



Best Practices in Social Media

for
NGOs and Social Welfare or Charity Organizations

How should NGOs leverage Social Media?



- ❖ Social media is all about conversations
- ❖ It is about reaching out to your desired target audience and making it worth their while to interact with you on a social media platform

- ❖ As an NGO, your social media activities should aim at **creating awareness, generating interest**, encouraging sharing, and enlisting support and participation for your initiatives.
- ❖ *The purpose is to first grab attention and then sustain it through compelling communication.*

These are a few guidelines you can follow to get the most from your social media activities

What can NGOs achieve using Social Media?



With Social Media NGOs can...

Connect with
the right
audience

Build a strong brand image

Raise funds

Tell their story in an interesting manner using pictures, videos, etc.

Connect with a wider audience base

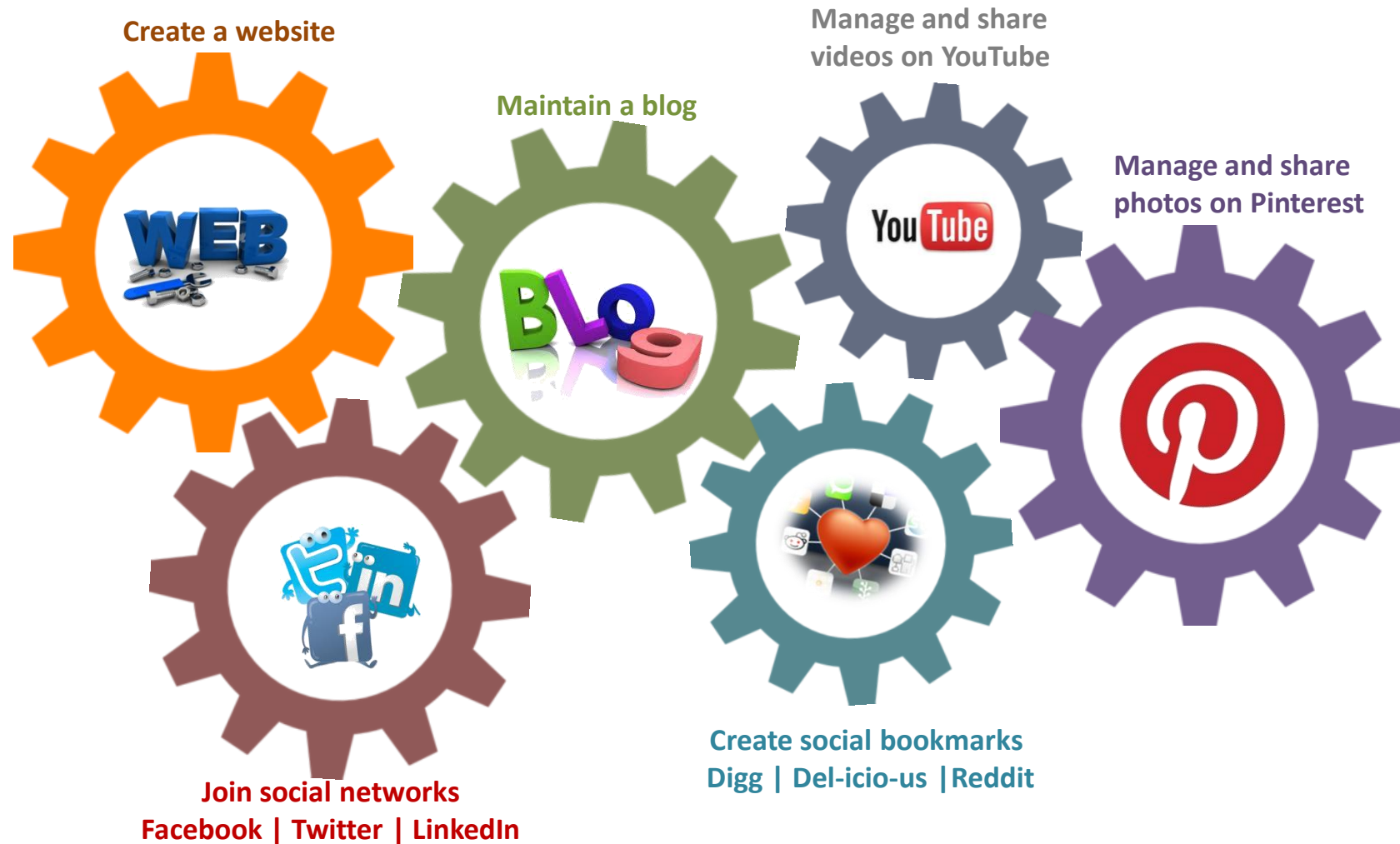
Showcase the
benefits and
results of their
activities

Garner support for their cause and initiatives

Get found easily online

Collaborate and cross-promote with related organizations

Which Social Media platforms should NGOs target?



