

WORKSHOP REPORT



Development Education and Social Media:

How social networking can change the world

FACILITATED BY:

Gert Ackermann
Communications Officer,
The Wheel

Wednesday, 12 February 2014

Carmelite Centre,
56 Aungier Street,
Dublin 2

This event was funded by:



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Acknowledgments

The Centre for Global Education would like to thank Gert Ackermann, Communications Officer with The Wheel, for his facilitation of this informative and participatory workshop. The Centre was delighted to work in partnership with The Wheel in the delivery of this workshop and it resulted in the Centre becoming an affiliated member. The Wheel is the largest umbrella and representative organisation for the non-profit sector in Ireland. It has over 900 fee paying members and supports these organizations in building their capacity to deliver their work. This was the purpose of the Centre's workshop and we valued the skilled facilitation of Gert and his support in organizing this event. The Centre also thanks Deborah Conlon & Margaret Clarke from Development Perspectives and Jeanne Spillane for their presentations during the workshop. And finally, we thank Irish Aid for financially supporting the workshop as part of the Centre's 'Building Capacity in Development Education' project.

Centre for Global Education

The Centre for Global Education was established in 1986 by eight development agencies to provide education services that enhance awareness of international development issues. Its central remit is to provide learning that will enable individuals and organisations to address the causes of poverty, inequality and injustice at local and global levels. The Centre believes that in the current era of accelerated globalisation our society is becoming increasingly interconnected with the wider world. Development education equips individuals and organisations to understand the cultural, economic, social and political influences on our lives that result from our growing interdependence with other countries and societies. It also provides learners with the skills, values, knowledge and understanding necessary to facilitate action that will contribute to poverty eradication both locally and globally.

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March 2014

1. Building Capacity in Development Education

This one day training workshop on using social networking tools in development education practice was delivered as part of the Centre for Global Education's *Building Capacity in the Development Education Sector in Ireland* project, funded by Irish Aid. The project aims to enhance practice, improve communication and strengthen ties between development educators in all sectors of education. It also aims to increase opportunities for reflection on practice and networking. The project consists of two key activities:

- The publication of a bi-annual development education journal: *Policy & Practice: A Development Education Review*; and
- Three one day development education workshops per annum.

The workshops are participative events that focus on aspects of practice in development education. They address specific training and information needs in the sector and are limited to 16 participants to facilitate interactive learning and dialogue. In the case of 'Development Education and Social Media', the workshop aimed to introduce a range of social networking tools to participants and suggest how they could be used to strengthen development education practice in promoting our work, communicating with learners and stimulating debate on development issues. The workshop included two presentations on how these tools are already being used effectively in a development context.

Policy and Practice serves as a more formal vehicle for discussion and debate. It features contributions from development studies and development education practitioners from the island of Ireland, Britain, the European Union, North America and the global South. The diversity of contributors helps the sector to widen its understanding of the delivery and effectiveness of development education at local and international levels.

The journal publishes articles on current research initiatives, methodologies and good practice, and enables readers to learn from the knowledge and experience of others. *Policy and Practice* is published online and now has a growing international audience. According to statistics from Google Analytics the journal had a total of 88,292 unique visitors from 200 countries between January and October 2013. These users included: 13,175 from the UK, 12,683 from the United States, 10,523 from the Philippines, 5,513 from India, 3,985 from Ireland, 3,753 from Australia, 3,694 from Canada, 1,846 from South Africa, 1,299 from Germany, 1,013 from Kenya and 1,002 from Malaysia. *Policy and Practice* has a truly international audience and growing reputation for quality articles.

The journal is available exclusively online at: www.developmenteducationreview.com. To discuss submitting an article or for more information on the journal please contact:

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2. Workshop Theme

This workshop explored how social networking platforms such as Facebook, Twitter, LinkedIn, and Google plus could be used by development educators as part of their practice in communicating with learners, promoting their work, supporting debate on development issues and enhancing the professionalism of their operations. The workshop was organised on the back of consultation with development educators who felt that they were not maximising the opportunities afforded by social media to strengthen their work. The workshop aimed to introduce a range of social networking tools to participants, some of which are in use by development educators and some which are not. It contained useful tips and suggestions for getting the very most out of using these tools and also included examples of good practice from within the development sector on how these tools can be used effectively.

The workshop aim was to:

- To strengthen the confidence and skills base of development educators in using social networking platforms as part of their work.

The workshop objectives were to:

- To introduce participants to a range of social media tools and consider how they are shaping modern communications.
- To explore how social media tools can support development education practitioners in more effectively communicating with their audience.
- To learn from case studies of good practice in the use of social media in a development context.
- To consider practical issues related to the monitoring and measuring of impact in using social media tools.
- To consider the key elements of a social media strategy.
- To discuss the ethical and privacy considerations of using social media.

The workshop was targeted at:

The staff, volunteers and management board members of development education organizations and other development non-governmental organisations. It was also aimed at community and development organisations that work with marginalised communities in Ireland as well as the global South.

3. Workshop Programme

10.00am	Arrival / Registration
10.30am – 1.00pm	<u>Session 1:</u> <ul style="list-style-type: none">• The Social Paradigm: how social media is shaping communications;• The Social Media Toolset: an overview of social media tools;• Social Networks Primer: Facebook & Twitter;• Communities & Tribes: understanding your audience;• Exercise: audience personas;• Privacy & Ethical Considerations: guidelines for educators;• Social Media Strategy: frameworks for strategic communications.
1.00pm – 2.00pm	LUNCH
2.00pm – 2.45pm	<u>Session 2:</u> <p>Examples of Good Practice from the International Development Sector:</p> <ul style="list-style-type: none">• Deborah Conlon & Margaret Clarke (Development Perspectives)• Jeanne Spillane
2.45pm – 4.00pm	<u>Session 3:</u> <ul style="list-style-type: none">• Monitoring and Measuring Impact: dashboards, monitoring tools and metrics;• Policy & Procedures: setting the ground rules for your community;• Crises Management: crises communications & how to respond to criticism;• The Future: trends and opportunities.
4.00pm	Close of session

4. Gert Ackermann's Presentation



THE WORLD IS CHANGING...ARE YOU?



OUR BRAVE NEW WORLD

Changing
demographics

The digital divide
is closing

Web2.0
and the new
communications
paradigm

CHANGING DEMOGRAPHICS

RISE OF THE MILLENNIALS (GENERATION Y)

- Born mid-80s to naughties
- Digital natives = “born clicking”
- Fluid passions, idealistic, connected
- Loyal to causes not institutions
- Fatal blow to traditional organisations?
- Social media is second nature



CHANGING DEMOGRAPHICS

THE NEW IRISH

- One-in-nine born abroad
- 188 nationalities
- New language and cultural nuances



THE DIGITAL DIVIDE IS NARROWING

- 77% now use the Internet regularly.
- 65% have access to broadband.
-Comreg 2013



SMARTPHONES ARE DRIVING A REVOLUTION

- Mobile penetration = 120%
- 71% now have smartphones
- 69% use smartphones to access social media sites

- Irish Internet Association 2013



IRELAND'S FUTURE IS ONLINE

By 2015 Ireland will be
be the **third** most
digitally engaged country
in the world.

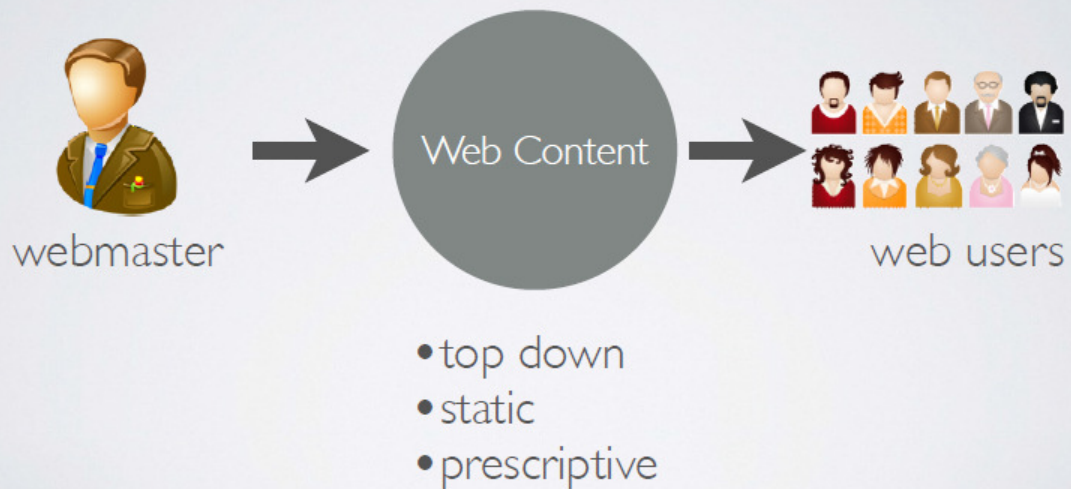
-New Media Forecasts, ZenithOptimedia 2013



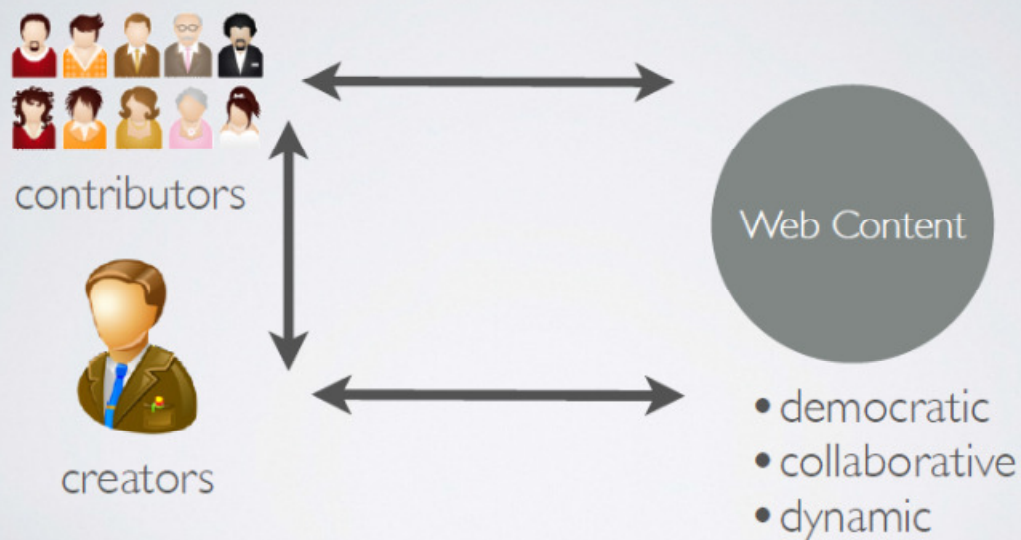
Social media is driving a paradigm shift



IN THE BEGINNING (WEB 1.0)



THE SOCIAL WEB (WEB 2.0)



THE SOCIAL PARADIGM

- Social media **fundamentally different** from previous forms of **media**.
- Social media platforms provide **a framework for people to connect directly to each other** – the architecture has permanently changed, though technologies will continue to evolve.
- People are using social media to **glean information from each other without relying on organisations or institutions**.
- This **shift is permanent!**



THE OLD COMMUNICATION MODEL WAS A MONOLOGUE.



THE NEW COMMUNICATION MODEL IS A DIALOGUE.

ADAPT OR DIE?



“Everyone thinks about
changing the world but no
one thinks about changing
himself.”

- Leo Tolstoy



GROUNDSWELL

“To be successful [we should] now forsake one-way campaigns for two-way dialogues, yield control of the message in favour of the role of participant in the conversation, and abandon carefully crafted positioning statements for more personal language”

- Forrester



GROUNDSWELL

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- Forrester



TWO-WAY CONVERSATION

- Facilitate conversations **don't broadcast messages**
- **Involve your audience**, don't 'own' your cause/subject
- **Be responsive** to comments



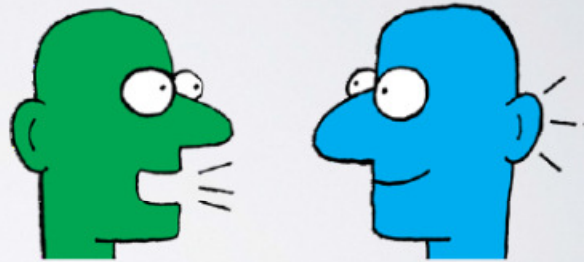
YIELD CONTROL OF THE MESSAGE

- You **won't always be able to control things** or place yourself at the centre of discussions.
- You will have to **give up some control to gain trust**, followers and influence.
- This is a good thing!



PERSONAL LANGUAGE

- **Speak like a person** not an organisation.
- **Understand your community** and find the right tone.
- It is a **conversation**, not a newsletter sales channel.
- Be **likeable and useful**.



