Digital Communication Strategy Training

Supporting Documents

Digital Communications Strategy Guidance Material

1.   Introduction

"Communication" carries great importance in social relations. The same importance is attached also to the foundations, NGOs, and all other corporate bodies. "Touching" is necessary for communication. On the digital part of communication, touching may be called as "interaction". Traditional methods are still been used in communications, and they constitute a foundation. In addition, "new media" usage has increased recently both in terms of individual and institutional/corporate users. However, what is important is not "how much" but "how" it is used.

Social media giants of today such as Facebook, Twitter, Google Plus, Youtube, Instagram, LinkedIn and Pinterest have, in particular, recently been providing private advertisement, shopping and communication opportunities, and this enables the brands to easily reach their target audiences, and to promote their products and services on these platforms much more easier and at lower prices. 57% of the small and medium sized enterprises that have achieved success follow a regular functioning social media policy. On the other hand, the SME's that follow a regular social media policy have succeeded in increasing their recognition level by 54,5%, and popularity among online users.

The new media, which strengthens the potential inclinations by its very nature, is a system where time and space limitations are removed, and where a two-way and simultaneous information is released in circulation. The new/social media is a participatory, transparent and accessible communications system. Moreover, the continuous developments in internet technologies and knowledge also changes and transforms human beings. While the daily modes of communication are reconstructed through the internet, the groups that have never communicated with each other before get in contact with each other through social networks. Intelligence and awareness in using the social media platforms are indispensable for beign effective and visible.

Formulating communications strategies for social networks is more economical when compared to traditional media and other conventional communication media. Being successful is inevitable with the right projects which are prepared meticulously with technical knowledge, and which are attractive and raising awareness. In a general sense, social media management, and even just a tweet, is a highly important and time-consuming event. Just like the private/public enterprises, the NGOs are also establishing communications departments, and they approach this job professionally. This is due to the fact that contemporary state of communication has changed, and it became integrated into the internet.
According to the "Digital in 2016" report prepared by We Are Social, there are 3.419 billion internet users and 2.307 billion active social media users globally. Out of 3.790 billion mobile users, 1.968 billion are active mobile social media users[1].

According to the **"2017 Global NGO Online Technology"** report;[2]

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[1]Simon Kemp, 2017, "Digital in 2016", https://www.slideshare.net/wearesocialsg/digital-in-2016?

[2] Public Interest Registry and Nonprofit Tech for Good, 2017 Global NGO Online Technology Report", 2017, https://techreport.ngo/past-reports/

The Global NGOs'
- 92% have a web site.
- 46% regularly publish a blog.
- 70% use .org domain address
- 75% regularly send information email updates to supporters.
- 95% use Facebook, 83% use Twitter, 40% use Instagram, 52% use LinkedIn, 51% u s e YouTube, 30% use Google+, 22% use Pinterest, 6% use Tumblr and 2% use Snapchat.

According to the 2017 Global NGO Online Technology Report[3], 52% of global civil society organizations use social media to make instant shares live from their activities. Conferences, workshops, parades, and protests are some of the activities that can be shared instantly. The most extensively used social media tools for such reporting are Facebook, Instagram and Twitter. At the same time the stories shared via Facebook, Instagram and Twitter can also be broadcasted live via these media.

2. **Social Media User Guides**
    a. **Facebook User Guide**

Facebook is the most widely used social network in the globe and Turkey. It is also used extensively by the Civil Society Organizations. Apart from individual usage, there are some different aspects of using Facebook for organizational purposes. In this comprehensive site which addresses to people from every age group, every walks of life and education levels, there is something for everyone. Facebook, with its easy usage and updates, is being used actively used by many people, and Facebook's user number is gradually increasing.

Let's now consider what we can do for using Facebook more effectively.

- Facebook page's logo and cover page shall be located in accordance with the standards.In the following address, you can find information about all visual dimensions used: https://www.facebook.com/PagesSizesDimensions

- At least one content shall be published daily. This can be a news about your activity or an important development in the area that you work in.

- There are no character limits in Facebook as there are in Twitter. However, due to its algorithm, posts with approximately 80 – 120 characters have a higher visibility. For this reason, instead of long sentences, short and motivating sentences shall be preferred while sharing contents.

- An image shall absolutely be used in the posts. You shall pay attention to the standard dimensions determined by Facebook for the visual content that you share. Using photos/ images that attract attention in the posts is a factor producing effect.

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[3]

- Contents that may be reposted about the past activities (reports, publications, etc.) shall be reviewed, and be posted at least once a week.

- In order for a project or campaign to reach wider audiences, you can benefit from facebook's low budget sponsored post (facebook advertisements) features.

- You can use the following address in order to check whether your image is suitable for advertisement or not: https://www.facebook.com/ads/tools/text_overlay

- Receiving posts/ comments, increasing number of likes, asking questions to the followers of the page/ making surveys are important for reaching out to secondary and even tertiary users. Pages of similar organizations that operate in the same field as your organization shall necessarily be liked. Facebook has a "like the page" feature. Make sure that people like and comment on the page of your organization. Publish surveys on your page from time to time, this will make you more visible.

- *Posts with Gif* extensions will enable visibility for your organization's Facebook page in terms of visual quality. You can make your own gif production from your videos or photographs. If you like to select and share already present gifs, you can use the following wed page: https://giphy.com/

- The time of your answering the questions and private messages is a feature that will increase the interaction of your page and bring it forward. If you answer the questions asked on your page rapidly, the feature of "quick reply is given" will be activated, and it will be visible as such to the users.

- You can better manage your page by "scheduling" the contents you prepare for Facebook. Thanks to the "planning" feature of Facebook, you can weekly or periodically schedule your posts for a future date and time.

- *hashtag* is not used in Facebook as widely as in Twitter. However, if you want to collect data about your past projects or campaigns, this will be very important. In particular, *hashtag* is required to be used for social media reporting.

- Facebook account shall necessarily be supported by **add-ins**. You can link your Youtube or Instagram account to Facebook, and enable the contents in your Youtube and Instagram accounts to be highlighted on the left tab. In this way, you can maintain interaction between the social networks, and ensure more likes/watches.

- Adding *links* to your posts is a feature that will drive your post forward, again due to the algorithm. Using abbreviated links will facilitate statistics and reporting. If you wish, you can add an URL link to your post, and support it with a photograph. Or you can only copy and paste the link, and your post will be directly "clickable".

- If you have a Youtube or Vimeo account, you should first upload your videos in them. However, when sharing them on Facebook, adding Youtube or Vimeo links decreases interaction. After you upload your videos on those platforms, be sure to share it on Facebook by using the "add video" feature, and entering appropriate key words.

- If you are organizing activities such as seminars or training, be sure to use the 'Activity' feature of Facebook and keep that page alive with your posts.

- Be sure to tag the "related" organizations in your posts. Tagging, enables your posts to be also seen by the followers of the tagged organization, and by creating a multiplier effect, it enables your content to reach wider audiences.

- Like the pages of national/international organizations that you implement projects together and work in the same field. You can see those pages on the "liked pages" section.

- By using the statistics feature of Facebook, you can have information about the developments in your own page as well as of other organizations.

Security Hints for Facebook

Since you are using your Organizational Facebook page from your "personal profile", security becomes a major issue. Because, when you fail to take security measures in your personal account, your organizational page may also suffer harm. When you log into your Facebook account from your computer, you can easily adjust the simple security settings which appear on the upper right. You can see for whom you share, and control who can add you, and check the confidentiality of the important information on your profile. For the mobile applications, you can do the same from selecting "Privacy Shortcuts" drop-down list under the "Settings" button.

- The strength of your password is more important than the how frequent you change it. Do not use your Facebook password in other places and do not share it with anybody.

When you access the following address from your computer, you can see the following headings:https://www.facebook.com/settings?tab=security

Log out from the devices that you do not use:

You can easily log out from the devices that you have not used for a long time or forgot, therefore you can only log into Facebook only from the devices and browsers that you approve.

Activate Log in Alerts:

When you activate this feature, whenever somebody tries to access to your account from an unknown device or browser, Facebook sends you a notification or e-mail.

Use a Two-Step Verification (SMS or CodeMatic):

Log in approvals, also known as two-step verification that we frequently use at banks, provide an additional security layer when you are logging into your account from a new device. When you activate log in approval, Facebook will send you a notification or e-mail containing a special code for you to complete the log in process.

