



SOFIMUN 2011

SOFIMUN News Network 2011

Setting New Standards

Summary

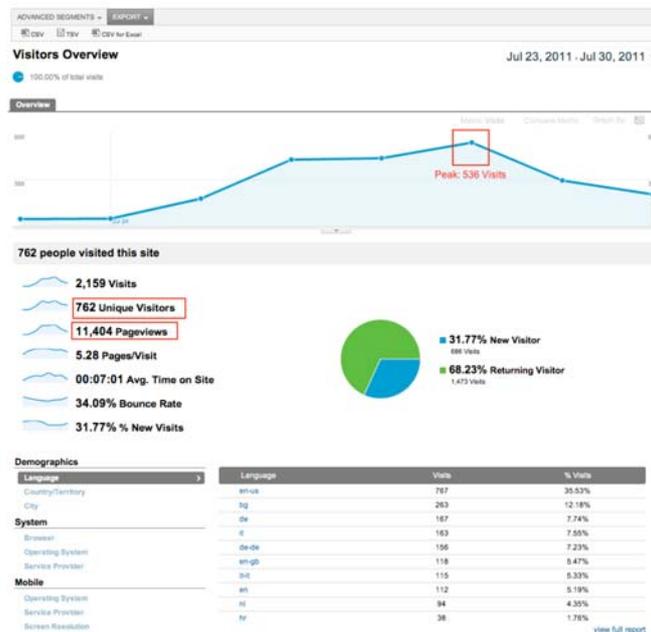
SOFIMUN News Network 2011 (SNN) was a great success. From a technical, journalistic and workflow standpoint everything ran smoothly through out the whole conference. Therefore, every criticism in this report is on the highest level, especially considering the average quality of MUN media bodies. But of course, there is room for improvement. Not every aspect of the media concept has been implemented with a satisfying quality (and result). In the following, you will find an analysis focusing on three core areas, which are crucial for the success (or failure) of SNN.

Three Core Areas

Journalists	Technology	Workflow
the best team you can dream of	successful website, great feedback	no overtime, all deadlines met, good co-ordination
technological issues	far from optimum, not all aspects of media concept successful/satisfying	a lot of unused time on the first day

SNN in Numbers

To give you an idea what the SNN team accomplished in just 5 days of sessions, here are some statistics:



762 Unique Visitors visited snn.sofimun.org peaking in 536 page views on Thursday¹

¹ statistics provided by Google Analytics which was implemented before the conference

SOFIMUN 2011

- The SNN wrote 76 articles in five days
 - According to Google Analytics 762 Unique Visitors read those articles spending an average seven minutes on the website
- 72 people liked the SNN Facebook page by August 27 2011
 - during the conference all posts got a total of 380 page views

Journalists

In short: Every chief editorial team can only dream of journalists like these. Every deadline was met, the average article quality was much higher than expected. Every one of them adapted more or less to their distinguished medium and stressful situations like the joint crisis on Wednesday. If they got criticized for any reason, they responded well and worked harder on their next articles.

Technical issues

The only slight problem was the website handling and some technological problems resulting from the numerous platforms which were used at the same time (Wordpress, Dropbox, Twitter, Facebook). In the future, the journalist training for those things should be intensified and probably held during the rules of procedure and mock debates sessions of the councils. Normally, the real debates start off quite slow, so that even a first time MUN journalist should be able to understand what is happening. Overall, the handling of the different technologies is far more important.

Technology

The overall feedback for the website was great. It was easy to navigate and in personal talks, most of the readers were surprised to see an MUN media body working on that professional level. However, this results from the lack of quality of other MUN media bodies (exceptions: NAPOMUN 2011, SOFIMUN 2009/10). Therefore, it is necessary to take a step back and analyze the website from an unemotional standpoint:

Facebook

- highly anticipated, the Facebook integration did not hold its promises
 - though the barriers were pretty low, almost no user discussion emerged (only in the gossip box)
 - the Facebook page was only a little add-on and could not unfold its full potential due to a lack of updating by the Chief editorial team.

Workflow

There is not much to say here. The communication and work between the Chief editors and the journalists/photographer as well as among the journalists has been great. The re-evaluation of the photo workflow and the usage of Dropbox for that has been a great success and saved a lot of time for everyone. All members of the Secretariat were fully supporting the SNN journalists as well as the delegates. Again a perfect example of collaboration which should be standard for every MUN.

As already mentioned above, the first day of sessions should be used more efficiently. Journalist training might be a better idea, than bore them with rules of procedures.

Finally, we would like to thank Maria Haferkorn, Dino Simonski Bukovski and the whole Secretariat for making this a remarkable conference despite all issues before and during SOFIMUN 2011.

Florian Wittig & Neda Eneva