HOW TO MAKE FRIENDS & INFLUENCE PEOPLE



from Influence: The Psychology of Persuasion
by Robert Cialdini

SOCIAL MEDIA TOOLSET

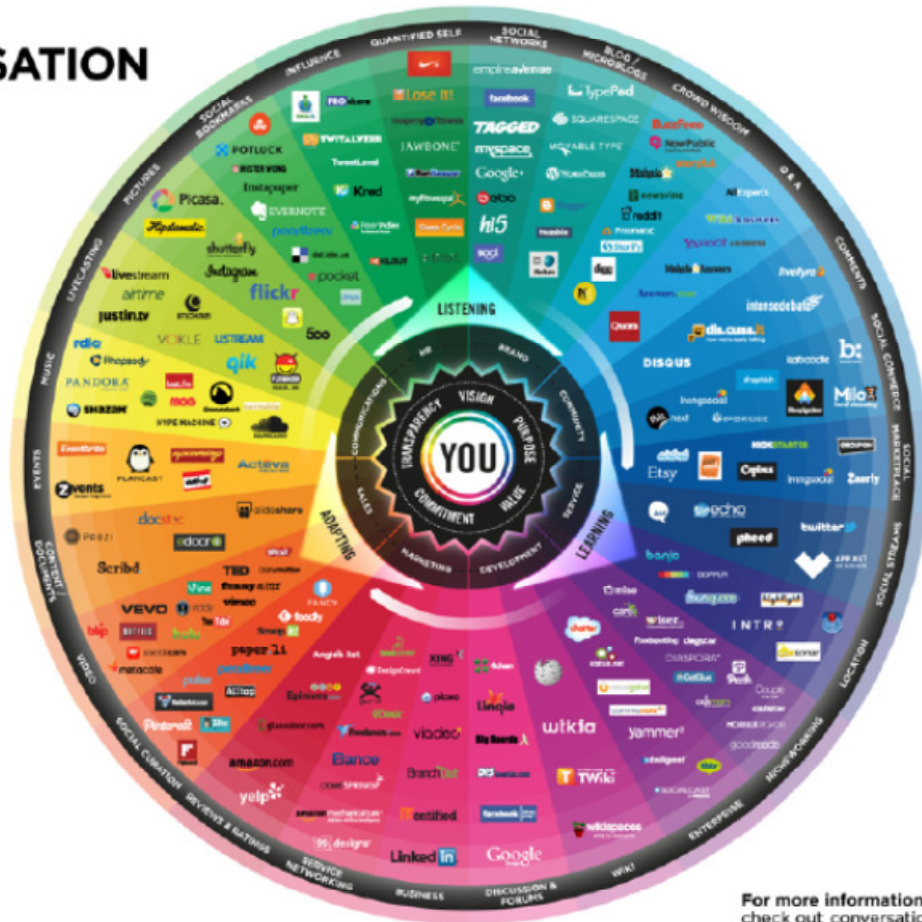


THE SOCIAL UNIVERSE

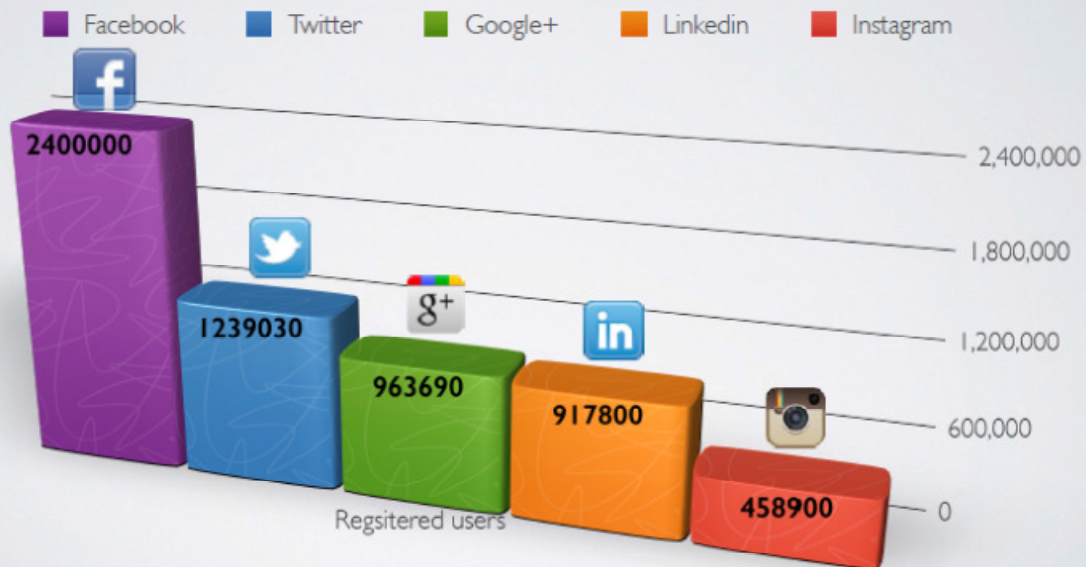


THE CONVERSATION PRISM

Brought to you by
Brian Solis & JESS3



IRELAND ❤️ SOCIAL MEDIA



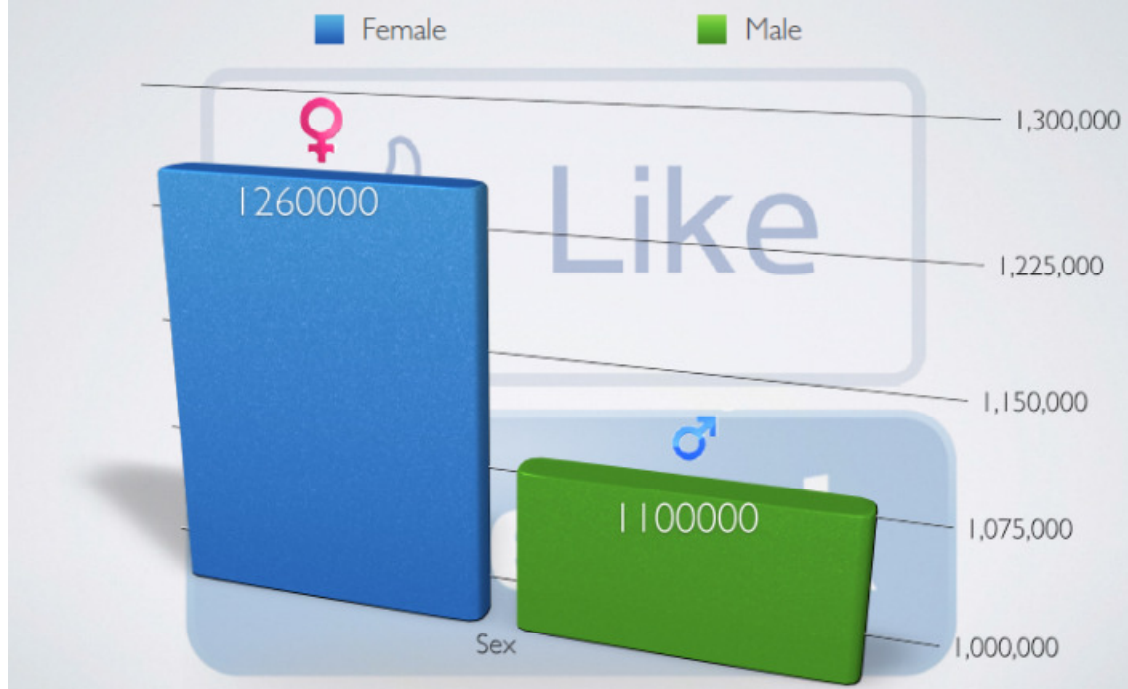
WHAT ARE SOCIAL NETWORKS?

Online services that **facilitate the building of connections between people, organisations or groups** who share interests, activities, backgrounds, or real-life connections.





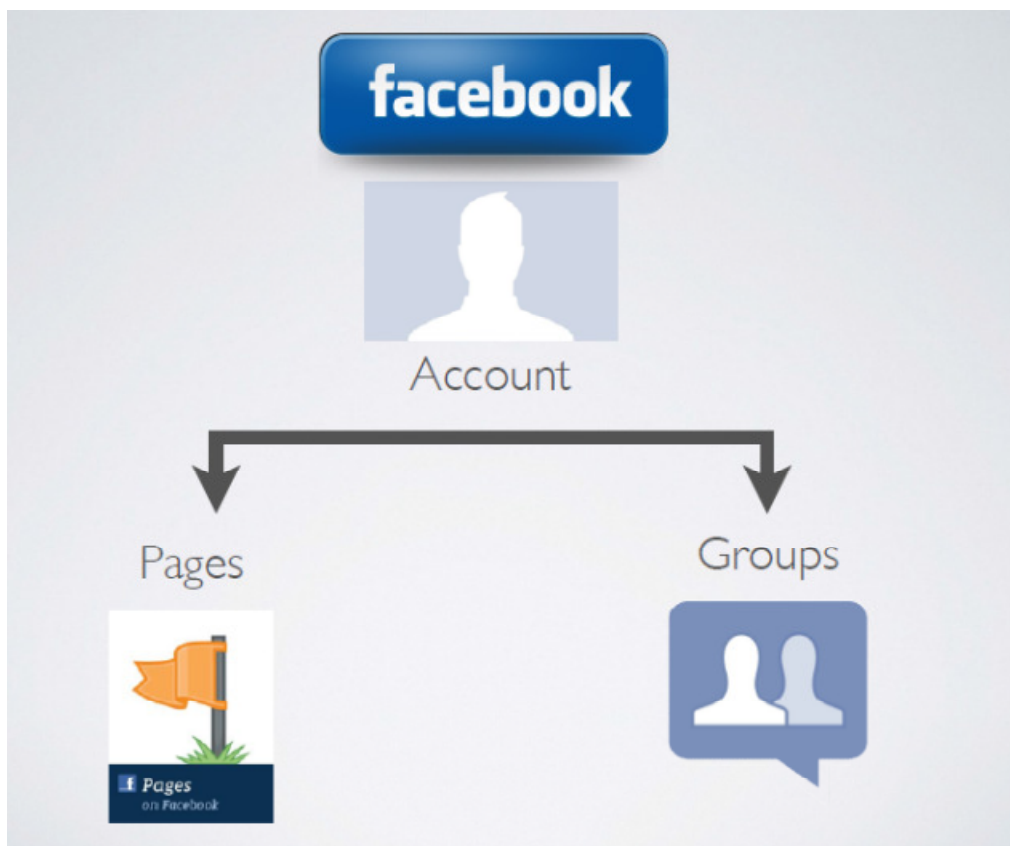
The majority of Ireland's users are female



Age Profile



In the beginning....





Groups provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.

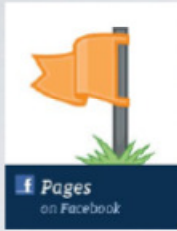
Privacy: In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.

Audience: Group members must be approved or added by other members. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.

Communication: In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events.

PAGES VS GROUPS

	Page	Group
Membership Restrictions	✗	✓
Privacy	✗	✓
Mass messaging	✗	✓
Metrics	✓	✗
Facebook Ads	✓	✗
Apps	✓	✗
Vanity URL	✓	✓



Pages help businesses, organisations and brands share their stories and connect with people.

“Like” Pages you're interested in to get updates about their activity in you own newsfeed.

Privacy: Page information and posts are public and generally available to everyone on Facebook.

Audience: Anyone can like a Page to become connected with it and get news feed updates. There is no limit to how many people can like a Page.

Communication: Page admins can share posts under the Page's name. Page posts appear in the news feeds of people who like the Page. Page admins can also create customized apps for their Pages and check Page Insights to track the Page's growth and activity.

Facebook Pages



facebook Search for people, places and things Gert Ackermann Find Friends Home

Create Page

Recent 2010s 2000s Founded

Sponsored Simple Email Marketing verticalresponse.com Quickly create, send & track email without a fancy design team. Click to get started now. 23,315 people like this. CPI Europe Want to help people? Like CPI and get blog updates, videos, & eBooks to promote safety! Like - 2,312 people like CPI Europe.

Concern Worldwide 34,471 likes · 183 talking about this

Charity Organisation Working with the world's poorest people to transform their lives.

About · Support an Edit

Photos Videos Likes Concern Gifts Ca...

Highlight...

Concern Worldwide 7 February near Dublin · 1h

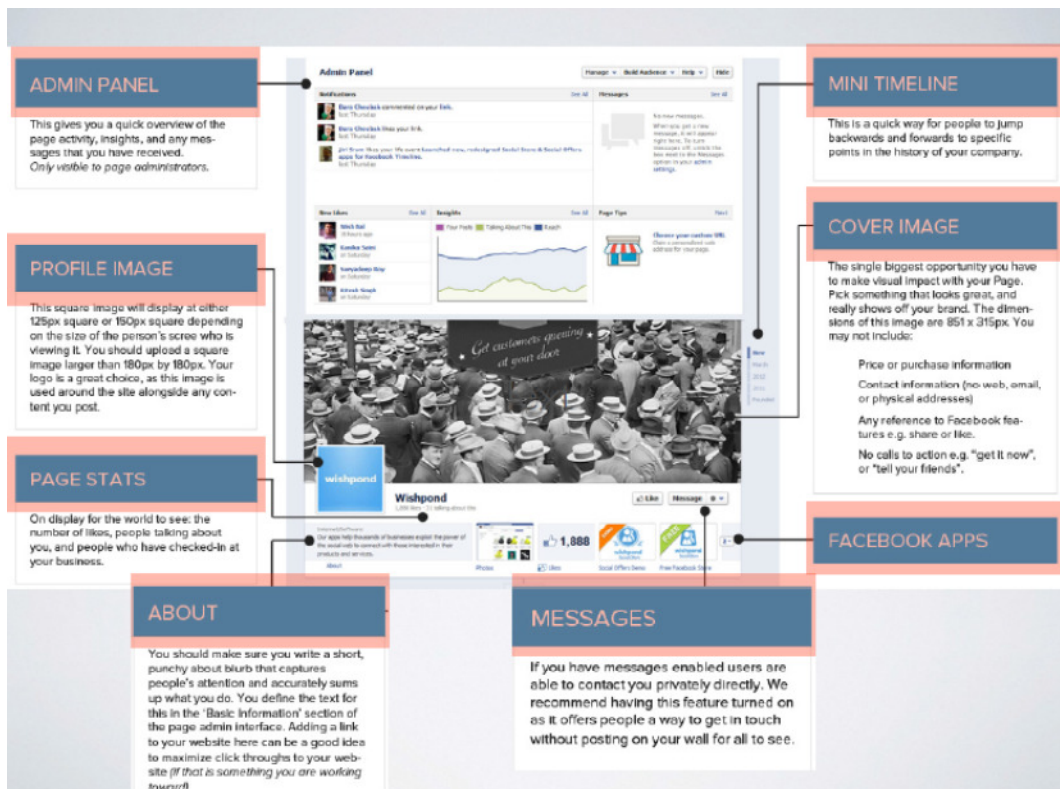
Poverty can be eliminated. The poor are not looking for handouts. What do you think? <http://bit.ly/2gPqvTY>

Like · Comment · Share 31 people like this. Top Comments · Write a comment...

