DIGITAL COMMUNICATION TOOLS FOR EFFECTIVE PUBLIC ENGAGEMENT AND ADVOCACY.

February 2024

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Background

Why and how we prepared this toolkit?

We created this guide as a part of "Digital Communication Tools for Effective Public Engagement and Advocacy", an initiative driven by AKTI Project and Research Centre in cooperation with Norsensus Mediaforum. The initiative aims to enhance digital presence and communication strategies within the Civil Society of Cyprus. This project, supported by the Active Citizens Fund Cyprus program, aims to bridge knowledge gaps, share expertise, and promote best practices among organizations and informal groups. Through our first long-term cooperation, within the purposes of the AdvocaCY Project, which also benefits from a grant under the Active Citizens Fund Cyprus, AKTI conducted a comprehensive survey to identify the top needs of CSOs in Cyprus, leading to a focus on capacity building for public outreach, enhancing digital communication capabilities, and fostering synergies and networks. Also we had a series of mini workshops in Oslo and Cyprus to map the actual needs and expectations from this toolkit.

This Toolkit aims in this frame to serve as a practical guide for maximizing public outreach, increasing digital communication capacity, and implementing best practices in this field. By providing hands-on practical tips, tools, and examples, this initiative aims to empower NGOs with the necessary skills to engage effectively with their audiences in the digital realm. This toolkit is the outcome of our effort to create a knowledge transfer tool that can be utilized by other organizations across the divide, enabling them to enhance their digital communication strategies for more impactful public engagement.

Join us on this journey as we equip you with the tools and knowledge needed to elevate your organization's digital presence and communication effectiveness. Let's embark on this transformative journey together towards a more connected and engaged civil society in Cyprus.
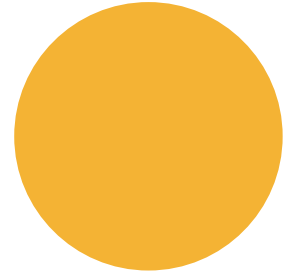
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Understanding your Audience

Key takeaways:
- How to make audience analysis.
- How to use measurement reach analysis and tools
- Tools to use for audience analysis and measurement reach
- Good examples

Audience analysis and measurement play a pivotal role in the success of strategic communication campaigns By meticulously studying the demographics, behaviors, preferences, and feedback of your target audience, you can fine-tune your messaging to be more relevant and impactful. This chapter delves into audience analysis strategies and the significance of measuring key performance indicators to evaluate the effectiveness of communication efforts. Understanding your audience and gauging their responses are essential elements in creating meaningful connections and driving positive change through strategic communication initiatives.

Audience Analysis in NGO Strategic Communication

Understanding your audience is crucial for effective nonprofit communication. By defining stakeholder metrics, you can tailor your messages and measure the impact of your communication efforts. For instance, metrics for volunteers might include the number of volunteers, volunteer hours, and satisfaction, while metrics for donors could focus on the number of donors, donation amount, and retention rate. Tracking these metrics allows you to see what's working and what's not, and adjust your communication strategies accordingly.

In short, defining stakeholder metrics is a key step in ensuring that your nonprofit communication is targeted, effective, and accountable. In the following guide, inspired by the article "What are the best ways to use stakeholder metrics to improve your communication and engagement strategies?"(LinkedIn, 2024), we have listed 5 key steps you can take to get to know your audience together with practical examples and tools.

6 key steps to understanding your audience

- Define stakeholder metrics
- Collect and analyze data
- Engage stakeholders with metrics
- Improve stakeholder strategy based on your metrics
- Celebrate stakeholder successes with your metrics

1. Define stakeholder metrics

The first step is to define what stakeholder metrics are relevant and meaningful for your project or organization. You can use a stakeholder analysis framework to map out your stakeholders and their attributes and select the metrics that align with your stakeholder objectives.

- Stakeholder mapping provides a visual overview of the partners involved in your project or activities. It is a tool to help identify your common interests and find ways to collaborate more effectively with your stakeholders. As Professor of Risk and Crisis Communication Audra Diers-Lawson (2020) states, 'If we map stakeholders or those groups with an interest in an organization's actions, we can better understand the complexity of a particular organization's environment.'

Stakeholder Map: Who Needs What?

	INFLUENCE OF STAKEHOLDER →
KEEP COMPLETELY INFORMED	MANAGE MOST THOROUGHLY
REGULAR MINIMAL CONTACT	ANTICIPATE AND MEET NEEDS

INTEREST of STAKEHOLDER

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Empathy mapping is another powerful tool for NGOs to understand their target audience on a deeper level. By stepping into the shoes of your audience, you can craft communication strategies that resonate with their needs, desires, and challenges. This guide will equip you with the steps and examples to use empathy mapping effectively in your NGO's strategic communication.

What You'll Need:

- A large whiteboard or flip chart
- Sticky notes (different colors for different categories)
- Markers
- Your team (communication, program, and beneficiaries if possible)
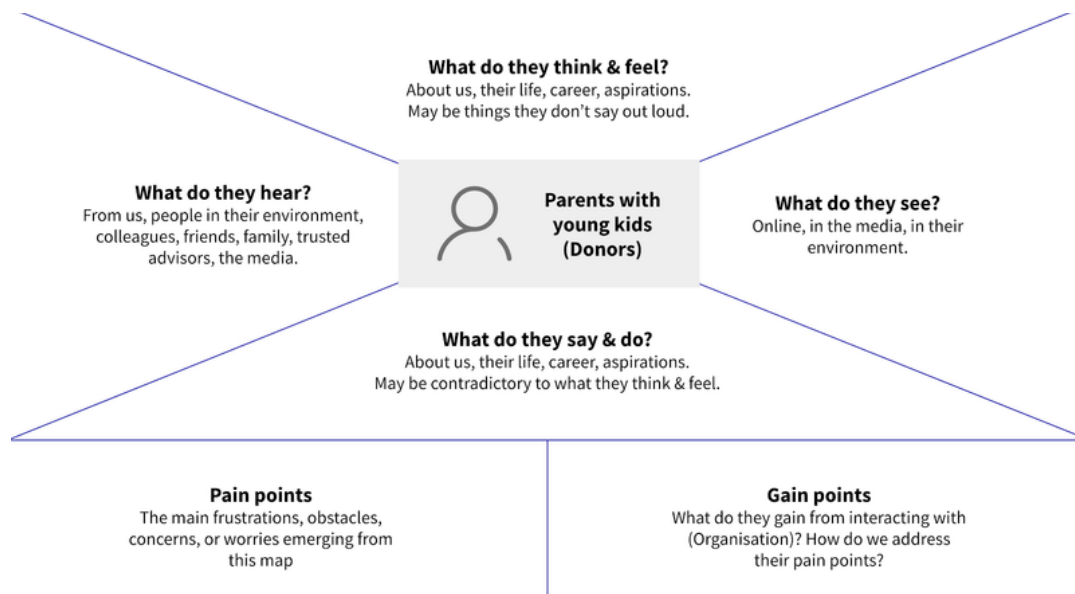
Steps:

1. Define Your Audience:
   - Who are you trying to reach? Be specific (e.g., young mothers in rural communities, policymakers).

- **Structure the Map:**
  - Divide the whiteboard into four quadrants: Says, Thinks, Does, Feels.
- **Brainstorm as the Audience:**
  - Says: What are they talking about related to your cause? What are their common phrases or complaints? (e.g., "I can't afford healthy food for my children.")
    - Use yellow sticky notes.
  - Thinks: What are their beliefs, concerns, and assumptions about the issue? (e.g., "Healthy food is expensive and out of reach.")
    - Use blue sticky notes.
  - Does: What are their actions and behaviors related to the issue? (e.g., "I buy cheap, processed food to feed my family.")
    - Use green sticky notes.
  - Feels: What are their emotions and frustrations related to the issue? (e.g., "Worried about my children's health," "Frustrated at limited options.")
    - Use red sticky notes.

What do they think & feel?
About us, their life, career, aspirations.
May be things they don't say out loud.

What do they hear?
From us, people in their environment, colleagues, friends, family, trusted advisors, the media.

