

Social project
@almaty_zholdary (Kazakhstan)



About the project

The project started on March 13, 2019 in Almaty. It was first and one of a kind project in Kazakhstan.

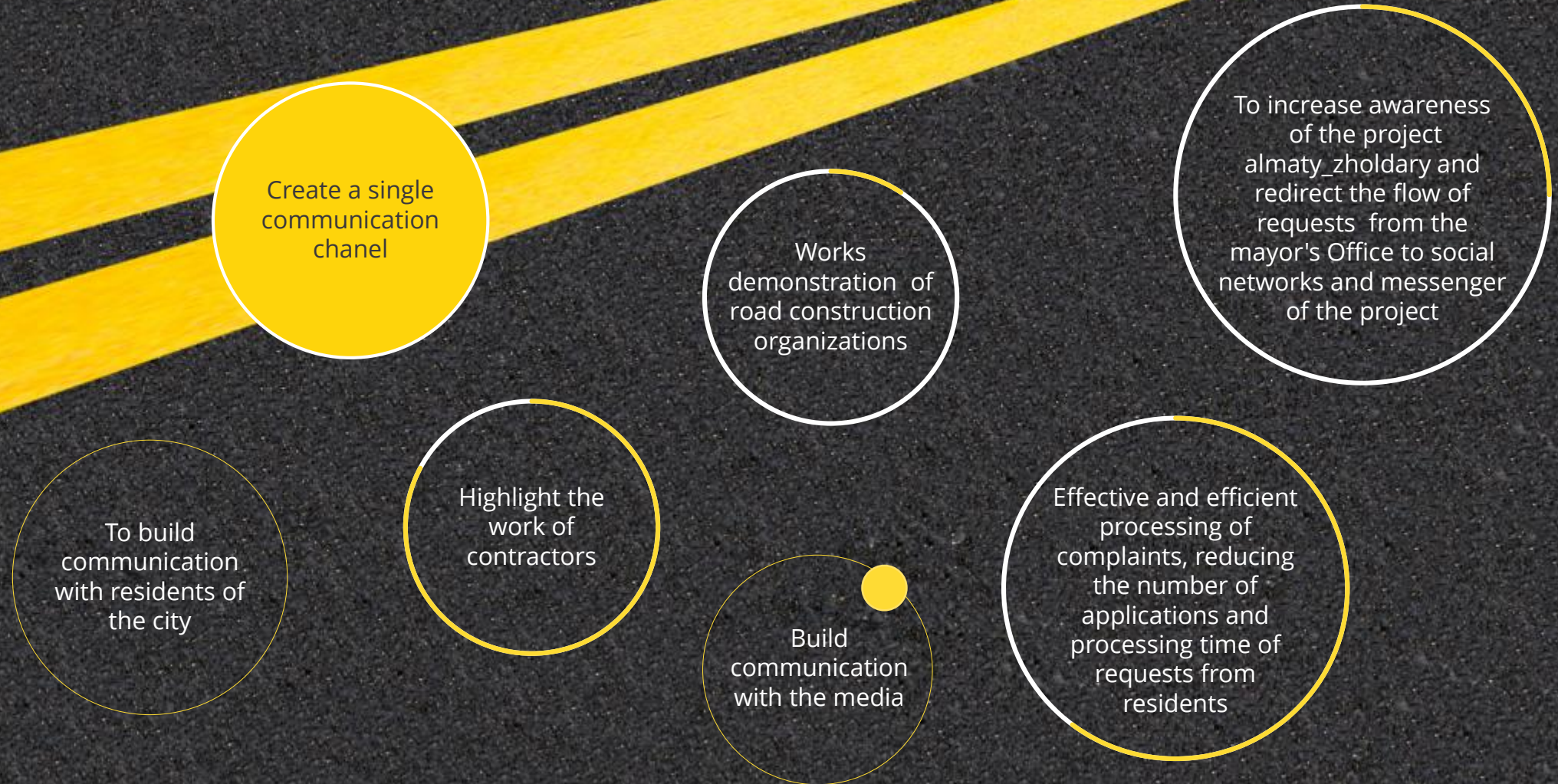
The Agency together with the mayor's office of The city decided to create a single account called "Almaty_zholdary", which translated into Russian sounds like "Roads of Almaty", which became a bridge in communication between the residents of the city, the state body responsible for the state of roads, and Contracting road construction organizations.

