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Cambodian Center for Human Rights

Best Practices for Using Social Media for Human Rights

Networking

LinkedIn Google+

twitter

facebook

Social Media

YouTube

Publishing

Blogger WordPress

slideshare flickr

Sharing
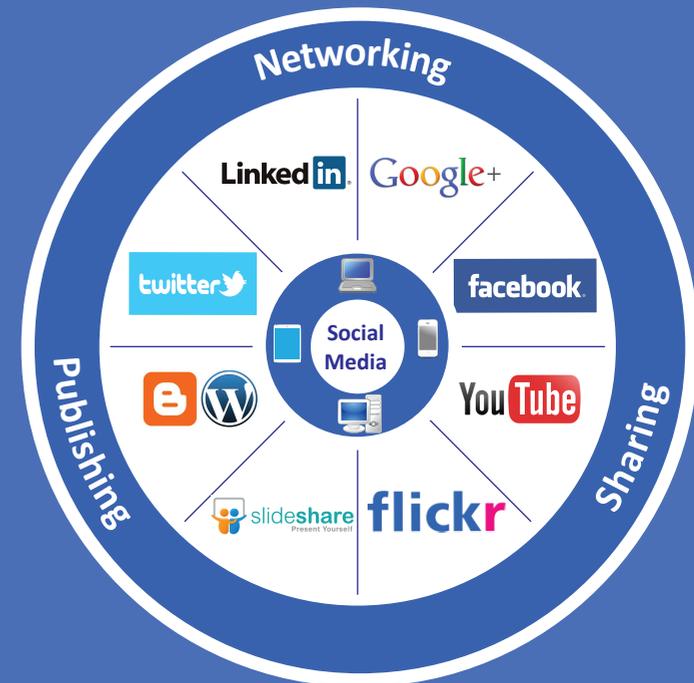
2013

Welcome!

The purpose of this booklet is to provide an overview of best practices with regards to use of social media for human rights-related work. The booklet highlights a number of areas which contribute to a successful use of social media, including:

- Using social media to build public support for human rights by engaging and activating a community of members and supporters;
- Identifying a target audience and stating a goal that is specific and actionable - specific, measurable, achievable, realistic, time-bound;
- Understanding the benefits of each social media tool, whether the target audience will respond better to particular platforms, and which selection of tools is most appropriate for an organization's goals and objectives;
- Maintaining high visibility and a strong presence on chosen social media channels;
- Providing a variety of content on a regular schedule and being consistent in the way the organization is presented, so that it is continuously recognizable; and
- Evaluating social media activities through reviewing metrics and measuring progress in conjunction with set goals and objectives.

This booklet is produced by the Cambodian Center for Human Rights ("CCHR"), a non-aligned, independent, non-governmental organization that works to promote and protect democracy and respect for human rights – primarily civil and political rights – throughout Cambodia.

Should you have any questions or require any further information about this booklet, or if you would like to give any feedback, please email CCHR at info@cchrcambodia.org. This booklet, and all other publications by CCHR, is available online on the award-winning Cambodian Human Rights Portal, www.sithi.org, which is hosted by CCHR.

Introduction: The impact of social media

The potential of using social media for human rights work is extensive. The use of Facebook, YouTube, Twitter and other social media tools to disseminate human rights information has grown significantly, and continues to trend upward. Using social media tools has become an effective way to expand reach, foster engagement and increase access to credible human rights based messages.

Social media and other emerging communication technologies can connect people, to:

- Increase the timely dissemination and potential impact of human right information;
- Leverage audience networks to facilitate information sharing;
- Expand reach to a wider audience;
- Personalize and reinforce human rights messages that can be more easily tailored or targeted to a particular audience;
- Facilitate interactive communication, connection and public engagement;
- Collaborate and cross-promote with related organizations;
- Raise funds; and
- Empower local communities.

General best practices

As social media is increasingly used by non-governmental organizations ("NGOs"), there is now a wealth of information regarding best practices for creating social media strategies and communicating across social media platforms to achieving human rights change.

Identifying the target audience

When establishing a social media strategy it is important to identify a target audience for specific social media tools. While a human rights organization might have a clear profile of the constituents it is trying to reach with social media (i.e. other civil society organizations ("CSOs") and NGOs, policy makers, human rights activists, journalists, educators and academics, students and the general public, for instance), identifying the trends and characteristics of an organization's target audience is vital to the development of a strategy that will maximize the effectiveness of social media campaigning.

