



Online Dialogue using Social Media™

Technology in general and social media in particular hold many advantages that **complement** face-face onsite dialogue through online dialogue and overcome common challenges of Peacebuilding work. Those include:

- **Preaching to the non-converted.** The online platform is a safe, user friendly and attractive space, especially for those who have reservations for meeting the "other" face-face. Its characteristics allow inclusive project requirement of leading figures, hardliners, and others who find it difficult to meet face-face due to time, geographic and political barriers.
- **No "Reentry".** unlike a "weekend seminar" after which the participants go back to their communities while the notions they learned and the experience they had slowly fade away, the continuous online connection stays and reminds the participants of the reality of the "other" each time they connect to their Smartphone or computer.
- **Post Project connection and long term cooperation.** The platform allows continuous communication and joint work also once the main part of the dialogue project has finished.
- **Lower costs.** Online interaction requires less funding than face-face meetings which require venues, transportation and other costs.
- **Environmental friendly.** Online interaction is less polluting.
- **Unique project evaluation.** The scripted format of an online dialogue serves as a unique evaluation tool of the project. It oversees questionnaires and allows analyzing of dynamics of communication between participants and demonstrates change in "real" time.

How does it work in practice?

The online dialogue works in the same way face-face dialogue is facilitated and managed. When the project meets two or more conflicting parties, it aims for the parties to through a process of conflict transformation in which they change their attitudes and perceptions toward each other, reach mutual understanding and work together on joint projects*.

The dialogue can take place on popular social media platforms such as *Facebook* or *Whatsapp*. Participants engage in online dialogue which is closely monitored and facilitated by professionals and is most effective when combined with face-face interaction.

*Depending on each project's goals