implement communication activities around the world. The company offers strategy planning; planning and co-ordination of communication activities connected with business activities of clients abroad; export plans and expansion. On Board PR has won many awards. In 2008 we became PR agency of the year in Poland by the joined voting of PR and advertising community. Our work has met with respect of organizations and media representatives who claim we are one of the best PR companies in Poland.

Together with San Markos advertising agency we created the On Board San Markos Group delivering 360 degree communications and providing a one stop shop for brand communication. As part of that group a subsidiary internet company Think Kong was created in order to support the group offering of tailored internet communication tools.

As a PR company, On Board is very active in the field of new and social media. On Board is also a co-organizer of Polish bloggers conferences and meetings such as TUBA and active educator about new and social media in the Institute of Journalism at the Warsaw University and London School of Public Relations. We also created an internet service connecting journalists from local and regional newspapers with experts from many different fields of science and business practice like: managers, doctors, lawyers and also representatives of governmental institutions.

We are using social media in campaigns for our clients like: Disney Channel, Zentiva, Gaspol, Brokerage House of BOS Bank and The largest Polish Trade Union "Solidarity". We also build B2B communities for our clients such as the largest Polish energy distributor Energa.

In cooperation with our subsidiary interactive company Think Kong we are also able to research the Internet and provide interactive content to the Web.

## **Chapter 2**

### Country Research

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## Country Research

On internet use in Poland, one can observe development of the same trends, that appear on other, more developed markets, but with a small delay. First of all Polish internet users are more and more active in using web 2.0 services.

According to Polish Internet Research 16 million Polish people (53% of the population) are aware of social media. About 10 mln claim to be users (at least once during last 6 months). Half of the Polish population heard about nasza-klasa.pl - the most popular Polish social portal amongst Internet users (nearly 90% know it). Foreign brands of social media are less known and popular in Poland. My Space.com is known by around 12% of Poles, Facebook – 5%.

### Polish Internet key usage figures:

- > There are 14 million Internet users in Poland (Net Track MB SMG/KRC between 15 -75 year old, (about 47% of all Poles in this age). 10% of Internet users uses mobile access to the net.
- > 37% of Poles creates their own content on the Internet.
- > The most popular site in Polish internet is Google.pl. It is used by 88% Polish Internet Users.

*Sources: PBI/Gemius, Millward Brown SMG/KRC, Starlink, D-Link Technology Trend, Ericsson Consumer Lab, CBOS, Eurostat, GUS, OMG Digital,*

The questionnaire undertaken by the moje-ankiety.pl of nearly 150 internet users proves that we use social media mostly to find old friends and messaging (75.1% respondents). Less often we publish pictures (68.7%) and exchange commentaries (50%). 25% respondents like to play games with others.

### According to research “Power to the People – Wave 4” done by Universal McCann in 38 European countries including Poland:

- > 63% of all internet users use at least one social service
- > 71.1% of active internet users visits profiles of their friends in the web.
- > 83% watch video content and 33% actively puts their own content on the web
- > 29.1% write blogs
- > 43% of Polish internet users say that most popular informative portal Onet.pl is the best alternative for printed press.

According to D-Link Technology Trend and Millward Brown SMG/KRC research from 2009 nearly half of the Internet users (46%) say that content created by the Internet Users is more interesting than content created by journalists (17%) and companies (5%).



## **Chapter 3**

Different social  
media types

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## Different social media types

### Social networks

They help bring together people of similar interests.

The most popular in Poland is [nasza-klasa.pl](http://www.nasza-klasa.pl) ([www.nasza-klasa.pl](http://www.nasza-klasa.pl)). A social medium enabling people to search for their friends from schools and universities they attended together. According to the research done by Gemius in November 2009 it was 4th most popular internet service generally (54% reach). It was developing very quickly until 2007 but has since slowed down, but still remains the top position amongst Polish social media. Most of the users setup their account, finds their friends from schools and organize reunions in a bar or in a restaurant etc. After that the contact often transfers from on-line to off-line ore the interest in this social network decreases.

Among other popular social networks in Poland is [Fotka.pl](http://www.fotka.pl) ([www.fotka.pl](http://www.fotka.pl)) – this social network is used primarily to share photos, but also offers all standard functions of a social network (creating networks, commenting on pictures and posts etc.).