If a social media presence has already been established it is possible to assess and evaluate its success through interaction with the target audience. Better understanding the target audience involves building strong relationships. Some key factors that enable relationship building are;

- *Participatory discussion*: becoming an active participant in social media and taking part in various discussions on all social media platforms;
- *Questioning the target audience*: asking the target audience to provide feedback. This method will provide insight into the organization's target market. It will allow the organization to better understand the effectiveness of its human rights promotion and campaigning and recommend techniques for improvement;
- *Encouraging comments and interaction*: encouraging the audience to comment and share their views; and
- *Making the organization visible*: connecting with the community by following them on social media and commenting on posts. Understanding preferred channels and where conversations are

occurring is beneficial, and ensures greater effectiveness in reaching the target audience.

Target audience engagement on social media platforms will also encourage joint dialogue and advocacy initiatives for improved respect for human rights, further strengthening organizational development through knowledge and information sharing. It is also important to understand who uses social media in Cambodia and whether the social media tools selected by NGOs operating in Cambodia are an appropriate means of reaching the audience profile. Furthermore, it is crucial to consider issues of accessibility, connectivity and language. Understanding the audience(s) will help determine social media tool selection. People access information in different ways, at different times, and for different reasons. Each tool is unique and has differing engagement, content, and community norms.

Identifying goals and objectives
Create a goals statement. This can be stated in one or two clear sentences. It is also important to have clear objectives for media making, which will be even more specific than the goals. Objectives need to be **SMART** - **S**pecific, **M**easurable, **A**ctionable, **R**eliable and **T**ime-bound.

Content and consistency
It is crucial when communicating with target audiences that an organization does so in a clear and concise manner. Consistent quality communication will demonstrate that the organization is active and working in its focus area.

Encouraging participation
Interaction and participation from outsiders can promote information sharing, education and action. Social media allows for two-way conversations that can foster involvement and quality contribution. Target audience should be given multiple avenues for participation. The easier it is for them to become involved, the more likely it is that they will.

Visualization

The best way to appeal to any audience is to publish images and related videos. This type of content encourages the most engagement.

<u>Campaigning and advocacy</u>
Social media sites like Twitter, Facebook and YouTube enable campaigners to reach global audiences, generating interest and discussion of important issues. Social media is shaping public opinions and can be used to increase an organization's online visibility and advance campaign goals by:

- Educating the public about human rights issues;
- Engaging and mobilizing partner organizations and activists; and
- Recruiting and mobilizing community members, organizations and activists.

A strong social media strategy should not focus on reaching a mass audience; it should focus on connecting with influencers, developing relationships, encouraging conversation and obtaining insights.

<u>Monitoring and measuring impact</u>
As with any communication activity, it is important to evaluate and monitor social media efforts. Ongoing evaluation and monitoring is a critical component of any communications strategy and helps to define measures of success based on identified goals and objectives. Once an organization has determined its communication objectives and specific social media tactics, it can determine how best to evaluate the process, outcomes, and impact of social media efforts. Monitoring trends and discussions in social media can help better understand current interests, knowledge levels and potential misunderstandings about human rights. There are a variety of free tools available, as well as paid services that offer more comprehensive monitoring capabilities. Examples include [Hootsuite](), [Tweetdeck]() and [Facebook insights]().

In determining how an organization will measure social media success, the following should be considered:

- Reach: the number of people the organization is communicating with;

- Engagement: how compelling is the content? (track click-throughs, retweets, comments, likes, impressions);
- Influence: is the organization effectively encouraging people to take action through the social media platform; and
- Attrition score: are followers continuing to follow?

Measuring social media platform progress	
Twitter	Twitter does not, as of yet, have a public analytics site. There are however, other sites that produce statistics for follower growth, the number of tweets sent and mentions by other users. One site is TweetStats.com, which creates graphs and charts based on Twitter activity for RRC Twitter accounts. Another website, klout.com, provides a score out of 100 based on a formula that analyzes the number of tweets, number of followers, number of retweets and more. This can help determine tweet frequency and audience growth.
Facebook	Facebook Insights provides detailed analytical information for page administrators including audience growth, engagement and demographic statistics. These statistics indicate the types of post generating the most interest among visitors. Future posts can be adjusted to mirror tweets that received high levels of engagement.
LinkedIn	There are no specific analytical features for LinkedIn groups. The best way to observe user engagement is to monitor comments and responses to page and group postings.
YouTube	Similar to Facebook, YouTube has a powerful analytics feature called Insight that displays a huge number of statistics related to individual videos and the channel.

