



ONLINE TOOLS AND APPLICATIONS FOR NGOS



This project is funded by the European Union.

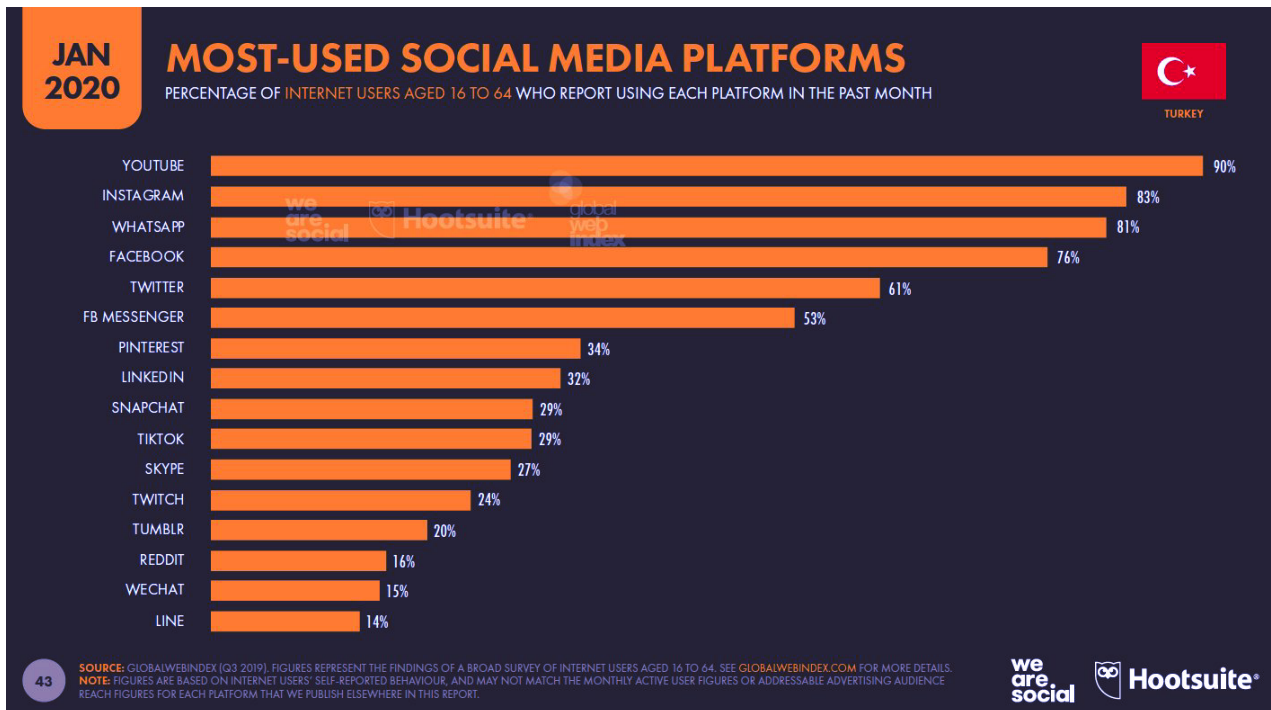
History of Internet and Social Media



- 1971:** First e-mail ever sent.
- 1994:** First Blog.
- 1995:** MIRC and ICQ arrived.
- 1996:** Ask.com search engine came into our lives.
- 1999:** Blogger founded.
- 2000:** Wikipedia, the free encyclopedia got published online
- 2003:** Wordpress came about to compete with Blogger
- 2003:** Myspace, LinkedIn founded – In 2006 Myspace was elected as the largest social network of the World.
- 2004:** Facebook
- 2005:** Flickr and YouTube founded – YouTube is the first large video storage and sharing site.
- 2006:** Twitter came with 140 characters limit, increased the limit to 240 in 2018.
- 2007:** A microblog site Tumblr founded.
- 2008:** Facebook became the largest social network by overthrowing Myspace.
- 2009:** Check-in concept got introduced by Foursquare.
- 2009:** WhatsApp founded
- 2010:** Instagram
- 2010:** Google Buzz – on 5th of August 2011, Google has removed its Buzz service and directed users to Google+
- 2011:** Google Plus and Snapchat
- 2012:** Pinterest, Vine and Tinder
- 2012:** Facebook bought Instagram for 1 billion dollars
- 2013:** Video sharing started on Instagram
- 2013:** Medium came about as a blogging platform
- 2014:** Facebook bought WhatsApp for 19 billion dollars
- 2015:** Periscope got bought by twitter in 2015 even before it went online
- 2016:** Vine – Closed
- 2016:** Instagram introduced Story option and started competition with Snapchat
- 2017:** TikTok
- 2019:** Google+ closed

