

## **Leveraging use of social media in the social development programs including public health NHSDP NGOs**

Over the growing use of social media to connect and communicate with people social development programs including public health can leverage opportunity of using this digital media to send message, share information, and broadcast/display videos and pictures with the targeted community, groups or individual. But challenges remains with the fact that the digital media has an abundance of tools, and people find it difficult to choose which tools to use for their message. To add to the complication, each tool requires a learning curve whose duration depends on the complexity of the tool itself.

In order to create a significant digital presence in the targeted community the use of social media may appear as a good strategy. However, few determinations are very critical in:

- What is your message?
- Target group: Who are your supporters? Who are your audience?
- Geographical area: this will determine the types of tools depending on their popularity in the area you are working in.
- What type of activities do you want your target audience to engage in? activists? campaigns? demonstrations? information dissemination?

### **Choosing your tools:**

The tools are available for free and at minimum you will need a Twitter account, a youtube channel, a facebook account, a blog that might work as a website also, or you can keep the two separate depending on your technical know-how.

### **What to embrace and what to avoid**

- Be visual as much as you can. With people's short attention span online one needs to be more visual and present ideas visually.
- Provide mixed media. Tell stories and in particular use impact stories that are short and concise. Use event photos, video, activities. Create a youtube channel and upload videos of events and activities. Engage people by asking them to upload videos of their own work as well.
- Use the tools that appeal to your demographic group. Use digital media for younger generations and other media types such as print and publication for non-digital types.
- Connect your site to mobile phones.
- Connect all your media to each other if they can be connected: for example connect Twitter with Facebook and connect both to your website.
- Encourage discussion and debate on Twitter and on your Facebook group page.
- Once you use Twitter, tweet and tweet often. No less than twice a day. Tweets should include news items you find relevant and/or activities your organizations created, as well as generating discussion.
- On your blog, create a blogroll. This encourages people to connect to you and to add you to their own blogroll.

## **Existing platforms**

Facebook, Twitter and YouTube are main social media platforms. Facebook and Twitter, being the most prolific in terms of activity, lend themselves to timely content posted in these media pages. Audience responses vary in quality from heavily engaged comments to quick remarks. Content is evenly spread between 'light' posts and richer material, and adapted to the specific social platform.

### **1. Facebook**

Facebook objectives are:

- to increase the number followers and level of fan engagement
- to increase Facebook traffic to online
- to harness the pages as destinations for visitor reviews
- to involve the visitor experience team in deciding how to moderate and respond to public queries on the Facebook pages
- to engage with fans, monitor discussions and value and respond to comments.

### **2. Twitter**

The rapid increase of twitter users has brought it using this media for the social change. Using this social media has messages, or 'tweets' to communicate with audiences on a personal level, so followers can experience a 'one-to-one' connection with a one voice on social issues. Twitter is a better place for receiving information rather than a one-to-one connection. A high percentage of Twitter followers access their accounts from mobiles or desktop software rather than through the Twitter website, making measurement difficult.

Twitter is considered to be a 'true' social network, in that 'tweets' can be sent to people that you do not know personally. It is also a platform that the public can search to find 'real-time' information about news and events. In short, Twitter serves as an aggregator of interesting feeds and content, so much so that Google has now included Twitter in their search listings.

Twitter is currently utilised in the following ways:

Twitter objectives are:

- To give followers the opportunity to follow exhibiting artists, curators and specific divisions. This will make 'tweets' more relevant, conclusively maximising audience interaction.
- To provide users a guidelines on managing, listening to, interacting with, and understanding followers.
- To involve the visitor in deciding how to moderate and respond to public queries on Twitter account.
- To improve partnerships with other cultural institutions by setting up lists and working to identify tags and topics that will be of interest to mutual followers.
- To make use of new and engaging Twitter features.

### **3. YouTube and Flickr**

YouTube is website that allows anyone to upload, share, and view videos. It is currently the second biggest search engine behind Google, with two billion views a day, and serves as a quality source of website traffic for sharing and viewing information.

Flickr is a website that allows anyone to upload, share and view photographs and other images. It is widely used by bloggers who use the website to host images that they embed in blogs and other social platforms.

