Social Networking:

A Guide to Strengthening Civil Society Through Social Media

ACKNOWLEDGMENTS

Counterpart International's mission is to partner with local organizations - formal and informal - to build inclusive, sustainable communities in which their people thrive. We hope this manual will be an essential tool for civil society organizations to more effectively and purposefully pursue their missions in service of their communities.

COUNTERPART
INTERNATIONAL

In partnership for
results that last.
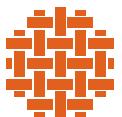
Social Networking: A Guide to Strengthening Civil Society through Social Media has been developed as a reference guide for civil society organizations (CSOs) working in partnership with the U.S. Agency for International Development and its implementing partners in advancing their critical missions. In line with the USAID Strategy on Democracy, Human Rights and Governance (June 2013), this manual is designed as a blueprint for CSOs to:

- Integrate and use technology to promote democracy, human rights and governance;

- Utilize social media to support greater citizen participation and transparent political processes; and

- Strengthen mutual accountability among CSOs, government institutions and citizens by creating real-time and direct interaction and organizing.

Social media operations are most effective when they are strategically incorporated as part of an organization's outreach, program design and implementation, and monitoring and evaluation efforts. With this in mind, the guide is intended as a local capacity building tool to strengthen the ability of entire organizations, their staff and members to deliver greater impact.

This guide (Version 1, 2014), presents an overview of the most widely-used and accessible social media tools. Future manuals will capture developments in the social media.

Social Networking: A Guide to Strengthening Civil Society through Social Media includes interactive features such as links to multimedia content, websites and workouts to help civil society organizations engage and share information. View the flipbook and download a PDF version at www.usaid.gov/SMGuide4CSO. Use **#SMGuide4CSO** to join the conversation on social media for development.

PREFACE

| INTERNAL LINKS | VIEW PHOTOS | EXTERNAL LINKS | WATCH VIDEO | DOWNLOAD |

HIGHLIGHTS

Introduction

What is Social Media?

Social media is a dynamic online medium that has changed the way we work. Similar to traditional media, social media offers opportunities to collect and share news, communicate with audiences and advocate for change. However, unlike traditional media, social media allows for this to happen on the Web in real-time through highly interactive global or regional social networks.

The most popular **social media platforms** include **Facebook**, **YouTube**, **Twitter**, **Google+**, **LinkedIn**, **Instagram** and **Pinterest**. However, new platforms emerge daily, and staying abreast of these developments is critical to social media success. Sharing quality **content** is also important. Content should be honest and genuine to help build trust, and engaging to organically grow an audience. Posting simply out of obligation is not a good strategy. Posting interesting, compelling and thought-provoking content is the key to success.

It is important to remember that traditional media ethics rules apply to social media. Nothing said or done on social media is truly private. Anything you post is a direct reflection of you or the organization you represent.

Who Uses Social Media?

Social media is popular among a diverse array of citizens, government agencies, non-governmental organizations (NGO) and businesses around the world. It serves as a means for individuals to make new friends, for government agencies to interact with their constituencies, for NGOs to organize grassroots movements and for businesses to promote their brands.

There are nearly 1.75 billion social media users worldwide.[1] Geography can play a large role in determining what platforms people use, based on what they have access to in their given location. For example, Facebook has the largest number of active users of any social networking site, but the platform is banned in China

There are nearly 1.75 billion social media users worldwide
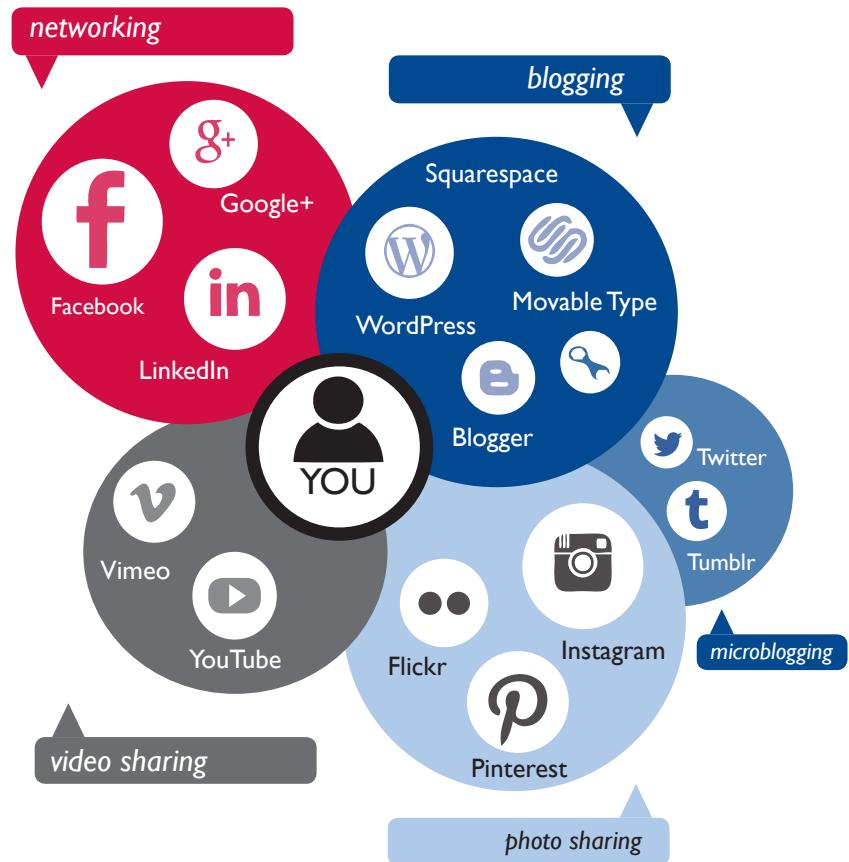
by the government, forcing its residents to use other social media platforms. The prohibitive cost of broadband services also impacts access to social media in developing countries. High broadband service costs encourage greater dependence on **smartphones**, which can lead to less engagement on social media if the sites are not optimized for mobile.[2]

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[1] http://www.emarketer.com/Article/Social-Networking-Reaches-Nearly-One-Four-Around-World/1009976
[2] http://techcrunch.com/2012/05/14/itu-there-are-now-over-1-billion-users-of-social-media-worldwide-most-on-mobile/

What are the Different Types of Social Media?

There are a wide range of social media platforms, from social networking sites designed to link people with common interests through an **online community** to sites designed purely for photo and video sharing. These platforms are constantly evolving and new platforms are emerging daily. A basic breakdown of the main types of social media platforms is listed here. There are a variety of options available to suit a range of individual needs.

SOCIAL NETWORKING SITE

A **social networking site** is an online community that allows users to create a **profile** and cultivate a social network of friends and followers. Users may communicate with others in the network by sharing ideas, activities and events through **updates** and photos.[3] With over one billion active users, **Facebook** is the most popular social networking site globally, but there are also many other sites that cater to regional or personal interests.[4] In China, for example, **Tenecent Qzone** is a widely popular social networking site while in Latin America, **Orkut** is among the most popular social networking sites.

Twitter and **Tumblr** are other social networking sites with global popularity, otherwise known as **microblogging** sites.

BLOG

A **blog**, short for Web log, is an online communication platform through which a **blogger** (the person who submits content to a blog), can regularly share stories, photos, videos or links according to the subject matter of the particular blog. It is often likened to a journal, because most blogs are written in first person and offer a more personal narrative compared to content traditionally found on a website.

Blogs are a valuable tool for development because they allow organizations to easily expand beyond their traditional communications mediums and social networks, and curate a content rich platform for their followers. Organizations can share meaningful stories from the field through the personal voice of staff members, volunteers or partners, without the hassle of updating their website. They are also a great venue to share other news or information, relevant to the organization and its partners or stakeholders.

As with other forms of social media, readers can interact with bloggers by commenting on **blog posts**. They can also **subscribe** to a blog to receive notifications as soon as new posts are published. Blog posts appear in reverse chronological order, with older posts archived for reference. Blogs facilitate easy updates, which encourages organizations to frequently generate fresh content.

For example, CARE's blog, *Notes From the Field*, allows CARE staff to articulate both challenges and triumphs from the field through poignant firsthand stories.[5] The Bill and Melinda Gates Foundation's blog, *Impatient Optimists*, features a comprehensive collection of stories and updates featuring the foundation's work through the voice of their grantees, partners, staff and leadership, categorized by topics, countries, languages and authors.

Some of the popular blogging platforms include: **WordPress**, **Movable Type**, **Blogger**, **Tumblr**, **Squarespace** and **Typepad**.

Notes From the Field

CARE Ecuador's Work To Address Violence Against Women

Violence against women is a common global problem, and is a flagrant violation of human rights. We need to unit to exercise pressure in the fight against violence in our country, and throughout the world.

In Ecuador, 6 out of every 10 women have experienced some type of gender violence, which most strongly affects indigenous and Afro-descendant women, and is aggravated by discrimination based on ethnic, cultural, economic, social or age status.

The incidence of sexual violence in Ecuador is high: 1 of every 10 women has suffered sexual abuse before the age of 18; the most common age range of victims is between 12 and 16. Additionally, 26.4% of women who have experienced sexual abuse were abused by someone they knew. Only 15% of the acts of sexual abuse were reported, and of these, only 35% were ultimately prosecuted.

WIKI

A **wiki** is a special web application that allows open content editing by users, thus encouraging the democratic use of the Web.[6] Users can add, modify or delete content in a collaborative environment. The owner of a wiki can choose to allow open editing or limit editing to only those who have an account or special permissions. **Wikipedia**, an online encyclopedia produced collaboratively by volunteers around the world, is the most popular wiki.[7]

Many companies and organizations have launched wikis to compile documents and information into a unified whole, allowing staff and stakeholders to edit and contribute to the knowledge base. For example, Counterpart International launched a wiki for its field office in Armenia. The tool serves as an information clearinghouse and learning center for an array of stakeholders and users.[8]

Read a case study about how a Syrian organization used a wiki to share information on Internet security.

PHOTO AND VIDEO SHARING SITES

Photo and video sharing sites have become increasingly popular with the proliferation of smartphones. The sites host user-generated photos and videos that users can upload to their profiles. The most popular video sharing site is **YouTube,** which requires a user account to upload videos. Though, anyone can view videos posted on YouTube. **Vimeo** is another platform to upload and share videos. Popular photo sharing sites include **Flickr, Instagram** and **Pinterest,** each catering to a different niche. Some photo sharing sites also allow users to post videos.

The @charitywater Instagram account documents the organization's efforts to provide clean drinking water.

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[6] http://wiki.org/wiki.cgi?WhatIsWiki
[7] http://en.wikipedia.org/wiki/Wikipedia
[8] http://program.counterpart.org/Armenia/?p=6210

Social Media and its Role in Development

Social media can be used as a tool to promote advancements in the field of development. It allows organizations with few resources to multiply their audience reach and connect with people through the use of innovative technologies, and to inform them about important issues affecting their lives and their communities. This can range from topics covering global health to gender equality, to ending extreme poverty. However, translating online efforts into real-life developments is not always simple. Prior to selecting a tool, it is important for organizations to determine whether the particular tool is appropriate to help reach the target audience and achieve the intended goal.

For example, to reach Jordanian youth, USAID's Innovations for Youth Capacity and Engagement (IYCE) program decided to use a Facebook city building game which would captivate young people's interest while at the same time raise their awareness about the roles and responsibilities of citizens and public officials, and the value of citizen engagement.

USAID and the IYCE partners chose the Facebook gaming platform given the popularity of Facebook and **social gaming** among Jordanian youth. Social gaming is also compelling from an educational perspective given the potential for peer-to-peer learning. The "Our City" game, which will be released in the spring of 2014, will engage young Jordanians in building their own "Jordanian city." In the process, they will be confronted with numerous challenges that they, as "virtual mayors," must address. The educational objectives will be enhanced by linking the virtual game with real-world engagements, such as volunteer opportunities through partnerships with local NGOs.

The 2010 Pepsi Refresh Project was a highly successful community development initiative that harnessed the power of social media to distribute more than 300 grants worth $20 million. Through Facebook, participants submitted thousands of ideas about community projects on which people voted. Nearly 132 schools, organizations and communities benefited as a result of the campaign, including more than 40 communities which received affordable housing and parks.[9]
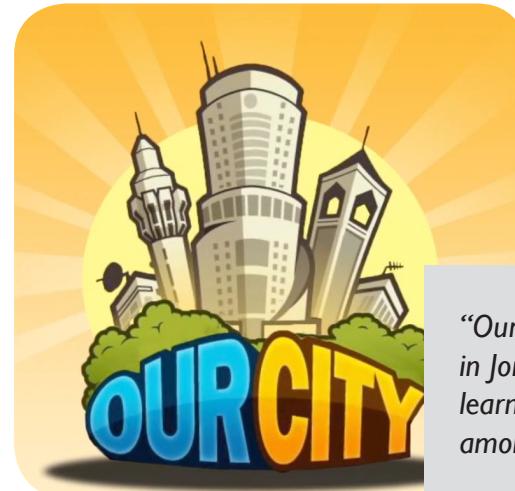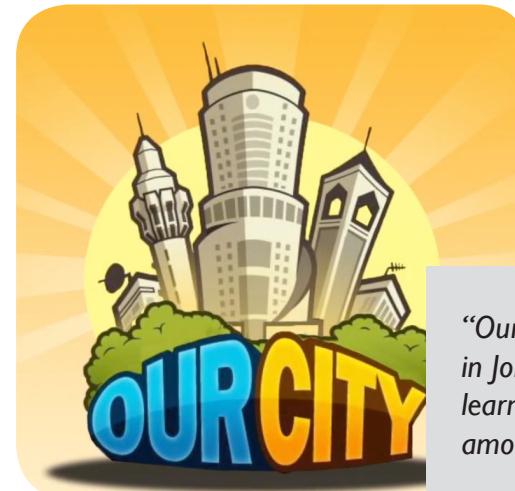
"Our City" Facebook game, piloted in Jordan, is designed to foster civic learning and real-world engagement among the youth community.

[9] http://blog.usaid.gov/2013/02/advancing-development-through-social-media/

Capacity Building and Strengthening

Adopting social media as a tool in development not only helps to advance an organization's mission, but it also allows its team members to build and strengthen capacity to use online tools for advocacy. Opportunities for training and capacity development are always available through **webinars**, YouTube tutorials and workshops hosted specifically for NGOs. For example, most of the major global platforms, including Facebook, Google+ and YouTube, have programs catered specifically to nonprofits with resources and tips on how best to use their platforms for engagement. A simple search online will reveal these programs and much more. Organizations wishing to engage in social media for development work must stay abreast of these opportunities and engagement strategies in the quickly evolving social media field.

Advocacy and Transparency

With increased information sharing through online tools, there is greater opportunity for development. Citizens can quickly disseminate critical information and play a direct role in democracy-building in their communities. However, access to information is just one step in the advocacy process. Mobilizing people and communities to use that information and contribute to the knowledge base is critical to a campaign's success.

