

MADURAI MINI

TECHCAMP

# Madurai Mini-TechCamp

September 10, 2014 9:30am – 12:00pm  
Mannar Thirumalai Naicker College, Pasumalai



*Workshop to help Madurai nonprofit organizations  
use digital technology & social media to better  
promote, fundraise, and accomplish their missions.*

Email attached application  
by August 25, 2014 to  
[chennaisocialmedia@state.gov](mailto:chennaisocialmedia@state.gov)  
(email us with your questions!)



Visit US: [chennai.usconsulate.gov](http://chennai.usconsulate.gov)  
Talk to US: [facebook.com/chennai.usconsulate](https://facebook.com/chennai.usconsulate)  
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# Experience America

Madurai

September 9 & 10, 2014



All are Welcome



# Experience America

Madurai

September 9 & 10, 2014



All are Welcome





# Madurai's Mini-TechCamp

Anne Daugherty  
Social Media Manager  
U.S. Consulate General, Chennai



Siddharth

Creative Commons NSiddhu



# Mini TechCamp Agenda

- Icon Icebreaker! (*with prizes*)
- Introduction to TechCamps
- Social Media Landscape basics
- --BREAK--
- NGOs & Social Media/Digital Tools
- NGOs/Students Madurai Challenges
  - Group Brainstorming Breakout
  - Report out
- Final Questions & Answers





# What's a TechCamp?



- Bring the technology community around the world to help NGOs by helping them with resources, access to low and no-cost technology and online platforms to assist them in building their digital capacity
- Bring technologists & NGOs together in a city to brainstorm specific challenges they're facing in their communities or missions
- Work together to develop real time solutions to address these challenges



Working hard &  
Having fun!



# Internet in India

- First trends of declining print media numbers
- Increase in mobile phone internet use

JUL  
2014

## INDIA OVERVIEW



**1,255,777,000**

TOTAL POPULATION



**243,199,000**

INTERNET USERS

we  
are  
social



**106,000,000**

ACTIVE SOCIAL MEDIA USERS



**886,300,000**

ACTIVE MOBILE SUBSCRIPTIONS



**92,000,000**

ACTIVE MOBILE SOCIAL USERS



**31%**

URBAN

**69%**

RURAL

**19%**

INTERNET PENETRATION

**8%**

SOCIAL MEDIA PENETRATION

**70%**

MOBILE SUBSCRIPTION PENETRATION

**7%**

MOBILE SOCIAL PENETRATION



# Social Media in India

JUL  
2014

## TOP SOCIAL MEDIA PLATFORMS

FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS SURVEYED BY GLOBALWEBINDEX



