Communication and Media Engagement Module



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Acronyms

CTC Core Trainers and Coaches

FIAP Feminist International Assistance Policy

GAC Girls advocacy alliance

GE Gender Equality

KAP Knowledge, Attitudes, and Practices

PIA Participatory Institutional Assessment

PIE Plan International Ethiopia

PR Public Relation

TV Television

WOs Women Organizations

WVL Women's Voice and Leadership

Introduction

Women's organizations (WOs) in Ethiopia increasingly realize that they must use communication strategies to guide their mission and work and to attract funders. Yet many WOs have a small staff and often devote much of their time and revenue towards programming, leaving little time for strategic communication efforts.

The WVL - Ethiopia is a five-year initiative (March 2019 to March 2024) being carried out by Plan International Ethiopia (PIE), Plan International Canada, and the WO Collective[1], through the support of GAC. The project is part of a global initiative launched by GAC under FIAP which has an explicit focus on strengthening and supporting WOs and movements that advance women's rights, gender equality, and the empowerment of women and girls, while also supporting evidence-based advocacy and program delivery for gender equality. The initiative aims to support WOs with the capacity, resources, and opportunity to realize their mission and vision, address their organizational challenges, promote efficiencies in programming, and create a platform for coordinated advocacy and networking. The ultimate outcome of WVL-Ethiopia is the increased achievement of gender equality and the empowerment of women and girls. To achieve its ultimate objective, a three-pronged strategy was developed to 1) build the organizational and technical capacity of local, regional, and national WOs and networks; 2) provide responsive funding mechanisms to strengthen the delivery of high-quality women's rights and gender equality programs and initiatives; and 3) support networks to undertake collective action and advocacy.

In support of improved management and sustainability of WOs advancing gender equality, particularly those representing vulnerable and marginalized women and girls, the project will focus on enhancing the organizational and technical capacity of WOs. Taking a feminist approach premised on principles of agency and meaningful and empowering processes, the WOs will be supported to undertake Participatory Institutional Assessments (PIAs). While the PIA will guide the WOs in strengthening their leadership, operations and sustainability, it will also help identify and prioritize the common capacity development needs across the organizations.

[1] The WVL – Ethiopia project in partnership with four women's organizations (WOs), namely the Network of Ethiopian Women's Associations (NEWA); Union of Ethiopian Women Charitable Associations (UEWCA); Ethiopian Center for Development (ECD); and Ethiopian Women Lawyers Association (EWLA), hereby known as the "WO Collective".

Communication and Media Engagement Module

This will inform the common training modules to be developed and delivered to the WOs by a team of CTCs from within the women's movement in Ethiopia along with ongoing mentorship.

The Communication and Media Engagement Module was identified as one of the seven capacity-building modules to be developed under the WVL-Ethiopia project; validated by the WOs ahead of development.

Course Overview

Objectives: This module aims to enhance WO's communication efforts by supporting the WOs to develop a solid communication plan and coaching them on effective communication strategies with their target audiences. The module is intended to be a reference guide to support, coach, and train the WOs in developing strong messages, maximizing efforts of smaller staffing structures to effectively communicate using traditional and social media, and how to measure and evaluate the results of communication activities.

Knowledge, Attitudes, and Practices (KAP)

In advance of developing this course module, WO beneficiaries under the WVL-Ethiopia project were consulted during the PIA validation workshop to better understand what knowledge, attitudes, and practices of WO's thecommunication and media engagement module will contribute to strengthening. The following areas were identified:

Knowledge	Attitudes	Practices
• Types and different usages of communication and media platforms • Use and application of an engagement strategy/plan • Principles of effective communication • Media engagement opportunities and approaches	• Advocacy perceptions • Promoting GE and women's empowerment related issues to the media • GE friendly communication platforms	• Develop communication and media engagement strategies/plans • Conducting media interviews • Website development • Media platform communication skills • Use of appropriate GE language in communications

Course Outline:

The course will take place over a series of four days and will cover the following sessions:

Day	Session	Objective(s)	Time
1	Introduction to Communication and Media Engagement Foundations	Understand communication basics, barriers, and the importance of effective communication	6:15 hrs
2	Implementation of Communication Strategies/Plans	Develop a communication strategy/plan and clear roles and responsibilities for implementation.	5:15 hrs
3	Women and girls centered communication and media engagement	Understand your target audience to design suitable communication content and select appropriate media platforms.	4:30 hrs
4	Media Engagement	Understand the importance of different media platforms, reach, and relationships with the media	5:15 hrs

Session 1: Introduction to Communication and Media Engagement Foundations

Objectives: By the end of this session, participants will

- Determine the foundations and principles of communication better;
- Learn how to communicate effectively
- Recognise the barriers of communication and how to navigate them
- Recognise the importance of effective communication

Time

- 6 hours and 15 minutes

Agenda

Session	Time
Fundamentals of Communication	2:00 hrs
Benefits of Effective Communication	2:00 hrs
Communication Skills	2:00 hrs
Best Practices of Effective Communication	15 minutes

Facilitation Notes and Tips

1. Greet participants and explain the objectives for the session. (The objectives are stated at the beginning of this chapter.) (10 minutes)
2. Ask participants to introduce themselves by giving background on their careers and stating what they would like to get out of the training workshop. (About 5 minutes per participant)
3. Ask trainees to appoint a participant representative and to set ground rules for arriving on time, cell phone use, class attendance and the duration of lunch breaks. Ask the representative to write these rules on a flipchart and stick it on the wall. (5 minutes)
4. Trainees tend to arrive late on the first day, so it is helpful to schedule an extra 30 minutes for the first session to accommodate the "waiting time" and prevent the rest of the day from having to be rescheduled if participants arrive late.
5. Ask participants to reflect on what they know about communication from their experience and work environment. (About 20 minutes)
6. Explain some communication basic concepts from the handout and develop the concepts with questions and reflections from the participants
7. Group exercise: divide the participants in two groups. Ask group one to stand in line next to each other with one arm distance between them while watching the persons back. Tell the other group to observe the activities. After informing the participants, tell the person at the end one message and tell them to pass it to the person next to them. (30 minutes)
8. Ask the observers and participants of the activity about the process, the challenges, and opportunities. And what they have noticed during the exercise.
9. Give organized conclusion on the discussion points. Make short explanations from the handout.

Note: These steps may also apply for the other sessions below. The trainer should follow and control the activities during the sessions. The important thing is to keep the sessions participatory and active.

Fundamentals of Communication

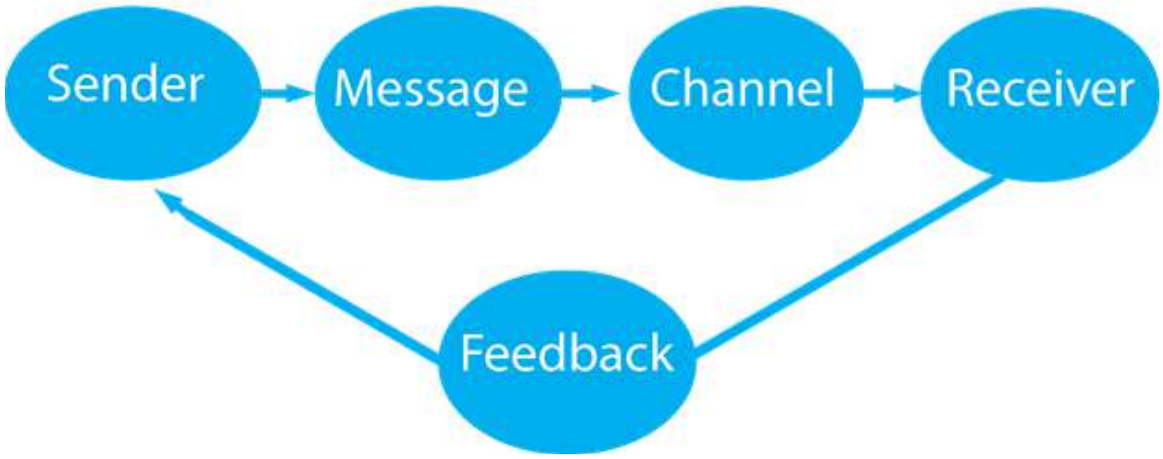


Figure 1: Communication Cycle

Below are eight concepts that help to understand how communication works and how miscommunication can occur.

Senders & Receivers: Communication cannot occur without someone to send a messageand someone to receive it. Communication is about making a connection between the sender and the receiver.

The Message: What is being said, signed, gestured, or read? Whether verbal or nonverbal, this is what the sender is attempting to communicate to the receiver. The message is the information to be communicated (need, thought, feeling, success, key message.)

The Code: In communication theory, a code is amethod used to formulate amessage. Oral language is a code and so is the written word. For a code to be effective, it must be mutually understoodby the speaker and receiver.

The Channel: This is the means of passing or transmitting once a message is coded. Examples of channels include fiber-optic cables, radio signals, print materials, or even simple semaphore flags.

The Medium: If the channel is the means of transmission, the medium is the means of communication. The difference between them is easier to understand by looking atexamples. A television show is a medium, while television itself is a channel. A poem is amedium, whereas the book it iswritten in is a channel.

The Noise: "Noise" in communication is both literal and figurative. Sometimes noise isphysical interference in a signal, as when a storm disrupts a satellite uplink. Sometimesnoise is mental, when prejudice or bias against the sender may impair thereceiver's ability to accept their message.

The Environment: This is the context in which communication takes place. It influences how messages are sent and received. Think of how cultural contextsaffectwhat can andcan't be spoken publicly.

Feedback: It is important to avoid becoming so involved in the act of explaining somethingthat feedback from the receiver is overlooked. Feedback helps us to calibrate howour message is being taken and to adjust based on whether this feedback is positive ornegative. It is essential in figuring out whether the recipient has properly understood, decoded, accepted, and used the message.Most humans have a certain inborn capacity for this, but this capacity must bedeveloped via socialization or through learning to reach full fruition.

Telephone Game on Communication Process

1. ***Getting Started.*** *Players must sit in a circle or stand in a straight line. They need to be close enough that whispering is possible, but not so close that players can hear each other whisper.*
2. ***Begin the Game.*** *The first person in the line or circle whispers a word or phrase into the ear of the person sitting or standing to their right.*
3. ***The Game Continues.*** *Players whisper the phrase to their neighbors until it reaches the last player in line.*
4. ***The Conclusion.*** *The last player says the word or phrase out loud so everyone can hear how much it has changed from the first whisper at the beginning of the circle or line.*

Rules for Telephone Game:

- The word or phrase can only be whispered once, so players must pay close attention.
- The word or phrase should never be ~~a~~ too familiar; you want to make sure it changes as it is whispered.

- Only one player – the first – should know what the word or phrase is. The facilitator of the game may wish to have the original phrase or word written down.

The Objectiveof the Game

The main purpose of the Telephone Game is for the amusement of the players. However, there are some additional benefits for those playing. The Telephone Game:

- Helps clearly show how small misconceptions can end up making a huge difference.
- Is fun for the players, generates laughs, and helps a group relax.
- Serves as a springboard for discussing the importance of active listening.

Communication Basics

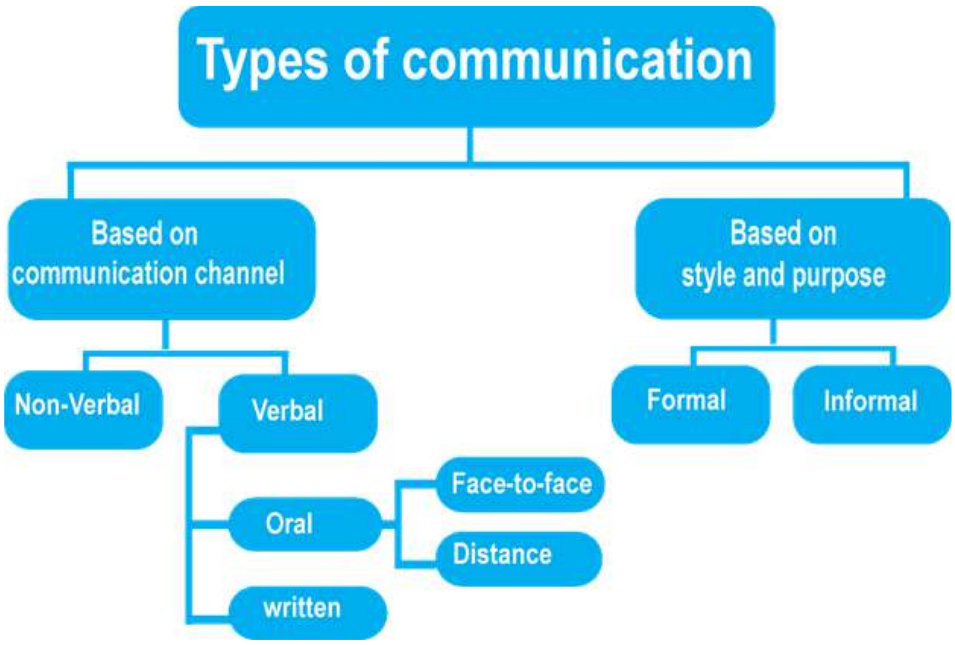


Figure 2: Different Types of Communication

Importance of communication

A large portion of our lives is spent communicating with others. Sharing your thoughtsand understanding another person's feelings are essential skills for functioning in anysociety in the world. We're constantly communicating every moment, through variousforms, channels, gestures, and expressions, all as a natural reflection of ourselves.Different studies by scholars show that people who can communicate effectively are successful in every field of life. Also, in the organizational setup, communication connectsevery member of a project team to a common set of strategies, goals, and actions. Communicationis the main tool to establish healthy, trusting relationships with our team andstakeholders.

Communication and Media Engagement Module

As a women’s organization, we communicate to raise awareness, show our organization's actions, and impact, and attract funders.Communications encompass a range of areas, including:

- brand development
- reputation management
- public relations
- promotions
- communications
- social media relations
- stakeholder engagement

Effective communication

Effective communication skills are an essential part of our everyday lives.Communication skills take on increased importance at work when groups of peoplewith individual skills and tasks need to come together and collaborate to achieve theorganization’s goals.Among all members of the team, effective communication skills are most vital for project/organization success. When we think about how team members and managers of anorganization can improve their communication skills; we often only focus on the output:when to say something, how to say it, and how often. While these are all core componentsof communication, it is also important to know how to listen, facilitate work, andmanage emotions.

Benefits of Effective Communication

Let’s explore some benefits of effective communication internally and externally

Building trust: Effective communication fosters trust with others. This includes thebeneficiaries of our interventions, our stakeholders and partners, and the public. Themore we communicate the more we get trust from those around us.

Preventing or resolving problems: The ability to communicate effectively plays a larger role in resolving conflicts and preventing potential ones from arising. The key is to remaincalm, make sure all parties are heard and find a solution that is ideal for everyoneinvolved.

Providing clarity and direction: With effective communication skills, you’re able todeliver clear expectations and objectives for your team. This involves finding constructiveways to point out when something isn’t working as well as providing helpful feedback toget people back on

track. They will understand their specific tasks and responsibilities,as well as those of their teammates, which will help eliminate conflicts and confusion.

Create better relationships: good communication also improves relationships andhelps us to build new relationships and maintain them with our partners, donors,beneficiaries, and other stakeholders.

Increased engagement: ~~as~~ the more, we communicate our goals and vision, actions,and results, the more it will create more allies to our cause as more people are informed onwhere to collaborate, support, and engage. By prioritizing effective communication,organizations can increase engagement, and thus boost satisfaction among partnersand stockholders.

Improves productivity: Organisations and their circles may concentrate more on their role and achieving outcomes when they are aware of their duties, the roles of others, and the expectations.With effective communication, conflicts are resolved quickly, everyone canbetter manage their workload, and distractions are minimized. These benefits contributeto greater productivity for you and your team.

Promotes team building: Team members will be able to rely on one another better with enhanced communication.You will not have one team member feel as though they mustcarry the entire group. This improved division of labor will encourage positive feelingsand relationships amongst team members, which leads to improved morale and workexperiences.

Communication Skills

Active listening: Active listening means paying close attention to who you're communicatingwith by engaging with them, asking questions, and rephrasing. Practicing activelistening can build respect with others and increase understanding in the workplace.

Improve your active listening abilities by paying attention to other people's facial expressions,body language, and tone. Instead of preparing what you will say, focus on whatthe other person is saying and how they are saying it. If you need to clarify something,ask follow-up questions or rephrase what they’ve said to confirm that you understoodthem correctly.

Active Listening Exercises: Mime it out

It’s played as an individual activity. Each person in the group is given a topic and 5 minutes to brainstorm on their own. They must come up with the emotions and expressions that they feel are appropriate to describe the topic.

At the end of the 5 minutes, each person takes the stage and acts out the given topic as a mime. The others have to understand the expression and tell that person what topic is being described.

Objectives:

This helps the participant's interpretation of the speaker's nonverbal clues.

This also helps the participants to express themselves using expressions and body language

It creates awareness about possible areas of misunderstanding while reading non-verbal cues.

Communication method: Using the right way to communicate is an important skill.There are the benefits and disadvantages ofcommunicating through emails, letters, phone calls, in personmeetings, or instant messages. Communicating is better when you consider youraudience, what information you want to share, and the best way to share it.

Friendliness: Friendly traits like honesty and kindness can help foster trust and understandingwhen communicating at work. Try to communicate with a positive attitude, keepan open mind and ask questions to help you understand where you’re coming from.Small gestures such as asking someone how they're doing, smiling as they speak, oroffering praise for work well done can help you foster productive relationships with colleaguesand managers.

Confidence: In the workplace, people are more likely to respond to ideas that arepresented with confidence. There are many ways to appear confident, including makingeye contact when you're addressing someone, sitting up straight with your shouldersopen, and preparing ahead of time (i.e. developing and sharing a meeting agenda) so your thoughts are polished and you're able toanswer any questions.

Sharing feedback: Strong communicators can accept critical feedback and provide constructiveinput to others. Feedback should answer questions, provide solutions, or helpstrengthen the project or topic at hand. Providing and accepting feedback is an

essentialworkplace skill, as it can help both you and the people around you make meaningfulimprovements at work.

Volume and clarity: When you're speaking, it's important to be clear and audible.Adjusting your speaking voice so you can be heard in a variety of settings is a skill, andit's critical to communicating effectively. Speaking too loudly may be disrespectful or awkwardin certain settings. If you're unsure, read the room to see how others arecommunicating.

Empathy: Having empathy means that you can not only understand but also share inthe emotions of others. This communication skill is important in both team and one-on-onesettings. In both cases, you will need to understand other people's emotions andselect an appropriate response.

Respect: A key aspect of respect is knowing when to initiate communication andrespond. In a team or group setting, allowing others to speak without interruption is seenas a necessary communication skill tied to respectfulness.

Non-verbal cues: A great deal of communication happens through nonverbal cues suchas body language, facial expressions, and eye contact. When you're listening tosomeone, you should be paying attention to what they're saying as well as their non-verballanguage.

By the same measure, you should be conscious of your body languagewhen you're communicating to ensure you're sending appropriate cues to others (i.e. crossing your arms can make you appear defensive).

Non-verbal cues *Activity*: Find my group

- Each participant is given a piece of paper with either the word "happy," "sad," "angry," or "excited" on it.
- Each participant must find everyone else who drew the same emotion—but they must do it without talking. They must use nonverbal communication to find their group.
- After participants have had enough time to complete the activity, conduct a discussion about what they have learned.

Responsiveness: Whether you're returning a phone call or sending a reply to an email,fast communicators are viewed as more effective than those who are slow to respond.One method is

to consider how long your response will take. Is this a request or questionyou can answer in the next five minutes? If so, it may be a good idea to address it assoon as you see it. If it's a more complex request or question, you can still acknowledgethat you've received the message and let the other person know you will respond in full later (i.e. thank you for your email. I will look into your request and get back to you by x date).