Read a case study about how citizens in Nigeria campaigned for transparent elections through social media.
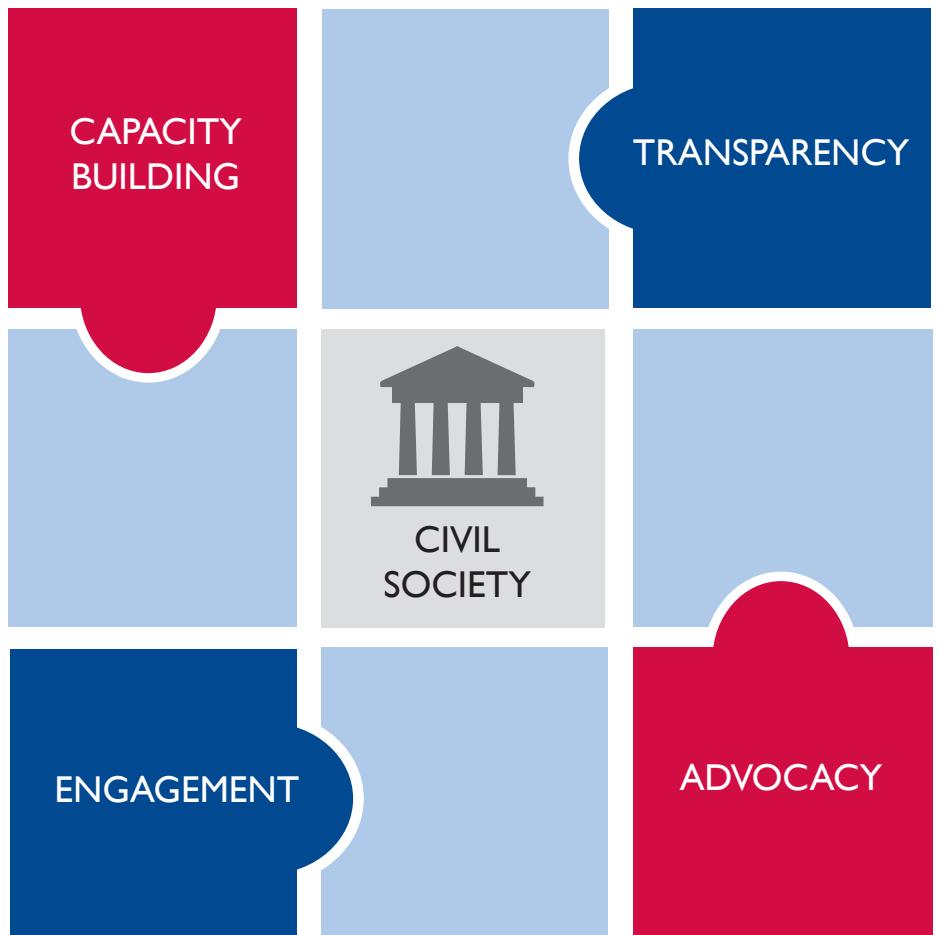
Popular Social Media Platforms

What are the Popular Social Media Platforms and What are they Each Used for?

As mentioned earlier, there are several types of social media platforms and chances are you have experimented with at least one for personal use. However, using social media to drive an organization's mission is very different from keeping up with pictures of friends on Facebook. Before adopting social media into your organization's **communication strategy**, take some time to explore the different platforms. Survey how other organizations are using social media to promote their work and to engage with their audiences. Listen to conversations and follow the stories. Which stories are engaging the most users? How many platforms do the organizations have a presence on? How frequently are they posting updates? What seems to work and what does not?

These observations will allow you to make a more informed decision for your organization once it adopts a **social media strategy** and is ready to launch a presence on a social media platform. While spontaneity and creativity are important, keeping to a strategy that complements the organization's programmatic goals is of overriding importance. And remember, it is okay to start small. Some organizations may manage five different accounts on social media, but this does not mean your organization needs to do the same. It is possible to launch on one platform, then build out a greater presence on social media once your organization recognizes a need and becomes acclimated with the tools and process.

Global Versus Regional Platforms: What's the Difference?

While there are many social media platforms with a global appeal, there are also some that have a very visible regional presence and offer similar opportunities for engagement. Depending on its needs and geographic location, an organization should consider both global and regional platforms to determine the best fit for its target audience.

The following section provides a summary of both global and regional platforms with a basic overview of what each does and how organizations can benefit from using each platform. Take some time to read the overviews, but make sure to also visit the platforms online and browse through their features. Keep in mind that most of the platforms offer online tutorials or comprehensive help sections for guidance on how to use their products. Take advantage of these to stay up to date on the latest features. The platforms are constantly evolving. Keeping up with these changes and adjusting your organization's content strategy accordingly is very important. Finally, most of the platforms also offer mobile applications to facilitate the ease of using the tools remotely from smartphones.

Global Tools and Platforms

CLICK TO LEARN MORE ABOUT THE USE OF THE MOST POPULAR SOCIAL MEDIA PLATFORMS

www.facebook.com f

Facebook is the world's largest social networking site. It allows users to engage with people and brands through a very interactive experience. Individuals can create a personal profile Page, while public figures and entities can create public pages. Both options allow users to share photos and videos, plan and promote events, post news or information through status updates, and like or comment on posts. Each time a user engages in these activities, it becomes visible in their friends' or followers' news feed.

Organizations can promote their cause and build a community of advocates through Facebook's open and dynamic interface. They can use high quality photos or visuals to brand their Page and add customized apps to drive followers to their blog, website or other online networks. Organizations can also choose to create a Group in addition to a Page, where they can foster dialogue on a specific topic and have more flexibility with privacy settings.

1 Create a Facebook Page for your organization

2 Maintain a timeline of activities, events and milestones

3 Actively engage fans with status updates, photos, polls and videos

4 Build a community of fans and advocates, and foster meaningful conversations

5 Drive fans to strategic virtual destinations by offering links to your organization's website, online resources, surveys or blogs

6 Follow other organization's Pages whose missions align with yours

USAID engages with its followers through various multimedia tools on its Facebook Page including videos, infographics and blog posts.

www.twitter.com

Twitter is a social networking and microblogging site that offers a very simple interface to quickly share and discover information. Users can create a profile, gain **followers** and follow others. Twitter posts are called **Tweets** and are restricted to 140 characters. Within the 140 character limit users can share text, links, images or **hashtags (#)** for categorizing content. They can also **favorite**, **retweet**, or **reply** to a tweet. Popular users gain millions of followers.

Za'atari Camp
@ZaatariCamp
Vast, dusty and unpredictable, this remarkable stretch of desert is home to thousands of Syrian refugees. Tweets by UNHCR. Follow for photos, stories and news.
Mafraq Governate, Jordan

TWEETS	FOLLOWING	FOLLOWERS
369	87	4,826

Following

1. Create a **Page** for your organization

2. Regularly share relevant updates or photos

3. Drive followers to strategic virtual destinations by offering links to your organization's website, online resources, surveys or blogs

4. Engage in direct conversation with followers by replying to their Tweets

5. Follow **trending** topics with hashtags relevant to your organization's interests

6. Provide your followers a real-time sense of what is going on by sharing timely Tweets

UNHCR uses Twitter as a story-telling platform to share photos, videos, stories and real-time news from the Za'atari Syrian refugee camp in Jordan.

Za'atari Camp @ZaatariCamp · Jan 14
Say hi to #ZaatariCamp boys, despite the atrocities in Syria, they always smile "we feel safe in #Jordan" they said pic.twitter.com/iadSD7rBPT

Za'atari Camp @ZaatariCamp · Jan 13
#Zaataricamp late afternoon, kids are playing in one of the child friendly spaces in the camp pic.twitter.com/2jegzdqEJB

Za'atari Camp @ZaatariCamp · Jan 13
@BanKattan UNHCR is currently in a transition from a costly emergency response into a more sustainable cost effective response in #Zaatari

Za'atari Camp @ZaatariCamp · Jan 13
@BanKattan size is similar to a city but it will always remain a camp. Goal is 2 provide a plce wer families can feel safe & live in dignity

Za'atari Camp @ZaatariCamp · Jan 13
@JustinSalhani We never heard this from the many Jordanian or international journalists that come to the camp.

Za'atari Camp @ZaatariCamp · Jan 13
More drainage system installations in #ZaatariCamp Nice 2 see projects bein done thanks 2 #jordangov #UNHCR &partners pic.twitter.com/qxzVskeHXN

www.youtube.com

Sometimes, even more important than telling an audience the impact of a special program, is showing them through video. **YouTube** is the leading video sharing site in the world. It offers visitors an opportunity to discover videos on virtually any topic, produced both by amateurs and professionals alike.

Organizations can create **channels**, much like profile pages on other social networks, to curate their own videos and **subscribe** to and follow other channels. Videos can be uploaded easily, with an option to take advantage of video editing tools already built into the system. With appropriate titles and keyword **tags**, searching for videos is made very easy. Once a video is on YouTube, it can be embedded onto other online platforms such as websites or blogs, making it even easier to share.

Tell your organization's story through the YouTube Nonprofit Program.

Human Rights Watch uploads investigative pieces onto its YouTube channel to bring awareness to human rights abuses around the world.

1 Create a YouTube **channel** for your organization

2 Share promotional videos, mini-documentaries and emotional appeals for support

3 Build a base of subscribers with whom your organization can engage

4 Promote special events and drive visitors to online destinations

5 Subscribe to other channels and search for videos that align with your organization's objectives

www.plus.google.com g+

g+ Connect with a vast community of nonprofits.

Google+ (Google Plus) is a social networking site that is integrated through a person's experience on Google. It offers many levels of engagement and includes features that can help a user target a message to a segmented audience by grouping followers in **Circles**. It also allows users to host live video **chats** via **Hangouts** for small, private chats or **Hangouts on Air** for broadcasting large video chats to an unlimited audience. The Hangouts can be recorded through YouTube and saved for future reference. Google+ also offers dynamic searching capabilities. Users can easily conduct a search on a certain topic and view returned results from posts by other users in Google+ or anywhere on the Web.

1. Create a Google+ **Page** for your organization

2. Share engaging content with regular updates and **multimedia**

3. Segment your audience through **Google+ Circles** to facilitate targeted messaging

4. Leverage use of **Google+ Hangouts** for face-to-face interaction with followers

5. Launch a **Google+ Community** to rally people around a cause, or urge them to join a Google+ Community that supports similar causes as your organization's
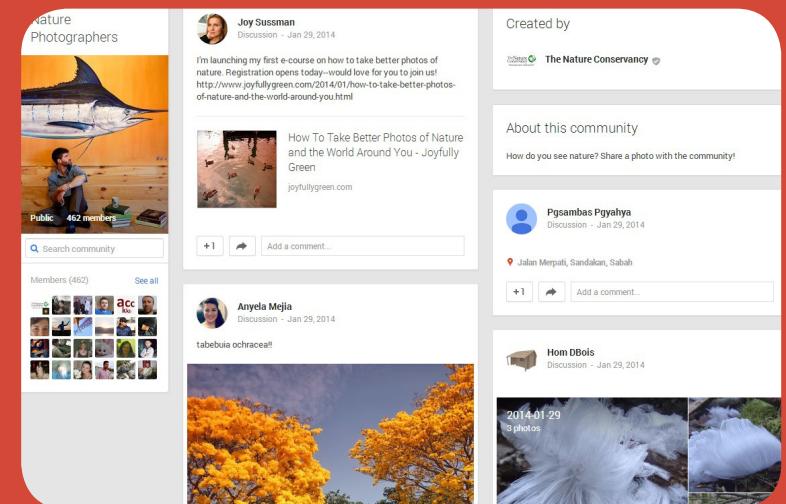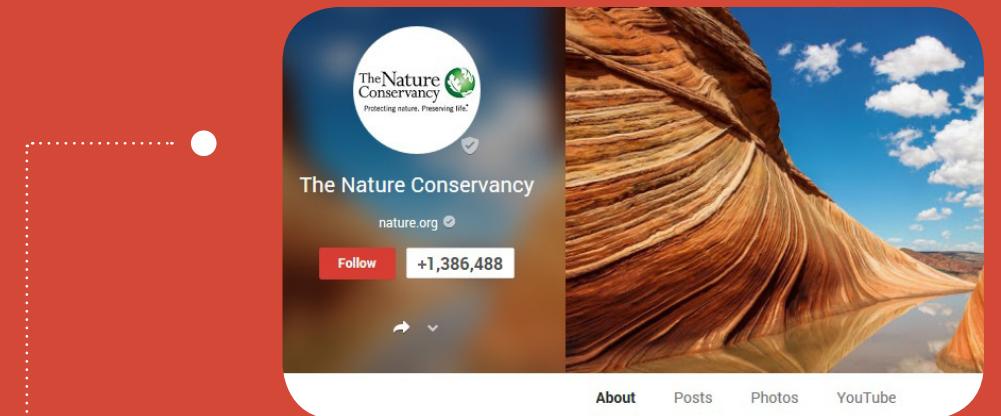
The Nature Conservancy has created a Google+ Community for nature photographers.

Regional Tools and Platforms

As social media platforms rapidly expand and evolve, so too do their audiences. There are huge drivers of social network user growth in the emerging markets of Asia-Pacific, the Middle East and Africa with rapid growth expected from social network user populations in India, Indonesia, Mexico, China and Brazil. These audiences are in large part connecting to the already popular global platforms, but there are also instances where accessibility to a platform is limited because of government restrictions or a regional platform emerges to meet the local requirements of users. In these cases, local audiences have increased opportunities for connectivity and engagement through these regional platforms.

Draugiem *is popular in Latvia. The social networking site boasts more users than Facebook in the country.*

Tencent *owns the largest market share of the most popular social networking sites in East Asia.*

Sonico *is a social network platform geared toward a Latin American audience. Users can create three different types of profiles.*

VKontakte *in Central Asia allows users to create profile pages, much like Facebook.*

Mxit *is a social network platform in Africa that allows users to mix a number of multimedia applications.*

Africa

A variety of social networking sites have been developed and deployed in Africa to meet the needs of local users. While some are strictly regional, others offer engagement opportunities for users throughout the continent.

Mxit is one of the largest social networking platforms in Africa, especially popular in South Africa. The platform allows users to mix a number of **multimedia applications** through the ease of mobile technologies. An extension of the site is Mxit Reach, which offers applications for mobile education, healthcare and agriculture by harnessing the technologies built by Mxit.

Blueworld is a South African social networking site geared toward younger users. It features several interactive options through a clean interface. Users can enter chat rooms, post mini-blogs and videos and create profiles.

AfricanPlanet offers users an opportunity to connect with other Africans across the continent. The site provides both personal and business services, and fosters a safe space for users to share thoughts and discuss a range of personal topics.

East Asia and Central Asia

East Asia currently boasts the world's largest population of social media users, a majority of whom are in China. Since many of the leading global platforms are blocked in China due to the country's policy on censorship, alternative regional platforms have filled the void.

Tencent's **QZone** is a social networking site similar to Facebook which allows users to write blogs, keep diaries and share photos, music and videos. **QQ**, on the other hand, is a popular instant messaging service with video chatting and social gaming opportunities. **Tencent Weibo** and **Sina Weibo** are microblogging platforms similar to Twitter, which impose a 140 character limit. In Chinese characters, however, this limit allows for longer posts. The sites allow users to share photos and videos, while Tenecent Weibo also has a social networking functionality similar to Facebook.

In Central Asia, the Russian based social network **Odnoklassniki** is an alternative to Facebook. It allows users to create a profile and connect with friends and classmates. The social networking site **VKontakte** is also popular in Central Asia.

Users can create profile pages, much like Facebook, and connect with other users both publicly and privately. Organizations can create groups, public pages and events, and share photos and videos.

In Vietnam, **Zing** is competing with Facebook as the leading social networking site. It offers users access to a range of portals including news, music, gaming and instant messaging.

Eastern Europe

The social networking site **VKontakte** is popular among Eastern Europeans, particularly among Russian-speaking users. In Latvia, however, social users are driven to the social networking site **Draugiem**. Draugiem boasts more users than Facebook in Latvia. Latvians use it as a frequent communication tool, surpassing the use of traditional email.