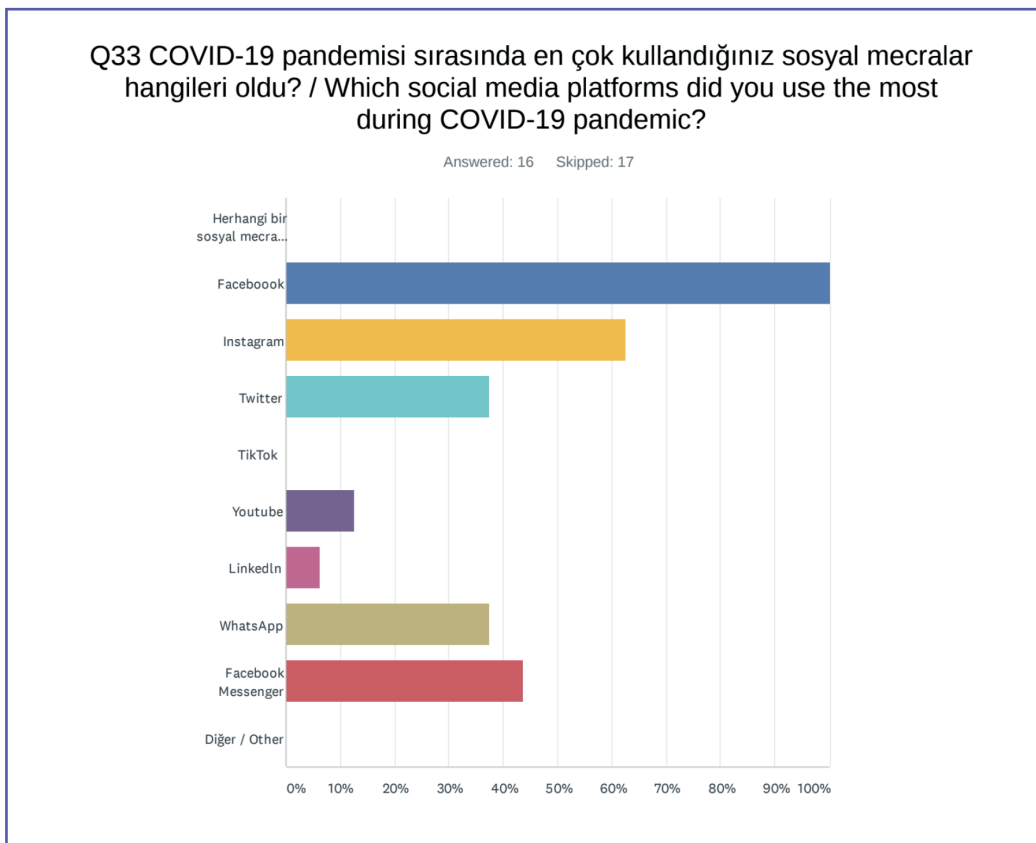


Digital 2020: Turkey

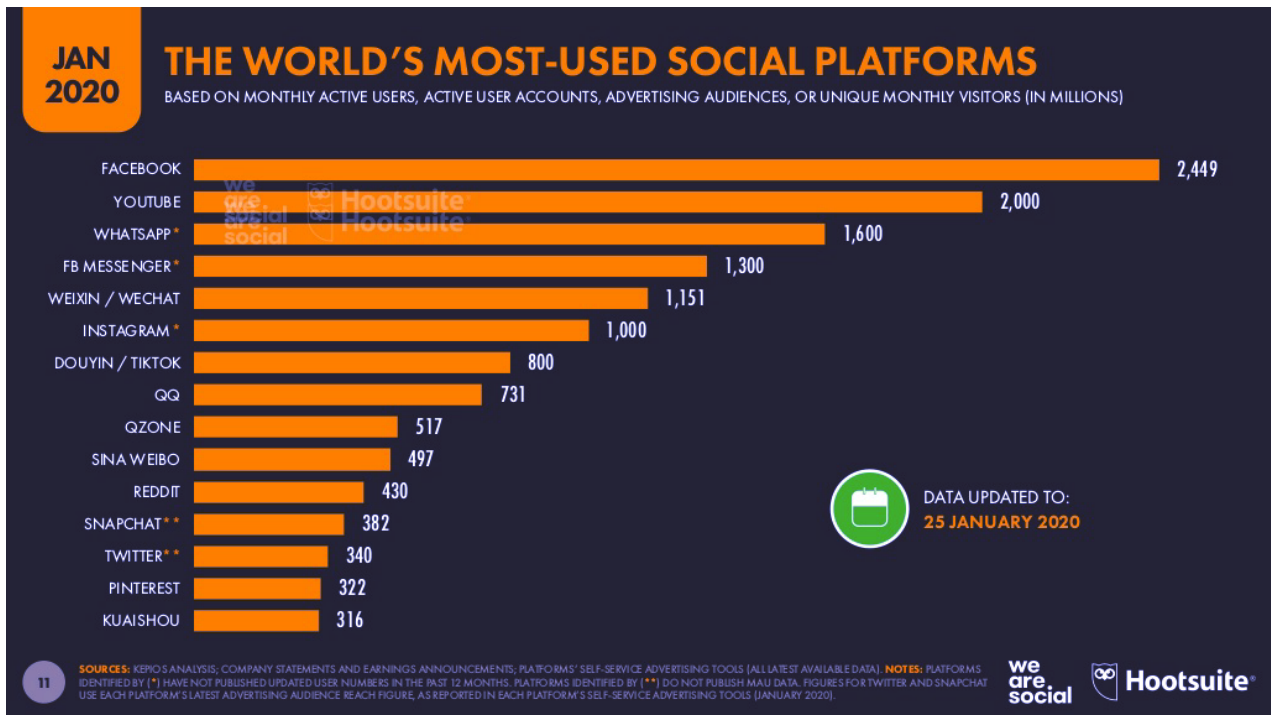


For the complete version of the research: wearesocial.com/digital-2020

Civic Space Project Survey – April 2020

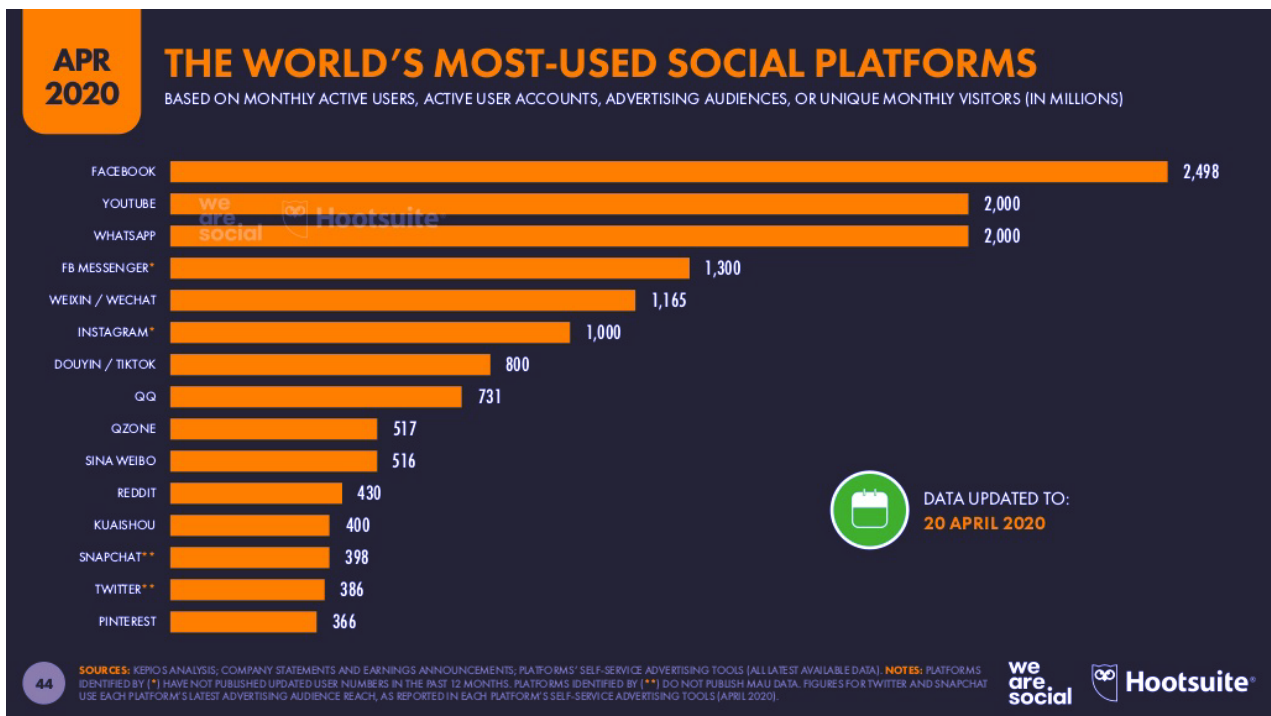


Digital 2020: Cyprus



For the complete version of the research: datareportal.com/reports/digital-2020-cyprus

Digital April 2020 – Global



For the complete version of the research:

wearesocial.com/blog/2020/04/digital-around-the-world-in-april-2020



How to use Instagram effectively?

- ◆ Make sure to switch to business profile from the “settings” section and use statistics option offered by the business profile.
- ◆ Content sizes must be compatible with IG’s post sizes and if possible, vertical photos should be preferred, maximum 1080x1350px
- ◆ Instead of layout function which divides the space of one square, multiple photo uploading option should be preferred (up to 10 photos can be uploaded)
- ◆ Based on the profile of the followers of the CSO, IG’s functions such as the boomerang, survey, ask a question and etc. should be used to promote interaction.
- ◆ Unfiltered live sharing should be made by using the story function (location, hashtag and etc. can be added)