[Grono.net](http://www.grono.net) ([www.grono.net](http://www.grono.net)) is a forerunner of Polish social networks. It has been running since 2004 and the main characteristic of it was that it functions as a closed society. In order to get in – one must be invited by a member. It was a great success when the service was launched. Now it is losing in popularity among more mature users, but still remains popular among young people.

[GoldenLine](http://www.goldenline.pl) ([www.goldenline.pl](http://www.goldenline.pl)) is a social network aimed at all kinds of professionals. It serves to exchange opinions, contacts, and job searching facilities. User profiles are designed to present their education and professional experience. This way they may serve as an important source of knowledge for potential employers. Similar to it is [Profeo](#) – also a social network aimed at professionals.

Foreign social networks are slowly gaining popularity in Poland as well. The most popular and still increasing their reach are [MySpace.com](http://www.myspace.com) and [Facebook](http://www.facebook.com) (according to [Checkfacebook.com](http://www.checkfacebook.com), February 2010 - there are 1,3 mln FB users in Poland).

### Blogs

People writing blogs are usually young, but not exclusively. Over 1/3 bloggers are over 30 (according to the research by [Blox.pl](http://www.blox.pl) and Gemius S.). Most of the authors work (66%), half of them are still students. Bloggers actively use internet: 92% to find information about products, services or companies, 85% use discussion groups and forums, 76% does shopping over the internet, 66% take part in internet auctions.

There are usually several reasons to write a blog – only 12% of users gave just one reason why they write a blog, 2/3 gave more three or more. When asked why they wrote, many bloggers said they wrote for personal reasons or to express their feeling and emotions as well as opinions. Another Important aspect of blogging is for social functions – almost half of those questioned write blogs in order to make new contacts (28%), or to keep in touch with friends (27%). (by [Blox.pl](http://www.blox.pl), Gemius)

Advertisements and paid links are not often placed on blog sites (6% of investigated author – [Blox.pl](http://www.blox.pl), Gemius) and they are placed only on the most popular blogs. One in four bloggers, whose blog has over a thousand followers or more places advertisements on it.

Among reasons to read blogs most often named were: entertainment (76%), interests & hobbies (66%). Another popular reason to read blogs is curiosity to get to know what other people are thinking (59%). 31% of questioned people read blogs for scientific reasons, 27% for professional reasons. (research by Blox.pl, Gemius).

One of the most popular internet service Onet.pl organizes a contest called "Blog of the Year" ([www.blogroku.pl](http://www.blogroku.pl)) for the most interesting and valuable blog, according to different thematic categories. Some of the most interesting Polish blogs may be found there.

Most journalists from Polish dailies and opinion leading weeklies have their own blogs. They are promoted on the internet sites of their newspapers:

Wprost – [www.wprost.pl/blogi/](http://www.wprost.pl/blogi/)  
Polityka – [www.polityka.pl/blogi](http://www.polityka.pl/blogi)  
Axel Springer, Newsweek – [www.redakcja.pl/](http://www.redakcja.pl/)  
Puls Biznesu – [www.blog.pb.pl](http://www.blog.pb.pl)  
Rzeczpospolita – [www.blog.rp.pl/](http://www.blog.rp.pl/)

Blogging is also very popular amongst Polish members of the parliament and politics below some examples:

<http://blogi-politykow.com/>

Is an internet service enabling to track most popular blogs of Polish MPs.

<http://www.mojageneracja.pl/1980>

Blog of Lech Walesa

### Microblogs

We also spent more and more time on microblogging. From June 2008 to June 2009 interest of Poles in microblogging rose more than 300%. In Poland we mostly choose such Polish microblogs as: Sledzik, blip, flaker, pinger, blimp and twitter (English). The largest microblogs in Poland are:

1. Sledzik – 7,5 mln users
2. Twitter – 516 tys. users
3. Blip – 344 tys. Users
4. Flaker – 156 tys. users
5. Spinacz – 56. tys. users

*Source: Megapanel PBI/Gemius. In October 2009 r, position of Sledzik, according to data by IDG.pl (Polish internet portal about IT & internet)*

If we look at the subjects that are most interesting for social media users we can find the following statistics concerning main microblogs. In 2009 on one of the most popular Polish microblogging site the most popular tags and subjects were: computers, media, marketing and animals. The most popular computer on Blip (Polish version of Twitter) was Mac and linux as a system, and the most often mentioned telephone iPhone. The most active cities were Warsaw, Wroclaw and Krakow. Microbloggers often mentioned google, Facebook, blogs and F1.