Choose Trusted People:

Trusted people are your friends whom you can contact in case you need help in order to access to your Facebook account (i.e: if you forget your Facebook password, and cannot access your e-mail account to renew it). After choosing the trusted people, your trusted people can have access to single use security codes from Facebook via a URL whenever you cannot access your account. Then, you can call your friends to get the security codes, and have access to your account by using these codes.

Check the Applications you Access with Facebook

https://www.facebook.com/settings?tab=applications

If you access applications by using your Facebook account, it will be help to regularly review the applications you have linked to your account. In this way, you will ensure that you use your Facebook account only with the reliable and regularly used applications. You can determine the applications that you do not use, and by using the controls on the Application Settings page, you can easily disconnect the respective applications from your Facebook account.

Activate Tag Review:

https://www.facebook.com/settings?tab=timeline

Tag review is an option that lets you approve or dismiss tags that people add to your posts. When you turn it on, any time someone tags something you posted, that tag won't appear until you approve it. When tag review is enabled, you'll get a notification when you have a post to review. You can approve or ignore the tag request by going to the post. When you approve a tag, the person tagged and their friends may see your post. If you don't want your post to be visible to the friends of the person tagged, you can adjust this setting.

In order to turn on Tag Review:
- Click () symbol at the top right of all Facebook pages and select Settings.
- In the left column, click Timeline and Tagging.
- Find the setting Review tags people add to your own posts before the tags appear on Facebook? and click Edit in the far right.
- Select Enabled from the dropdown menu.

Removing a friend/ unfriending:

You should approach all links from private messages with suspicion. Even if such messages are coming from a person on your friend list. Because, the account of the person on your list may have been taken over, and therefore this may harm the organizational Facebook page that you manage.

If you want to unfriend someone, you should go to that person's profile, and click the 'Unfriend' button under "Friends" caption. When you unfriend someone, you'll be removed from that person's friends list as well.

Blocking People:

By blocking someone, you can prevent that person from seeing your posts on your profile, talking to you or adding you as a friend. When you block someone on your friend list, that person will be removed from your friend list/unfriended.

Following are some acts that the person you blocked will not be able to do:

- See your posts on your profile
- Tag you on posts, comments or photographs
- Invite you to events or groups
- Start a chat with you
- Add you as a friend

When you block someone, you will not be able to start a conversation with or add that person as a friend as well. Please be reminded that blocking someone may not be able to block all communications or interaction (i.e in applications or groups) and it will only affect your interaction with that person on Facebook.

Alternative Methods instead of Unfriending:

Sometimes we unfriend someone whom we do not want to see our posts or whose posts we do not like. We can settle these problems by using Facebook settings instead of unfriending.

Limit the Visibility of your Posts:

You can choose who can see your posts by selecting "Public", "Friends (Except for Restricted)"

and other custom lists whenever you share something.


Arranging the Friend List

Restricted List: When you add someone to your restricted list, you will remain friends with that person but you only share with that person the post, the target audience of which is designated as 'Public' or the posts that you tag that person. For example you can add your colleague on the Restricted List, and then you share a photograph and choose Friends as target audience, therefore your colleague (and other people on your Restricted List) will not be able to see the photograph. However your colleague will only be able to, if you tag your colleague in the photograph or make the target audience 'Public'.

To organize a new friend list:
1. Find the Friends section under the News Feed on the left, and click 'Others'
2. Click Create List
3. Enter a name for your list, and enter the names of your friends that you want to add. Do not forget that you can add or remove friends to and from your list whenever you want.
4. Click Create.

Friend List Privacy Setting

You can adjust the visibility of your firend list by selecting the "Edit Privacy" icon at the right side of "Friends" section on your own profile page. If your fiend list is public and open for friends, mala fide people may send requests and messages to your firend from those lists. We recommend that you shall not add people whom you have never encountered and/or do not know very much on the sole basis that you have many mutual friends.
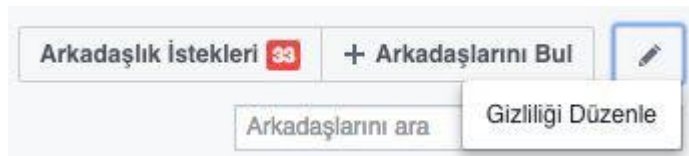
       b. Instagram User Manual

New Media space has become one of the basic foundations forming the integrated structure of the concept of "communications". Social Media Management or effective use of the New Media tools has become significant for corporate activities. The quality of communications has been transformed with internet, and "interaction" has become prominent. Effective communication does not only mean to notify people about what you do and send messages,

but it also has come to be operative in the manner how you reach single/ unique users in their researches based on a certain word in order to follow the current events.

Instagram was established in October 2010 by Kevin Systrom and Mike Krieger, and it has become a very popular application in a short time for sharing photographs with its quality filters and social network features. Instagram is a social media tool, the use of which has been increasingly becoming more popular. 40 million photographs are being shared daily in Instagram, and 8600 likes and 1000 comments are being made in a second. The numbers are gradually increasing. In terms of its frequency and intensity of usage, particularly among the youth, it is seem to be nearly taking the place of Facebook (It was announced that Instagram had been purchased by Facebook at 1 billion dollars). This social network, which has become highly popular, continues its innovations and updates. You can come to the forefront in Instagram by producing attractive visuals. There is no share button in Instagram. If you want to share the photos that you like in your account, you will need to download repost applications. You can also see your friends and organizations using this application on ınstagram. In this manner, you will have the opportunity to connect with your social media friends or with organizations which operate in your field of activities by using this application.

Digital Story Telling
Nowadays, Instagram's story feature has become highly popular and it has been increasing interaction. At the outset, we can explore this feature.

- You can use the "color palette" in the stories as you wish, and you can adjust the color tones of the shared photos.

- You can add *hashtag* and location information to the shared photos or videos.

- You can make your post more attractive by using the readily available filters and color palettes in Instagram. In order to use filter in your stories, it is sufficient to move your finger from right to left or from left to right on the screen.

- While creating a new story, it is possible to use a photo or video, which was taken before. In order to do so, it is sufficient to drag your finger from top of the screen to down on the Story screen. You can choose from any photo or video that has been taken within the last 24 hours that appear on the screen. In this way, you can post the photos and videos that you create by using applications such as Boomerang, Instagram, Snapseed and even Snapchat as a Story.

- You can also set privacy and, in a sense, safety adjustments in story feature. In order to do this, you have to go to your Instagram profile, and touch the sun icon for İOS, and three dots for Android, which appears on upper right. On the page opened, touch the Story Setting under Account title. And then touch the number of people under the Hide Story From title. Now, you can choose people whom you do not want from this page, and hide your stories from them. They will continue seeing your posts on Instagram even though they will not be able to see your stories from now on.

- There will be a lot of questions and recommendations sent to your corporate account from your followers. You can also limit these messages in story feature. In order to do this, go to Story Settings as explained above. This time, choose "People You Follow" option under the title of Allow Message Replies. In this way, you will permit messages

to be written only by the people who you follow or, alternatively, you can disable this feature entirely.

- Using Instagram's story feature during your corporate activities will have a more vivid effect. You can use "add to the story" feature for each story that you upload, and you can create a continuous effect.

Some other practical information;
- For Instagram Stories, the highest quality phptpgraph dimension; are the photographs with 1080 pixels width x 1920 pixels height.

- Be it an activity or promotion, you can create a hastag with your corporation, and enable active interaction among the users. In this way, you can easily follow the extent of your effect as well as the people among whom you establish communication, and you can determine your productivity accordingly.

- Irrespective of the fact that Instagram is a mobile application, by using laptops and computers, you can follow the applications by which you can use your Instagram account and other social media platforms interactively, and determine what you will like and share.

- In the blog published by Instagram, the importance of taking action by placing your corporation at a focal point is mentioned. This can be maintained in a way whereby people related to your corporation share their experiences about you or share their positive experiences with you. You should design your campaigns in simple terms and clearly in order to encourage the users.

- When you share a photo on Instagram, you can also share the same on the platforms such as Facebook, Twitter, Tumblr and Flickr at the same time. In this way, by sharing a single post, you will be able to a lot of peple from various platforms. In addition, due to *direct* message application, it is possible to send posts to specific and more people.

- By using the *Layout* feature, you can make collages with your photographs.

- By using the *Boomerang* feature, you can broadcast short and effective videos.

- By using safe additional applications, you can make your Instagram account more vivid and attractive. Thank to these applications, you can put your corporate logo and corporate colors easily on the visual that you share.

