

Social Media for Good

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

Why Does Your NGOs Need Social Media?

- 🌀 Raise public awareness of your cause
- 🌀 Raise funds for your cause
- 🌀 Reach new constituents & supporters
- 🌀 Build a community of passionate champions
- 🌀 Get people to take real-world actions
- 🌀 Enhance existing communications programs
- 🌀 Advance your organization's mission



Branding & You

- What is your message? What is your brand?
- Who are you trying to reach?
 - Who are your donors? Supporters? Audience?
- What type of activities do you want your target audience to do?
 - Activism/Demonstration
 - Volunteerism
 - Info Dissemination
 - Fundraising
- Branding uniquely identifies you
 - Be consistent with your brand across platforms
 - Think about your logo, background, etc.



Engagement Tips

- Visual is everything!
- Provide mixed media-encourage fans to upload, as well
- Storytelling is great for NGOs
- Engage with your fans/followers—remember - it's a dialogue
- Use audience appropriate platforms....Social Media Plan



SUPPORT
UNICEF'S WORK
FOR CHILDREN IN NEED BY
MAKING A DONATION TODAY.

[DONATE NOW](#)

It's a Process!

GOAL: CONVERTING SUPPORTERS INTO DONORS & CHAMPIONS



DO

Evolve with change - Social media platforms are constantly changing and evolving. Organizations must always be prepared to adapt to these changes and adjust their strategies accordingly.

Post with a purpose - There is a reason an organization has a presence on social media. Stay true to this purpose and share content that is aligned with it.

Use appropriate tools - Carefully select appropriate tools for desired results. If the intent is to build an online community, use a social networking site instead of a photo sharing site.

Integrate and promote content across multiple platforms - Repurpose content and share it on other platforms, but always make adjustments to leverage the platform's benefits.

Be both methodical and spontaneous, and always relevant - Posts and comments should always be timely and appropriate for the venue and audience.

Stay active and engaged - Engagement is key to success. If it is not possible to maintain an active presence on a platform, it may be best to reconsider its objective.

Share multiple posts each day - When appropriate, maximize exposure by sharing posts at different times of the day, being mindful of different time zones. The goal is to capture the attention of an audience that may have missed an earlier post.

DON'T

Post for the sake of meeting your daily posting quotas - If there is nothing of value to share, then it is better to not post at all.

Use poor quality photos - Every post is a direct reflection of the organization. A poor quality photo is a missed opportunity for engagement and reflects poor judgment.

Use generic and irrelevant messaging - Be genuine and respectful of your audience's time. Share something that adds value to their experience.

Respond with a derogatory tone to negative comments - If an organization's policy is to respond to negative comments, then do so by maintaining a positive tone, and offer a solution whenever possible.

Share too much - Be mindful not to inundate your audience with too much information. Avoid sharing too much about yourself. Always exhibit humility when sharing. It is appropriate to celebrate success, however.

Overpost - Know your target audience and post relevant, timely information. Quality over quantity.



Social Networking:

A Guide to Strengthening Civil Society Through Social Media



DISCLAIMER: The author's views expressed in this publication do not necessarily reflect those of USAID.

Blogs, Photo Essays & Graphics for NGOs



**POLIO FACTS:
20 million**

Number of health workers and volunteers trained to deliver the oral polio vaccine

Ensure no child suffers from polio
endpolionow.org

BILL & MELINDA GATES foundation
www.gatesfoundation.org

Source: World Health Organization www.who.int

A leap of Faith and Victory!
Congratulations Girisha Hosanagara Nagarajegowda for bringing home India's First medal at the Paralympics; a Silver in the men's high jump.
This victory is proof that one must never underestimate the gutsy heart of a champion!



Like · Comment · Share

Happy Garg and 5,185 others like this.

18,973



"We cannot use old solutions to solve new problems, and that is the essence of #factivism."

— Japheth Omojuwa, Nigerian social activist and political blogger.