- ◆ Content that encourages the followers for taking action should be used in stories.
- ◆ For highlighted stories, cover visual design should be made
- ◆ Using microphone and tripod for live stream quality would contribute to a more attractive live stream. Once the live stream is over, you can upload it to IG TV and share as a post.
- ◆ Subtitles can be added to videos with narrative or speech.
- ◆ Target groups can be analysed by using the statistics function of Instagram.

How to use Facebook effectively?

- ◆ Anything we share on FB should have photos/pictures and include links.
- ◆ Posts with short writing should be made.
- ◆ Personal messages and comments should be answered with proper answers
- ◆ Functions such as hashtag, event and group should be used based on your target groups.
- ◆ Pages of organisations that you are interested in must be liked
- ◆ Target groups can be analysed by using the statistics function of Facebook.

How to use Twitter effectively?

- ◆ Anything we share should have photo/pictures and include links.
- ◆ Accounts of organisations that you are interested in must be followed
- ◆ At least one #hashtag should be used
- ◆ Personal messages and comments should be answered with proper answers
- ◆ Thread tweets should be used
- ◆ Related profiles should be tagged to pictures/photos.
- ◆ You can shorten long links via the bit.ly
- ◆ Target groups can be analysed by using the statistics function of Twitter.



How to use YouTube effectively?

- ◆ Profile and cover pictures must be uploaded.
- ◆ Brief introduction must be available in the about section.
- ◆ Interface of your channel must be customized.
- ◆ You should add an introductory video of your organization on to your home page. (for the first time visitors), which you should change from time to time
- ◆ Your videos must be in an order. You should definitely create Playlists.
- ◆ Your video sharing should have consistency (Such as uploading videos periodically)
- ◆ Title and description of your video should be brief and should overlap with the content of the video you shared.
- ◆ You should use tags (especially first three tags should be the same in all your videos)
- ◆ According to your target group, you should use subtitles.
- ◆ Via giving additional information lead your followers towards your website or any other related page.
- ◆ Don't forget to add your social media accounts in the “Special Links” section of the “About” part of your channel.
- ◆ Live Stream

Tips to be successful at social media!