Latin America and the Caribbean

While Facebook and Twitter remain the leading social networking sites in Latin America and the Caribbean, there are a few regional networks that are popular in certain countries.

Sonico is a social networking site geared toward a Latin American audience. It allows users to create three different types of profiles—private, public and professional. This functionality enables users to develop targeted messaging for different audiences. The site also has an instant messenger service and games. The social networking site **Orkut,** owned an operated by Google, is also popular in Latin America, particularly in Brazil. Similar to Facebook, it is designed to help users connect with friends and make new ones.

Middle East

The popularity of social networking is growing rapidly in the Middle East. On average every Internet user has a presence on at least two social networking sites, and many use it as their daily means of communication instead of the telephone or email. Despite this public preference for social networking, regional networks have not yet penetrated the market. The popular global platforms are among the most visited platforms in the Middle East.

Other Networks and Platforms Used to Communicate Socially and Digitally

A number of the leading social networking platforms were outlined in the preceding section, but there are also many others that are popular within niche audiences.

A quick survey of the social networking landscape to identify platforms popular among organizations will reveal some of the following sites as well: LinkedIn, Pinterest, Instagram and Flickr.

LinkedIn is a social networking site geared toward professionals. Individuals can create a profile page to feature their professional, educational and volunteer experiences. Businesses and organizations can create a **Company Page** and as an extension of the Company Page, a **Showcase Page** to feature a particular initiative they would like to drive attention to. LinkedIn offers opportunities for listing and seeking job openings, for reviewing and referring colleagues and for sharing and connecting with others for professional purposes.

Read a case study about how the Ukrainian Library Association (ULA) is using Pinterest to store infographics and other promotional. materials.

Pinterest is a pinboard-style photo sharing platform that allows users to upload or **pin** images or videos on boards. Organizations can create thematic boards relevant to their programs and services and pin flyers, **infographics**, photos or images straight from the Web. Users can gain followers and follow other people or boards they find interesting. **Instagram** and **Flickr** also allow users to upload photos to albums and manipulate how images appear. Organizations can get very creative with each of these sites by sharing a series of photos from events or posting more abstract, but compelling imagery.

Open Source Tools

Open source tools have transformed citizen enegagement by enabling people to voluntarily contribute to projects from anywhere in the world. **Ushahidi** and **OpenStreetMap** are examples of open source tools that use the concept of **crowdsourcing** to make data available to the public. And as mentioned earlier, **Wikipedia** is another example of a crowdsourced project where contributors from around the world can add to and edit an online encyclopedia. These tools are all democratizing information sharing through the Internet and mobile phones.

Read a case study about how Ushahidi was used in Armenia to monitor elections and spread a public awareness campaign.

Social Networking and Mobile Phones

An overwhelming number of people around the world are turning to their mobile devices to connect to social networks through mobile applications (app). This trend is accelerating communication and making it more contextual and personal. It is also placing an emphasis on the need to curate content for social networking sites that looks appealing when delivered either through mobile applications or traditional desktop applications.

The prevalence of **mobile phones** has also stirred the rapid development of applications that equip people from disconnected and rural communities to easily access vital information. For example, through a **short message service** (SMS) an individual with a mobile phone can obtain information on market prices, report or monitor concerns related to their health and safety and receive and respond to mass texts with alerts. NGOs are harnessing the power of these applications to connect to their audiences and to help build safer and more responsive communities.

Many with **smartphones** are also turning to **instant messaging** (IM) applications, instead of SMS, to communicate socially with their devices. IM apps are usually free and offer a less expensive alternative for rapid communication because messages can be sent over the Internet. This allows users to send messages over the Internet either using their data plan or free accessible WiFi networks. Some of the popular IM platforms include **WhatsApp**, **Viber**, **LINE**, **Skype** and **WeChat**.

WhatsApp Messenger is a mobile messaging app that which allows you to exchange texts, photos, videos and audio through your Internet data plan or WiFi.

1 2 3 4 5 6 7 8

Social Media for Capacity Building and Strengthening

Benefits of Social Media for Civil Society

Social media provides a valuable opportunity for civil society organizations to reach their communication goals more efficiently and to engage with their audiences more deeply. The platforms can be simple in design, but they have the potential to connect small, disconnected organizations to a global network. However, for organizations to adopt social media as a communication medium, they may have to undergo internal cultural shifts and be prepared to operate in a more transparent and interconnected environment. Included below are some benefits of social media for civil society.[10]

1	Improves transparency, governance and accountability of organizations
2	Helps organizations directly engage with audiences through a simple and cost-effective medium
3	Allows for quick dissemination of timely information
4	Establishes a transparent venue for public discourse
5	Helps create highly responsive civil society
6	Helps organizations engage segments of the population difficult to reach with traditional media

[10] http://www.carnegieuktrust.org.uk/getattachment/ee2be1a3-8a94-4d8b-963f-94e29c8a9781/Making-the-Connection--The-Use-of-Social-Technolog.aspx

Building Consensus for Social Media

While social media platforms may seem simple enough to use, it does take skill and creativity to build an online community and to maintain engagement. It also requires commitment from leadership to invest in human and technical resources.

When considering whether to integrate social media into your organization's communication strategy, be sure to engage leadership in the decision making process. Together, discuss the benefits of social media engagement for your organization and determine if sufficient resources exist to support the program, recognizing that results will not happen overnight. It takes both time and effort to build a social media presence and flexibility and patience to experiment with new tools. Leadership will have to make a long-term commitment to the process and allocate ample time and resources toward social media activities.

Who will Execute our Social Media Strategy?

The process of gathering and synthesizing content for social media should be an inclusive process, overseen by a dedicated staff position. Some organizations may overlook the importance of investing in a staff position to manage the day-to-day social media activities and instead assign the task to an intern or a temporary staff member. However, creating a permanent position for this role is critical to steadily growing a strong and consistent social media program. The person identified to lead this position can be referred to as the social media coordinator.

Skills of a Social Media Coordinator

- Know organization's purpose

- Know how to seek information

- Be aware of risks and benefits

- Understand importance of using sound judgement

- Have passion for social media and technology

The social media coordinator must have a good grasp of the organization's purpose, know how to seek information, be aware of both the risks and benefits of sharing information online and understand the importance of using sound

judgment when posting. This person should also be keenly aware of the organization's values and culture and be able to convey them appropriately through social media. Passion for social media and technology coupled with basic knowledge of and experience with social media tools makes for an ideal candidate. Aggregating content from a cross-section of the organization helps the social media coordinator push out a regular flow of material that is diverse, engaging and relevant.

In regards to the technical resources necessary to run a successful social media program, access to a computer and the Internet is a must. Investing in a digital camera is also important, if the organization does not already have one. Pictures speak louder than words and the right imagery can instantly capture the attention of an audience. A series of short online photography tutorials and some practice photography will make a great impact on the quality of photographs and audience engagement.

The adoption of **social media management tools** can be considered once an online community is built and there is a need to better manage accounts and to more deeply measure impact.

Developing a Social Media Policy

An organization should develop a basic **social media policy** prior to launching a presence on social media. The purpose of the policy is to provide social media posting guidelines and to set expectations for appropriate behavior. There are no set rules on how long or comprehensive a social media policy should be since every organization has different needs and caters to a different audience. Instead, it is helpful to think proactively through potential questions and scenarios that may arise upon launching social media activities and develop guidance on how to approach these scenarios when they present themselves.

The following questions offer guidance on how to approach writing a social media policy for your organization and what guidelines to include in the policy.[11]

Consider the following questions prior to writing the policy:

1. How much guidance do you want to offer? Do you want the policy to define everything that staff should or should not do? Or do you want to simply provide a vision and strategy to help them make their own decisions?

2. How formal do you want the policy to be? Do you want it to include legal jargon or will informal guidelines suffice?

3. Who is the audience for the policy? Is it for a few members of staff or is it for everyone in the organization?

Include guidance on the following when writing the policy:

1. **VALUES:** What are your organization's values and how will they translate to your social media guidelines? Do you strive to be impartial on political issues? Do you like to foster collaboration? Is humility important to you? Think about your values and discuss what it means for your presence on social media.

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[11] The U.S. based nonprofit Idealware has a helpful guide for social media policies: _Nonprofit Social Media Policy Workbook_ http://www.idealware.org/sites/idealware.org/files/sm_policy_full_web_version.pdf

2. **ROLES:** Who is in charge of the different roles connected to social media? Who sets the strategy? Who manages the different platforms? Is it the same person? Do you have a back-up person?

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3. **CONTENT:** What is appropriate to say online? What should you never post? What types of posts require prior approval?

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4. **TONE:** What tone of voice do you want to use? Do you want to communicate in a formal tone or more casual tone?

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5. **MULTIMEDIA:** Will you use original media produced by your organization? Or, is it okay to use media from the Internet? What types of images or videos should not be shared?

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6. **CONTROVERSY:** How will you monitor "chatter" on social media channels? How will you handle negative comments? When is it best to respond? How should you respond?

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7. **PRIVACY:** Will you provide training on how to properly include attribution to original sources? Will names be associated with photos or images? If so, will you use a person's full name or first name only? Is it okay to **tag** people in the photos? When is it okay to use photos or videos of children or of certain constituents?

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Once a social media policy has been drafted, circulate the policy among key members of the organization for input. The final policy should be approved by leadership to ensure there is no ambiguity in expectations.

Linking Social Media to Programmatic Goals

An organization can integrate social media into its service delivery once it has adopted a social media policy and identified a strategy to manage its daily social media activities.

Expand reach and awareness of services to online community

Social media offers an organization the opportunity to expand awareness of its services to a new demographic. Anything previously promoted through flyers, banners, radio or other traditional communication mediums can now also be promoted through social media with the added benefit of directly and consistently communicating with the target audience. Organizations can promote their programs and services while in the meantime respond to questions, foster open dialogue and solicit feedback from their online community.

Create networked communities for support and information sharing

Social networking sites like Facebook and Twitter can help organizations foster a community of active listeners. Organizations can leverage these networks to not only provide support, but also to seek support when it is necessary. They serve as an excellent resource for knowledge sharing.

For example, an organization with a significant presence on social media could have introduced a community recycling program, which prompted many of its Facebook Fans to ask questions about the process. To address these questions, the organization can launch a **Facebook Group** as a forum to help disseminate more information on the program and to help address concerns from the community. This will help keep discussions on its main **Facebook Page** more diverse and interesting instead of being taken over by a singular topic.

#AskUSAID

USAID uses Twitter to host live chats on various development-related topics. Participants submit their questions via Tweet and include the hashtag associated with the chat. When hosting a chat about national security, followers would include #SmartPower in their questions.

As another option, a question and answer session can be scheduled on Twitter where community members can submit questions through Tweets with a unique hashtag suggested by the organization. The hashtag allows the organization to track the questions and reply to them immediately. Other community members interested in the topic can follow the conversation by tracking the hashtags and retweeting them to their own network of followers.

Link online activism with offline activism to enhance impact of advocacy efforts

If an organization has a strong grassroots advocacy movement on the ground, the impact of the movement can be enhanced by linking the advocacy efforts to the organization's social media platforms. This will allow the organization to immediately expand its reach to an untapped audience and will multiply its advocacy efforts by encouraging the audience to share compelling content with their own online communities.

Leverage social media for fundraising

Online fundraising combined with social media can help organizations reach large audiences very quickly, without the costs associated with more traditional fundraising events and activities. An online campaign can be an independent fundraiser, or it may be used to boost an otherwise more traditional fundraising event or activity.[12]

When planning to raise funds online, the basic principles of social media apply. Posts must be compelling. They should tell a good story, be informative, share how donations will make a difference and must also have visual content. Imparting a sense of immediacy can make an appeal more successful.

Photos of those needing help, or infographics illustrating the need, can engage people who might not pay attention to appeals which rely only on text. Share these images with links to drive followers to your organization's online fundraising platform or your website. As another option, a customized tab can be added to a Facebook Page to drive fans to these same online destinations.

Some organizations are turning to **crowdfunding** websites to raise funds by leveraging the power of their social networks and utilizing crowdfunding platforms to help create and market attractive appeals for donations. However, while the concept of crowdfunding is gaining popularity globally, there are technical barriers to utilizing the platforms for international appeals. Research to see which tools are popular in your region. Once you identify some options, determine whether it will meet your fundraising objectives and carefully understand what costs, if any, are involved to use the tool.

Regardless of whether a fundraising site is used, a clear fundraising goal should be set, rewards should be considered and followers should be updated on progress during and after the campaign. Most importantly, be sure to thank them and acknowledge their support—whether they have donated themselves or shared posts to encourage others to donate.

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[12] http://www.nten.org/blog/2011/03/18/four-social-media-fundraising-tools

And finally, while social media may be an effective fundraising venue, fundraising should not be the primary driver of engagement. An overwhelming number of appeals for financial support can steer followers away.

Empower Organizations and Constituents to Use Social Media

Once an organization recognizes the benefits of social media for meeting strategic goals and objectives, it can share this knowledge with other civil society organizations and empower them to embrace social media as a means for reaching their advocacy goals.

Live face-to-face workshops can be held at a central location or virtual workshops can take place through a social networking platform like **Google+ Hangouts**. The organization can share which tools, best practices and resources have proven to be effective for their purposes. As another option, YouTube tutorials that offer tips on the use of specific social media platforms can help drive the message home and serve as further guidance for the audience. These informal gatherings can also serve as an opportunity for organizations to grow their online community by directing a captive audience to their social media platforms.

Access and Targets

Social media should enhance the communication tools an organization is already using to reach certain target audiences and meet programmatic goals. It should never replace them. The goal is to create an inclusive and integrated communication strategy, keeping in mind that a **digital divide** still exists. Barriers to access are inherent to social media. This may make it difficult for those who have limited Internet literacy to engage in an organization's activities. To mitigate the lack of accessibility to such audiences, organizations must continue to use traditional communication, e.g., flyers, radio and television, to diffuse their message. This interconnectedness of traditional media with social media will help your organization amplify its message further. For example, reaching out to mainstream media through social platforms can help garner traditional media coverage and relay your message to segments of society that are disconnected from social media. If executed well, your organization can create a "buzz" across all forms of media on a particular initiative.