Best Practices of Effective Communication

Effective Communication practices vary greatly depending on the organization. This willmainly depend on the target the organization is addressing, the typology of the organization,and, of course, its scope of action. We must consider the dimension and economicpossibilities of the WO. The budget is inevitably limited because investments in theseorganizations are focused on the projects they develop. From the first moment, it is importantto develop the communication plan hand in hand with the organization, to have clearobjectives, and work in the same direction.

The following are some mostly suggested actions and essential tools for effective communication:

Spokesperson: Ideally, these organizations should have a person/person who knowsthe organization in-depth and the projects they collaborate with. These individuals shouldbe able to provide data, meaning they should be an essential part of the WO and beable to talk about it extensively. Once you have developed key messages, it will be possibleto "sell" any issue to the media, because the spokesperson knows their materialwell and can speak from the heart. A spokesperson is also well spoken, charismatic, relatable, and authentic.

Qualitative management: We must ensure that our organization is considered anexpert in what it does. This way, every time there is an issue in the news, they can offerthemselves to the media as experts on the subject at hand. For instance, when you turn thespokesperson/spokespeople into an expert, opinion articles are a good way to get theWO's issues covered in the media.

Days: These are commemorative dates usually set by an international organization. For example, World Children's Day or Environment Day. You should have a calendarwith all the days that are of interest to the organization, as it will be a good time to communicate.It is advisable, however, to be selective because there are dates that areperhaps taken up by other, larger WOs, so we must focus on those dates where wehave something relevant and impactful to say.Another possibility

is to work with other like-minded organizations on a media event to create exposure and reduce costs.

Studies/Reports: Studies and reports have a strong appeal to the media. These shouldprovide data that corroborates the situation of the groups with which they work or theissues we deal with. This way, the source is more relevant and, therefore, more appealingto the media.

Ambassadors: Having a familiar face with a media or social network presence is also agood strategy. However, it is important that this person positively represents the organization and has a clear idea of the messages to be conveyed. These individuals should be thoroughly vetted by the organization before working with them to ensure they do not damage the reputation of the organization.

Events: they are a good alternative to raise funds and increase the visibility of the organization,but they should always be newsworthy, according to the type of organization thathosts them.

Campaigns: This is one of the key tools when working with WOs. They are usuallyundertaken to increase members and/or raise awareness about a specific topic throughvideos, street events, etc. It is also important that they increase visibility and enhance theWO's image, as well as have a media-friendly approach. In general, a combination ofthese tools will be used to achieve the highest possible efficiency.

Make storytelling an essential part of your marketing: As a non-profit, you exist for the good of those in need. This is partially why storytelling is important; it gives voices to those you support. Telling the stories of those you work with can also draw supporters. It helps them see how important this cause is and how they can help, and it allows you to reflect on real-life examples of your organization’s presence in the community.

Session 2: Implementation of Communication Strategies/Plans

Objectives: After completing this session, participants will be able to:

- Possess firm awareness of how to set up a women's organization's communication department.
- Recognise how to develop a communication strategy or plan.
- Have increased awareness of how to create key messages and mottos.

Time

- 5 hours and 15 minutes

Agenda

Session	Time
Organization of Communications and the Media Department	1 hour
Creating a Communication Plan	1 hours and 15 minutes
Communication and Media Engagement	3 hours

Facilitation Notes and Tips: Framing our key messages and mottos

• How to communicate our goals and achievements



Note: This session needs more coaching support for the women's organizations. The CTCs should consider taking a long time on the coaching ofthe communication departmentorganization and create communication plans.

Organization of Communications and the Media Department

The organization of the communication and media department includes having a professional communication person/ person and a well-developed communication plan.

Functions of a Communications Department

There are many functions of a communications department. Among others, the following are major ones:

- Managing your website and social media, including working with website developers, posting regular social media updates, and engaging with people on your social media channels
- Managing blogs, including creating a relevant editorial calendar, writing articles, and working with freelancers to create content
- Running promotions, either on social media or at physical locations.
- Holding events and overseeing media relations, including writing and distributing news releases, responding to media inquiries, and maintaining a media kit about your organization.
- Public speaking, including representing your organization in public settings and preparingexecutives to speak at events such as conferences.
- Managing promotional materials, including brochures, newsletters, and others.
- Finding opportunities for advertising, whether in print, on TV, or online
- Handling crisis communications when an event threatens public safety or your company's reputation, such as accidental death, a toxic spill, or layoffs.
- Creating and implementing an annual communications plan, often in conjunction with other departments.
- Overseeing internal company communications, including internal announcements, and training.

All these functions of a communications department help to strengthen your organization's brand and promotion efforts. They help make sure everyone in your company is on the same page when it comes to how your company is represented and the public image you have. These functions also build the confidence of clients and customers since they'll know what to expect from your company. Through your communications, they'll understand your mission statement, values, target audience, personality, and the activities and services you provide. The more confidence your clients and customers have in you, the more likely they are to continue to work with you and support your causes.

Communication Plan

What Is a Communications Plan?

A communications plan is a document that guides theexternal communication efforts of an organization. It helps aWO strategically focus its communication and outreach efforts around a certain set of goals – usually the mission and objectives of an organization. A communication plan is necessary to help a WO effectively promote its work in the public and donors' eyes. Communications plans help WOs accomplish this in several ways. First, a plan assists an organization in tailoring its message towards specific audiences and determining which outreach and marketing materials and mediums are best used to communicate with those groups.

The Communications plan also coordinates the creation and implementation of those materials. Finally, every good communications plan contains an evaluation rubric – a matrix used to assess what is working and what is not, so you areconstantly improving your communications efforts.

While a communications plan can and should be written for an entire organization, youcan also develop communications plans for new projects, events, or anything else thatrelies on communicating with external stakeholders and audiences.

A completed communications plan should not simply sit on the shelf. It is a documentthat should be a resource whenever a staff member wishes to seek guidance on how tocommunicate about your WO. It is a strategy that should be regularly reviewed andupdated based on organizational priorities, staff capacity, and program development.

"A WO without a communications plan is an organization engaging with its audienceblindly."

How to Create a Communications Plan

While creating a communication plan, it is best to choose a team member to lead a communication plan workshop. This person should ideally be committed fully to theorganization's communications and public relations duties. Before you create your communications plan, there are a few considerations to take into account:

Budget: Despite there being a variety of freecommunication channels on the market,the reality is this: it often takes money to communicate effectively with large audiences.From printing costs to media house stipends to sponsored social media ads, you musthave a sense of your communications and marketing budget before dreaming big withyour communications efforts.

Capacity: Does your WO have the staffing ability to create, maintain, and use a communications plan? While a communications strategy is an essential part of anyorganization no matter its size, you must have a champion on your team to lead this process in the long run.

Executive will: Does your WO's executive team believe in the value of a communicationsplan? Often these are the people communicating to the widest group of people about the organization. It is necessary to ensure they are on board before getting started with any workshop or planning.

Communication Timeline

Having a full view of the variety of communications channels and tactics used to implement your plan (and the timing to go along with it) will be most effective when you have a project tracker to work from. Look at the year ahead and note which communications will be happening and when. That will help ensure you have a consistent cadence of communications, which will contribute to a more informed, engaged workforce.

Use a template like this to map out your action plan (adding as many rows as you need):

Communication vehicle/ Deliverable	***Responsible person***	***Timing***	***Notes***	***Status***

Elements of a Communications Plan

A communications plan has six key elements. These half-dozen steps are closely intertwined, and the information included in one is used to determine the information in thenext.

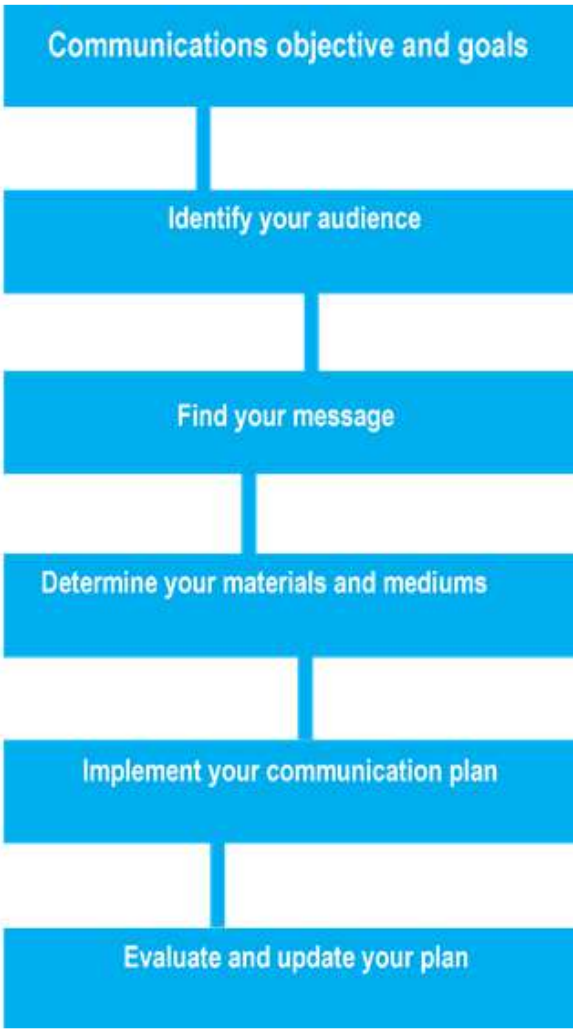


Figure 3: Six Elements of a Communication Plan

Monitoring and Evaluation of Communications Plan

Monitoring, evaluation and learning (MEL) is important to ensure that your communications are strategic, and in helping you to understand and learn from what works, what doesn't, when and for whom. It is also an important tool for accountability, helping you to demonstrate uptake, and that your work is of high quality and useful.

While M&E are important components of every communications program, they are often overlooked in the planning process due to constraints in resources or time. It is important to plan ahead and include a monitoring and evaluation plan within your strategy.A comprehensive and well thought out M&E plan will identify and include:

- **What M&E activities** need to happen?
- **When** they need to happen,
- Clear **roles and responsibilities** for delivering the activities,
- The **necessary budget** to implement the identified activities.

All of which are**alignedwith the broader program or strategic plan and budget.**

This step includes three tasks to help you identify indicators and develop a monitoring and evaluation plan.

If the project your communication activities support already has an M&E plan in place:

- Identify thedata collection activities related to your communication activities, and their frequencies,and ensure that they areintegrated in the M&E plan.
- Add indicators that specifically monitor and measure your communications activities and results.
- Identify the resources (human, financial, etc.) needed to carry out these M&E activities.
- Review the M&E plan in line with the broader program or strategy and budget.

If you do not yet have an M&E plan in place:

- Allocate the needed resources and establish an M&E committee/taskforce or identify an M&E focal point, right at the beginning of your program, with experience in communication planning and management. This committee can work on developing and finalizing the M&E plan by following the above mentioned steps.

Session 3: Gender-Responsive Communication and Media Engagement

Objective: After completing this session, participants will be able to have

- Increased awareness of how to choose women and girls centered communication.
- Better awareness of the importance of choosing different media platforms to reach women in different situations.

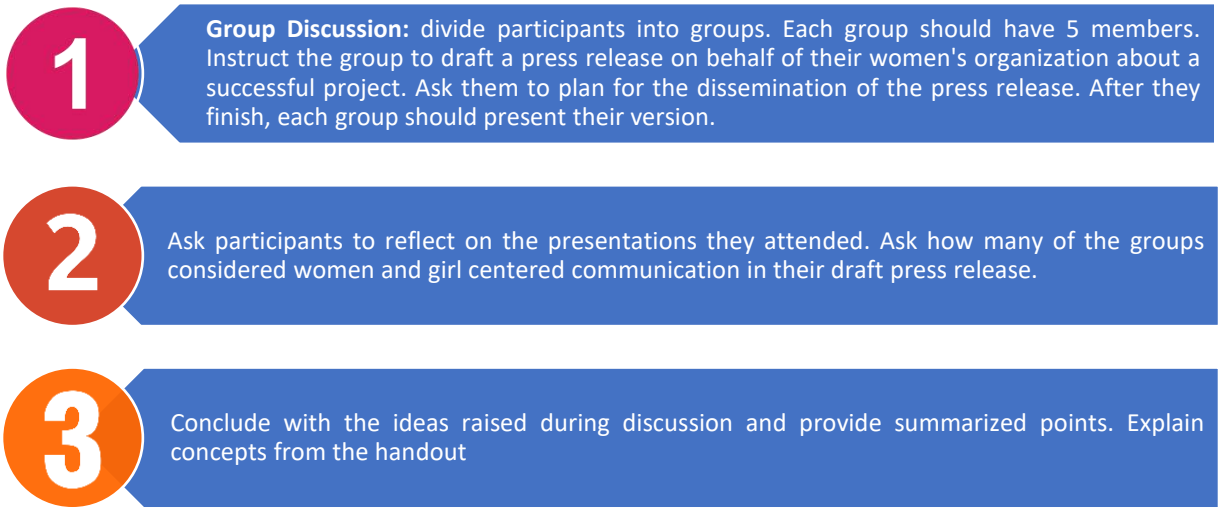
Time

- 4 hours and 30 minutes

Agenda

Session	Time
Communication and media engagement	45 minutes
Framing our key messages and Motto	45 minutes
How to Communicate Our Goals and Achievements	45 minutes
External Engagement and Communication and Internal Communication	45 minutes
Choosing Our Approach and Use of Language: Gender Responsive Communication	1 hour
Building and Maintaining Good Relations with Media Outlets and Journalists	30 minutes

Facilitation Notes and Tips



Communication and Media Engagement

The overall aim of a WO'scommunication and media engagement is to deliver effective,accurate, timely, relevant, and reliable information about the organization's actionsand results through a range of appropriate methods and formats which support the deliveryof the strategic objectives detailed in the organization's documents.We communicate with the public and engage with the media to achieve different objectiveslike:

- Increase awareness
- Increase knowledge and understanding
- Change attitudes (i.e., gain acceptance)
- Change behaviors (i.e., build commitment)

Framing our key messages and Motto

What is a key message?

Key messages answer the question: "What do we want the public to know about us?"Key messages are short, memorable phrases that create an emotional narrative aroundthe unique points of your organization, service, or goals. They are clear, concise, andconsistent sound bites that sum up your value proposition.Key messages are the words that help you deliver your narrative and help you focus onyour critically important communication.

Creating your Key Message

The following are three solid foundations for developing great messages. When youcreate messages: make sure they are clear, concise, and consistent.

1. **Clear** — Free of jargon, devoid of technical language, and relevant.
2. **Concise** — Deliver key messages in 7-8 seconds. That might be all the airtime you get.Most are not more than 20-25 words.
3. **Consistent** — Messages must be repeated if they are to sink in.

How to Communicate Our Goals and Achievements

This title takes us back to the basics of communication we discussed earlier in this module.We communicate our goals and achievements eternally and externally.



External Engagement and Communication

The organization can use a range of methods to encourage an open dialogue withexternal stakeholders, donors, the media, and the public including:

- Different informative meetings
- Corporate publications and information
- Media communication
- Internet (web, blogs, and others)

- Stakeholder Events
- Printing materials like Newsletters, flyers, and banners
- Bulletin Board
- Professional networks and events

Internal Communication

To ensure effective internal communication, a wide range of channels and methods willbe used to communicate with the organization's lay and professional members, staff, andrepresentatives of staff and professional organizations, including:

- Staff induction
- Team and staff meetings,
- E-mail
- One-to-one meetings
- Notice Boards
- Circulation of written information
- Staff Suggestion Box

The last point, stakeholder engagement, covers various levels of communication frominformation, involving one-way communication, to consultation and active involvement indecision-making, involving two-way communication. Where viable, communications are customized to meet individual needs and preferences.

Choosing Our Approach and Use of Language: Gender Responsive Communication

In communication material, women's organizations must be careful in choosing an approach and in the use of language and terminology. It is important to be gender-responsive, at the same time gender-inclusive, so as to best represent the organization's core values, vision, and mission.Analyzing communications allows us to determine if they are:

- ***Gender-unaware (or biased)***–reproduce gender stereotypes and/or fail to present differences between girls/women and boys/men.
- ***Gender neutral***– present differences between girls/women and boys/men, but don't call attention to gender discrimination or inequality.

- ***Gender-aware***– challenge gender stereotypes, expose gender discrimination and promote gender equality.
- ***Gender-transformative*** – address the root causes of gender inequality and promote the value of women and girls.

The following points will give more elaboration on how our communications should be gender sensitive.

Ensure that women and men are represented

As a women's organization or any other NGO, partners that are both women and men, both shouldbe seen, heard, treated equally, and equally incorporated into media products and messages. It isimportant to ensure that quotes from both men and women are included in pressreleases, stories, and other communications. Additionally, presenting female voices in traditionally male roles and vice versa contributes to deconstructing stereotypes and gender norms. Such messages, including visuals and written messages, can have a positive impact on people's attitudes over time. When preparing press releases, stories, and other materials it is important to plan and clarify how women's and men's voices can be captured.

Challenge Gender Stereotypes

Our use of language often reinforces gender stereotypes and assumptions about womenand men and are often formed through such gender stereotypes. It is important to avoidusing these, as gender stereotypes limit and trivialize both women and men, presentinginaccurate images.

It is also critical to not imply, for example, that women and girls are timid in comparison tomen and boys, or that females are passive, and males are active. Similarly, one shouldavoid using phrases that stereotype women's or men's behavior or thought processes.For example, gender stereotypes are deployed when describing men as aggressive orviolent, and when describing women as emotional, shrill, or passive. This also applies to using photos reinforcing women and men in stereotypical roles (i.e. women cleaning, cooking, looking after children and men in typical power roles like politicians and doctors) without creating a balance of both genders in the photo.

Avoid Exclusionary Forms

Exclusionary forms of language indicate the use of "he"/"his" when referring to bothfemales and males, which excludes females. One can use "he" and "she" to be inclusiveor use the plural 'they' to avoid using any gendered pronouns. When using gendered pronouns, it is important not to confuse your audience by using "she" in one paragraph and "he"in the next. In these situations, it is good practice to stick to one

pronoun, or use a plural, or eliminate the use of pronouns by rewording the sentence. In addition, when used sparingly, using he or she in a sentence can be a good way to include both sexes.

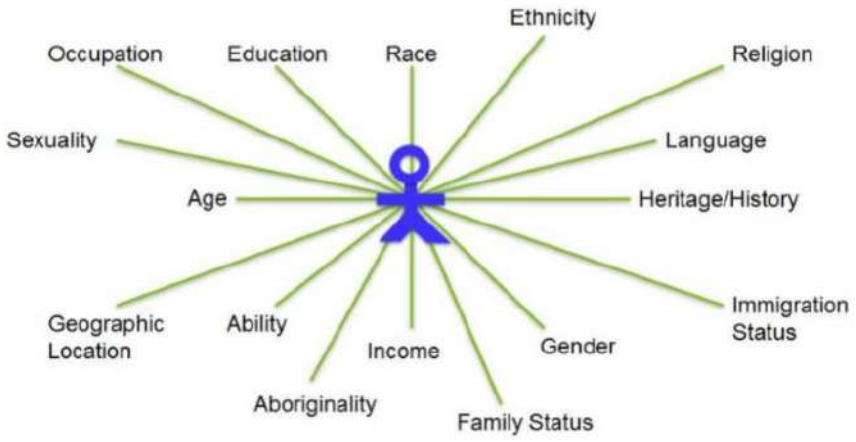
This also applies to occupation titles. For example, the use of “Fireman” or “Policeman” can easily be changed to gender neutral titles such as “Firefighter” and “Police Officer.”