Infographic: Converting Data into Visuals

We are living in an era where information rapidly flows, exhausted, and dashed onto us like a bombardment. Reading compact and long information or trying to read data is a method which is not preferred by the average user or it is a method which is passed over quickly. Most of the time, even the information/new that carry vital importance are passed over without reading their contents. Infographic has become widely used recently, and it uses accumulated information or text contents by way of visuals, and explains all data with only one "picture" or short video. For this reason, sharing infographic is a feature increasing both visibility and

interaction. If you are working with a communications team, they can prepare infographic short videos. These moving visuals and infographic information increase the rates of watching and following.

a. Twitter User Manual

What isTwitter?

The most important feature of Twitter distinguishing it from the most popular social network Facebook is, instead of friending your friends, it is formed on the basis of following people. Instead of long status updates, twitter users share tweets of maximum 140 characters. Photos or videos can also be added to these tweets. The meaning of concepts in Twitter is as follows:

Tweet: A maximum 140-character message to which photograph, video and other media content can be added. Tweets, which are public by default, can only be seen by the followers, if the tweet protection settings are enabled by the yser. Tweets can be shared via DM, and they can also be embedded in other internet sites.

Retweet: Is the re-sharing of a tweet by another user. Users can re-tweet the message without making any changes or they can quote the tweet, add their own comments and then share it with their followers.

Feed: When you log in to Twitter, you will go to your homepage. This is what is called as the feed where you see tweets from the persons or accounts that you follow according to a specific order. Here, you can answer the tweets, re-tweet or like tweets.

Like: Users can like a tweet by clicking or tapping the hearth icon under the tweet. Like feature can also be used for keeping the prominent tweets for later access.

Mention: Means tagging or referring to another user by his/her username in a tweet as in the form of @username. Users are notified whenever they are mentioned. When you tap the user name of that user in the Tweet, you will go to his/her profile page.

Direct Messages: With the Direct Messages abbreviated as DM, users can communicate with other users privately. Even though the default setting is enabling users to communicate with their followers or the users which follow each other, users may also permit other users which they do not follow to DM them.

Hashtag (Tag): It is possible to categorize all phrases starting with # symbol as a tag. Adding such tags to your tweets allows other users to easily find your tweets. The hashtag concept that aroused in Twitter can be used in virtually all social media platforms at the moment.

The Scope of Content has Changed

You may have heard or read "content is very important" sentence a lot. Here, the type of content mentioned is certainly the "authenticity". Not in a distant past, what we call as an authentic content used to consists solely of sentences but now the situation has changed. There are accounts sharing beauteous words, and they have eager followers, however if you have noticed, a "sentence" alone is not sufficient. On top of a sentence, a post requires media elements (photograph, video, gif etc.), at least one or two hashtags (more is bad), and if you want a special character (▶) related to the essence of the tweet along with an appropriate link, if possible. When you add the aforementioned to 140 characters (now the number has

been increased), we are left with very few characters. At this point, the magic comes with creativity and language work.

What we care is how an NGO can post more effective tweets from their organizational accounts. Following from the aforementioned photographs, we can better see the deep trouble.

- Due to the algorithm of Twitter, it is important that the user name begin with capital letter, it contains symbols or be in the form of an abbreviation. In addition, choosing the user name "correctly" is also highly valuable for the account to be easily found and tagged.
- Putting # symbol (hashtag) before each word, using current and too long hastags that are not relevant to the content and shortening the words due to character limitation is a problem.
- Negligence in profile and cover photos constitutes a problem in terms of organizational digital reputation. Profile and cover photos shall be chosen in accordance with the dimensions and resolutions given by Twitter.
- Tweets without visuals (media), links and correct hashtags will decrease visibility and interaction.
- Exactly the same copy tweets do not have any value in terms of Twitter algorithm. It also makes it harder for trending topic list analysis.

Step by Step Correct and Effective Tweet
At the outset, Twitter profile shall be reviewed. You can begin with updating your page by using photos with appropriate pixels by customizing your profile using the help section provided by Twitter.

- Analysis is important. If we analyze ourselves and our past, we can share more effective tweets for the future. It is necessary to use the analytics feature provided by Twitter. This feature provides detailed monthly reports. It is possible to reach various statistics about the number of tweets, number of unique opens, mentions, profile visitors, new followers, tweet with the best media, and most popular tweet. Moreover, you can reach detailed and instantly updated analysis by clicking "view tweet metrics" tap next to the hearth icon for each tweet.

- It is a fact that posts with visuals reach more audience. There are various online tools for producing visuals (i.e: Canva, piktochart, adobe post etc). There are also various free and quality stock photo sites (Unsplash, pexels, pixabay and more). At this point, you have to pay attention to using visuals with a license of *Creative Commons* whenever you use a visual or make changes on the visual.

- Be sure to tag accounts related to or that you think might be interested in the subject in the images/ visuals/ photos you use in your tweets. This will both increase the interaction and make you more "visible". If you have a data related to this, you can put the accounts that are not tagged in the photos in the tweet as "@nameofaccount". If you have a video and photograph expert at your communications department, posting "authentic" visuals and animated videos will be an element that will directly increase your visibility and interaction.

- Hashtag is an important issue, and in essence the researches show that using hashtags do not have a significant effect except for huge data analysis and "trend topics/campaign" usage. If you want to make a campaign about the activities of your organization, and want to measure its effect, and collect data from people with respect to it, using a hashtag is very important. Using hastags in a sentence will bring you a step forward in terms of Twitter interaction. Using hashtags is very important for social media reporting.

- Stay away from links with a millions of characters. I can hear you say that "But in the end it opens when you click". You can use "link shortening" services such as bit.ly, and goo.gl. The only negative side is that some shortening services may be perceived as a "virus" due to *phishing (scam, baiting) attacks.* If you purchase your own domain and use link shortening service as such, you will be able to overcome the virus perception. The benefit of link shortening is that it enables you to see how many people, how many times, in which time intervals, and from where the link that you give is accessed. A hint: Although interesting, if you give the link in the middle of your tweet, it has more interaction.

- Create "threads" provided that it is not too much. This is particularly effective at the time of your activity, and to put an old content, which went unnoticed, again on the agenda. In any case, information is continuously streaming, and someone may be missing important tweets about you.

- Interaction is a nuanced job. Be sure to respond at all times, establish dialogue, do not refrain from following, answer seriously asked questions, and adopt a reconciliatory and constructive language. If you consider that the reciprocal chat will take too much time or if the chat is driving you through a crisis, you can direct the other account to DM or to your organization's e-mail address as a good crisis management system. The last suggestion is about your new followers. Get in contact with your new followers in a way because according to the researches 15% of them may stop following you within 1 month.

- Posting tweets about your activities in your field of work is necessary, and this is the primary reason for your existence in social media. However, sharing current news about your field, commenting on the projects implemented by similar organizations, liking and sharing them is a highly rewarding communications way.

- You can embed the tweets shared by the organization in the texts/ contents you enter in your site. In this way, you will be able to increase both your writing performance and your visibility in social media.

- It is necessary to use some tools for managing social media communications. *Buffer* and *hootsuite* shall be used for planned posts from social media accounts. Both applications offer "civil society" discounts. Using these tools will enable scheduling your posts and increase your performance.

Security Hints for Twitter Account

- Use unique and safe passwords. Nowadays, social media platforms urge us to create safe passwords because Twitter's brand value decreases due to many organizations whose accounts are hacked. Therefore, the first thing that we must say is that you should choose "long" passwords. Certainly, an "unsafe" password/ code has a high potential of being cracked, no matter how long it is.

  - Prefer passwords that do not constitute a meaningful whole containing personal information. We can refer to passwords that "do not constitute a meaningful whole" such as the ones that do not contain your birth date, name, surname, name of the company, plate number, etc.
  - Use a mix of uppercase, lowercase, numbers and symbols.
  - Create separate passwords for each online service that you use. In other words, your Twitter password must be different from others.
  - You shall update your password in certain intervals. Now, just like the banks, web services require you to renew your password in certain intervals.

- ○ The answers given to security questions shall not be "true". That means that when you are opening a new account, you shall refrain from giving correct answers to questions such as "what is the name of your favorite food".

- ○ You can use open source/ free software tools such as *Keepassx* and *Encryptr* for password management and safety.

