HOW TO CREATE A COMMUNICATION STRATEGY FOR A NEW NGO

"Communication is like gym training.
You can't get a perfect body after the first training.
However, if you continue to do sport day by day you'll get the result".

Created by:
Nina Loginova
Tania Hisami Gonzalez Manzo
Vera Kholstinina

Table of content

In the modern world, it's important to show your NGO live and projects on social media. You may have heard the expression "if there is no information about an event in media, there was no event", and it's absolute truth. You need to communicate with your audience, need to share the details of your projects on social media. These help you to create an image of your organisation and find new participants and partners.

There are a few important steps in communication strategy and we will look through them in this chapter.

Why Social Media is Important for an NGO?

You can use social media to interact with your audience, engage them in your activities and grow your NGO into a global movement. Indeed, social media for NGOs is absolutely essential. Before we explain what the top three social networking platforms can offer your organization, here are the key benefits of expanding your social media presence. You can:
- present your work to a global audience;
- grow interested in your cause;
- get into contact with supporters; and
- generate a global conversation!

In this post, we'll explain why it's essential that your NGO takes advantage of social media and some of the key features you should use to benefit from digital platforms.

Why Should NGOs Be Using Social Media?

Social media gives you the power to share pictures, videos, and text that can reach a global audience. This will give people the opportunity to:
- gain insight into your work;
- become involved in your cause;
- volunteer;
- donate; and
- give you feedback.

This is a great opportunity for you to get into contact with other organizations in your area and potential donors. Although it can be difficult to constantly come up with SM posts, it's definitely worth it in the long term.

Social media has grown to accommodate all the needs of social causes, meaning that it's perfectly adapted to help your NGO. Most digital platforms now have functions to help you:
- organize fundraisers;
- plan events;
- coordinate volunteers;
- encourage donations; and
- share ideas!

This helps people get involved from the comfort of their own homes! So, here are the three most popular social media platforms available today and some of the benefits they can offer you.

STRUCTURE OF A STRATEGY

- **Idea & objectives - what do we want to share with an audience, what do we want audience to feel/do with or for us - relate to vision and mission of NGO.**

It's important to build your communication strategy according to your NGO's mission and vision. From every message you send to your audience people should see what is the main goal of your organisation. E.g if you work in the media literacy field even an invitation to your NGO's anniversary celebration should be related with this topic.

- **Audience & communication style**
  Target audience, donors and partners

Determine the target audience: gender, age, family, hobbies, social status. Constantly study the target audience: who is interested in the project, how the target audience is developing and changing. To do this, we use the tools of social networks: questions, voting, etc., comments and messages. Target audience helps choose: channels, tone of voice, priority publication formats

Work with partners and donors: joint publications, work for relevant target audiences, native advertising of partners and donors.

- **Channels (offline and online and how to choose the best)**

Media, social media, posters on the walls, small talks on the trains - there are a lot of different ways to communicate with your audience and attract new partners. Try to choose several channels to communicate but remember that each and every channel has its own specific.

The fundamental difference you should always keep in mind is the target audience and communication style. E.g it's easier to find young people in social media. To deliver a message to people in their 50 it's better to choose newspapers or personal meetings.

- **Content plan (formats, dates, frequency)**

A content plan is a navigation tool that helps you to systematize the topics, formats and channels of communication. It can also help you to analyse your audience's behaviour.

E.g you make a post abour cats and get 3 likes. Next day you make a post about dogs and get 33 likes. Obviously, your audience is more interested in the second topic.

Here is a content plan template you can use. Note that it helps to organise different formats in one structure. So you can always add sometging interesting for the audience.

	sun	mon	tues	wed	thurs	frid	satur
format	survey	article	music	cards	video	podcast	voting
topic	dogs or cats?	famous cats	songs about cats	cat breeds	funny cat	how to choose cat food	the funniest photo of your cats
analysis							

- How to involve the audience

Questions, quizzes, tests and voting - these are the formats helping to involve the audience in communication. Challenges and flash mobs help to create the community and spread the idea. It's also useful to react to trends and create posts about actual events that are discussed a lot amon your audience.

There is also a phenomena of the first like. It's hard for people to share their opinion so be ready to ask your friends or colleagues to like and share the content you've created. It will also activate social media algorithms that should promote posts with a bigger amount of likes and sharings. It's also good to use new features. All platforms promote content created with new features so they could test it. For you it's an opportunity to promote the posts you've created and make them seen to the bigger audience.

SOCIAL MEDIA. HOW TO CREATE AN ACCOUNT

FACEBOOK
How to Create a Facebook Fan Page
Creating your Facebook fan page is the first step in Facebook marketing. Create a Facebook Fan Page as a way to keep in touch with your customers. Use the channel to build your brand and to gain the ability to respond quickly to customers' comments, feedback, and questions. Your Facebook fan page should be a dynamic and interactive digital hub for your brand. Here's how to get started.