Hangouts

Small group conversations that can be public or private

Large group conversations streamed on YouTube
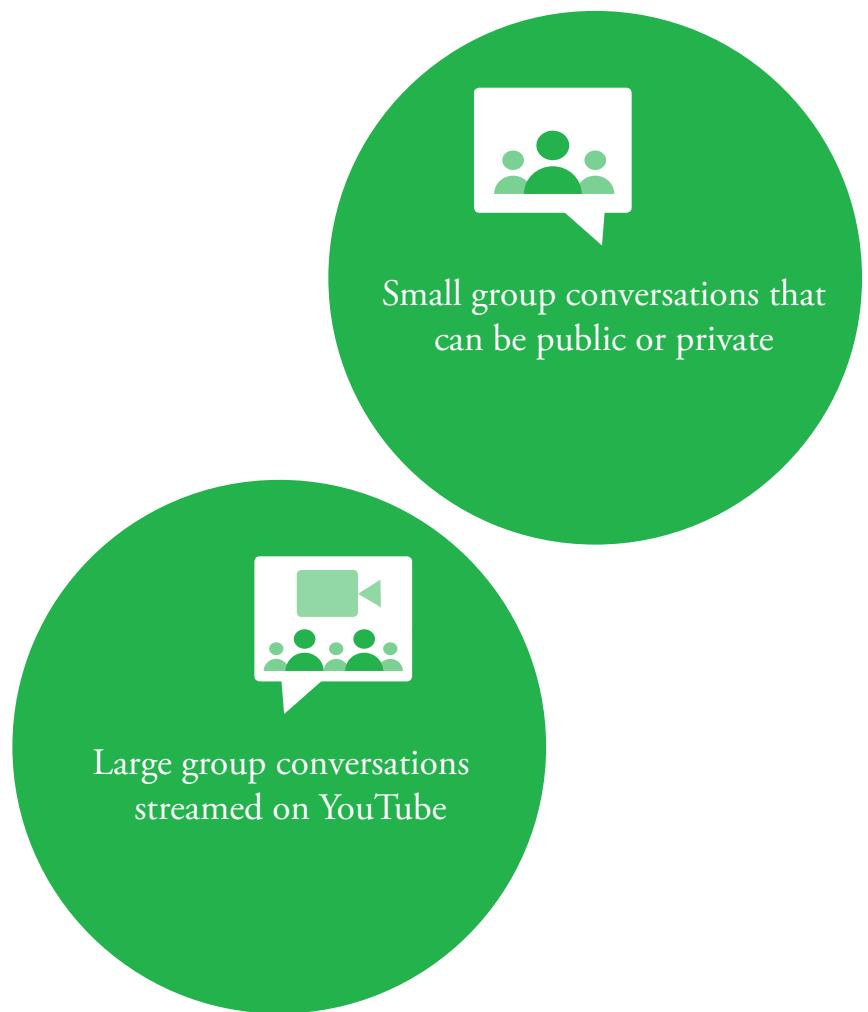
Hangouts on Air
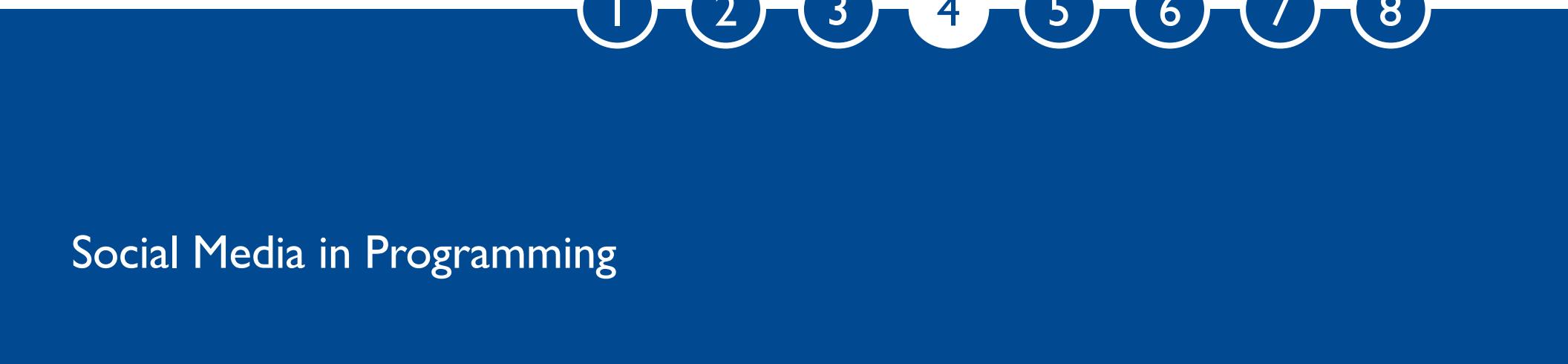
Social Media in Programming

How to Use Social Media in Programming?

Develop a Strategy

Prior to launching a presence on social media, develop a clear strategy in context of your organization's programmatic goals.

Begin by answering the following two questions:

Why is social media important to your organization? What does your organization hope to accomplish through social media?

To answer these questions, consider your organization's mission, core values and programmatic goals. Why does the organization exist? What is important to the organization? What does it hope to accomplish? The organization has determined social media can help serve as a tool to reach its programmatic goals. Now it is time to decide which goals in particular the organization would like to achieve through social media. Make them as specific as possible.

To help you think through this process, consider the organization's goals.

Is it trying to build awareness around a certain product or service? Is it fundraising for a particular project? Is it building a community of volunteers? Or, is it advocating for a particular cause? Begin by picking one goal that you think is possible for the organization to achieve through social media.

Now that you have considered why your organization is on social media and determined what it would like to accomplish, consider the next question:

How will social media help your organization reach its goal?

To answer this question, first consider who your organization's target audience is. What is the demographic of this audience? Which social media platforms cater to this demographic? Define the audience first, then look to see which social media platforms cater to this demographic. The key is to allocate resources to a platform that has the potential to reach the target audience.

For example, if the target audience is young mothers, you would probably want to use Facebook or YouTube to reach them, or any other platform that is popular for that demographic in the region. Using LinkedIn, a network for professionals to connect for employment opportunities, will not be very useful. It would be a waste of valuable resources to spend time on a platform that does not cater to the target audience.

Once the appropriate social media platforms have been selected, identify performance indicators to measure success. The performance indicators must be specific and measurable, and tied directly to the organization's objective. If the performance indicators reveal the organization is successfully reaching or building towards reaching its objective, then you know you are on the right track. If they reveal the opposite, then the organization must adjust its strategy, apply a revised strategy and measure again.

The following sample graphic offers an illustration of this process.

GOAL:

To encourage young mothers to use mobile app to retrieve results of medical tests

1 Identify platform(s) on which your target audience has a significant presence.

2 Create a profile on the platform(s) to begin utilizing it for your objective.

3 Determine what you need to do to reach your objective.
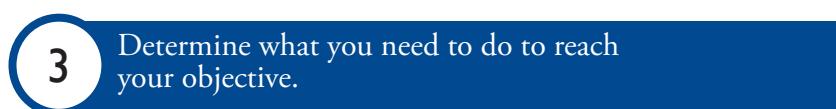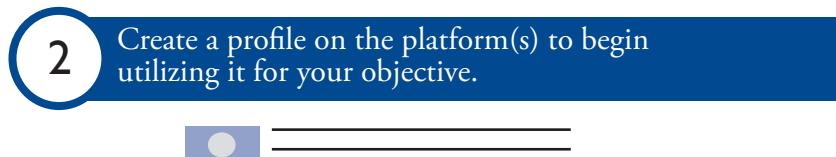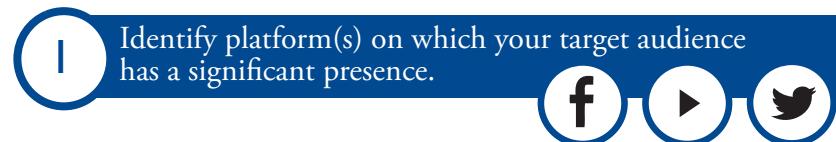
PROMOTE
THE MOBILE APP

EDUCATE
MOTHERS ON
HOW TO USE IT

REINFORCE
THE BENEFITS TO
ENCOURAGE USE

4 Determine how you will achieve each goal via social media.
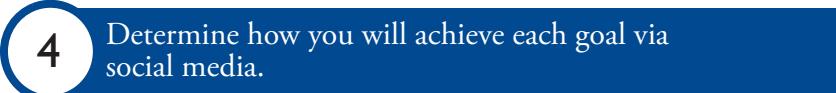
✓ Share tutorials (video and static) on how to use the app

✓ Share testimonials by mothers and doctors who have used the app

✓ Share pictures of mothers using the app

✓ Share quick tips on how to use the app

✓ Offer incentives for downloading and using the app

✓ Join boards or groups related to mothers to promote app

5 Identify performance indicators to measure success.

Have you fostered an online community of mothers?

Have downloads of the app increased?

Has usage of the app increased?

6 Measure success. Based on results, adjust or continue strategy.

Measure | Review

Analyze | Adapt
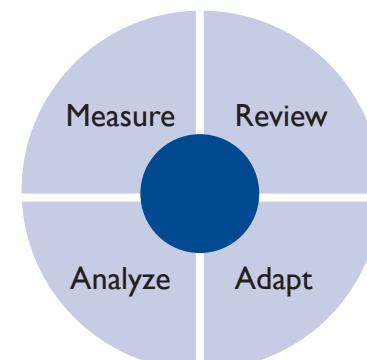
The example outlined a strategy for satisfying just one objective. It is possible to have several objectives, whose goals and strategies are likely to be interlinked and mutually reinforcing, but each objective must nevertheless have its own separate strategy. No matter the number of objectives, remember to stay focused. The goal is not to have a presence on every social media platform. The goal, in fact, is to use social media to satisfy your organization's priorities.

Define Your Audience

Audience segmentation is one of the benefits of social media. Understanding what is important to its audience will allow an organization to frame its message appropriately and align it with the particular concerns and needs of its audience. For example, a target population may have a presence on social media, but have limited literacy skills. In this case, communicating key messages on social media through audio-visual aids will be more effective than doing so in writing.

On the other hand, if a target population does not have access to the Internet, social media may not be an appropriate tool to reach the population, unless the organization chooses to target indirectly—relying on a different segment of the population (those who are connected to social media) to carry a message to the target population (those who are not connected digitally).

Different parts of the population can be targeted with different outreach, tailored to the preferences of each social-demographic segment. The key is to invest in understanding your audience and its behaviors, then allocate resources to a platform that has the potential to reach the audience.

Refine the Language

Selecting an appropriate language to communicate with your organization's target audience is also an important consideration when developing a social media strategy. What is the literacy level of the target audience? What is their primary language? Will it be necessary to communicate in more than one language? These are just a few examples of the types of questions that must be asked to develop an effective social media strategy.

Whether the audience is highly literate or has minimal literacy skills, using **plain language** is usually the most appropriate option. Plain language is similar to everyday language. It is simple, it does not include a lot of jargon, and it allows readers to discover information more quickly and understand it more easily.[15]

It is also critical to ensure that the person executing an organization's social media strategy has a strong command of the local language in addition to English, assuming English is not the local language. An organization's primary target audience may be the local audience, but it also has access to a global audience. While communicating with the global audience may not be part of the organization's social media strategy, having the capacity to do so is important.

Prepare Your Content

As mentioned earlier, good content is key to audience engagement. Fortunately, it is not always necessary for an organization to produce new content for each post on a social media platform. The organization's existing resources can be leveraged for its social media needs. Program literature, research, photos and any other material relevant to the organization's objective can be identified and repurposed as content for social media. Remember that each social media platform has its own niche and format. Tailor the content to each platform. In the case when existing content does not exist, organizations can get creative and produce content exclusively for their social media audience.

Targeting your organization's audience is key. Understanding your audience will help frame messaging appropriately.

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[15] http://www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf

Brand and Positioning

Maintaining the integrity of an organization's **brand** on each one of its social media platforms is very important. It is easy to get carried away with graphics and **typography**, but if you stray away from your organization's brand, there is a risk the material will not resonate with your audience.

If an organization has not invested in developing a brand identity system, then strive to create a harmonious look and feel for your organization across its various social media platforms. Use the organization's logo and adhere to the same color scheme in the logo when producing other material.

An organization's positioning statement should also be consistent across all of its platforms. What is the organization's mission? How would you explain your organization's purpose to someone unfamiliar with it? This should always be the same message, whether it is written in the about section on the website, the profile page on Facebook or the closing slide of a video.

Consistency is key to promotion. The more an organization is able to promote a consistent and harmonious image of its brand, the more quickly people will recognize the organization. And with greater awareness, there is an opportunity to create greater impact.

Amnesty International is consistent with its use of bold colors.
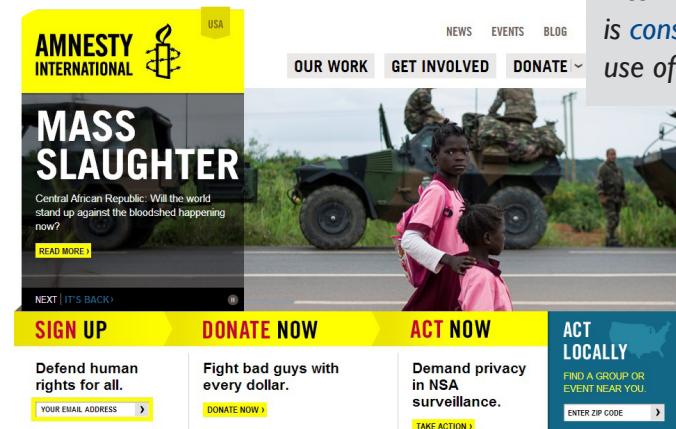
Amnesty International uses its brand colors to create striking "call-to-action" boxes on its Facebook Page.

Growing Constituency through Social Media

How to Grow Constituency through Social Media?

Effective use of social media can help raise an organization's profile to an untapped audience. This audience may not know about the organization, or be familiar with what it does, but once they learn about it they may find value in what it is sharing on social media and want to follow. To achieve this, organizations must create quality content that is aligned with their purpose and share it consistently through their social media platforms. It is also important to diversify the way the content is presented, to keep the audience eager and always engaged. Remember, social media is a two-way street. The purpose is not to simply broadcast information. The goal is to share, to incite engagement and to ultimately foster a community of advocates for a cause.

Here are some best practices to help increase an organization's ability to reach a wider audience and grow its constituency.

Create Quality Content

Creating quality **content** that resonates with the audience is key to an organization's success on social media. The content should have a purpose and be linked to an organization's programmatic goals, but it should also be light and engaging to appeal to a broad audience. What does the organization hope to achieve? Is the goal to gain more volunteers? Is it to educate people on a particular topic? Is it to promote awareness of programs and services? There can be several goals, but they must all be linked to an organization's mission and must be the underlying theme among all the posts.

The content must also resonate with the audience to help an organization capture the attention of its followers and influence them to regularly share the material with their personal networks. This re-sharing of content is an excellent endorsement for any organization. It has the potential to multiply the organization's reach and connect it to a larger audience, which ultimately helps it build a larger online community.

QUICK TIPS ON CREATING QUALITY CONTENT

Use pictures to share a story. Pictures capture the attention of an audience and can help communicate messages quickly while leaving a lasting impact.

Develop relevant and dynamic content that will inspire your followers to read and share. Understand what is important to your audience and share more of this.

Share powerful quotes or relevant statistics and whenever possible, overlay the text on images to make a greater impact.

Test different versions of a post early in a campaign. Select the post that resonates most with your audience for larger distribution.

Repeat a successful post that gets good engagement. Repost it at a different date or time to capture a new audience.

Enjoy the process. Be spontaneous and convey your enthusiasm for your work through fun, light-hearted posts that speak to your audience.

Check spelling and grammar. Read posts before sharing to make sure quality is reflected in everything and set a good example for others to follow.

Engage with Your Audience

By engaging with its audience on social media, an organization has the opportunity to foster relationships and build long lasting advocates. Much like any relationship, honesty and open sharing can contribute to mutual understanding and strengthen joint actions. Genuine interactivity can be achieved by asking questions and responding to comments. The goal is to build trust and encourage the audience to return for reliable and valued content.

Foster dialogue with followers. Comment on feedback, respond to questions and ask questions to demonstrate your organization cares and is listening.

Launch polls, live chats or other interactive strategies. This creates distinct opportunities for engagement and offers valuable insight into the audience.

Create opportunities for offline engagement. Invite followers to events, workshops and lectures and share pictures from the events to continue the engagement.

To mark its 70th anniversary, Heifer International created community events throughout the country and announced them on their various social media platforms.

Photo credit: Jessica McConnell Burt/GMU

USAID and the World Bank held a joint event for students from George Washington University to help map Kathmandu by tracing satellite imagery using online tools.