Microblogs are gaining popularity not only among regular people, but also public institutions, such as: Zakład Ubezpieczeń Społecznych (Social Insurance Institution), Polskie Koleje Państwowe (Polish National Railways), Poczta Polska (Polish Post). The Chancellery of Polish Prime Minister, Ministry of Foreign Affairs and Lech Wałęsa (former president of Poland) have their account on Blip as well.



### Sledzik.pl

– simple microblogging service integrated with the most popular Polish social network: [nasza-klasa.pl](http://nasza-klasa.pl)

### Blip.pl

– second popular microblog in Poland, with a stable position on the market. The number of messages sent, according to different data varies from 3 – 5,5 million. User friendly.

### Flaker.pl

– similar to Blip, but less popular. A lot of options enabling to personalize one's profile and more functions allowing to share content than on Blip.pl

### Pinger.pl

– microblog used by younger people. Used mostly to gossip about friends, celebs etc.

### Blimp

– very similar to Blip, but owned by a different company. Organizationally bound with grono.net – one of popular Polish social community.

Microblogs like Twitter and Tumblr were models for most of Polish microblogs described above. If one wants to seriously involve in microblogging, the best solution is to combine activities on Blip and Flaker.



## Content communities – foto, video, music and sharing presentation

As a nation Poles like sharing videos and pictures not only on YouTube but also on original Polish portals – [wrzuta.pl](http://wrzuta.pl) and [fotka.pl](http://fotka.pl) (aimed mainly at sharing pictures). Popular is also Flickr. According to data gathered by PC Format – Polish magazine about IT:

- > Fotka.pl has over 3 mln active users (September 2009)
- > there was over 3,6 billion pictures and videos were placed on Flickr in June 2009
- > over 1,5 million pictures and over 400 thousand video clips were placed on Wrzuta.pl (September 2009)

As we are not a very optimistic nation we also like to share thoughts, stories and pictures about disasters and things that have negative impact on our lives. That is why we visit and share stories on [demotywatory.pl](http://demotywatory.pl). We spent there more time than sharing music on [bearshare.com](http://bearshare.com).

For sharing presentation we mostly use [slideshare.com](http://slideshare.com).

## Gossip portals

Since 2006 when the first Polish gossip portal [Pudelek.pl](http://Pudelek.pl) appeared, until now twelve following were launched. Very popular especially amongst teenagers are gossip portals like: [Kozaczek.pl](http://Kozaczek.pl), [Plejada.pl](http://Plejada.pl), [Plotek.pl](http://Plotek.pl), [Pomponik.pl](http://Pomponik.pl). There you can find all the news about celebrities and what is happening at the media backstage.

Almost every fourth respondent (23%) is interested in the day to day life of celebrities. Among them are mainly young people aged 15-24, after secondary school or studies, living in the country or in cities of over 500 thousands inhabitants. Over half of all respondents (49%) seek information about celebrities at least once a week. Visitors of gossip portals most often search for information about film actors (57%) or musicians and singers (54%). Further actors from tv series (32%), politicians (28%) and sportsmen (25%).

One of the main reasons for following celebrities is curiosity as well as interest. Although respondents agree, that position of a “star” is based on their professional achievements, only every third respondent follows such information. Respondents are mostly interested in gossip, affairs and scandals from the life of celebrities.

### Communicators

We can also observe a battle between the most popular Polish constant messaging communicator Gadu-Gadu.pl, Tlen and global Skype.

### Discussion Groups

Recently popularity of Discussion Groups is decreasing. Finding and commenting on issues according to the topic in which one is interested is now transferred into social networks and different discussion forums.