YouTube and Flickr are currently utilized in the following ways:

- Daily management and uploading of videos on the YouTube channel is done by the Media Production team, and the uploading of images on Flickr by online.
- Subscriber growth and viewing statistics have reached a plateau over the last year; there currently is no interaction with our subscribers on YouTube. Flickr interaction is targeted to specific audiences relating to specific events.
- Flickr has been a useful platform to engage with a niche audience of photographers over recent years. Partnership projects with Flickr have resulted in a large body of images taken by gallery visitors which have been included in exhibitions and published in books and on posters.

YouTube and Flickr objectives are:

- to improve its YouTube channel by actively inviting subscribers to upload their films
- to improve the promotion of the YouTube channel on other social platforms and through email marketing
- to optimize YouTube keywords and investigate search to promote health issue based films
- to continue to devise specific audience engagement projects for these platforms.

We need to determine the use of these social media channels promoting community engagement, generate support of the stakeholders and peers group and disseminating information at the local level. It will also involve NHSDP and NGO network to share success stories, best practices, program updates and share program related audio-visual materials. The social media channel can be good alternatives of the mass media which became difficult to reach because of limited resource and limited access, especially, in the context of Bangladesh situation. It also has a captive audience group will allow desired communication to this group of audience in a consistent form. A relevant matrix in line with the targeting message/communication to reach to certain audience group attaining certain objectives is mentioned below.

<b>Social media channel</b>	<b>Message/communication</b>	<b>objective</b>	<b>Audience to get with</b>	<b>Expected sensitization</b>
Facebook	<ul style="list-style-type: none"> <li>• Promote clinic sites and services</li> <li>• Share success stories</li> <li>• Creating peer groups on certain health issue</li> <li>• Create a response group</li> </ul>	<ul style="list-style-type: none"> <li>• Provision of consistent message for a captive group of audience</li> <li>• Maintain a</li> </ul>	<ul style="list-style-type: none"> <li>• Adolescent</li> <li>• Youths</li> <li>• Literate group of audience</li> <li>• Project HQ</li> </ul>	<ul style="list-style-type: none"> <li>• Adolescent and youths has limited scope to have RH and hygiene related information</li> </ul>

	<p>on health issues like; blood donation, emergency transportation</p> <ul style="list-style-type: none"> <li>• Publicity and announcement of events</li> <li>• Posting of BCC material images</li> <li>• Direct counseling of certain health issues</li> </ul>	<p>information hub</p> <ul style="list-style-type: none"> <li>• Create a Facebook page at central level page to post and share success stories, best practices and program updates</li> </ul>	<p>and network</p>	<ul style="list-style-type: none"> <li>• Community support</li> <li>• Get informed about GoB program/NGO and network information, message and program updates</li> </ul>
Twitter	<ul style="list-style-type: none"> <li>• Instant messaging to publicize and announcement of events</li> <li>• Get instant user feedback/comment on posted issues</li> </ul>	<ul style="list-style-type: none"> <li>• Instant sharing of information</li> <li>• Maintain an information network</li> </ul>	<ul style="list-style-type: none"> <li>• Professional groups of the network</li> <li>• Educationist group</li> <li>• Project HQ and the network</li> </ul>	<ul style="list-style-type: none"> <li>• Advocacy for development program services</li> <li>• Generate support for GoB program/NGO program and service deliveries</li> <li>• Get informed about the project with network information, message and program updates</li> </ul>
YouTube and Flickr	<ul style="list-style-type: none"> <li>• Upload NHSDP audio-visual materials</li> <li>• Upload videos of the local level GoB program/NGO/clinic events</li> <li>• Posting of event photographs</li> <li>• Share uploaded materials through links in the Facebook</li> </ul>	<ul style="list-style-type: none"> <li>• Disseminate health messages through audio-visuals</li> <li>• Involve the networks with the sharing of messages/event s</li> </ul>	<ul style="list-style-type: none"> <li>• Adolescent</li> <li>• Youths</li> <li>• Literate group of audience</li> <li>• Project HQ and network</li> </ul>	<ul style="list-style-type: none"> <li>• Health information through audio-visual at community level</li> <li>• Get informed about the project and network information, message and program updates</li> </ul>