Parents with young kids (Donors)

What do they see?
Online, in the media, in their environment.

What do they say & do?
About us, their life, career, aspirations.
May be contradictory to what they think & feel.

Pain points
The main frustrations, obstacles, concerns, or worries emerging from this map

Gain points
What do they gain from interacting with (Organisation)? How do we address their pain points?

An example of empathy map for donation campaign addressing the parents with young kids

2. Collect and analyze data

The second step involves gathering and analyzing stakeholder data using suitable methods and tools. You can gather primary data directly from your stakeholders using surveys, interviews, focus groups, observation, or social media analytics and complement this with data gathered from secondary sources, such as reports, reviews, or benchmarks. Once you have your data, use analysis techniques to interpret and visualize it and to identify patterns, trends, and insights. Here are some tools that can help you navigate this process!

- **AI software such as Perplexity.ai** lets you access publicly available information about stakeholders, and build upon existing research and statistics. For example, you can ask with a prompt like this: "What are the trending environmental topics among young social media users in Cyprus?"

- **Gigamapping** is a mapping tool to explore complexity. Imagine diving deep into a system, not just its surface, but its interconnected layers, from the microscopic (Micro) to the global (Macro). Like an intricate tapestry, it weaves together seemingly disparate elements, revealing hidden relationships. Gigamapping invites collaboration and co-creation to uncover diverse stakeholder perspectives. It is a cumulative tool that can be used throughout all stages of a research project, from early data collection to analysis and data visualization.

You can see examples of gigamapping at SystemOrientedDesign.net

3. Engage stakeholders with your metrics

The third step is to initiate collaboration with your stakeholders by actively seeking their feedback. Use your stakeholder metrics to spark dialogue and discussion. Invite them to contribute with their opinions, suggestions, concerns, and questions directly related to the metrics and their impact on stakeholder needs. Consider using online platforms like collaboration tools (Google Drive, Canva, Notion, etc.) webinars, social media, or offline gatherings like workshops, meetings, or conferences depending on the needs of your project.

An example scenario: An NGO promoting environmental awareness.
Stakeholder: Local Businesses
Engagement:
- Organize workshops: Educate businesses on eco-friendly practices and their benefits.
- Collaborative campaigns: Launch joint initiatives like community clean-up drives or educational events.

4. Improve stakeholder strategy based on your metrics

The fourth step is where you transform your findings into action. Use stakeholder metrics as a catalyst for learning, growth, and innovation. Track performance, satisfaction, and engagement over time, and don't hesitate to adapt your strategy as stakeholder needs and environments evolve.

5. Celebrate stakeholder successes with your metrics

The final step emphasizes collaboration and shared success. Celebrate your journey with stakeholders, highlighting their contributions through impactful metrics and showcasing the collective impact you've achieved together. Use stories, testimonials, case studies, or awards to instill a sense of ownership, community, and shared accomplishment.

You can plan and schedule milestone social media posts using Canva's smart planning feature.

Resources and links:

 https://www.linkedin.com/advice/0/what-best-ways-use-stakeholder-metrics.
https://eprints.leedsbeckett.ac.uk/id/eprint/7343/7/ApplyingTheStakeholderRelatio
nshipModelAsAnIssueManagementAndRiskCommunicationToolAM-
DIERSLAWSON.pdf
https://miro.com/blog/stakeholder-mapping/#h-what-is-stakeholder-mapping
https://www.nngroup.com/articles/empathy-mapping/
https://www.gainsight.com/product-management-metrics/user-segmentation/
https://systemsorienteddesign.net/what-is-gigamapping/
https://www.ideou.com/blogs/inspiration/what-is-design-thinking
https://universaldesign.ie/about-universal-design/the-7-principles

Example: NGO promoting environmental sustainability

Audience: Working professionals aged 25-40
Says:
- "Recycling is too confusing."
- "I don't have time to be super eco-friendly."
- "It feels overwhelming to make a difference." (Yellow sticky notes)

Thinks:
- "Small changes won't make a real impact."
- "Big corporations are the real polluters."
- "Sustainable products are more expensive." (Blue sticky notes)

Does:
- Drives to work alone.
- Uses disposable coffee cups.
- Doesn't have time to cook at home often. (Green sticky notes)

Feels:
- Guilty about their environmental impact.
- Frustrated by the lack of easy solutions.
- Hopeless about the future of the planet. (Red sticky notes)

Analyze and Synthesize:
- Look for patterns and common themes across the quadrants.
- Identify key insights about your audience's motivations, barriers, and emotional triggers.

Craft Communication Strategies:
- Use the insights from the empathy map to develop communication messages that resonate with your audience.
- Address their concerns, offer solutions to their problems, and connect with their emotions.
- In the example above, the NGO could focus on:
    - Simple and actionable steps for busy professionals to be sustainable.
    - Highlighting the collective impact of individual actions.
    - Addressing affordability concerns of sustainable products.

Measurement reach analysis

Measurement reach is a type of data analysis process where you evaluate the extent to which your message, campaign, or content is encountered by individual users. Unlike impressions, which track the total number of times your content is displayed, reach focuses on the unique individuals exposed to it.

By analyzing reach, you gain valuable insights into the size and demographics of your audience, allowing you to assess the effectiveness of your efforts in spreading awareness and expanding your reach. This information can then be used to refine your strategies and optimize your content for maximizing impact, by e.g. changing the use of keywords, hashtags, or descriptions you use to make your content more searchable (LinkedIn, 2024). Analyzing the reach of your content is important no matter if your goal is to reach as many as possible or to engage specific audience groups. Reach analysis also helps you to demonstrate the value of your communication efforts to donors and stakeholders, while contributing to optimizing your outreach strategy and identifying potential audiences you might be missing.

How to measure reach?

There are various ways of measuring the reach of e.g. a communication campaign depending on the needs of your organization. A common and easily accessible approach is to use tools that are already integrated into social platforms, such as Facebook- or Instagram Insights (LinkedIn, 2024). Another approach is to use brand monitoring tools to track a particular type of activity related to your organization, such as website visits, donations, and reviews. These types of solutions can be accessed through third-party providers such as Google Analytics. Your choice of analysis tool and method should be closely connected to the objectives of your organization or campaign, whether this is to create more advocates, generate more donations, or enlist more volunteers (Giarratana, 2018).

According to an article for Arizona State University, written by digital strategy consultant Chris Giarratana (2018), there are five metrics that are relevant for NGOs to keep track of. These are sentiment, engagement, conversation, website traffic, and participation rate. He urges that a successful communication strategy should result in measurable conversation and action, but at the same time reminds that it might take some time for results to show up in your metrics. Keep a close eye on your metrics over time to see if there is a need to change your strategy.

- **Sentiment Metrics:** These measure the overall feeling or opinion expressed by your audience. This could be positive (happy, excited), negative (angry, disappointed), or neutral.

- **Engagement Metrics:** They track how actively your audience interacts with your content. Likes, comments, shares, and clicks are all examples of engagement metrics.

- **Conversation Metrics:** These focus specifically on back-and-forth communication. This could include replies to comments, messages exchanged, or mentions in discussions. High conversation metrics show your audience is actively talking with each other.

- **Website Traffic:** This is simply the number of visitors your website or platform receives over a certain period.

