Digital Inclusion for Social Good

Empowering Organisations with Digital Tools for Impact & Efficiency

SOCIAL MEDIA For CIVIL SOCIETY & NON-PROFITS
Be Trusted . Be Found . Raise Funds

www.pirengo.org   9044904904   engonetwork@defindia.net
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Social Media for Civil Society & Non-Profits

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Contributing Writers: Gurpriya Singh | Rucha Deshpande
Design & Layout: Ravi Kumar Yadav

Contact:
Digital Empowerment Foundation
House No. 44, 2nd & 3rd Floor (Next to Naraina IIT Academy)
Kalu Sarai, (Near IIT Flyover), New Delhi – 110016
Tel: 91-11-26532786 / Fax: 91-11-26532787
Email: def@defindia.net | URL: www.defindia.org

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DEF is a not-for-profit organization with an aim to find solutions to bridge the digital divide with Information Communication and Technology.
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INTRODUCTION

The last decade has seen a massive shift in how people consume and interact with information. The internet’s communication channels, in conjunction with the advent of social media and social networking technologies, have forever changed how people interact with each other. Globalwebindex released a report in 2014 stating 97% of India’s internet users are part of some social network while most of them are on Facebook.

Social media refers to online communication channels that facilitate interaction and media distribution between people.

For non-profits to capitalise on the opportunities in social media requires them to embrace that technology now allows supporters to engage with your organisation unlike ever before. Communication has shifted from a monologue, where you broadcasted your non-profit’s mission, to a dialogue where more and more of your organisation’s branding and positioning is controlled by your supporters and detractors. Competence in social media is becoming a critical component to every activity a non-profit pursues in order to make an impact.

Social media creates a network of networks which increases rapidly. Organisations can take advantage of this information to achieve their business goals of communication and outreach, marketing and branding. The network can thus grow by leaps and bounds.

The main focus of an organisation is to showcase its work and build a strong volunteer base and connections. Thus, utilising social media becomes of utmost importance for them. Social media is a way for non-profit organisations to spread awareness about key issues, mobilise supporters, create online advocacy movements, build communities, showcase transparency and accountability.

OBJECTIVE:

Despite its wide-spread adoption, many organisations still have questions about how to use social media to further their missions and how digital tools can benefit their programmes. Common obstacles non-profits face when adding social elements to their communications and marketing efforts include: resourcing, understanding best practices, learning the nuances of specific tools, and measuring return on investment (ROI).
GETTING STRATEGIC WITH SOCIAL MEDIA

START PLANNING

As with any other medium used in communication, every non-profit should first create a plan before embarking on the use of social media. A good plan involves assessing your organisation as a whole, defining what it wants to accomplish, and identifying the right approach to ensure you are well-positioned to achieve your goals. By evaluating these areas, a well-planned strategy can be created to develop social media programmes that suit your organization.

IDENTIFY YOUR OBJECTIVES

The first step in creating your strategy is identifying the desired outcome and defining what success will look like. Depending on the type of non-profit organization and the stage of social media use, objectives may vary widely from one organization to another.

BUILDING AWARENESS

Gain a better understanding of the perception of your organisation among supporters and detractors. Be more responsive to your supporters on a regional, local, or individual level. Build a more meaningful relationship with constituents by providing them with useful information online. Establish your organisation as an expert resource and information provider.

DRIVING ACTION

Empower supporters to create content for your organization.

ADVANCING ENGAGEMENT

Enable your most passionate supporters to distribute information on your behalf and amplify the impact of your marketing efforts. Leverage influential users online to drive action around timely campaigns. Passionate people want to contribute to your organisation’s success. Mobilize supporters to take a specified action in times of crisis or timely issues. Organise volunteer efforts in emergency situations.
INTRODUCTION TO FACEBOOK

Facebook is the most popular online social networking website in the world. It has more than 1.49 billion users.

To use Facebook, you first need to create a personal account with a profile. Then you can add other users as friends, share photos, videos and information with them, chat and have conversations, join common interest groups and much more.