Create a Gender Balance

In written and oral communications, it is important to be mindful of the gender implicationsof generic terms. Generics are nouns and pronouns intended to be used for both women and men. For example, the terms 'fatherland' or 'mankind' describe concepts that encompass men and women but both terms are male dominated. Male-specific genericstend to call up primarily male images for readers and listeners. It is best to avoid suchgenerics, to create a more gender-inclusive language.

Gender Inequality is an Intersectional Issue

Gender inequality is an intersectional issue. This means that all of the parts that make up a person’s identity can shape how they view and experience the world.



- No person’s experience or identity is one dimensional. We all have many identities that overlap
- A person may experience barriers based on several aspects of their identity at the same time and this impacts how they experience gender inequality
- When developing programs, we need to take into consideration the different ways identities and experiences of inequality intersect to create barriers for children, especially girls
- Avoid oversimplified language
- Try to stay open to the voices, ideas and lived experiences of others and recognize overlapping identities and experiences

Do's and Don'ts of Gender-Transformative Communication

Gender-transformativecommunication addresses the root causes of gender inequality and promotes the value of women and girls. It should include three things:

- Feature the **empowerment and agency of women and girls** and the engagement of boys and men as equal partners of change:
    - Your hero is always the woman/girl
    - And the community
- Address/discuss the **root causes** of gender inequality i.e. the existing gender norms and practices that are at the heart of inequality
- Use **gender-inclusive language and gender-transformative images.**

1. DON'T: Reinforce gender stereotypes: Always keep in mind our end goal, which is advancing gender equality and achieving gender transformation.

DO:



- Portray girls/women and boys/men in **diverse roles** as leaders, experts, spokespersons, ordinary community members, etc.
- Depict boys/men and girls/women in **different contexts** (family, work, leisure, and rural/urban etc.)
- Portray girls/women and boys/men in **non-traditional** ways. As much as possible, avoid traditional roles played by girls and women as homemakers and mothers. This does not mean that we need to scrap all photos/videos where girls/women are portrayed in traditional activities, it means that we want to ensure diversity of representation. The same applies to men and boys.

2. DON'T: Reinforce the disempowerment of women and girls: We always want to keep in mind the intrinsic agency and power of women and girls, which we **only help to amplify through our work**. Avoid:



- Representing girls and women as being inherently vulnerable or "victims" who are entirely dependent on external help to lift them out of their plight
- Reducing girls and women to their reproductive functions, such as mother or care-giver.
- Describing women and girls in relation to others and not in their individual identity
- Depictions of girls and women in traditional roles such as girls cooking and cleaning in the home

DO:

- Focus on the situation or context that causes or contributes togirl's and women's vulnerability and risk;
- illustrate the resilience and agency of girls and women
- Feature female-driven initiatives
- Highlight women and girl role models and leaders
- Promote the equal value of girls and women as human beings with equal rights
- Always depict women and girls in their individualidentities and not in relation to others such as mother or wife.
- Show women and girls in diverse roles and different contexts
- Showcase women's and girls' agencies.



MEET OUMOU – A TEEN ADVOCATING TO END CHILD MARRIAGE AND EARLY PREGNANCY IN SENEGAL

3. DON'T: Take an instrumental approach to men and boys: engaging men and boys, is key to achieving gender equality by challenging harmful gender norms and unequal power relations. This process benefits everyone.

- Don't portray men as gender equality superheroes. Portraying involved men as saviours, heroes, protectors, or "the solution," can reinforce power inequalities
- Don't portray stereotypical depictions of men and boys
- Don't reinforce restrictive masculine norms





DO:

- Depict men and boys as active and positive partners who see the benefits of gender equality for everyone. They are not just the means to an end;
- Feature male-driven initiatives for gender equality;

- Highlight male role models and champions for gender equality across age groups and backgrounds.

4. DON'T: Forget that language and images matter!

DO:

- **Use gender-inclusive language**: saying "communities" or "people" erase the importance of different identities. Instead, use "women, men, boys and girls in communities" in the first instance, then use "communities";
- **Use neutral terminology**, such as "native-language" as opposed to "mother-tongue," or chair-person as opposed to "chairman," etc.;
- **Use gender-sensitive phrases** that do not reinforce gender biases. E.g.
  - "Asana and Bob work full-time; Bob helps Asana with housework"
  - "Asana and Bob work full-time; they share the housework";
- **Use equal terms, labels, titles** and forms of address. E.g. avoid terms like: "Mr. Musa Aleem and his wife Salima" in photo captions;
- **Use photographs/images/graphics** that depict women/girls and boys/men in equal positions and poses. E.g., all sitting on chairs or all sitting on the ground, and not women/girls on the ground and men/boys on chairs.

ACTIVITY:

- Review the short video **extended trailer for Miss Representation: https://www.youtube.com/watch?v=W2UZZV3xU6Q**
- If you feel that this video is not appropriate for staff in your context, you can replace it with a selection of advertisements and/or news clips from your local media that clearly devalue girls and women. These images can be from local media or ~~from~~ other organizations.
- **Brainstorm individually or in small groups: Can you think of an example of a time when you encountered any of the narratives identified in the presentation in the media, or your work?**
  - Reinforcing the disempowerment of women & girls
  - Reinforcing gender stereotypes
  - Men and boys being portrayed as gender equality superheroes
- **Optional:** For a takeaway assignment, ask everyone to find a gender-transformative image or language in the local media or through an organization that they can share the following day as a warm-up activity. Ask them to describe the image and outline why it is gender transformative.

People can even make recommendations for how the image can be changed to be even more transformative.

Building and Maintaining Good Relations with Media Outlets and Journalists

Good Public Relations is about relationships, not coverage. In order to make timely and fruitfulcommunication to our audience through the media, it is important to build and maintaingood relationships with the media and journalists. The following tips help on how todo so.

Make a hit list

Work out what audiences you are interested in reaching. Is it the public, the financialcommunity, your partners, beneficiaries, communication personas that will helpthrough identifying influencers and relevant media, etc.? Prioritize the audience you wish to reach using a list from top priority to low priority. Who's most important? Work out which media reach your target audience uses most often. It's better to have a shortlist of highly focused targets that you can deal with personally than a long, impersonal, catch-all list that gets no attention at all.

Profile your Target Audience

Some media houses have a clearly defined target audience while others talk to manydifferent groups. It is worth finding out what your target audience is interested in and adapting yourapproach accordingly.This is a generalized representation of demographic and psychographic attributes and preferences to gain a better understanding of your target audience. For example, if you are targeting donors, you would publish your communication in a medium they frequently read such as World Development or the African Development Review.

Know the Lead Times

Some media houses have a period of time between receiving a communication and publishing a communication. This is called a “lead time.” In other words, if a journalist writes a story or makes an interview in March it appears on the shelves in May or June beforethey publish/broadcast it. Although all media houses tend to plan two or three issues,this will help you to share the information while it is newsworthy and to follow up with thejournalist/media house on the publication of your information.

Understand that journalists are doing you a favor

Or at least they think they are. If a journalist feels that they are being mucked around ortaken advantage of or their time is being wasted, they’ll find another source and anotherstory. This is because some people

are very hard to deal with or don't want to help at all and some interviewees simply don't say anything useful. So, your job is to be responsive, cooperative, and interesting!

Remember that their time is valuable and respect their deadlines

Be punctual in conducting event interviews and other activities when you engage with a journalist. There is nothing more useless than an interview after a copy deadline has passed. Very often deadlines are a matter of days not weeks. As a result, you should treat any first contact as urgent, and you should be clear about any deadlines as early in the discussion as possible.

Be persistent but not annoying

Stay in touch, preferably by email, occasionally by phone. Keep sending in ideas. Don't be put off if nobody calls back. Most editors get hundreds of press release emails a day, so they won't reply to every single one. Be clear about why you're calling/emailing and use the subject line of the email to say so. Don't be hurt if they don't use an interview or publish your story and don't harass them to do so. Editors can be a good place to start, but sometimes contacting journalists – especially good, friendly journalists – can be more effective.

A press release should look something like this:

Headline: Attention grabbing – short and catchy

First paragraph detailing:
What? Where? When? Who? Why?
You need the most relevant and 'news' part of your story at the very beginning. Make it easy for the journalist to cut and paste the story to fit the space they have. Information in press releases should always be provided in decreasing importance.

Always add a quote:
"A quote from a representative of your group."

ENDS

Notes to editor: Key details about your group, your story, and any references

Use your website

Journalists use the Internet to do their research. They dream that they type the title oftheir article into Google, and it spits out a finished text. Consequently, it is important tohave a PR-friendly website. This means:

- A press link on the home page, linked to a page containing names, emails, and telephone numbers of one or morededicated press contacts;
- A paragraph highlighting the company overview,
- Downloadable high-resolution pictures of theproduct, company, key personnel, etc.

Be a media-friendly company

Anyone who might have to deal with a press inquiry needs to be told how to do so. Thisincludes receptionists, front-of-house staff, anyone who answers the phone, etc. Theyneed to know who to put the calls through to and they need to understand that the callsare important.

Session 4: Media Engagement

Objective: After completing this session, participants will be able to

- Become more familiar with potential media partners
- Recognise the importance of maintaining positive relationships with the media
- Become more aware of the media platforms and choose different media to reach different audiences
- Determine how to build up important social media websites and use social media to its fullest potential while engaging with different audiences(see Annexes)

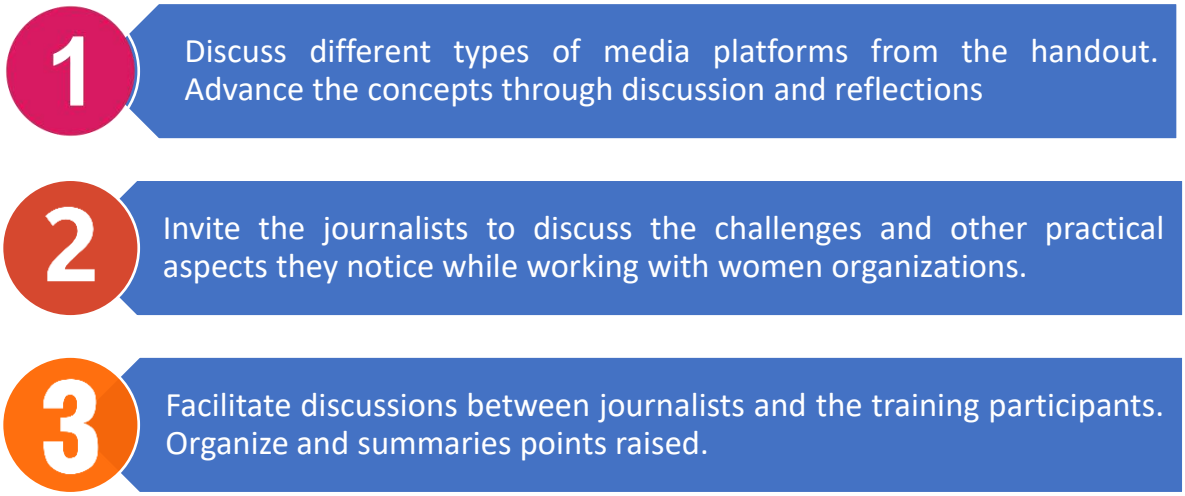
Time:

- 5 hours and 15 minutes

Agenda

Session	Time
Recap and Reflections	30 minutes
Building and Maintaining Good relationships with the Media	1 hour
Tea Break	15 minutes
Media Interview Practice	1 hour
Lunch Break	1 hr 30 minutes
Media Platforms	1 hour

Facilitator Notes and Tips



Note: This section will require more coaching support in addition to the training sessions. It isimportant to support women's organizations continuously in the future.The support may include consulting on media relations, inviting media outlets to theorganizations event, sharing media and journalist lists, organizing pressconferences and interviews and so on.

Media platforms

What is a media platform?

A media platform is a platform designed and built to deliver certain media content to a specific audience. An effective media platform will not only provide content for a target audience but also provide a mechanism for feedback and discussions.The platform requires equipment for sending and receiving messages. Traditional mediaplatforms are television, radio, paper press and the data transmission allows only unidirectional messaging, often restricted to a few actors. Examples ofsocial media platforms are Instagram, Facebook, LinkedIn, WhatsApp, etc. all of which have bi-directional messaging, where the target audience can message/comment back on the original post.



The Importance of Media Platforms

Media Platformsbenefit organizations to know what people are saying and sharing about them. Havingaccounts so that you can keep tabs on endorsements and engage directly with peoplewho share their stories helps to utilize these platforms effectively… and make way forstronger relationships and even more endorsement.

The Most Known Media Platforms

The most common platforms for mass media are newspapers, magazines, radio, television,and social media (Facebook,YouTube, websites, etc.). The public typically relies onthe mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture.

Print Media: (Newspapers, Magazines, Books, Banners, Billboards, Brochures)

Broadcast Media: (Television, Radio, Movies, Internet Media)

Social networks or websites (Online forums, Podcasts Facebook, Twitter,)

Radio: Radio is one of the media which covers a huge population. Radio can be enjoyed athome, in the office, while driving a car and can be enjoyed anywhere. Radio channelsvary from region to region; hence you can listen to the radio in your regional language.Like other entertainment media, Radio is also the favorite of a large number of populations.You can advertise your product on the radio and the rate of advertisement is usuallylower than other mediums of communication. Important information or news can be easilyspread on withthe radio. For the local market, radio is one of the powerful mediums ofcommunication.

Newspaper: Newspapers carry the news of the world. Newspapers provide information and general knowledge and news about a country's economic situation, sports,awareness, entertainment, trade, and commerce. Reading newspapers is a popular habit and part of modern-day life. We can access

newspapers without the internetand easily access them in rural areas of countries like Ethiopia. Many newspapers also have digital versions.

Television (TV): TV is the electronic delivery of moving images and sounds from a source to a receiver. By extending the senses of vision and hearing beyond the limits of physical distance, television has had a considerable influence on society.

Communications and Media Engagement Report

After the Public Engagement Process: Measure and evaluate the engagement after it has taken place.Use quantitative and qualitative metrics to evaluate and use the findings/data to adjust and improve your strategy. Lessons learned from both successful and unsuccessful strategies can help to refine the agency's understanding of the values, interests, and concerns of audiences and stakeholders. This will benefit future engagement efforts.

- Gather qualitative data through surveys, interviews, focus groups, or informal channels.
- Use process measures to assess what you did:
- Materials distributed.
- Outreach conducted.
- Media engaged.
- Staff, friends, partners, and others reached.
- Use outcome measures to assess what happened:
- Did you achieve the goals?
- How many new people did you reach?
- Did you receive positive media coverage?
- Who used the key messages?
- Did you earn endorsements?
- Who got involved and what did they do?
- Ask for feedback and advice from stakeholders

Create opportunities for ongoing communication and concentrate on maintaining therelationships with stakeholders. As with any relationship, maintaining communication after an engagement effort is complete will ensure that audiences and stakeholders stay informed making them more likely to participate in future efforts.

- Share findings and lessons learned from debriefing and performance assessments.

- Circle back to stakeholders with information that shows how their efforts made a difference and thank them for their involvement.
- Use existing venues (governing body meetings, public events) and resources (website,e-mail newsletters) to celebrate new approaches, new relationships, or specificsuccessful outcomes that highlight partners or collaborating stakeholders.
- Create an ongoing network for information sharing with stakeholders and communitygroups.
- Look for ways to support or connect with stakeholders during the periods betweenmajor engagement efforts.

Social Media

Benefits of Social Media

Social media marketing for non-profits allows you to share your message on a global and local level. These are the primary benefits of using social media for non-profits.

Promote awareness

Education and advocacy are one of the first steps to affecting change. Share your non-profit's message on social media. Communicate your mission to new followers and spread the word about new initiatives, campaigns, and issues within your community. And connect with the people who need support.

Build communities

Grow your base and recruit potential volunteers, speakers, advocates, and mentors. Social media can be a powerful community-building tool for non-profits. Create channels and groups where people can engage, share resources, and stay informed about issues that matter to them.

Inspire action

Rally people behind your non-profit with concrete actions they can take to support your cause. Promote marches, protests, marathons, and other events. Encourage followers to call politicians, pressure or boycott bad actors, or simply adopt more mindful behaviour. And of course, run fundraisers to collect donations.

Share your impact

Show people what your non-profit can accomplish. Build momentum by celebrating victories, big and small. Let your contributors know you value their contributions and see how their help has made a difference. Share achievements, gratitude, and positivity, and you'll attract more support down the line.

Add Donations Buttons

If your non-profit collects donations, make sure you've added donation buttons on Facebook and Instagram. Both platforms have fundraising tools, too. But you never know when someone may discover your non-profit on social media and want to contribute.

While you're adding buttons, add links to your social media accounts to your website, newsletter, and email signatures. Make it easy for people to connect and give them theconfidence they're following official accounts. Find all the icons you need here.

Developing Social Media Guidelines and Policies

Non-profits are often run by lean teams and supported by a network of volunteers with varied backgrounds, schedules, and skill levels. Social media policies for non-profits allow organizers to provide structure and maintain flexibility.

With clear guidelines in place, it's easier to onboard new volunteers and deliver consistency no matter who's running the accounts.

A social media policy for non-profits should include:

- A directory ofteam members, roles, and contact information
- Security Protocols
- A crisis communications plan
- Relevant copyright, privacy and confidentiality laws
- Guidance on how staff and volunteers should behave on their own accounts

In addition to social media policy, it's worthwhile to draw up social media guidelines. These can be combined or treated as separate documents. Here's what your guidelines may include:

- Social media style guide that covers visual and brand voice
- Social media best practices with tips and tricks
- Links to training opportunities (see #X above)
- Guidelines for dealing with negative messages
- Mental health resources

Guidelines should equip teams with the information they need to succeed and prevent your non-profit from straining limited resources.

Create a Social Media Content Calendar

A content calendar is a good way to keep your non-profit team on the same page. It also allows you to plan ahead so teams with limited resources aren't stretched too thin or left scrambling to put things together at the last minute.

Anticipate key events that are important for your cause. For example, a non-profit that champions women will likely want to plan content for International Women's Day, Mother's Day and Gender Equality Week. Don't forget traditional holidays or important anniversaries either.



Note the keywords and hashtags so you can benefit from increased reach during these events. #Giving Tuesday is an important social media for non-profit events, too.

Once you've accounted for external events, get more granular with your non-profit. Develop a social media content strategy that compliments your organization's objectives. Decide when it might be best to run campaigns and fundraisers.

Determine your posting frequency and start scheduling content. If possible, aim to post consistently.

When are the best times for non-profits to post on social media? We break down the best times by platform here. Be sure to also check your analytics to confirm when your followers are most online and likely to see your posts.

Hootsuite Planner is a timesaver for teams—especially for overworked teams. Assign tasks, approve content, and see what's coming up so messages don't get mixed. Our Composer will also suggest optimal times to post your content.

Share Stories AboutPeople

People connect with people. It's as simple as that.

Studies repeatedly confirm that posts with pictures of people in them tend to receive more engagement. Twitter research finds videos that include people in the first few frames leads to 2X higher retention. Another study by theGeorgia Institute of Technology and Yahoo Labs reports that photos that contain faces are 38% more likely to receive likes and 32% more comments.

These days people increasingly want to know who's behind the brand and logo. That's true of non-profits, too, especially since building and maintaining trust is imperative. Show your audience who founded your non-profit and why. Introduce people to your volunteers. Tell the stories of the people and communities you've been able to support through your work.

Post Shareable Content

Create content that people will want to share. What makes a post shareable? Offer something people will find valuable. It could be anything from an informative fact to a heartwarming anecdote. And never underestimate the shareability of strong visuals—especially video.