Monika Reszuka well maybe if you didn't waste

1 Friend Likes Concern Worldwide

Invite Your Friends to Like this Page Type a friend's name... Invite



COVER IMAGES: YOUR SHOP WINDOW



COVER IMAGES: YOUR PERSONALITY



COVER IMAGES: BE CREATIVE!



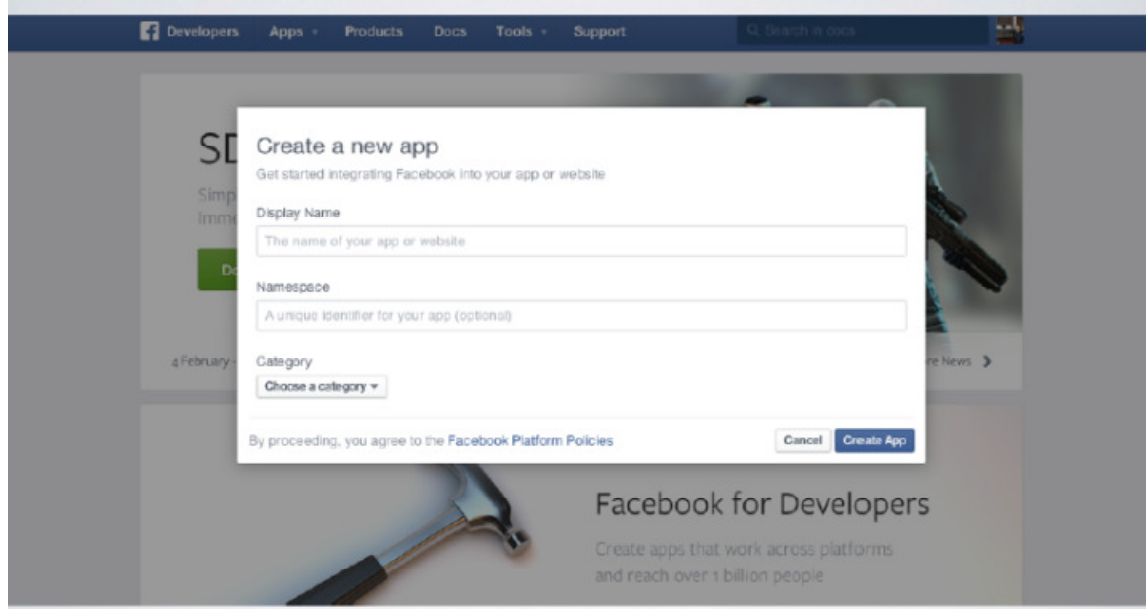
COVER IMAGES: FEATURE REAL PEOPLE



CREATE CUSTOM APPS



<https://developers.facebook.com/>



<https://developers.facebook.com/>

facebook



Search for people, places and things



Cert



Static HTML: iframe tabs

Static HTML makes it simple to create powerful custom iframe tabs. We are **one of the largest providers of custom tabs on Facebook**, serving millions of pages.

Add Static HTML to a Page

After you add the app, go to your page and click on the Welcome tab to start editing.



The Wheel shared a link.
24 January

The Department of Justice and Equality
updated its webpage on Charity Regulation
information on the Charities Act 2009
regulation of charities and the Charities
Regulation Unit

The Department of Justice and Equality
www.justice.ie
Charities Regulation Unit

Pin to Top

Change Date...

★ Highlight

Hide from Page

Delete...

Report/mark as spam...

Embed Post

Like · Comment · Share

6 people like this.

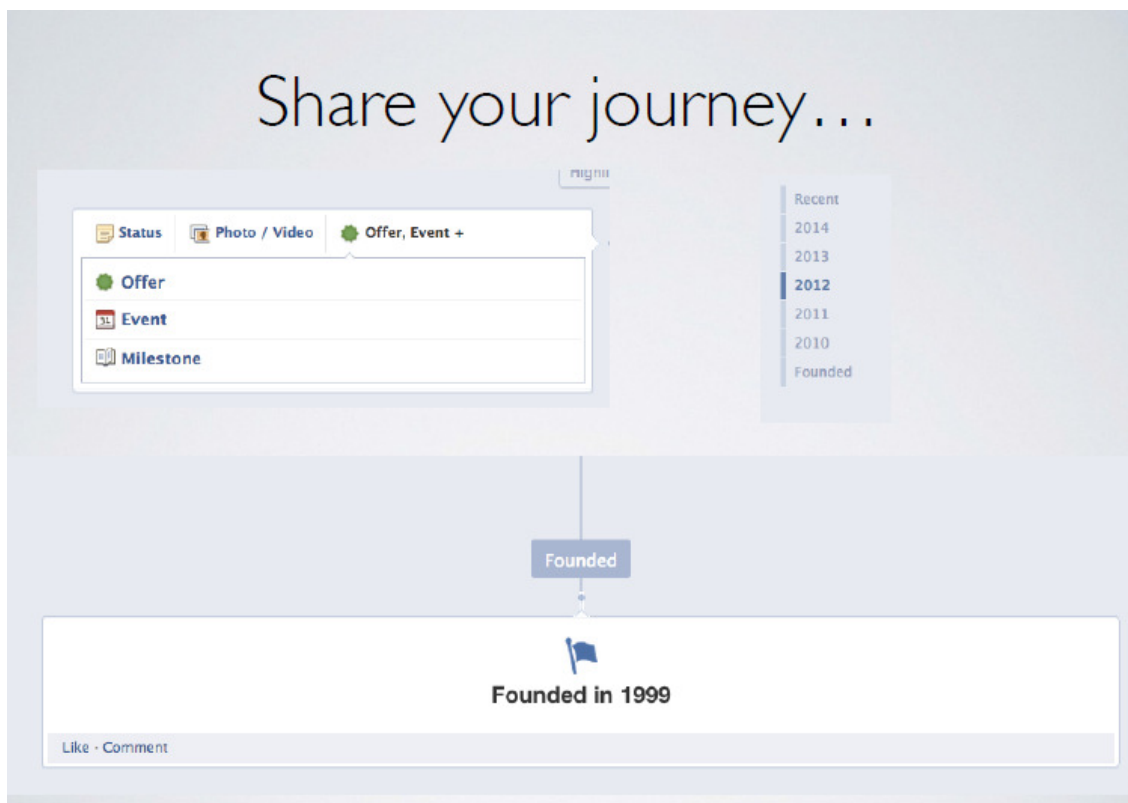


Write a comment...



207 people saw this post

Boost Post



CONTENT IS (STILL) KING

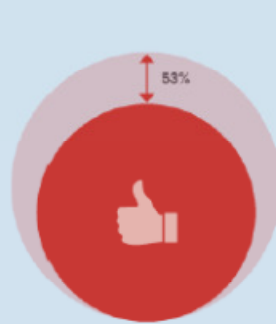
- Be **useful and interesting**
(post tips, interesting links, videos, photos and news)
- Be **likable and entertaining**
(talk like a person not an organisation)
- Post **pictures and tell stories**
- Give something away...



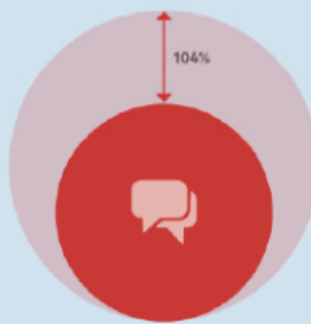
POST TYPE

Photos get 53% more Likes,
104% more comments, and
84% more click-throughs.

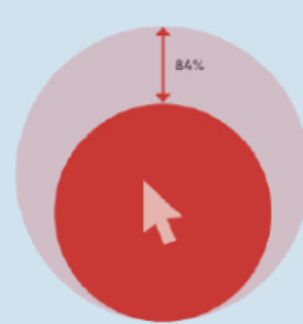
One study found that, on Facebook, photos (the "photo" post type) received more engagement than the average post. The "average" post rubric included both "text" and "link" posts.¹



53% MORE LIKES



104% MORE COMMENTS



84% MORE CLICK-THROUGHS

LENGTH OF POST

Posts with 80 characters or less get 66% more engagement.

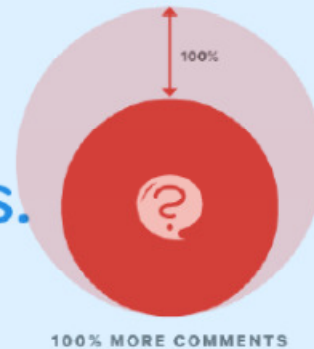
Among retail brands, posts with 80 characters or less get 66% more engagement (# of Likes and comments) than posts with 81 or more characters.²



POST CONTENT

"Question" posts get 100% more comments.

Posts that spark dialogue get 100% more comments than "non-question" posts.²



BUT...

WHAT IS EDGERANK?

EdgeRank is an algorithm developed by Facebook to govern what is displayed—and how high—on the News Feed.

WHAT IS THE EDGERANK ALGORITHM?

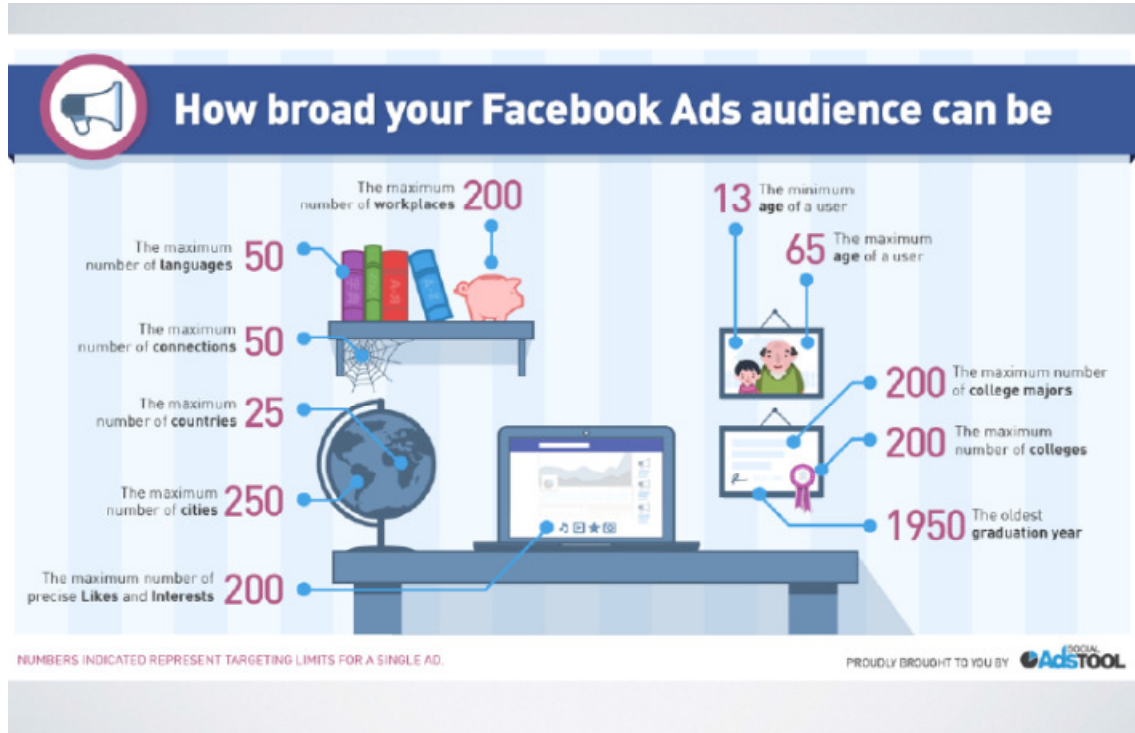
EDGERANK

$$\sum_{\text{edges } e} u_e w_e d_e$$

- u Affinity score between viewing user and edge creator
- w Weight for this edge type (status, comment, like, tag, etc.)
- d Time Decay factor based on how long the edge was created

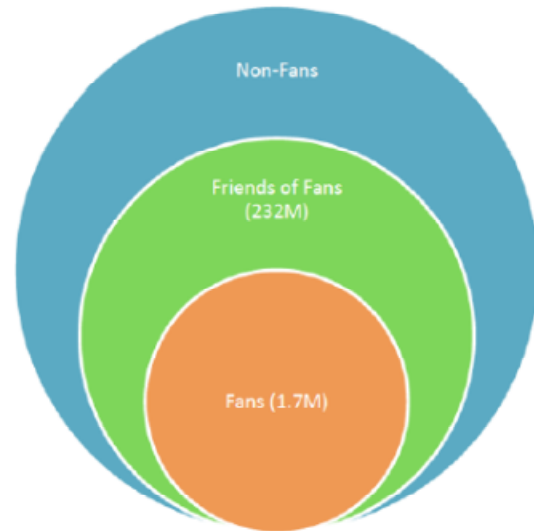
<http://www.whatisedgerank.com/>

[http: www.edgerankchecker.com](http://www.edgerankchecker.com)



POWER OF THE LIKE

Friends of fans are 34x



Bing Facebook Fan Segments
(Lipsman et al, May 2011)









BOOSTED POSTS

The screenshot shows a Facebook post from 'The Wheel' dated 18 October near Dublin. The post text is: 'Looking for a blast of feel-good inspiration on a dull gray day? Check out some these brilliant videos that have been submitted to the Better Together Charity Video Competition.' Below the text is a video thumbnail. The 'Boost Post' dialog box is open, showing the following details:

- Maximum Budget:** \$110
- Est. People Reached:** 18,000 - 48,060 of 220,000
- Audience:** People who like your Page and
☒ Their Friends
☒ People you choose to target
- Location:** Cities
Dublin, Ireland
- Age:** 22 - 37

FACEBOOK ADS

What kind of results do you want for your adverts?