- ◆ Know your followers
- ◆ Spare budget for ads
- ◆ Use visual/video
- ◆ Create posts that can be shared
 - ◆ Share inspiring quotes
 - ◆ Use statistics data
 - ◆ Short stories
 - ◆ Create your own hashtags
 - ◆ Remind your completed and ongoing campaigns/programs
 - ◆ Re-share blog contents
- ◆ Plan campaigns to generate interaction in channels

Social Media and Digital Communication Tools



Web Based Design Tools

Canva
canva.com

Crello
crello.com

Adobe Spark
spark.adobe.com

Canva for Desktop
Canva for Windows Desktop App
Canva for Mac Desktop App



Free Stock Pictures and Video Sites

Unsplash
unsplash.com

Freepik
freepik.com

Pixabay
pixabay.com

Pexels
pexels.com

Buffer
buffer.com

Tweetdeck
tweetdeck.twitter.com

Bitlu
bitly.com

Bio link service sites for Instagram

Linktree
linktr.ee

Liinks
liinks.co

Beacons AI
beacons.ai

WhatsApp Business
whatsapp.com/business

Feedly
feedly.com

Medium
medium.com

Mailchimp
mailchimp.com

Inbox
useinbox.com/tr

Madmini
madmimi.com

Infographic Tools

Infogram
infogram.com

Piktochart
piktochart.com

easel.ly
easel.ly

IFTTT
ifttt.com

Microsoft Flow
flow.microsoft.com

Web Based Video Production and Technology Tools

Lumen5
lumen5.com

Typito
typito.com

Powtoon
powtoon.com

Moovly
moovly.com

Mobile Social Media and Technology Tools

Canva

Canva Stories

Inshot

Unfold

mojo

Buffer

Mailchimp

Facebook Sayfalar

Facebook Reklamlar

Facebook Messenger

Feedly

Instagram İGTV

Interactive Content Production Tools

StoryMap
storymap.knightlab.com

Timeline
timeline.knightlab.com

Juxtapose JS
juxtapose.knightlab.com

Soundcite
soundcite.knightlab.com

The easiest way to make a podcast
anchor.fm

Social Media Reporting Tools

Metricool
metricool.com

Boomsocial
boomsocial.com

Tweetarchivist
tweetarchivist.com

Tweetarchivist
twitonomy.com

Twitter Hashtag Tracking
trackmyhashtag.com

Internet follow up and reporting

Google Alerts
google.com.tr/alerts

Trends.sociality
trends.sociality.io

LiveTrends.io
livetrends.io/tr/news

Google Trends
trends.google.com/trends





A Cyber Security Story (NOVA Laboratories / Cyber Security)

www.youtube.com/watch?v=vWPgPsPcA2c

Password Security

- ◆ Should not have a meaningful word and be random
- ◆ Should involve both a number, an upper case and lower case letter, punctuation mark
- ◆ Different passwords for all
- ◆ Security questions should not be “real”

Phishing

- ◆ Unsecure Links
- ◆ Fake e-mails and websites
- ◆ Fake log-in requests
- ◆ Direct messages

HTTP + SSL = HTTPS



Identify Hunt Test

phishingquiz.withgoogle.com



Learn if your data has been stolen during data security breaches.

monitor.firefox.com

What Should We Do?

◆ Access control to your social accounts

Keep track of the people having access and know your passwords

Check the permissions and authorities of your admins

Permission to share without providing password (Tweetdeck, Buffer, etc.)

Syncing mobile phone, e-mail, writing the second e-mail correctly

◆ Password security

Use a password manager

-Bitwarden (Open Source Code and Free)

-Similar apps: LastPass, 1Password, KeePassX

Create hard passwords (Should involve number, upper case letter / lower case letter, punctuation mark) e.g. JVVjbNBq3ukaR&

Make sure you sign out from other devices after use

Change all passwords at least twice a year

Use two step verification (Even after entering your username and your password you would receive a unique code to enable your entrance to your profile. Even if someone could guess your password, he or she still would need to have access to your mobile phone to enter your account.)

You should use two step verification for all your social media accounts (sms, e-mail, Google authenticator)

Twitter

twitter.com/settings/security

Facebook

www.facebook.com/settings?tab=security

Instagram

www.instagram.com/accounts/privacy_and_security

◆ Security check for your social media accounts

Twitter: settings / apps and sessions

twitter.com/settings/applications

Facebook: setting / apps and web sites

www.facebook.com/settings?tab=applications

Instagram: apps and web sites

www.instagram.com/accounts/manage_access/

Google

myaccount.google.com/permissions



Be cautious when you are clicking on links and entering information!


● **Human risk is the biggest risk of all!**




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