How-to's and tutorials continue to be popular across social media, from Pinterest to TikTok. If your non-profit social media strategy includes education, consider trying these formats.

Strong call to actions and motivational quotes works here, too. Want to rally people behind a message? Imagine your post as a protest sign. What would you want to carry down the streets and wave over your head?

Run a #Hashtag Campaign

With the right hashtag and non-profit social media strategy, your organization can shine a spotlight on important issues.

Choose a hashtag that drives your message home and is easy to remember. For example, UNESCO created the hashtag # Truth Never Dies to raise awareness about crimes against journalists. On its own, it's pretty self-explanatory, and easy to rally around. Timed to coincide with the International Day to End Impunity for Crimes against Journalists, the hashtag earned more than 2 million impressions and was shared on Twitter more than 29.6K times.

Other non-profits have tapped the popularity of hashtag challenges on TikTok. The United Nation's International Fund for Agricultural Development (IFAD) launched a #Dance For Change to promote

sustainable farming in Africa. More than 33K videos were created during the campaign, amassing 105.5M views.

Launch a Fundraiser

Step up your social media marketing for non-profits with a fundraiser. Fundraisers have always been possible on social media, but now with several fundraiser tools in place, it's even easier to collect donations.

On Facebook, verified non-profit organizations can create a fundraiser that lives on their page. Other features include a Facebook Live donate button and a fundraiser thank-you tool. You can also allow people to create personal fundraisers for your non-profit and add donate buttons next to their posts.

Instagram also supports Live Donations, for fundraisers that you can run yourself, or other accounts can run on your behalf. You can also create donation stickers for Instagram Stories, and allow people to share them.

Signal Boost with Tags and Partners

Partnerships should be a core part of your non-profit social media strategy. Why? The best way to reach more people on social media is with more people.

Join forces with like-minded non-profits, or team up with corporate partners and influencers. Working with partners allows you to share platforms and connect with a new audience that will likely be interested in what you're doing.

Use tags and encourage engagement to signal to boost your posts. For example, B Corp tagged all its certified companies mentioned in an article it shared, increasing the odds that each account and its followers will like and share the post.

To promote an upcoming event, the non-profit United States of Women took advantage of Twitter hashtags, mentions, and photos tags—sending implicit notifications to all parties involved to like RT.

Tag-to-enter contests can be an effective way to reach more people as well. Run a challenge or giveaway and ask participants to tag friends for a chance to win.

Host an Online Event

Events are an important way for non-profit members to come together, organize, share knowledge, and affect change. Social media is no longer just a place to promote these events. It's a venue for hosting events, too.

Many events that would have once been held in person have gone virtual, opening them up to much broader audiences. Just about every platform,from YouTube to LinkedIn to Twitter supports live events, from webinars to dance-a-thons. These events can be streamed across multiple channels and include live chat and fundraising.

Collecting, Developing and Disseminating Success Stories

Writing Effective Success Stories

In the context of women's empowerment and gender equality, it is crucial to use women's voices and perspectives in storytelling. This means allowing women to tell their stories in their own words, and to share their experiences, struggles, and successes. Women's voices and perspectives are essential to create empathy and understanding among the audience, and to provide a more nuanced and authentic representation of the issues faced by women in the context of development projects.

Few points about success story

A success story is a narrative that describes a positive change or outcome resulting from a particular project or program. It highlights the achievements and impacts of the project or program and presents them in a compelling and relatable way.

Success stories can be used to showcase the effectiveness of a particular intervention, communicate progress to stakeholders, and inspire others to take action. They typically feature a personal account of a beneficiary or stakeholder and illustrate how their lives have been positively impacted by the project or program.

Why Do You Want a Success Story?

- To help mobilize resources.
- In response to public inquiries about the program.
- To educate decision makers.
- To show accountability for donor funds and increase visibility

- To make the target population aware of your program.
- To show movement in program progress when planned outcomes will not be realized until the distant future.
- To help your program get needed resources.
- To verify that we are using resources to make a positive difference in people's lives
- To share successes so individuals, partners and others
- To spread the word about interventions/ innovative approaches/ management styles, etc. as a valuable resource
- To show that reports alone don't tell the whole story of programs
- To reflect and learn from our work and increase the credibility

Types of Success Stories Based on the Phase of the Program

1. Upstream Success Stories (at the beginning of the program)

Program is at its early stages.

Neither achieved your planned outcomes

Partnership story, stories may emphasize national and/or state-level data

2. Midstream Success Stories Success (at the middle of the program)

Your success story may spotlight community changes and thegrowth of the program as well as itspartners.

These stories typically include both data and anecdotal information.

3. Downstream Success Stories (at the end of the program)

You have demonstrated theimpacts that you want to convey to your stakeholders.

Your success story should illustrate how things have changed for the people your program serves.

Type of Success Stories Focus

.1. Project/program beneficiaries/ Solution story. A community that is working with your organization

2. Staff and volunteers. Helps describe the work of your organization's staff, community volunteers and ~~our~~ partners.

3. Children's Voices. Stories about children striving for a better future are so compelling to the public.

4. A Partnership Story. Organizations work across all sectors.

Characteristics of a Good Success Story

Define what constitutes a good success story and why it's important to have a well-written, compelling story to showcase the impact of development projects.

Some key characteristics of a good success story include:

- A clear message and purpose
- A relatable protagonist
- An engaging storyline
- A focus on impact and change
- Use of quotes and data to support the narrative

Identifying Success Stories from Your Organization's Work

Discuss the importance of identifying success stories from the organization's work and the benefits of having a systematic approach to doing so.

- Some ways to identify success stories from your organization's work include:
- Conducting regular reviews of project outcomes and impact
- Soliciting feedback and stories from beneficiaries and stakeholders
- Encouraging project staff to share stories they have come across in the field
- Utilizing social media and other communication channels to crowdsource success stories

Conducting Interviews and Gathering Information from Story Subjects

Provide tips for conducting interviews and gathering information from story subjects that can help to capture a compelling success story.

Some tips to consider include:

- Developing a list of questions in advance
- Building rapport with the story subject
- Actively listening and encouraging the story subject to share their experience
- Using open-ended questions
- Collecting quotes, data, and visuals to support the narrative

Structure of a Success Story

- Explain the typical structure of a success story, including the following elements:

    - Introduction: Provide background information on the problem or issue being addressed.
    - Action: Describe the actions taken by the CSO and its partners to address the problem or issue.
    - Results: Describe the results achieved, including any data or statistics that support the impact of the CSO's work.
    - Impact: Describe the broader impact of the CSO's work on the community or society.
- Provide a template for writing a success story that includes these elements.

Tips for Writing Clear, Concise, and Engaging Stories

- Provide tips for writing clear, concise, and engaging stories, including the following:
- Use simple language and avoid jargon.
- Use active voice and strong verbs to convey action.
- Use quotes and anecdotes to add interest and humanize the story.
- Keep the story focused on the impact of the CSO's work.
- Share examples of success stories that use these tips effectively.

Empowering Women through Access to Finance

Introduction:

In Ethiopia, many women face significant challenges when it comes to accessing finance to start or grow their businesses. However, through a partnership between a local non-profit organization and a microfinance institution, women entrepreneurs are gaining access to the capital they need to succeed.

Problem:

Mulu, a young woman in rural Ethiopia, had always dreamed of starting her own business selling handmade clothing. However, she faced significant barriers when it came to accessing finance. Banks and other traditional lenders were reluctant to lend to her because she lacked collateral or credit history, and her family did not have the financial means to support her.

Solution:

Mulu discovered a program that provided access to microfinance loans specifically designed for women entrepreneurs. Through the program, she received a loan that allowed her to purchase raw materials and start her business. She also participated in training sessions on financial management and business planning, which helped her to grow her business and increase her profits.

Results:

Thanks to the support she received, Mulu was able to establish a successful business that employs several other women from her community. She has been able to improve her family's financial situation and support her children's education. In addition to Mulu's success, the program has helped many other women in Ethiopia to access the finance they need to start or grow their businesses and improve their livelihoods.

Conclusion:

By providing access to finance and training opportunities, organizations in Ethiopia are empowering women to achieve their entrepreneurial dreams and support their families. Mulu's success story is just one example of how targeted programs can make a real difference in the lives of women and their communities.

Linking Stories with Results Achieved

Discuss the importance of linking stories with the results achieved by the CSO's work.

- Provide tips for incorporating data and statistics into success stories, including the following:
- Use data to quantify the impact of the CSO's work.
- Use data to provide context for the problem or issue being addressed.
- Share examples of success stories that effectively link stories with results achieved.

Examples of Good Success Stories

- Provide examples of good success stories that are relevant to the participants' work on women's empowerment.
- Analyze the elements of these stories and discuss what makes them effective.
- Encourage participants to use these examples as inspiration for their own success stories.

Importance of Disseminating Success Stories to Key Stakeholders:

Success stories are powerful tools that can showcase the impact of an organization's work, inspire others, and build support for the cause. However, to achieve these goals, it is important to disseminate success stories to key stakeholders. These stakeholders can include donors, partners, government officials, community members, and beneficiaries. By sharing success stories with these stakeholders, organizations can:

- Increase awareness and understanding of the organization's work and impact
- Build credibility and trust with stakeholders
- Generate support and resources for the organization's work

- Inspire and motivate stakeholders to take action or get involved

Strategies for Disseminating Success Stories

- Social Media: Social media platforms such as Facebook, Twitter, and Instagram are powerful tools for disseminating success stories. CSOs in Ethiopia can create a social media plan to reach their target audience with engaging stories. It's essential to use relevant hashtags, images, and videos to increase visibility and engagement.
- Website: The organization's website is a valuable asset to share success stories with a wider audience. The website should have a dedicated section for success stories. It should also be searchable and easy to navigate. It's important to make sure the stories are visually appealing and include testimonials from beneficiaries and partners.
- Newsletters: Newsletters are an effective way to disseminate success stories to the organization's stakeholders. CSOs in Ethiopia can send newsletters to donors, partners, and beneficiaries to keep them informed about the organization's work. The newsletters should include links to success stories on the website and social media.
- Events: Hosting events is an excellent way to showcase success stories to a targeted audience. The organization can organize conferences, workshops, and exhibitions to share success stories with partners, donors, and beneficiaries. The events should include interactive sessions to engage the audience and allow them to ask questions.

Examples of Successful Dissemination Strategies

One successful example of disseminating success stories is Plan International Ethiopia's website. The website, which is searchable and easy to navigate, has a dedicated section for success stories. The stories are visually appealing and include testimonials from beneficiaries and partners. Plan International Ethiopia also shares success stories on social media platforms such as Facebook and Twitter, using relevant hashtags and images to increase engagement.

Another example is the Ethiopian Civil Society Organizations Forum newsletter. The newsletter includes success stories from different CSOs working on child rights issues. The stories are engaging and provide insights into the impact of the organizations' work.

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Additional Resources

1. Resources on empowering women like you with the strength, support, and tools for elevating your career and becoming an agent of change in the industry. The Association for Women in Communications. https://www.womcom.org/
2. Five inspiring media platforms for women. https://www.womeninourtown.com/5-inspiring-media-platforms-for-women-to-check-out-in-2020/
3. Introduction to Communication. http://ioc.edu.my/images/demo/printedMaterial/OUMH1203.pdf
4. INTRODUCTION TO COMMUNICATION. https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Mass_Communication_Eng_L1.pdf
5. Effective Communication Skills. https://www.wikijob.co.uk/content/interview-advice/competencies/communication
6. Effective Communication Skills. https://www.youtube.com/watch?v=6pYSbdGiDYw
7. PREVENTING VIOLENCE AGAINST WOMEN RESOURCES. https://www.whin.org.au/resources/preventing-violence-against-women-resources/
8. Communication Strategy: 5 Steps to effective communication. https://youtu.be/gvwgqjQXrJ0
9. How to Create a Communications Strategy. https://youtu.be/zUZrua0J15o
10. KeyComponents of a Strategic Communications Plan. https://youtu.be/-kji7IwXs-Y
11. Steps to Build a Brilliant Internal Communication Plan. https://www.lumapps.com/blog/internal-communications/build-internal-communication-plan/
12. How to Create a Communications Plan for Your NGO. http://askinyathelo.org.za/create-communications-plan-ngo/
13. Media engagement for policy advocacy: A short introduction. https://www.researchtoaction.org/2015/02/media-engagement-policy-advocacy-short-introduction/
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Annex 1: Pre and Post Évaluation Questionnaires

PRE-TREAINING QUESTIONNAIRE

Training Title: Communications and media engagement

Name (optional): _____

Organization: _____

Position: _____

•*This questionnaire was designed to determine what you already know about communication and media engagement. We will ask you to complete the questionnaire again at the end of the training so that we can assess what you have learned and how the trainers have done at conveying the main points.*

•*This is not a "test", and you will not be "graded" on your performance.*

•*The questionnaire has questions about a wide variety of topics that will be covered in this training. You should complete all questions on your own and to the best of your ability.*

1. What are your expectations of this workshop? What do you hope to gain by participating in it?

   _____

   _____

   _____

2. What is the one thing that you would most like to learn during the workshop?

   _____

   _____

   _____

3. What kinds of experiences have you had in communications? For example, have you given a public speech, developed relationships with local journalists, or created a campaign message, or been involved in other ways (please specify below)?

   _____

   _____

   _____

4. What is a communication message in thecontext of women's organizations?

_____

_____

_____

5. What are the components of an effective communication and media strategy?

_____

_____

_____

6. What is media engagement?

_____

_____

_____

_____

7. What media options do you consider communicating your organization's success to the public?

_____

_____

_____

_____

8. What are the main media platforms and how can you use them in women's organizations?

_____

_____

_____

_____

9. What is a feminist model approach in communication?

_____

_____

_____

_____

10. What is social media?

_____

_____

_____

_____

True or False (circle the correct answer)

11. When developing a campaign message, it is best to include as much detailed information as possible even if this means that the message is a very long one.

True False

12. Slogans, platforms, and ideologies are examples of messages.

True False

13. For many people, speaking in public is their greatest fear.

True False

14. Our choice of ~~the~~ media platform doesn't have much effect on the audience we planned to reach

True False

15. It isn't a good idea to make eye contact with your audience when giving a public speech because it makes people nervous.

True False

16. If someone asks you a question after your speech or during an interview and you don't know the answer, you should make it up rather than admitting that you don't know.

True False

17. The best target audiences for your communication strategy are the people that support you completely and those who are completely opposed to you.

True False

18. An example of gender discrimination and sexism in the media is when journalists focus on what female candidates are wearing and their hairstyles while talking about the substance of what the male candidates are saying.

True False

19. During an interview, it's best to avoid telling a journalist something "off the record" (remarks that aren't meant to be shared or made public) or having a casual conversation with the media.

True False

20. Technology and social media can help increase the visibility of women's rights activists by allowing them to reach a broader audience while keeping outreach costs down.

True False

Multiple Choice (circle the correct answer)

21. All the following are characteristics of a good message except:

a) it must be short/concise b) it must attack your opponent(s)

c) it must be persuasive/compelling d) it must be repeated

22. Tools that you can use to deliver your message to your audience include:

a) television news/ programs/ ads b) newsletters

c) personal/organizational website/social media d) all

23. All the following are good strategies for developing relationships with the media except:

a) do nothing – the media will come to you b) set up meetings with newspaper editors

c) send out press releases to journalists d) study the media in your area

24. When trying to get a newspaper to cover your issue/campaign, it is appropriate to use all of the following strategies, except:

a) send a press release b) write an editorial

c) show up at their office unannounced and ask for a meeting d) buy advertising space

25. A good press release should follow all of the following rules except:

a) be typed up (not hand-written) b) provide your contact information

c) be several pages long d) answer questions: who, what, why, when, where

Thank you!

POST-TRAINING QUESTIONNAIRE

Training Title: Communications and media engagement

Name (optional): _____

Organization: _____

Position: _____

•*This questionnaire was designed to determine what you have learned during the training sessions on communication and media engagement.*

•*This is not a "test", and you will not be "graded" on your performance.*

•*The questionnaire has questions about a wide variety of topics that have been covered in the training. You should complete all questions on your own and to the best of your ability.*

1. What are the three most important things you learned during this training?

   _____

   _____

   _____

2. To what extent do you expect this meeting will make a difference in the way you do your job?

1 2 3 4 5

No Difference Tremendous Difference

Comments:

_____

_____

_____

What is a communications message in the context of women's organizations?

_____

_____

_____

3. What are the components of an effective communication and media strategy?

_____

_____

_____

4. What is media engagement?

_____

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5. What media options do you consider communicating your organization's success to the public?

_____

_____

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6. What are the main media platforms and how can you use them in women's organizations?

_____

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7. What is a feminist model approach in communication?

_____

_____

_____

8. What is social media?

_____

_____

_____

9. Do you have any comments regarding the session and the facilitators?

_____

_____

_____

Thank you

Annex 2: Social Media

Facebook

1. Set up Your Non-profit's Facebook Page

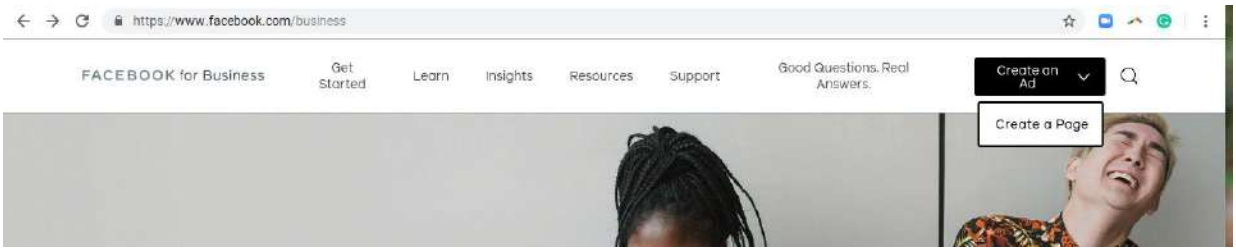
Time: 1 hour

First things first, let's set up your Facebook page.

Here is everything you need to know about setting up a page with everything your fans need to know about you - and everything that will encourage them to support you!

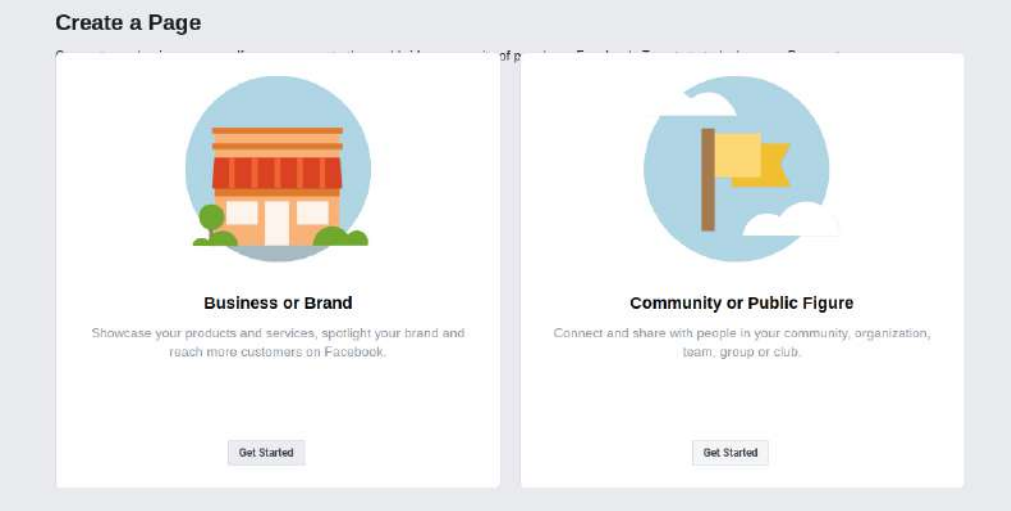
1. Go to Facebook for Business.