### The best search engines for discussion groups:

- > <http://www.dejanews.com>
- > [groups.google.pl](http://groups.google.pl)

### Search engines

Apart from google popular search engines in Poland are:

- > <http://www.google.pl>
- > <http://www.Onet.pl>
- > <http://www.Wp.pl>
- > <http://www.Bing.pl>
- > <http://www.Netsprint.pl>
- > <http://www.Yahoo.pl>
- > <http://www.altavista.com>
- > <http://www.metacrawler.com>



### Price checking and auctions

In Poland we mostly buy on Allegro.pl which is still ahead of Ebay and we like to check and compare prices of many different articles in the net. One of the most popular sites enabling to price comparison is Ceneo.pl but we also use zatanisci.pl.

### Internet citizen journalism

There is a growing trend in Poland for internet citizen journalism. This type of social media provides a lot of informative content created by the Internet users and it is based on idea of knowledge and information sharing examples: iThink, wiadomo ci24.pl, Alert24.pl and owned by the opinion leading press titles like: Infotuba.pl.

## Social bookmarking



The last category worth mentioning in the Web 2.0. community are portals helping to dig up and share latest news. In Poland it is Wykop.pl that gathers links to most interesting news on the web and comments on them. This idea is based on the global concept Digg.com. Wykop.pl has more than 33 mln visits per month and more than 125 000 registered users adding content. (Google Analytics, maj 2009)

With linkologia.pl you can recommend sites to your friends. We also use flaker.pl. Elefanta.pl helps you to surf through the internet recommending sites according to your interests using other recommendations.

# **Chapter 4**

Case study  
examples

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## Case study examples

Communication in social media has slowly become an indispensable part of most Public Relations campaigns. With more and more people using social networks on a daily basis, entering into discussion with consumers using social media becomes the easiest and most direct way of getting in touch with them, presenting an idea of the campaign, educating and even “becoming friends”.

Examples:

### “Mate From the Past” – social media in service of educating about Polish history

In 2009 together with the advertising agency San Markos we won the Golden Drum prize for the campaign “Mate from the past 1944 Live”. “Mate From The Past” ([www.matefromthepast.pl](http://www.matefromthepast.pl)) is a project initiated by San Markos advertising agency ([www.sanmarkos.pl](http://www.sanmarkos.pl)), conducted in cooperation with On Board PR and Promotion Department of the City of Warsaw. The project was inspired by the 65th anniversary of the Warsaw Uprising. Profiles of two young people – “Sosna” and “Kostek”, fictitious insurgents were created on Facebook. These profiles were updated constantly over 63 days, to create a private chronicle of the Warsaw Uprising seen through the eyes of two young people. These fictitious personalities gained almost 4000 friends on Facebook and life entries in the prime time news programs in Polish media.



### Trade unions go Web 2.0 – “NSZZ Solidarnosc” in social media

“NSZZ Solidarnosc” – the biggest Polish independent trade union started using social media as a communication channel to gain support for their actions. In the course of the campaign “Fight for security” fighting for the rights of Polish security workers online communication supported activities carried out during the campaign and was led mainly via Facebook and Youtube. Facebook fun page on FB and youtube were used to share news about what is going on during the whole campaign as well as presenting videos from protest actions. In frames of a different project lead also for NSZZ Solidarnosc by interactive agency Think Kong ([www.thinkkong.pl](http://www.thinkkong.pl)) under the title “Is IKEA ok?” a special website gaining support for security workers working in IKEA was established. By entering [www.czyikeajestok.pl](http://www.czyikeajestok.pl) one could express their support for security workers protesting against IKEA violating the rights of its workers. Also videos from protest actions and attempts to contact IKEA’s spokespeople were presented on-line. A constant update on events which took place during the action (also internationally), as well as discussions on how Polish standard media involved in it the actions took place on Facebook fun page and Twitter.



### Blogs as an educational tools about the stock exchange – Bossa.pl

[Blogi.bosssa.pl](http://blogi.bosssa.pl) was the first brokerage blog in Poland, launched in 2008 by Brokerage House of Polish Bank Ochrony Srodowiska. This pioneering initiative on the Polish market was aimed at investors and people interested in the financial markets. The main task of the portal is educating investors by presenting solutions and ideas related to investing on the stock exchange. Service [blogi.bosssa.pl](http://blogi.bosssa.pl) is also a place where people interested in financial markets may exchange their remarks, ideas, experiences.

