

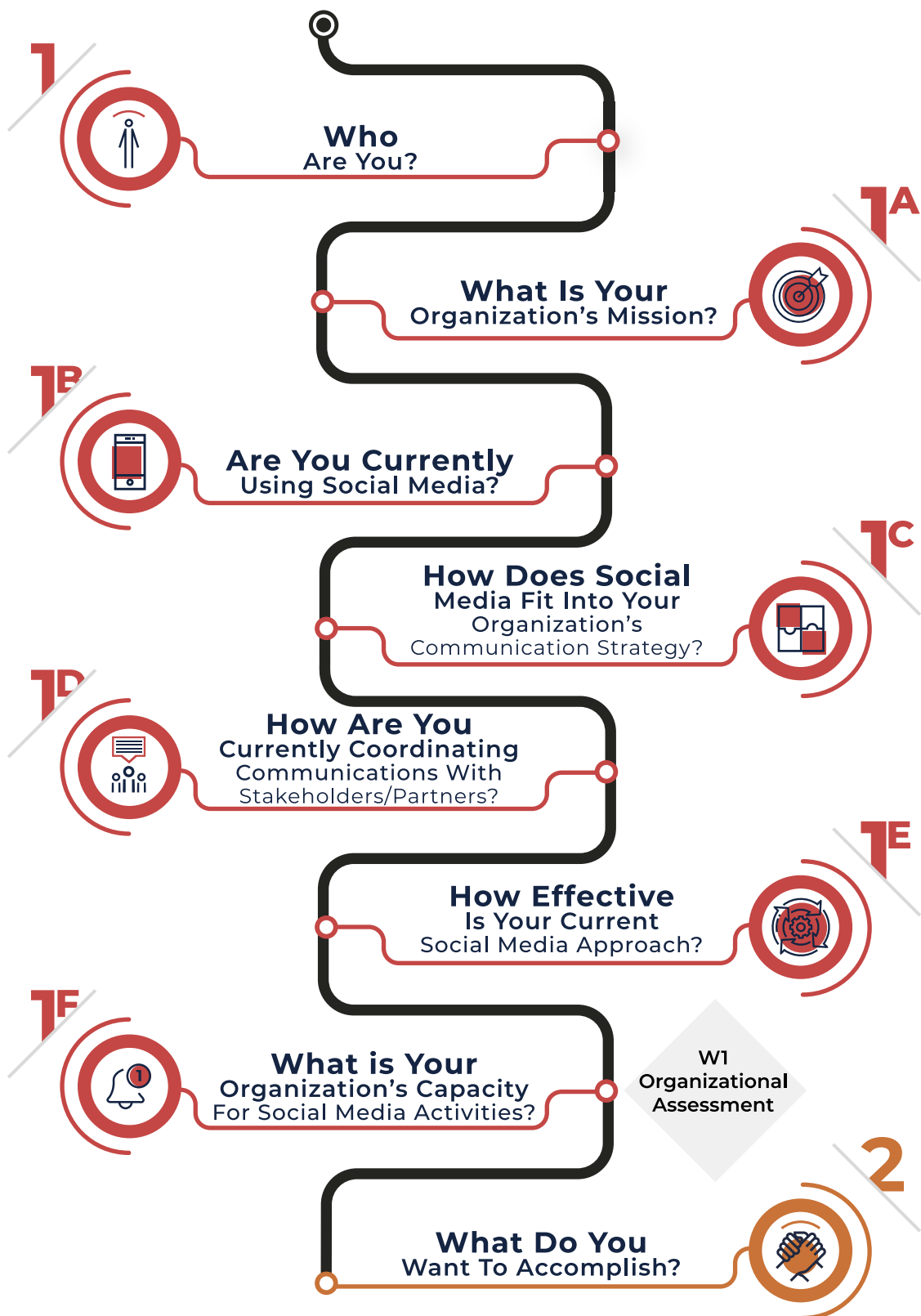


Section 1: Who Are You?