	Statistics can be broken down on a daily, weekly or monthly basis, and allow the organization to see when and where viewers are watching the videos from.
Blogs	Monitoring the number of comments on each blog entry is beneficial to the evaluation process. It is possible to gauge reader engagement levels and overall interest in the topic.
Flickr	Flickr provides statistics on the number of times a photo has been viewed and the number of comments per image. Identifying performance indicators on Flickr will depend on how Flickr is used and how goals are determined. Indications of success on Flickr include; view counts for content, number of Flickr members that have made your organization a contact, number of photos that have been marked as a favorite, number and type of referrers, number and type of comments, tags and notes added to content, number and type of group interaction, number of times content is used and interactions with others after using their content.
SlideShare	There are minimal options available to monitor and evaluate your organizations influence and success on SlideShare without expenses. It is necessary to internally track views, downloads and favorites statistics. SlideShare can also be tracked through a social media dashboard.
Google+	PlusYa tracks and analyzes profile traffic. This site is a free traffic monitoring tool build specifically to track Google+. The site provides a shortened URL for your Google+ profile page. It is possible to share this URL on blogs, websites and online profiles; it is then graphically displayed revealing insights into the traffic patterns.

<u>Building a social media dashboard</u>
Social media dashboards are essential tools for managing social networks and allow organizations to efficiently track conversations and measure campaign results. Housing all social media accounts on one main dashboard is an effective way of monitoring updates and content. Dashboards have unique network capabilities and analytics to measure progress. Hootsuite is arguably the leader of the bunch and offers just about every social media-monitoring tool needed.

Dashboards provide statistics for monitoring and evaluation of social media efforts.

<u>Community guidelines</u>
It may be necessary for an organization with a social media presence to establish community standards for use of social media. Community standards should cover a number of issues, including; violence and threats, bullying and harassment, hate speech, identity and privacy, intellectual property and security. Community standards should be incorporated in an organization's social media strategy and clearly communicated with the audience.

Social media platforms: guidelines & best practices

There are a number of social media tools that can be utilized for human rights activism and information sharing. This section of the Briefing Note provides a list of social media tools available, measuring their success in human rights campaigns, communications and promotions.

Twitter

Twitter is an information network made up of 140 character messages called tweets. It is used by individuals, organizations and businesses to discover and share new information. Twitter users subscribe to receive tweets by following an account. Followers receive messages in their timeline that includes a feed of all subscribed accounts. These short, easy to read, public messages make Twitter a powerful, real-time way of communicating.

Content	• Twitter posts are limited to 140-characters of text. Posts should be informative, brief and to the point. A 120-character limit is recommended to make it easy for follows to re-tweet the message without having to edit it. • Share photos and information about the organization. Include information about projects and events. • Share facts, qualitative information, and ideas that encourage followers and retweets. • Reference articles and links as it relates to the organization.
Maintain visibility	• Maintain communication and regularly respond to and thank people for their support and input. • It is important to set a posting schedule that defines a frequency for posts per week. Setting a regular schedule helps to ensure that the account is active and encourages engaged followers. The most popular accounts offer a steady stream of tweets.

	• Use social media dashboards like [CoTweet](#), [Hootsuit](#), [TweetDeck](#) or [Seemsmic](#) to schedule tweets.
Be social and respond	• Follow and engage with likeminded users. Retweet liberally. Link to interesting news stories about partners or the sector. • Twitter is not so much about broadcasting or advertising, it is about interacting and relationships. Create a community within your followers. • Use [twitterholic.com](#) to connect with the top 50 tweeters in your city. • Ask questions of your followers to glean valuable insights, this will provide an avenue for self-assessment and evaluation. • Respond to feedback whether positive or negative within a suitable timeframe.
Monitor	• Evaluation is an integral component of all social media activities, including Twitter. Evaluation approaches for Twitter may include reviewing metrics, identifying lessons learning and determining whether social media efforts have met set project goals. • Regularly monitor the Twitter account to review the number of followers, updates and retweets. • Track and benchmark key Twitter statistics.
Hashtags	• A [hashtag campaign](#) is a tool for initiating conversation and soliciting engagement. Hashtags are a way of grouping tweets about a certain topic. If a Twitter user clicks on a hashtag, Twitter displays the list of tweets containing that hashtag. Various campaigns have proven that this simple concept is effective and has tangible benefits. A

| | hashtag can be used to promote an event, campaign or movement. |
| | • Start, join and organize conversations on Twitter using hashtags. |

Facebook

Facebook is a social networking site that allows individuals, organizations and businesses to establish profiles and pages. Facebook can be a valuable tool for non-profits; pages allow you to publish directly into the news stream where you can engage your fans with a variety of different media, including photos, videos, polls and status updates. Pages also allow you to analyze how fans are interacting with your page, giving you instant feedback and contributing to your adjustment method.