### **Camp Rock – building social media communities of film fans**

In the course of preparing the Polish premiere of “Camp Rock” – a film for teenagers about a young rock star, building fan communities on the internet was an important part of raising interest in the event. In order to do that and keep the online communication coherent with the one in the traditional media, bloggers were treated exactly the same as journalists. All bloggers interested in Camp Rock events received press-releases about upcoming events. They were also constantly informed about all the news related to the movie. Thanks to it they could effectively compete against traditional media in informing their readers and raised huge interest in the film.

## **Chapter 5**

Online social media  
tools, tricks and  
listening to the  
online conversation

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## Online social media tools, tricks and listening to the online conversation

Listening to Online Conversation is a very popular way to research on specific brands, to stay up to date about what is being said about the brand, to see changes triggered by a campaign. It is also an important tool used to react to the changing opinions of consumers.

/ General Tools we recommend you look at are:

### Google Alerts

Can help you track what is being said and receive streaming or batched reports. Set a comprehensive alert to monitor across various media – news, blogs, web, videos and groups



The two most well known services specializing in monitoring social media in Poland are: [brandometr.pl](http://brandometr.pl) and [newspoint.pl](http://newspoint.pl). Also a few media monitoring companies have in their offer social media monitoring as well.

## **Chapter 6**

Popular blog tools  
and blog posts

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## Popular blog tools and blog posts

### Popular blog tools:

According to research carried out by Gemius in November 2008 the most popular blogging portals are: BlogOnet, Blox, Blogger and Bloog. Also popular (according to [wyszukali.pl](http://wyszukali.pl)) are: Salon24, Wordpress.com, Blogspot.com and Blog.pl

### The best blogsearch engines:

Google Blog Search (and Google Blog Alerts) <http://google.com/blogsearch>  
Google's index of blog posts, allows you to see who is blogging about your brand and what they're saying. With Google Blog Alerts you can set up daily, weekly or as-it-happens alerts for any time someone mentions your brand online

<http://www.technorati.com>

Allows you to search the blogosphere. You can search for your brand on Technorati and subscribe to RSS alerts so that when someone blogs about you, you will be alerted.

<http://blogfrog.pl/>

Allows you to search the blogosphere. You can search for your brand on Technorati and subscribe to RSS alerts so that when someone blogs about you, you will be alerted.



### Most popular blogs by industry sector:

#### Healthcare

There are social networks aggregating medical blogs, usually written by medical doctors. Three most popular are: [medykblog.pl](http://medykblog.pl), [blogilekarzy.pl](http://blogilekarzy.pl) and [linemed.pl](http://linemed.pl).

#### Finance

One of the first portals about finance and stock exchange was [Blogi.bossa.pl](http://Blogi.bossa.pl) run by Brokerage House Bank Ochrony Srodowiska. Since then the number of financial blogs is slowly increasing. A special blog service [blogfinansowy.pl](http://blogfinansowy.pl) was launched to gather blogs written about finance, but there are also many independent financial blogs written both by professionals and people interested in financial market.

Other sites where people write blogs related to finance are: [bankier.pl](http://bankier.pl), [money.pl](http://money.pl), [bp.pl](http://bp.pl).

#### Energy, Industry and Industry

Blogs related to energy and utilities as well as other industrial issues are still in their early stages of development. Hence they are rarely utilized in PR actions but nevertheless there are a few positive examples:

[energetyka.blogspot.com](http://energetyka.blogspot.com) – ([powerindustryblogspot.com](http://powerindustryblogspot.com)) informing about the development of sector media.

<http://solaris18.blogspot.com/2009/12/czy-polska-energetyka-jest-przygotowana.html> – ([isPolishpowerindustryready](http://isPolishpowerindustryready)) blog on OZE

<http://paliwa.blogspot.com/2009/12/podsumowanie-2009-energetyka-i-paliwa.html> (fuels summery-2009-power industry and fuels) – comments on the Polish power market and fuel market.

[Antymatrix – http://bendyk.blog.polityka.pl/](http://bendyk.blog.polityka.pl/) – subjects related to nuclear power industry discussed by a journalist of opinion-forming “Polityka” weekly.