- What is your organization's mission?
- Are you currently using social media?
- How does social media fit into your organization's communication strategy?
- How are you currently coordinating communications with stakeholders/partners?
- How effective is your current social media approach?
- What is your organization's capacity for social media activities?

Section 1 -

Assess internal capacity - Who are you?



1^A What is your organization's mission?

Importance ★★ ★

Time ★

Cost ★

Summary

Every organization has a purpose for which it exists. What is the goal that drives your organization to do the work it does?

Why is it important?

Knowing what your organization is trying to accomplish will guide every decision you make from this point onward, in terms of which problems to address via behaviour change and how to do that. This toolkit is geared specifically towards organizations that have disaster preparedness and/or disaster risk reduction as part of their mission.



Key Considerations:

1

Making decisions without considering the organization's mission and goals means that, even if you create something you consider amazing, it may be ultimately useless or even counterproductive to your organization's work.

2

If your organization does not have disaster preparedness or disaster risk reduction as part of its mission, you can still use this toolkit effectively by adapting and applying its lessons to your own issues.

3

Global commitments such as the UN Sustainable Development Goals, the Sendai Framework for Disaster Risk Reduction, and the Paris Climate Agreement may be used to direct your organization's goalsetting.



Action steps:

1

Read and understand your organization's mission statement and its current set of goals and objectives.

2

As you proceed with the SM4BC process, be sure that you align the choices you make with your organization's mission and goals.

For more information:

- [Roundtable: What Does It Mean To Be Mission-Driven?](#)
- [How to Create an Effective Non-Profit Mission Statement](#)

Example:

The [International Federation of Red Cross and Red Crescent Societies' vision statement](#), which guides the mission statements of its National Societies is:

"To inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world."

The IFRC's activities are guided by three aims:

1. Save lives, protect livelihoods, and strengthen recovery from disasters and crises
2. Enable healthy and safe living
3. Promote social inclusion and a culture of non-violence and peace.

Are you currently using social media?

Importance ★★

Time ★

Cost ★

Summary

As you consider how to apply social media for behaviour change, first look at whether and how your organization is currently using social media in its activities.

Why is it important?

If your organization already has social media-savvy staff and a social media presence, building in a behaviour change orientation to your digital outreach should be a relatively straightforward process.



Key Considerations:

1

If your organization is already using social media, consider why and how it is currently being used. Who are the staff that are involved in its development? What resources have been invested in it to date? Does it make sense to continue as-is or expand capacity?

2

If your organization is not currently using social media or does not intend to make it a priority, consider partnering with other NGOs or government agencies with similar missions or priority audiences to combine your important content expertise with their social media capability.



Action steps:

1

If you intend to add a behaviour change approach to your current social media outreach activities, identify the key staff who are involved and include them in the SM4BC process.

2

If you do not yet have a social media outreach component, but would like to develop that capacity, begin the process of identifying appropriate staff, providing them with training on how to use social media tools, and allocate resources to establish an ongoing social media presence.

3

If you do not have, and do not intend to start using social media within your own organization, identify potential partners among your stakeholders or beneficiaries who you can work with to implement SM4BC activities outside of your own organization.

For more information:

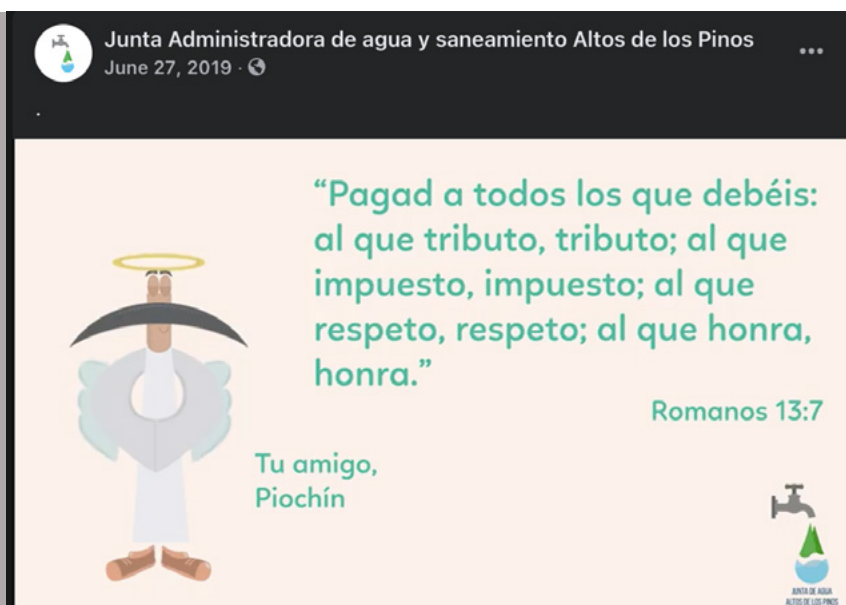
- [Getting Started with Social Media: A Guide for Nonprofit Organizations and Government Agencies](#)
- [Social Media Effectiveness for Public Engagement: An Example of Small Nonprofits](#)
- [7 Reasons Nonprofits Don't Try Harder with Social Media](#)
- [Top 10 Reasons to Avoid Social Media](#)

Example:

Case Study:

Through its Barrio Resiliente (Resilient Neighborhood) program, GOAL Honduras worked to reach the community via its beneficiaries, rather than directly through the organization's own social media outreach. Staff trained administrators at the local Water Management Boards to build their organizational capacity to use social media to reach their customers with behaviour change-focused communications. GOAL Honduras helped the administrators investigate and understand their communities' needs, taught them how to use Facebook pages and engage with the public, and created message templates for them. Their first objective was increasing on-time payment of water bills, so they created content that showed how paying bills on time helps support the community infrastructure. Also, to achieve this objective, they carried out training on customer service, empowerment, teamwork and administration. Their tracking showed that the percentage of people paying on time increased as a result of the SM4BC strategy and the Water Boards now regularly report progress in the water and sanitation infrastructure in their communities.

Example post from one of the Water Boards:



Translation: "Pay to all what is owed to them: taxes to whom taxes are owed, revenue to whom revenue is owed, respect to whom respect is owed, honor to whom honor is owed." – Romans 13:7. Your friend, Piochín



How does social media fit into your organization's communication strategy?

Importance ★★

Time ★

Cost ★

Summary

Your SM4BC social media strategy needs to be aligned with your organization's overall communications strategy to complement and support primary goals and objectives.

Why is it important?

Social media should not be created in a vacuum, unrelated to the other work that your organization does. If your organization does not have a communications strategy, that needs to be your first step to ensure all your efforts work together to make them more effective. *A useful communications strategy includes a plan for how you will use social media in concert with other outreach approaches to support each specific communication objective.*



Key Considerations:

1

Does your organization have an overall communications strategy? This type of plan is critical for guiding all outreach and promotional work that you do, to ensure that the team is working towards the same key objectives.

2

Social media is just one method of reaching people. Digital outreach is not the only, or always, the best approach. Your communications strategy must put it in context and coordinate social media activities with other effective ways of reaching your priority audiences.



Action steps:

1

Review your organization's communications strategy to understand how social media can best be used to support key organizational objectives.

2

If your organization has not created a communications strategy, now is the time to create at least a basic framework to guide your efforts. Determine how communications, including social media, can reinforce the other work that your staff is doing, to create an integrated approach.

For more information:

- [What Goes Into a Nonprofit Marketing and Communications Plan or Strategy?](#)
- [Social Media Best Practices for Nonprofit Organizations: Integration with Existing Communications](#)
- [The Strategic Communications Toolkit](#)
- [Template: Develop a Communication Plan in Nine Steps](#)

Example: Social Media in Your Communication Strategy



Goals/Objectives:

Which goals/objectives can social media help achieve?



Priority Audiences:

Which social networks do they use? What can you learn about them via social media?



Key Messages:

What are people saying online about your issue and organization?



Communication Methods:

How can social media support and complement the other tactics you're using?



Budget:

What social media resources do you need to plan for?



Ongoing Monitoring and Evaluation:

How can social media help identify how your audience is responding to your communications?