Website Guidelines

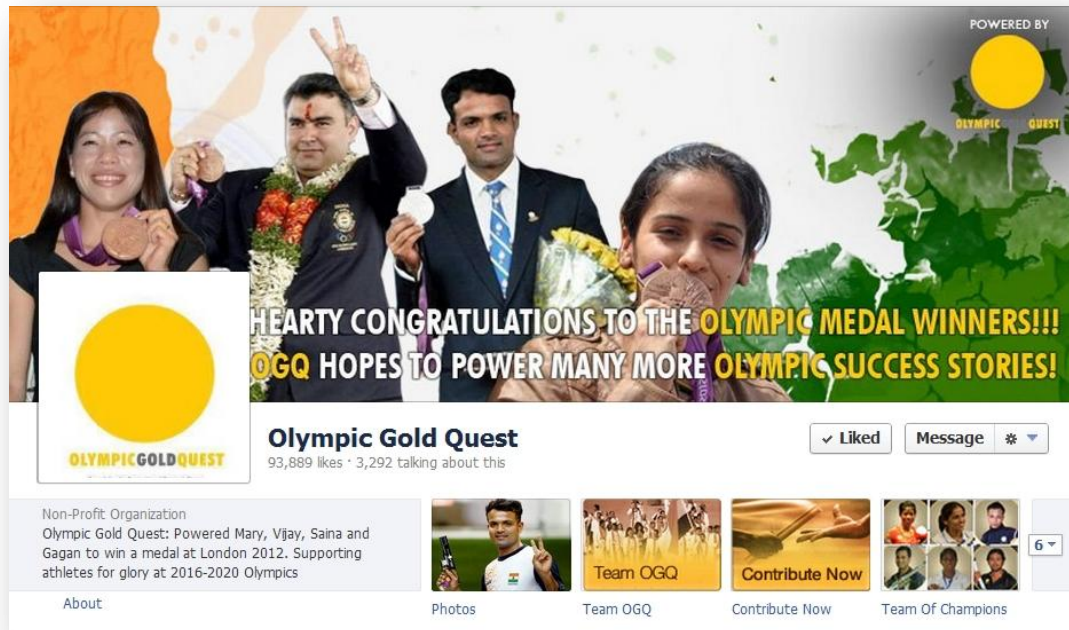
Your website should:

- ❖ Build a **strong image and presence online**, as it is your public face to the online world.
- ❖ **Give appropriate information** about your initiatives and activities.
- ❖ Make it easy for people to **connect with you on social media**.
- ❖ **Meet your objectives** of Search-Connect-Talk.
- ❖ **Encourage** viewers to show support to your cause and initiatives.
- ❖ Give you **credibility**.



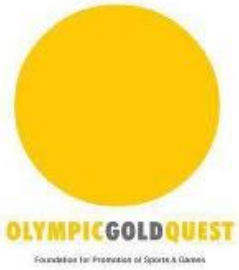
Facebook Guidelines

Own a captivating Facebook page



- ❖ Your Facebook strategy should **begin with creating an interesting page**.
- ❖ This page should **be creative, informative**, and should portray your NGO as you would want your potential supporters to see it.
- ❖ Rather than being just a one-way communication channel, this page should be a **platform for engaging interactions** among members; and should reflect the true nature of the NGO and its initiatives.

Facebook Guidelines



NASSCOM
FOUNDATION

Make the page name interesting

- ❖ Ensure that your page name is **related to your organization or cause**.
- ❖ The name should be **easy to remember** and have an **association with your activities**, so that it becomes easy for your target audience to remember you.