Collaborate with Those Who Share Your Values

An organization may serve a local constituency, but collaboration with other individuals or causes can help connect the organization with a global audience. Think of collaboration as a means to expanding a network and mobilizing new resources, thereby reaching a new audience and creating a greater impact. An organization can use social media to communicate with and connect to the networked audience, and together with its collaborating partners, amplify its efforts.[13]

Follow and align with organizations with a similar purpose. Whether they are local or in another country, there are plenty of opportunities to learn from others and share or replicate best practices.

Lead a joint advocacy campaign. Establish the trust of another organization and pull resources together to advocate for a joint cause.

Promote the work of other individuals or organizations. This demonstrates an organization's appreciation for the people it supports or works with, and it may encourage others to reciprocate the gesture.

Follow and engage with trendsetters and influencers in the field. Comment on their posts, share anything that may be relevant and build toward collaborating with them.

[13] http://www.vppartners.org/learning/papers-and-perspectives/presidents-perspective/towards-new-kind-collaboration—networked-a

Advocate for a Cause

Social media can be used as a tool to galvanize a group of supporters behind a cause through digital advocacy. It is a low cost method to broadcast a message to supporters and keep them informed and engaged on updates instantly in real-time. It also allows activists on the ground to easily connect with an organization at any time and share updates from their advocacy efforts. And finally, social media allows organizations to both segment and unify an audience and mobilize them towards action both locally and globally.

Initiate advocacy efforts on the social media platform which has garnered the largest audience for your organization. Tap into this captive audience first, then integrate your efforts across other platforms for better overall results.[14]

Become the leading voice on a policy issue(s) relevant to your organization's mission. Educate your audience on why the issue is important to the community.

Use hashtags to drive conversations and stay informed on progress linked to your organization's advocacy efforts.

Share relevant trends, statistics, research and news on a regular basis. Encourage your audience to trust you as a reliable source and advocate on behalf of your organization.

Empower and enable your audience to take action. Share tools and resources that will help with their advocacy efforts. Support them through sharing their successes and cultivating a movement.

The Beyond Access initiative fosters conversation about how libraries contribute to development goals. The initiative created a one-page infographic that outlines the value of libraries in social and economic development.

BEYOND ACCESS
Libraries Powering Development

ARE WE OVERLOOKING A POWERFUL ENGINE FOR

Social & Economic Change?

Information access is CRITICAL to global development

llows the rural farmer to con-
:t with new markets to sell his
ps…

And it gives the community health worker up-to-date research to care for patients

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14 http://ctb.ku.edu/en/table-of-contents/advocacy/direct-action/electronic-advocacy/main#.UmgTcBYtfao

A Glance at Social Media
Dos and Don'ts

Here is a quick overview of some dos and don'ts that will be helpful as an organization tries to grow an online community.

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.

Measuring the Impact of Social Media

How can the Impact of Social Media be Measured?

An organization may be investing a lot of resources in developing and implementing a comprehensive social media strategy, but how are results measured? Monitoring and measuring performance on social media is critical to achieving an organization's intended goals. Systemic measurement gives an organization insight into its strategy and allows it to make adjustments to improve engagement.

Monitoring social media activities means listening to what people are saying directly to your organization and about your organization. Measuring means quantifying these activities into useful metrics. Both of these practices are important, and they rely on each other to succeed. Finding the right tools to track and analyze these metrics is also important. Some social media platforms offer tools that are built-in to the site. But there are also many useful third-party tools that offer both basic and more complex analytics either for free or for a cost.[16]

The Learning Curve to Analytics

Getting started with **social media analytics** can be a daunting task. Much like mastering social media, it takes time and practice to not only learn how to use the tools but also to understand what the data is revealing. It should be the social media coordinator's responsibility to retrieve and analyze the data, then make appropriate adjustments to the organization's social media strategy. However, since crunching numbers may not be for everyone, seeking assistance from data experts within the organization and taking advantage of online tutorials is always a good idea. Online tutorials are common on the respective websites for each of the analytics tools.

Quantitative Analysis

An overview of social media analytics tools effective for **quantitative analysis** are presented here. These include tools both built-in to the social media platforms and a popular third-party **analytics tool.** Since these tools are constantly developing and improving, be sure to follow the links in the guide to get the most up to date overview of the tools with detailed information on how best to use them to serve your organization's social media development needs.

Social Media Platforms with Built-in Analytics

Most social media platforms offer built-in tools to help analyze social media activity and make decisions about your approach to building an online community. Built-in monitoring tools are usually free and simple to access, making them desirable to use. Of the popular social media platforms, those with free built-in monitoring analytics include: Facebook, YouTube, LinkedIn and Twitter. Some of these sites also allow users to export the analytics data for archival purposes or to view and analyze them offline. This can also facilitate the merging of data with social media metrics retrieved from third-party sites to gain deeper insight into trends among your organization's social media platforms.

Why Measure?

- *Track your goals*

- *Improve engagement*

- *Adjust strategy*

Platforms with Built-in Analytics

CLICK TO LEARN MORE ABOUT THE SOCIAL MEDIA PLATFORMS THAT OFFER BUILT-IN TOOLS

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[16] http://www.idealware.org/articles/few-good-tools-measuring-and-monitoring-social-media

www.facebook.com f

Facebook's Page Insights offers page administrators valuable Page insights through dynamic and interactive graphs and visuals. The data can be accessed simply by visiting an organization's Facebook Page and looking for the tab that will direct you to the Page's Insights.

KEY FEATURES

1 Examine peaks and valleys for Likes on the Page

2 Examine engagement rates and reach for each post

3 Determine the best time to post by reviewing when your fans are online

4 Export data to archive and analyze insights offline

Your Organization

Overview | Likes | Reach | Visits | Posts | People

The Overview tab provides a seven-day snapshot of the most important activity on your page. It collects a week's worth of page likes, post reach and engagement.

Page Likes >

11,174 Total Page Likes
▲ 0.3% from last week

31
New Page Likes
▼ 55.1%

— This week
— Last week

Fri Sat Sun Mon Tue Wed Thu

Post Reach >

1,318 Total Reach
▼ 46.2% from last week

949
Post Reach
▼ 51.5%

— This week
— Last week

Fri Sat Sun Mon Tue Wed Thu

Engagement >

100 People Engaged *i*
▼ 61.2% from last week

33
Likes

1
Comments

6
Shares

127
Post Clicks *i*

www.youtube.com

YouTube Analytics offers analytics data for YouTube channels and each video posted on the channel. The tool is simple to navigate and useful for analyzing performance data for both new and old videos. Of all mediums, often video is unmatched in its ability to illustrate examples and share testimonials in an easy-to-understand, visual format.

KEY FEATURES

1 Monitor <u>viewership</u> data including visitor demographics

2 Understand which traffic sources drive the most views to your content

3 Analyze subscriber rates to your channel

4 Monitor views and interaction with your videos to learn how effective they are

Your Organization

CHANNEL

Last 30 days

The Overview tab provides a 30-day snapshot of your channel's performance and engagement. It also retrieves data on demographics and gender.

Performance

VIEWS
244 ▼

ESTIMATED MINUTES WATCHED
412 ▼

SUBSCRIBERS
0 ▼
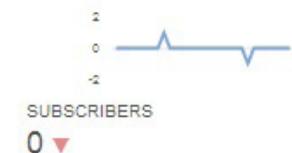
Demographics

TOP GEOGRAPHIES

United States
United Kingdom
Germany
Australia
Netherlands

GENDER

● Male n/a
● Female n/a

Discovery

TOP PLAYBACK LOCATIONS

● YouTube watch page 93%
● Embedded player on other websites 2.8%
● YouTube channel page 2.1%
● YouTube other 1.8%
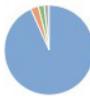
TOP TRAFFIC SOURCES

● View referrals from YouTube 66%
● Mobile apps and direct traffic 27%
● View referrals from outside YouTube 6.5%

www.linkedin.com

If an organization has setup a **Company Page** on LinkedIn, it can view analytics data for the page by clicking on the analytics tab on the Company Page. The data is delivered through a simple interface and offers insight on posts, followers and page activities.

KEY FEATURES

1 Monitor engagement by analyzing page views, visitor data and page clicks

2 Identify trends across key metrics

3 Understand the demographics of your followers and determine what drives them to your organization's page
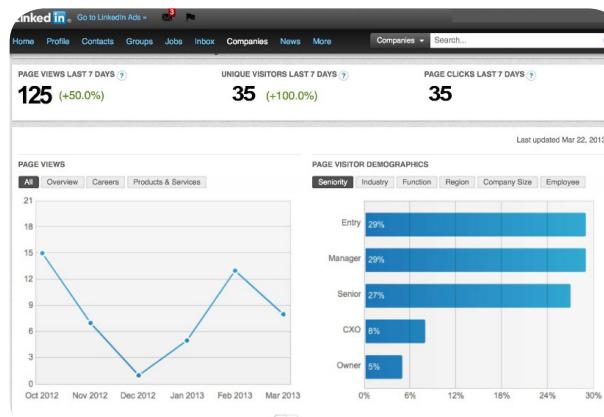
InMaps is another useful tool offered by LinkedIn which allows users to visualize and understand their growing networks on LinkedIn. Through the **visualization,** users can see how their networks are connected and related to each other.

www.tweetdeck.com

As the name suggests, **TweetDeck** is Twitter's monitoring and management tool accessible by visiting www.tweetdeck.com. TweetDeck can be downloaded to a desktop computer or used on the Web. It is completely free and useful for organizations who have a single or multiple Twitter profiles to manage.

KEY FEATURES

1 Set up powerful **filters** to monitor conversations and **mentions** on Twitter

2 Schedule Tweets in advance to target audience at peek times

3 Monitor and manage unlimited accounts through a customizable interface

www.hootsuite.com

HootSuite is one of the most popular social media management analytics tools. It consolidates the monitoring and management of social media platforms into one place, thus simplifying the process and saving valuable time. The basic version is available at no cost or users can opt for HootSuite Pro, which includes added benefits. It is often possible to take advantage of a free trial to experiment with HootSuite Pro and decide if your organization would benefit from the added benefits. In most cases the basic version will meet the daily demands of an organization's social media activities. Key features for the basic version are outlined here.

KEY FEATURES

1 Manage and monitor multiple social media profiles including Twitter, Facebook, Google+, YouTube and LinkedIn

2 Post the same update simultaneously on several platforms and schedule future posts

3 Shorten links and track metrics to measure engagement

4 Monitor activities and modify scheduling remotely with HootSuite's mobile application

5 Create a limited number of analytics reports to measure keyword usage, clicks and growth

External Tools

Since not all social media platforms have built-in analytics or social media management tools, third-party tools come in handy to help analyze social media activity or enhance monitoring in the cases when a built-in tool is available.

Google Analytics

Using Google Analytics and URL parameters, trace revenue and web conversions to your social outreach. Drill down into site traffic data including source, and region. View sparklines for page views, bounce rates and more.

Facebook Insights

Monitor and measure your fans, likes, comments and page activity right from the dash. Drill down into your fans based on demographic, region, language, and post source. Optimize your messaging with per post insights, including reach, engaged users, "talking about this" and engagement rate. Plus, historical comparisons allow you to see trends over time.

Twitter Profile Stats

Gain an overview of your Twitter account by tracking the number of followers, following, lists, mentions, and more. Do more with your monitoring by comparing keywords over time and Twitter sentiment.

Official partner in the Twitter Certified Analytics Program
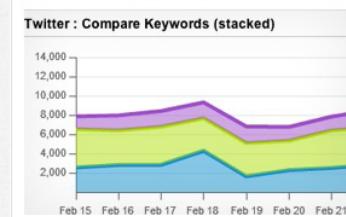
Analytics: Which Metrics Should We Analyze?

Monitoring social media analytics can reveal an enormous amount of information via data sets and graphs. It is easy to get overwhelmed and distracted by data that may not be relevant. To simplify the process of synthesizing this data, consider your organization's social media goals and develop clear questions that will help evaluate if social media is furthering your goals.

The best way to analyze this, without getting too immersed in the data, is to look for a few **key performance indicators** such as engagement, reach, mentions by key influencers and click-through rates. Most analytics tools, whether they are built-in or third-party tools, will allow users to analyze these indicators, although they may each present it differently. It is, of course, possible to review other metrics as well, but these basic metrics should offer enough insight to help determine if a social media strategy is working effectively.

Another important measuring standard is an organization's own monitoring and evaluation process. Align the organization's social media goals with the organization's larger goals to measure the impact of the social media program.

Key Performance Indicators

1 Here is an explanation of the top four key performance indicators and explanations for why they matter.

   Engagement Rate measures the number of times your audience interacts with a page by liking a post, commenting on it or sharing it. As mentioned earlier, it is critical to share content that is both engaging and relevant to your audience. Evaluating engagement rates will help reveal the type of content your audience finds most interesting and will allow your organization to adjust its strategy accordingly. Evaluating engagement rates also allows an organization to identify key influencers. These are the individuals who demonstrate high engagement with the content your organization shares and are likely to share the content with their personal networks.

1 Number of times your audience interacts with a page by liking a post, commenting on it or sharing it.

2 Number of mentions by users identified as key influencers due to their regular engagement.

3 Number of individuals following and visiting a site, their geographic location and frequency of their visits.

4 Number of times an audience member clicks on a link shared on a social media platform.

2 **Key Influencer Mentions** measures the number of mentions by users identified as key influencers due to their regular engagement with your organization's network. Fostering a network of influencers is a powerful way to organically extend an organization's reach to targeted audiences. While having anyone mention your organization or share its content on their personal network can help reveal whether your strategy is working, mentions by key influencers are considered more valuable since they have deeper reach and more influence within your targeted demographics or communities.[17]

3 **Reach** is an indicator of the overall number of individuals following and visiting a site, their geographic location and frequency of their visits. The goal is to continually increase reach to your target audience, thus your impact. If your numbers begin to decrease, this is a good indicator that an adjustment must be made to your organization's content strategy. You can experiment with new content and change the frequency of posts. The more demographic information you have on your audience, the better you can cater to their interests. [18]

4 **Social Click-Through Rates** measures the number of times an audience member clicks on a link shared on a social media platform. Ideally, links should drive users to any one of an organization's web portals, e.g., blog, website or other online network. However, links can also lead to articles hosted on a news portal or a partner's website. Regardless of where the audience is driven, measuring the click-through rates will allow an organization to see trends. For example, it is possible to experiment with sharing content at various times of the day. Evaluating the click-through rates for each post can help determine what time of day or day of the week it is best to share content. The growth in the number of click-throughs is a good indicator that an organization is successfully increasing engagement. On the other hand, if the click-through rates are low, it may be necessary to reevaluate how content is being presented and to reframe the messaging.

Click-through rates can be tracked by using **URL shortening services** like **bitly**, **ow.ly** and **goo.gl**. A **URL** can be pasted into one of these sites, which then shortens the links and embeds it with a code that allows users to track any **click** on the link. The data will reveal the number of times the link was clicked, the geographic location of the click and the time and day it was clicked.

Qualitative Analysis

An organization can analyze its **audience sentiment** for a more in-depth look into its engagement strategy. This is the process of determining how people feel about the organization or the services it offers by playing close attention to their tone. Do comments on your organization's page reflect a positive, negative or indifferent tone? Is there a noticeable trend among the comments?

Set aside some time to review comments, Tweets and feedback on how to identify common keywords or themes that could suggest your audience's perception of your organization.