- It is important to be protected from Phishing. *Phishing* (scam,hoax, spoof) is done in the ways mentioned below:

  - ○ Unsecure fake web page links,
  - ○ Fake web sites,
  - ○ Private messages received from social media platforms,
  - ○ Scam e-mails,
  - ○ Fake log in requests.

Therefore,
- Be sure not to click the links in the messages or e-mails coming from organizations and individuals that you do not know.

  - ○ You can learn the content of the web page that you want to visit from https://scanurl.net/. This service supplies you with a report about whether that web site is secure or not.

- We should approach the messages and e-mails sent by people that we do not know with suspicion. Because the other party's account may have been hacked.

- Lastly, it is worth making frequent phishing tests. You can reach online tests by typing "phishing test" on any search engine.

  - ○ *You can reach a sample phishing test in the following link and test yourself:* http://bit.ly/yemleme_test

- **Two step verification** (Two step verification - two-factor authentication) feature shall be enabled. The operating logic is as follows: When you log into your account with your user name and password, a code specifically for you will be sent to your mobile phone registered with the service, and you log in to your account by entering this code. Even if a mala fide person guessed your password, s/he will never be able to have access to your account unless that person has access to your mobile phone.

- **Applications** section is very important for security.
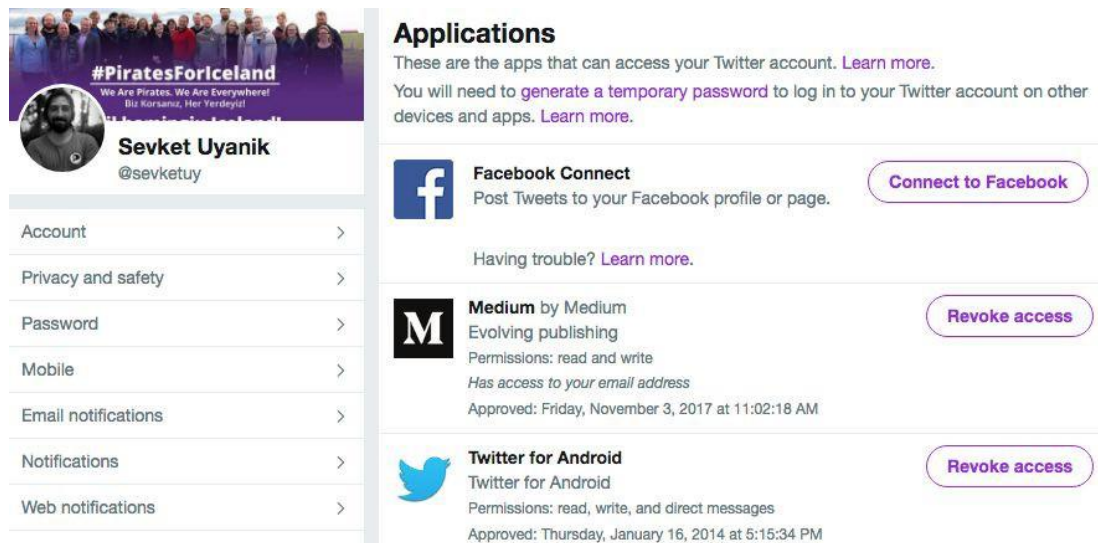
As you can see above, *twitter for Android* application, which is necessary for twitter to operate on telephone, has been installed. Again, as you can see from the telephone image above, these applications have *reading, writing and direct message sending* permissions. Your account may be hacked by unsecure and unknown applications. In the previous months, the accounts of many big organizations were hacked in this way. It is important that you install required and secure applications, however apart from that you shall ensure the following:

- Check the "applications" section in Twitter
- Remove all unused applications
- Remove all applications that were installed without your knowledge and which you do not know.

    b. Tools Facilitating and Supporting Communications Strategy Application

    c. [Buffer (BufferApp)](#)
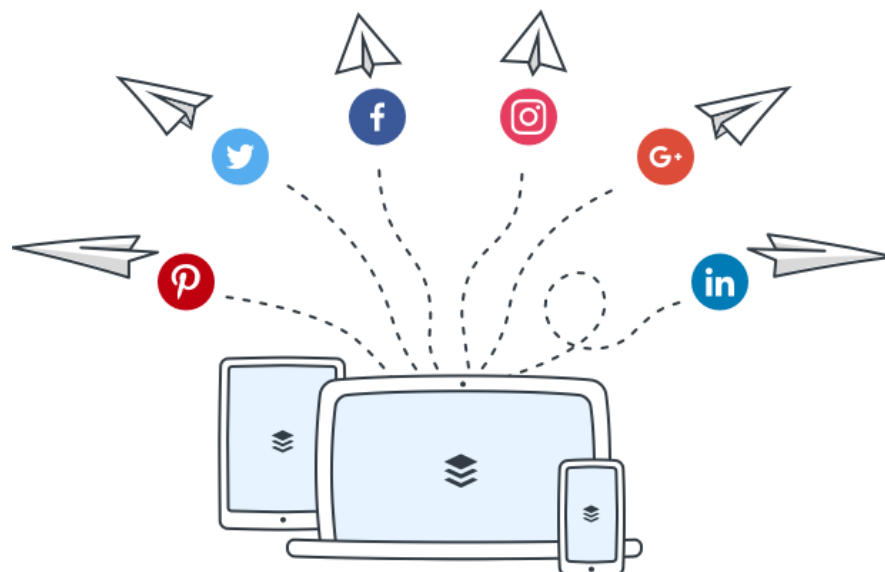
Buffer is a social media sharing tool which enables easy and fast scheduled content sharing via your Facebook, Twitter, Linkedin, google+ and pinterest accounts. It is preferred by many social media managers in terms of being compatible with user friendly mobile applications and web browsers. (There are some limitations in free version. If you have many social media accounts, you can benefit from discounted packages as a civil society organization)[4]

Some of the advantages offered by Buffer;
- Optimal sharing scheduling calculation for your social media accounts
- Timing, queuing, and instant sharing of your posts
- With the web browser add-in, you can share the page you read in a fast manner
- A feature for shortening the links you share (buf.ly, bit.ly, j.mp)
- Detailed analysis
- Packeges for pricing different usages

You need to visit bufferapp.com or download the application from the application shop of your telephone and register in order to immediately use Buffer. Then you can authorize the social media tools that you want to manage, and start sharing.
➔ You can watch the videos in order to learn about other advantages provided by Buffer in detail.

   d. Canva

It is a free visual design tool which enables you to make the designs you need in digital world. Canva is widely used due to its easy and practical usage with its drag-and-drop interface. With the tools menu on the left side, you can swiftly change an existing design or create a new design. Canva is a free application but some of the designs and photos in it have to be paid for.

Some of the advantages offered by Canva;

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[4] https://buffer.com/nonprofits

- With Canva, you can create all visuals you need with the layouts fit for many social networks swiftly and for free.
- You can add your logo or other visuals to your designs.
- You can make designs for your needs such as activities, trainings and certificates, and you can download them appropriate for printing.
- Canva enables your designs to be downloaded as jpeg, png, pdf , and pdf for printing formats.
- You can create common designs as a team, and file these designs.

→ To quickly learn how to use Canva you can watch this short video.
→ You can explore the privileges for civil society organization offered by Canca here.

e. Piktochart[5]

It has always been a hard work to read, and get read long reports. With Pictochart, you can make your reports more attractive easily and in a fast manner. If you want your research to be read, analyzed by more people, preparing an infographic will always make your work easier.

Some of the advantages offered by Piktochart;
- You can quickly create your own inforgraphic by changing the available templates and infographics in it.
- You can create new infographics with its free usage. You can easily cut the watermark behind by using another program.

[5] A Guide for detailed information about how to use Piktochart (Turkish):
https://medium.com/@sevketuy/hikayelerinizi-g%C3%B6rsellerle-anlatmak-i%CC%87%C3%A7in-bir-ara%C3%A7-piktochart-b478ce5b7d15

- Its free version enables downloading in png and jpeg formats.
- You can easily register with your Google or Facebook account.
- It also enables preparing reports, banners and presentations except for infographics.
- You can add your own log or other visuals to your designs.