Have an effective profile picture

- ❖ Your profile picture should **reflect the identity** of your organization.
- ❖ It should **captivate the interest** of your target audience at their first glance itself.



Facebook Guidelines

Write posts that will grab immediate attention

- ❖ You need to dedicate time and efforts to make your Facebook page work for you.
- ❖ Share regular knowledge and information that will let people stay aware and updated about your efforts; and feel motivated enough to support your cause and work for it.
- ❖ A minimum of two posts a day should be your target to begin with, and it should increase as the number of fans and interactions keep increasing.



Comments

View all 450 comments

5,185 others like this.

Likes

Shares

18,973

Facebook Guidelines

Shorter the post, better it is

- ❖ A short catchy phrase is likely to get you more attention (likes and comments) than long paragraphs of unending text.

A picture speaks a thousand words

- ❖ Your target audience will always remember pictures more easily.
- ❖ So share your posts with an interesting picture; to increase their possibility of getting shared and going viral.



Facebook Guidelines

Run Facebook campaigns

- ❖ You can run a [Likes campaign](#) on Facebook, to get people on your page.
- ❖ Once you [decide on your budget and your target audience](#), Facebook lets you communicate your message to everyone who suits the profile you have targeted and helps you directly connect to potential supporters across the globe.
- ❖ Remember to [choose your target correctly](#) with respect to their [interests, choices and demographics](#).
- ❖ An effective tag line, an attractive profile picture, [a strong call-to-action](#), will surely get you a lot of attention. If it doesn't, don't give up. Because social media does not work by the rules! You are unique, your cause and target audience is unique, and so will be your social media experience.



Facebook Guidelines

Facebook apps

- ❖ Facebook opens the door to many **cross platform applications** that let you **engage users over multiple platforms**.
- ❖ You can add tabs like Newsletters, Contact Us, Polls, Contribute, About Us, Feedback, Events, etc. to your page and interact with your audience across different platforms.

Fundraising through Facebook

- ❖ Create an event about your initiative or cause and position 'contribution' as a collective activity for your fans and followers.
- ❖ Share the event details, benefits, beneficiaries, and then ask people to donate or volunteer.
- ❖ You can check our [presentation on fundraising](#) for details.



Twitter Guidelines

Build a complete profile

- ❖ The first step of your Twitter strategy should be to **claim the Twitter handle** of your NGO's name.
- ❖ Create a **customized Twitter background** that reflects your brand, your work, and your values.
- ❖ **Follow profiles relevant to your scope of activities** and make sure you share a few tweets everyday; to encourage interested individuals to follow you and support your cause.



Share interesting tweets using an appropriate handle



- ❖ Post tweets that are short and witty; so that they grab **the attention of your target audience** and lead to re-tweets.
- ❖ Use the description box to **describe your organization** and don't forget to add **links to your website** and other **social media profiles**.

Twitter Guidelines

Create interesting profile headers

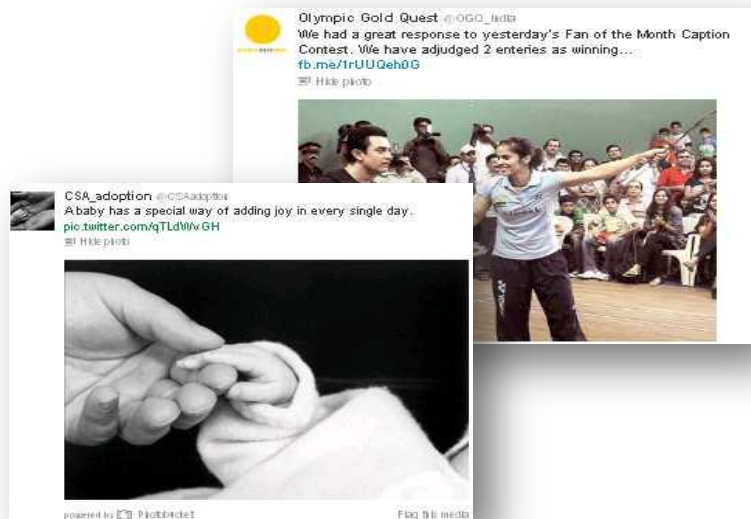
- ❖ Your Twitter strategy should involve creating an interesting Twitter header
- ❖ The Twitter header will include your profile details by default
- ❖ However, the design and look and feel of the header can be tweaked to showcase your brand and its values
- ❖ Create a header that uses colours and images that tell your brand story



Twitter Guidelines

Write tweets that are interesting enough to re-tweet

- ❖ 140 characters are never too less to express what you really want to say. But to manage that effectively, you need to **think creatively and phrase your thoughts well**.
- ❖ Short phrases, catchy tag-lines, relevant links, tips, offers, fund-raising event notifications, etc. can be shared via tweets.