#FACTIVIST
ONE.org 

Crowdfunding/Micro-Giving

- Great to have choices
- Much more competition for resources
- Helps to be media savvy
- You *can* do it yourself

4 The rise of 1-1 micro-giving



Enable a Nepalese Child to Attend School

Category: Education
Partner: Himalayan Healthcare
Country: Nepal
Starting at: \$500
Related MDG: Promote Gender Equality & Empower Women
Achieve Universal Primary Education

The caste system still is an important predictor of a student's chances of obtaining an advanced education in Nepal. You can allow an orphaned child from a low caste to receive a proper education by supporting their tuition, room, and board for one year.

Give

Learn More

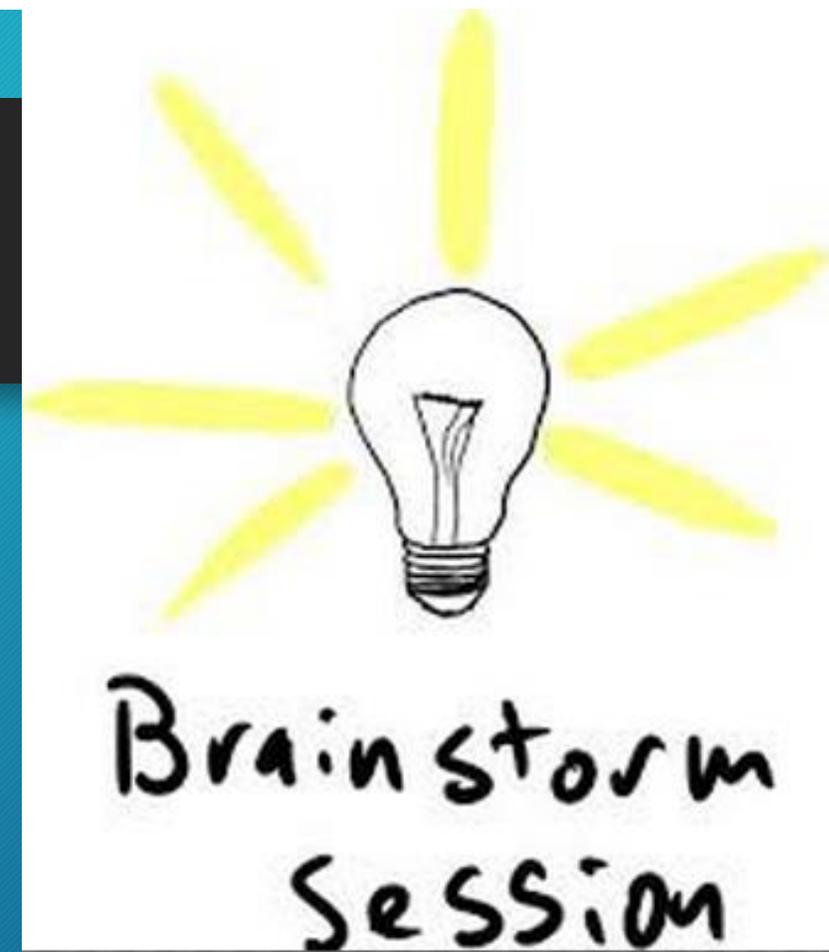


others:

vittana.com
give2gether.com
Razoo
Causevox
kiva.com (loans)
donorschoose.org

Breakout Groups - *10–15 minutes*

- Dividing up by NGO areas (choose closest one)
- Students divide up equally across the groups
 - Education
 - Counseling
 - Children
 - Women's Issues
 - Medical/HIV/AIDS
- One volunteer will take notes & one will report out at the end of time
 - 5 social technology and/or social media challenges NGOs face locally
 - Barriers for not taking advantage of social media
 - Solutions for some of these challenges?



NGO/SM Humor....

<http://www.africafornorway.no/why>



SPREAD SOME WARMTH.
SAY **YES** TO RADI-AID.

RadiAid - Africa for Norway



Thank You!

- Takeaways
- Resources online - will send the link & post PDFs
- Will compile *Madurai Challenges*
- *Questions? Comments?*

- *Links:*

<http://www.nptechforgood.com/2013/09/23/five-social-media-best-practices-for-small-ngos-in-developing-countries>

<http://socialmedia-strategy.wikispaces.com/Social+Media+India+Resources>

<http://www.socialbrite.org/un>