Audience sentiment can be gauged either manually or through third-party tools. To manually scan audience sentiment, an organization should set aside some time on a regular basis to review comments, Tweets and feedback on its pages and identify common keywords or themes that could suggest if its audience has a positive, negative or neutral perception of the organization.[19] These can be tracked on a spreadsheet to help identify trends. It is also possible to scan what people are saying on their personal networks about your organization. To take advantage of this, an organization can use **Social Mention**, a free online tool that helps track and measure what people are saying about you by searching multiple social media platforms. For example, the name of your organization can be entered as a keyword in the search box and a report will reveal each time the organization's name was mentioned and where it was mentioned. The data will also reveal user sentiment connected to the chosen keyword, top users who mention the keyword most frequently and the reach of the keyword, among other things.

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[17] http://mashable.com/2012/06/11/social-media-brand-data/
[18] http://www.impactbnd.com/8-social-media-kpis-you-should-track-and-monitor/
[19] http://www.knightfoundation.org/media/uploads/publication_pdfs/Impact-a-guide-to-Evaluating_Community_Info_Projects.pdf

Analyzing audience sentiment through **qualitative analysis** is just as important as quantitative analysis. For example, quantitative analysis may reveal a high level of engagement on a given social network. At first glance, this may seem positive. However, a closer look to analyze the sentiment of the engagement can reveal a negative tone, a clear indicator that an organization must make an adjustment in its social media strategy to counter the negativity.

www.socialmention.com *

KEY FEATURES

1. Track conversations about your organization on multiple platforms

2. Review audience sentiment by looking at top keywords, users and hashtags

Security and Privacy Issues

What are Some of the Security and Privacy Issues When Using Social Media?

Purpose and Applicability of Online Security

Social media has numerous benefits, but with it also comes potential security and legal risks which make even the largest and most established organizations vulnerable. These can be the result of simple scams or lack of individual caution. Fortunately, in most cases, the implementation of sound policies, training and monitoring can help mitigate such risks. The importance of developing a social media policy was covered earlier in this manual. We will now hone in on some relevant security measures that can be included in the policy or used as a standard at your organization.

Key Roles and Responsibilities

Training staff on their roles and responsibilities as brand ambassadors on social media is critical to maintaining a secure network and avoiding simple pitfalls which can result in security breaches or infringement issues. Before anyone takes on the responsibility of updating or posting content to any of your organization's social media platforms, be sure the person has been trained on how to use the platform securely. Here are some key tips to help maintain a secure network. These tips can be as useful for an organization as they are for personal accounts. After all, we must all take security and privacy concerns seriously.

1 *Read and understand security and privacy settings*

Each social media platform has its own security and **privacy settings**. Carefully review these settings on a regular basis. Social media sites can (and often do) change their policies without notice and begin sharing users' data in new ways that the user may not have anticipated. Never assume your privacy is protected on social media. Always post with caution and never share anything online unless you are prepared to have it seen publicly. If a platform typically

does alert you of changes to the privacy settings, make sure to read it carefully. If you do not understand what the changes mean, a quick search online will reveal numerous articles discussing the changes. Also, always be aware of what a platform's default settings are. You may be surprised to learn that the default settings are not as secure as you may like them to be. Take the time to adjust them to meet your organization's privacy needs.[20]

2 *Be cautious with links*

Malicious links are pervasive on the Internet. They can appear in your inbox disguised as emails from social platforms. They can even appear as a comment to a post or as a false promotion to lure you into a click for free merchandise. To further confuse users and entice them to click, the destination to some links can be obscured through the use of URL shorteners. Never click on a link from an unknown source. If you believe the link is to a familiar destination, instead of clicking on it, open a browser and manually type in the address yourself. This is a good way to avoid **phishing** attacks wherein someone sends you a link that looks like it is taking you to a familiar site but is in reality taking you somewhere else. One click is all it takes to surrender personal data or infect your computer with malicious software. It can also compromise an organization's social media accounts and reputation online.

3 *Do not over share*

It is very easy to get caught up with the benefits of rapidly communicating with your online community, but you must always be cautious with what you share and how much you share. Your privacy is never guaranteed. Remember that once something is posted online, it has the potential to be shared again by your network. There is a global audience at your fingertips, and you cannot control what they share or how they represent your organization. It is also important to note that most social media sites have full ownership of the content you post. This means they can choose to use your posts, photos or anything else connected to your profile without your permission for their own personal gain.

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[20] http://www.bethkanter.org/privacy-security/

You should also always avoid sharing sensitive information about yourself, your organization or your community of supporters and beneficiaries. Dates of birth, names of direct relatives or personal addresses should never be posted. Not only does it enable identity theft, it can also help people guess or reset your account password. If you are not sure if something is appropriate for sharing, it is better to err on the side of caution and not share until you have confirmed it is safe.

4 *Oversight and monitoring*

The monitoring and oversight of your organization's presence on social media is important, especially when you begin to expand into new platforms and allow additional team members to contribute. Conduct a regular audit of your social media presence. You may notice that a department or individuals within your organization have taken it upon themselves to create a profile that is not up to the standards of the organization's social media policy or aligned with the social media strategy. These profiles can be a liability to the organization and must be handled seriously on a case by case basis. Delete accounts determined to be unnecessary and remove permission from anyone who should not have it. If you have too many accounts and oversight is becoming difficult, consider using a social media management system like Hootsuite to consolidate all accounts under one system.[21]

5 *Passwords and users*

Maintaining strong and secure passwords is critical to protecting an organization's identity and avoiding the unauthorized use of accounts. The more accounts an organization has, the more passwords it will have, and the greater the risk for security breaches.

QUICK TIPS ON PROTECTING PASSWORDS

🔒 Keep passwords to all accounts confidential and secure.

🔒 Create strong, unique passwords. They should be longer than seven characters (the longer the better) with both upper and lower case characters and at least one number. Never use words from the dictionary, personal names, sequential numbers or the word "password" as a password.

🔒 Use a different password for every account.

🔒 Change passwords regularly, at least twice a year, especially if there is a change in staffing.

🔒 Maintain a separation between your organization's accounts and your personal accounts.

🔒 Never store passwords on computers or mobile devices.

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6 | *Software licenses and updates*

There are security risks involved with using pirated or out-of-date software. To mitigate any potential problems, make sure all software installed on your computer (including the operating system) is licensed and up-to-date. This includes making sure that the browsers (Internet Explorer, Safari, Mozilla Firefox, Google Chrome) are also up-to-date. These should update automatically, but if you are not sure, download the latest copy from Microsoft, Mozilla or Google respectively.

7 | *Individual privacy rights*

Always maintain the privacy rights of employees, partners, contractors, beneficiaries and children. Personal and identifiable information of adults should only be shared with their consent, this includes the use of their photos or names. For children this information should only be shared with the permission of a parent or guardian. If you believe sharing this information would benefit the organization's marketing and communications efforts, then obtain consent to use their personal and identifiable information by asking the parties to sign a waiver form. You must be specific in regards to where you intend to use their information. There is a difference between using someone's photo on a printed brochure and using the same photo on a blog or video online.[22] [See sample waiver form in Appendix F.]

Protecting sensitive information such as addresses, birth dates and phone numbers is also very important. One way to help prevent unintended sharing of sensitive or confidential information is to not collect information unless it is necessary. Once the information is gathered, a good safeguard is to limit access to sensitive information to as few employees as possible, keeping it only to those who need access for their work.

8 | *Intellectual property rights*

An organization should weigh the value of keeping complete control of the content it produces against the value of sharing more openly. At the same time, it should do its due diligence before using someone else's content or photos online. Text, photographs and other content is almost always automatically protected by **copyright** the moment it is produced. This protection is legally strengthened by posting a copyright notice with the content. The strongest protection comes in the form of a "Copyright © 2013, [insert owner's name], All Rights Reserved."[23]

The use of copyright material is strictly governed by the laws of each country, but wholesale reproduction of this material is forbidden around the world. There are laws, however, which allow the **Fair Use** of copyright materials. These laws normally allow the use of a limited amount of the text, or a very small-scale reproduction of a photo in order to inform your audience about something that has been written, photographed or produced. The laws also always mandate that this fair use copying be attributed to the copyright owner. In social media, it is always considered a best practice to also include a link to the source of the material.

There is also a growing body of material available online now where the owner has either completely or partially given up their copyright protection, in order to allow the content to be shared much more widely. Material that falls into this category can be listed as **Creative Commons**. This can range from a complete relinquishing of rights—allowing the material to fall into the **public domain** as if the copyright has expired—to varying levels of access, where for example all non-commercial use is acceptable, while commercial use is not.

If an organization would like to use copyright material, and a fair use sample will not suffice, it should ask the owner for permission to use it, with the copyright notice intact and a link. Many times the owners will agree, especially for a good cause. Do not assume anything you find online is free to share and do not pass the content off as your own when it is not.

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[22] http://www.techsoup.org/support/articles-and-how-tos/creating-a-social-media-policy
[23] http://www.copyright.gov

Appendices

Appendix A: Glossary

Analytics (social media) - the analysis of data gathered from social media sites.

Analytics Tools - tools either built-in to social media sites or accessed through third-party sites, which assist in the collection and analysis of data.

Audience Sentiment - the tone of the audience on social media, a close analysis of which can help determine how people feel about the user's organization or the services you provide.

Blogger - the author of a blog.

Blog - a self-publishing tool on the Web.

Blog Post - an entry in a blog, listed in reverse chronological order; it can contain text, images, links or other media.

Brand - the unique identify of an organization, business or product that differentiates it from competitors; it can include a combination of design, logo, colors and fonts.

Channel (YouTube) - the homepage for an account on YouTube which displays the account name, account type, uploaded public videos and other user information or information the user has chosen to highlight.

Chat - to communicate in real-time on a Web interface with at least one other person by typing messages to one another. It is also known as Instant Messaging (IM).

Circle (Google+) - a Google+ feature which allows users to organize people according to your relationship with them or by their specific interest in your organization.

Click - the ability to select a hyperlinked image or text to reach another website or document.

Community (online) - a network of people with a common interest who interact using social tools such as message boards, e-mails, chat rooms, or online forums.

Community (Google+) - a Google+ feature which allows users to create a group on a particular topic and invite others with a shared interest to join.

Community Building - the process of recruiting an online community built around a common interest and encouraging active engagement and conversation among community members.

Communication Strategy - a plan which outlines goals and methods for an organization's outreach activities.

Company Page (LinkedIn) - a page created on LinkedIn by a business or organization which allows the entity to share information on their purpose, brand, products, services and job opportunities. Any LinkedIn user can follow a Company Page to learn more about the company and receive updates.

Content - the text, photos, videos, infographics or any other material placed online (e.g., website, blog, Facebook Page, etc.) for the audience to consume.

Copyright - the legal rights to a published work, whether it is published in print or electronically. By default all the rights to use and reuse the work belong to the author for a set number of years, unless they have contractually given up their rights (usually to an employer), given permission for the work to be reused/licensed or released some or all of the rights to the public domain.

Creative Commons - a form of standardized licensing, which easily allows the full or partial release of copyright rights to the world. The work can either be fully released for anyone to use in any way they like, or it can restrict usage by requiring attribution, restricting any changes to the work or requiring users of the work to be non-commercial.

Crowdfunding - the practice of funding a project in small increments through large groups of people, usually online.

Crowdsourcing - to outsource a task, generally large in scope, to an online community. Contributors are usually volunteers.

Digital Divide - the term used to describe the discrepancy between those who have access to the Internet and advanced technology tools and those who do not. It can also refer to the discrepancy between those who have the skills to use these tools and those who do not.

Engagement Rate - a metric used to measure the number of interactions, such as likes, comments or shares a post receives on a particular social networking page.

Facebook Group - an online forum for a group of people with a common interest, dedicated to fostering dialogue on a common topic, issue or activity. Facebook groups have more flexibility in privacy settings than Pages.

Facebook Page Insights - offers page administrators a platform to examine a wide range of measurable data related to their Page's content displayed through interactive graphs and visuals.

Fair Use - the limited use of copyrighted material, such as text, or a very small-scale reproduction of a photo, in order to inform the audience about something that has been written, photographed or produced.

Fan (Facebook) - a term used to reference Facebook users who follow Facebook Pages, which are profiles set up by public figures, organizations or business on Facebook.

Favorite (Twitter) - otherwise known as favoriting a Tweet, lets the original poster of a Tweet know that you liked their tweet by clicking on the small star icon next to the Tweet. Favoriting a Tweet also saves the Tweet in reverse chronological order under the Favorite tab on your page.

Filters - a tool that transforms and outputs data in a manner preferred to the user. For example, to sort names in a database in alphabetical order.

Follower - a person who subscribes to receive updates from a particular user on a social media site. The term is commonly referred to followers on Twitter, but it can refer to blogs and other social media sites.

Friend - a user, typically on Facebook, who is linked to another user's profile Page and can their updates. For Facebook, you must submit and/or accept a Friend request to be included among a user's Friends.

Hangouts (Google+) - Video chats on Google+ for up to 10 participants.

Hangouts on Air - public video chats on Google+ that can be broadcast to an unlimited audience and viewed through YouTube in real-time or saved for later viewing.

Hashtag - a word or unspaced phrase preceded by the hash symbol (#) used to add context to a message and allow users to track topics and keywords. It is used on social media sites such as Facebook, Twitter, Instagram, Google+ and Pinterest.

Infographic - a graphic representation of information to help present complex data quickly and clearly.

InMaps - a LinkedIn tool which allows users to visualize and understand their growing networks on LinkedIn.

Instant Messaging (IM) - a service that enables real-time rapid communication with another individual or group over the Internet. It is available for desktop and mobile applications.

Key Influencer - social media users with a substantial and loyal following.

Key Performance Indicator (KPI) - a performance measurement used to identify factors critical to the success of a particular activity or objective of a business or organization.

Like - to show agreement with content or a post shared on a social media site such as Facebook, LinkedIn or Pinterest. It can serve to move the item up in news feeds or search engines, garnering more attention.

Malicious Link - a link which causes a computer or device to inadvertently download a virus, spyware or adware. It is often presented in a way to hide the true purpose of the link.

Mention - to reference another person by preceding their username with an @ symbol.

Microblog - brief social media posts, most commonly associated with Twitter, where posts can be limited to as few as 140 characters. It can also refer to posts on other social networking sites such as Tumblr.

Mobile Application (app) - software designed to run on mobile devices such as smartphones and tablets or other handheld mobile devices to facilitate the use and access of websites and other tools.

Mobile Operating System (Mobile OS) - an operating system (OS) run on devices like mobile phones and tablets, iOS and Android being the most common.

Mobile Phone - a cellular phone which offers more basic features compared to a smartphone; it can connect to a wireless network through radio waves or satellite transmissions and provide short message service (SMS).

Multimedia - using more than one type of media to convey a message. This can include any combination of text, audio, video, graphics or animation.

News Feed - a live feed of updates and posts that appear in a central space on a social networking site. On Facebook, the feeds are filtered by an algorithm which brings topics more relevant to a user to the top of the feed. On Twitter, the feed appears in reverse chronological order.

Page - a dedicated space on a social networking site where content is displayed and managed by the owner, user or administrator of the Page.

Phishing - the act of sending an e-mail to a person and falsely posing as a legitimate company to scam the person into surrendering private information to be used for identify theft. The e-mail directs the person to a fake website setup to steal the user's private information.

Pin - to post an image or video to a Pinboard on Pinterest from a website or from a computer's hard drive.

Plain Language - text which is highly technical, or written with many acronyms or jargon can be incomprehensible to a wider audience. Writing in plain language avoids many of the technical terms and acronyms.

Platform - either an operating system or another electronic environment which allows programs or applications/apps to run. Generally a program running on one platform (for example the Mac) cannot run on a different platform (such as Microsoft Windows) unless a different version has been written for the other platform.