The account began to react instantly to requests of people, by giving them full information on roads, about overlapping of road sites and to carry out explanatory work with the population. And also respond to road problems. Furthermore, within the framework of the project, cooperation was established with all district akimats, which provide information and respond to requests from residents of Almaty.

Was created its own press center, which daily sent up-to-date information about road construction works to the media in order to inform residents and guests of the city and request to adjust the route on this section of the road in order to avoid traffic jams.

This project has become a very effective communication solution to complex problems.

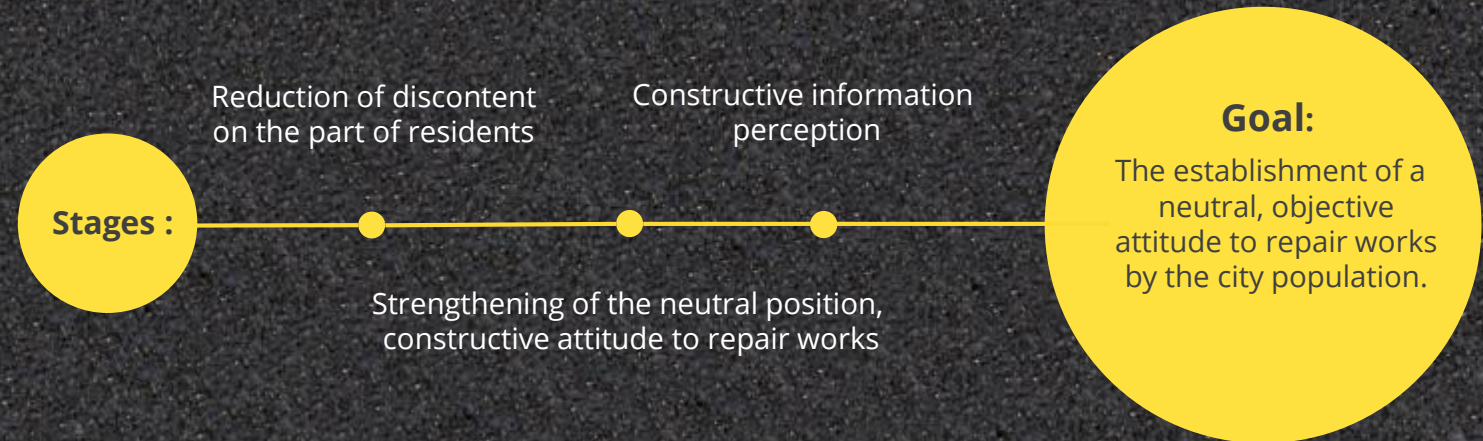
Goals of almaty_zholdary



Strategy of almaty_zholdary

Instruments:

- Media events and meetings with the public
- Prompt feedback on all communication channels
- Generating content according to the objectives of the strategy
- Carrying out explanatory and educational work in the field of repair work (meetings with the population, the press, social networks, etc.)
- Publication of announcements and press releases in the media

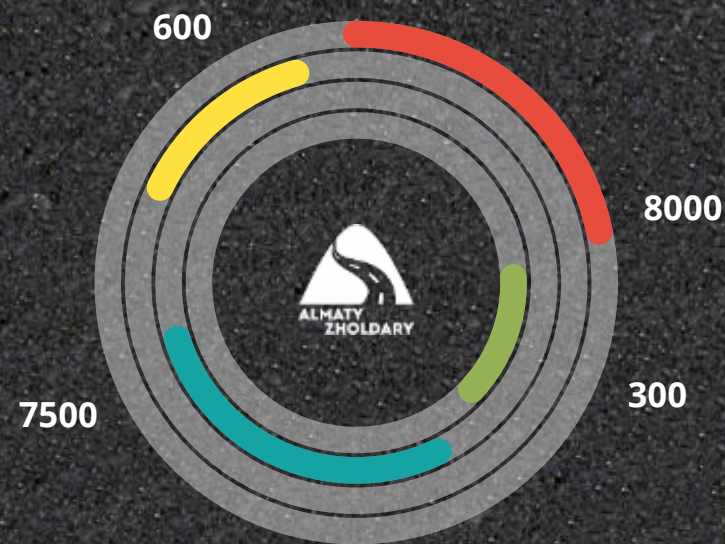


Responsibilities of almaty_zholdary



Almaty_zholdary account

- More than **600** publications
- **7,500** messages from residents of the city of Almaty (data from Instagram and Facebook account)
- **300** stories about the current road construction works
- More than **8000** of organic followers