| Content | • Keep the content of posts short and simple. It is recommended that the length of posts be 250 characters or less, to allow the post to be viewed in its entirety in the news feed. The length of |

	comments should be 1000 characters or less, and include CCHR's link for additional information and resources. Note, posts between 100 and 250 characters (less than three lines of text) see 60% more likes, comments and shares.
	• It is important to set a posting schedule for daily posting. Setting a schedule ensures the account is active and encourages user engagement. Consider daily posting at a minimum.
	• Use page insights to distinguish the optimal time to post to your Facebook page. Generally, the best time to post is between 1pm-4pm.
	• Post useful, relevant and interesting content consistently.
	• Encourage active participation with calls to action.
Make a visual impact	• A post including an image or video generates more engagement. Grab your audience's attention by using simple images with a clear focal point. Using images with highly saturated colors is also helpful.
	• Ideally, an organization's profile image will be its logo.
Engage in conversation	• Encourage interaction and request input and feedback from fans.
	• Answer member's questions and requests.
	• Recognize fans contributions by responding to high quality, relevant content that raises awareness and interest.
	• Connect with members and reach out to influencers and connectors.
	• Grow your network by developing genuine interest. Build relationships by posting on fan

	walls and responding to questions, comments and suggestions.
	• Poll your supporters on Facebook with a question in your status update.
	• Do not discredit an occasional negative comment – view it as an opportunity to start a dialogue and convert new supporters. It may be necessary to establish community guidelines for content that offensive and derogatory or constructive and debate generating.
	• Conduct promotional activities and cross promote between social media platforms.
Be creative	• Finding new and creative ways to engage Facebook fans is an important part of fostering an active Facebook community. One way to do this is creating an application, game or quiz that fans can use once, or ideally, several times. This can include creating content that fans can share on their wall or with Facebook friends.
	• Integrate other channels via Facebook tabs. For example, add your blog's feed to your fan page wall via the notes application.
	• Cross-promote between Facebook page/campaign and your website, blog, and even in print materials. Link platforms wherever possible.
Network with other non-profits	• Promoting partner content provides the opportunity for your organization to expand its reach. It provides an opportunity to collaborate with key organizations. Reach out to page administrators of similar organizations.
Expand your connections	• Add a like box to your organizations website. This will enable visitors to instantly connect with your

	Facebook page without leaving the website.
	• Engage Facebook fans through content that is actionable, such as Facebook chats, events, questions, videos, info graphics, photos and interactive posts and comments on relevant topics. This will encourage followers to participate in conversations.
Heed Feedback / reading Facebook page insights	• Evaluation is an integral component for measuring the success of all social media activities, including Facebook. As the administrator of the page is it possible to check the insights dashboard for specific information on the age, sex and location of your fans.
	• Measure your progress and compare the results to your goals. There are 9 different graphs in your page insights dashboard:
	1. Unique views
	2. Page views
	3. Fans
	4. New fans
	5. Removed fans
	6. Wall posts
	7. Discussion topics
	8. Photo views
	9. Reviews
	• Monitor these indicators and find patterns to plan improvement.
	• 'New fans' can be an indicator of your progress and how viral your page is. If you notice an exponential growth on a certain day, determine how and why.

LinkedIn

LinkedIn is a professional online social network. Organizations can use LinkedIn for networking and connecting with others. LinkedIn profiles summarize professional experience and accomplishments. Through LinkedIn an organization can build a network of contacts, including people for a professional, education and common interest basis.

LinkedIn profile	- Update your status regularly with relevant information that illustrates your organization as a thought leader. - Use the organizations logo as the profile picture. - Complete **all** of the available fields, including projects, courses and publications. - Update applications that provide your organizations interests and mandate, this can include your blog and slideshows. - Write a catchy headline and summary – that is your first impression and it should be attention grabbing.

LinkedIn groups	• Build a LinkedIn group for your organization. This builds awareness, nurtures valuable industry relationships and generates interest and inquiry into your organization.
	• Join new groups that are relevant to your industry, to encourage information sharing.
	• Start a discussion and comment on relevant discussions.
	• Add a 'promotion' for your organizations events.
LinkedIn answers	• Post a question in LinkedIn answers to heed feedback and grow your reach beyond your current network or group.
	• Answer questions that relate to human rights.
	• Search and respond to questions in your industry.
Connect	• Comment on the status of your connections.
	• Send messages to those in your network.
	• Search for people/organizations that would be beneficial to your network.
	• Always respond to messages promptly and enthusiastically.
Promote your organization	• Add services to your page.
	• Post jobs available at your organization.
	• Ensure employees add your organization to their profile. This will promote growth of your organization.
	• LinkedIn provides a variety of applications that can be used to improve your LinkedIn profile. Browse the application directory and consider adding SlideShare, Twitter and your blog to your profile.
	• The 'events' application is also a great way to see what events your connections are attending and find places to conduct in person, face to face professional networking.

