



DIGITAL MARKETING HANDBOOK

Netherlands Helsinki Committee

A handbook for human rights NGOs to build their digital marketing and communications capacity



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Introduction

Effective communication about human rights is essential to raise awareness, build informed understanding, and mobilise constituencies to defend these fundamental freedoms. Public support for the defence of human rights is crucial to maintain domestic legitimacy and to protect and expand the operational space of civil society.

Human rights defenders (HRDs) and the organisations through which they work are under growing pressure and face serious challenges: HRDs are the targets of death threats, torture, harassment, violations against family members, and restrictions on their access to funding. Criminal justice systems are increasingly used to arbitrarily convict and sentence HRDs forcing them to suspend their activities. Restrictive legislation, smear campaigns, and covert forms of harassment are used to hamper and discredit HRDs. This is in part possible because HRDs are a small segment of the population and there is an absence of outrage in the general public towards the abuses they are facing from state institutions and other entities. If large segments of the population vocally disapproved of these growing restrictions, if they took action to defend HRDs rights and their organisations' work, state institutions and other entities would have a much harder time continuing these abuses. While that is currently not the case it is something we aim to move towards through, amongst other, bolstering public outreach and raising awareness.

Entities with anti-human rights agendas that seek only to empower themselves should not be the main source of information for the general public regarding the work of HRDs and their organisations. At the same time HRDs and their organisations are failing to utilise the possibilities to counter these negative messages through mass-scale and fact-based digital outreach. This underutilisation should be stopped. One step towards taking back control of the narrative of HRDs and their organisations is to effectively implement digital marketing activities so HRDs and their organisations can widely spread their own messages.

Object and purpose

The *Handbook on Digital Human Rights Marketing for Human Rights* aims to serve as a practical guide for how to tell your (organisation's) stories and share your messages with the **general public** through digital means. The communication will be aimed at laypeople who may not already directly support human rights but (through effective marketing) may be incentivised to take action for human rights.

The advice and guidance are aimed particularly at organisations with limited financial resources and staff capacity. As much as possible, tips are provided to maximise impact and output with minimal investment.

What this book will not cover

There are several forms of digital marketing (see [Forms of digital marketing](#) for more). E-mail marketing and newsletter marketing are forms that are directed towards **people who are already among the constituency of your organisation**. This includes partner organisations, members, individuals who have received direct help from organisations, subscribers to newsletters, etc. While these forms are not covered in the Handbook, they are important forms for building relationships with your supporters.

It is also important to note that there are non-digital means of marketing, e.g., public events and rallies or partnering with traditional media (television, radio, etc.).

While this handbook does not cover the above-mentioned forms of communication and marketing, these forms can be key aspects of a broader communication strategy and should not be overlooked.

Outcome goals

There are of course basic challenges when starting to engage in a new area, including insufficient resources or lack of the required specialised skills. As more training and funding becomes available for communication and marketing activities, these challenges will decrease. There however remain a number of other challenges that should also be addressed, including:

- the need to shape audience-oriented rather than inward-looking campaigns that effectively segment target groups and tap into their motivations and attitudes;
- the need to adopt new frames and create coherent narratives that simplify messages and capture the imagination, to avoid the legal nuances and semantic rigidity of the traditional human rights discourse;
- the need to recognise everyday peoples' concerns and connect these to human rights work and discourse;
- the need to cooperate with a new range of industries (e.g., marketing agencies or professional content creators);

While these are many challenges in mass public outreach that may seem overwhelming, the first step to tackling a problem is to select a course of action and ensure you know how to effectively implement this course. That is the purpose of this Handbook. If you and/or your human rights organisation have decided to try to take back control of your narrative through starting to engage in (or improve upon) digital marketing, this Handbook is a great first reference in ensuring you know the basics of how to do digital marketing so you can reach your (organisational) goals.