How are you currently coordinating communications with stakeholders/partners?

Importance ★★

Time ★★

Cost ★

Summary

Your organization's account is just one voice in the ecosystem of social media communications. To be most effective, coordinate with the other organizations and public agencies that are responsible for disaster management to ensure unified messaging.

Why is it important?

NGOs like the Red Cross/Red Crescent National Societies and local chapters often play an auxiliary function in concert with national and local government agencies to provide support before, during and after disaster incidents. To best serve the community, NGO and public sector staff should mutually develop a communications plan before a crisis begins, to be sure that key messaging is unified and led by a single agency, and to define roles for how to divide up tasks in various types of circumstances. Otherwise, contradictory information being disseminated by different organizations can cause confusion and can even mean the difference between life and death.



Key Considerations:

1

Is there an existing interagency disaster preparedness planning group for your country or local region? Who are the NGOs, public agencies, stakeholders and other partners that need to be involved?

2

Do you currently have any kind of plan in place for coordinating communications among relevant organizations, stakeholders and partners? If so, is it only activated in crisis situations, or do you proactively coordinate messaging for disaster preparedness and risk reduction as well?

3

You need time to build the types of relationships that create trust among the participants to collaborate in an efficient way. Don't wait until a crisis to reach out to the other key players the community will turn to for lifesaving information.

4

In a large organization, it's possible that many of your staff already have their own social media accounts and are publicly posting while identifying themselves as employees. This situation needs to be managed and coordinated internally to make sure that the messaging is aligned with the organization's strategy.



Action steps:

1

Reach out to local stakeholders and partners to begin the process of coordinating disaster-related outreach, to ensure that the community does not receive contradictory and confusing information.

2

If your organization is already working in conjunction with stakeholders and partners, take a proactive approach to social media outreach based on identified needs of the community.

For more information:

- [Improving Coordination – IFRC](#)
- [A Red Cross Red Crescent Guide to Community Engagement and Accountability \(CEA\) - Community engagement and accountability in rapid-onset emergencies Section](#)
- [Guide to the Auxiliary Role of Red Cross and Red Crescent National Societies – Americas](#)
- [IASC Emergency Response Preparedness Guidelines](#)
- [Social Media Checklist For Emergencies and Disasters Response](#)
- [CERC: Crisis Communication Plans](#) and [CERC: Understanding the Roles of Federal, State, and Local Community Health Partners](#) - CDC

Example:

The Government of the Republic of Trinidad and Tobago created a Crisis Communication Guidelines and Response Plan that very clearly lays out the responsibilities of each government agency and how they would work together.

The Regional Migration Platform for Venezuelan migrants is an inter-agency portal for UN agencies, NGOs and CSOs, providing regional coordination for communicating with communities, outreach, and engagement initiatives.

How effective is your current social media approach?

Importance ★

Time ★

Cost ★

Summary

If your organization has been using social media for a while, now is a good time to take a look at how effective your current approach has been.

Why is it important?

Looking at what's been working and not working to engage your followers will help you to expand your efforts further. And if you have not been tracking and evaluating the success of your approach up until now, it is time to start so you will have baseline data in place.



Key Considerations:

1

Has your social media outreach been tied to specific objectives in your program? If so, have you met those objectives?

2

Do you track social media analytics, so you have an idea of which types of posts are sparking the most engagement? And do you understand what the analytics are telling you?

3

On which social networks have you built the biggest audience?



Action steps:

1

If you are not already tracking and assessing your social media outreach, set up a social media analytics dashboard to start collecting data. ([See 8E for guidance.](#))

2

If you do have data, analyze it and use the results to help guide you in decisions that will come later in the SM4BC process.

For more information:

- [Ten Steps To A Social Media Audit](#)
- [How to Assess and Improve Your Social Media Marketing: A Monthly Plan](#)
- [How to Create a Social Media Report](#)

Example:

Elements of a Social Media Audit



Social media metrics for all your accounts

- total followers, likes, shares, clicks, etc.
- best performing social networks, posts, times
- organic reach vs. paid reach ROI



Referral traffic to your website



How your competition is using social media



Audience demographics



Consistency and quality across your accounts



Response rate (time to respond to comments and messages)



Budget



TF What is your organization's capacity for social media activities?