Grow your connections	• Upload your email address book to your LinkedIn profile in order to expand your network.
	• Invite influencers from related groups to connect with your organization through your LinkedIn profile.
	• Use the 'people you may know' recommendations.

YouTube

YouTube, Google, AOL and Yahoo are emerging as popular and powerful social media tools for exchanging information. Using these sites, it is possible to upload, share, view and comment on video footage. YouTube is a platform to inform, encourage participation and increase awareness of your organization. YouTube enables organizations to campaign, mobilize and network.

Content	• Create high quality, engaging video content.
	• Tag and title your videos with relevant keywords – this will increase search-ability.
	• Mention the targeted keywords in text throughout your YouTube channel.
	• Tell serial stories - engage viewers with a series of videos.
	• All videos posted online should not only contain cleared content, but should be engaging, visually pleasing and presenting at a level that is appropriate for the target audience. Use of jargon, technical information or detailed charts and graphs should be avoided. Simple, easy to follow stories work best, with a single message or call to action.
Customize your channel	• Design your channel through 'channel design'. Add banners and URLs. Choose your top video -

	this will automatically play each time the page is visited. Update this video regularly to keep it 'fresh', or keep your most important video there as an introduction. • Add a [playlist](#) to the featured playlists on your channel – playlists are a list of videos that play consecutively. They are organized into groups. This is good for episodes or series' developed by your organizations.
Network and distribute	• Find other organizations on YouTube who complement your mission and work together to promote your mandate. • Subscribe to similar YouTube channels and stay up to date on their content. Draw attention to your work by interacting with both allies and adversaries through video responses, comments or joint projects. • Broadcast your videos by embedding them on your website and social media platform - encourage interaction and cross-promotion. • Include a specific URL at the end of the video to guide the user to additional information on the issue.
Use measurement tools to optimize performance	• Evaluate your channel by reviewing metrics, identifying lessons learned and determining whether the efforts successfully met the project goals. Basic metrics include monitoring the number of times each video has been viewed and reviewing viewer posts, comments and referral links.
Non-profit program	• Use the [YouTube Non-Profit Program](#) to raise money or for advocacy.

Choose a top video – change it regularly to keep it 'fresh'.

Add a playlist to your YouTube channel.

Blogs

Blogs are regularly updated online journals. Some blogs target a small audience, while others boast a readership comparable to national newspapers. They may have only one author or a team of regular authors. Most blogs share a similar format, in that the entries are posted in a reverse chronological order and allow readers to comment on posts.

Tone and etiquette	• Determine goals for the blog entry and audience expectations.
	• Adopt a tone and write in that tone and style consistently.
	• Write in short paragraphs to provide visual relief from a text heavy blog post. Most readers will skim a blog post before committing to reading it in its entirety.
Content	• The most important part of a blog is the content. What makes the content most compelling is a combination of the topic, opinion, writing style or voice, and the 'freshness'.

	• Blog posting frequency is directly tied to the 'freshness' of the blog.
Network	• Build and expand the blog network. Comments allow for greater interaction between the author and the reader, which over time creates a sense of community. Also, engage with other blogs and bloggers • Link your blog with other blogs and your social media platform. Use syndicating technologies. XML and RSS feeds are ways of syndicating your blogs to other blogs.
Consistency	• Be consistent, this will create reader loyalty and increase readership.

<u>Flickr</u>

Flickr is an online photo management and sharing application. It is a website for sharing photos and videos – up to 20MB a month for free. Flickr is an effective way to increase visibility and awareness of your organization.

Newsworthiness	- Upload photos that illustrate your organizations culture and personality. - Be open and trustworthy, creating a transparent and authentic identity. This will encourage people to interact with your organization. - Group photos into galleries according to event or topic. This will make your Flickr page easier to navigate.
Make your content interactive	- Share your photos across all social media platforms. - Assign tags, allowing people with similar interests to find you. This will enable audience growth.
Less is more	Be judicious – if you have 30 photos from an event, consider posting the best five. Find a representative sample of your content rather than posting and managing all of it.
Groups	- Your organization can join relevant groups in order to increase exposure of your presence and content on Flickr. It is recommended that agencies contribute to groups if the content is relevant and potentially useful to members of the group. - If you contact a member directly, include information about your organization, official email address and phone number.
Evaluate	Think broadly when choosing how to evaluate your organizations use of Flickr. As with all social

	media or community building initiatives, keep your long-term impact in mind when defining success. Actively using Flickr can yield powerful rewards over time, generating human rights awareness and developing a deeper understanding of your audience.
	• Flickr provides statistics that can be viewed by clicking on the graph that appears on the Flickr home page when you are logged in. Flickr provides a graph of daily aggregate views on your account that tracks data for 28 days. Mousing over a date on the graph will give you the number of views, comments and favorites for that day.