Privacy Setting - a setting which determines how much of your information is shared either with the public or with the site owners. Privacy settings should be reviewed frequently as they change, often without notice.

Profile - in social media a profile is a page, a box or a blurb about either an individual or an organization.

Public Domain - content which is free to be used by anybody, for any purpose. This could be because the creators chose to share it with the world for free, or it could be due to an expired copyright.

Qualitative Analysis - to analyze audience sentiment, with no attempt made at assigning numeric counts to the audience or demographic.

Quantitative Analysis - to analyze data that can be counted.

Reach - an indicator of the overall number of individuals following and visiting a site, their geographic location and frequency of their visits.

Reply - to join a conversation on Twitter by @replying to another user and mentioning them in a Tweet. It can be done by clicking on the Reply button on a Tweet or composing a new Tweet.

Retweet (RT) - to share another user's Tweet on Twitter.

Short Message Service (SMS) - a text messaging service on mobile phones.

Showcase Page (LinkedIn) - a page that features a particular initiative a business or organization would like to drive attention to. An administrator of a LinkedIn Company Page can create a Showcase Page.

Smartphone - a mobile phone built with a mobile operating system which offers advanced computing features such as mobile browsing, photography, GPS navigation and other features common with a desktop or handheld computer.

Social Click-Through Rate (CTR) - a metric to measure the number of times a user clicks on a link shared on one of a social media platform.

Social Gaming - playing a game online as a way of social interaction, instead of playing in solitude.

Social Media - an online medium, such as blog, wiki and social networking site that allows people to socially interact with one another or share information.

Social Media Management Tool - a tool to help page administrators manage, monitor and analyze social media activities from a central location. The tool can be Web based or downloaded to a desktop.

Social Media Policy - a policy that provides guidelines on posting content on social media platforms and sets expectations for appropriate behavior.

Social Media Strategy - a comprehensive plan targeting a specific audience which guides an organization's social media efforts

Social Mention - a free online tool that helps track and measure what people are saying about an organization or individual by searching multiple social media platforms.

Social Networking Site - online platforms where users can create profiles and share information with a network of friends and followers.

Status Update - a brief update posted on a social networking site to share relevant information or to express what a user is doing or feeling in real-time.

Subscribe - an action performed to receive and follow updates posted by a specific social media user or page.

Tag - a label attached to content, such as a blog post or photo on a social networking site, to indicate what the content is about, or in the case of a photo, to identify individuals in the photo. If the tag is used for a photo, the tag can link to the person's personal page.

Timeline (Facebook) - a reverse chronological detail of a Facebook user's life events and posts displayed in a visually pleasing way on the user's profile Page.

Trending - a topic that is popular in real-time. A list of trending topics can be featured on a social networking site.

Tweet - an update or post on Twitter. Tweets are limited to 140 characters.

Typography - is the way that text is presented to viewers, including the font type, size, spacing, alignment, kerning, etc. Whatever text viewers see is a presentation of typography.

Updates - in the context of social media, refers to new content being pushed out to inform an audience about news, updates projects, successes or anything else deemed worthy of sharing with the audience. The updates can be Tweeted, posted to Facebook, added to blogs, emailed or a combination of these actions.

URL - short for Universal Resource Link, a URL is a unique address on the Internet which points to specific content. URLs beginning in http or https will direct the user to a website, while other types of URLs may refer to email addresses or other resources.

URL Shortener - an application that shortens a URL, but directs it to the original, much longer, URL once the user clicks on it. The shorter address often has a string of random characters after the domain name. A URL shortener can also be used to track traffic originating in a specific ad or email campaign.

Viewership - the people who are exposed to a user's content comprise the user's viewership. Most organizations try to determine how many people their content is reaching, and who those people are.

Visualization - a graphic representation of data or concepts to increase understanding.

Webinar - short for Web-based seminar, a tool that allows presentations, lectures or workshops to be transmitted over the Web with interactive features for the presenter and the audience.

Wiki - a website that has the built-in functionality which allows users of the site to edit the content of the pages. Some wikis are set up to require membership to edit, or are locked to most people, while others are completely open to editing by anybody.

YouTube Analytics - an internal YouTube tool which allows channels to assess their performance and investigate trends across key metrics.

Appendix B: Online Resources and Tools

Resources

Non-profit and Development Blogs

IMPACT (USAID)
http://blog.usaid.gov

Acting, Fast & Slow (IRC)
http://www.rescue.org/fastslow

Beth Kanter's Blog
http://www.bethkanter.org

Blood & Milk (Alanna Shaikh)
http://bloodandmilk.org

Clinton Global Initiative Blog
http://www.clintonglobalinitiative.org/blog

DEV (UAE)
http://www.uea.ac.uk/international-development/dev-blog

Field Notes (UNICEF)
http://fieldnotes.unicefusa.org

From Poverty to Power (Oxfam)
http://oxfamblogs.org/fp2p

Future Development (World Bank)
https://blogs.worldbank.org/futuredevelopment

Human Nature (Conservation International)
http://blog.conservation.org

Notes from the Field (CARE)
http://we.care.org/blogs/22

ONE Blog
http://www.one.org/international/blog

Poverty Matters (The Guardian)
http://www.theguardian.com/global-development/poverty-matters

Social Media 4 Good
http://sm4good.com

The Salvation Army Blog
http://blog.salvationarmyusa.org

The Water Log (Charity Water)
http://www.charitywater.org/blog

Voices of IREX
http://www.irex.org/blog

World Ark (Heifer International)
http://www.heifer.org/join-the-conversation/blog/index.html

Social Media News and Resources

Mashable
http://mashable.com/social-media

Social Fish
http://www.socialfish.org/blog

Social Media Examiner
http://www.socialmediaexaminer.com

Social Media Today
http://socialmediatoday.com

Resources for Nonprofits by Social Media Platforms

Facebook for Nonprofits (Facebook Page)
https://www.facebook.com/nonprofits

Guide to Facebook and Instagram for nonprofits
https://fb-public.app.box.com/s/8dxyv66biabfnesvr3jj

Google for Nonprofits
http://services.google.com/fh/files/misc/finalgoogleplus-fornonprofits.pdf

Twitter for organizations and nonprofits
https://business.twitter.com/twitter-organizations-nonprofits

YouTube for Nonprofits
https://www.youtube.com/nonprofits

Internet Security

Basic Internet Security Guide
https://flossmanuals.net/basic-internet-security

Social Media and Technology Resources for Nonprofits

Beginner's guide to social media (wiki)
http://npsocialmedia101.wikispaces.com

Global network of online partners offering localized
technology products and services
http://techsoupglobal.org

GSMA Mobile4Dev
http://www.gsma.com/mobilefordevelopment

Help with technology and software decisions for nonprofits
http://www.idealware.org

Initiative by Microsoft to accelerate growth in innovation
and technology in Africa
http://www.microsoft.com/africa./4afrika

Social media learning center for nonprofits
http://www.socialbrite.org

Technology training for social change
http://techchange.org

Tech products and services for nonprofits
http://www.techsoup.org

U.S. Global Development Lab
http://www.usaid.gov/GlobalDevLab

Social Media Resources for Development

Global community of innovators leveraging technology for social good
http://www.plussocialgood.org

Nonprofit social technology company fostering cross-language conversation
http://meedan.org

Open Data portal for the mobile industry in the developing world
https://mobiledevelopmentintelligence.com

Sharing knowledge on the use of ICT in developing countries
http://www.ictworks.org

Social and mobile media resource for nonprofits
http://www.nptechforgood.com

Social Media for Good
http://sm4good.com

Social media tools and strategies for social good
http://casefoundation.org/topic/social-media

Technology community for nonprofits
http://www.nten.org

Tools

Social Media Management and Analytics

Buffer
http://bufferapp.com

Hoot Suite
https://hootsuite.com

Oktopost
http://www.oktopost.com

Simply Measured
http://simplymeasured.com/free-social-media-tools

Social Bakers
http://www.socialbakers.com

Social Mention
http://socialmention.com

Social Oomph
https://www.socialoomph.com

Sprout Social
http://sproutsocial.com

Tweet Deck
https://tweetdeck.twitter.com

Visualization Tools

Easely.ly
http://www.easel.ly

InfoActive
https://infoactive.co

Infogr.am
http://infogr.am

InMaps (LinkedIn)
http://blog.linkedin.com/2011/01/24/linkedin-inmaps/

Many Eyes
http://www-958.ibm.com/software/analytics/labs/manyeyes/#home

NoDeXL
http://nodexl.codeplex.com

Piktochart
http://piktochart.com

Visual.ly
http://visual.ly

SMS Applications

Health messages delivered via SMS to new and expectant mothers
http://www.mobilemamaalliance.org

Interactive SMS applications
http://textit.in

Linking people to jobs and humanitarian aid
http://www.souktel.org

Open source SMS messaging software
http://www.frontlinesms.com

Image Galleries and Editing Tools

Autre planète
http://www.autreplanete.com/ap-social-media-image-maker

Flickr
http://www.flickr.com/creativecommons

PicMark
http://www.picmark.co

PicMonkey
http://www.picmonkey.com

The Noun Project
http://thenounproject.com

Timeline Slicer
http://timelineslicer.com

Link Shorteners

Bit.ly
https://bitly.com

Goo.gl
http://goo.gl

Ow.ly
http://ow.ly/url/shorten-url

Global Petition Platforms

Avaaz
http://www.avaaz.org

Change
http://www.change.org

Thunderclap
https://www.thunderclap.it/?locale=en

Global Donation and Fundraising Tools

Ammado
https://www.ammado.com

CauseVox
http://www.causevox.com

Fundly
https://fundly.com

Global Giving
http://www.globalgiving.org

Indiegogo
http://www.indiegogo.com

Open Source Tools

Crowdsourced world map
http://www.openstreetmap.org

Products for information collections, visualization
and interactive mapping via crowdsourcing
http://www.ushahidi.com

Wiki application
http://www.mediawiki.org

Privacy and Security Tools

Avira
https://www.avira.com/en/avira-free-antivirus

Keepass
http://keepass.info

Personal Firewall
http://personalfirewall.comodo.com/free-download.html

Safer Networking
http://www.safer-networking.org

Publication Tools for Social Media Activities

Storify
http://storify.com

Vizify
https://www.vizify.com

Appendix C:
Planning and Budgeting for Your Social Media Strategy ⬇

Nonprofits have limited resources and while most social media platforms and applications are free, it is necessary to budget for staff, tools and other resources to successfully achieve your objective.

Consider the following questions to help develop an appropriate budget for your social media strategy:

1. What is the timeframe of your social media strategy? Are you planning a one off advocacy campaign or are you setting the foundation for a comprehensive social media program for your organization?

_____

_____

_____

_____

_____

2. Do you have an existing marketing and communications budget? If so, can social media fit into that budget? If not, can you allocate additional resources to the management and oversight of social media?

_____

_____

_____

_____

_____

_____

_____

3. What are your existing resources? Create an inventory of your resources. These can include money, staff, equipment, software and space.

_____

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_____

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_____

_____

_____

4.   Do you have an existing social media presence? If so, what resources are being dedicated towards this presence? How effective is your execution and results?

_____

_____

_____

_____

_____

Allocation of Human and Material Resources

Required Resources

1.   *Dedicated staff to oversee and execute social media strategy* - At minimum, you will need one person, but if you plan to launch a more robust strategy you can consider another full time employee or intern to work together with the staff member. As noted in the manual, it is not recommended to assign this task solely to an intern.

2.   *Equipment* - You will need a computer and access to the Internet. A digital camera with video capabilities is also very important.

Optional Resources

1.   Social media management and monitoring tools
2.   Advertising budget
3.   Graphic designer
4.   Photographer

Allocation of Time

Time required for each platform

1.   Plan editorial calendar (monthly and weekly)
2.   Produce content, e.g., writing, photography, design, etc. (daily)
3.   Publish content; time varies, depending on platform (daily)
4.   Engage with audience (daily)
5.   Monitor and engage with other profiles/channels relevant to your program (daily)
6.   Measure success and impact (weekly)

Optional

1.   Develop an advertising strategy
2.   Launch and monitor advertising campaign

Appendix D: Popular Social Media Platforms

SOCIAL NETWORKING

http://www.facebook.com
http://www.linkedin.com
http://www.plus.google.com

PHOTO SHARING

http://www.instagram.com
http://www.flickr.com
http://www.pinterest.com

VIDEO SHARING

http://www.youtube.com
http://www.vimeo.com

MICROBLOGGING

http://www.twitter.com
http://www.tumblr.com
http://www.storify.com

BLOGGING

http://www.wordpress.com
http://www.squarespace.com
http://www.blogger.com
http://www.movabletype.org

ANALYTICS

http://www.tweetdeck.com
http://www.hootsuite.com
http://www.socialmention.com

Appendix E: Case Studies

Nigerians Harness Social Media to Promote Transparent Elections

CHALLENGE

Nigeria is the most populous country in Africa, marred by a history of widespread electoral fraud since 1923. In 2011, after years of election fraud, voter disenfranchisement and voter intimidation, the voters finally recognized an opportunity for change through social media.

Photo credit: EiENigeria

INITIATIVE

This newfound optimism propelled the civil society group Enough is Enough (EiE) to lead a major voter education and election monitoring campaign by leveraging the power of social media. The campaign was called RSVP, which stood for Register (to vote), Select (your candidates), Vote, and Protect (your vote from fraud). It was widely promoted on Twitter and Facebook in advance of the elections. To gauge signs of fraudulent election activities, EiE also collaborated with the Independent National Electoral Commission (INEC) and established a Social Media Tracking Center (SMTC) to monitor election related posts on Facebook and Twitter. These initiatives would help mitigate the economic constraints posed on traditional media outlets to properly engage with the population and deliver news in a timely manner.

As part of the RSVP campaign, Enough is Enough featured several celebrities in promotional videos on YouTube.

Twitter users Tweeted #NigeriaDecides during to draw attention to the elections.

TWEETS

296,254 comments made by citizens relating to the April 2011 elections using Twitter and other web-based services.

VOTERS

Estimated 70,000 voters contributed to the content.

PHOTOS

1,685 pictures posted relating to the April 2011 elections.

RESULTS

The campaign led to an increased measure of transparency in the election process and the documentation of multiple fraudulent incidents at polling stations throughout the country. The reported incidents included underage voting, multiple voting or "thumbprinting" and identification of common tactics that lead to ballot box theft. Observers used their phones to capture photos or videos of the fraudulent activities and immediately shared them on social media. The sharing of visual evidence proved to be very powerful among social media users, especially those on Twitter. It propelled them to share the images widely with their networks and in some cases, it was said to have curtailed the specific fraudulent activity being reported. INEC's effort to use social media for increased accessibility in hearing complaints and sharing information was also a shift for an organization traditionally known to run an inefficient reporting process during elections. Despite reports of election irregularities, the presidential election represented a major democratic step forward for the country because of the major role social media played to promote a sense of transparency in the process.

Appendix E: Case Studies

Ukrainian Library Association Uses Pinterest to Share Resources and Ideas

CHALLENGE

The Ukrainian Library Association (ULA) had collected visual resources and ideas to share with member libraries and other stakeholders. Libraries often set up book displays to pique the interest of visitors, but sharing ideas on these displays posed some obstacles.