FACEBOOK



GOOGLE+



TWITTER



LINKEDIN



ORKUT



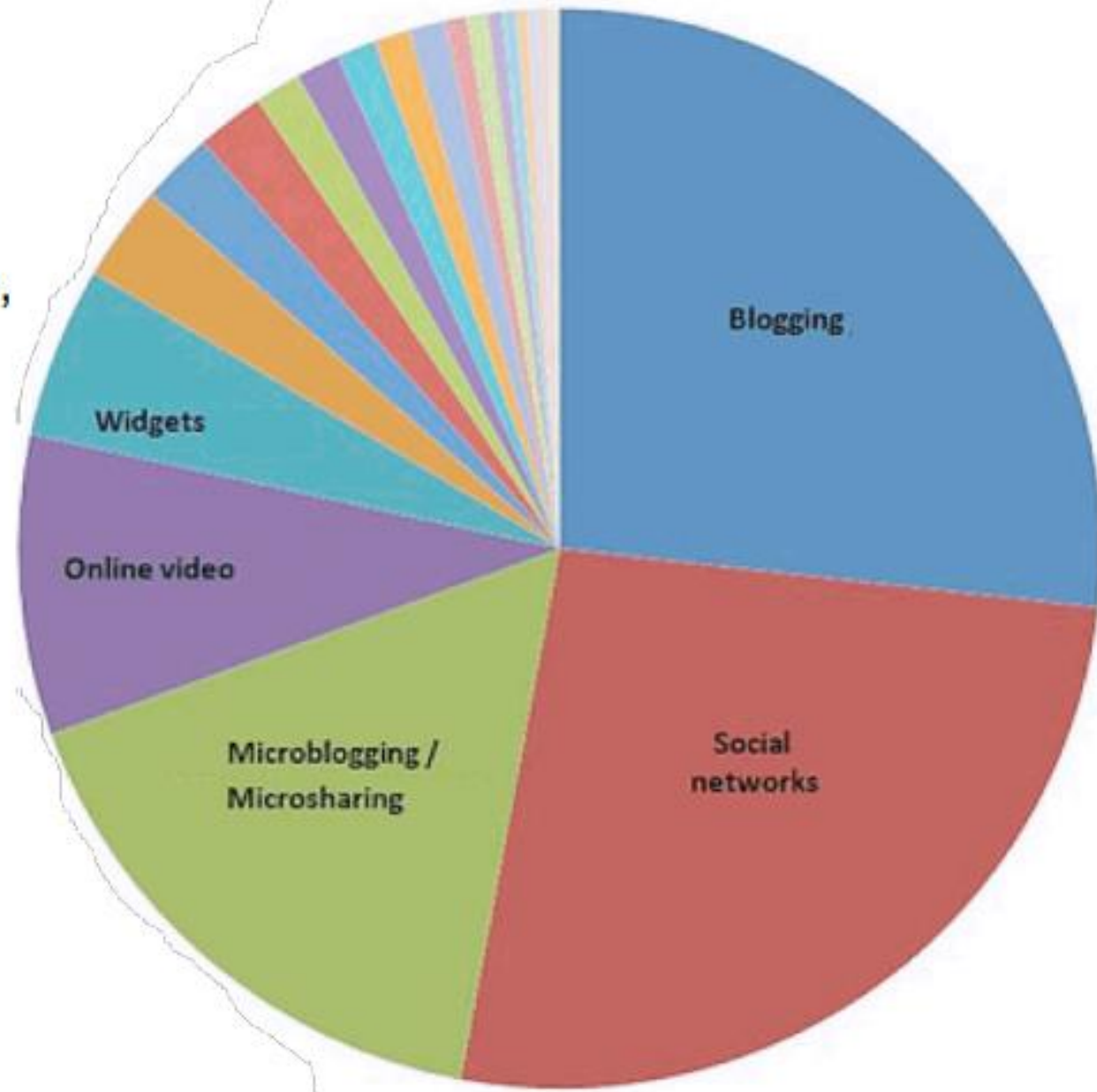
USED IN THE PAST MONTH  
OWN AN ACCOUNT

# Social media a game-changer

## It's *ALL* Social Media

- Media landscape has changed
- Communication Culture changed
- Public has the Power now
- Competition for eyeballs

- Blogs
- Social networks
- Microblogs (Twitter)
- Online video (YouTube, Vimeo, Dailymotion)
- Widgets
- Photo sharing (Flickr, Photobucket, etc.)
- Podcasts
- Virtual worlds
- Wikis
- Social bookmarking
- Forums
- Presentation sharing





# Getting Started....



- SM is about stages.....crawl, walk, run & fly!
- Need Strategic plan before you start
  - Tie your goals/objectives to your social media plan
  - What is your mission/organization's goals?
  - Once you get the WHAT, then you turn to the HOW (which SM platforms)
- Don't be tempted by all your SM choices
- Stick to ones you only need & can commit to





# Captivating & Dynamic Accounts





# The Good, the Bad & the Blah...

U.S. Consulate General Chennai  
Posted by Anne Daugherty (P) · 6 hours ago

700 #LadyDoakCollege students marched by candlelight through the streets of Madurai last night to highlight Gender-Based Violence (GBV). Our Consulate Officers were impressed with their commitment to #GBV & desire to see real change. You inspire us, students! (4 photos)



Like · Comment · Share 2 Shares

127 people like this. Top Comments ·

Write a comment...

Uma Gengalah great ... my college  
Unlike · Reply · 1 · about an hour ago

U.S. Consulate General Chennai  
Posted by Wm Chennai (P) · August 30 · Edited (P)

Everyone in Florida knows how to have fun in the sun! We want you to CAPTION this photo for us -- prize for the best one. Good luck!



Like · Comment · Share 16 Shares

268 people like this. Top Comments ·

Write a comment...