aerial afghanistan africa agriculture aid algeria amisom antarctica apartheid asia baby bangladesh bankimoon bluehelmet brazil bunia burundi cambodia camp canada canon centralequatoria child children china city citésoleil climatechange closeup conflict copenhagen culture cyprus côtedivoire darfur democraticrepublicofthecongo denmark development dhaka dili disarmament displaced documentary drc drought drug earthasia earthquake easttimor education egypt elderly elfasher environment ethiopia family famine food france gaza generalassembly geneva gonaives green haiti health hijab hornofafrica humanitarian humanitarianaid idp idps india indigenouspeople instagramapp iphoneography iraq japan johannesburg jordan journalism juba kabul kenya kinggeorgeisland landmine landscape lebanon liberia mexico middleeast minustah mogadishu mongolia monrovia news newyork nikon northdarfur northkivu norway ny nyala pakistan palestine panorama paris peace peacekeeper peacekeeping photojournalism portauprince portrait refugee refugees republicofkorea sanfrancisco sanfranciscoconference secretarygeneral soleil somalia southafrica southeast southsudan square squareformat sudan sunset switzerland thailand timorleste travel un unamid unhcr unheadquarters unitednations unitednationsconferenceoninternationalorganization unitedstates unphoto vietnam view village war water westernsahara wfp woman women worldphotography

Add tags to your Flickr page to increase visibility in the search

SlideShare

SlideShare is a slide hosting service. Users can upload files and presentations publically in PowerPoint, PDF, Keynote or Open Office format. Slide decks can then be viewed on the site itself, on hand help devices, or embedded on other sites. SlideShare enables network building and information sharing.

Designing visually appealing presentations	• Presentations should be well designed and feature poignant, powerful images. It is not only important that the presentation be interesting, the visual quality of the slideshow must match the quality of the information presented. • Use strong, bold colors and large text to capture attention and make the content easy to follow. • Group presentations according to topics. • Use visuals throughout the presentations - including charts, graphs, images and graphics. • Keep your presentation between 10 and 30 slides, with an average of 19 pictures. • As a general rule, PowerPoint type presentations should not be text heavy (less than 7 lines of text is considered a best practice). Include one large visual metaphor per slide and 1-3 sentences of advice that related to the image. • In the last slide include a call to action (in link or button form), providing additional information to the reader. • Be consistent.
Embed your content	• Embedding your content into a blog post or web page not only distributes the content to a wider audience it also creates a link structure pointing back to your SlideShare content - increasing search engine visibility. • Use other social media channels to promote new updates. • SlideShare offers a useful app for [LinkedIn integration](). It is possible to share your presentations on your LinkedIn profile. It is also possible to add the [SlideShare app]() to your Facebook page.

Measure traffic, engagement and virality	• Use an analytics dashboard to measure performance. • Share your presentation with your prospects. * [SendTracker](#) is a new content analytics tool for SlideShare Pro. It is possible to send content to followers, see when they opened it, how they engaged with it and gain better insights on which parts resonated most – this is not free.

Google Plus

Google Plus or Google+ is an information network where people can share, follow and interact with others. The social network is a collection of different social products; features include streams (a newsfeed), sparks (a recommendation engine), games and photos. Google+ allows you to group people into circles. This means that you can allocate shared content with different circles of followers.

Connect	• Organize your fans and followers on Google+. Create circles to target your message to specific members of your community. • Add the +1 button on your website to enable people to share your content with others across the internet. • Use the [Hangouts](#) feature. Hangouts allow for up to 10 people to videoconference.

	• Use the instant upload function to upload photos.
	• Use messenger to chat with groups in individual conversations.
Utilize the features	• Google+ has a built in image editor which can be used to add effects to your photos along with crop, resize and add color filters.
	• The Google+ mobile application allows live streaming, photo uploads, management of circles and group chat participation.
	• Use the share function to share YouTube videos and playlists on your Google+ stream.
	• Integrate all social media platforms to expand your Google+ community.
Encourage participation	• Use the search box to find people and discussions from your Google+ stream.
	• Connect and engage with influencers who are likely to share content.
	• Create two-way conversations.
	• Use hashtags and tag users (using the @ symbol).
Monitor and evaluate effectiveness and performance	• PlusYa helps to share, track and analyze your profile traffic. It provides insights on your profile traffic in a smart and friendly way.

Smart phone applications – guidelines and best practices

A large number of non-profits are using phone applications to engage with a wider audience. These applications are a fast way for people to join in with your organizations campaign or mandate.