#### Retail, Marketing, Media and Advertising

It's really hard to estimate which Polish blogs about media, retail and marketing/ advertising are the most popular. According to the research done by NewsPoint in 2007, the most popular blogs about media (counted by the amount of citation in Polish press) were:

- > Kaznowski.blox.pl
- > Webusability.pl
- > Blog.kurasinski.com
- > Blog.mediafun.pl
- > Netto.blox.pl
- > Tebe.blox.pl

## **Chapter 7**

Other useful social  
media tools

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## Other useful social media tools

- > RSS Directories are commonly used by all popular internet portals, internet websites of polish dailies and public opinion magazines etc. In Poland probably the first and the most popular website gathering information send by RSS from almost 1000 different channels is [CafeNews.pl](#). This service is created individually by each user according to the type of information they want to receive.
- > The main social bookmarking sites in Poland (besides the international ones) are: [elefanta.pl](#), [linkologia.pl](#), [www.mojetropy.pl](#), [wykop.pl](#)
- > The most popular and reliable website/blog statistic in Poland is Google Analytics. Also commonly used is [stat24.com/pl](#). A good source of general knowledge about Polish internet are also different statistics realized by GemiusRanking or Gemius and Polish Internet Research (Polskie Badania Internetu – [www.pbi.org.pl](#)), as well as Interactive Advertising Bureau – ([www.iabpolska.pl](#)) or on the website [www.internestats.pl](#).

### Sector information:

#### Social Media Related to Medicine/Health

According to the research done by Polskie Badania Internetu (Polish Internet Research) the internet is the medium, which Polish internet users use most likely in order to find information about health, diseases and treatment. Pharmaceutical companies are interested in reaching their potential customers via medical social media services, as they spend over 32% of their marketing budgets on gaining new clients via this medium. Doctors and medical staff begin to accept internet social media as a way of gaining knowledge and transferring information, as well as assessing individual doctors and institutions.

Social networks related to medicine/health can be divided into the following groups:

1. Social networks attracting people who are not related to medical professions but simply interested in health and healthy lifestyle,
2. Social networks attracting professional specialists – medical doctors.

Examples of social networks addressed to people who are not professionally related to medicine:

- > [Nasze-choroby.pl](#) ([our-diseases.pl](#)) – social network (parallel to Polish social network [nasza-klasa.pl](#)). Groups of users are classified according to a given health problem. They exchange their knowledge and experience and support one another in their fight with diseases. This social network has 15 370 users.
- > [Mediweb.pl](#) – social network that has a medical forum addressed to its all users.

#### Social networks gathering medical specialists:

- > [medpass.pl](#) – presently used by 563 305 users. Membership of [medpass](#) community gives access to numerous medical networks ie. [openmedica.pl](#), [poradnikmedyczny.pl](#) ([medicalguidebook.pl](#)) or [kardiolog.pl](#). ([cardiologist.pl](#))
- > [Konsylium24.pl](#) ([consilium24.pl](#)) – social network gathering over 16 000 doctors specializing in 72 medical specializations (they have discussed over 10 500 clinical problems writing 200 000 posts).



There are social networks attracting people that are both medical/health professional specialists and non-professionals simply interested in subjects related to health/health care. Social network Ochoroba.pl. (ohsickness.pl) is an example of such a social network.

#### Blogs by Medical Doctors

Medical blogs are not frequently utilized in PR actions. Social networks gathering medical blogs are as follows: medykblog.pl, blogilekarzy.pl (mdblogs.pl), linemed.pl

#### Social Networks Discussing Health/Medicine

Discussion groups/profiles related to health/health care can be found on popular social networks named Facebook. Profiles/discussion groups related to health are often related to promotion of a given product (Diet with Fitella – profile on facebook) or a given problem (Sex is Health! – there is a profile discussing health and sex life administered by Polpharma company). On social network goldenlife.pl there are over 200 groups related to health subjects. It shows the degree of interest in this subject among people visiting social networks. Profiles on popular social networks related to health and medicine have not been exploited yet but nevertheless they provide a great opportunity of reaching a large audience with a message.