Step 1: Choose a Category and a Page Name
Choosing the right category and page name helps your fans, customers, and prospects to find you easily. It also lets those who don't know about you discover instantly who you are and what you do. Picking the right category and page name also helps with SEO (search engine optimization) and allows for extra visibility and traffic from search engines.
Examples you can use:
- Company Organization or Institution
- Cause or Community

Step 2: Add Logo and Other Images to Your Fan Page
Next, you'll want to load your logo and some images. Assume you have been marketing your business for some time across multiple channels. You'll want to keep your logo consistent. Your photos should give visitors an instant understanding of your business and the products or services you provide.

Step 3: Fill in the Details. Let the World Know What Your Page is About
Fill in the basic information about your business and add your website URL. Think of Facebook as a social window to your business. What you write here helps create first impressions. So use the right personality and voice to represent your business well.

Step 4: Tweak the URL for a More Memorable Facebook Address
Facebook automatically gives you a dedicated URL for your Facebook fan page. However, the original one (default URL) is a mishmash of numbers, characters, and weird symbols no one would ever remember. Instead your Vanity URL and change the address of your page to be more descriptive of your business. This will make it easier to remember and to promote later on.
Step 5: Work on a Cover Photo
Think of cover photos as flexible billboards. You can change the photo as many times as you like. The standard size for the cover photo is 851 by 315 pixels. And it will be the first impression visitors get of your brand on Facebook. Here are some of the choices you might consider:

- Pictures of people using your product.
- Custom graphics or photos that tell a story about your business or brand.

- Other materials related to your product or service: Album artwork for musicians, a menu for restaurants, etc.
- A creative blend of images and graphics, perhaps incorporating both the cover photo and logo image, that tells something interesting about your business or simply attracts attention.

Get to Work on Your Fan Page
Building Your Timeline and Writing Your Posts
The Facebook timeline on your fan page is at the heart of engagement and brand building for your business. Facebook has added some new features such as the ability to "pin posts" and to showcase larger stories with extra large photos, videos, and links to drive more engagement.

You can add a "star" to highlight important stories or you can hide/delete stories if you decide not to display them on your timeline.

You may even set milestones to define your key moments in history: Your startup date, your achievements, new branches, etc. You also have the ability to add specific milestone photos (843 by 403 pixels) as a way to use visuals for image enhancement.

Keep Track of Engagement
As you go about posting information, tips, updates, photos, and milestones and responding to comments from your new fans, you'll also want to keep an eye on how your engagement progresses over time. Facebook provides you with all the tools you need to study engagement.
To start with, your friend activity snapshot gives you an overall look into how many of your friends like your page. You might choose to invite more people to your network when you think they'll benefit from it. On your "Friend Activity" feed, you'll also get to know what others have to say about your business.

Promote Your Facebook Fan Page
Once your Facebook fan page is live, it's time to let the world know. Facebook gives you several ways to promote your fan page. You can "invite friends" or "promote your page" using paid advertisements targeted to other users.
Your Facebook fan page, like any other digital property you own, has value by itself.
So, it makes sense to promote and market your fan page just like you'd promote a website.

Of course, you could go full-steam ahead on promotions (discussed in detail below): Do guest blogger outreach programs, launch webinars, give away free reports or whitepapers, and get into conversations with other Facebook fan's pages.
You can join groups within and outside of Facebook, "like" other sites in hopes they will come back to "like" your page, and even use offline promotions to get the word out.
Promotion > Exposure > Fans > Reach and engagement > Business.

INSTAGRAM

Download the Instagram app once the app has been installed, tap 📷 to open it.

1. Tap Sign up with email address or phone number (Android) or Create a new account (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap Next. You can also tap Log in with Facebook to sign up with your Facebook account.
2. If you register with your email address or phone number, create a username and password, fill in your profile info and then tap Next. If you register with Facebook, you'll be prompted to log in to your Facebook account if you're currently logged out.

Then you need to change your Profile to Business On Instagram, you can convert your personal profile to a business account to access features that can help you grow your business. To switch your profile to a business account: Go to your profile and tap in the top right-hand corner. Tap Settings.

1. Tap Account.
2. Tap Switch to a professional account.
3. Tap Continue.
4. Select a category for your business and tap Done.
5. Tap OK to confirm.
6. Tap Business.
7. Tap Next.
8. Add contact details and tap Next. Or tap Don't use my contact info to skip this step.
9. If you'd like, you can follow the steps to connect your business account to a Facebook Page associated with your business. This step is optional and will make it easier to use all of the features available for businesses across the Facebook family of apps. At this time, only one Facebook Page can be connected to your business account.
10. Tap X in the top-right corner to return to your profile.