Facebook is also useful to organisations, groups, businesses and brands. They can create their own Facebook page and start sharing information about their work and promote it through various methods.

TELL YOUR STORY
In your own unique voice.

SHARE RICH CONTENT
Including photos and videos.

CREATE A DIALOGUE
Through posts that allow people to share and engage.

AMPLIFY YOUR IMPACT
Supporters and followers share your content with their friends.
GETTING STARTED- BASICS OF FACEBOOK

Let us learn the basics Facebook and then understand how it can be beneficial for outreach and branding. The following topics will be covered in this tutorial:

- Create a Facebook profile
- Create a Facebook page
- Program your Facebook page
- Content development plan
- Search on Facebook
- Measure and refine your plan

CREATE A FACEBOOK PROFILE

- Sign up to create a personal account.
- Only if you have a personal account, you will be able to create a page.
- Enter your basic details like name, email ID, password, birthday and click “Sign Up”.
- Your new account will be created.
- Now you can add content to your personal page.
■ You can now also access Facebook in different languages.
■ Change the language to Hindi, Punjabi, Marathi, Bengali as per your convenience.

CREATE A FACEBOOK PAGE FOR YOUR NGO

Once you log in to your account, click on the right most arrow. A menu drops down.
Click “Create Page.”

A page will open up as shown in the photo. Click on “Company, Organization or Institution.”

Once you click on that, you will be able to see a drop-down list. Choose the type of your organisation - NGO or NPO. Enter a name for your organisation and click on “Get Started.”

In the example, a dummy page has been created with the name of the organisation.
Advertising on Facebook is a useful way to spread awareness about your organisation and get more people to like your page. Once they like it, they will start getting updates about your organisation through posts, comments, videos and pictures you put up. Your supporters will start sharing your content with their friends, thus, spreading the information far and wide.
PROGRAM YOUR FACEBOOK PAGE

Take a moment to get acquainted with the features of your new Facebook page. Pages are designed to make it easy for your cause to establish a rich authentic identity, tell your unique story and connect with your supporters.

THE ELEMENTS THAT ESTABLISH YOUR IDENTITY

- Add a compelling profile photo and cover photo that highlight your cause and mission.
- These draw attention to your page and can help people easily identify with your cause.

THE WAY YOU TELL YOUR STORY: TIMELINE

- Share photos and videos and build a personal relationship with your followers and supporters.
TELL STORIES THROUGH VISUALS

SHARE EXCLUSIVE VISUALS

Whenever you want to share a message on your page, think about using related pictures or visuals to make the message stand out.

Each post with images stand out. Posts including a picture, album or video generate about 100% more engagement.

Photo album is a section that contains the profile picture, other images and videos.

GET VISUAL AND A POWERFUL STORY TOGETHER: USERS AND FOLLOWERS FEEL CONNECTED TO THE STORY YOU SHARE!

- Be inspiring, be clear, be entertaining, be emotive and tell a story!
- Use lots of visuals and don’t write an essay.
- Most people won’t read your description wholly and completely.
- Images and videos work best to get your message across.
- This is an example of using great visual with a compelling story.
ANALYSE YOUR FACEBOOK METRICS TO IMPROVE YOUR MARKETING

MEASURE AND REFINE YOUR PLAN:

- **Page Likes:** How many people have ‘liked’ your page?
- **Post Reach:** How many people have your posts reached?
- **Comments and Shares:** How many comments and shares for your posts.
- **Page Visits:** How many people have visited your page over a period of time?
FOSTER A TWO-WAY DIALOGUE

You can look at your messages, invite friends to like this page, promote page or share page.

- Build a dialogue with your community on your page.
- Get people talking by asking questions on your status updates and photos about social issues, and encourage people to like or comment on what you share.
- Respond personally.
CONNECT/FOLLOW- GROUPS AND PAGES

GROW YOUR COMMUNITY!
ENGAGE OTHER GROUPS AND ORGANISATIONS.