Channels of communication of almaty_zholdary

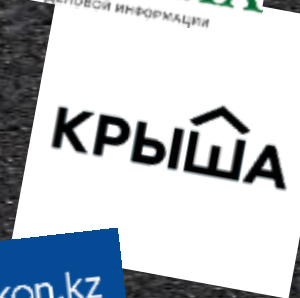
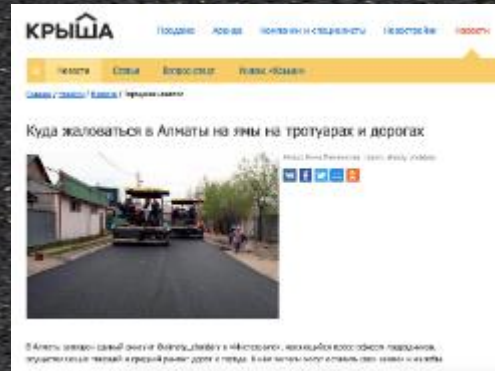
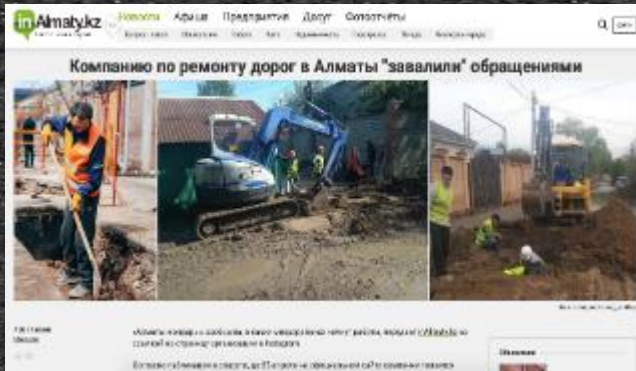
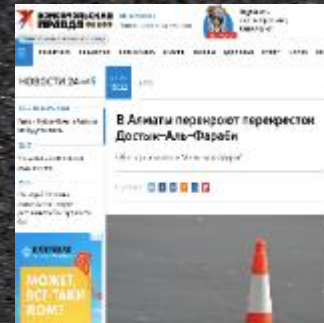
- Meetings with citizens
- Media
- Instagram (direct and comments)
- Facebook
- What's App
- Mail

Posts of almaty_zholdary



Media Publications


More than 200 articles were published in the national and regional media




Publications in media



That case, when media perceived as a company, legal entity

In fact, "Almaty Zholdary" LLP is really an existing company in Kazakhstan, however, it does not carry out any information work. This information was provided by the media on behalf of @Almaty_zholdary

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23 июля, 11:59
6693 0
Получить короткую
ссылкуТеги:
Алматы, Дороги, РемонтСсылки по теме:
Участок одной из
главных улиц
перекроют в АлматыДругие новости рубрики
"Новости Казахстана":
Реконструкция "Трех
богатырей": 3D-
снимки ЖК с высоты
птичьего полета
Пожилая алматинка 28
лет живет без

В центре Алматы перекроют движение



Иллюстративное фото:ugranow.ru

В центре Алматы временно перекроют проезд на нескольких участках улиц в центре города, передает [Tengrinews.kz](https://tengrinews.kz) со ссылкой на пресс-службу ТОО "Алматы Жолдары".

Publications in media



Сколько зарабатывают дорожные рабочие?

Ремонт дорог в Казахстане — отличное место для работы, т. к. можно быть уверенным каждый год — объёмы будут!