With a business account, you'll be able to access insights that can help you understand who is engaging with your business on Instagram. You'll also have access to the professional dashboard, where you can track your performance, access and discover professional tools and explore educational information curated by Instagram.

You also have the option to display or hide your business category and contact information on your profile. After setting up, go to your profile and tap Edit profile. Go to Profile display under Public business information to choose whether you want to hide or display your category label and contact info. Then, tap Done.

PINTEREST

Pinterest terminology

- **Pins:** All content shared on Pinterest is a pin – i.e., ideas to inspire you. When you click on a pin, it links back to a website.
- **Pincodes:** Sort of like QR codes, Pincodesn are special codes you can create to unlock your business's curated boards and profile on Pinterest. Users can enter the code to be taken directly to your suggested boards.
- **Pinners:** This is what Pinterest calls its users.

- **Boards**: Sort of like visual bookmarks or digital bulletin boards, boards are how you organize your pins.
- **Group boards:** A group board is a collaborative board owned by one user. Owners can add other users to contribute to the board. You can ask to join a group board, but the board's owner has to send you an invite.
- **Archived boards:** You can archive a board you no longer use but don't want to delete. Archived boards won't show up on your profile, and you'll stop seeing suggestions related to the board. For example, you can opt out of seeing wedding dresses after the big day has passed.
- **Feed:** Similar to a Facebook or Twitter feed, this is a group of pins from people you follow or what Pinterest thinks you'd be interested in.
- **Hashtags on Pinterest:** Hashtags on Pinterest work as they do on other social media platforms like Instagram – they make it easy for other pinners to find your pins and relevant content.
- **Lens:** This uses your smartphone's camera to suggest pins based on the pictures you take. For example, if you snap a picture of an outfit, it'll show you similar outfits.
- **Comments**: You can add comments to other users' pins.
- **Save:** When you click on a pin, you have the option to save, send or hide. When you save, you pin it to one of your boards.
- **Sending pins:** You can send pins to other users or non-Pinterest users in private messages.
- **Tagging**: You can tag other users using the @ symbol.
- **Messages:** You can send private messages to other Pinterest users.

Pinterest terminology
- Pins: All content shared on Pinterest is a pin – i.e., ideas to inspire you. When you click on a pin, it links back to a website.
- Pincodes: Sort of like QR codes, Pincodesn are special codes you can create to unlock your business's curated boards and profile on Pinterest. Users can enter the code to be taken directly to your suggested boards.
- Pinners: This is what Pinterest calls its users.
- Boards: Sort of like visual bookmarks or digital bulletin boards, boards are how you organize your pins.
- Group boards: A group board is a collaborative board owned by one user. Owners can add other users to contribute to the board. You can ask to join a group board, but the board's owner has to send you an invite.
- Archived boards: You can archive a board you no longer use but don't want to delete. Archived boards won't show up on your profile, and you'll stop seeing suggestions related to the board. For example, you can opt out of seeing wedding dresses after the big day has passed.
- Feed: Similar to a Facebook or Twitter feed, this is a group of pins from people you follow or what Pinterest thinks you'd be interested in.
- Hashtags on Pinterest: Hashtags on Pinterest work as they do on other social media platforms like Instagram – they make it easy for other pinners to find your pins and relevant content.

- Lens: This uses your smartphone's camera to suggest pins based on the pictures you take. For example, if you snap a picture of an outfit, it'll show you similar outfits.
- Comments: You can add comments to other users' pins.
- Save: When you click on a pin, you have the option to save, send or hide. When you save, you pin it to one of your boards.
- Sending pins: You can send pins to other users or non-Pinterest users in private messages.
- Tagging: You can tag other users using the @ symbol.
- Messages: You can send private messages to other Pinterest users.

Download Pinterest App onto your device to create a Pinterest account.
1. Open the Pinterest app on your device
2. Enter your Email address, then tap Continue
3. Create a Password, then tap Next
4. Enter your Age, then tap Next
5. Select how you identify
6. Select your country or region, then tap Next
7. Select 5 or more topics, then tap Next
8. If you'd like, follow creators based on your interests, then tap Done

If you're an employee or an agency partner creating a business account to access your company's or client's add account we recommend using your professional email address and your own name rather than the name of your business. This helps the owner of the account identify and validate the people who have access to their account.
1. In the top right-hand corner of your screen, click Sign up
2. Click Create Business Account
3. Enter your email address, create a password and enter your age
4. Click Create account
5. Fill in the fields to Build your profile, then click Next
6. Fill in the fields to Describe your business, then click Next
7. Select whether you want to run ads, then click Next
8. Select where you'd like to start or click the x icon
   to go to your new Pinterest business account

LINKEDIN
The Largest Professional Network in the World
A LinkedIn Page allows you to represent your organization on LinkedIn. Pages can help LinkedIn members learn about your business, brand, products and services, and job opportunities.