➔ You can benefit from discount packages as a civil society organization if you consider that free package will not be enough.

f. Slack
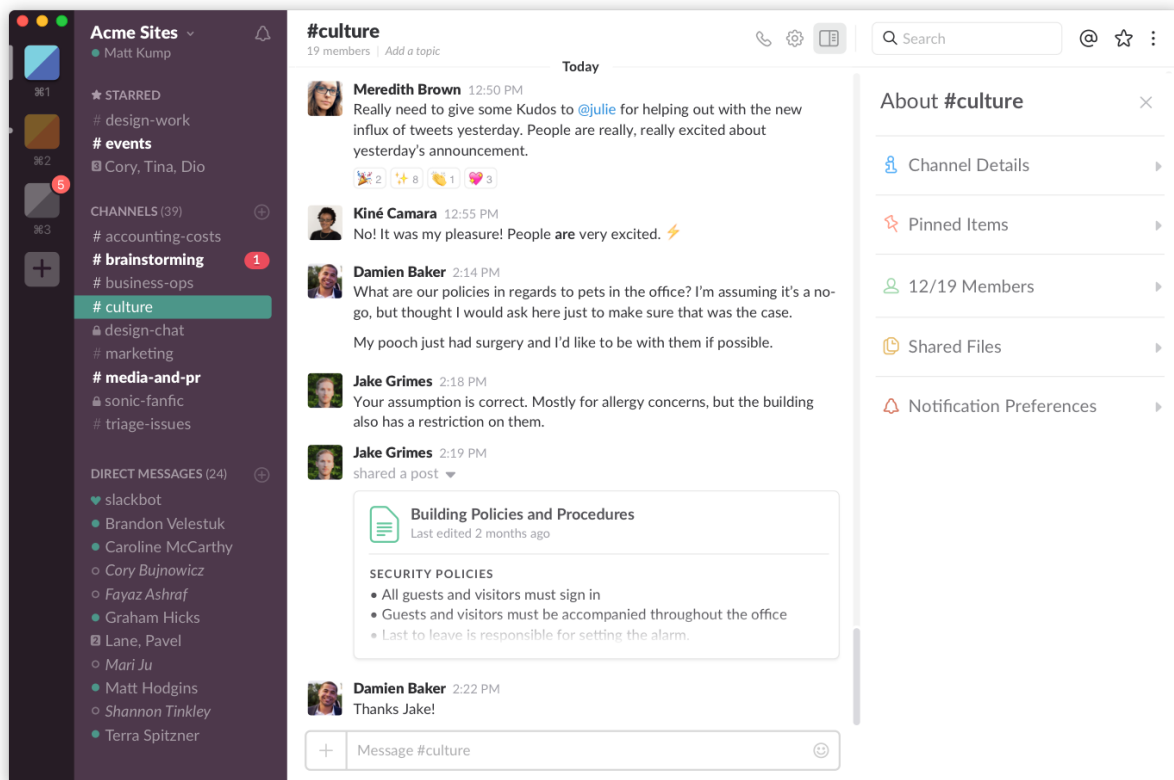
The purpose of Slack is to free organizations and project teams from getting lost in e-mail traffic. It is an indispensible application for the ones who wish to strengthen and make in-team communication productive.
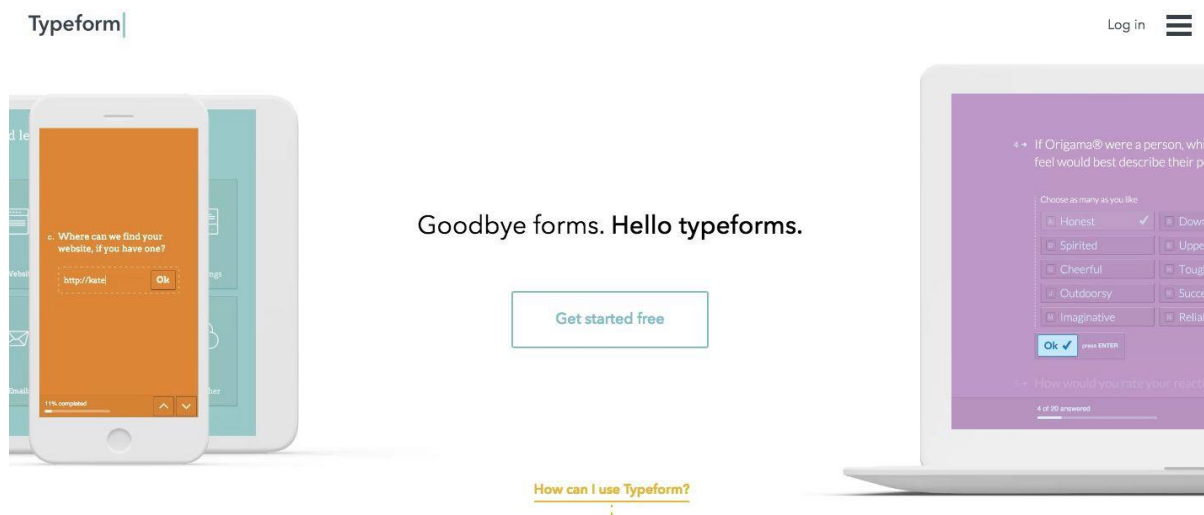
Some of the advantages offered by Slack;

- By creating channels in Slack, you can share your projects and communicate in a fast manner as different teams.
- You can make voice calls with your co-workers by its call feature.
- E-mail traffic will be reduced.
- You can maintain integration with all of the services that you use (Google Drive, Dropbox, Skype, Crashlytics, Datadog, Google+ Hangouts…)

You can follow information stream any time due to the ability of Slack to be used in platforms such as Android, iOS, Windows, Mac and Linux.

➔ In the free account without user limitation, you will have a total of 5 GB space and 5 tool integration. If you consider that the free package will not be enough, you can benefit from discounted packages as a civil society organization. TechSoup Türkiye will support you in this respect.

g. Typeform

It is a new generation form creation tool as it is evident from its motto of "Goodbye forms, hello Typeforms".

Some of the advantages offered by Typeform;
- With Typeform you can easily create quizzes, surveys, and forms.
- You can use information obtained in the form for other questions (For example; when you have the user name, you can use his/her name in the questions you ask later).
- You can receive detailed analysis of the number of people who clicked the link, average time the users have in filling out the form, the device from which the form is filled out (PCs & Laptops,Tablets,Smartphones)
- The online link created by Form as long as it is open, enables interactive following of applications. Therefore, your co-workers can also follow the applications.
- You can create colorful, user-friendly forms which are compatible with mobile devices.
- In its paid version, you can send automatic e-mails dedicated to users.

➔ If you consider that the free package will not be enough, you can apply for the discounted packages   as a civil society organization to benefit from discounts.

h. Inbox

We send regular information e-mails to the supporters of the 75% of the global NGOs. If you want to send e-newsletters to your supporters, you can do this through Inbox Mail Marketing in an easy and fast way.

Some of the advantages provided by Inbox Mail Marketing;
- By quickly using the templates in INBOXBrush, you can easily create designs reflecting your corporate identity that are compatible with mobile devices in a minute.
- You can send personalized e-mail campaigns.
- You can follow the e-mails you send live; you can examine personal e-mail histories of the subscribers.
- You can use the automatic sending feature at a time when your e-newsletters are read mostly.
- You can have Turkish support, you can settle all of your problems easily through telephone and e-mail
- With INBOX Academia, you can learn how to make your e-mail campaigns more effective.
- Thanks to TechSoup Turkey software donation, it offers special advantages to civil society organizations.

➔ If you consider that the free package will not be enough, as a civil society organization, you can apply for benefiting from discount packages.

 i. Tweetdeck

Tweetdeck is a free tool enabling control of multiple Twitter accounts from one panel. You can follow all Twitter accounts that you manage all Twitter lists that you create, defined hashtags easily from one screen, and interact instantly. With Tweetdeck, you can easily divide the Twitter stream into columns, and follow time lines, and you can interact with them.