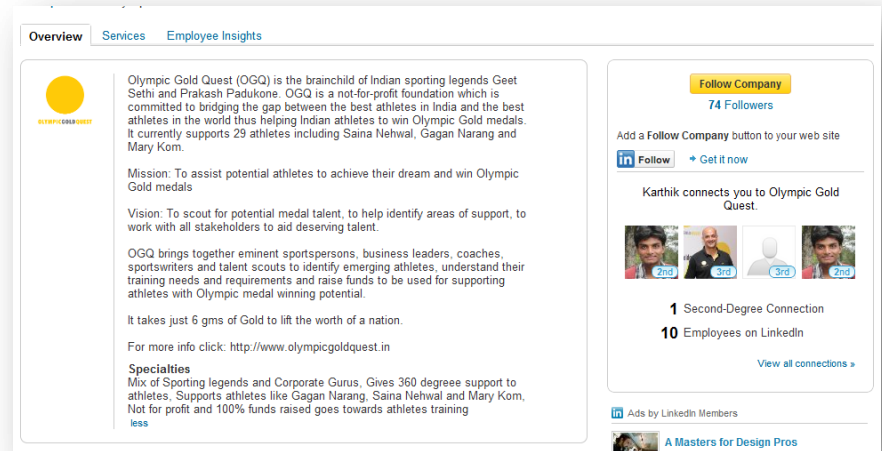
Connect – Converse - Connect

- ❖ Share facts, qualitative information, and ideas if you want more people to **follow you and re-tweet your tweets**.
- ❖ **Make your twitter account very communicative**. Put up pictures, share videos, and make sure you respond to and thank the people who support your cause.
- ❖ Before you ask people to help you either financially or by volunteering, you need to **make them realize your need for their support**. But do this in a non-interfering, conversational way.

LinkedIn Guidelines

Build a well-connected LinkedIn profile

- ❖ Use LinkedIn to **connect at a professional level with the corporate firms** backing your initiatives.
- ❖ **Follow and join groups** relevant and related to your cause and scope of activities.
- ❖ Ask your supporting firm to share and add these details on their LinkedIn profile.
- ❖ **Link Twitter, Facebook and other networks to your LinkedIn profile.** This way your profile stays updated.
- ❖ **Share and update events** and ask your supporters to connect with you; so that you can connect with their LinkedIn connections too.



LinkedIn Guidelines

Create and join LinkedIn groups

- ❖ Create a [LinkedIn group](#) for your NGO.
- ❖ It is also a good idea to create a [separate group for the cause](#) you support; in order to reach out to a wider audience.
- ❖ LinkedIn groups are a good way to build thought leadership, connect with an interested target audience, and drive traffic to your website or blog; to better acquaint group members with your activities and initiatives.
- ❖ [Add value to the discussion](#) by posting relevant comments and putting forth contextual questions.



LinkedIn Guidelines

Ask a Question

Get fast and accurate answers.

Next

Answer Questions

Recommended categories for you:

- Web Development
- Wireless

Use LinkedIn Answers to build your identity as a committed organization with expertise in its domain

- ❖ LinkedIn Answers is a knowledge market service by LinkedIn.
- ❖ It allows users to post questions, answer questions, and suggest experts.
- ❖ NGOs should use this platform extensively in order to connect with potential volunteers, donors, and supporters.
- ❖ This can be achieved by asking questions related to your area of work, and answering questions about topics that fall in your domain of expertise.
- ❖ Encourage others to connect with you by being helpful without extensively promoting yourself.

LinkedIn Guidelines

Use LinkedIn Events
to increase participation in fund-raising for charity events

- ❖ LinkedIn Events can be used [to keep track of the important events or initiatives](#) that your NGO is carrying out.
- ❖ Whether you choose to attend the events or give them a miss, the Events feature is a good way to [network with other members](#) of your domain.
- ❖ You can also use the Events feature to [promote an event you are holding](#) and get RSVPs for the same.
- ❖ LinkedIn also lets you [create customized logos](#) for your events and share them across your network.