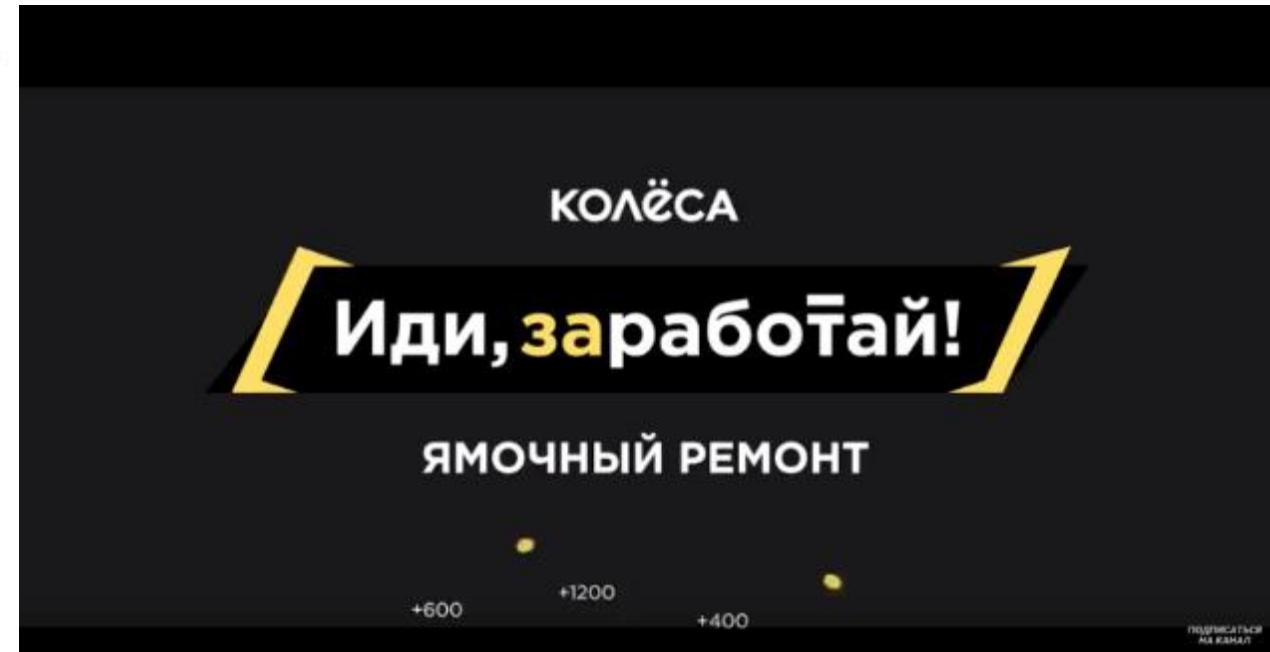
20 марта 2019 2.9K 4

In the author's project "Go, earn" of the largest automotive media in Kazakhstan [kolesa.kz](https://www.kolesa.kz) there was a series devoted to patching in Almaty.