Importance ★ ★ ★

Time ★ ★

Cost ★

Summary

The scope of social media outreach that is reasonable for your organization will depend on whether adequate staff time, expertise and resources are available to support the desired level of activity.

Why is it important?

While the use of social media is ostensibly free, *it does require an investment of resources*. Staff time must be devoted to tracking relevant social media conversations, developing content, and engaging with the online community. Your organization may decide to create content that costs money to produce or requires special equipment, such as videos or podcasts. And it may make sense to use paid advertising to reach specific audiences or to grow your following. Unless your organization's leadership understands the importance of social media to fulfilling your mission, and makes it a priority in terms of resource allocation, your social media outreach is unlikely to succeed.



Key Considerations:

1

Is your organization's leadership on board with investing the necessary resources to ensure that your SM4BC efforts will flourish?

2

Who are the people who will be involved in your social media content development and community engagement? What skills do they need to be successful?

3

Your organization's capacity will determine decisions such as how many different social networks to have accounts on, your level of engagement, what types of media and formats you will use, and what type of analytics you will be able to collect.

4

This capacity assessment is critical, because if your organization establishes a social media presence, then stops updating or responding, any trust that was built with your audience may disappear.



Action steps:

1

Consult with your organization's leadership to secure their commitment to the necessary investment for SM4BC.

2

Determine staffing and resource levels needed for the desired level of social media engagement and content production.

For more information:

- [How Different Size Nonprofits Perform on Social Media](#)
- [Social Media Time Management: Resource Allocation](#)
- [Resource Planning for Social Media](#)
- [How to Set Your Digital Marketing Budget](#)

Example:

Elements of a Social Media Budget





Worksheet 1 - ORGANIZATIONAL ASSESSMENT WORKSHEET ACCESS WORKSHEET ONLINE [HERE](#)

1.

**Name of
Organization:**

2.

**Organizational
Mission:**

3.

**Is your
organization
currently using
social media?**

- ☐ Yes
- ☐ No but want to start
- ☐ No and don't want to start

Which organizations could
you partner with that are
social media savvy?

- ☐ It's integrated into the overall strategy
- ☐ It's not connected to the overall strategy
- ☐ We do not have a communication strategy

Who will be responsible for
creating or updating the
communication strategy?

4.

**How does
social media
fit into your
organization's
communication
strategy?**

5.

How are you currently coordinating communications with stakeholders and partners?

- ☐ We coordinate proactively
- ☐ We coordinate only during a crisis
- ☐ We do not coordinate

Which stakeholders and partners do you need to coordinate with?

Which types of communications require coordination?

- ☐ Committed leadership
- ☐ A person or team overseeing social media
- ☐ Appropriate staff social media skills and/or training
- ☐ Staff time devoted to social media activities
- ☐ A budget/resources for items like social media content development and paid ads

6.

Which of these elements does your organization have that can contribute to its capacity for social media activities?

7.

If your organization currently uses social media, how savvy are you in terms of engaging in the following basic best practices? (check all that currently apply)

- ☐ Focusing on sites your audience spends time on
- ☐ Setting up accounts with your organization's branding
- ☐ Providing links to your social media accounts on all marketing materials
- ☐ Posting original content on a daily schedule
- ☐ Using graphics and/or video to enhance text-based posts
- ☐ Sharing content from others regularly
- ☐ Responding to comments, mentions and messages daily
- ☐ Engaging in "social listening" to understand your audience
- ☐ Tracking mentions and relevant keywords
- ☐ Using hashtags
- ☐ Monitoring your audience engagement and other metrics

8.

Have you conducted a social media audit to better understand your current strengths, weaknesses and opportunities?

- ☐ Yes
- ☐ No
- ☐ Not applicable

9. What next steps does your organization need to take to make sure it is ready to use social media effectively?