YouTube Guidelines

Your YouTube profile should ideally have :

- ❖ Customized Background
- ❖ Captivating Channel Name
- ❖ Display Picture
- ❖ Links to Facebook and Twitter
- ❖ Detailed Information
- ❖ Cause-related Videos and Playlists
- ❖ Annotations in your Videos



YouTube Guidelines

Make the most of the audio-visual medium



- ❖ 24 hours of footage gets uploaded to YouTube every minute.
- ❖ So your YouTube videos need to be **very interesting** and **original** to be able to cut through the clutter and make an impact on your target audience.
- ❖ YouTube is an ideal platform to **leverage** the engaging nature of audio-visual communication; share your goals, initiatives, stories, and expectations.
- ❖ **Use widgets** to allow people to share your videos across their social networks.

YouTube Guidelines

Don't just share videos,
share video conversations!

- ❖ Make your YouTube videos **touching, compelling, and optimistic**. Do not make them sad.
- ❖ **Share** YouTube videos as blog posts and updates on your Facebook wall.
- ❖ Share your videos **as video responses** to other related videos.
- ❖ **Encourage viewers to share** video responses.
- ❖ **Start a contest** based on your cause or idea and let people participate by uploading their videos.
- ❖ **Interesting video overlays can be added** to your YouTube videos.



Ad Credit programs

Find out if the social media platforms you have a presence on offer any discounts or special ad credit offers to NGOs and charities

- ❖ Google has a special program called **Google Grants** for NGOs and charities
- ❖ NGOs that enlist for this program get a **free daily ad spend of \$329** for Google Adwords
- ❖ This is very useful because it translates to **upto \$10,000 of free ad spend credit per month**.
- ❖ All that NGOs need to do is see that they **meet Google's eligibility criteria**, **understand how Google Adwords works**, and be ready to **set up, run, and manage their Adwords account** on a daily basis.

- ❖ Facebook currently **does not offer any such program** and there are active Facebook pages of charities petitioning for Facebook to start a similar program.
- ❖ However, Facebook **offers its employees a certain ad credit every month**; and employees are free to **transfer this ad spend to organizations or causes they support**.



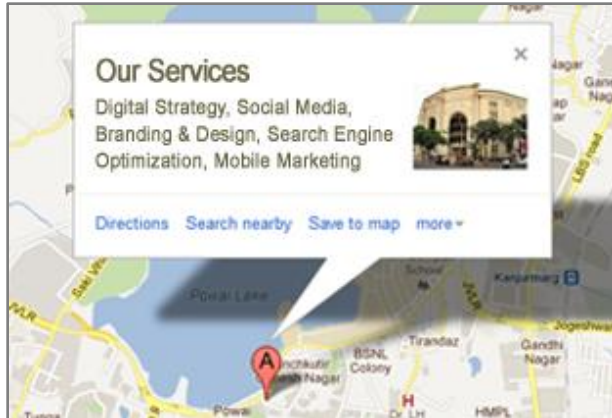
NGOs should be on the lookout for such programs and leverage their benefits.

Social Media for Social Good

- ❖ As an NGO, you work for a cause because you support it with all your heart.
- ❖ A thankless job at times, you still pursue and persevere because someone, somewhere, is happier because of your efforts and that makes you carry on the good work.
- ❖ There are people who might want to lend you a helping hand but don't know where to start; there are people who need your help but don't know how to reach you.
- ❖ Reach out to them. Connect with them.
- ❖ Let your tireless passion for your cause reflect in your social media presence.
- ❖ Let social media do its bit to energize your efforts for social good.
- ❖ And if you need someone to help out with it, we are always there!



Have a Question, get in touch with the experts!



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Ethinos Presentations on Slideshare



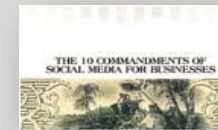
Snapshot of Digital
India (August 2012)



How NGOs can use
Social Media to raise
funds



11 Twitter Case
Studies



10 Commandments
of Social Media for
Business



Gamification
– Level 1