- Join and Like other partner organisations or volunteer groups to expand your network.
- Create co-promotions and encourage viral sharing.
- Join different non-profit and NGO groups and promote your cause in the groups.
- Follow news and daily updates of other organizations.
COLLECT FUNDS ON FACEBOOK

Facebook now helps non-profit organisation pages to collect funds. Your non-profit can now have a “Donate Now” button on its Facebook page (only for non-profit organisations). It is turning itself into a platform to tell a story via Facebook status updates merged with a Facebook “Donate Now” button. It is a great platform to raise funds online.

Step 1: Select ‘Edit call to action’ on your Facebook page.

Step 2: Select the ‘Donate Now’ button.
Step 3: Insert link to your non-profit’s donate page.

- When you select the ‘Donate Now’ button.
- The ‘Donate Now’ button directly links to your website donation button.

www.yourngoname.ngo/donation

Step 4: Test ‘Donate Now’ button on your Facebook page.
TOP 5 TIPS

Here are quick tips to help you develop your publishing strategy and facilitate a dialogue with your community.

Be authentic. Create engaging conversations with clear calls-to-action, and encourage people to like and share your posts.

Offer exclusive content. Post sneak peeks about latest news and share personal stories using photos and videos.

Take feedback and opinions from supporters. Highlight great responses by re-posting them and responding personally.

Invite employees, friends and followers to “rate” your page.

Take advantage of apps and social plugins such as the Like Box, which makes it effortless for supporters to connect to your page. Build custom tabs and easily pull any page from your website into a tab on your Facebook page.
INTRODUCTION TO TWITTER

Twitter is a tool which can be used to have conversations with people about a common topic of interest by sharing short (140 characters) messages with them.

The positive point about this is that some people do not have the time to go through the large amounts of information. It is used to engage with people through short powerful message.

Let us learn the basics of using another social networking tool-Twitter.

CREATE A TWITTER PROFILE

Login to www.twitter.com and sign up by providing some personal information - full name, personal email address and password.
TWITTER HOMEPAGE

After creating a twitter profile and programing it, the homepage would look something like the image below:
UNDERSTANDING TWITTER HOMEPAGE

- **Twitter Handle**: Used to identify a Twitter member. If you want to start a conversation with someone, type their Twitter handle followed by your message. The person would get a notification and can reply to your tweet. (1)

- **#Trend**: Hashtags are categories or topics created by a user. You can see the most popular tweet categories under ‘Trends’. If you click on any of the hashtag, all tweets about the topic (messages) displayed together. (2)

- **Who to follow**: It shows a list of people with similar interests as you, whom you might be interested in following. (3)

- **Tweets**: Total number of messages (tweets) you have written. (4)

- **Following**: The number of people you follow on Twitter. (5)

- **Followers**: The number of people who follow you. Having a large number of followers is useful for you to convey your message. (6)

- **Reply**: You can always reply to someone’s tweet. On clicking ‘reply’, @connect is automatically in your tweet. You can post your view in front of it. (7)
WRITE TO POLITICIANS, CHANGEMAKERS, BOLLYWOOD STARS DIRECTLY

You can convey your message directly to Narendra Modi, Amitabh Bachchan and more influential people.

You can follow them and write a tweet to them.

Example: @narendramodi Enjoying Mann Ki Baat. #KargilVijayDiwas
@SrBachchan support #Asha to put an end to #Acidattacks
To make any changes, click on your profile image on the top-right corner and select ‘settings’

1. Change your display photo
2. Change your cover photo
3. Change your information
HOW TO BE ACTIVE ON TWITTER?

- **Retweets:** One of the most common things to do on Twitter is to ‘retweet’, or RT, a tweet relevant to your community.

- **Posting links:** Similarly, if you come across a resource elsewhere you can post it on Twitter.

- **New articles, reports, and blog posts:** When you have a new article, report, or blog post, tweet about those.

- **News and promotions:** If something’s happening that you’re hoping to spread the word about—for instance, a particular event or a programme example you are trying to recruit people or a collection drive is scheduled—Tweet about it.

- **‘Behind the scenes’ information:** You regularly have to tweet information about what’s going on at you organisation.

- **Questions:** If you ask a relevant question, people will often respond.