You can also do the following with Tweetdeck;

- You can tweet from all your Twitter accounts which you add on Tweetdeck panel
- You can instantly follow the hashtags and words from the columns that you create
- You can follow all mentions and respond quickly.
- You can follow all your Twitter lists from one column.
- You can schedule all your tweets to be posted on any month, day and hour.
- You can follow a twitter account from all your accounts at once.
- You can re-tweet a tweet posted by another account from all of your accounts at the same time.
- You can read your private messages sent to any of your accounts, and reply to messages from whichever account you wish.

j. [Bitly](#)
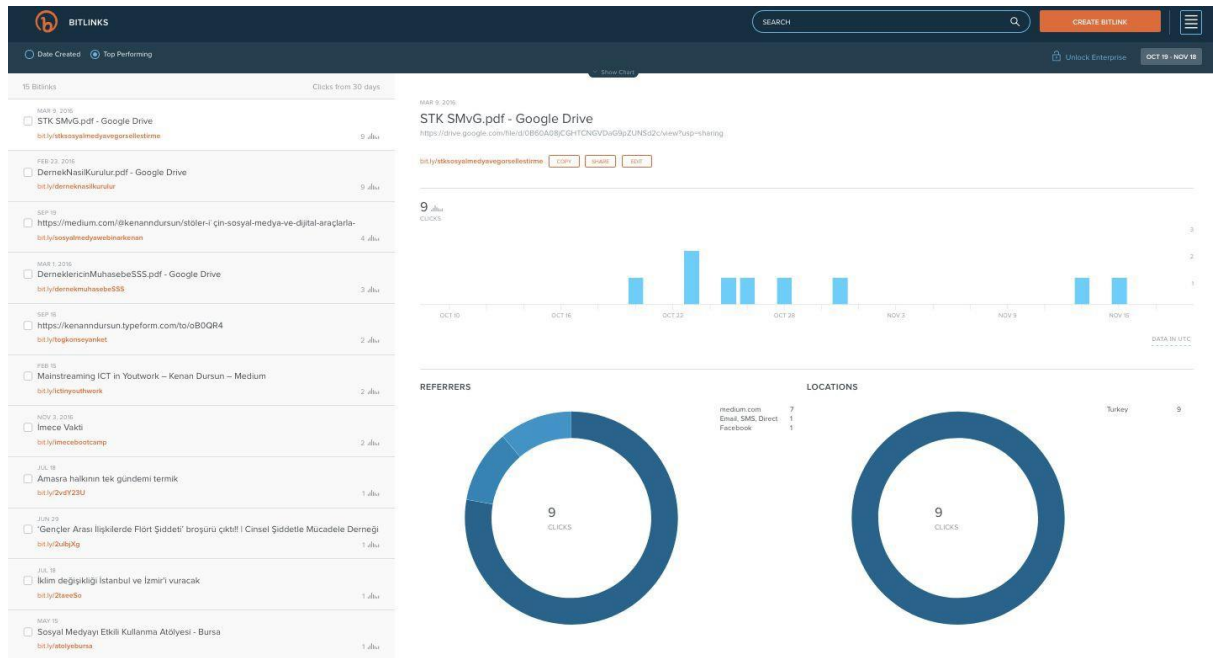
Bit.ly is a free link shortening service. With Bit.ly you can see how many clicks your shortened link has received, from which country, and which social media web. You can understand the impact of the social media mediums at the time when you announce the activities and during the activity with Bit.ly, and you can create links custom made for your activity.

Moreover you can do the following with Bit.ly;

- During the activity you can create a catchy link which the users can immediately use (For example; bit.ly/ngoturkey This link directly goes to www.techsoupturkiye.org.tr)
- You can also provide a shortened bit.ly link to an evaluation form to be filled in by the participants after the activity. (For example; bit.ly/evaluationform This link can directly go to your survey form)
- You can create a shortened and catchy form of a complex link, and add it on your activity banner.

k. Google Alerts

If you do not have a budget for media monitoring agencies, Google Alerts is just for you. G-alerts regularly e-mails you about the new contents related to the key words that you want to follow in the internet. If you do not want to miss new and interesting contents, you can add the key words in Google Alerts to follow the Web.

With Google Alerts;

- You can follow the digital media reflections about your activity
- You can follow the posts in you organization's field of work
- You can follow and monitor where the name of your organization and web site is used.

I.   Giphy GIF Maker
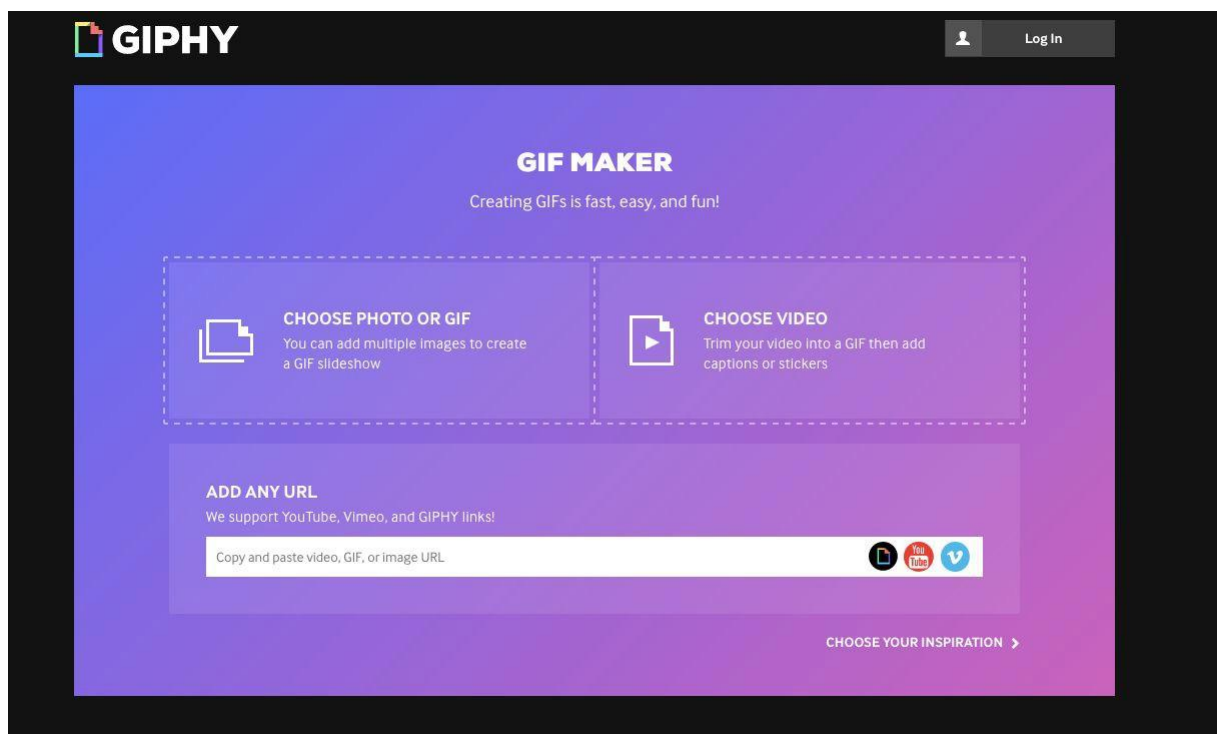
It is, now, a well known fact that contents with visuals that are posted on social media get more reactions. GIPHY is a gif library that may help you in increasing your social media interactions. It entails various entertaining gifs for expressing a wide array of situations, ideas and feelings. Moreover, you can also create your own gifs.

With GIPHY;

- You can create a gif by using the photographs taken during your activity, showing how your activity was.
- You can create a more interesting gif by using a certain part of a video.
- You can use the gif that you create by sharing the link on Facebook; and by downloading it from GIPHY and uploading to Twittter.
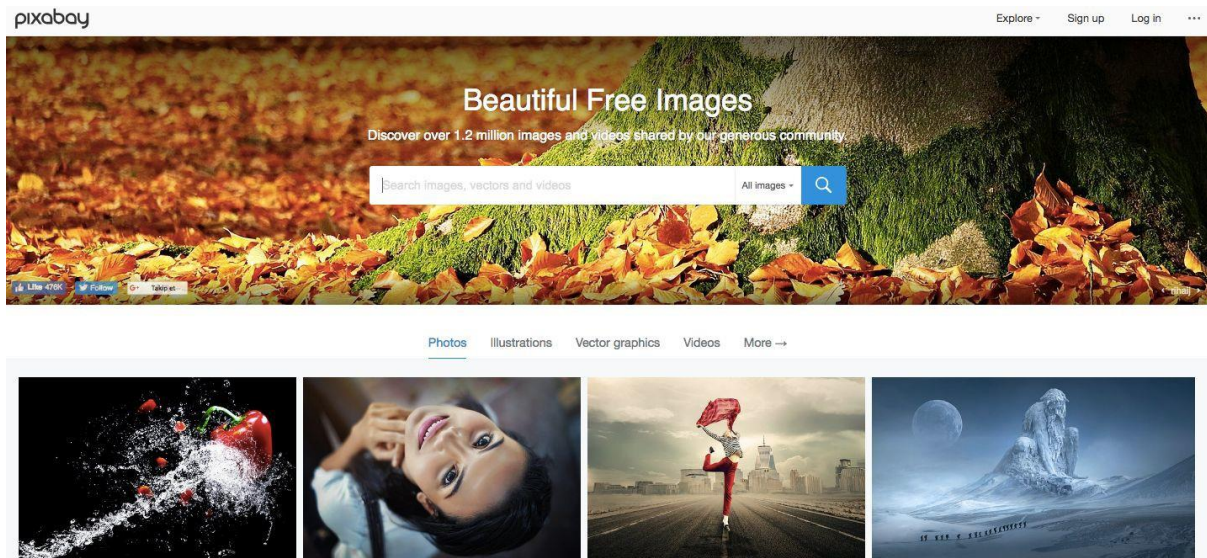
m. Pixabay

Pixabay is a web site where you can download stock photographs and videos without copyrights. By downloading visuals from Pixabay, you can prepare perfect designs while creating your activity banners or preparing social media content. All photos and videos on Pixabay have Creative Commons CC0 licenses.