	Page Post Engagement
	Page Likes
	Clicks to Website
	Website Conversions
	App Installations
	App Engagement
	Event Responses
	Offer Claims

EXACT TARGETING

Sponsored Create Advert

Simple Email Marketing
verticalresponse.com

Quickly create, send & track email without a fancy design team. Click to get started now.

23,316 people like this.

UCD Smurfit School
smurfit.school.ie

Transform your career prospects with a Business Masters. Come to our Open Evening Feb 19th

9,025 people like this.

Buy iBeacons Now
proximity.com

Now shipping. iBeacons! Deliver the right message to the right customer at the right time.

925 people like this.

ESB Great Electric Drive

Would you like to take part in ESB's electric car trial? Click here for more info

12,306 people like this.

Men's Outwears Around \$10
rosewholesale.com

Men's Outwears All Around \$10. Free Shipping Selected Items. Order \$50 + Get 10% Off. Buy Now

TARGETING

AUDIENCE Help: Choose Your Audience

Locations
 All Ireland
 Add a country, county, town or postcode

Age -


Gender ☐ All ☐ Men ☒ Women

Languages
 [More Demographics](#)

Interests [Suggestions](#) [Browse](#)

Connections ☒ All
 ☐ Only people connected to Better Together
 ☐ Only people not connected to Better Together
 ☐ Advanced connection targeting

More Categories
 [Custom Categories](#)
 [Events](#)
 [Family Status](#)
 [Games](#)
 [Job Status](#)
 [Market](#)
 [Mobile Device Owners](#)
 [Demographics](#)

Audience Definition
  Your audience selection is fairly broad.
 Potential Reach: 340,000 people
 Your advert targets people:
 • Who live in Ireland
 • exactly between the ages of 16 and 24 inclusive
 • Who are female

BUDGETING

CAMPAIGN Help: Campaign

Campaign and Budget New Campaign - Use existing campaign

Name

Budget

Schedule ☒ Run my campaign continuously starting today
 ☐ Set a start and end date

BIDDING AND PRICING Help: Bidding and Pricing

Bidding
 For most advertisers, optimising for your objective usually performs better.
 [Switch back.](#)

Pricing ☐ You will be charged every time someone clicks on your advert.
 ☐ Automatically optimise your bid to get more clicks
 ☒ Manually set your maximum bid for clicks (CPC)
 max bid per click

SOCIAL PLUGINS

- Link your website and Page
- Get more 'likes' from your website
- Allow people to share content from your website to their friends
- Code generated by Facebook inserted in HTML of Your Website



SOCIAL PLUGINS

- **The Like Box** enables users to like your Facebook Page and view its stream directly from your website.
- **The Like button** lets users share pages from your site back to their Facebook profile with one click
- **The Send button** allows your users to easily send your content to their friends.



<https://developers.facebook.com/docs/plugins/>

FACEBOOK TAKEAWAYS

1. Set your Facebook vanity URL and let your contacts know about your page. Eg. email signatures, website, newsletters, business cards etc.
2. Design a "stand out" banner image and use lots of photos to make your page stand out. Pin relevant content to the top of your page.
3. Always reply to comments posted on your wall.
4. Focus on creating engaging content on your Wall. Be consistent. Eg. Ask questions and use images.
5. Keep an eye on the "Resources" tab for new ways to market your page.
6. Schedule posts for your Facebook wall in the evenings and weekends.



Your cause in 142 characters...



WHAT IS TWITTER?

Twitter is an information network that brings people closer to what's important to them.

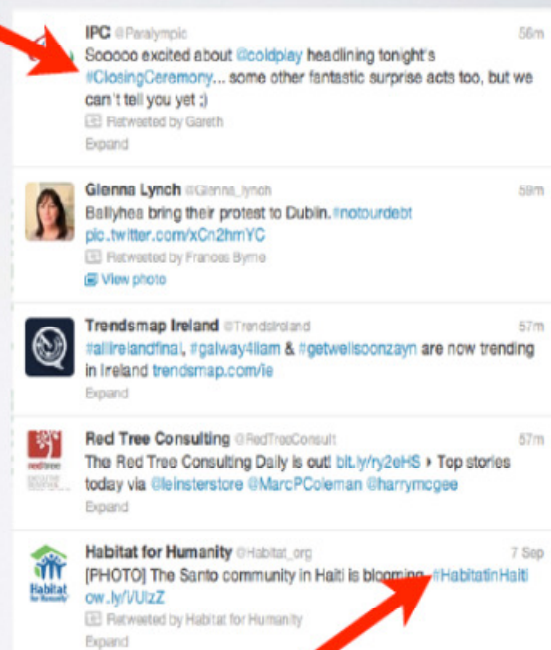
Anyone can read, write and share messages of up to **142 characters** on Twitter. These messages, or "**Tweets**", are available to anyone interested in reading them, whether logged in or not.



Roola Boola Children's Arts Festival is on from the 26-29 of Oct in Linenhall Arts Centre: <http://bit.ly/RVDDWi>
[#countymayo](#) @MayoDotIE

GET THE HANG OF HASHTAGS

Hashtag (#): used to follow specific topics of conversation. E.g. if you search for #allirelandfinal you will see all tweets about the All Ireland Final (even of those people you are not following).



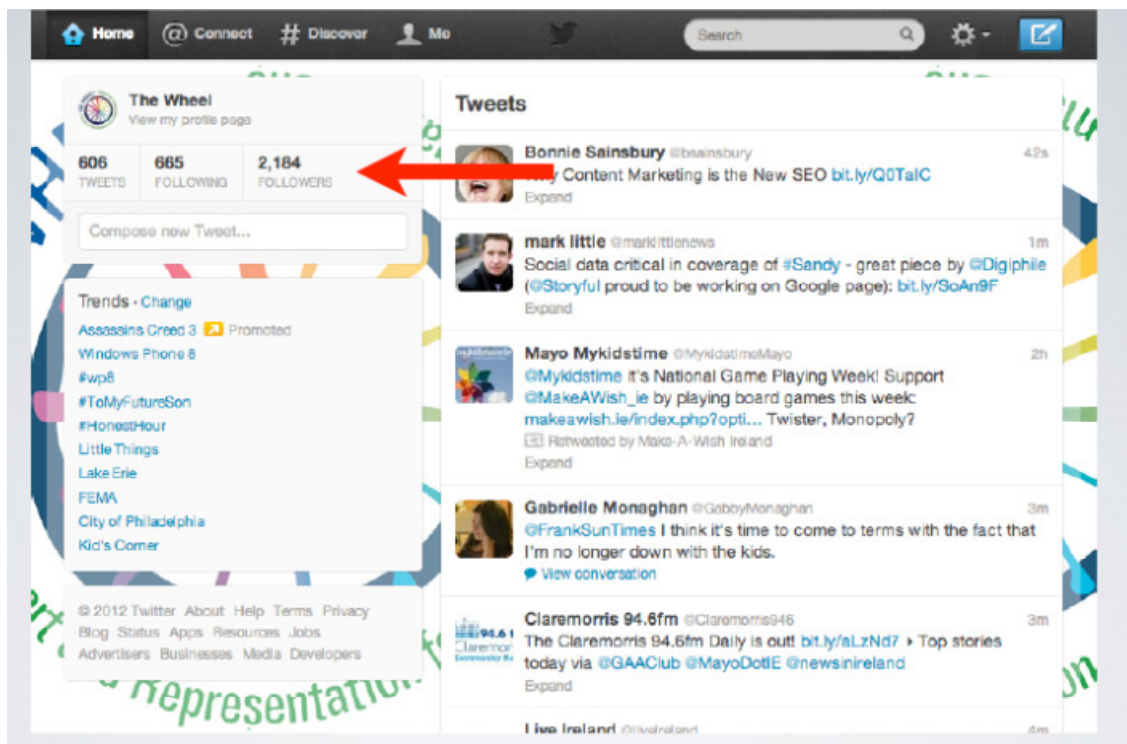
GET THE HANG OF HASHTAGS

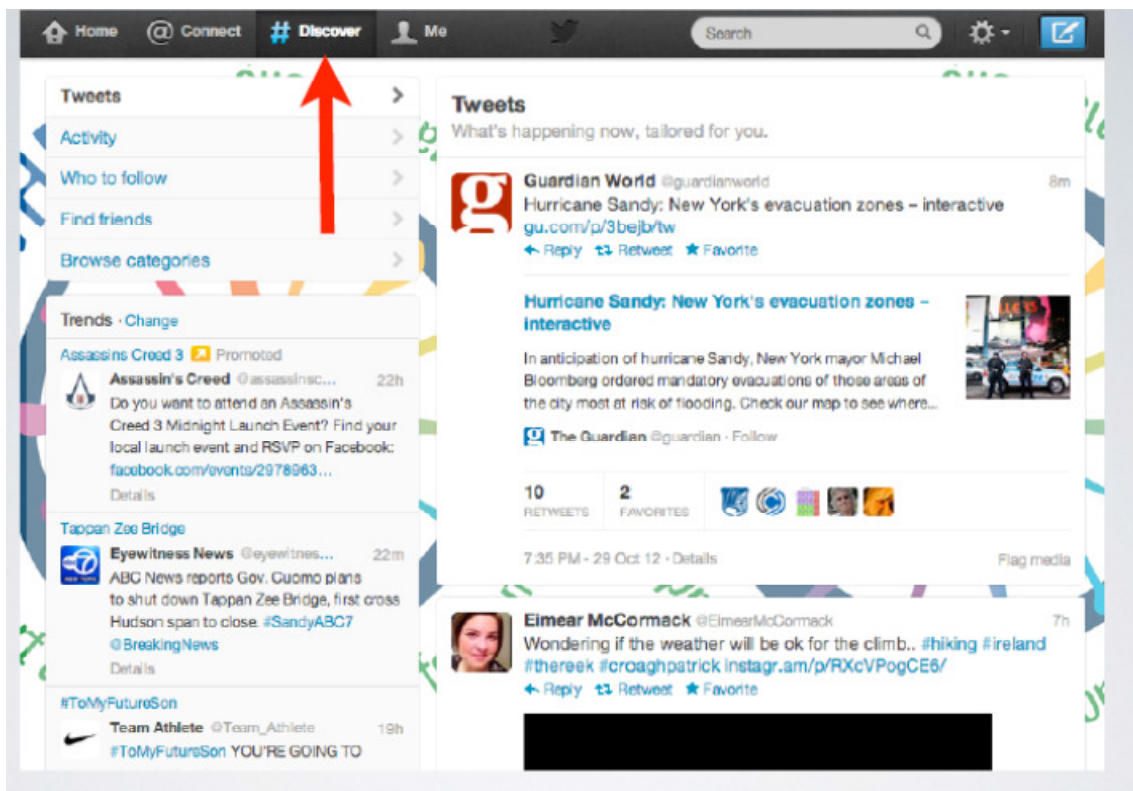
Choosing hashtags:

- Be obvious
- Keep it short
- Search before you choose

www.twubs.com

www.twitter.com/search







WHAT TO DO?



200%
MORE ENGAGEMENT
ON POST WITH
IMAGES.

86%

more engagement
with tweets
that contain links.



People are

22%

more likely to respond to
a question.



For every 100 people
you follow on average
33 will follow you back.

BEST PRACTICES



Build your following, reputation, and community's trust with these simple practices:

- **Share:** Share photos and behind the scenes info about your organisation. Even better, give a glimpse of developing projects and events. Users come to Twitter to get and share the latest, so give it to them!
- **Listen:** Regularly monitor the comments about your area of work and services.
- **Ask:** Ask questions of your followers to glean valuable insights and show that you are listening.
- **Respond:** Respond to compliments and feedback in real time
- **Demonstrate:** wider leadership and know-how. Reference articles and links about the bigger picture as it relates to your organisation.
- **Champion:** your stakeholders. Retweet and reply publicly to great tweets posted by your followers.
- **Establish the right voice:** Twitter users tend to prefer a direct, genuine, and of course, a likeable tone from your organisation, but think about your voice as you Tweet.