- **Responses to other people’s questions or comments:** It’s always great when you can start a relevant conversation.

- **Thanking people for retweeting your posts:** People often publically thank others, using their handles, for retweets.

- **Following people:** It is really important to start by following a number of people. In Twitter, most people will follow you if you follow them—it’s considered proper Twitter etiquette.

- **Saying interesting things:** The most useful way to gain new followers is to tweet something that’s widely re-tweeted by far.

- **Monitor your hashtags:** You can monitor tweets that monitor a hashtag created by you through Twitter ‘search’.
INTRODUCTION TO YOUTUBE

YouTube is a video sharing website through which people can view, upload and share videos. Videos can be created by individuals as well as organisations and groups. YouTube is a free platform which is simple to use and is used by Internet users all across the world. Organizations can make great use of YouTube by creating and uploading videos to engage their audiences towards the cause.

Open: www.youtube.com

HOW TO FIND YOUR WAY AROUND YOUTUBE?

If you’re new to YouTube or haven’t signed in, when you visit YouTube’s homepage, you’ll see some of the most popular videos and highlights from YouTube’s top categories, like Music and Sports.

Let us see how to create a new channel for your organisation on YouTube to start uploading content.

- As YouTube is owned by Google, a Google account is necessary to operate a YouTube channel.
- You can easily sign-in with your Gmail account.
- Once you sign in, click on the ‘upload’ button on the right corner.

Click on the red icon as shown below:
You can also shoot a video from your webcam.

Or select a video from your computer:
Once you select a file, it will begin to upload.

The video about your organisation or activity can be shared publically all across the world.

Once videos have been uploaded using the channel. The programmed Youtube channel would look like this.
MANAGE YOUR CHANNEL AND VIDEO STUDIO

- See comments on your videos.
- Increase subscribers and build your community.
- Measure and refine the analytics of the video.
- Follow similar channels through subscriptions.
- Browse different channels.
- Estimate time that your videos have been watched for.
- Follow your subscribers back. It would help in creating a responsive ecosystem of like-minded video watchers.
- Share your videos on different social media channels. It would help to reach different networks that would automatically increase the outreach of the videos.
- Measure likes and dislikes. It would help you to determine the response to the videos created.
SHOW A CAUSE THROUGH A VIDEO

charitywater

Watch the following videos made by non-profit organisations and for different causes on YouTube:

- https://www.youtube.com/watch?v=oeAUQsfFP4
- https://www.youtube.com/watch?v=tcGFUsL4HM
- https://www.youtube.com/watch?v=_BQcSyG7b0Q
- https://www.youtube.com/watch?v=LHGuofPUnLo
- https://www.youtube.com/watch?v=DEnlrE4iMBU
- https://www.youtube.com/watch?v=NNszFwmSg2Y
- https://www.youtube.com/watch?v=3lIkOi3srLo
- https://www.youtube.com/watch?v=qSElmEmEjb4
- https://www.youtube.com/watch?v=1e8xFJtVg
- https://www.youtube.com/watch?v=VtP91PMB0UE
- https://www.youtube.com/watch?v=0t0yXhbUYm4
ECONOMY

- .NGO Domain
- 24X7 Customer Support
- OnGood listing and Profiling
- NGONAMA listing and profiling
- OnGood International Donation widget

ECONOMY PLUS

- .NGO Domain
- Website Hosting with unlimited Pages
- Social Media Tools Enablement
- 1 Web email account
- Website Security Checkup
- Website Content & Database backup
- Google Analytic Enablement
- 24X7 Customer Support
- OnGood listing and Profiling
- NGONAMA listing and profiling
- OnGood International Donation widget

PREMIUM

- .NGO Domain
- Website Hosting with unlimited Pages
- Social Media Tools Enablement
- Content Development & Logo Designing Service
- 1 Web email account
- Website Security Checkup
- Website Content & Database backup
- Google Analytic Enablement
- 24X7 Customer Support
- OnGood listing and Profiling
- NGONAMA listing and profiling
- OnGood International Donation widget
- Access to eNGO Workshops, Trainings & Events

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