- **Participation Rate:** This goes beyond just visiting a site. It measures the percentage of your audience actively contributing content, like posting comments, sharing ideas, or participating in polls.
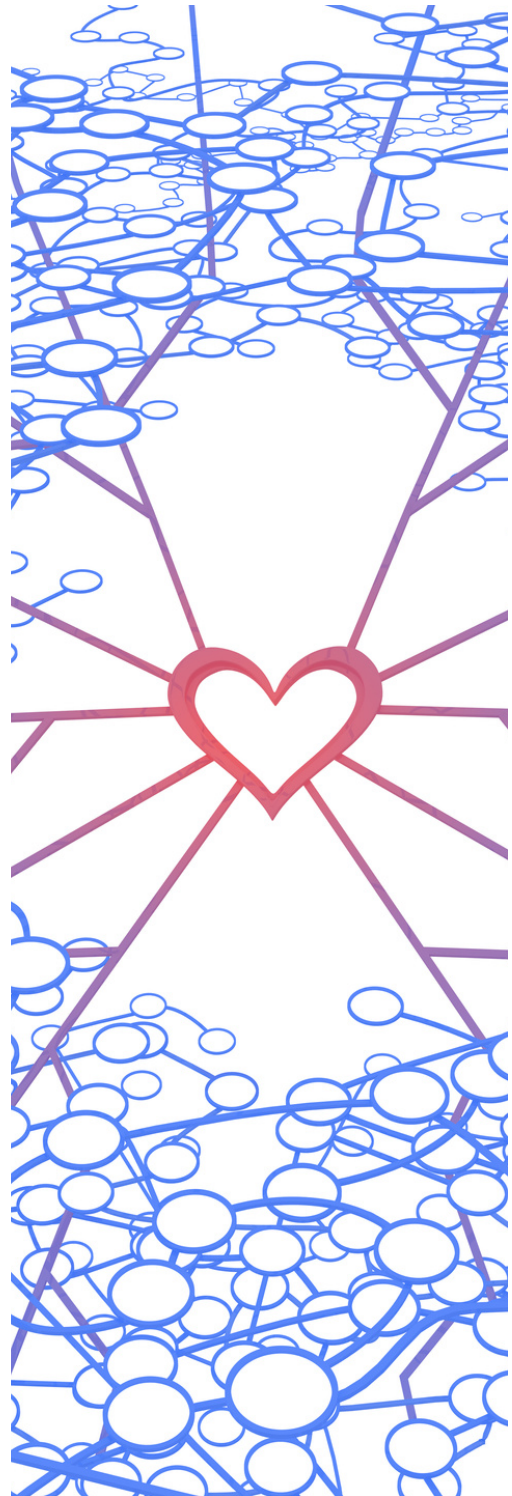
Tools for measurement metrics analysis

Facebook/Instagram Insights

Facebook Audience Insights gives you aggregated information about two groups of people – people connected to your Page and people on Facebook – so you can create content that resonates and easily find more people like the ones in your current audience.
LINK TO TOOL

Twitter (X) Analytics

Provides insights into reach, impressions, mentions, and profile visits. LINK TO TOOL

YouTube Analytics

Shows views, impressions, reach, and demographics of your viewers.LINK TO TOOL

Google Analytics

Helps you understand website traffic and user demographics..LINK TO TOOL

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AI-powered Tools (Free options with limitations)

Brand24

Offers a free plan with limited features, allowing you to track mentions of your brand or campaign across social media and news websites, providing insights into reach and sentiment.

LINK TO TOOL

Mention

Provides insights into reach, impressions, mentions, and profile visits. LINK TO TOOL

Hootsuite Insight

Shows views, impressions, reach, and demographics of your viewers.LINK TO TOOL

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Putting the measurement tools in practice

Let's say you're running an awareness campaign about environmental conservation. You create a compelling video and share it on Facebook, Instagram, and YouTube.
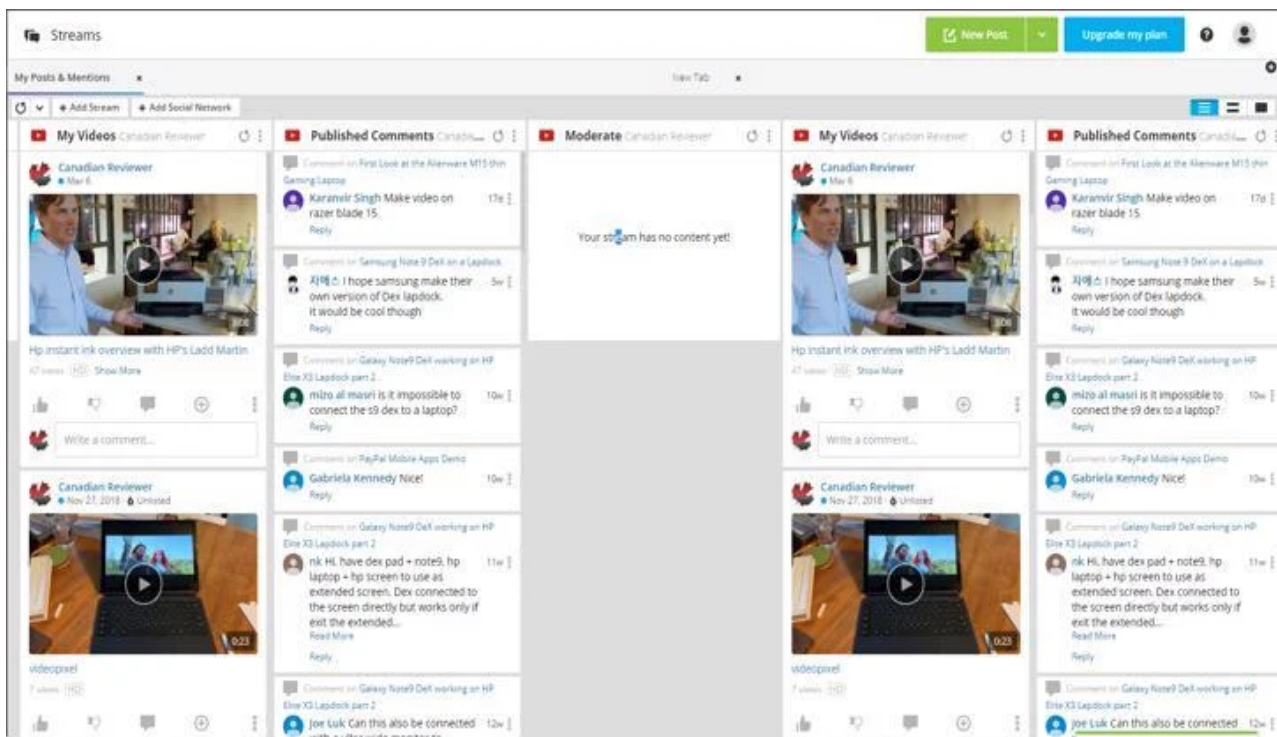
Track reach: Use the respective insights platforms to track the unique viewers for each channel.

Compare results: Analyze which platform achieved the highest reach and which audience segments engaged the most.

Draw insights: If Instagram had the highest reach but low engagement, it might indicate a need for tailoring content specifically for that platform.

Leverage AI (optional): Use the free tier of an AI-powered tool like Brand24 to monitor online conversations about your campaign and gain insights into reach beyond your owned channels. This can help you understand if your message is resonating organically and identify potential new audiences.

Remember: Combine reach with other metrics: While reach is important, analyze it alongside engagement metrics (likes, shares, comments) and sentiment analysis (provided by some AI tools) to understand the depth of impact and audience reception.

Set realistic goals: Define achievable reach targets based on your campaign budget, target audience size, and chosen platforms.

Refine your strategy: Use insights from reach analysis to continuously improve your communication approach and reach more people with your message.

By incorporating reach analysis and exploring free AI tools, you can maximize the impact of your NGO campaigns and advance your mission more effectively.

Resources and links:

- https://www.linkedin.com/advice/0/how-do-you-measure-reach-your-media-media-production-advice
- https://www.linkedin.com/advice/3/how-do-you-determine-effectiveness-your-communication
- https://lodestar.asu.edu/blog/2018/01/five-most-important-metrics-measure-nonprofit-online-communication
- https://sproutsocial.com/insights/social-media-sentiment-analysis/

Success story: LocalHealth Advocates

Background:
- LocalHealth Advocates (LHA) is a grassroots NGO committed to promoting health awareness and preventative care in underserved communities. Faced with limited resources, they initiated the "HealthConnect" outreach program to maximize their impact through strategic communication campaigns.

Free and Accessible Tools:
- Google Analytics for Website Tracking: LHA maintained a website as a central hub for health information. They integrated Google Analytics to track website traffic, user demographics, and engagement metrics.
- Social Media Insights: Leveraging free analytics tools provided by social media platforms (e.g., Facebook Insights, Twitter Analytics), LHA monitored the performance of their communication across various social channels.

