

СВІЙ ДО СВОГО



Ukrainian International Directory

Ukrainian Community Issues Newsletter



СВІЙ ДО СВОГО Ukrainian Community Issues – No. 31, 25 January 2018

Bringing Ukrainian Issues to the Forefront

How to use Social Media Successfully

It's all about Timely and Effective Communications and Marketing

Marketing, no matter what the topics or issues are, be they commercial, political, social or any other topic on Social Media and the Web, one has to focus on the prime purpose, goals and objectives and intended outcomes for the target audience, avoiding a scatter gun approach.

The Ukrainian International Directory has achieved, with the aid of Facebook and the Website effective 'communication tools' with positive outcomes for both the author and reader.

Facebook Groups

Those who appreciate the significance of monitoring the "Likes" on Facebook, will recognise that in the last four-year period, there has been an unprecedented level of activity associated with the Ukrainian International Directory and Facebook.

"Facebook" advised that between 2013 and 2017, my posts on Facebook achieved "Liked" 61,000 times, which equates to 15,250 "Likes" annually.

As the 'administrator' and author of the following Facebook Groups ([Hyperlinked](#)), focus has been on specific issues and interests:

1.00	Michael Karaszewycz , Personal Page	Friends 655
1.01	Ukrainians in Melbourne Australia	Membership 1903
1.02	Ukraine - Beautiful Country Beautiful People	Membership 641
1.03	Ukrainian International Directory	Membership 426
1.04	Ukraine – Enemy No.1 – Putin	Membership 286
1.05	Ukraine – Building a Great Country	Membership 175
1.06	Ukraine - Holodomor (Genocide by Starvation)	Membership 116
1.07	Ukraine – Russia's Undeclared War	Membership 134
1.08	СВІЙ ДО СВОГО Ukrainian Community Issues	Membership 88
1.09	Ukraine – MH17 Disaster	Membership 73
1.10	Ukraine – History (New - being released soon)	

The implementation of any one Social Media source for marketing is insufficient. There are benefits in cross pollination with other sources in order to achieve greater success. In this circumstance I use the Ukrainian International Directory.

Ukrainian International Directory

The last two-years there has been an unprecedented level of activity on the www.UkrainianDirectory.org Website with more than 500,000 hits.

This equates to almost 700 hits per day world-wide by persons seeking information on or about Ukraine.

Since the launch of the updated version of the website in February 2016, positive outcomes are as follows:

1. Google recognition

Google have advised that the website achieved the ultimate in Social Media searching:

- a. Google Search lists the Director on the first page of searches.
- b. The Directory appears on the very top of the first page of search.

From a marketing point of view, this is an envious position to be in.

2. Directory contents

- | | |
|---|-----------------------|
| a. 190 Folders containing | b. 3,500 Files |
| c. 15 Major Categories | d. 180 Sub-Categories |
| e. 8,000 Individual Links to other Ukrainian Websites | |

3. Main Categories

- | | | |
|------------------------|----------------------|------------------------|
| a. Business Directory | b. Calendars | c. Community |
| d. Culture | e. Diaspora | f. Education & Studies |
| g. Entertainment | h. Governance | i. Heritage |
| j. News & Media | k. History | l. Other Directories |
| m. Search Engines | n. Parcel to Ukraine | o. Religious Faiths |
| p. Ukraine the Country | q. Sport | r. Tourism |

4. This Directory is a live Website, constantly updated and improved. Contributions, such as articles or information are welcomed and acknowledged. Contact Editor@UkrainianDirectory.org.

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Editor / Webmaster
Ukrainian International Directory