ANATOMY OF GOOD TWEET

Carnegie Mellon University, MIT and Georgia Institute of Technology

- Include links
- Opt for timely/breaking news (not old news)
- Add opinion, insight or background, don't just repost
- Be a tease: don't give everything away in a tweet



ANATOMY OF A GOOD TWEET

Carnegie Mellon University, MIT and Georgia Institute of Technology

- Keep it short so that other can repost/comment
- Avoid too much Twitter syntax (@ # etc.)
- Use “you” instead of “I”

Example: “Check out the latest research on #skincancer and what it means for you: [LINK]”



RE-TWEETABLE CONTENT TIPS

SHARE LINKS

Include a link to an online resource or news update for more shares

GIVE TO GET

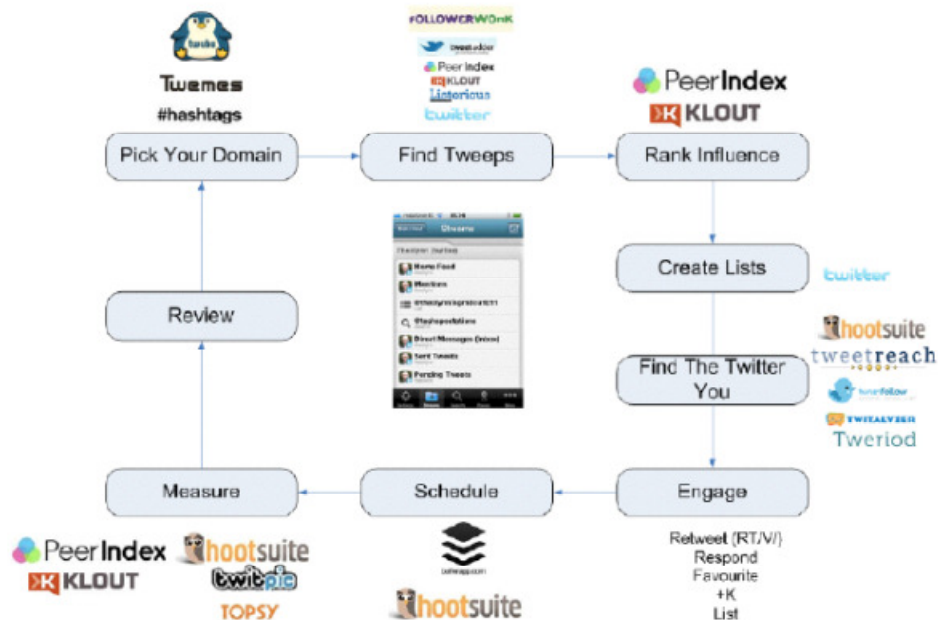
People who retweet more than they self-promote also get more retweets

KEEP IT SHORT

Stick to 80-110 characters to allow space for comments in retweets



TWEET LIKE A PRO

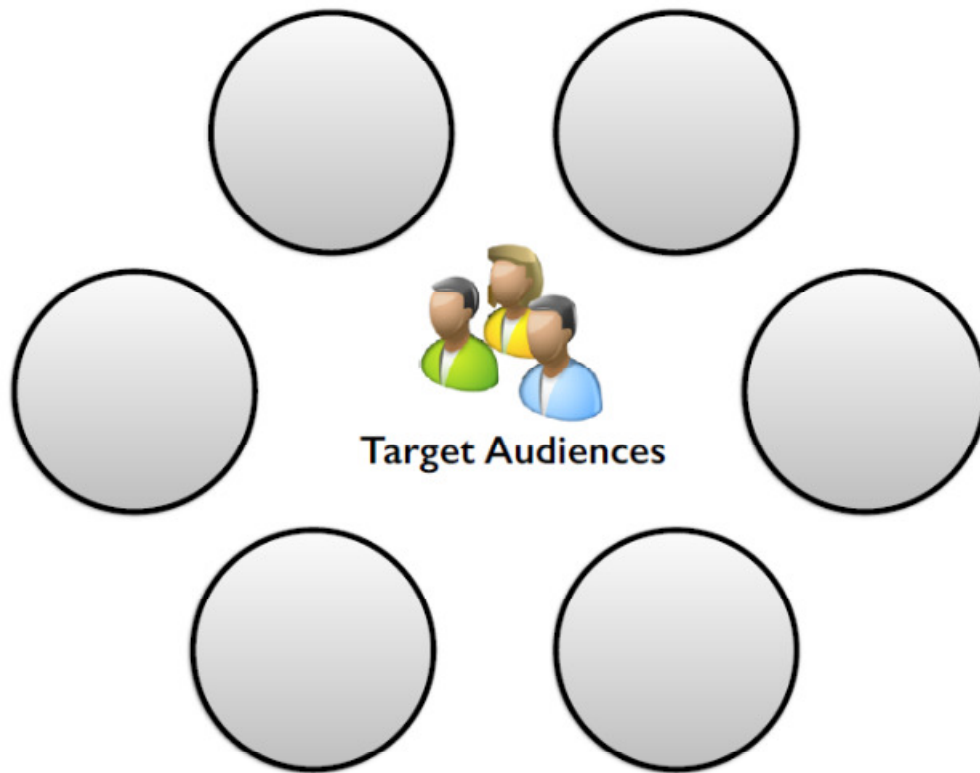


Source: Dr Theo Lynn, DCU

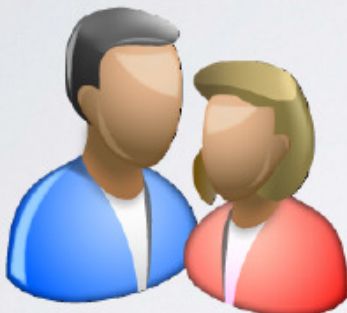
UNDERSTAND YOUR TARGET AUDIENCES



- Demographics (age, sex, location)
- Motivations & Needs
- Channels & Messages



TARGET AUDIENCE PERSONAS



Name:	
Age:	
Job/Family position:	
Location:	
Relationship:	
Motivation:	
Sample Message:	

PRIVACY & ETHICAL STANDARD

- Dóchas Code of Conduct on Images and Messages. A framework which organisations can refer to when designing and implementing their public communication strategy.



PRIVACY & ETHICAL STANDARD

- Principles: Choices of images and messages will be made based on the paramount principles of:
 - Respect for the dignity of the people concerned;
 - Belief in the equality of all people;
 - Acceptance of the need to promote fairness, solidarity and justice.



PRIVACY & ETHICAL STANDARD

- Teaching Council: Code of Professional Conduct for Teachers

PRIVACY
DIGNITY
RESPECT
BE26ECT
DIGNITY
PRIVACY

DISCUSSION

Should teacher's interact with pupils on social media?

Does privacy still exist and what should be kept private?

PRIVACY
DIGNITY
RESPECT
BE26ECT
DIGNITY
PRIVACY

SOCIAL MEDIA STRATEGY

- The POST Method
- SOSTAC Marketing Framework



The four-step approach to the social strategy

P

People

Assess your customers' social activities

O

Objectives

Decide what you want to accomplish

S

Strategy

Plan for how relationships with customers will change

T

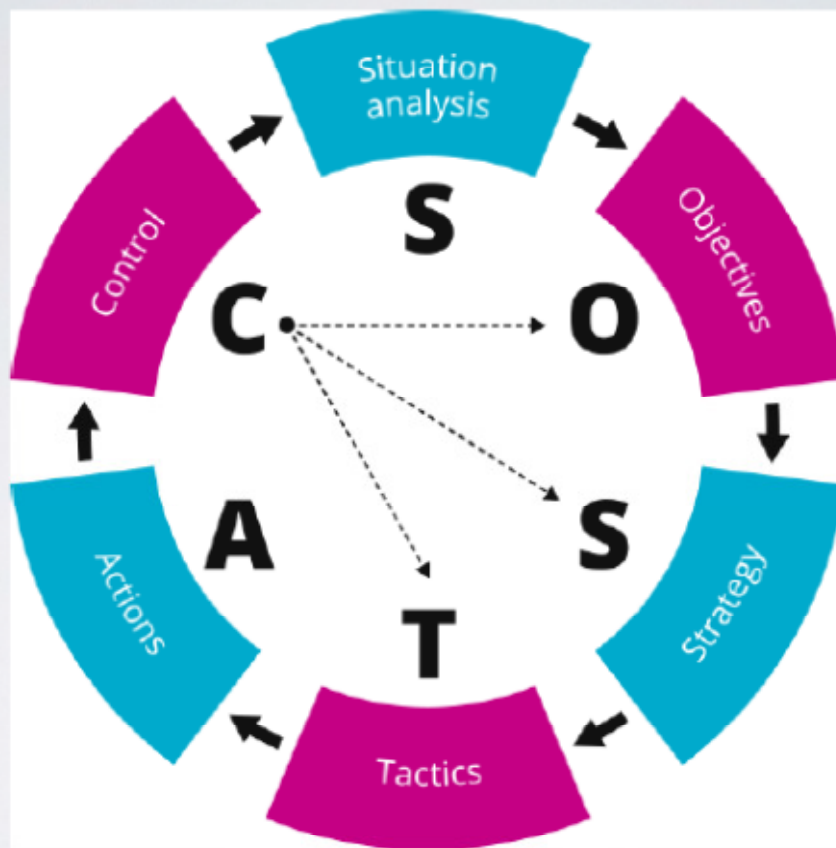
Technology

Decide which social technologies to use

6 Entire contents © 2007 Forrester Research, Inc. All rights reserved.

FORRESTER

<http://forrester.typepad.com/groundswell/2007/12/the-post-method.html>



<http://www.smartinsights.com/digital-marketing-strategy/sostac-model/>

LUNCH!



MONITORING & MEASURING



LISTENING TOOLS

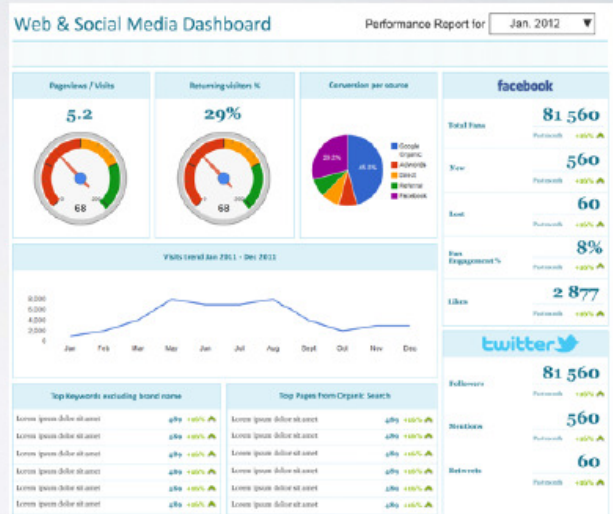
- Topsy.com (Twitter)
- Social Mention
- TweetReach (Twitter)
- Twazzup (Twitter)
- Salesforce Radian 6 (Marketing Cloud)

**Every good
conversation
starts with
good listening.**

©2009 Mkt. Agency

SOCIAL MEDIA DASHBOARDS

- hootsuite.com
- tweetdeck.com



The screenshot shows the Hootsuite dashboard interface, which is used for managing social media accounts and monitoring conversations. The interface includes:

- Header:** The Hootsuite logo and a navigation bar with tabs for Home Feed, Mentions, and Direct Message (Inbox).
- Compose message:** A section at the top for creating and scheduling new posts across various social media platforms.
- Home Feed:** A stream of posts from followed accounts, including text, images, and links.
- Mentions:** A section for monitoring mentions of the user or their brand across different social media platforms.
- Direct Message (Inbox):** A section for managing private messages received from other users.
- Left Sidebar:** A navigation menu with icons for Home, Mentions, Direct Message, and other social media functions.
- Right Sidebar:** A section for managing social media accounts and viewing analytics.

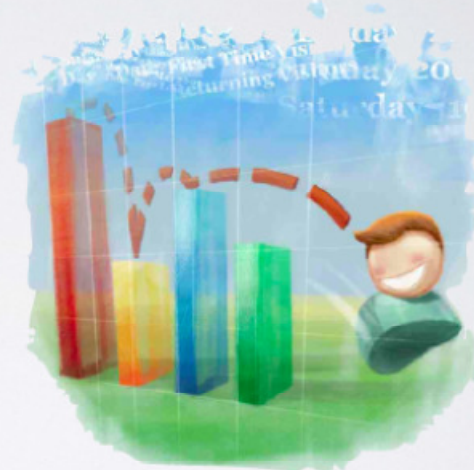
TWEETDECK



www.tweetdeck.com

KEY METRICS & KPIS

- **Reach** (audience growth + actual reach)
- **Engagement** (comments, shares, clicks, retweets etc.)
- **Conversion** (against defined goals: click-throughs, donations etc.)



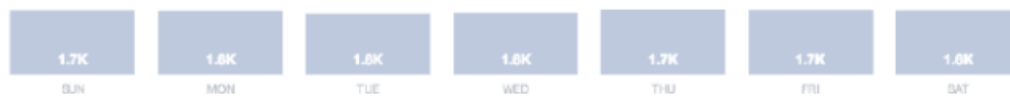
FACEBOOK INSIGHTS

When Your Fans Are Online

Post Types

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

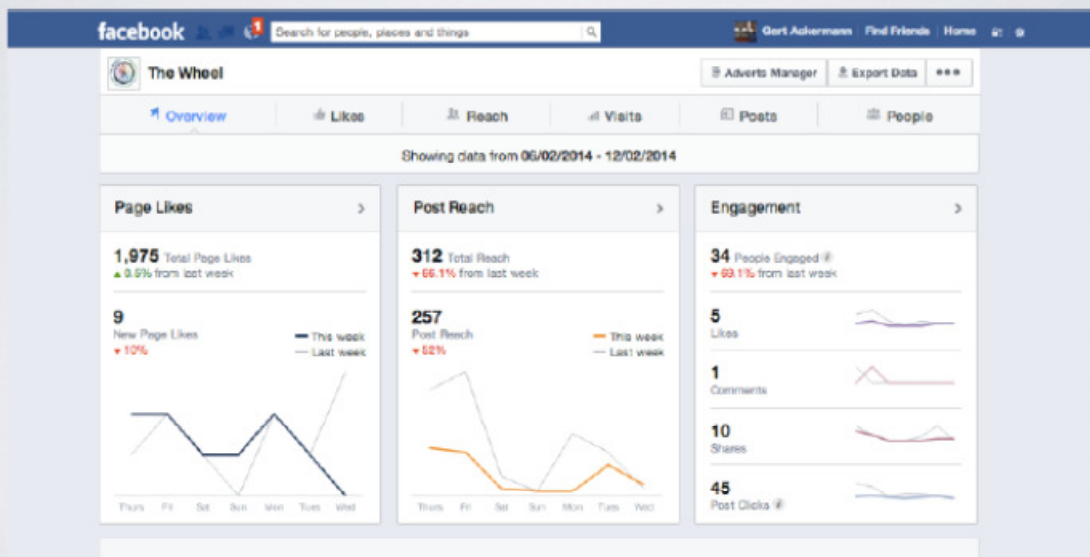
DAYS



TIMES



FACEBOOK INSIGHTS



INFLUENCE SCORES

- Klout.com
- peerindex.com
- kred.com



POLICES & PROCEDURES

- Protect your organisations reputation
- Avoid litigation
- Protect and reassure staff and volunteers



SOCIAL MEDIA POLICY

- A code of conduct that provides guidelines for employees/volunteers
- The goal of a social media policy is to set expectations for appropriate behaviour and ensure that posts will not expose the organisation to legal problems or public embarrassment.