AI Integration for Targeted Outreach:
- Chatbot for Immediate Engagement: LHA implemented a free, AI-driven chatbot on their website to provide instant responses to user inquiries, gather data on common health concerns, and offer relevant resources.
- Sentiment Analysis for Community Feedback: Utilizing free sentiment analysis tool by Brand24 and Mention, LHA assessed community responses on social media. Positive sentiments were reinforced, and concerns or misconceptions were addressed promptly.

Success story: LocalHealth Advocates

Measurement Reach Analysis:
- Google Analytics Metrics: LHA regularly analyzed website traffic, user demographics, and popular content. This data-informed content creation strategies and identified which topics resonated most with their target audience.
- Social Media Reach and Engagement: By closely monitoring social media analytics, LHA gauged the reach of their campaigns, identified peak engagement times, and tailored their content schedule accordingly.

Key Campaign Components:
- Weekly Webinars: LHA organized free weekly webinars on common health issues, using social media to promote and engage the community. Webinar attendance and post-event survey data were used to refine future topics.
- Interactive Infographics: LHA created visually appealing and shareable infographics to simplify health information. The reach and engagement of these infographics on social media platforms were closely monitored and influenced future content creation.

Storytelling and content strategy
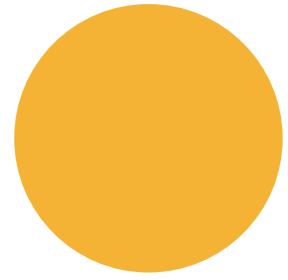
Key takeaways:
- How to strategize your content with storytelling and story canvas.
- How to make story/content creation teamwork via collaboration tools
- Good examples

In the ever-growing sea of information, non-profit organizations face a constant challenge: how to cut through the noise and truly connect with their audiences. While facts and figures are crucial, research shows that stories are the key to unlocking deeper engagement and building lasting relationships.

This isn't just about entertainment. Stories are hardwired into our brains. They trigger emotional responses, help us empathize with others, and make information more memorable. By weaving stories into your communication strategy, you can:

Build emotional connections: Facts may inform, but stories inspire. They allow your audience to connect with the human element behind your cause, fostering empathy and understanding.

Increase engagement and retention: Stories are inherently captivating. They draw your audience in, making them more likely to remember your message and share it with others.

Promote action: A compelling narrative can inspire your audience to take action, whether it's volunteering, donating, or simply spreading awareness about your cause.

Strategizing with the Story Canvas: A Framework for Captivating Content
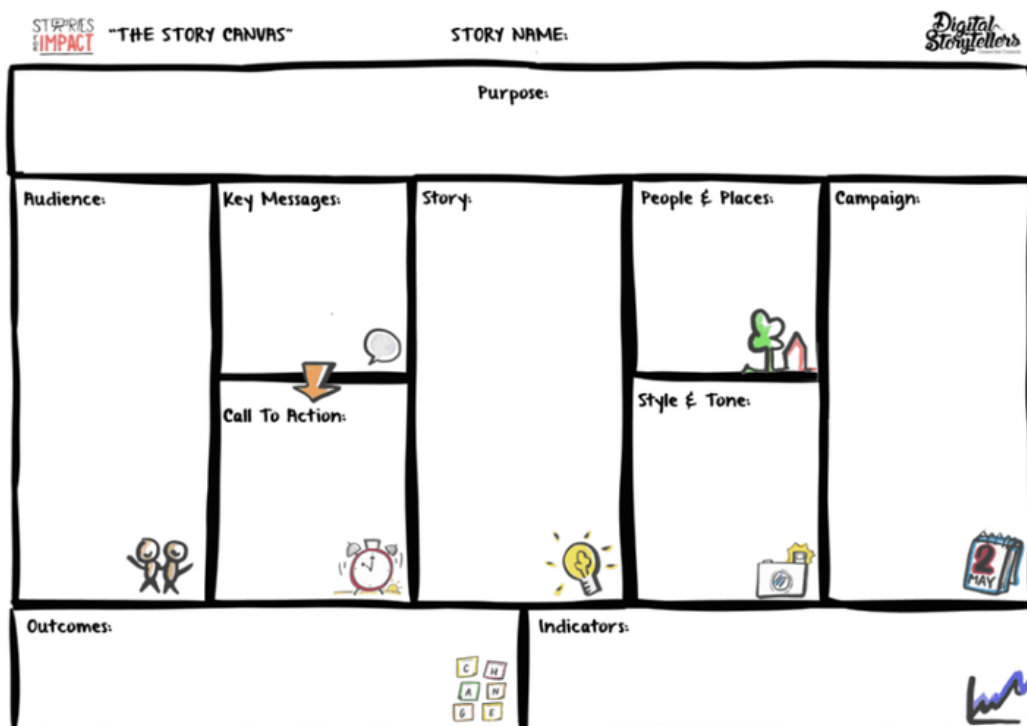
Now that we understand the power of stories, the question becomes: how do we effectively integrate them into our non-profit communication?

Enter the Story Canvas, a simple yet powerful tool that helps you craft impactful stories for any medium. Here's how it works:

1. **The Hero**: Who is your story about? This could be a beneficiary, a volunteer, or someone directly impacted by the cause you support.

2. **The Desire**: What does your hero want or need? This could be a basic human need, a specific goal, or a desire to overcome a challenge.

3. **The Obstacle**: What stands in the way of your hero achieving their desire? This could be an external barrier, an internal conflict, or a systemic issue.

4. **The Mentor**: Who (or what) helps the hero overcome the obstacle? This could be a program, a support system, or an individual who provides guidance and resources.

5. **The Action**: What does the hero do to overcome the obstacle and achieve their desire? This could be taking a specific step, seeking help, or demonstrating perseverance.

6. **The Reward**: What does the hero gain by overcoming obstacles? This could be achieving their initial goal, experiencing personal growth, or contributing to a larger cause.

7. **The Cost**: What does the hero sacrifice to achieve their reward? This could be time, resources, or facing personal challenges.

8. **The Lesson**: What broader message can be drawn from the hero's journey? This is the essence of your story, the takeaway you want your audience to remember.

Using the Story Canvas:

Start with a clear objective: What do you want your audience to understand, feel, or do after experiencing your story?

Develop your hero's journey: Fill out each section of the canvas, ensuring your story has a clear beginning, middle, and end.

Choose the right medium: Consider whether your story is best told through a blog post, video, infographic, or social media campaign.

End with a call to action: Encourage your audience to take a specific step, whether it's donating, volunteering, or simply spreading the word.

Remember, people don't remember facts, they remember stories. So, use the power of narrative to make your voice heard and create a lasting impact on your cause.

If you are lost with text-based guidance, you can use this simplified story canvas template on page 16.

There are many forms and guiding templates for organizational storytelling. Changemaker Story Canvas is one of them. They all share the same elements with slight differences.

Making story/content creation a teamwork

If there is one thing more frustrating than stuck with a creative storytelling idea, it is definitely feeling that your vision of communication is not understood in your organization. But crafting captivating narratives doesn't have to be a solo endeavor. In fact, collaborative storytelling can be a powerful way to unleash creativity, generate diverse perspectives, and create truly impactful content, while building team spirit.

There are several compelling reasons to embrace collaborative storytelling:

Enhanced creativity: Brainstorming with a team can unlock a wealth of ideas and perspectives, leading to richer and more engaging narratives.

Diverse expertise: Each team member brings their unique skills and experiences to the table, ensuring well-rounded and multi-faceted stories.

Improved efficiency: By dividing tasks and leveraging different skill sets, teams can create content faster and more efficiently and avoid burnout or communication fatigue.

Stronger team spirit: Collaborative projects foster communication, problem-solving, and a sense of shared ownership, leading to a more cohesive team culture.