Timeliness	- The first two weeks of an application's life are critical and will likely determine its future viability in the application store. Top applications develop popularity within two weeks of release and most applications have a tendency to drop in chart position over time. - Implement as many services as possible and ensure the application is not lacking features before launching it. - Extensively test the software before releasing it to the public.
Format	- When designing your application icon do not use words. Use a graphical representation of your organization. Keep the icon simple. - Maintain consistency between your icon choice and the application. - The application format, with the navigation buttons at the bottom, is should remain simple and easy to navigate. - Link the logo back to the main menu, providing 'breadcrumb trails' for users. - Text and labels used within the application should be simple and user centric. - Use color that is consistent throughout your website and social media platform. - Integrate the application with other social media tools.
Updating the	Keep updating and maintaining the application.

application	This is the key to an application's success. Do not let your application become out of date.
Analyze and measure the success of the application	- Listen to feedback. - The application should be tested well before it is released. There may be errors and possible improvements. *According to statistics, 59% of social media users in Asia Pacific interact with Twitter, Facebook and other services directly from a mobile phone.

*SMS practice: Text messaging is an easy way for people to exchange information and communicate. It has the potential to provide a vast variety of people with local, relevant and useful information. Mobile technology is an effective tool for advocacy and campaigning. Frontline SMS software enables NGOs to send, receive and manage SMS. The software is accessible, intuitive and powerful and allows for widespread digital information distribution. Frontline SMS software has been used around the world to send mass SMS messages and connect with citizens; examples of projects include, encouraging youth participation and support in electoral processes, reporting of landmine victims and radio listeners sending in their opinions and votes.

Best practices for websites and e-mail

This section of the Briefing Note highlights website usability best practices as well as bulk email guidelines and best practices.

Websites	
Content	• Keep content concise, this enhances readability.
	• Use easy to understand, shorter, common words and phrases.
	• Avoid long paragraphs and sentences.
	• Use headings to break up the content.
	• Use the 'inverted pyramid' (most important information at the top) writing style to place important information at the top of your information/articles.
	• Use hyperlinks to aid readability.
	• Be descriptive – use key phrases and terms throughout the website to enhance search engine capabilities.
Consistency	• The home page should be clear and easy to navigate to allow users to move between content quickly and easily.
	• Maintain access to the home page throughout the site. A conventional way of doing this includes positioning the logo in the upper left or right corner.
	• Maintain consistency with layout and colors throughout the website.
	• Maintain a consistent tone, level of communication, and uniform style for capitalization, punctuation and spelling throughout the website.
	• Include social media capabilities that allow for sharing, interaction and promotion through the

	site.
Navigation and feedback	• Users should be able to easily identify links and clickable content. Headlines and photos or images that accompany content should be clickable. • Use color to indicate which links have been visited. • The website should include a document management feature that provides a search option for information within the site.
Use visuals	• Use images to aid or support textual content. It is statistically proved that people are more likely to respond to visual content. • Avoid stock photos and meaningless visuals.
Gather and evaluate website analytics	• Use web log analysis software to monitor and evaluate your site. • Monitor page views and time spent on the site. Monitoring these metrics can indicate improvement that could increase visitors and site views. • Use online intercept surveys. • Evaluate the quality of your online service and Internet connectivity.

E-mail	
Ethics	• If an organization collects an user's email address for communication purposes the user must be informed – in particular of the way in which their email address will be used. • Have an unsubscribe option. If a subscriber chooses to unsubscribe, an email should be sent to confirm that the address has been removed from the list. Honor the request immediately. • The individual email addresses of mass-mail

	• recipients should be hidden from other recipients, especially in the case of external mailing.
	• Have a bounce handling policy. Do not keep sending undeliverable emails.
	• Keep your lists current. Use email list management to identify and purge your duplicate, bounced and undelivered mail.
	• Maintain updated demographics.
Content	• Be creative with content and layout. Maintain design, be professional and relevant, and check spelling and grammar. All emails are a representation of the organization.
	• Use visuals, color and bold headings.
	• Use short sentences, most readers will skim emails so it is important to grab the readers attention immediately.
	• An appropriate 'subject' line should be always be included.
	• Have a template for your email to increase familiarity.
	• Personalize the email; address the message to Dear 'first name'.
	• Include an option to forward to a friend, expanding your reach.
	• Use the organizations name at the top of the email and include contact information; this will validate your form of communication.
	• Have an option for text only email - not all HTML email displays the same way in every browser or email.
Segmentation and personalization	• Consider providing the user with a category-based subscription.