SOCIAL MEDIA POLICY

Six principles to start with:

1. Treat others as you would like to be treated.
2. Add value to your community.
3. Be respectful, professional, and courteous.
4. Respect copyrights and fair use.
5. Provide insight, expertise, and relevant conversation.
6. Communicate ethically and morally in support of your professional goals.

SOCIAL MEDIA POLICY

Sections:

1. Purpose: why do we use social media
2. Who has access and who can contribute
3. Confidential information (what we share)
4. Privacy & child protection
5. Dealing with copyright
6. How to deal contentious issues (reporting)
7. Enforcement (disciplinary procedures)

BUILD YOUR OWN



[www. socialmedia.policytool.net](http://www.socialmedia.policytool.net)

COMMUNITY RULES & PROCEDURES

- Community Rules (for community)
- Procedures (for community managers)



COMMUNITY RULES

- Lay down the law and post rules of engagement where your community can access it.
 - Keep it civil and respectful
 - Do not swear or use abusive language
 - No solicitation or spam
 - Keep it legal
 - Stay on topic

Responding to Negative Comments

SO SOMEONE SAYS SOMETHING BAD...	
1. Could you turn a complaint into a customer service opportunity?	IF YES You should probably respond! Who will respond? What types of things do you say?
2. Does the post have misinformation in it?	IF YES You should probably respond! Who will respond? What types of things do you say?
3. Will it damage your community?	IF YES Consider taking it down. Who is in charge? What will they do, under what circumstances?
4. Does it include vulgarity or purposely inflammatory language?	F YES Consider taking it down. Who is in charge? What will they do, under what circumstances?
5. Are they likely to keep posting objectionable things simply because you're responding?	IF YES If none of the above were true, but they're likely to keep posting, it's almost certainly better not to respond.

Responding to Positive or Neutral Comments

SHOULD YOU...	Not reply at all	Post a quick stock reply	Write a thoughtful reply	Pull other people in for their insight or signoff	Other
If someone you don't know posts...					
A question for you					
A quick comment about your organization					
A thoughtful or detailed comment about your organization					
Other types of content:					
If a core supporter posts...					
A question for you					
A quick comment about your organization					
A thoughtful or detailed comment about your organization					
Other types of content:					

Privacy & Data Protection

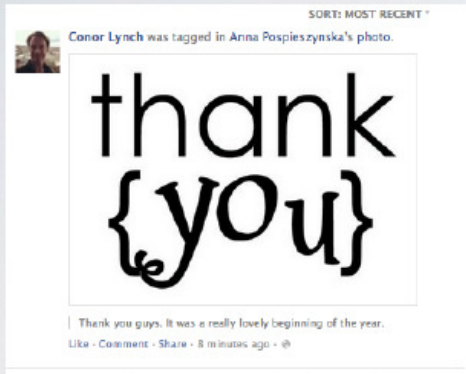
WHEN CAN YOU POST:	Never	With Permission From Those Referenced	Always—This Is Not an Issue	Under These Circumstances
Photos or videos where individuals aren't identifiable?				
Photos or videos with clearly identifiable clients, students or other people you work with?				
Photos or videos with clearly identifiable supporters or constituents?				
Photos or videos with clearly identifiable children?				
The full names of your clients?				
Information about the services you've provided to a client, student or other person you work with?				
Someone's name associated with a photo or video (i.e. "tagging" them)?				
A location associated with a photo or video?				
Other:				
Other:				
Other:				

TRENDS TO WATCH

- Images rule content
- Blurred line between paid and organic
- Hashtags, hashtags everywhere
- Saying thank you
- Realtime marketing



SAYING THANK YOU



Social media is changing
the way we communicate

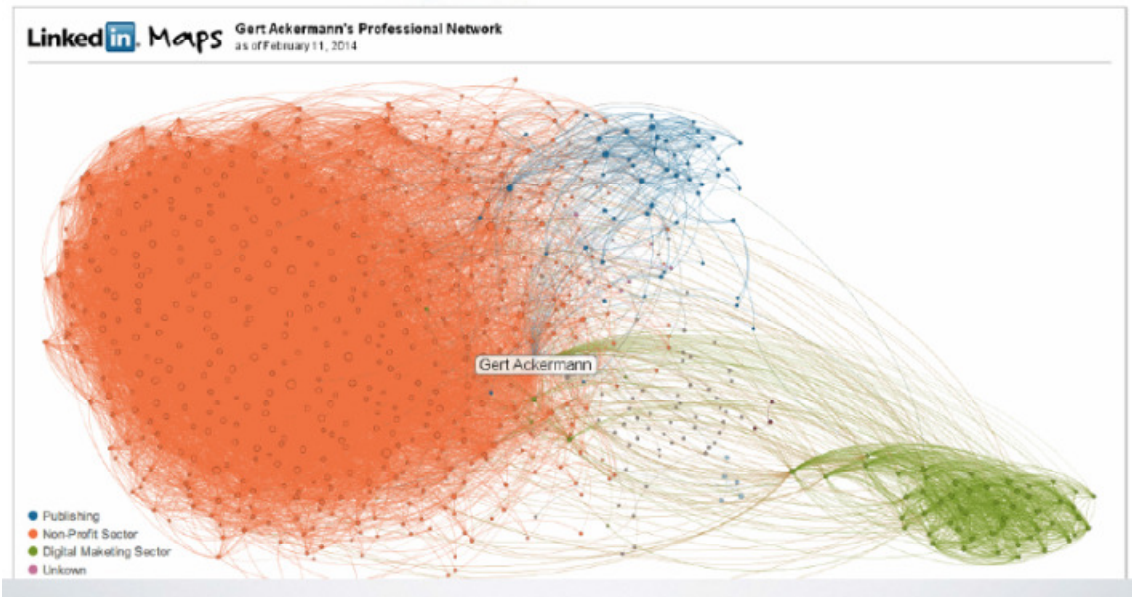
Understand your community
their interests & habits

Find your voice & your social home

Think strategically

Enjoy it!

Find me on Linkedin: Gert Ackermann



Thank You....



Gert Ackermann
The_Wheel_IRL

 The_Wheel_IRL

5. Case Study Presentations

5.1 Deborah Conlon and Margaret Clarke (Development Perspectives)

Development Perspectives is a Development Education NGO and registered charity based in Drogheda, County Louth and is part of a national and global network of curious, critical thinkers and development practitioners working for social justice. Margaret Clarke is the Chair of Development Perspectives and Deborah Conlon is responsible for social media communications. Development Perspectives is one of Ireland's most innovative NGOs in their use of social media and Deborah and Margaret outlined their approach to this area of work.



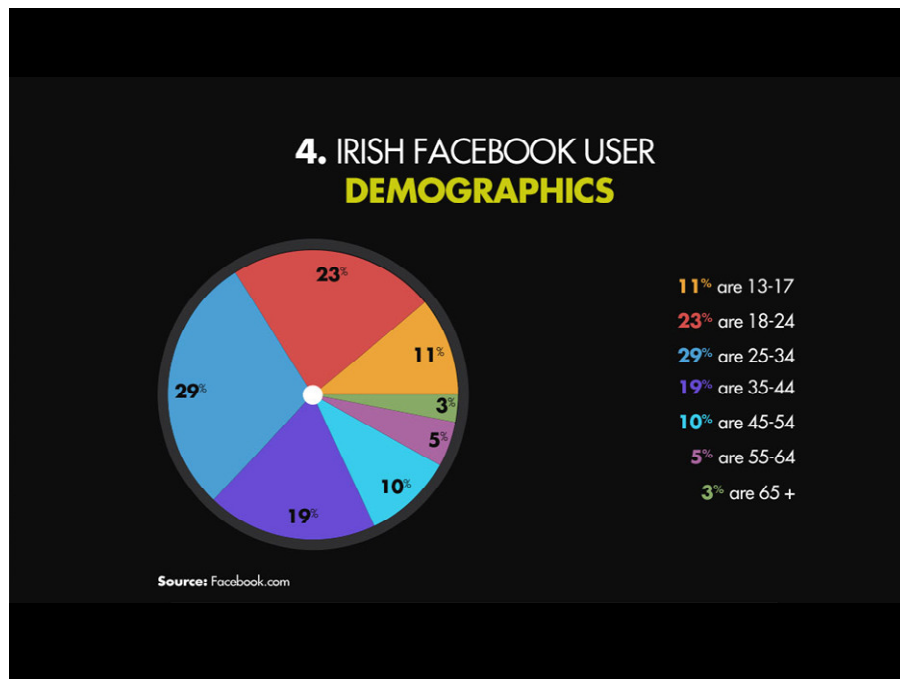
**Deborah Conlon – Communications Officer for
Development Perspectives**

**Margaret Clarke - Chairperson of Development
Perspectives**

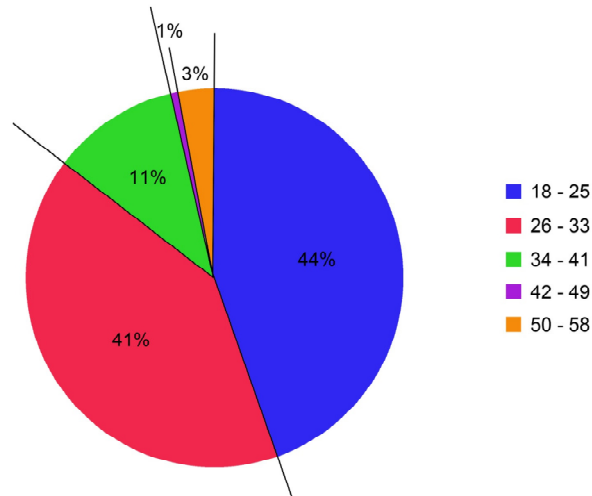


Why do we invest so much
time and effort in social
media?

Because it makes sense!



Age Profile of Participants from Ireland on INSIGHT programme. (2006 -2013)