Moreover, you can prepare your activity banner or social media content by uploading to Canva any visual that you download from Pixabay.

n. IFTTT

IFTTT is a tool which connects all your social media accounts and other applications (e-mail services and mobile phones), and which enables you to make anything you wish by synchronizing those applications.

With IFTTT, you can do the following during your activities;
- You can archive any activity hashtag that was shared on Twitter on Google Sheet. (Along with the information about the user who tweeted and about time)
- You can thank automatically to users who share posts about any hashtag or word or you can automatically send another tweet.
- You can send new tweets about a certain key word to yourself via e-mail.
- You can add a card on Trello panel with respect to tweets about a certain key word.
- You can send new tweets paring off with the tag to Slack or when you enter any newsfeed on any web site, you can share it via any Slack channel.

3. Sample Content Schedule

Date		Note	Twitter Text	Twitter Link	Twitter Visual	Facebook Text	Facebook Link	Facebook Visual	Instagram Text	Instagram Visual
1 Jan 2018	**Content 1** **Content 2**									
2 Jan 2018	Content 1 Content 2									
3 Jan 2018	Content 1									
4 Jan 2018	**Content 2**									
5 Jan 2018	Content 1									
6 Jan 2018	**Content 2**									
7 Jan 2018	Content 1									
8 Jan 2018	**Content 2**									
9 Jan 2018	Content 1									
10 Jan 2018	**Content 2**									

4. Sample Reporting Format

Türkiye Family Health and Planning Foundation Sample Report[6]

	Facebook Page Likes	**Twitter Followers**	**Instagram Followers**
1 October 2017	2481	377	0
15October 2017	2506	382	19
31October 2017	3235	478	43
Monthly Increase	**754**	**101**	**43**

[6] Data obtained from https://www.boomsocial.com/ .

Social Media Report (October 2017)
Facebook Page Likes
Twitter Followers
Instagram Followers

Sosyal Medya Raporu (Ekim 2017)

Facebook Sayfa Beğeni

2481   2506   3235

● 1 Ekim 2017 ● 15 Ekim 2017 ● 31 Ekim 2017

Twitter Takipçi

377   382   478

● 1 Ekim 2017 ● 15 Ekim 2017 ● 31 Ekim 2017

İnstagram Takipçi

0   19   43

● 1 Ekim 2017 ● 15 Ekim 2017 ● 31 Ekim 2017

[7]

Türkiye Family Health and Planning Foundation Facebook Page[8]

31 October 2017 Fan number 3235

[7] Done with https://infogram.com/

[8] Data obtained from https://www.facebook.com/tapvakfi/insights/ .

Günlük periyotlarla hayran sayısı

● Hayran ● Sektör ortalaması ● Artış ● Artış %
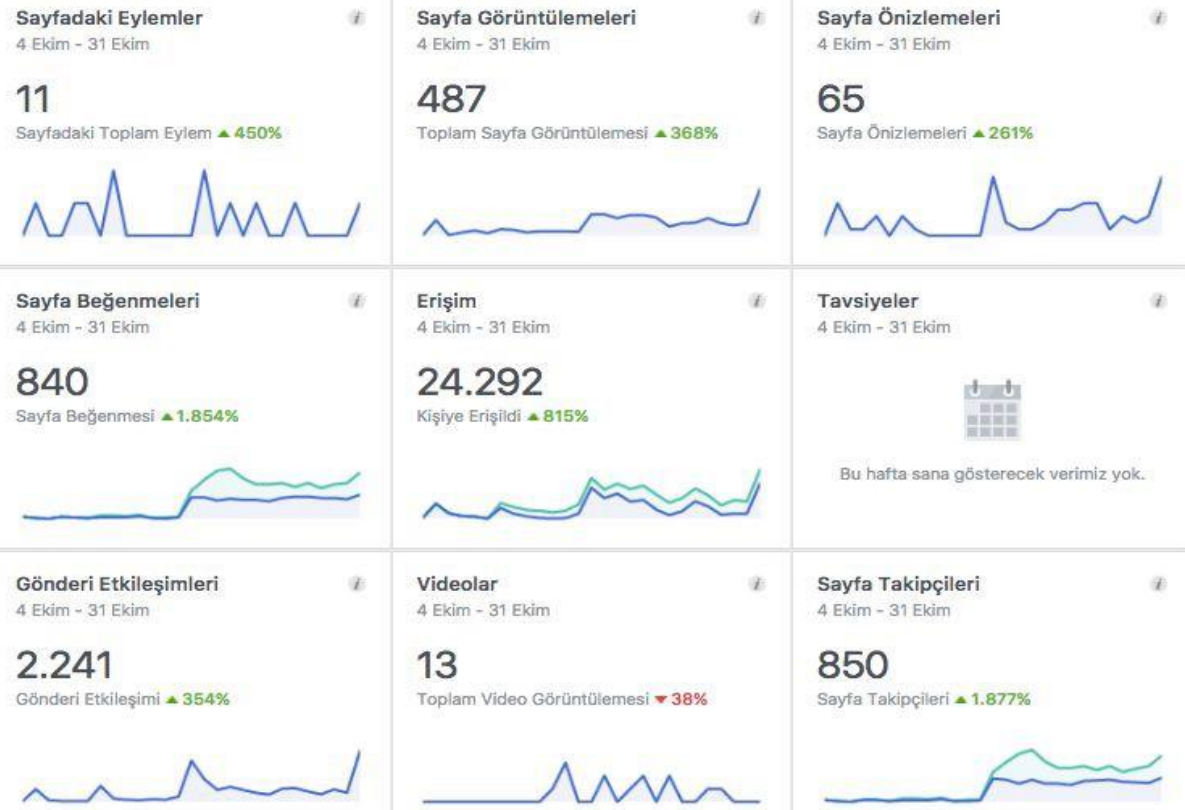

Tarih

BOOMSOCIAL.com
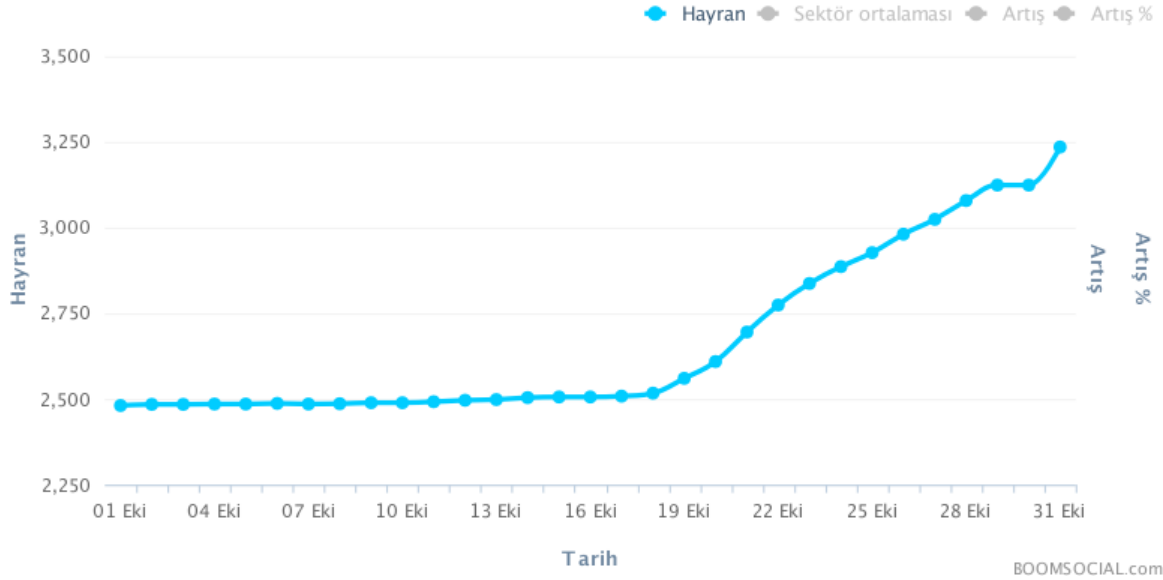
Sayfa Özeti Son 28 gün ‡

Verileri Dışa Aktar ⬆

5 Ekim 2017 – 1 Kasım 2017 tarih aralığından sonuçlar
Not: Bugünün verileri dahil değildir. İstatistiklerle ilgili hareketler Pasifik saat diliminde bildirilir. Reklam hareketleri ise reklam hesabınızın saat diliminde bildirilir.