#### Industry-Related Social Media

Social media can be an important support for Public Relations activities taking into account the reasons for which companies decide to enter into communication via social media, mentioned at the beginning of this chapter. In case of industry and its privatization processes social media can also play an important role in communicating the change and supporting internal communication.

Social networks related to industry can be grouped according to main industry sectors – the energy sector, the chemical sector, heat engineering, natural gas industry, crude oil industry and military industry. New media related to the Polish energy industry are the most advanced in their development.

- > Wirtualny Nowy Przemysł (Virtual New Industry) is the most complex social network grouping all industrial sectors. It provides information and administers discussion fora dealing with power industry, natural gas industry, mining, metallurgy, crude oil industry, chemical industry, construction industry, IT, logistics and motorization. It is a source of knowledge referring to given industrial sectors, events, rankings and legal acts as well as development directions and trends in industrial sectors. This social network is a place of discussions on changes that should take place in Polish industry. This is the biggest discussion forum on Polish industry in the web.
- > Portal gep.pl – Grupa Energetyków Polskich (Group of Polish Power Engineers) is a medium grouping people who want to discuss power industry issues.
- > Nettg.pl – Portal Trybuny Górniczej (Social Network of Mining Tribune) has nearly 1600 subjects on discussion fora and over 13000 posts plus enormous dialogue activity of social partners. It is one of the best places to communicate with them and to conduct an open and matter-of-fact dialogue.
- > energetycy.net (powerengineers.net) – social network of power and energy engineers; an interesting forum of branch information exchange. This social network sets the direction of its development precisely: education and establishing new interpersonal relations. One can find there files related to power/energy industry, educational materials that are not accessible anywhere else in the web. To utilize all possibilities provided by this social network one should register on website: [www.energetycy.net](http://www.energetycy.net)

Other important internet sources of information about energy sector:



- > CIRE- center of information on power market, information service referring to power sector (especially to power industry, heat engineering, natural gas industry and fuels market). There you can find information about legal regulations, problem studies, branch publications and legal issues. CIRE mails electronic version of its bulletin to all who are interested in these subjects.
- > One can discuss issues related to power market on thematic network “Nowa Energia” (New Power); branch experts and power companies managers present their viewpoints in web TV [NaszaEnergia.pl](http://NaszaEnergia.pl) ([OurPower.pl](http://OurPower.pl))
- > Newsletter „Przemysł chemiczny” (Chemical Industry) is addressed to chemical sector. It is a magazine devoted to chemical sector. It contains important information about the chemical sector in Poland and elsewhere. There you can find information on development directions, review articles and information about companies. This newsletter reaching the entire chemical branch discusses the influence of legal regulations (especially the ones related to ecology) on chemical industry standards. But a debate on the sector development directions is going on largely outside virtual reality.
- > [Górnictwo24.pl](http://Gornictwo24.pl) ([Mining24.pl](http://Mining24.pl)) – the latest news from the world of mining.
- > discussion fora like [Górnictwo Forum Dyskusyjne Rylownia.yoyo.pl](http://GorniczeForumDyskusyjneRylownia.yoyo.pl), <http://www.teberia.pl/forum/> Mining Discussion Forum Rylownia)

### Blogs: Power Industry and Industry

Blogs related to power engineering and industrial issues are still in their early stages of development. Hence they are rarely utilized in PR activities but nevertheless there are few positive examples:



- > [energetyka.blogspot.com](http://energetyka.blogspot.com) – ([powerindustryblogspot.com](http://powerindustryblogspot.com)) informing about the development of sector media.
- > <http://solaris18.blogspot.com/2009/12/czy-polska-energetyka-jest-przygotowana.html> – (isPolishpowerindustryready) blog on OZE
- > <http://paliwa.blogspot.com/2009/12/podsumowanie-2009-energetyka-i-paliwa.html> (fuels summery-2009-power industry and fuels) – comments on the Polish power market and fuel market.
- > Antymatrix – <http://bendyk.blog.polityka.pl/> – subjects related to nuclear power industry discussed by a journalist of opinion-forming “Polityka” weekly.