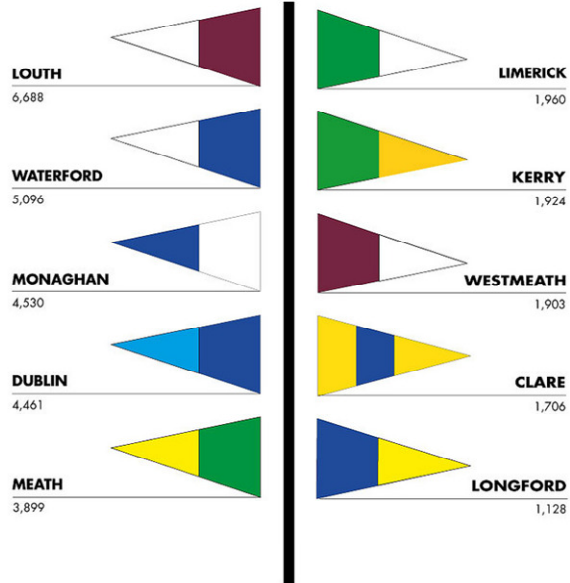
Total: 108



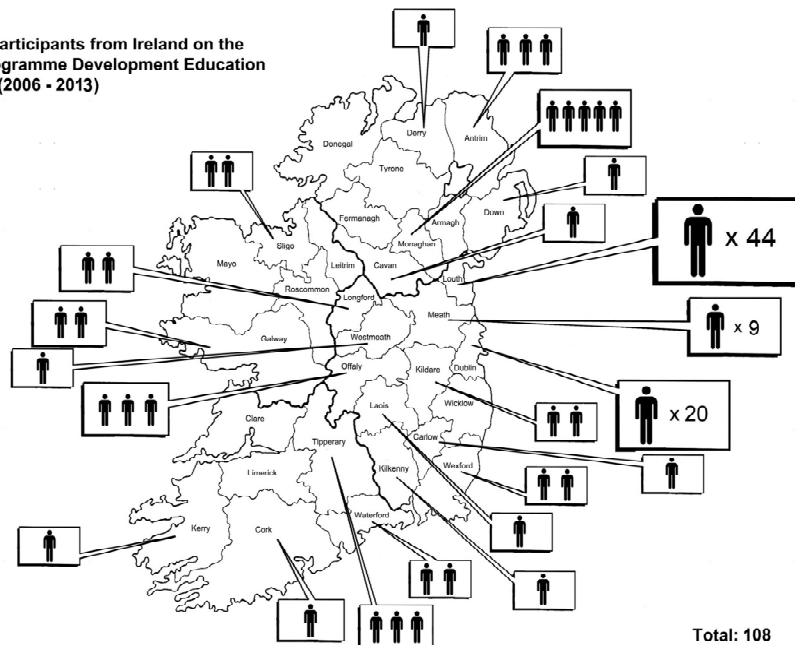
TWEETS PER 1000 OF THE POPULATION

TOP FIVE ▲

▼ BOTTOM FIVE



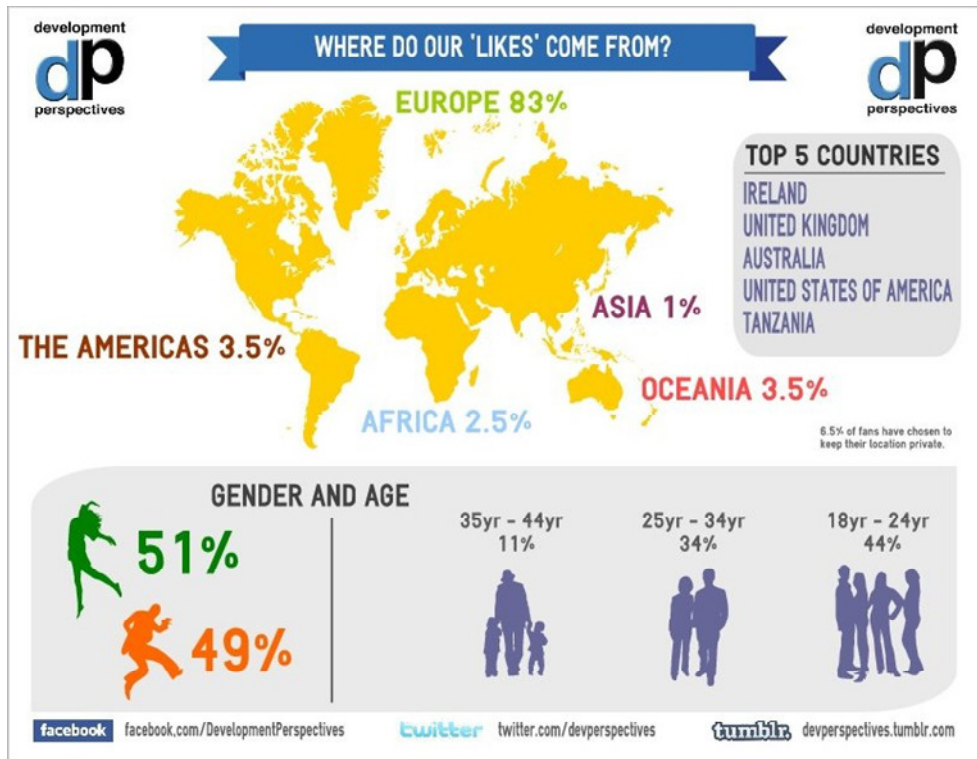
Number of Participants from Ireland on the INSIGHT Programme Development Education Programme (2006 - 2013)



DP Social Media Stats

- Development Perspectives Facebook page: 3603 page likes – slow steady consistent growth
- Twitter @devperspectives: 1103 followers - #hashtags #Insight2014
- You Tube Channel DP TV - 4704 views of two short documentaries on local issues.
- Tumblr Blog views: See the world differently - 2923 views





Twitter @devperspectives

Tweets >

Following >

Followers >

Favorites >

Lists >

Tweet to Bobby McCormack

@devperspectives

Photos and videos >

ONLY 10 DAYS LEFT! Apply Now!

Who to follow · Refresh · View all

Sinéad Redmond @sineadr...
Follow

Global Voices @globalvoices
Followed by DVB Multimedia...
Follow

Beeever @ViveLeBeeve

Bobby McCormack
@devperspectives
Co-founder and Director of Development Perspectives, Lecturer in Development Studies in Dundalk IT. facebook.com/developmentper...
developmentperspectives.ie

TWEETS 3,791 FOLLOWING 1,975 FOLLOWERS 1,103

Following

Followed by Debt and Development, Elaine Mahon, iReport.ie and 69 others.

Tweets

Retweeted by Bobby McCormack

Deborah Conlon @DebsConlon · 3h
@devperspectives The Countdown is on! #insight #SeetheWorldDifferently #lifechanging pic.twitter.com/Wv4hE3OMTU

ONLY 4

**We don't just use social media
to promote ourselves,
we also try to engage with our
followers and inspire
conversation and debate.**

Code of Conduct on Images and Messages

Choices of images and messages will be made
based on the paramount principles of:

- **Respect for the dignity of the people concerned;**
- **Belief in the equality of all people;**
- **Acceptance of the need to promote fairness, solidarity and justice.**



Follow us on Facebook

Development Perspectives
on February 11, 2014 10:44 am

The Countdown is on for the opportunity of a lifetime!

It's a busy day for us today as we have Colm Durham up in Blanchardstown IT with Katrin Stiper and Amy Mastersonn talking to a few of the classes about Insight.

Paul Crewe and Sean Coleman will be in UCD giving some presentations about getting involved in this year's programme.

And Deborah Conlon will be on with Dundalk FM at 11.10am having a chat with the lovely folks on Town Talk.

Phew, we're going to be tired tonight! :)



6 Comments - See More

Development Perspectives
on February 10, 2014 12:10 pm

DP TV

DP TV documentaries explore issues affecting our communities from a local and global perspective.

The first film in the series **The Salmon of Knowledge** looks at the plight of salmon fishing on the river Boyne in County Louth, Ireland.



The second film **Food For Thought** explores the arguments for and against genetically modified (GM) food and asks if it can be a tool for positive development.



Follow us on Twitter

@AfricPeace 4 hours

AGF @GerryAdamsSF Minister @simoncooney facing questions in Dáil at 2pm, pls ask why Ireland abstaining from today's EU #GM vote / @PaschalD

@devperspectives 4 hours

dp @ellamcsweeney Good article Ella. Thanks for sharing.

@taraconnollyGP 6 hours

And finally, shame no vote from @paulmurphymp but even bigger shame that @PrendergastMEP voted against 30% #renewables targets #EU2030

@devperspectives 6 hours

dp @IFJ_Pat @MsMauraFay Check out our Doc called Food for Thought examining GM food on <http://t.co/LqHMKjysIM> and look for DPTV

@devperspectives 6 hours

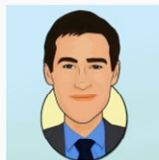
Ok folks, want to contribute to

Blog

See the world differently

See the world differently is the Development Perspectives blog. We feature blogs written by people interested in development issues be they professionals within the sector or current and past participants on our education programmes. We welcome respectful conversation and discussion about the issues raised. You can read more entries on our [Tumblr Blog archive](#).

If you would like to submit a blog please [get in touch](#).



Learning online: Education becoming more accessible. February 10, 2014

In today's ever advancing technological era, there are now various new and innovative online resources through which children can further their education. These educational online tools provide children with an interactive and engaging platform through which they can discover innovative, interesting and accessible ways to advance their learning capabilities. (Image

Source) For example, there now [...]



Fractured World January 17, 2014

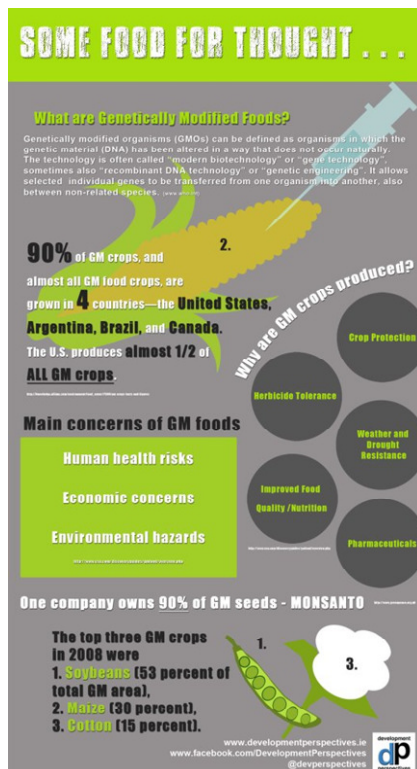
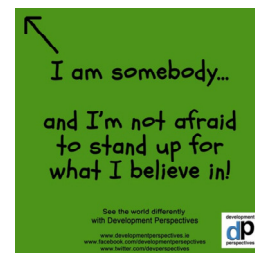
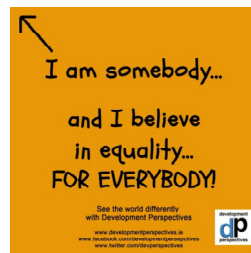
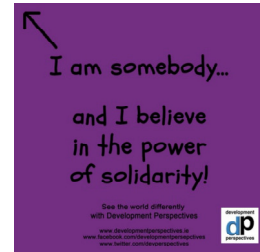
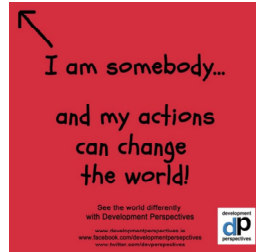
Fracking, what is fracking? Well this is the question I get asked the most often when I bring up the topic of fracking to any of my friends or colleagues. There seems to be very little knowledge of the subject among the general public so that is why I decided to do this blog for [...]



Russia's anti gay law January 6, 2014

Seamus Quigley discusses if the recent amendment to Russia's Federal Law 135 are really about protecting family values or are they about oppressing 'non-traditional' relations and curtailing LGBT rights? We welcome your comments and encourage you

Social Media Campaigns



Infographics

DP TV

DP TV documentaries explore issues affecting our communities from a local and global perspective.

The first film in the series **The Salmon of Knowledge** looks at the plight of salmon fishing on the river Boyne in County Louth, Ireland.



The second film **Food For Thought** explores the arguments for and against genetically modified (GM) food and asks if it can be a tool for positive development.























Social Media Blitz for Insight 2014



Facebook Page Stats


Your 5 Most Recent Posts >

Reach: Organic/Paid Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/02/2014 02:50	 The Countdown is on for the opportunity of a lifetime! It's a busy day for us today as we have Colm Durham			850	98 29	
10/02/2014 12:10	 Learning online: Education becoming more accessible. A great new post to be read on 'See the			212	14 8	
09/02/2014 17:25	 Insight 2014 Inscrivez-vous ! Comment prendre conscience du monde qui nous entoure si nous			186	25 4	
08/02/2014 13:11	 Really interesting competition happening over on Portobello Institute - Business & Travel which might			224	25 1	
07/02/2014 12:20	 We are once again running our hugely successful training course 'The Hero's Journey' 'The Hero's			937	229 41	

See All Posts

TOP FANS - MAY

1		Gareth Conlon	59 pts
2		Cranebowfoundation Uganda	58 pts
3		Mog Downey	56 pts
4		Ana Barbu	51 pts
5		Sheila Coyle	40 pts
6		Emmet O'Griobhtha	33 pts
7		Deborah Conlon	33 pts
8		Colm Durham	29 pts
9		Joanne Swinburne	26 pts
10		Nicky Smith	25 pts

TOP FANS - JUNE

1		Deborah Conlon	36 pts
2		Geraldine McDonald	17 pts
3		Gareth Conlon	17 pts
4		Sheila Coyle	15 pts
5		Aoife Ní Riain	14 pts
6		Ana Barbu	14 pts
7		Joanne Swinburne	14 pts
8		Cranebowfoundation Uganda	13 pts
9		Nicky Smith	12 pts
10		Mog Downey	12 pts



now has over

3000

'Likes'

And we just wanted to say

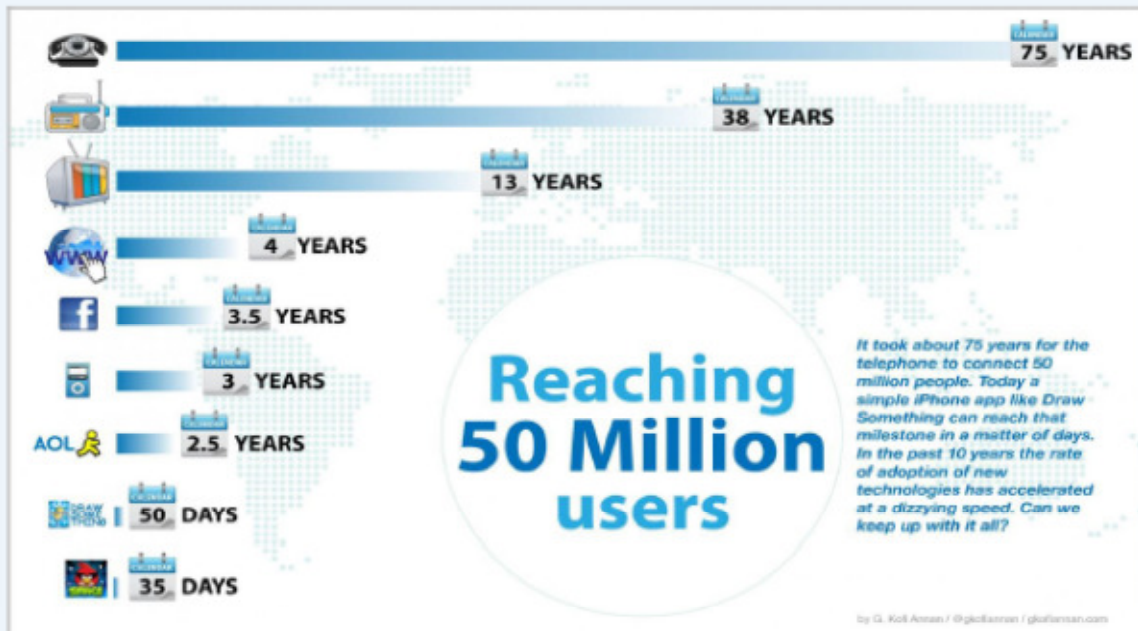
Thank you, we  you too!

5.2 Jeanne Spillane

Jeanne recently completed a Masters in Development Practice in Trinity and UCD. Her thesis involved research on social media in peacebuilding and she also worked on a project with Dochas that looked at Irish NGOs and social media. During the course of her studies she worked as a social media intern with both Search for Common Ground in Rwanda and the United Nations Development Programme in New York. After submitting her thesis she worked with UNDP as a Digital Outreach Associate, which involved implementing and evaluating digital, social media and civic engagement initiatives for UNDP's key online audiences.