Unlike many other platforms, you will create and manage your page through your personal profile. After you log on, go to Facebook for Business. Hover over the "Create Ad" button on the upper right corner and then click on "Create a page."

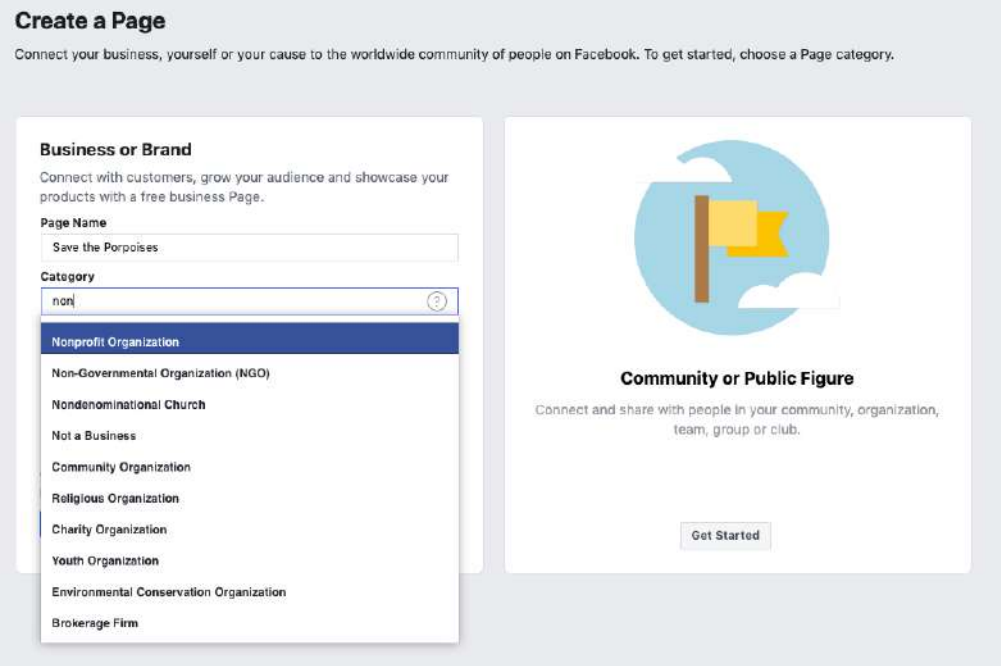


2. Choose your business classification.

As a non-profit or organization, you will click "Get Started" under "Business or Brand."



Your Page Name should simply be the name of your organization. Next, select the category that most closely fits your organization. To select the Non-profit Organization category for your Page, start typing into the Category box and select Non-profit Organization when it appears.



3. Upload a profile picture and cover photo.

Many organizations use their logo sets for their profile picture. You can do so or use an image that depicts the kind of work you do.

For example, if you work with animals, you can use a picture of an animal, or if you work with a mother, you can use an image of a mother and child. Using an image instead of a logo gives your page a more personal feel and will help your page blend in seamlessly with your fan's friends and family posts on their feeds.

When creating a cover photo, be sure to use optimal dimensions: 315 pixels tall by 851 pixels wide. Keep this image simple; don't feel like you need to use a lot (or any text at all). There are plenty of places in your profile to use writing to share your work and mission.



Here are three great ways you can create/use a Facebook banner to help grow your organization:

1. Event Promotion

The American Counseling Association changed their cover photo to include information about an upcoming event. Now everyone who comes to their Facebook Page will know about their conference and the ACA will likely see a boost in event registrants.



2. Membership or Cause Promotion

In this example, Canadian Blood Services added a CTA (call to action) on their cover photo, challenging all their Facebook visitors to become a donor. They've also included a website link in the image, making it easy for someone to find out more information.

Similarly, you can use your cover photo to ask people to join your organization and tell them where they can become a member.

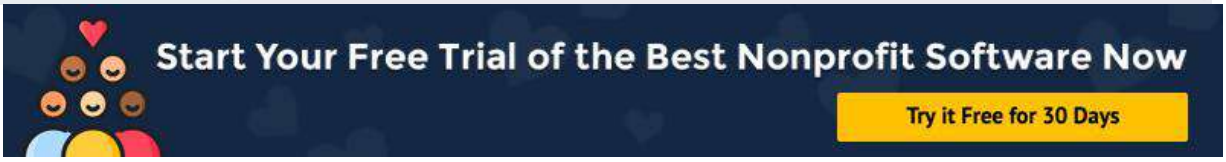


3. Member Engagement

QUT Tennis Club used a picture of their members for their cover photo. Besides being a great photo, this does two more things to help the club:

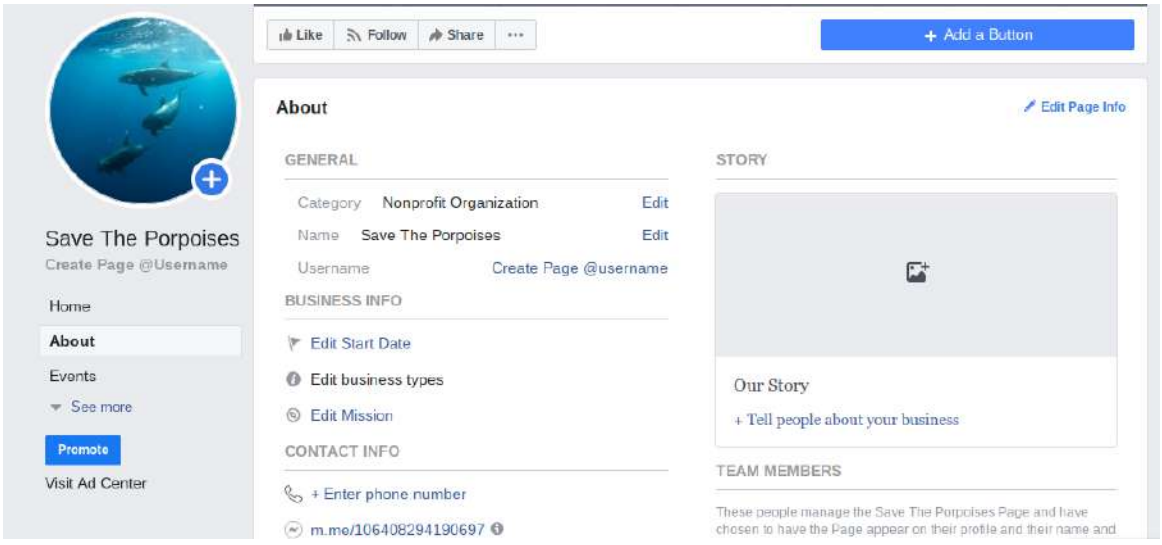
1. The people in the photo will likely share QUT's Page with their Facebook friends since photos have a super high interaction rate on Facebook. In turn, this will help boost member engagement with your current followers, especially those in the photo.
2. A photo of real members lets potential members know your organization is personable, inviting, and most importantly, that your organization cares about its members.





4. Fill out the About section.

This can be found on the left side of the page. This is where you can provide all the information your audience should know about your organization. Be sure to complete the "Our Story" section, which will give your audience insight into your mission and how it all got started.



5. Get Your First Followers

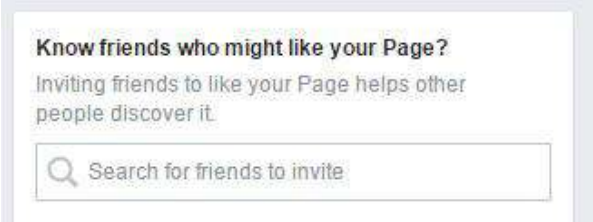
Now you have a basic Facebook Page set up for your non-profit! How does that feel?

But don't rest on your laurels just yet. It's time to start getting followers who will like your Page (don't forget to like the Page yourself!).

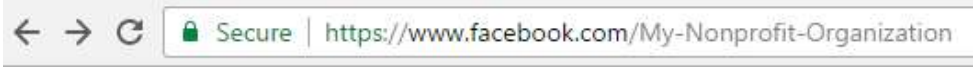
Followers who like your Facebook Page will see your photos and posts in their Facebook feed whenever you have a new update.

Here are four simple things you can do to get more followers:

1. **Use Facebook search to invite your Facebook friends to like the Page.** This is located on the bottom right of your Page. Simply type a friend's name and click "Invite". These friends will receive a notification inviting them to like your Page.



2. **Email your current subscribers and members with a link to your Facebook Page and ask them to like it.** You can find the link to your Facebook Page in the URL ~~as~~ shown below. Simply copy and paste this text into an email.



3. **Add a Facebook link to your website.** It's a good idea to place this link where your contact information is located. The most visually engaging way to do this is to make the link an image of Facebook's logo, like how it's shown below.



4. **Include a Facebook feed on your website's homepage.** That way, all your website visitors can see your updates and like your Facebook Page right from your website. Here's an example from The Webb Mountain Discover Zone. Simply scroll down their homepage to see their Facebook feed.

If you want to add a Facebook feed onto your website, visit Facebook for Developers, which shows you the steps. However, you may need a little technical expertise to do this.

Note: Webb Mountain Discovery Zone added their Facebook feed using WildApricot's drag-and-drop website builder made for nonprofits.

Now that you have your Facebook page set up and you have some followers, you're ready to post.

(And when you're ready to create a Facebook Group for your non-profit, check out this post to get inspired!)

2. Create a Facebook Posting Strategy
Time: 2 hours

As you may already know, haphazard posting is not only time-consuming, it won't help you reach your goals.

If you post regularly, your posts are much more likely to show up on your supporters' feeds. They're also more likely to feel personally invested in your organization if they can follow along with your successes and struggles.

That's why before you start posting, you should create a simple post strategy that includes a plan tailored to succeed on Facebook as well as content that supports your efforts.

(This also gives you a justification NOT to post when other staff members come to you with last-minute requests. You're welcome!)

If your non-profit is active on other social platforms, such as Instagram, your Facebook strategy should align with your overall social media strategy. Check out these 5 examples of successful non-profit social media strategies for some inspiration.

What Your Platform Plan Should Include

Start creating your platform plan by understanding what kind of content does well on Facebook. To figure that out, click around and see which posts from other organizations in your niche are getting the most shares and likes, as well as seeing what other pages your supporters are likely to follow and what kind of content they're posting.

From there, determine the purpose of your Facebook page, the amount of posts you plan to post a week, and your budget, as well as the kinds of content you will focus on. Asking these questions can help you create a clear roadmap to a successful Facebook page. Finally, Facebook is a social network, so indicate how you plan to engage with your fans.

For example, maybe you can manage to post three times a week. Through a bit of research and by looking at your previous analytics, you learned that it's challenging to reach people through organic posts, that images with little text perform better than those that are text-heavy, and that you are more likely to reach your audiences between the ages of 40 to 64 years old.

Your platform strategy may look something like this:

Purpose: To communicate with current and potential supporters over the age of 40

Cadence: 3x/week

Paid Spend: $25/week

Content: Focus on videos and images. Share client stories, impact, organization activities and victories, and behind-the-scene staff features.

Engagement: Tag applicable partners, invite those who like posts to like or follow apage andrespond to all comments and messages within 24 hours

As you can see, this plan doesn't have to be complicated, especially if you don't have much time to spend on it.

How to Create a Content Plan

Next, you should create content buckets to guide the kinds of posts you will create. There are a range of media you can use for each bucket, including images, text overlay (text over pictures), simple animation/gifs, and video.

Here are eight content buckets for you to consider.

1. **Inspire:** Highlight your clients and show impact. Thank your donors often.
2. **Introduce:** Feature your staff, board, volunteers, and partners. Show the human side of your organization.
3. **Inform:** Educate your audience on your issue. Be a go-to source for news in your sector.

4. E**ntertain:** Post fun and light-hearted posts, like memes or GIFs, that relate ~~back~~ to your organization's struggles.
5. **Interact:** Ask questions, share surveys, or hold contests.
6. **Update:** Share your organization's news, upcoming events and activities, and what's going on behind the scenes.
7. **Call-to-Action:** Make a direct ask to donate, volunteer, join your email list, sign a petition, or apply for a job opening.
8. **User-Generated Content:** If your donors, volunteers, or the population you serve are creating content about you, all you have to do is reshare it! Keep an eye out for mentions of your name on social media so that you can capture these great opportunities, or simply ask your supporters to share why they love your organization. Many people will be happy to do so.

We suggest planning out your content anywhere from a week or a month in advance. Set a day aside to focus on content planning, creation, and scheduling — which will allow you to then focus on other tasks. You can also check out some of these great social media scheduling tools to help you save time throughout the week.

Five Inspiring Posts from Non-profits on Facebook

Do you need a bit of inspiration before choosing content buckets? Check out these posts. Many of these will take you five minutes or less to create.



1. Host a recurring Facebook Live video. Principal Belinda George of Homer Drive Elementary School reads a bedtime story to her students (and hundreds of others across the globe!) every Tuesday evening for its weekly Tucked On Tuesdays.

2. Post about a trending topic, whether on the news, a holiday, or a national observance. For example, LiveOnNY tied in organ donation into this Halloween post.



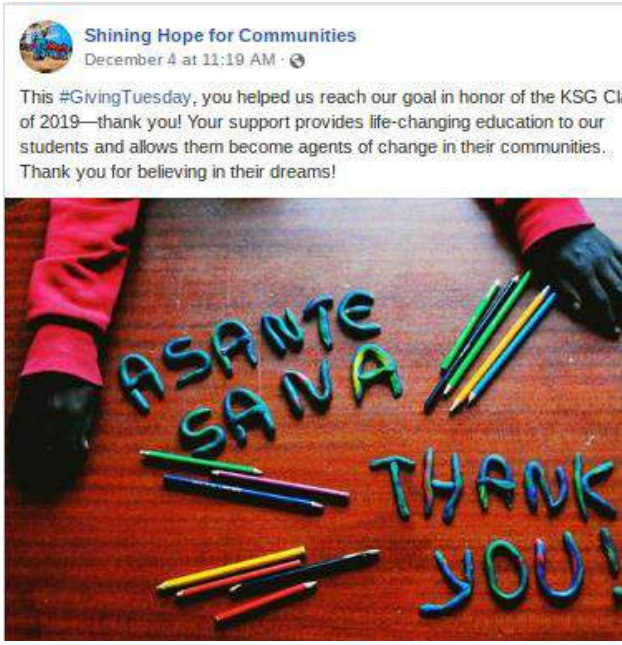
3. Use inspirational quotes. UNICEF, one of the most popular non-profit Facebook pages, often posts inspirational quotes from youth across the globe.

4. Quiz your followers. World Wildlife Fund engaged with its followers by quizzing them on their wildlife knowledge. Do you know the difference between a dolphin and a porpoise? (I didn't before looking at this quiz!) You can create posts like this eitheron Facebook itself using the poll function or create a blog post on the topic to which you can then direct your audience.



5. Thank your followers. You can thank them for attending an event the following day, donating, or simply for showing up and interacting with your Facebook page. SHOFCO made a lovely thank you post following #GivingTuesday.





3. Make Facebook Live Videos

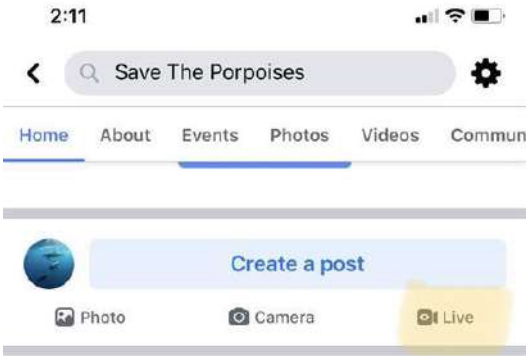
Time: no extra time if streaming during events

Videos continue to be one of the most popular and high-performing media to use on Facebook. While the average engagement rate for Facebook posts is 3.6%, video posts have double the average engagement rate of 6.13%. In fact, 60% of users who watch digital videos do so on Facebook, second only to YouTube.

The easiest way to incorporate videos into your posts is to post live videos since they don't require as muchscripting or any editing. You can live-stream events, and plan live-streamed Q&As, or demonstrations.

Hosting a Facebook Live is simple. Here is how you can go live straight from your smartphone:

1. Go to the 'create post' section of your page and click the Live button. If you haven't done so already, give Facebook access to your camera and microphone when prompted.



2. Write an interesting description of what will take place in the Live video.



3. Click the blue "Start Live Video" button to start broadcasting.

4. Click "Finish" when your live stream is complete.

How to Host a Successful Live Video

Make the most of your Live videos. Facebook gives these five tips for hosting successful live videos.

1. Go live with a strong connection. Ensure your broadcast is as clear, high-resolution, and as stable as possible.

2. Engage with your audience. Facebook prioritizes content that sparks conversations and includes meaningful interactions between real people. Try these engagement methods:

- Say hello to commenters by name and reply to their comments.
- Answer questions on-air.
- Pin great comments to the top of the chat.
- Encourage event participants to engage with the audience via live comments.

3. Broadcast for more extended periods to reach more people. Facebook prioritizes longer videos (over three minutes) that inspire people to continue watching. For Live broadcasts, the longer you are Live, the more likely people will discover the video.

4. Tell people ahead of time when you're going to broadcast. Build anticipation by letting people know when you'll be broadcasting live.

5. Be creative and go Live often. Try different types of broadcasts and go live frequently to keep your audience engaged. You can also use insights available in the Creator Studio to see what kind of content performs best and optimize your videos to focus on those topics. You can also switch up your posting time to see if your audience prefers one time over another.

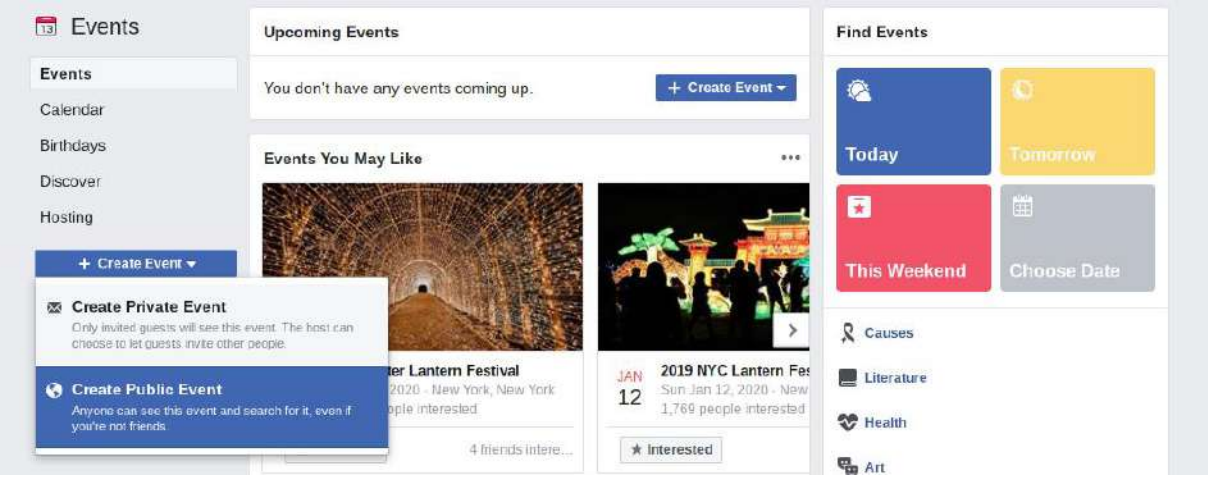
4. Create Facebook Events

Time: 15 minutes

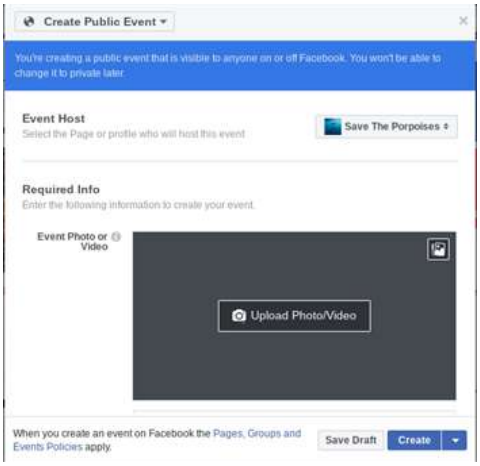
When planning an event for your organization, don't forget to include a Facebook event. Even if you've already sent out an email blast, the more reminders to your audience the better! Plus, since potential attendees' friends can see that they've clicked "Interested" or "Attending", you have the chance to reach a larger audience who may not already be following your page.