### Social networks with subjects related to industry

Discussion groups/profiles referring to industry can be found also on popular social networks. On [goldenline.pl](http://goldenline.pl) there are 44 groups related to industry including the most numerous one referring to exports (668 people) and to technologies(300 people). 32 groups are related to power industry and renewable energy sources; 8 groups are related to mining industry, 38 groups are related to chemistry including the most numerous ones: chemistry and oil refineries, nanotechnologies and fuels are 13 groups including the largest group related to cheap fuel and alternative fuels (230 people). Over 2000 people visit discussion group of Katowice, one of the most industrialized cities in Poland. On Facebook the situation is quite similar but it is more difficult to find groups representing one nation there.

This shows that people visiting social networks are deeply interested in these subjects. Profiles related to power engineering on popular social networks are unexploited areas yet and they provide good opportunities to deliver messages to a large audience.

Employees/trade unions representing various companies have their websites as well i.e. social network of miners working in Budryk mine <http://www.budryk.gornicy.net/apel.php>

## Social networks with subjects related to Finance

Social networks in finance are mainly used for communication with customers as well as for education in this field:

- > financial institutions have their places at Facebook and Twitter (i.e. mBank, ING)
- > on goldenline there are nearly 1000 groups related to stock market, finance and investing. The biggest ones are: giełda (stock market), fundusze inwestycyjne (investment funds), banki (banks), doradcy finansowi (financial consultants).
- > there are also many internet fora on the websites of most popular Polish magazines and internet portals writing about finance and economy. These are i.e.: [parkiet.com](http://parkiet.com), [pb.pl](http://pb.pl), [bankier.pl](http://bankier.pl), [money.pl](http://money.pl), [investstock.pl](http://investstock.pl)
- > blogs are slowly becoming more and more popular also in the financial sector. Most popular sites where people write blogs are: [bankier.pl](http://bankier.pl), [money.pl](http://money.pl), [pb.pl](http://pb.pl).

## Social Media in Retail and Media & Entertainment

Definitely, social media has become hugely helpful in understanding the real needs of web users. Knowing what internauts` want is a key to achieving the goal of the brand, since we can give consumers precisely what they wish. Web users send out significant signals about the meaning of a given brand, product or service and about the way consumers see it. 88% among 2000 most popular search results refer to brands. Brands show up in social media and in web browsers. Lists of browsers` search results are often links to networks services sites, blogs or comments at web fora. Thanks to Social Media we have immediate reaction of internauts for a given subject i.e. campaign or new product.

According to the latest research results promotion campaigns effectiveness is increasing by up to 40% where the campaigns are conducted simultaneously in web browsers and networks. Research done by conScore, GroupM and M80 shows that internauts remember brands more easily if they see it both in web browsers and networks.

On the Polish web we can find tools for monitoring discussions on brands in social media. Brandometr is one such tool. Brandometr monitors nearly 600 blogs (from [bloom.pl](http://bloom.pl), [blogspot.com](http://blogspot.com), [blox.pl](http://blox.pl), [blog.interia.pl](http://blog.interia.pl)) and social networks (including [Youtube.com](http://Youtube.com), [Grono.pl](http://Grono.pl)), 22814 most important Polish web fora, Polish discussion groups and microblog services (Twitter, Blip, Pinger, Flaker).



## Social Networks linked to Retail, Marketing, Media and Advertising

Networks linked with retail branch, marketing, media and advertising can be grouped in several categories. One of them are networks addressed to concrete target groups where brands can “discuss” directly with their consumers. Network Kobiety.pl is one such social network. It attracts business women. There are networks created by web users to exchange and share information on prices and characteristic features of products i.e. [tanio.pl](http://tanio.pl). Other formulas of social networks that might be interesting for branch people are networks on experiences in marketing and PR ie. <http://cafe.wirtualnemedia.pl/> or [epr.pl](http://epr.pl). Gossip (tabloid) networks are a totally different category in which media people are interested. Such networks discuss celebrities and famous TV productions i.e. [pudelek.pl](http://pudelek.pl)

Publishing houses established a separate category gathering branch experts and publishing their blogs i.e. from FMCG branch – [rynekspozywczy.pl](http://rynekspozywczy.pl).

There are also nearly 840 groups related to advertising, marketing and image at social network Goldenline and over 370 groups related to media and journalism.



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