Joyce E McClintock I guana jump in!  
Unlike · Reply · 2 · August 30 at 9:00pm

Johnny L. Sanga Ice bucket challenge is too mainstream 🙄  
Like · Reply · 2 · August 31 at 11:34pm

Mohammed Mustaqeem time to grab some water power, to beat the heat..... 🙄  
Unlike · Reply · 1 · August 31 at 5:43pm

Deepak Ramachandran Save earth or only footprints will remain  
Unlike · Reply · 1 · August 31 at 3:35pm

Marita Miranda Colours are for Keepers! ...watch me BLEND IN! 🙄  
Unlike · Reply · 1 · August 31 at 12:09pm



# Don't Tell it, Show it



AP Photo

U.S. Consulate General Chennai  
Timeline Photos

Tag Photo Options Boost Post Share Like

**U.S. Consulate General Chennai**  
Posted by Wm Chennai (P)  
August 14 · 🌐

The U.S. Consulate General, Chennai, and the American Library will be closed Friday Aug 15 for India's Independence day & Saturday Aug 16, 2014.

📍 Tag Photo 📍 Add Location ✎ Edit

Like · Comment · Share

👤 Preethi Nelson, Kinkyhawk Hawk, Gunjan Singh and 464 others like this.

📄 24 shares

🇮🇳 Swatantr Singh Jay hind  
Unlike · Reply · 🗨️ 1 · August 14 at 8:14pm

👤 Samoura Adama Jalme  
See Translation  
Like · Reply · Yesterday at 7:30pm

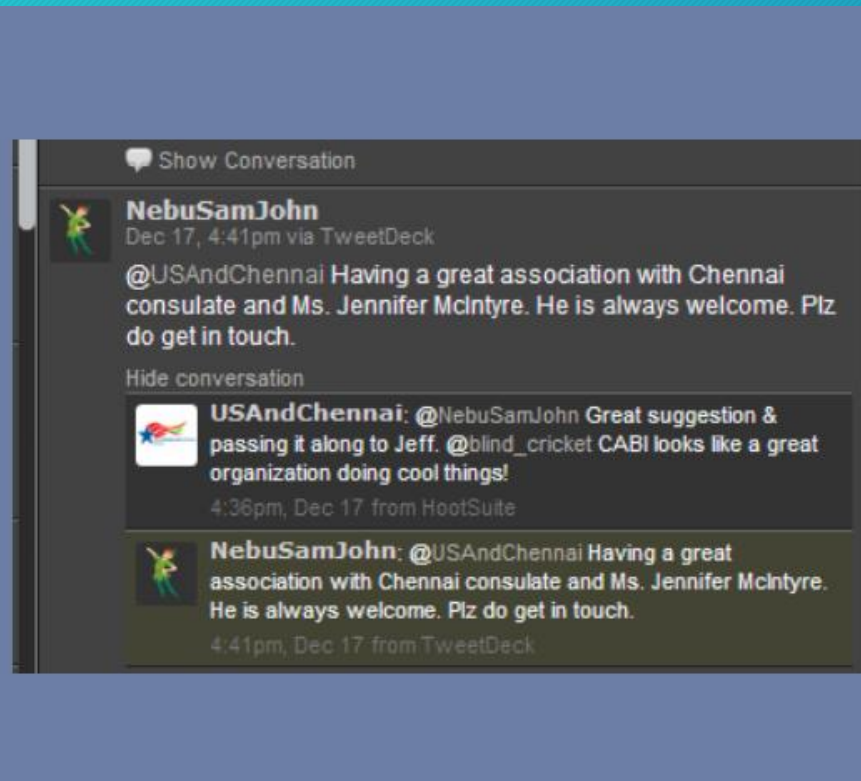
👤 Chithra Bhagath JAI HIND...WITH PRIDE AND REVERENCE..  
Like · Reply · August 15 at 6:24am

👤 Sreedhar Janjirala My dear child,don't stop your courage.continue it and little Mahatma Gandhi was

📝 Write a comment... 📷



# SM=About Conversation



- Use handles & hashtags
- Engage with folks
- RT your followers tweets!
- Give credit where it's due
- Write funny tweets



# Photos & Captions matter

- Give context - defines & emphasizes your message
- Engages your fans, should be short & striking & reshareable
- Catchy wording, puns, etc. to make folks stop & read - should resonate with them
- Storytelling with photo essays - works in India



If Wyoming gets its way, wolves and their pups would be shot, trapped, gassed, and baited with dogs—no matter how few are left in the state...