Social Media in Development: A Practical Perspective

**Working with Search for Common Ground in Rwanda and the United
Nations Development Programme in New York**



Search for Common Ground

- Background
- Activities
- My role

- to inform citizens of what is happening around them;
- to educate them as to the meaning and significance of the 'facts';
- to provide a platform for public political discourse that must include the provision of space for the expression of dissent;
- to give publicity to governmental and political institutions (the watchdog role of journalism)
- to serve as a channel for the advocacy of political viewpoints. (Melone, et al., 2002)

www.instant.ly/preview/Lycj5ly6oAA?p=5028c14001bf2452ca7ed126&desktop=1#

Search for Common Ground

Parents Radio Survey

We are conducting a survey about radio programs in Rwanda. We would like to ask you some questions about yourself, your use of radio and your knowledge and opinions of certain radio programs. This survey should take approximately 15 minutes to complete. The survey findings will be used to produce a report that will be available to the public and will be used to evaluate the effectiveness of these radio programs. Thank you for participating in this survey.

Gender

— select one —

Age

— select one —

What is the highest level of education you have achieved?

— select one —

Which of these languages can you read and write? (Please tick all that apply)

	Read	Write	Neither
Kinyarwanda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
French	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swahili	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Where do you live?

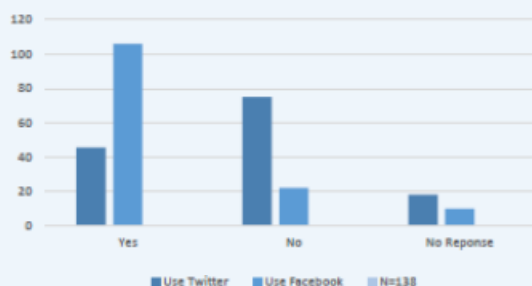
Use Internet (All respondents)

		Frequency	Valid Percent
Valid	Yes	138	42.3
	No	188	57.7
	Total	326	100.0
Missing	99.00	25	
Total		351	

Use Internet (Offline respondents)

		Frequency	Valid Percent
Valid	Yes	82	33.2
	No	165	66.8
	Total	247	100.0
Missing	99.00	22	
Total		269	

Use of Social Media



- Background
- Activities
- My role

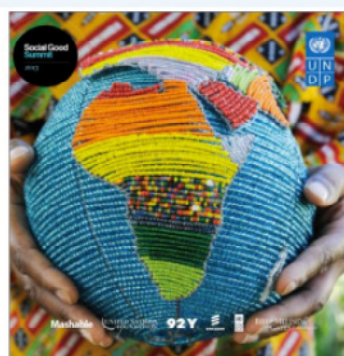
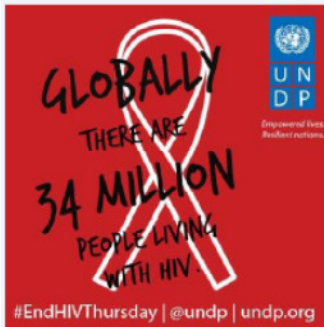
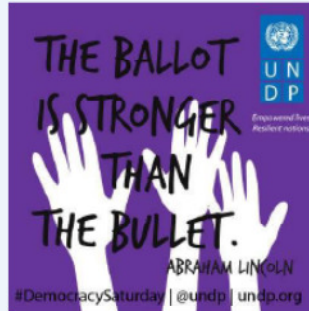


Networks on which UNDP is active



Local UNDP Accounts around the world





RESPONDING TO CRISES ON SOCIAL MEDIA



- Everything happens at lightening-speed
- People demand hyper-transparency
- Dialogue is as important as message delivery
- Prepare for Crisis Management on Social Media

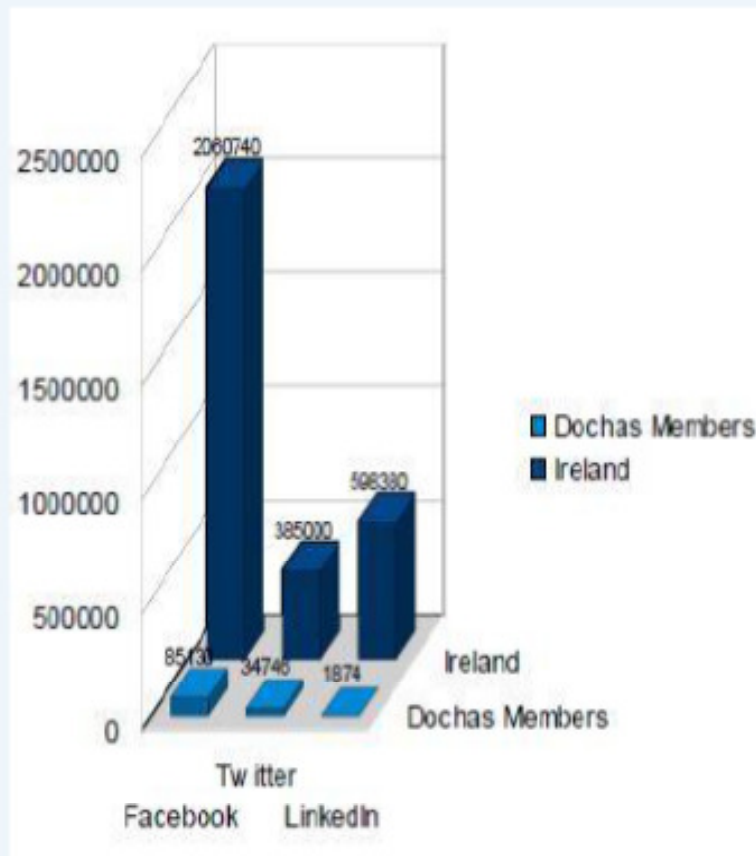
SOCIAL MEDIA IN CRISIS STRATEGY CHECKLIST

Task Completed?

- Alert the spokesperson.
- Gather who, what, where, when and why of the situation.
- Confirm the facts.
- Clarify and verify technical information, including Twitter hashtags.
- Prepare a fact sheet along with sample tweets and Facebook posts.
- Notify stakeholders (people key to the organization).
- Suspend scheduled posts.
- Monitor social media and respond to questions.
- Update social media as situation develops.
- Follow up implications; prevent backlash.
- Evaluate and tweak the system.



<http://nonprofitrisk.org/library/fact-sheets/communicate.shtml>



Some Useful Links:

- UNDP Social Media Presentations: <http://prezi.com/user/undev/prezis/>
- UNDP Storify: <http://storify.com/undp#stories>
- How to post a tweet via SMS: <https://support.twitter.com/articles/14589>
- UNICEF document, "Social Media in Emergencies - Communications Guidelines": <http://www.slideshare.net/socialandcivic/social-media-in-emergenciescommunications-guidelines>

Questions?

Thank You 😊

Feel free to follow me on Twitter @starrock2 and connect
with me on ie.linkedin.com/in/jeannespillane

6. Participant Feedback

General Assessment

“A fantastic workshop in every way. Comprehensive, relevant, up to date”.

“I would consider myself quite clued in when it comes to social media but I really learned a lot of extra and very useful tips!”

“Very relevant at an organisational level. Would have liked more of a focus on using social media with learners”.

“Given the mix of experience among attendees, I thought it was pitched well”.

“Very good overview of the many tools available – I found this very beneficial when compared to an all-too-often focus on one or two platforms”.

“I found the workshop really interesting and helpful for thinking about how we use social media so in this way it met expectations. My other hope for the day was that we’d look at how to engage people in conversations and get them talking about the issues on social media which wasn’t really covered.”

“Very comprehensive. I picked up a lot of great new tools I hadn’t been aware of. Very appropriate and relevant across all sectors”.

“I think it was a really interesting workshop which provided a lot of tools to be more social media savvy, and thank you for hosting it”.

“It exceeded my expectations. It has been the best and most productive workshop I attended recently”.

Gert Ackermann’s facilitation

“Really good. Professional. Knowledgeable, but yet not cocky. Calm, gently, relaxed”.

“Gert’s coverage of so much content was professional and clear, very much on top of his game, suspect he had much more to say. It was a packed information session with no sense of time being wasted. I think his style was in keeping with the subject of social media.”

He was really well informed and very friendly”.

“I enjoyed the approach Gert took, but again, given the wide range of levels of experience, I felt that in an attempt to cover all bases, there were some areas where more depth of information could have been useful.”

“He was obviously very informed, used up-to-date and relevant examples and was inclusive / invited comment”.

“I thought Gert was an excellent facilitator and responded to the group’s needs really well. He explained everything so clearly and his input was really interesting and useful”.

“Excellent, he moved through a huge amount of content at a good pace, checked in with us regularly and was able to answer all our questions”.

“He has a very confident style, however for such long sessions, some group work or activities could have been beneficial”.

What was most interesting?

“I picked up tips from each of the sections”.

“Technical aspects re FB, use of apps, Insights etc. things I didn’t know”.

“Policies and procedures and monitoring and measuring impact. I just felt they were what I could take away from the day and employ some of what was discussed as part of my work”.

“Given how difficult it is to measure impact on social media, I found the section on measuring impact very interesting.”

“It was really interesting to meet other people working in the same area and hear how different organisations approach social media. I found Gert’s presentation very interesting as well”.

“Using Facebook analytics effectively and developing social media policy within organisations and setting community rules for comments”.

“The Facebook analytics and demographics, as well as identifying your target audience”.

What did you think of the case studies?

“It was helpful to hear from other organisations to see how their experience of social media has been and to hear about possibilities for using social media.”

“Both were very interesting and different”.

What could we do differently next time?

“I thought at times that instead of presenting about FB... that he would be in FB while presenting... i.e. he would be showing us a FB site... and then show us how to look at insights etc while in a live page.”

“Would have liked time to explore Twitter, Google +, Vimeo, Instagram etc”.

“Suggest having beginners, intermediate and advanced workshops as participants were at very different levels of familiarity with social platforms. The content was pitched at the middle level, as Gert had said, and it was not easy to cover so much in depth”.

“How to actually use social media in DE would be a very useful discussion to have. Perhaps future workshops could have a second facilitator with a DE background and familiarity with social media, maybe draw up sample action plans?”

“I’d try to include more presentations in the middle from practitioners and allow more time for discussion”.

“It might be useful to split the group between those with less and more experience/knowledge so as to be able to pitch the learning appropriately”.

“Given the event was on social media, it could be useful to use social media to get a conversation going between participants prior to the event and continue the conversation afterwards e.g. via a LinkedIn discussion or a Facebook group”.

“I would allow time for discussion on how to engage our audience in a conversation on the issues through social media”.

“Possibly an opportunity to talk in smaller groups and share experiences, tips etc using social media within our organisations”.

7. Facilitator

Gert Ackermann

Gert is an adept and experienced marketing and communications professional with expertise in the areas of non-profit communications, public relations, digital marketing and publishing. He has worked with The Wheel since 2008 in the areas of strategic communications, public affairs, media relations, digital marketing, publications and communications training and consultancies.

In 2012-13, he undertook an intensive eight month post-graduate programme in Digital Marketing. Students on the programme benefit from a combination of exposure to cutting edge research, academic rigour, industry practice and applied workshops and projects. Lectures are delivered by experienced International and Irish experts from industry and practice.

Gert has a BA in Political Science and a Diploma in Practical Journalism at the University of Pretoria, South Africa. He has previously worked as a publicist for Maverick House Publishers and for the Dublin Book Festival. He also worked as Communications Officer with Clann Credo - the Social Investment Fund.



Appendix A: Participant List

NAME	ORGANISATION
Melissa Bonotto	Individual
Eamonn Casey	Individual
Margaret Clarke	Development Perspectives
Deborah Conlon	Development Perspectives
Leonie Corcoran	Freelance consultant
Valerie Duffy	Development Education Programme Coordinator National Youth Council of Ireland
Brid Dunne	Post-Primary Officer Trocaire
Daniel Dunne	Web Communications Officer National Youth Council of Ireland
Marie Flannery	Media and Communications Officer, University of Limerick
Michelle Hardiman	Sourcing Manager Value Added in Africa
Malte Hoberg	Information Officer Centre for Global Education
Deirdre Kelly	Development Education Project Officer SUAS
Damien Kielty	Programme and Grants Director ChildFund Ireland
Cordelia Lafferty	Viatores Christi
Caroline Maxwell	Individual
Daniel Meister	Communications Manager National Youth Council of Ireland
Louise Merrigan	Development Education Co-ordinator GOAL

Sarah Murphy	Dublin City University
Rosie Murray	Trocaire
Ciara Regan	Developmenteducation.ie
Jeanne Spillane	Individual



Appendix B: Policy & Practice: A Development Education Review

Policy and Practice: A Development Education Review is an open access, bi-annual global education journal which has been the Centre for Global Education's flagship publication since its launch in 2005. *Policy and Practice* aims to provide a space for practitioners to critically reflect on their practice and discuss the main challenges faced by the development education sector. The journal features in-depth contributions on aspects of global education practice such as research, methodologies, monitoring and evaluation, the production of resources, enhancing organisational capacity, strategic interventions in education, and sectoral practice. The journal aims to share research findings, update academics and practitioners on policy developments, celebrate and promote existing good practice in global education, inform the work of practitioners in development education and related adjectival education organisations and to promote global education within the statutory education sector in Ireland. The journal can be found at www.developmenteducationreview.com.

Submissions and suggestions for contributors or topics should be sent to:

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Editor

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Centre for Global Education:

The Centre for Global Education was established in 1986 to provide education services that enhance awareness of international development issues. The Centre provides learners with the skills, values, knowledge and understanding necessary to facilitate action that will contribute to poverty eradication both locally and globally.

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