Tools for Collaborative Storytelling

Canva

This user-friendly design platform allows multiple users to create stunning visuals like infographics, presentations, and social media graphics, enhancing the visual storytelling aspect of your project. But it is not limited to that one. You can actually create teams, and content calendars, and assign people to different tasks of content creation. You can even publish your stories directly from Canva to Facebook and Instagram.
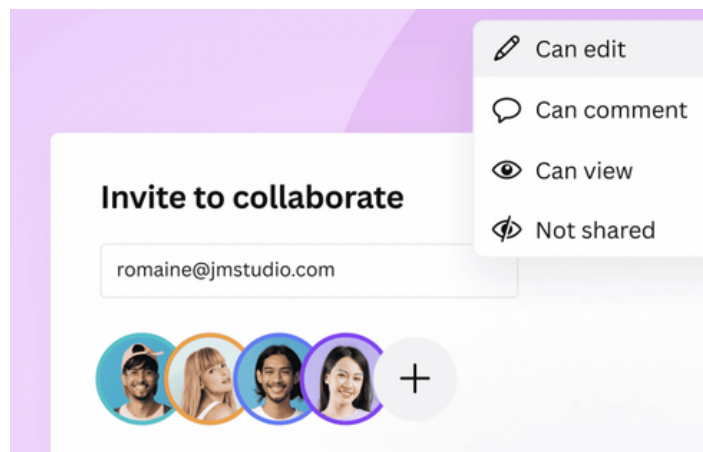
How does Canva help stream work processes and improve workflow?

The purpose of a creative workflow management system is to create projects, allocate roles and tasks, and keep the team on track to deliver on time. Canva does all this and more, making it simple to collaborate, even remotely, with the ability to add comments and feedback, get final sign-off, and publish or share content directly from the platform.

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Tools for Collaborative Storytelling

Features like unlimited folders mean files can be accessed by anyone on your team and stored in one place, so nothing gets lost. Brand Kits keep designs on brand, and Canva's Content Planner empowers teams to design and schedule social posts to better connect with your audience - these are just a few ways Canva helps teams around the world streamline processes and increase speed to market.

How can I build a workflow management system with Canva?

Since the ability to share, comment, approve, and publish is already part of Canva for Teams, all you have to do is nominate who in your team will be responsible at each stage. You can do this in the initial brainstorming session using Canvas brainstorm templates(opens in a new tab or window) to map out a content management system or throughout the creative process by assigning tasks to individual team members. Simply invite or remove team members as you need them and put Canva's advanced features to work.
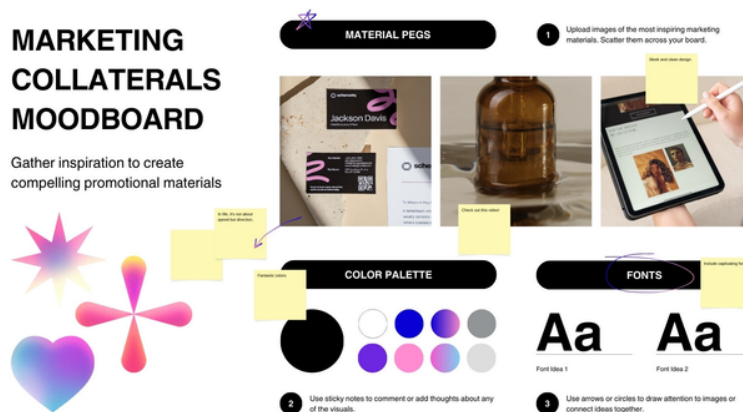
Google Jamboard

This online whiteboard tool provides a collaborative canvas where team members can brainstorm ideas, organize workflows, and visually map out their story's narrative arc. Jamboard can be a powerful asset for NGOs, fostering teamwork, brainstorming, and creative storytelling. Here are some practical tips on how to leverage Jamboard for collaborative content creation in your NGO:

Brainstorming Sessions:
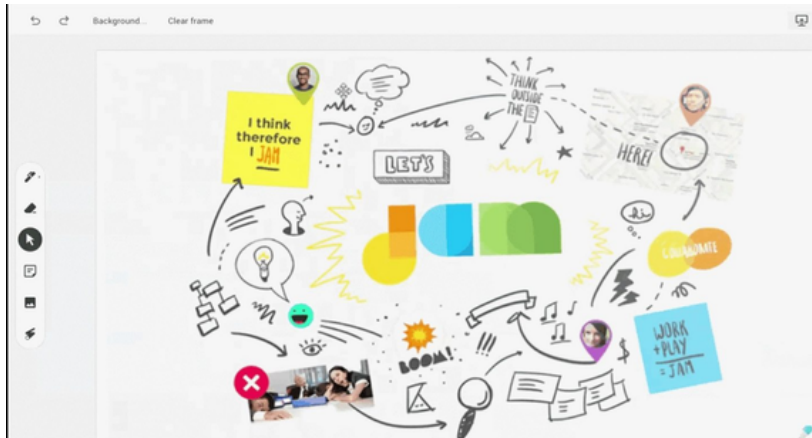
Use Jamboard to generate initial ideas for upcoming campaigns, fundraising initiatives, or awareness programs. Host brainstorming sessions to develop content ideas for various platforms, such as social media posts, website blogs, or grant proposals. Facilitate workshops where team members collaboratively build narratives around beneficiaries, volunteers, or the impact of your organization's work.

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Jamboard Features for Brainstorming:

Sticky notes: Use virtual sticky notes to capture ideas quickly and easily.

Mind mapping: Organize thoughts and connections visually using mind maps.

Voting: Allow team members to vote on their favorite ideas or content themes.
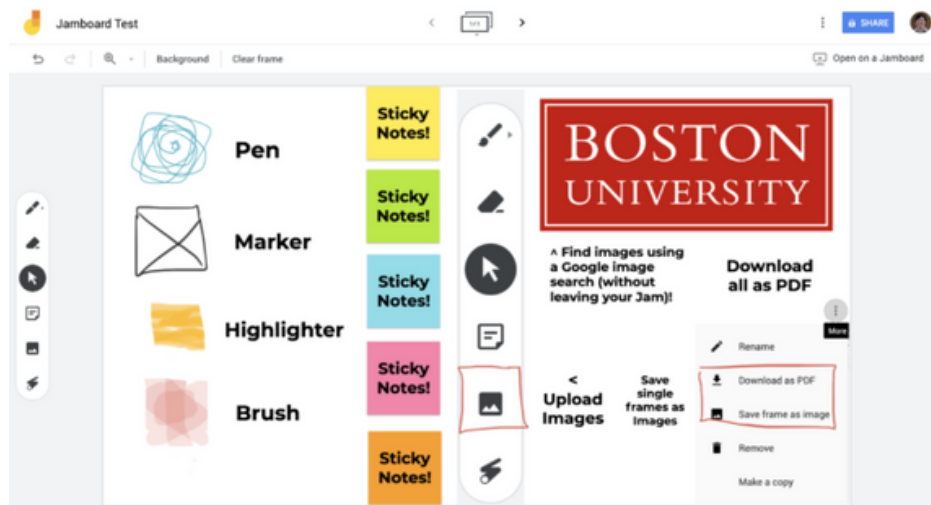
Collaborative Content Development:

Content outlining: Develop outlines for blog posts, articles, or social media campaigns collaboratively, ensuring everyone is on the same page.

Scriptwriting: Work together on scripts for videos, presentations, or awareness campaigns, allowing real-time feedback and edits.

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Tools for Collaborative Storytelling

Visual content creation: Use Jamboard to sketch out infographics, storyboards, or visual elements for your communication materials.

Real-time editing: Multiple team members can edit the board simultaneously, fostering a dynamic and interactive experience.

Cursor tracking: See where your teammates are working on the board, facilitating communication and collaboration.

Add images and videos: Embed relevant images, videos, or links directly onto the board for inspiration and reference.

Feedback and Iteration:

Idea refinement: Share your Jamboard with team members for feedback and suggestions, allowing for iterative improvement of your content ideas.

Project presentations: Use Jamboard to present your content plans and story concepts to stakeholders or team leads, fostering discussion and buy-in.
Action item tracking: Assign tasks and action items related to content creation directly on the board, ensuring everyone is accountable and the project stays on track.