The shooting was initiated by @almaty_zholdary

More than 28 000 views 1 200 likes

<https://www.youtube.com/watch?v=35QhEGt9TQ8>



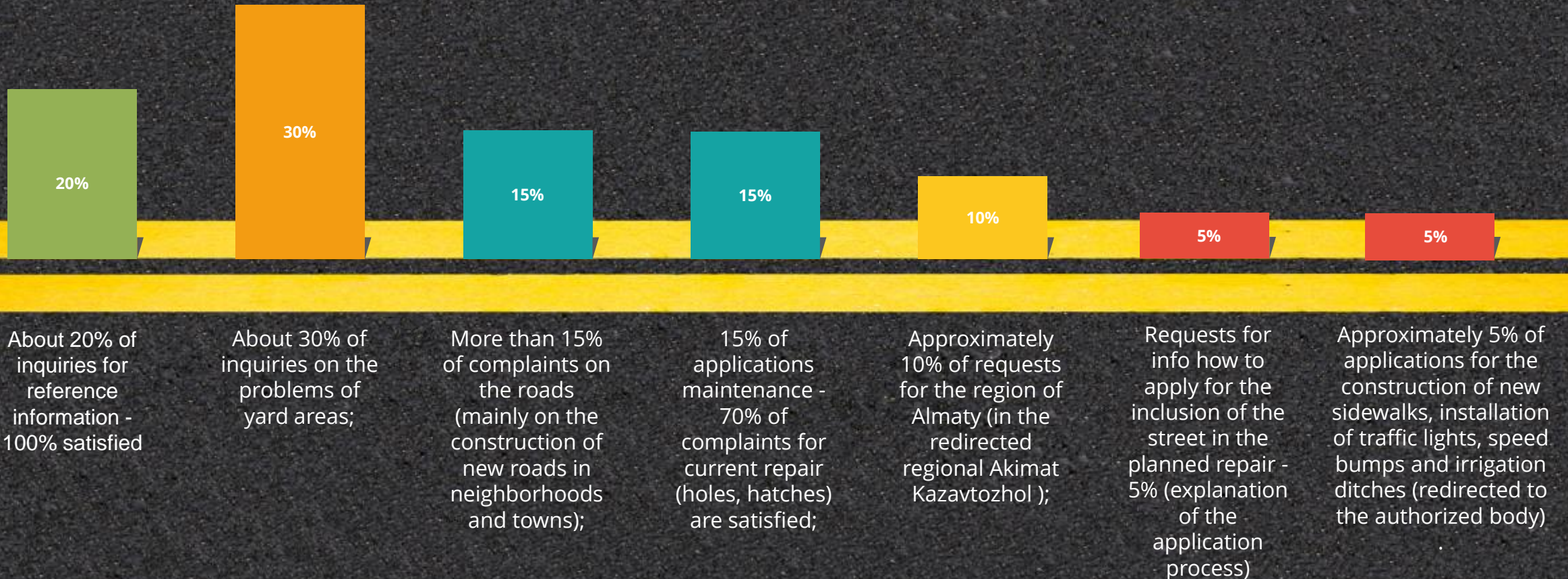
25 253 просмотра

👍 1,2 тыс

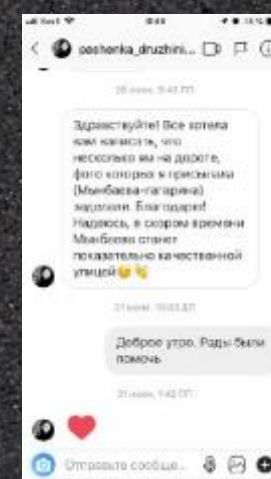
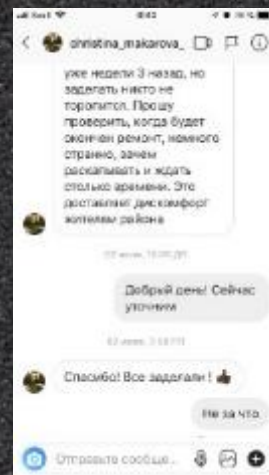
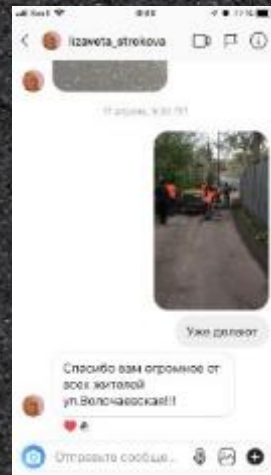
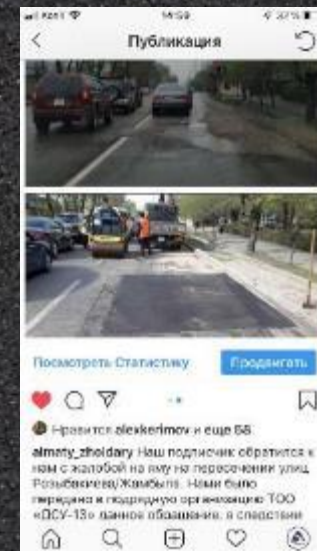
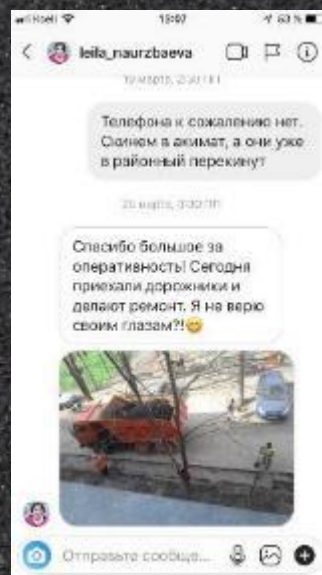
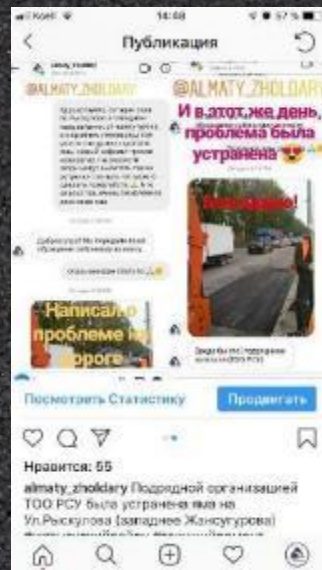
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almaty_zholdary feedback