■ Organik ■ Satın Alınan

Sayfadaki Eylemler _i_ 4 Ekim - 31 Ekim **11** Sayfadaki Toplam Eylem ▲ 450%	**Sayfa Görüntülemeleri** _i_ 4 Ekim - 31 Ekim **487** Toplam Sayfa Görüntülemesi ▲ 368%	**Sayfa Önizlemeleri** _i_ 4 Ekim - 31 Ekim **65** Sayfa Önizlemeleri ▲ 261%
Sayfa Beğenmeleri _i_ 4 Ekim - 31 Ekim **840** Sayfa Beğenmesi ▲ 1.854%	**Erişim** _i_ 4 Ekim - 31 Ekim **24.292** Kişiye Erişildi ▲ 815%	**Tavsiyeler** _i_ 4 Ekim - 31 Ekim Bu hafta sana gösterecek verimiz yok.
Gönderi Etkileşimleri _i_ 4 Ekim - 31 Ekim **2.241** Gönderi Etkileşimi ▲ 354%	**Videolar** _i_ 4 Ekim - 31 Ekim **13** Toplam Video Görüntülemesi ▼ 38%	**Sayfa Takipçileri** _i_ 4 Ekim - 31 Ekim **850** Sayfa Takipçileri ▲ 1.877%

[Türkiye Family Health and Planning Foundation Twitter Account](#) [9]

31 October 2017 Follower Number 478

Number of daily Followers

(Your tweets have been viewed 9.2 K times in this 31 days period)

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[9] Data obtained from https://analytics.twitter.com/user/TAP_Vakfi/home .

Oct 2017 · 31 gün

TWEET ÖZETİ

En Popüler Tweet 6.697 görüntülenme aldı

TAP Vakfı 1 Aralık Gençlik Fonu başvuruları başladı! Yerel düzeyde gençlik projelerine destek oluyoruz! Son başvuru tarihi 30 Ekim! Daha fazla bilgi için tapv.org.tr adresini ziyaret edin! pic.twitter.com/AQAZCWD8cv

1 ARALIK
GENÇLIK FONU

gençlik gruplarına proje ve etkinlik desteği!
son başvuru tarihi: 30 ekim 2017

↻ 9   ♥ 11

Tweet etkinliğini görüntüle

[Tweet etkinliğini görüntüle]

En İyi Takipçi 313 B kişi tarafından takip ediliyor

Naci Abuşka
@naci_abuska   SİZİ TAKİP EDİYOR
DM YOK KIZLAR. #nacizm /

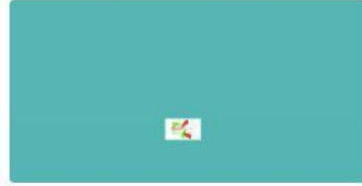Profili görüntüle   Takipçi kontrol panelini görüntüle

En iyi bahseden 83 etkileşim aldı

Sivil Alan Haberleri
@sivilalan · 27 Eki

TAP Vakfı 1 Aralık Gençlik Fonu başvuruları başladı!
Başvuru formu, bütçe formu ve detaylı bilgi için sivilalan.com/tap-vakfi-1-ar...
@TAP_Vakfi pic.twitter.com/4BlQethT74

↻ 7   ♥ 15

Tweeti görüntüle

OCT 2017 ÖZETİ

Tweet	Tweet görüntülenme sayısı
5	9.180

Profil ziyaretleri	Bahsedenler
361	17

Yeni takipçiler
108

|		Görüntülenmeler	Etkileşimler	Etkileşim oranı
Tweet	**En Popüler Tweetler**	Tweetler ve yanıtlar Sponsorlu		
TAP Vakfı @TAP_Vakfi · 6 Eki TAP Vakfı 1 Aralık Gençlik Fonu başvuruları başladı! Yerel düzeyde gençlik projelerine destek oluyoruz! Son başvuru tarihi 30 Ekim! Daha fazla bilgi için tapv.org.tr adresini ziyaret edin! pic.twitter.com/AQAZCWD8cv Tweet etkinliğini görüntüle [Tanıt]		6.739	131	%1,9
TAP Vakfı @TAP_Vakfi · 6 Eki TAP Vakfı 1 Aralık Gençlik Fonu başvuruları başladı! Detaylar için tıklayın! fb.me/OxSg1Je3 Tweet etkinliğini görüntüle [Tanıt]		168	5	%3,0

31 October 2017 Follower Number 43

Günlük periyotlarla takipçi sayısı
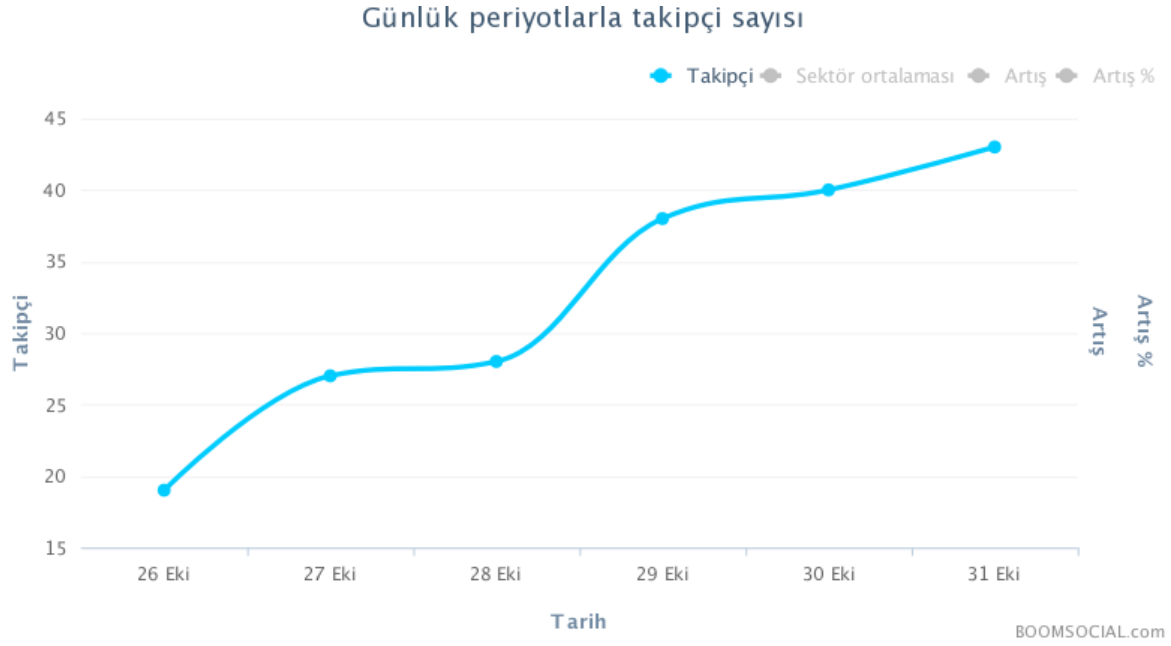
5. Activity Plan

Activity	January 2018	February 2018	March 2018	April 2018	May 2018	June 2018	Contact Person

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[10] Data obtained from https://www.boomsocial.com/

6. Outcomes & Objectives

Platform	January 2018	February 2018	March 2018	April 2018	May 2018	June 2018	Contact Person
Social Media							
TFPF Facebook Page Like Number							
Ksepler Facebook Page Like Number							
TFPF Twitter Follower Number							
Ksepler Twitter Follower Number							
TFPF Instagram Like Number							
Ksepler Instagram Like Number							
Web Site Monthly Visitor Number							