Comments and suggestions: Add comments directly to specific sections of the board to provide feedback and suggestions.

Notion.io

Notion, a versatile online workspace, can become your team's secret weapon for collaborative storytelling and content creation.

Here's how your NGO can leverage Notion to unlock the power of collaborative storytelling:

Brainstorming and Idea Generation:

Create a "Brainstorming Board": Use Notion's "Board" feature to collect ideas in an interactive way. Add text, images, links, and videos to capture a diverse range of inspiration.

Utilize "Comments": Encourage team members to add comments and suggestions to each idea, fostering discussion and refinement. Leverage the "Vote" property to prioritize popular ideas

Tools for Collaborative Storytelling

Collaborative Writing and Editing:

Craft a Shared "Story Outline": Build a detailed outline using Notion's "Page" feature. Utilize subsections, headers, and bullet points to map out the narrative arc, character development, and key plot points.

Utilize "Live Collaboration": Write and edit the story content simultaneously with your team in real time. Notion allows seamless edits with clear identification of each contributor.

Leave "Comments and Feedback: Encourage ongoing feedback and revision through comments and annotations within the document itself.

Tools for Collaborative Storytelling

Streamlined Communication and Feedback:

Utilize "@mentions": Tag specific team members in comments or tasks for direct communication and feedback requests.

Leverage "Team Chat": Foster real-time discussions and information sharing within a dedicated chat window directly in your Notion workspace.

Implement "Meeting Notes: Use Notion's page feature to document key points, action items, and decisions from brainstorming sessions or team meetings.

Remember:

Set clear roles and permissions: Define ownership and access levels for different sections within your Notion workspace to maintain organization and clarity. Embrace transparency: Encourage open communication and information sharing throughout the storytelling process.

Celebrate collaboration: Recognize team contributions and celebrate successful storytelling endeavors to foster a collaborative spirit.

By embracing the power of collaboration and utilizing the right tools, your team can unlock the true potential of storytelling, creating content that resonates deeply with your audience and drives meaningful results. Remember, the most powerful stories are often the ones we create together.

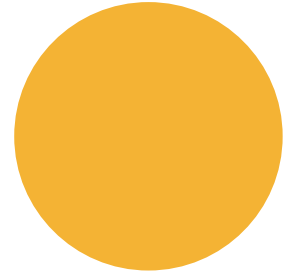# Success story: Social Media Campaign #Potavristou
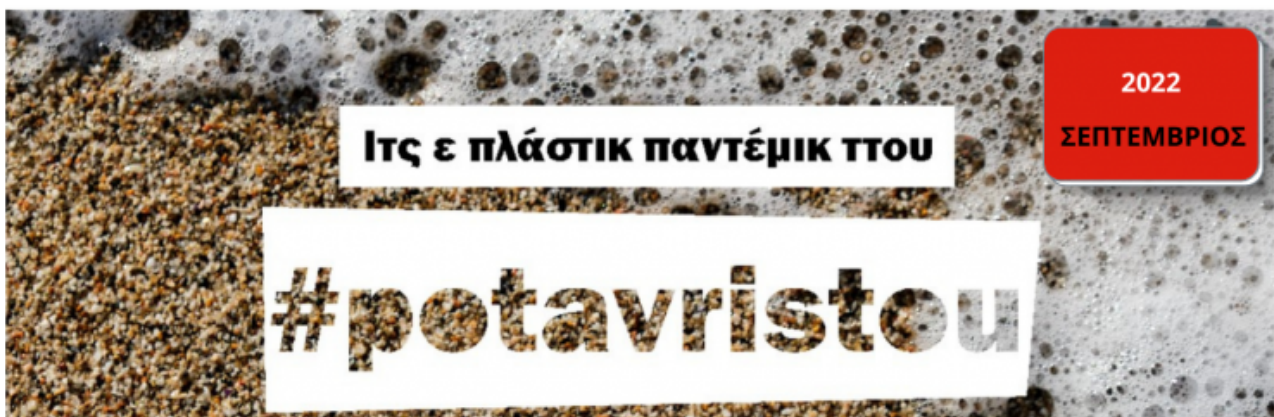
This action takes the form of a social media campaign, that takes place once a year every September. September is the month of #potavristou! Every year since September 2019, AKTI has organized the action #potavristou.

It's simple: every person or friend group can reach out, wherever they are, pick up the rubbish that lies around them, count it, and send a message to AKTI's social media, including the data and pictures. Alternatively, the participants can upload pictures of the clean-up on their own social media accounts and write #potavristou, #akti, and #SeaTheChange on the post's description.

Over the five years of its implementation, more than 10,000 volunteers have participated in the initiative, collecting 77 tons of litter from 1,050 locations in Cyprus and 250 locations abroad. Notably, 86% of the waste collected through #Potavristou in previous years was plastic.

In 2020, Potavristou was officially recognized by the International Ocean Conservancy as one of the world's top 10 innovative actions for clean coastlines and seas. In 2021, it received recognition from the Mediterranean NGOs for Environment and Culture (MIO-ESCADE). In 2022, the Potavristou campaign gained the support of the international organisation Ocean Conservancy as part of the #TeamSeas campaign and received a Silver Award at the Carob Awards 2022.

# AI automatization and content creation tools

Key takeaways:
- How to make use of AI tools to make your burden lighter
- Artificial Intelligence and content creation tools to boost your communication
- Good examples

Sometimes we as the whole team can still have a hard time generating story ideas or content, give it to busy work days, or just lack of inspiration. Here AI tools can be really handy. The world of AI is rapidly evolving, offering new tools and opportunities for NGOs to enhance their storytelling and communication strategies. While AI can't replace human creativity, it can be a valuable asset in the content creation process. Here are some practical tips on how to leverage AI tools for impactful storytelling at your NGO:

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Content Inspiration and Brainstorming:

Use AI idea generators: Platforms like Portent's Content Idea Generator or Rytr can help overcome writer's block by suggesting relevant blog post titles, social media captions, and even outlines based on keywords and topics related to your cause. Leverage AI-powered mind maps: Explore tools like MindMeister, ChatGPT, Gemini, Canva, or Notion with AI-powered brainstorming features. These tools can help you visually map out connections and explore different angles for your stories.

Crafting the right prompt can unlock their potential for crafting compelling NGO social media stories. Here's the key: be specific! Instead of a generic "write a social media post," tell the AI engine what kind of story you want. Focus on the target audience (e.g., "young mothers"), the NGO's cause (e.g., "clean water access"), and the desired emotional response (e.g., "hopeful"). For example, you could prompt: "Write a heartwarming Instagram post for World Water Day, highlighting the impact of our clean water projects on young mothers in rural communities. Use visuals and a call to action to encourage donations." This detailed prompt gives AI tools the framework to craft a story that resonates with the target audience and drives engagement.
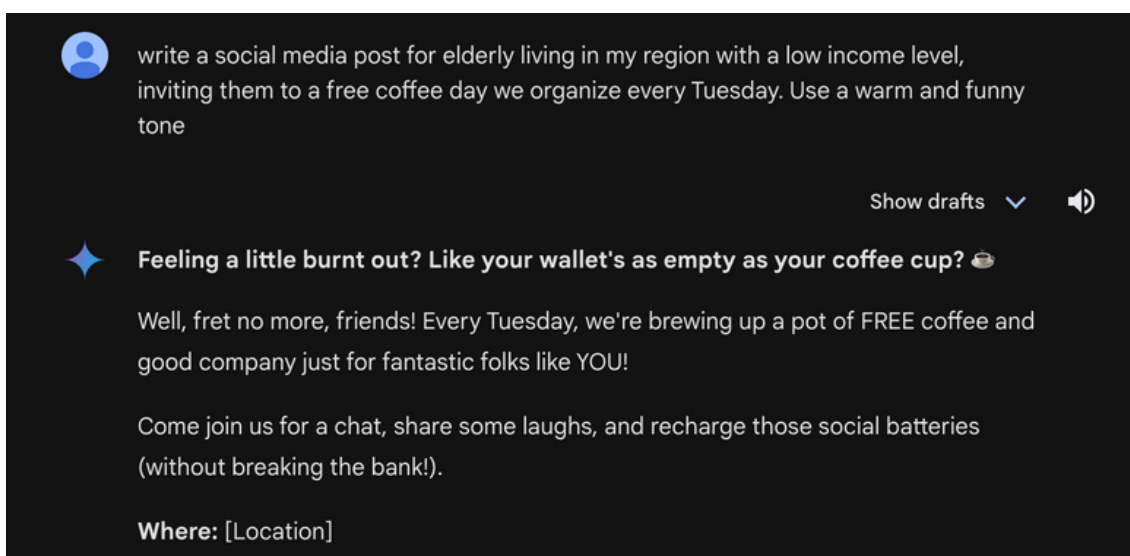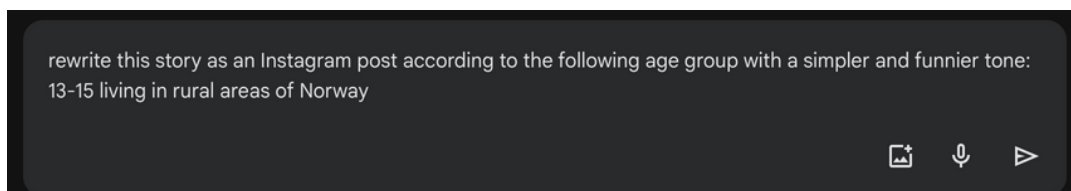
Content Personalization and Accessibility:

Recreate your content according to different groups or tones: You can make use of Google Gemini, ChatGPT, or Perplexity to recreate your story ideas or content according to different target groups and with different tones. You can for example write or rewrite a social media post by asking one of the AI chatbots to rewrite appropriating for teenagers and a funnier tone.

Utilize AI translation tools: Platforms like Google Translate or DeepL can help translate your content into multiple languages, expanding your reach and ensuring inclusivity for diverse audiences.

Explore text-to-speech tools: Platforms like NaturalReader or Amazon Polly can transform written content into audio, making your message accessible to visually impaired individuals or those who prefer audio content.

rewrite this story as an Instagram post according to the following age group with a simpler and funnier tone: 13-15 living in rural areas of Norway

Data Analysis and Audience Insights:

Harness social media listening tools: Platforms like Brandwatch or Sprout Social can help you analyze online conversations and gain insights into audience interests, sentiments, and preferences. This information can be used to tailor your stories and messaging to resonate better with your target audience.

Remember, AI tools are meant to enhance and streamline your communication efforts, not replace them. Human expertise in storytelling, empathy, and critical thinking remains crucial. By integrating AI strategically, NGOs can create compelling narratives, reach broader audiences, and ultimately, advance their mission more effectively.

Content creation tools for your visual stories

Canva

This user-friendly online platform is a goldmine for creating stunning visuals like infographics, videos, and social media graphics. Explore their vast library of free templates, photos, videos, AI generated content, and illustrations, or upload your own. Canva's intuitive drag-and-drop interface makes it easy to create professional-looking visuals even with no design experience.
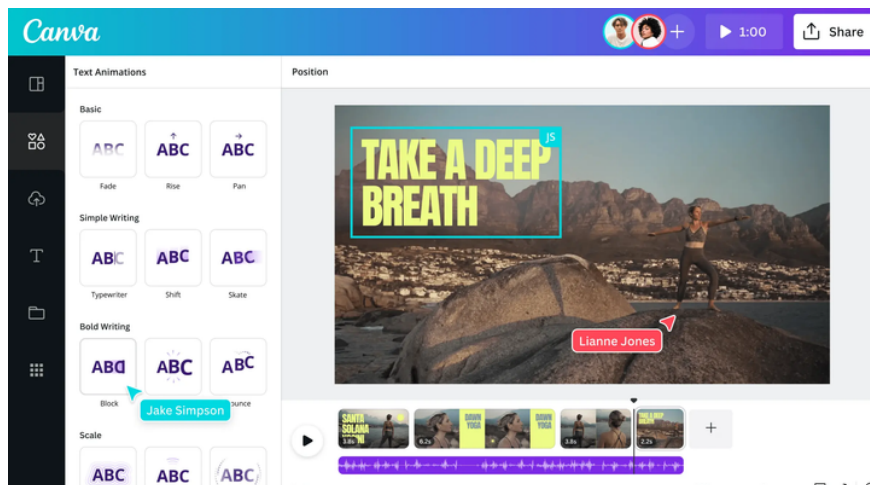
Wevideo

This cloud-based video editing platform offers a free plan with enough features to create impactful videos. Trim and arrange clips, add text overlays, royalty-free music, and basic transitions to transform your raw footage into polished stories.

Content creation tools for your visual stories

CapCut

Another free tool has so many features including automatic captions and text-to-speech. Leverage CapCut's features for effective NGO video storytelling:

Trim and arrange clips: CapCut's intuitive interface allows you to easily cut unnecessary sections and rearrange your video clips to create a smooth and cohesive flow.

Add text overlays and captions: Overlay text to highlight key points, introduce speakers, or add captions for accessibility.
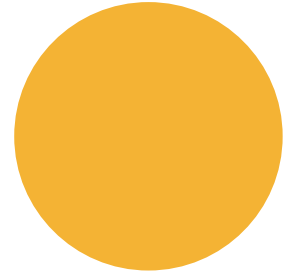
Incorporate music and sound effects: Royalty-free music libraries within CapCut offer a variety of options to set the mood and enhance the emotional impact of your story. Utilize sound effects strategically to emphasize specific moments or create a sense of atmosphere.

Explore transitions and effects: CapCut offers a variety of transitions and effects to add polish and visual interest to your video. However, use them sparingly to avoid overwhelming your viewers.

Use text-to-speech: CapCut's built-in text-to-speech feature allows you to easily convert written text into narration, adding another layer of engagement and accessibility.

Add stickers and emojis: While maintaining a professional tone, consider incorporating relevant stickers or emojis to add a touch of personality and connect with younger audiences

Making your communication accessible

Key takeaways:
- How to use different tools to make your content accessible and remove language and disability barriers.

In today's diverse and connected world, accessibility is no longer an option, it's a necessity. Thankfully, free AI tools can empower you to create inclusive social media content that reaches a wider audience and fosters deeper understanding. There are first of all some general accessibility best practices to pay attention to:

- Clear and Concise Language jargon-free and simple sentence structures.
- Use Descriptive Hashtags instead of cryptic abbreviations.
- Ensure text and visuals have a strong contrast for better readability or seeing.
- Consider captioning and adding subtitles

Dubbing and Captioning:

Speechify and Eleven Labs: These platforms offer AI-powered dubbing, allowing you to translate your video content into various languages and generate natural-sounding voiceovers. This removes language barriers and makes your message accessible to a global audience.

Captions.ai: This free tool uses AI to automatically generate captions for your videos, aiding viewers who are deaf or hard of hearing, and those who prefer watching videos with sound off. Even if it has limited language availability

CapCut has also both text-to-speech for voice-over and auto-caption features. Another auto-caption tool is simply using **YouTube**. When you upload your videos there, YouTube can create automatic subtitles for you.

