

Social networking and Kosovar political actors

*Ilire Zajmi**

Abstract

Social media are changing the nature of mass communication, challenging traditional media. They are used as a powerful platform for sharing and spreading of information, activities, promotion of institutions, of certain interest groups and individuals, but also political actors for different purposes. Sharing and spreading of information through possibilities provided by social media enables to mobilize wider audience in different ways. Politicians are using these opportunities, without any need to share information across journalist or traditional media.

This paper aims to analyse use of social networks as a mean of sharing of information by Kosovan political actors and content shared.

The paper analyses posts of three Kosovo politicians, prime minister Isa Mustafa, president Hashim Thaci and president of Kosovo Assembly Kadri Veseli in their profiles on social networks Facebook and Twitter, over a period of monitoring of fifteen days, during the month of December 2016.

Keywords: *Social media, social networking, information, political actors, audience, Facebook, Twitter, traditional media.*

*IlireZajmi, Msc, AAB College, Prishtina. Email: ilire.zajmi@aab-edu.net