Before you create a Page, you must have a LinkedIn account. We highly recommend reviewing our best practices before creating a Page. Page creation is currently available on the desktop only.

To create a Page:
1. Click the Work icon in the top right corner of your LinkedIn homepage.
2. Scroll down and click Create a Company Page.
3. Select the Page type you'd like to create from the following options:

        ○   Company
        ○   Showcase page
        ○   Educational institution
4. Enter your Page identity, Company or Institution details, and Profile details information.
5. Check the verification box to confirm you have the right to act on behalf of that company or school in the creation of the page.
6. Click the Create page button.
        ○   If you receive a red error message, you'll need to troubleshoot creating your Page.
7. Click Start building your page! to complete your LinkedIn Page

YOUTUBE
Creating a YouTube channel using your Google account
If you have a Google account, you can watch, share and comment on YouTube content. However, Google accounts don't automatically create YouTube channels. Getting a new channel set up is a simple and quick process, though.
1. Go to YouTube and sign in
Head over to YouTube.com and click 'sign in' in the top right corner of the page:

Then log in using the Google account you'd like your channel to be associated with:

2. Head over to your YouTube settings
In the top right corner of the screen, click on your profile icon and then click "Create a channel."

Where to find the YouTube "create channel" link

3. Create your channel
Next, you'll have the option to create a personal channel or a create a channel using a business or other name. For this example, we'll choose the "Use custom name" option, which is recommended for small businesses and brands: You have the option to create a YouTube channel with your name or a custom name.
Next, you'll name your channel.

Creating a name for your YouTube channel
Note: As you'll see from the settings at this step, creating a new channel name will also create a new Google account with its own settings and YouTube history. This account nests within your main Google account and can be fully managed from the Google settings. It's quite useful as you can use this new account to like and comment on other YouTube videos and participate in YouTube as your brand.
After this step, you'll have the chance to further customize your channel. You'll see options for:
● Uploading a profile picture
● Adding a description of your channel
● Adding links to your sites – this can include custom links to a website or blog as well as social links to Instagram or Twitter

Further settings for your YouTube channel – profile picture, description, and links

How to create a YouTube channel if you don't already have a Google account
If you don't already have a Google account set up, you'll need to create one before you get started on YouTube. To do this, simply follow the below steps:
1. Head to YouTube.com
2. Click 'Sign In'
3. Now, choose the option to create a Google account
4. Follow the steps to create your Google account

Now, you're all set up with a Google account and can follow the above steps to create a YouTube channel.

OFFLINE COMMUNICATION

In the online world, offline communication can be underastimated as it's easier to create online activities: wider audience, easier to share. This means that offline communication becomes more luxurious and helps to create a stronger community.

It's important that such communication can be long in terms of time. You can give t-shirts or pins to participants so they can recognize each other all over the world. Or you can send postcards to your members or partners all over the world. It would be personalized and help to keep them involved. You can also create some mystery around your organization or project using banners or graffities (if they are alllowed). There are a lot of examples when such actions caused the interest of different people. E.g. posters with inspiring quotes made in organization or project style on the walls of buildings where your audience can see them.

USEFUL TOOLS

Canva
https://www.canva.com
You can find their templates for all social media for your daily work. Provides free accounts for non-profit organisations. There is a mobile app as well. So you can use Canva even without a laptop. That can help you to save some time.

Photoshop
https://www.adobe.com/products/photoshop.html
We strongly recommend checking Youtube https://youtu.be/61mkx_OV61s - in this video you can learn the Basics in 13 min!

Wondershare
https://www.wondershare.com
This is a program for Video Editing, Filmora Video Editor comes with a modern, intuitive, and user-friendly interface, which makes it easy for anyone to become a great video editor. Simply drag and drop your media files to the timeline, then you can easily edit your clips and rearrange sequences of clips anytime you want. Everything is made easy, simple, and fast with Wondershare Filmora video editor. That's the first reason that I recommend you to download the Filmora video editor. - check this video https://youtu.be/6a96youCTB8

All these tools have a free trial or a plan free of charge.

CONCLUSION

We think that social media communication is Vital in 2022 for any kind of business or any NGO, it help you to connect with the target and to show your vision in the meanwhile you can connect with millions of people around the world.
Communication is like gym training. You can't get a perfect body after the first training. However, if you continue to do sport day by day you'll get the result. The same is with media. Little steps day by day leads you to the result you need.