Here are the steps:

1. Go to the Facebook Events page, and click the Create Event button at the bottom-left of your screen. Select "Create Public Event" from the drop-down menu to make a public, not-invite-only event.



2. Select your brand's Facebook page. This will make sure the event is linked to your page so it can be promoted appropriately.
3. Complete all of the info on the screen. You can include all of the vital information about your event, including event images and details. When choosing an image, be sure to use a vivid and compelling image with little to no text.



4. Use keywords that will help people discover your event, like "panel," "auction," or "health fair."
5. If you have one, add a link to your registration or ticket purchase page.
6. Add cohosts, like other organizations, committee chairs, or the event space. This ensures they'll get a notification when the event is created and will then be prompted to share your event as well (and who doesn't love additional promotion?).
7. Publish and promote your event!

Four Ways to Promote Your Event

1. Share the event frequently from your Facebook page, and pin the post to the top of your page.
2. Use other channels, like email and other social media sites, to drive potential attendees there.
3. Use the "Invite" tab on your event to invite your organization's network and expected guests.
4. Consider running an ad to promote your event. Read more about how to do that in this post.

5. Create Facebook Non-profit Ads

Communication and Media Engagement Module

Time: 1 hour

Facebook prioritizes friends and family posts over brands, making it harder and harder for non-profit Facebook posts to be seen organically.

So, if you have a little budget to spare or experiment with, include boosting posts or running Facebook ads in your Facebook strategy to get more eyes on your content (and thus more potential donors, members, or event attendees).

Learning how to create Facebook non-profit ads is an incredible marketing skill to have. For a thorough guide on Facebook Ads, check out our free, on-demand webinar "How to Start Using Facebook Ads to Reach a Big Audience with a Small Budget" and visit Hubspot's Facebook Paid Ad Checklist.

For a quick glimpse at the process, here is an overview of how to create a Facebook Ad. Start creating an ad through Facebook's Ads Manager. To create a new campaign, ad set, or ad through the Facebook Ad Manager, choose the type of ad you want to create and click the green "Create" button.

2. Select an objective. There are many to choose from, including brand awareness, reach, website traffic, lead generation, and conversions.

   For example, if you want your ad to be seen by as many people as possible, you will want to chooseto reach ~~as~~ an objective. If you're going to direct people to your website or a blog post, you will indicate website traffic as your objective.
3. Choose your audience. You will be able to create a particular target audience for your ad.

   Facebook provides several targeting options, including location, age, gender, language, relationship, education, finances, interests, and more.

   Creating the right custom audience will take lots of testing, trial, and error. The longer you create ads, the more successful your targeting will be.
4. Set your budget. You will have the option to set a daily budget or a lifetime budget.
5. Create your ad! Now for the fun part. You will create an advertisement based on the objective you set. Facebook shared these tips to get the most engagement from your ads:
   - Use vertical videos, which is how most people use their phones.
   - Avoid text on images. Instead, use the text/headline/link description boxes.
   - Keep your text short, clear, and concise to get your message across.
   - Add multiple images using the carousel format.
   - Ads with movement stand out in the News Feed. Use videos or simple animations. When you make a Stories ad, you can use free templates that automatically animate your ad.
   - Use calls to action (CTA). CTA buttons draw attention and encourage people to engage with your ad and will help you reach your ad's objection.

6. Track your ad's performance. You're not quite done when you publish your ad. Keep an eye on it during the duration of the campaign so that you can make changes on underperforming ads and replicate well-performing ones.

6. Facebook Fundraisers: Are They For Your Non-profit?

Time: Once approved, 3 minutes

Facebook Fundraisers allow people to create a fundraiser for their favorite organizations through Facebook.

The fundraising platform has been quite controversial over the past few years. Millions of dollars were raised through Facebook — $120 million on 2019 #GivingTuesday alone — but fundraisers struggle with the lack of control and donor information when going this route.

Before you jump into enabling Facebook Fundraisers for your organization, you can check out our full guide on the topic here.

Additionally, here are a few pros and cons to consider.

Pros	Cons
It's an excellent crowdfunding opportunity. Your champions will fundraise for you, and your organization will be exposed to their family, friends, and network.	You won't be able to cultivate an ongoing relationship with donors since you will not receive any donor information. This is the most significant criticism of the platform fundraising tool.
Facebook charges no fees for donations made to non-profits.	You won't be able to control the images and messaging used in the fundraisers.
It's a great way to engage with new and current fans on Facebook.	It can take a few weeks to get approval to allow people to create Facebook fundraisers for your organization.

Facebook Fundraisers are a fantastic way to raise money, but not the best way to build new donor relationships. Non-profit Social Media Strategist Julia Campbell gives solid advice to help you decide if Facebook Fundraisers will work for your organization:

"To determine if non-profit fundraising on Facebook will work for your non-profit, always return to your goals. What would you like to achieve by setting up fundraisers on Facebook? If you want some quick cash for a specific project, then Facebook fundraising may be the way to go. If you want to build your donor file and build relationships withyour donors, fundraising on Facebook is not the best avenue for long-term donor retention."

Enabling Facebook Fundraising

The fundraising Facebook rules to apply as an organization may take time, but after that, it's simple.

1. Sign up to accept donations on Facebook. To complete this application, you will need to provide a bank statement, information on your CEO or Executive Director, and your organization's tax ID number (EIN or VAT number). This process could take two to three weeks.
2. Once your page is approved to accept donations, log in to Facebook, and click "Publishing Tools" in the top menu of your Facebook Page.
3. Find the Donation Settings under Fundraisers.
4. Check the box next to "allow people to create fundraisers" and to "allow people to add donate buttons next to their posts."
5. Be sure to click Save.

We hope this post encouraged you to jump on the bandwagon to create and manage a Facebook page for your non-profit.

Within just a few hours a week, this platform will help you check off many marketing goals and will help you reach new audiences that would love to know about the incredible work your organization does.

And best of all? Once you've done these things, you won't have to spend very much time managing it going forward

Facebook non-profit resources:

- Take Facebook Blueprint Free Online Training courses, especially Non-profit Marketing
- Follow Non-profits on Facebook to stay on top of upcoming tools and training

Twitter

While Twitter may not be ideal for every non-profit organization, it has the potential to be a powerful marketing tool for some. It can help spread the word about a need, your cause, or a particular campaign to thousands, even millions of people. If your organization has decided to take the plunge and give Twitter a try, here are the basics you'll need to know: from creating an account and getting followers to what to tweet about.

Step 1: Creating an Account

When you create a Twitter Account, you'll have to pick a Twitter username and write a bio. Be sure to pick a username that is associated with your organization. We are @SumacTweets. When you write your bio, try to make it short and sweet. You want to tell people what you do and why it's important in a sentence if possible. Here's a good one from charity: water:

"*Charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations. http://www.charitywater.org"*

The next thing you'll have to decide on is an avatar. Whatever you do, don't keep the default Twitter egg: no one trusts the egg. You'll have to decide whether you want to use an individual's picture or the organization's logo. There are some benefits to both. Often ~~times~~ people feel more comfortable speaking to an individual, but a logo is good for branding. In the end, some organizations end up with multiple accounts – one for the organization and others for individuals associated with the organization.

Lastly, you'll want to choose a background for your account. If you're not too worried about branding, you can get a free background from TwitBacks.

If, on the other hand, you want something more professional and branding is important, you can have one custom-made for $89 from TwitterBackgrounds.

Step 2: Follow and Be Followed

Now that you have an account set up, you'll want to start following people. Follow people who might be interested in your organization and from whom you might be able to gain some knowledge and insight. With any luck, they'll follow you back. You can find people using Twitter's "Who to Follow" tool or you can find and follow lists of people. There are several websites that group Twitter users into lists, so you can easily find who to follow. "Wefollow" is one of them. Don't go overboard with thefollowing though. You should try to stay at a1:1 ratio for who you are following vs. who is following you.

If you don't want to manually follow each person who follows you, there are Twitters tools that will do it automatically for you. Social Oomph is one of them. It also allows you to send an automated message to your new followers. Both of these services are available with the free account, but before using it, here are two cautions:

1. If you decided to automatically follow people who follow you, you will end up following a lot of spammers and people who are not ideal for your organization. It's inevitable since you are not vetting each one individually.
2. If you choose to send an automated welcome message, please, please don't send a typical auto response. They are highly frowned upon in the Twitter verse. If you're going to use auto-responses, you have to be creative. Make an impression, share something useful, make them

laugh, and make them gasp. Here's an example: "This picture is why we do what we do…." and add a link to a powerful picture that shows the people that your organization has helped.

Step 3: Share and Connect

The Tweet and TheHashtag

Let's start with the basics: What the heck is a tweet? A tweet is a message made up of a maximum of 140 characters that can be seen by anyone on Twitter. Each message has a very short lifespan in the Twitterverse since there are millions of people tweeting all the time. So, to target your tweets to a particular audience, it's a good idea to use hashtags (#) before your keywords. This allows people searching for these keywords to see tour tweets. Here's what a tweet with hashtags looks like:

"*One in eight people on the planet drinks water that's likely to make them sick link #socialchange #charity #philanthropy"*

Making the Most of Tweeting

The above message is a great tweet. It helps people understand the cause without being too self-promotional. That's really what you want to aim for. Tweet to add value to the conversation. Don't tweet about how much you need a coffee, what the weather is like, and how you are happy that it's Friday. Instead, teach people about your cause, help them, and inspire them with quotes and stories. And, once in a while, throw in some tweets about your organization: tell them about a fundraiser, share stats, pictures, or ask people to sign a petition.

Twitter, after all, is about engaging, sharing and being part of a very big conversation. It should not be entirely self-promotional, and it should not be one-sided. With that said, spend time listening to what others are saying and responding to them. Here is what a response to another Twitter user looks like:

"*I think that's so important @Username!"*

Or if you like what they said enough to share it with all of your followers, you can Re-Tweet (RT) it. This is what an RT looks like:

"Great one! RT @Username Be the change you wish to see in the world. ~Gandhi"

The main point is to engage. This iswhere the true value of Twitter lies. Experiment and see what works for your organization. If you're looking for a little inspiration, check out Mashable's 26 Charities and Non-Profits on Twitter to see what they're up to.

More Useful Twitter Tools:

Twuffer Allows you to compose a list of future tweets and schedule their release.

StrawPoll Allows you to create your own poll. It's the coolest way to follow the opinions of people on Twitter.

Twitter feed Allows you to Post your RSS feed or to Twitter automatically. This works great if you have a blog or use Google Alerts.

Twitter non-profit resources:

- Twitter's Flight School
- Read the Campaigning on Twitter Handbook
- Follow Twitter Non-profits for case studies, training, news and opportunities

LinkedIn

A company page provides an organization with an easy way in which to engage with LinkedIn members.

- Showcase your organization's brand
- Spotlight the organization's mission, events, employees, and opportunities
- Build a community among a highly affluent and educated audience
- Post status updates and engage with followers, LinkedIn members

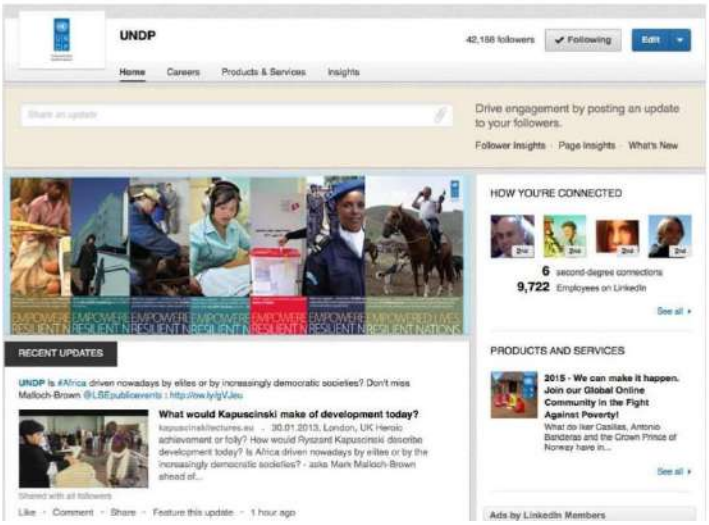
Creating a Company Page?

Step 1: Set your goals for your company page

What do you want to achieve?

- Build your non-profit's brand awareness
- Secure donors
- Recruit volunteers
- Promote events

United Nations Development Programme is Focused on Driving Awareness and Education



Step 2: Audit Other Non-Profit LinkedIn Pages

In order to maximize your LinkedIn presence, you need to have a point of comparison for your non-profit's page. Before you begin building or optimizing your own page, take time to research what other non-profits, brands, and companies are doing on LinkedIn.

Gather some of the top organizations that are within your cause category and operate on a similar scale. You should also examine other non-profits with an online presence you find admirable and inspiring. For both segments, ask the following questions:

- What about their page grabs my interest?
- Is there anything here I would do differently?
- How easy is it to find relevant information about their mission, location, staff, etc.?
- What sort of content are they creating?
- How many comments, likes, and shares are they getting on their content?

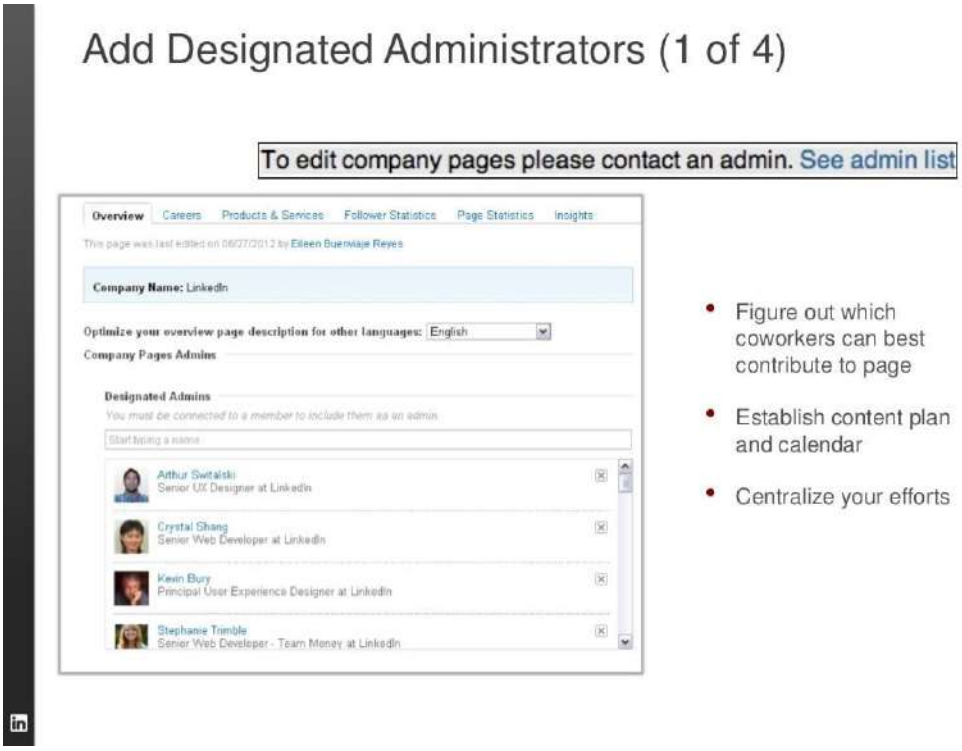
Evaluating these pages can provide insights that will shape your own page. For example, if you notice that other non-profits within your cause category don't prioritize video content, you can double down on your video strategy. On the other hand, if non-profits you admire are writing scintillating opinion pieces that generate massive engagement, consider building similar content into your own strategy.

After you identify these pages, follow them on LinkedIn to keep quick tabs on their total followers, growth, and engagement.

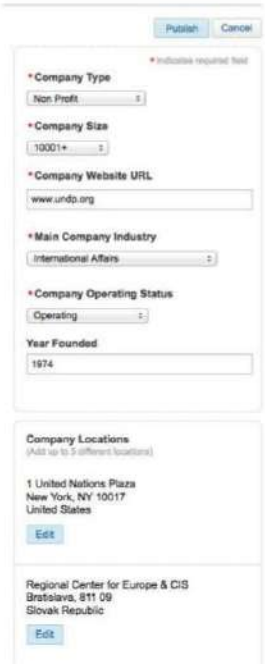
Step 3: Create Your Company Page



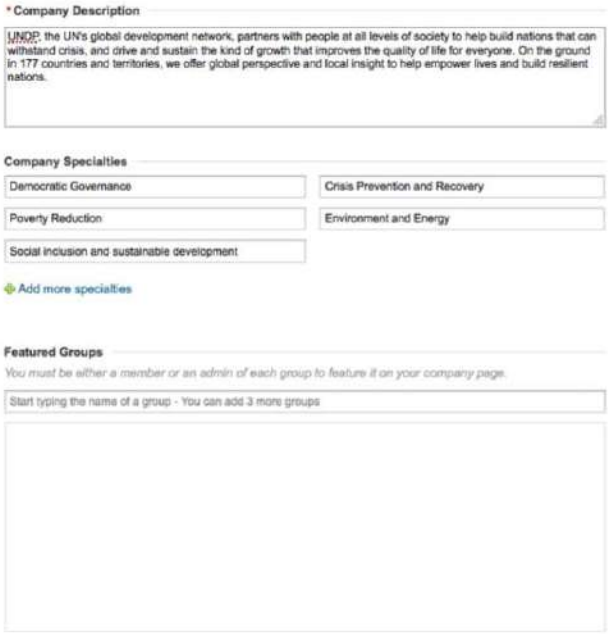

Enter Name & Email
IMPORTANT: For security reasons, Company Pages can only be created with an email address that matches the company. We can not accept @gmail, @yahoo, @hotmail etc..
Linked in
Go to LinkedIn Ads »
Home Profile Contacts Groups Jobs Inbox 217 Companies News More
Companies Home Following (2)
Add a Company
Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.
Company name:
HubSpot
Your email address at company:
rcorliss@hubspot.com
3
I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.
Continue or Cancel


Add Designated Administrators (1 of 4)
To edit company pages please contact an admin. See admin list
Overview Careers Products & Services Follower Statistics Page Statistics Insights
Company Name: LinkedIn
Optimize your overview page description for other languages: English
Company Pages Admins
Designated Admins
Arthur Switalski
Senior UX Designer at LinkedIn
Crystal Shang
Senior Web Developer at LinkedIn
Kevin Bury
Principal User Experience Designer at LinkedIn
Stephanie Trimble
Senior Web Developer - Team Money at LinkedIn
Figure out which coworkers can best contribute to page
Establish content plan and calendar
Centralize your efforts

Fill in Organization's Information (2 of 4)