INITIATIVE

In early 2012, the ULA determined that Pinterest would serve as the best way to organize and share their ideas and photos with their member libraries as well as any other libraries that took an interest. The ULA quickly setup their own Pinterest page at: http://www.pinterest.com/ukrlib. Pinterest allowed the easy uploading of all of the photos and infographics in question, as well as many additional library related pins. The files and pins were organized logically into folders, so other libraries could access them, along with anyone else in the world with Internet access.
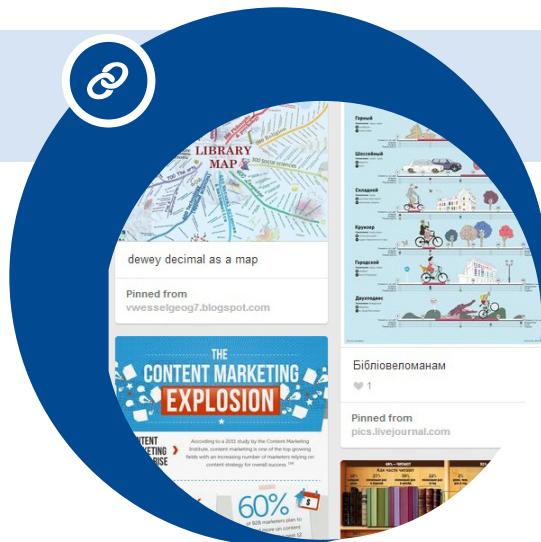
Take a look at ULA's collection of infographics on its Pinterest board.
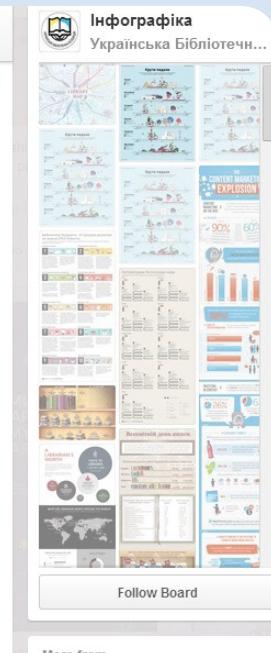
RESULTS

There is an infographic folder that contains 26 files in either Ukrainian or English that libraries can print or reference. There is also a folder including ideas on how to set up book displays, and a folder of promotional materials of the ULA, which includes videos. Other folders share pins on things like Bookfest, or photos of interesting libraries around the world, inside and out. There are also folders with hundreds of images of people reading books. Although these folders were not originally part of the plan, they have served to increase the value of the Pinterest pages and spark new ideas for libraries. A total of 22 boards have been set up with 596 pins. Ukrainian and Russian librarians and libraries have been accessing this resource, including, for example, the State Youth Library of Ukraine. The ULA Pinterest page received additional exposure and recognition when it won an award at the Innovative Library Ideas Marathon 2013 held by Bibliomist.

Appendix E: Case Studies

Viral YouTube Video in Jordan Opens a Dialogue on Verbal Abuse of Women

CHALLENGE

Verbal abuse of women in Jordan was a common problem, to the degree that many of the commonly heard abusive comments would be considered normal and unremarkable. When four activists signed up for a digital film-making workshop, they set out to create a dialogue in Jordan about the problem.

INITIATIVE

Having decided on the issue that they wanted to raise, Jordanian activists Haya al Ramahi, Samah Masoud, Reem Abdeen and Diana Habashneh had virtually no materials to work with, but this did not deter them. Their film-making course provided them with the tools to video and edit, which along with their creativity was enough to make a strong point.

Using a simple white backdrop, a glass of water and ink, they filmed a short video. As typical harmful comments directed towards Jordanian women were heard, the initially clear water sees more and more dark drops of ink land in the glass, symbolizing the cumulative effect of verbal abuse on a person over time. Some of the abusive comments heard were, "Why are you still unmarried?" and "You are forbidden from going to school." At the end of the video, the glass simply breaks from all of the comments and the message "Be Gentle to your Kinswomen" appears at the end of the video. The effect is to put the comments under sharp focus, forcing viewers to contemplate the resulting harm, and the final message.

Watch the video that sparked an online discussion on women's rights in Jordan.

The video was highlighted on IREX's website for Human Rights Day.

VIEWS

The Jordanian video received over 10,000 views on YouTube.

RESULTS

After only three takes and an hour and a half of editing, the activists uploaded their new video onto YouTube and shared it with friends and colleagues using their Facebook and Twitter accounts. The video quickly snowballed in popularity, as more and more viewers quickly shared it and discussed it on several social media platforms. The news site khaberni.com also picked up on the video, doing a story about it and further increasing the exposure and conversation.

Appendix E: Case Studies

Armenians Adopt Open Crowdsourced Platform to Monitor Elections

CHALLENGE

Since Armenia's independence in 1991, every national election has been marred by irregularities. Election monitors have issued reports after each election, often declaring the results to be overall fair and free, but always with irregularities and the opposition claiming falsified results. As the May 6, 2012 parliamentary election approached, there was a need for a robust reporting system that could facilitate citizen reporting and easily validate incoming reports.

INITIATIVE

The Media Diversity Institute and Transparency International learned of Ushahidi, a free, open source platform for crowd-sourcing information from multiple technologies, creating an interactive map of the data with a dynamic timeline. They had programmers customize Ushahidi and created a product they called iDitord, which means iObserver in Armenian. This would allow contributors to send reports via the Web, mobile apps, SMS and Twitter (all Tweets with hashtag #iditord automatically were caught by the system). In addition to Ushahidi, the programmers allowed the incorporation of data from MyNews, a platform which public journalists were already using during election monitoring in Armenia.

A network of NGOs, political parties and Internet activists were trained on how to use the iDitord platform and then encouraged to spread a public awareness campaign. Facebook ads coupled with banners on media partner websites, also created awareness among socially active Internet users. To tackle the question of report verification, iDitord would place a "trustworthy" symbol on reports, including videos or photos, that showed actual violations of election law. In order to earn a "trustworthy" sign, a report had to be approved by an established journalist or observing NGO.
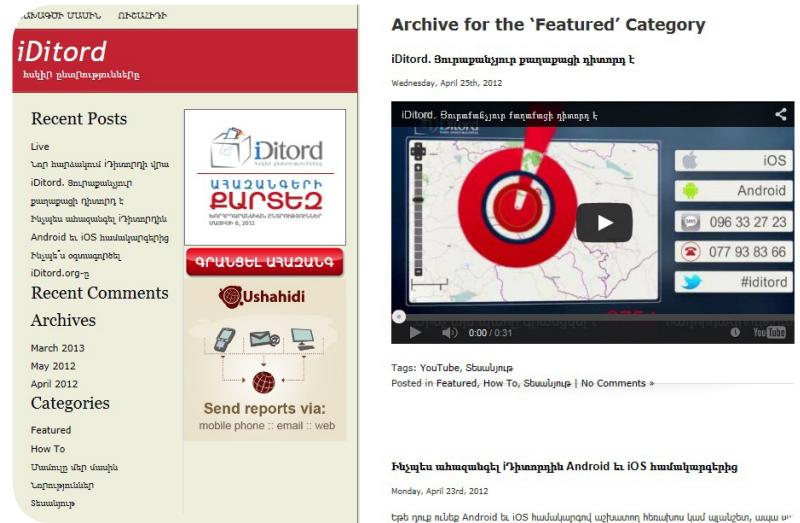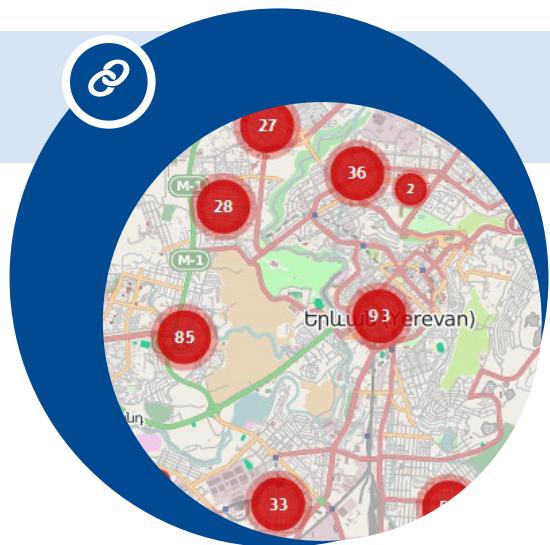
Learn more about iDitord by visiting its website and watching the YouTube video.

RESULTS

Overall, iDitord was a resounding success. Leading up to the elections, on average about 15 reports were coming in daily. By election day, there had been 500 unique visitors to the site and 500 reports of violations had already come in. On election day alone, the site had over 5,000 unique visitors and another approximately 600 reports of violations came in.

By the end of the process, a total of 1,141 reports had streamed in from mobile apps, the Web and Twitter from citizens, NGOs and political parties. Six hundred of these reports were on election day, despite a massive attack on the website, which made it inaccessible for four hours.

A dynamically updated map showed where each of the violation reports took place. When all the submissions were subjected to the verification criteria, 887 out of 1141 reports were marked "trustworthy." The media covered the iDitord project both before and after the election, and it was so successful that it was used once again in the 2013 presidential elections in Armenia.

Appendix E: Case Studies

Young Leaders Join Global Movement and Connect Through Social Media

CHALLENGE

Youth in rural communities of Armenia, Bangladesh and Honduras participate in leadership and community development programs, but rarely do they have the opportunity to learn how to apply the use of new technologies to solve problems in their communities or to use social media to share their best practices with youth in other countries.

INITIATIVE

In 2013, three local youth programs, with the support of Counterpart International, decided to host Social Good Summit meetups in their respective communities to join a global movement and conversation on the use of technology for social good. Social media experts led workshops and exposed the youth to new media and technology tools that could be integrated into their community development programs. The groups each practiced with these tools in their communities and used social media and virtual hangouts to share these experiences with each other.

Counterpart used Storify, *a social network platform that lets users create stories using various social media outlets, to document the tweets, photos and status updates during the Social Good Summit.*

#2030NOW
#SGSYerevan
#SGSCholuteca
#CPSGSDhaka

RESULTS

In Armenia, youth gathered in Yerevan and learned how to create high impact communications pieces by visualizing data and creating infographics. They also learned how to launch crowdfunding campaigns to generate support and awareness for solving problems in their communities. In Bangladesh, youth gathered in Dhaka and learned about the opportunities and challenges in using communication technologies for development. Together, they looked at their country's digital strategy and discovered how citizens and government leaders alike can use social media for advocacy. In Honduras, youth gathered in Choluteca and discussed how they can prevent crime in their communities using social media. They learned how to use Google Maps to map their communities and generate logs of potential triggers in their communities using their mobile phones.

Youth in Bangladesh and Armenia also participated in a cross-border virtual hangout using Skype. They exchanged ideas and tools and discussed their personal experiences in community mobilization and development using social media. Together they laid the groundwork for future cross-border virtual hangouts. The youth learned how to promote these activities on social media in real-time through Twitter and Facebook. They posted photos with their mobile phones and created unique hashtags for their meetups that corresponded to the Social Good Summit hashtags used around the world, and joined 120 other countries in the active global conversation led by the Social Good Summit.

Appendix E: Case Studies

SalamaTech Wiki Provides Vital Information on Internet Security to Activists in Syria

CHALLENGE

The Syrian government is on the "Enemies of the Internet" list, and the government security forces completely control and monitor the Internet. Web sites are blocked without notice and users are monitored and arrested for their online activities. After the start of the Syrian uprising, the government stepped up these efforts by launching the Syrian Electronic Army to further penetrate and discover activists on the internet.

Syrian activists needed to use online media in order to organize themselves and communicate with their followers. Most knew little to nothing about internet security, and their activities were putting them in danger. With very little reliable and up-to-date information available to these activists in Arabic, there was a need for educational materials to be on the Internet and information security that would could be freely available and widely accessible for individuals and organizations in Arabic.

INITIATIVE

To address this information gap and security risk, SalamaTech, an organization dedicated to the online security of Syrians, launched SalamaTech Wiki in August 2013. Salama means "safety" in Syrian, and Salamatak means "your safety." Therefore, SalamaTech, which sounds almost the same as the Salamatak is a play on words which makes the name memorable and meaningful. A wiki platform was chosen over other possible solutions like a PDF document or a blog because it allows instant updating, easy to navigate page structures and can even allow visitors to the site to edit the wiki and add more information. The additions are fact-checked by the SalamaTech Wiki team to ensure the reliability of the information.

الصفحة الرئيسية

جديدنا New

نظام التشغيل الأمن يوفيرتوس لينوكس   uVirtus

إجراءات سلامتك المبسطة SOPs

الخصوصية في فيسبوك ok

يمكنك الآن ...

نقاش   الصفحة

الصفحة الرئيسية
أحدث التغييرات
صفحة عشوائية
مساعدة

صندوق الأدوات

اتصل هنا
ذات علاقة
*خاصة

Why does SalamaTech matter to Syrian

SalamaTech Syria

- **enables** humanitarian and local governance actor
- **supports** community resilience in the midst of
- the capacities of citizen journalists
- ctivist networks

Download this PDF to learn more about SalamaTech and its importance for Syrian citizens, activisits and humanitarian actors.

RESULTS

Five months after the launch of the wiki, the SalamaTech wiki team has published nearly 100 articles on Internet security in Arabic. These wiki pages have been visited by 15,000 unique visitors in that same period. They continue to promote the wiki through the SalamaTech Facebook and Twitter accounts and have organized two workshops on Internet security, sharing content from the wiki. The wiki has also received coverage in articles posted in many alternative media outlets such as Enab-Baladi magazine, Oxygen Magazine, Baladna FM. SalamaTech Wiki has gained additional exposure and trust by partnering with a number of organizations, which their activist-followers trust, such as the local coordination committees (LCCs), the cyber-arabs.com blog, Al-Seraj humanitarian relief organization, the Syrian Relief Network (SRN), the Violation Documentation Center (VDC), Syrian Needs Analysis Project (SNAP), and many others. As a result of the wiki, political activists, humanitarian aid workers, and citizen journalists now have up-to-the-minute updates in Arabic on internet security measures. With this knowledge they can maintain their online anonymity, increase their safety, and continue their advocacy efforts.

Appendix F: Sample Release Waiver

RELEASE WAIVER

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the undersigned, agree as follows:

1. I agree to be photographed, recorded and videotaped by _____ and its agents ("Company") in connection with my participation in _____ _____ (event) on _____ (date).

2. I hereby irrevocably authorize Company and its affiliates to copyright, publish, reproduce, exhibit, transmit, broadcast, televise, digitize, display, otherwise use, and permit others to use, (a) my name, image, likeness, and voice, and (b) all photographs, recordings, videotapes, audiovisual materials, writings, statements, and quotations of or by myself (collectively, the "Materials"), in any manner, form, or format whatsoever now or hereinafter created, including on the Internet, and for any purpose, including, but not limited to, advertising or promotion of Company, its affiliates, or their services, without further consent from or payment to me.

3. It is understood that all of the Materials, and all films, audiotapes, videotapes, reproductions, media, plates, negatives, photocopies, and electronic and digital copies of the Materials, are the sole property of Company. I agree not to contest the rights or authority granted to Company hereunder. I hereby forever release and discharge Company, its employees, licensees, agents, successors, and assigns from any claims, actions, damages, liabilities, costs, or demands whatsoever arising by reason of defamation, invasion of privacy, right of publicity, copyright infringement, or any other personal or property rights from or related to any use of the Materials. I understand that Company is under no obligation to use the Materials.

4. This document contains the entire agreement between the Company and the undersigned concerning the subject matter hereof.

Date: _____   _____
                                  Signature of Participant

                                  _____
                                  Name of Participant

(Note: If participant is a minor, please secure the name and signature of the participant's parent or legal guardian)

#SMGuide4CSO

www.usaid.gov/SMGuide4CSO