Example: A local community center can use Speechify to dub their social media stories showcasing cultural events in multiple languages, welcoming a wider audience and fostering inclusivity. Additionally, they can utilize Captions.ai to ensure all their video content has automatically generated captions, catering to diverse audiences and accessibility needs.
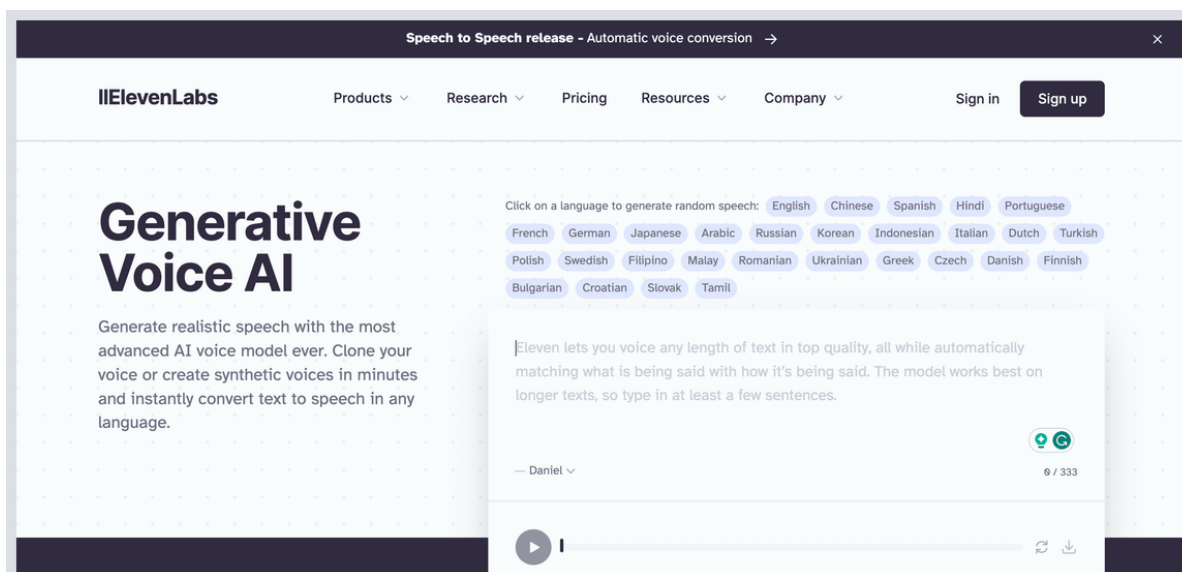
Translation and Localization:

Gemini / ChatGPT: These widely known free platforms offer instant translation between a multitude of languages. Utilize them to translate your written content, social media posts, and even website descriptions, making your information accessible to a global audience.

Facebook Creator Studio: This platform offers built-in automatic translation features for your Facebook and Instagram posts. This allows you to reach wider audiences and engage with individuals who prefer to consume content in their native language.

Example: An NGO advocating for environmental protection can use Google Translate to translate their social media posts into various languages, raising awareness and garnering support from a broader international community. Additionally, they can utilize Facebook Creator Studio to automatically translate their Facebook and Instagram posts, ensuring their message reaches diverse audiences globally.

Remember, accessibility is not just about compliance; it's about inclusivity and creating a space where everyone feels welcome to engage. By incorporating these free AI tools into your social media strategy, you can amplify your voice, reach a wider audience, and make a positive impact that transcends language barriers.
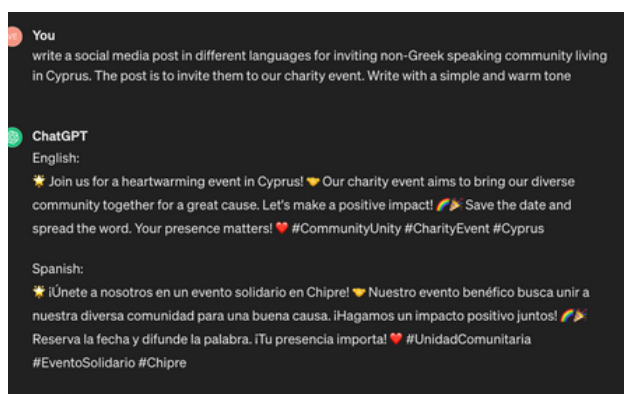
# Tools and ideas to boost your offline engagement
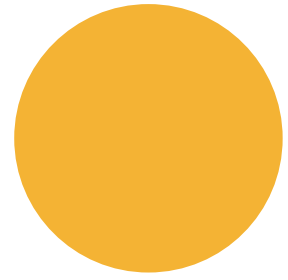
Key takeaways:
- Tools and methods to make offline engagement easier

While virtual platforms offer powerful tools for connection and awareness raising, social projects should strive for a balanced approach. Integrating offline activities fosters a deeper sense of community and facilitates tangible action.

Want to use the power of games to raise awareness and inspire action for social causes? Here's a guide packed with free apps, tools, and methods to get you started:

Use free apps that work offline and connect the virtual with the real world:

- Kahoot! (Free & Paid Plans): Create interactive quizzes and surveys to test knowledge and spark discussions about social issues.

- Action Bound: NGOs can leverage ActionBound, a free mobile app, to create immersive social engagement experiences. Imagine scavenger hunts that educate users about a cause while exploring their community, or interactive quizzes that raise awareness and encourage activism. ActionBound allows for gamification elements like points, badges, and leaderboards, turning social good into a fun and competitive experience. This not only boosts engagement but also fosters a sense of community and collective action around the NGO's mission.
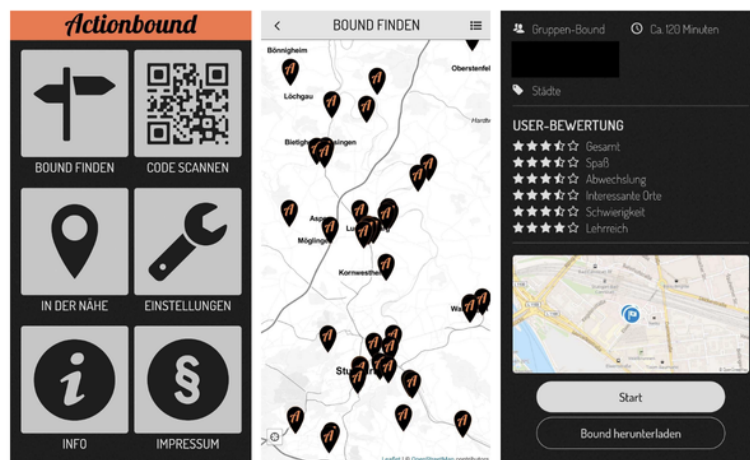
Low-Tech Games & Activities:

- Scavenger Hunts: Design a hunt with clues related to your cause, encouraging participants to explore their surroundings and learn new things.
- Trivia Nights: Host a trivia night with questions centered around your social issue. Charge a small entry fee with proceeds going to your cause.
- Board Games with a Twist: Revamp classic board games to incorporate elements of your cause. For example, a game about environmental protection could involve players making choices that impact the game's "environment.

Engaging Through Gamification:

- **Points & Badges**: Award points for completing tasks, attending events, or donating. Offer virtual badges as recognition for reaching milestones.
- **Leaderboards:** Create leaderboards to showcase top donors, volunteers, or participants in your game.
- **Unlockables:** Offer exclusive content or rewards for reaching certain points or completing challenges.

Remember:

- **Align the Game with Your Cause:** The game should be fun while fostering an understanding of your social issue.
- **Promote Your Game:** Use social media, community events, and partnerships to spread the word.
- **Make it Accessible:** Ensure your game is inclusive and caters to different skill sets and abilities.
- **Track & Measure:** Monitor participation and engagement to see what elements resonate with your audience.

A good example of using such gamification is an initiative led by Norsensus Mediaforum. The organization has developed a platform called Milagers where young people receive real-life media literacy and civic engagement tasks via an app and as they complete these tasks, they receive both badges and points that can be used to purchase free goods, get discounts on stores, etc.

By incorporating these free tools and methods, you can transform social action into an engaging and rewarding experience, encouraging participation and creating a positive impact for your cause.

Success story: The Tiganokinisi Program

Tiganokinisi is the project to be used as the example for the offline activity example. The strategy to be developed must focus on how this project can reach more people through its actual activities. This project works with the engagement of students, businesses and citizens to raise awareness about waste management and environmental pollution by collecting Used Cooking Oil (UCO) and selling it to the industry to ultimately convert it into biodiesel.

The money collected from this program is then returned to the schools to implement environmental activities. Taking this project as an example, AKTI would like to explore the idea of making the students environmental ambassadors while encouraging the community and businesses to contribute to the project.

Tiganokinisi's activities include school presentations through the Tiganokinisi Caravan, which is an educational unit on wheels demonstrating experiments on energy and water conservation and waste management (converting UCO to biodiesel and composting).

For your feedback and questions:

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