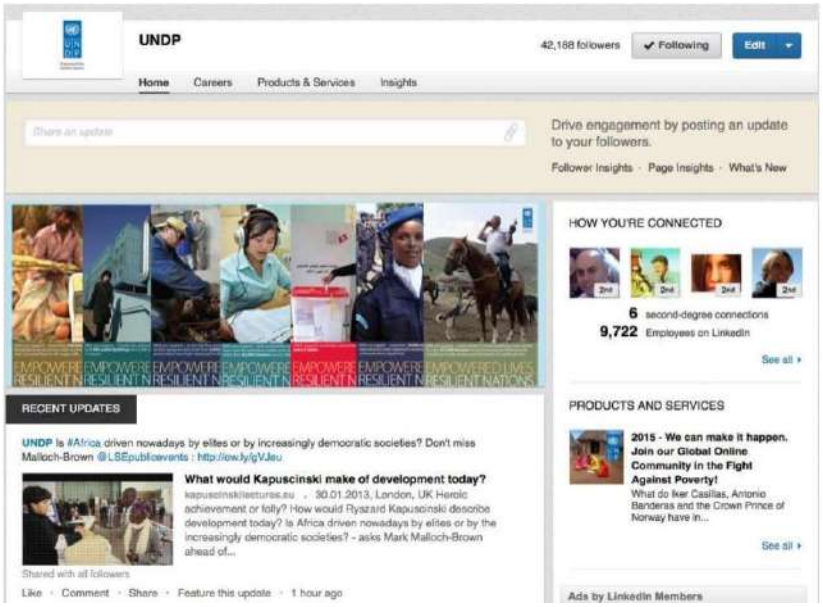
Fill in Organization's Information (3 of 4)

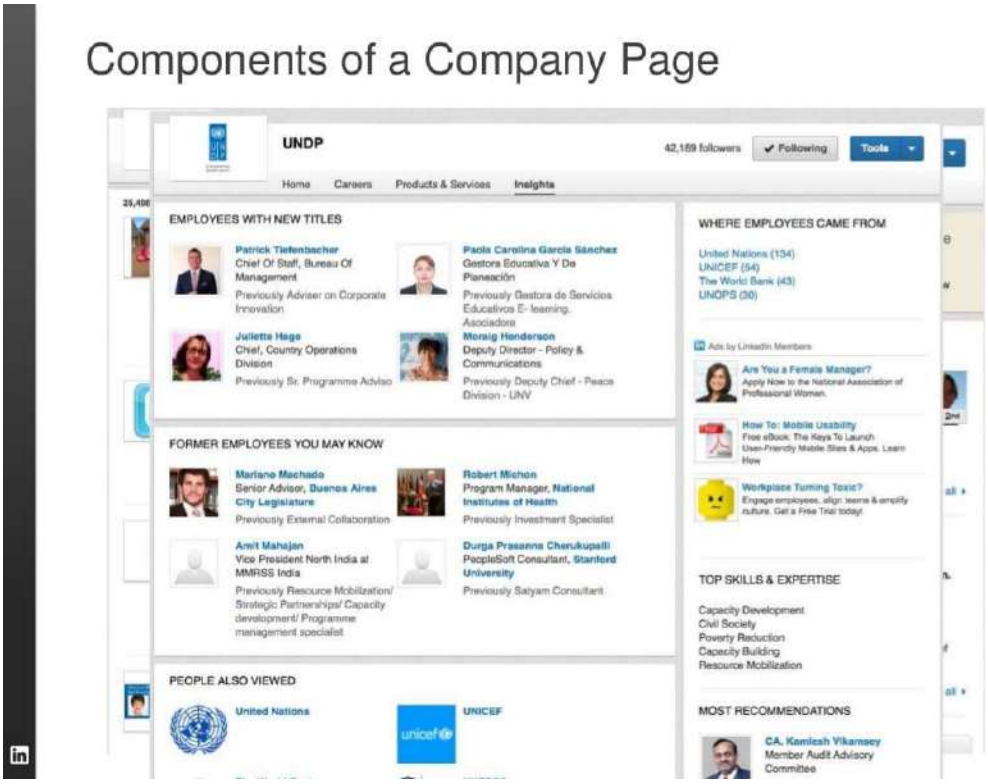


Add Image & Logos (4 of 4)



View Your Completed Page





Step 4: Setup Products and Services Sections

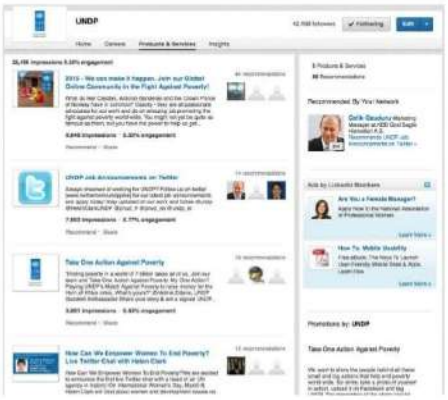
What is a Products & Services Section?

Showcase:

- Events
- Public services
- Support programs
- Volunteer opportunities

Generate:

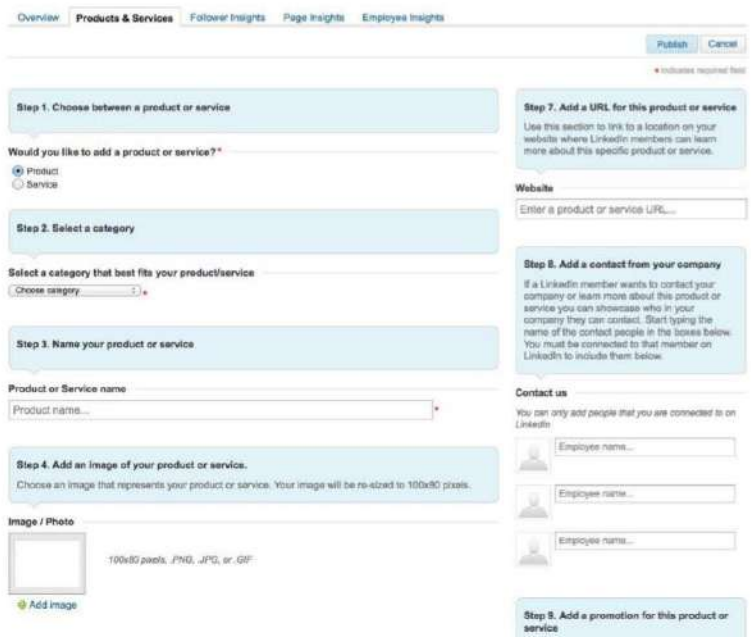
- Social Recommendations in support of your mission and programs
- Funding leads



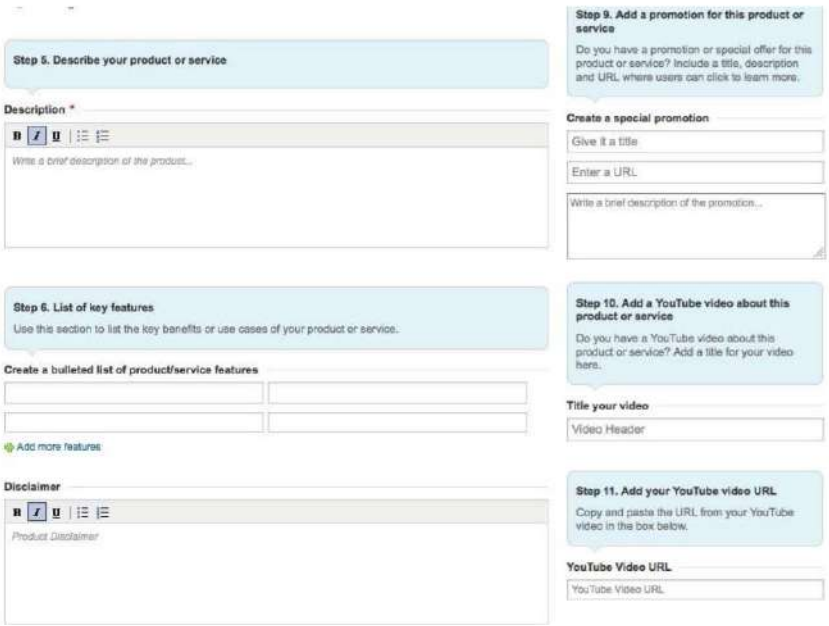
Add a Product to Your Page



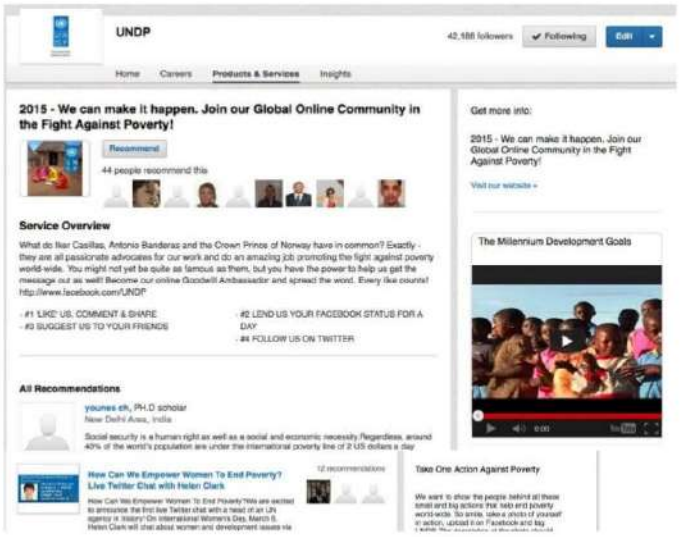
Add a Product to Your Page (1 of 2)



Add a Product to Your Page (2 of 2)

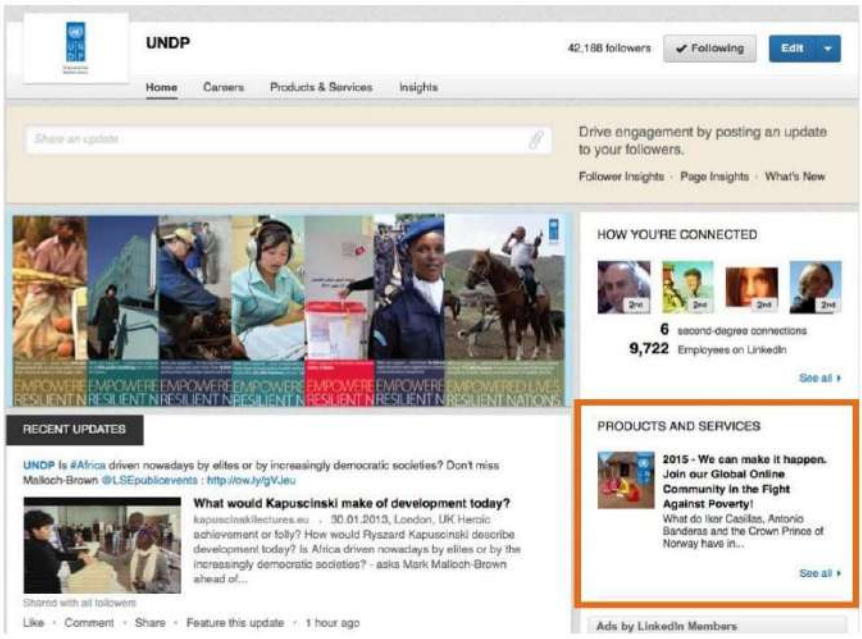


No Products? No Problem!