	• Deliver relevant messages to your recipients. The information that email subscribers provide – such as preference and demographics – can allow for more advanced personalization and segmentation. This can drive better engagement between your organization and the email subscribers.
Engage and share	• Share your email on social media platforms. Add 'share with your network' links to the email. • Use your email to grow and engage your Facebook fans and Twitter followers. Encourage your subscribers to follow you on social media. This is especially important is you differentiate your social media promotions and content from your email content.
Metrics	• The most commonly tracked email metrics are clickthrough, open and delivery rates.[1] Use these to measure and evaluate the success of bulk emailing.

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[1] The clickthrough rate illustrates the organization's overall engagement level with the subscribers and how relevant they deem the content. The number of times a message is opened divided by the number of delivery messages is the open rate. The delivery rate is the total number of messages sent minus the hard or soft bounces divided by the total number of messages sent.

Integrating social media into an organization's website

Social media channels and an organization's website should work seamlessly to promote the organization's online presence. The organization's website and social media platforms should work together to maximize online exposure through the following:

- Including visible social media buttons on the top, bottom and along the side of the homepage. Links or buttons that remain in the navigation as the user moves from page to page are optimal. To ensure that users do not exit the web page altogether, one may want to create the button/link so that social media opens in a new window.


- Integrating social media appropriately. If social media is used to keep followers up to date with recent events or progress, and if outlets are actively managed on a daily or bi-weekly basis, Twitter feeds or Facebook posts can be showcased directly on the website.

Include posts and links to your Twitter feed.

Include videos and links to your YouTube channel.

- Including 'share' buttons to enable website-goers to seamlessly share or recommend resources.

WIRE – Passionate about human rights

Posted on 14 February 2013 by Livewire Team

Share 0   Tweet 0   +1 0   Share
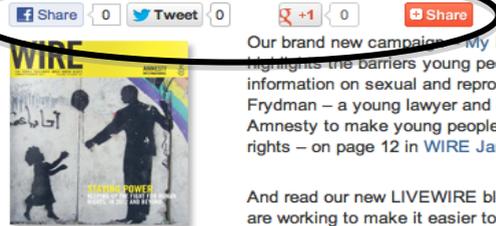
Our brand new campaign – My Body, My Rights – launches on 14 February. It highlights the barriers young people face in accessing health services and information on sexual and reproductive issues. Read an interview with Sabrina Frydman – a young lawyer and activist from Argentina who campaigns with Amnesty to make young people's heard on their sexual and reproductive health rights – on page 12 in WIRE January/February.

And read our new LIVEWIRE blog post below about how young people in Nepal are working to make it easier to talk freely about 'taboos' like condoms.

Conclusion

The widespread diffusion of digital tools throughout the world has converted the communication system into an interactive horizontal network, which enables citizens and organizations to exchange information and opinions. In the human rights community in particular, the internet and mobile phones serve as cheap, accessible tools to communicate, disseminate information about human rights in general, human rights abuses, or advocacy and direct action techniques, to foster public debate, and to mobilize digital activism.

The internet's significance to human rights work in Cambodia is steadily growing with increasing internet penetration rates. Its potential for NGOs, considerably facilitating their efforts to promote and protect human rights, needs to be exploited. To date, the internet in Cambodia remains largely unrestricted and therefore constitutes a valuable tool for human rights organizations to disseminate and collect information, and organize activism.

Social networks in particular present a valuable opportunity for the human rights community in Cambodia to promote their objectives, given the popularity of Facebook and the growing interest in Twitter. Growing numbers of followers of Cambodian NGO and media Facebook pages and Twitter accounts show an increasing interest in political issues and social activism.

Resources

- http://atma.org.in/volunteering/social-media-strategy-for-ngos
- http://beth.typepad.com/beths_blog/2009/01/creating-your-organizations-social-media-strategy-map.html
- http://blog.coherentia.com/
- http://danzarrella.com
- http://gmnonprofits.com/2011/02/10-social-media-strategies-that-work-for-nonprofits/
- http://mashable.com
- http://thenextweb.com/asia/2012/11/16/report-half-of-worlds-social-media-users-go-mobile-as-us-and-europe-lag-asia/
- https://www.aswat.com/files/smex_facebook_EN_0.pdf
- http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf
- http://www.dreamgrow.com
- http://www.frogloop.com
- http://www.frontlinesms.com
- http://www.icontact.com/resources/email-and-social-media-marketing-best-practices
- http://www.ngoconnect.net/documents/592341/749044/NGOTips+-+Using+Social+Media+to+Enhance+NGO+Impact
- http://www.slideshare.net/chadnorman/50-social-media-tactics-to-help-nonprofits-meet-their-mission
- http://www.slideshare.net/kyrastoddart/aiusa-social-media-training
- http://www.slideshare.net/kyrastoddart/social-media-campaigns-for-advocacy
- http://www.slideshare.net/slidesharepro/getting-started-guide-5446814
- http://www.socialmediaexaminer.com