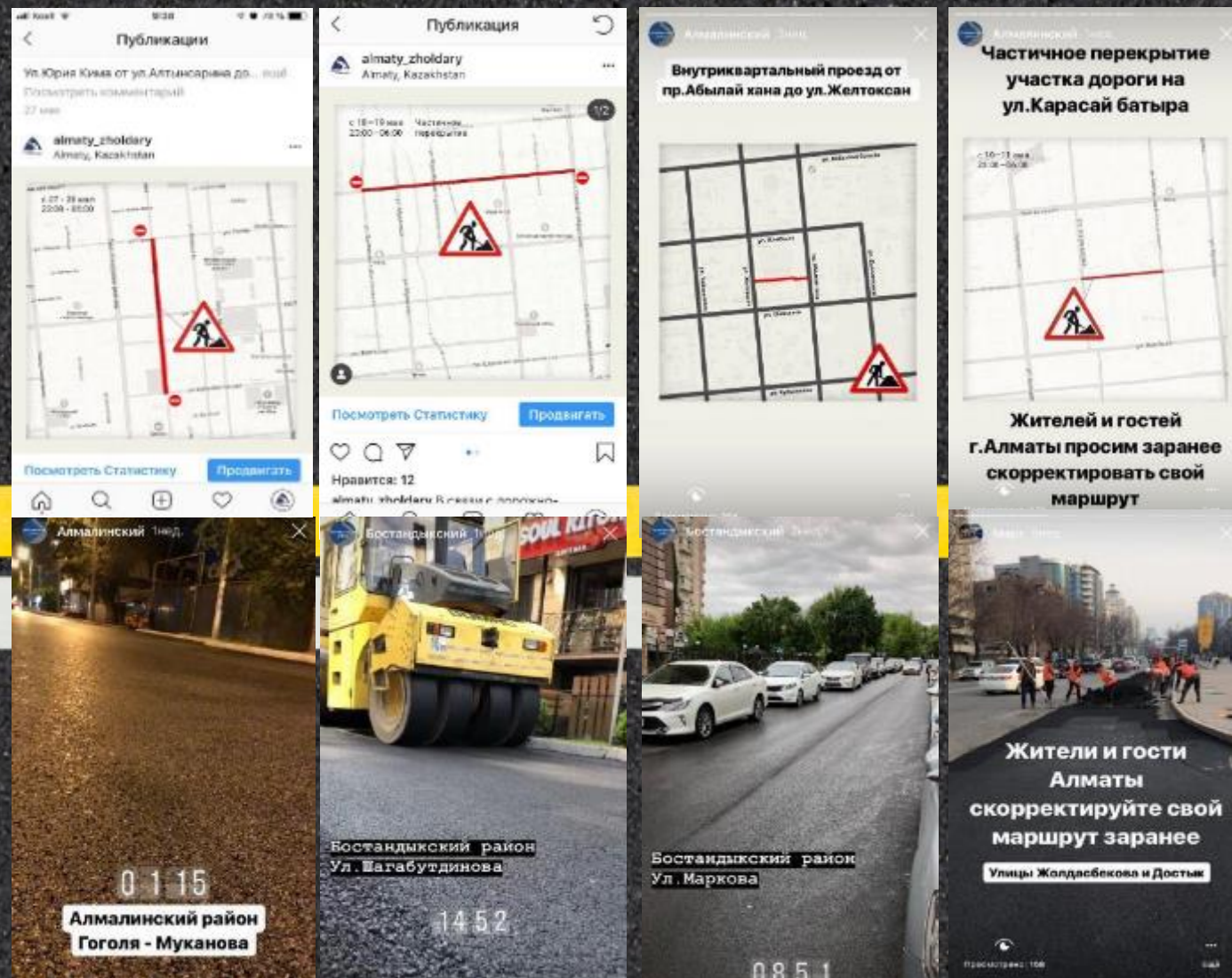
7,500 calls from residents of Almaty city on WhatsApp:



almaty_zholdary feedback



Informing almaty_zholdary



Results

Quantitative results:

Per today, about 15,000 requests have been received on social networks and in what's app messenger.

15 000

The number of subscribers in social networks is more than 8,000 and an important aspect is that absolutely every subscriber is a "organic" person, not a single cent was spent on advertising the account and the service for cheating followers was never used.

8000

More than 200 articles were published in the national and regional media.

200

Qualitative results:

- Daily publications in the leading media of Kazakhstan with reference to the press service of Almaty Zholdary. The name of the project has become a household word, it is perceived as a separate structure, not a project. At the mention of road construction works the reference goes to Almaty Zholdary.
- Another result is the gratitude of the residents for their help, for the elimination of problems, for timely informing about the blocking of roads, for explaining the need for repair, process, timing. There is no better result than people's gratitude.
- The result of the work was the manifestation of public confidence in state structures, transparency of work.

Thank you for your attention!