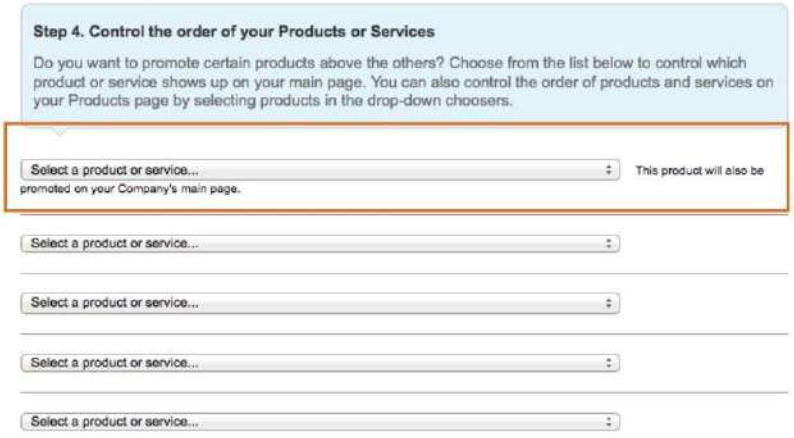


- Events
- Conferences
- Fundraisers
- Speakers

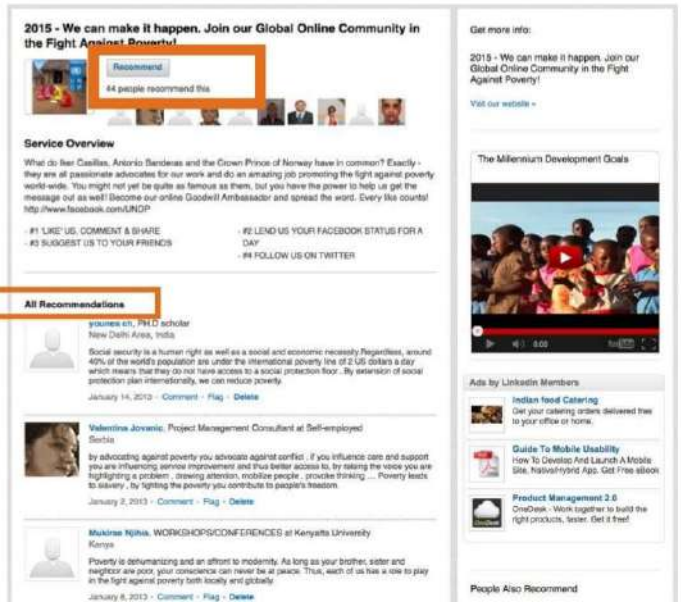
Choose what to Feature

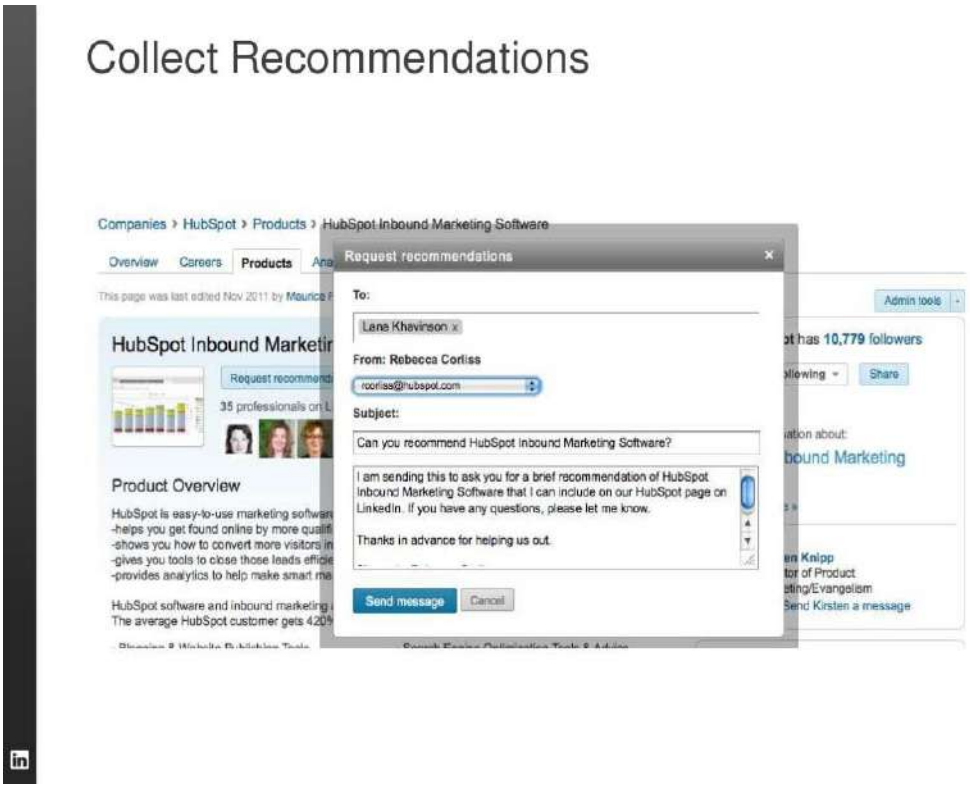


Choose what to Feature- Select Order of Services

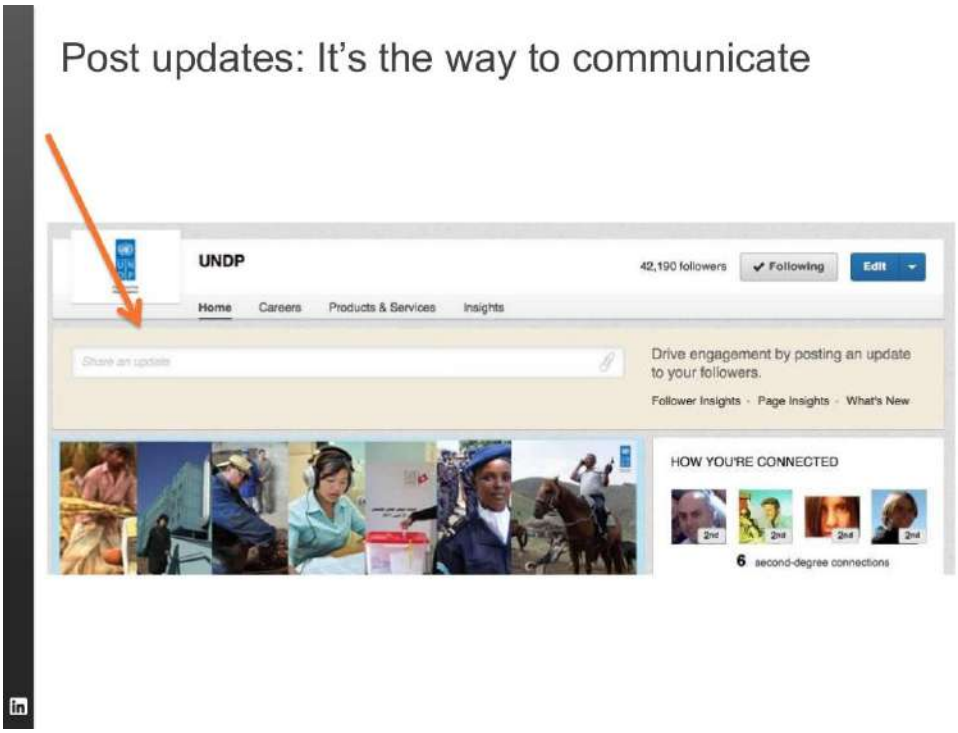


Collect Recommendations

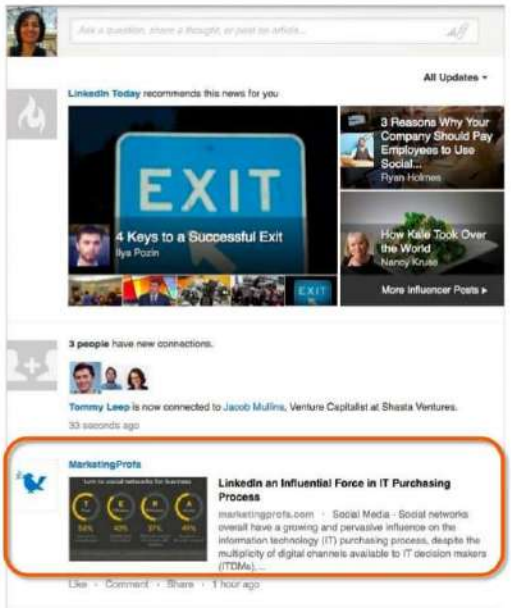




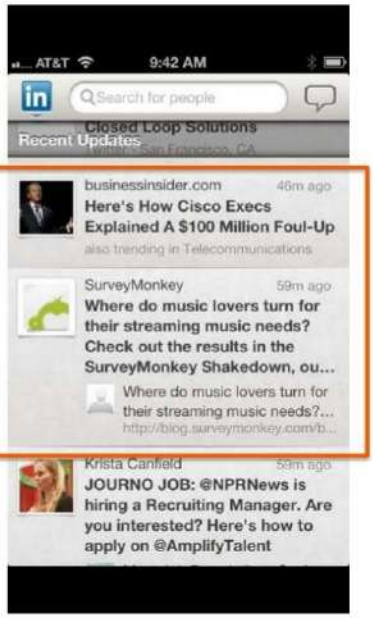
Step 5. Posting Status Updates



Status updates appear on followers' homepages

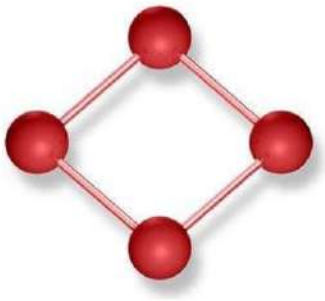


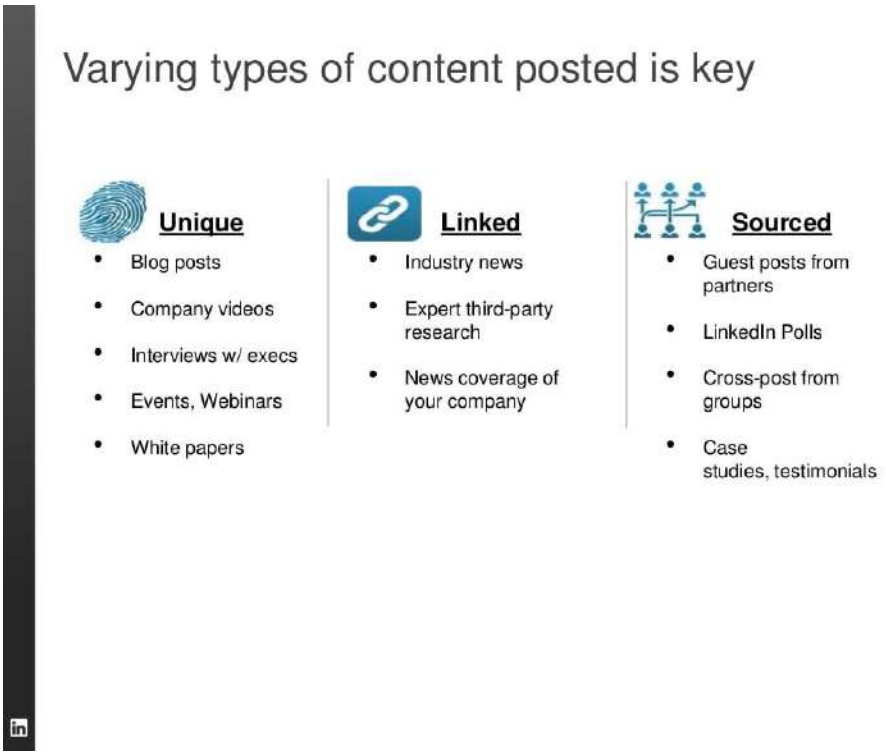
Status updates also appear on mobile, iPad

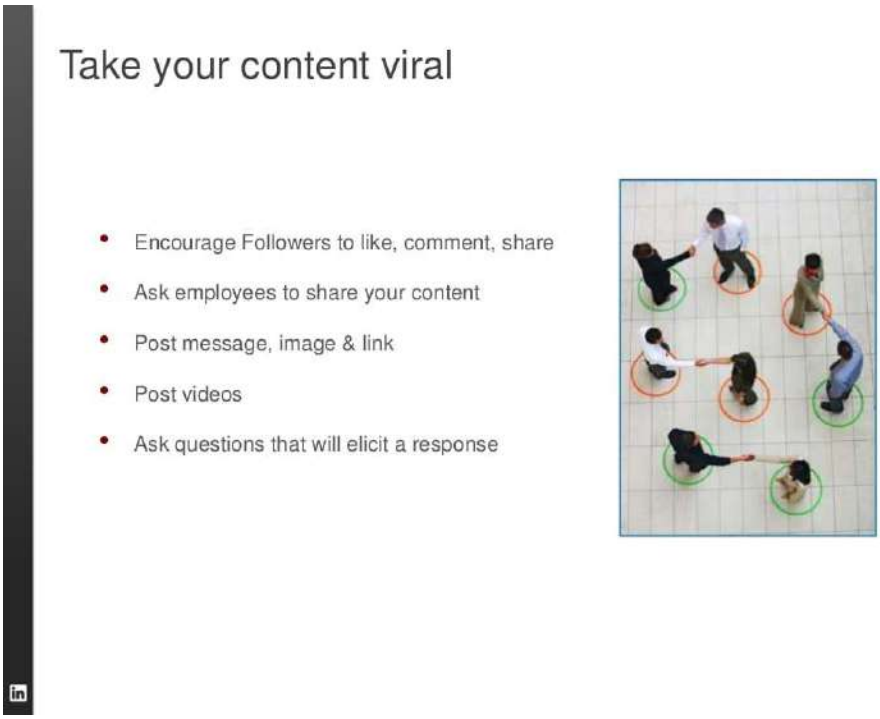


Tips for posting engaging Status Updates

- Keep it brief, a short sentence or two will do just fine!
- Post at least once per weekday to reach majority of unique audience
- Morning updates receive highest engagement, slight boost in eve
- Don't try to do it alone!




Varying types of content posted is key
Unique
Blog posts
Company videos
Interviews w/ execs
Events, Webinars
White papers
Linked
Industry news
Expert third-party research
News coverage of your company
Sourced
Guest posts from partners
LinkedIn Polls
Cross-post from groups
Case studies, testimonials



Step 6: Analyze and Refine

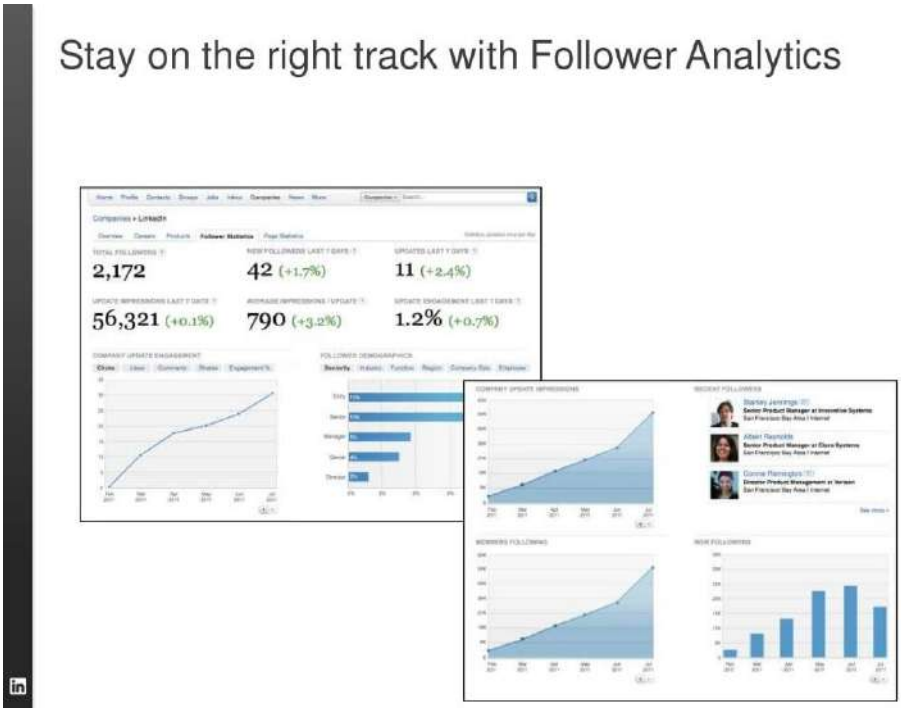
As you work to optimize your page, activate your staff, and promote your content, you need to know that your hard work is paying off. To accomplish this, make heavy use of the built-in analytics engine on LinkedIn. Once you're in the engine, you can break down your data by:

- Total page views
- Number of followers
- Unique visitors to your page
- Custom button clicks
- Mobile versus desktop traffic sources
- Audience demographics

Additionally, LinkedIn will provide detailed breakdownsof each and every post you create. You can see the impressions, clicks, click-through rates, reactions, comments, and shares.

These insights are more than just numbers on a page: this is how you inform a data-driven marketing strategy. For example, if you notice that 85% of your traffic is coming from mobile sources, you should make sure the majority of photos you post to your account are sized to fit a mobile screen.

LinkedIn's analytics only go back 30 days, so put a recurring calendar notification to check your progress every 30 days to avoid gaps in your data.



Monitor engagement by tracking per post activity



See who's visiting with Page Analytics



LinkedIn non-profit resources:

- Take Learning LinkedIn's Get Started with LinkedIn course
- Talk with a LinkedIn non-profit consultant
- Watch LinkedIn's non-profit webinars

Telegram

What it is and how to use it Telegram

Here's how to install and use Telegram to get encrypted, self-destructing, non-intrusive messaging.
The messaging platform Telegram's popularity soars whenever there's a WhatsApp outage or WhatsApp changes its privacy policies.

Fortunately, there's social life beyond Facebook's fishnet. Telegram's founder, PavelDurov, claims that it now has nearly 500 million active users, although that's still well short of WhatsApp and Facebook's alleged one-point-something billion.

But that doesn't matter. What matters is that Telegram is one of the best-encrypted messaging apps, offering a cross-platform, cloud-based distributed messaging app that has no ads.

It's similar to Apple's Messages, but it's more reliable, has dedicated apps for all platforms — PC, Mac, Linux, Android, and iOS — and it also allows you to set up secret chats with messages that can self-destruct, giving you a new level of privacy.

Telegram is not as secure as you might think

However, Telegram has been widely criticized by information-security experts, who say Telegram's cryptography is untested and that it's simply not secure enough to be used by political dissidents and other people transmitting highly sensitive information. (That's despite the fact that Telegram was ISIS's favorite messaging platform.)

Experts recommend using Signal instead, or WhatsApp, which also uses the Signal protocol. The main difference is that Telegram text chats are not end-to-end encrypted by default. Chats on Signal and WhatsApp are.

That means Telegram can read your messages and may have to hand them over if the police come knocking. (Telegram is legally based in London but has some operations in Dubai, United Arab Emirates.)

Telegram's one-to-one voice and video calls are end-to-end encrypted, but its group voice chats are not.

How to install Telegram

Installing and using Telegram is very easy. Here's a simple step-by-step guide:

1. Download the Telegram app

- iPhone and iPad
- Android
- Windows Phone (yes, even Windows Phone!)
- Windows
- Linux 64-bit; Linux 32-bit
- macOS; Mac App Store version
- Chrome browser extension
- You can also use the web version.

Note: Before using the desktop versions of Telegram, you have to set it up using a mobile app.

2. Register your phone number

Immediately after you do this, Telegram will send your phone an SMS text message containing a code for number verification. If you don't enter the verification code within three minutes, Telegram will call your phone.

3. Enter the SMS verification code

The Telegram app will have a field into which you input the SMS verification code.

4. Telegram may call your phone instead

A robotic voice will read out a five-digit code, which you can then enter into the app.

5. Enter at least your first name

Telegram requires that you give it at least your first name. (It doesn't have to be your real first name.) You can also add an avatar for more personalization.

Other users can search for you by your username without needing to know your phone number.

6. Let Telegram access your contacts

Unfortunately, you can't just type in a phone number and start messaging. You'll need to grant Telegram permission to access your contacts before you can message anyone. However, people who are not in your contacts can still invite you to Telegram chats.

7. (Optional) Let Telegram access your files and lockscreen

Telegram will ask you to let it access your photos, media and files so that you can use the app to send photos and other files. It also wants to access your lock screen so it can show you incoming calls.

You can pass on both these options, but Telegram will be a lot more useful if you don't.

8. Set a separate Telegram PIN

Telegram doesn't require you to create a password or PIN to use the app. Just unlocking your phone will be enough to gain access to the Telegram app and your account.

That's a problem if someone else gets access to your phone and can unlock it. To protect your Telegram account, set up a separate four-digit PIN.

Go to the "hamburger" menu in the top left corner of the app and select Settings > Privacy & Security > Passcode Lock.

You'll have to enter the PIN, ahem, "passcode," periodically to keep using Telegram, but you can change the amount of time before the passcode entry is required.

But be forewarned that if you forget the PIN, you'll have to delete the Telegram app and start over again. Secret Chats will be lost; non-Secret chats that are stored on Telegram's servers should be retrievable.

9. Add two-step verification

You can also set up Telegram to require an alphanumeric password every time you log in on a new device. (Note: This is not the same thing as two-factor authentication and doesn't provide the same amount of protection.)

Go to the "hamburger" menu in the top left corner and select Settings > Privacy & Security > Two-Step Verification. Then set up Two-Step Verification in the same Privacy & Security section.

You'd better write down that password because if you forget it, you'll be limited to using Telegram on only one device.

How to use Telegram

Using Telegram to send a message is as easy as selecting a contact and starting to write.

Start a Telegram one-on-one chat

Click on the new message button (the pencil), select a contact, and start writing.

By default, all communications are encrypted between your device and Telegram's servers, and then between Telegram's servers and your contact, but Telegram will be able to read your conversations.

Start a Telegram group conversation

You can also create a new group conversation by clicking on New Group and selecting multiple contacts from your contact list. Groups can contain up to 20,000 members, but they cannot be end-to-end encrypted. Anything said in a Group chat can be read via Telegram.

Start a Telegram Secret Chat

Telegram has the ability to set up Secret Chats with your friends.

To start a Secret Chat, tap the pencil icon, then tap New Secret Chat. Then select the contact with whom you'd like to have a Secret Chat.

A Secret Chat matches the privacy and security of WhatsApp or Signal because the communications are fully encrypted from one device to the other, and Telegram will not be able to read your conversations.

Your phone screenshot functionality will be disabled during Secret Chats, and messages sent during Secret Chats cannot be forwarded to other users. You also can't access a Secret Chat on a device different from the one you started it on.

Join a Telegram channel

Channels are like radio stations, broadcasting messages from a single source to an unlimited number of Telegram subscribers to those channels. But you can't respond to channel messages the way you could to a message broadcast on Twitter or Facebook.

Channels can broadcast text, photos, videos, files and podcasts. As of March 2021, they can also host mass voice group chats, akin to Clubhouse. Channels can be public or private.

To subscribe to a public Telegram channel, tap the magnifyingglass icon at the top of the Telegram home page, then type in the name of the channel you're looking for.

Select the right search result, and you'll be shown a preview of the latest posts to that channel. If it looks appealing to you, tap "Join" at the bottom of the screen.

Start a Telegram channel

It's just as easy to start a Telegram channel as it is to start a chat. Just tap the pencil icon on the home screen and then tap "New Channel."

You'll have to give your new channel a name and can provide an optional description.

Then you decide whether your channel is private or public. If it's public, any Telegram user can search for it by name; if it's private, you'll be given a link that you can send to people who you want to invite.

Telegram itself doesn't post lists of public Telegram channels, but you can use Google to find some. Here are a couple of lists.

Start a Telegram voice or video call

Like What's App, Telegram lets you make voice and video calls. Go to the "hamburger" menu on the top left, tap Contacts and select someone from your contact list.

Tap that contact, then tap the three vertical dots on the top of the resulting screen and select either Call or Video Call.

If you haven't already given Telegram permission to take pictures and record audio and video, now's the time.

Annex 3: PowerPoint

Tips for creating an effective presentation

Tip	Details
Choose a font style that your audience can read from a distance.	Choosing a simple font style, such as Arial or Calibri, helps to get your message across. Avoid very thin or decorative fonts that might impair readability, especially at small sizes.
Choose a font size that your audience can read from a distance.	Try to avoid using font sizes smaller than 18 pt, and you may need to go larger for a large room where the audience is far away.
Keep your text simple and minimize the amount of text on your slides	Use bullets or short sentences and try to keep each to one line; that is, without text wrapping. Generally, no more than 6 words a line and no more than 6 lines per slide. Avoid using long sentences. Empty space on the slide will enhance readability. You want your audience to listen to you present your information, rather than read the screen. Some projectors crop slides at the edges, so long sentences may be cropped. You can remove articles such as "a" and "the" to help reduce the word count on a line.
Use art to help convey your message.	Use graphics to help tell your story. Don't overwhelm your audience by adding too many graphics to a slide, however. Picktochart is a great free online infographic maker.

Tip	Details
	Use good-quality images that reinforce and complement your message. Ensure that your images maintain their impact and resolution when projected on a larger screen.
Make labels for charts and graphs understandable.	Use only enough text to make label elements in a chart or graph comprehensible.
Do not rely solely on PowerPoint (PPT) presentations	Use PPTs to share key messages or helpful images and graphs, but make sure to break up the presentation, organize plenary discussions and small group work and other participatory activities to make presentations more engaging.
Make slide backgrounds subtle and keep them consistent.	Choose an appealing, consistent template or theme that is not too eye-catching. You don't want the background or design to detract from your message.
Use high contrast between thebackground color and text color.	Themes automatically set the contrast between a light background with dark-coloured text or dark background with light-coloured text.
Check the spelling and grammar.	To earn and maintain the respect of your audience, always check the spelling and grammar in your presentation.
Avoid the overuse of transitions and animations	Avoid the use of flashy transitions such as text fly-ins. These features may seem impressive at first but are distracting and get old quickly. Overuse of special effects such as animation and sounds are distracting and may make your presentation seem less than serious.
Limit the number of slides	Presenters who constantly "flip" to the next slide are likely to lose their audience. A good rule of thumb is one slide per minute.

Tips for delivering an effective presentation

Tip	Details
Show up early and verify that your equipment works properly.	Make sure that all equipment is connected and running.
Don't assume that your presentation will work fine on another computer.	Disk failures, software version mismatches, lack of disk space, low memory, and many other factors can ruin a presentation. Turn off screen savers, and ensure you have the appropriate files and versions of software that you need, including PowerPoint. Consider storing your presentation on OneDrive or USB stick so it can be accessible to you from any device with or without an internet connection.
Verify that the projector's resolution is the same as the computer on which you created your presentation.	If the resolutions don't match, your slides may be cropped, or other display problems can occur.
Turn your screen saver off.	Keep your audience focused on the content of your presentation.
“Mute” or mark yourself as “do not disturb”	This will ensure your presentation is not interrupted and you can stay focused
Ask your audience to hold questions until the end.	Questions are an excellent indicator that people are engaged by your subject matter and presentation skills. But if you save questions until the end of the presentation, you will get through your material uninterrupted. Also, early questions are often answered by ensuing slides and commentary.
Avoid moving the pointer unconsciously.	When you are not using the pointer, remove your hand from the mouse. This helps to stop you from moving the pointer unconsciously, which can be distracting.

Tip	Details
Don't read the presentation.	Practice the presentation so that you can speak from bullet points. The text should be a cue for the presenter rather than the full message for the audience
Stay on time.	If you plan a certain amount of time for your presentation, do not go over. If there is no time limit, take less time rather than more to ensure that people stay engaged.
Monitor your audience's behavior.	Each time that you deliver a presentation, monitor your audience's behavior. If you observe people focusing on your slides, the slides may contain too much data or be confusing or distracting in some other way. Use the information you learn each time to improve your future presentations.
Practice makes perfect.	Consider rehearsing your presentation with Presenter Coach.