# Know Your Fans/Followers

- Know your limits
- Photos can be powerful
- Want to communicate message



# Some NGOs & Companies “Get It”



The screenshot displays the GoPro website interface. At the top, the GoPro logo is accompanied by the tagline "Be a HERO." and navigation links for PRODUCTS, VIDEOS, PHOTOS, NEWS, and SUPPORT. A shopping cart icon and a language selector set to "English" are also present. The main content area features a large video player showing a scenic landscape at sunset. To the right of the video, a text block proclaims GoPro as the "World's Most Versatile Camera" with the slogan "Wear it. Mount it. Love it." and mentions it was "SHOT 100% ON THE HD HERO2 CAMERA." Below this, a quote from "The New York Times" states, "...packs more power than most professional cameras on the market today." A vertical sidebar on the right contains links for "facebook.", "DAILY GIVEAWAY", and "SUBSCRIBE". At the bottom, there are three promotional banners: one for the "HD HERO2" camera, one for the "COMING SOON: Wi-Fi BacPac™ + Remote™", and a small image of the BacPac device.

GoPro  
Be a HERO.

PRODUCTS VIDEOS PHOTOS NEWS SUPPORT

World's Most Versatile Camera  
Wear it. Mount it. Love it.

SHOT 100% ON THE  
HD HERO2 CAMERA.  
[Click to Learn More »](#)

.....

"...packs more power than most professional cameras on the market today."  
The New York Times

facebook.

DAILY GIVEAWAY

SUBSCRIBE

INTRODUCING THE  
HD HERO2  
2x More Powerful in Every Way  
[LEARN MORE »](#)

COMING SOON:  
Wi-Fi BacPac™  
+ Remote™  
[Learn More »](#)



# GoPro Videos

<https://www.youtube.com/watch?v=S2oymHHyV1M>





# Do Metrics Matter?

- Measure your progress
- Analytics (free or low-cost) built in to most platforms
- No need to pay for this data
- Worry about the *right* things



## METRICS THAT MATTER

### The Usual Suspects

- Fans/followers
- Retweets/shares
- Replies/comments
- UGC submissions
- Reach
- Klout Score

### Real Indicators

- Intended audience acquired
- Reader -> Customer
- Conversations generated
- Reader -> Participant
- New sources acquired
- Gains made



# Basic Resources

- Will email participants link for presentations & resources
- Everything I ever needed to know, I Learned from Google!
- Let's talk NGO-specific needs



## Social Media Photo Tips



### Photos-Before/During/After

- **Before:** Confirm photo release for minors, elderly & disabled prior to your event/SM coverage
- **During: Action photos—focus on the central people/action**
- **During: Avoid** backs of heads, empty chairs, water bottles and copyright materials
- **Take** SD card to Systems staff for extracting from card & placing photos into shared folder/drive
- **After:** Go through photos deleting poor quality ones, then choose SM content from your best pictures
- **After:** Write photo captions for SM POC —Few sentences that include 5Ws for the photo
- **After:** Insert photo credit—open photo, right click *open with Paint*, click on letter & type along bottom
- **After:** Avoid taking photos from Facebook or internet sites without *express* permission

## Social Media Content Tips

### Routine Content

- **Coordinate** with SM POC about which platforms for which your content is suited (FB, Twitter, etc.)
- **Write-up:** Post/Tweet and any additional identifying info you think is relevant.
- **Platforms:** Keeping posts short and light/clever are good tips (*know your platform restrictions*)
- **Twitter:** 140 characters maximum (pictures take up about 25 characters & must be less than 5mb)
- **Facebook:** Ideal length for post is 300 characters or less & photos tend to help posts with reach
- **Facebook:** Text-based posts (no photos) have wider reach, but often don't get great engagement

### Image & Photo Sources:

- **U.S. Government** photos are in the public domain & may be used with credit [iipdigital.usembassy.gov](http://iipdigital.usembassy.gov)
- **US Consulate** Flickr site: [flickr.com/photos/usconsulatechennai](https://www.flickr.com/photos/usconsulatechennai) (feel free to use/credit our photos!)
- **Wikimedia Commons:** [commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page) (follow photo permission/credits)
- **Flickr:** [flickr.com/creativecommons](https://www.flickr.com/creativecommons) (follow photo permission/credit)

### Live Content

- **Organize** logistics ahead of time—with NGO, visiting team, etc. to know when/what/how to cover
- **Identify** ahead of time how you will transmit content—or if you will post content live/on-site
- **Use** whatever tools you have available -Ipad, Iphone, camera, laptop, pen/paper, etc.
- **Include** basic facts and any *unique first person* information (great event, 150 students, etc.)

### Post-Event Content

- **Try** to write content and forward to SM POC as soon as possible —SM is about the *here & now*
- **Organize** photos and follow above instructions for timely handling



# Ready for a Break?

