

Pursuant to Article 15, paragraph (1), indent 11 of the Law on Real Estate Cadastre (“Official Gazette of Republic of Macedonia” no. 55/13, 41/14, 115/14, 116/15, 153/15, 192/15, 61/16, 172/16, 64/18 and “Official Gazette of Republic of North Macedonia” no.124/19) the Director of the Agency for Real Estate Cadastre adopted the following

## INTERNAL INSTRUCTION FOR SOCIAL NETWORK USE IN NSDI UNIT

### I. GENERAL PROVISIONS

#### Purpose for social network use

##### Article 1

The way of social network use in the National Spatial Data Infrastructure (NSDI) Unit is hereby regulated for the purpose of connecting with NSDI users for raising the awareness about NSDI, increasing the number of users of NSDI geoportal, promoting and improving spatial data collections and services.

#### Definitions

##### Article 2

Particular terms used in this Instruction shall have the following meaning:

“**Social networks**” refers to Internet based media/platforms which are used to connect electronically with friends, family, colleagues, users and other target groups for social and business purposes.

“**NSDI Unit**” refers to the organizational unit in the Agency for Real Estate Cadastre competent for administrative and technical support of NSDI.

“**NSDI profile on social network**” is an official profile of the National Spatial Data Infrastructure of Republic of North Macedonia on the social networks which describes the NSDI interest, expertise, professional users, NSDI status, recent activities and geographic location.

“**NSDI social network editor**” (hereinafter referred to as editor) refers to the person employed in NSDI Unit/member of NSDI workgroups or other person who created the information that should be uploaded and posted on the social networks.

“**Followers**” refer to all visitors of NSDI profile who choose to receive information from this profile.

“Entry” refers to textual, audio or video content containing information and photo(s) describing particular activity which is directly or indirectly connected to NSDI.

## **II. SOCIAL NETWORKS**

### **Types of social networks**

#### *Article 3*

Social networks within the meaning of this Instruction are: Facebook, Twitter, LinkedIn, YouTube and others.

#### **Facebook**

##### *Article 4*

(1) Facebook is a service for social networking and a website where people can create profiles, share information, photos and quotations for themselves, answer questions or connect with the information posted by other people.

(2) Registered users can post information, like and share the posted information, while the unregistered users have no access to the website.

#### **Twitter**

##### *Article 5*

(1) Twitter is a microblogging and social networking service where the users post and communicate among themselves via messages known as “tweets”.

(2) Registered users can post information, like and share the posted information, while the unregistered users can only read such information.

#### **LinkedIn**

##### *Article 6*

(1) LinkedIn is a social network for professional connection and career development which enables the people looking for a job to post their CVs and the employers to announce job ads.

(2) Registered users can post information, like and share the posted information, while the unregistered users have no access to the website.

## **YouTube**

### **Article 7**

(1) YouTube is a platform for sharing videos on the Internet (video clips, TV show clips, music videos, short and documentary films, audio records, live broadcast and other contents such as video blogging, short original videos and educational videos) enabling the users to post, review, score, share, add to playlists, report and comment videos and subscribe to other users.

(2) The platform offers wide range of videos created by users and media.

(3) Registered users can post videos, like and share the posted videos, while the unregistered users can only see/listen such videos.

### **Create and manage NSDI profile on social networks**

### **Article 8**

(1) The Media Communication Associate creates NSDI profile on the social networks Facebook, Twitter, LinkedIn, YouTube and others via e-mail: [nipp@katastar.gov.mk](mailto:nipp@katastar.gov.mk)

(2) The NSDI and Agency for Real Estate Cadastre logo must be placed on NSDI profile.

(3) The Media Communication Associate employed in the Agency for Real Estate Cadastre manages the profiles referred to in paragraph (1) of this Article by uploading and posting NSDI related entries and following thereof.

(4) In the event of absence of the Media Communication Associate, the Head of NSDI Unit manages the profiles in order to ensure continuous functioning thereof.

## **III. NSDI ENTRIES ON SOCIAL NETWORKS**

### **Creation of entry before posting**

### **Article 9**

(1) The entry (audio, video or text) created by the editor must contain title, name and surname of the editor and number/year of the entry.

(2) The contents of the entry can be prepared in type of information, announcement, statement, report, instruction or other.

(3) The entry may refer to the following NSDI activities:

- event: conference, workshop, training, meeting, session, accepting/signing documents and other;

- realization of: plan, programme, project, contract, law, bylaw and other;
- education: platform, software tools, technical and technological documents, materials from the area, recommendations and other; and
- miscellaneous.

(4) The entry should contain precise, accurate and clear information and photos for the activity related to NSDI and give a clear picture for the activity it refers to.

### **Approving and posting the entry**

#### Article 10

(1) The editor sends the entry referred to in Article 9 via e-mail to the NSDI Unit for the purpose of approval in cooperation with the Head of Department/state councillor.

(2) The Head of NSDI Unit, upon approving the entry sends it to the Media Communication Associate for correction and posting thereof.

(3) The Head of NSDI Unit and the Media Communication Associate determine on which social networks the entry shall be posted.

### **Monitoring the NSDI profile**

#### Article 11

(1) The Media Communication Associate monitors the NSDI profile on social networks together with the employees in NSDI Unit.

(2) The Media Communication Associate deletes any indecent, rude and impertinent comments to any post, as well as any unconstitutional and illegal content contrary to the rules of the particular social network which were posted on the NSDI profile by the followers or other persons.

(3) In case when a follower continues to post indecent comments, such follower will be blocked from the list of friends.

### **Entry saving**

#### Article 12

The entry posted on social networks is permanently saved there and additionally saved in electronic form in NSDI Unit.

## IV. FINAL PROVISIONS

### Article 13

The Instruction enters into force as of the day of adopting thereof and applies upon its posting to the NSDI geoportal.

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