Guide to: digital marketing

Intro

Marketing refers to activities done by an organisation to promote the organisation's goal (e.g., for commercial businesses, this is often selling products or services). While marketing has traditionally been considered activities for commercial organisations (e.g., shops, restaurants, theatres, etc.), human rights organisations can also benefit significantly from these types of activities. Why? – Because the more people know about—and support—human rights organisations, the greater the impact of their work, and the stronger and more resilient the organisation can be, particularly in difficult environments.

Below is an example of marketing in the more “traditional” sense:

Example: Business Marketing to Weather the Storm

You own a pizza shop in town. There is an economic recession in your city and there are fewer people buying pizza. In an effort to keep your shop open you start posting flyers in the neighbourhoods near your shop saying that your pizza is buy one get one free for a limited time period. Not only does this give people an incentive to go to your pizza shop, it also increases the number of people that know that your pizza shop exists (previously only 10% of the town knew about your shop).

This traditional marketing activity increases the number of people who go to your shop and you are able to survive the economic recession.

Now that you have an idea of what marketing is, **digital marketing** is simply marketing activities within the digital sphere, i.e., marketing online. The good news is, while traditional marketing, e.g., newspaper or TV commercial advertising, is very expensive. Digital marketing can be very affordable!

Below is an example of how digital marketing can function in a human rights context:

Example: Marketing to Combat Shrinking Civic Space

You have a human rights organisation that focuses on the rights of people with disabilities. A new law in your country restricts the amount of funding you can get from foreign donors. You were relying on foreign donors to pay for a large portion of the fees associated with court cases your organisation engages in to defend and bolster disability rights. This law puts your organisation at financial risk of being unable to engage in your legal activities.

You decide to engage in digital marketing activities to boost support of your organisation **amongst your own country's general population**. This will get around the new anti-foreign

funding law. Your organisation only needs \$1000 for the rest of the year's planned court activities so this is the goal you have set. You prepare and implement an online fundraising campaign which does the following:

- shares inspiring stories of people who have been helped by your organisation;
- explains your organisation's financial situation; and
- asks for support.

The campaign is a success: you raised \$1000 and your online following has increased by 20%. This means the pool of people who know about and may be willing to support your organisation in the future has grown.

Forms of digital marketing

There are several forms of digital marketing (all of which will not be covered in this Handbook). These include:

- **Content Marketing:** promotion through creation and distribution of content (see [Part 4 Guide to Content Marketing](#) for more);
- **Search Engine Optimization (and Website):** increasing the likelihood your organisation's website appears on search engine results (see [Part 6b Guide to SEO](#) for more);
- **Pay-per-click Advertising:** purchasing advertising (e.g., Google Ads, Facebook Ads, etc.) to drive traffic to your website or social media channels (see [Social media advertising](#) or [Facebook ads](#) for more);
- **Social Media Marketing:** promotion through content on your organisation's social media channels (see [Part 5 Guide to Social Media Marketing](#) for more);
- **Email Marketing:** promotions through content sent via email (not covered in this Handbook); and
- **Affiliate Marketing:** promotion through third parties' channels (not covered in this Handbook).

While the forms listed above are distinct from one another, they often are done in parallel with other forms. They can also reinforce each other.

Example: Integrating Digital Marketing Forms

You prepare a blog for your organisation as part of your **content marketing** plan. The creation of the blog itself can be considered **content marketing** while writing a few **social media channel posts** i.e., content for social media channels, and posting them on your social media channel is part of your **social media marketing** plan. The social media posts increase the readership of your blog, therefore increasing the blog's impact. And the blog itself was a good source of content for your social media channel, therefore increasing the channel's effectiveness and value for your audience.

Digital marketing plans – an overview

A **digital marketing plan** is a framework with step-by-step instructions for your digital marketing activities aimed at achieving your organisation's goals. Having a plan in place can help you efficiently use resources. Having a plan avoids wasting time and helps ensure resources are spent wisely and efficiently. A digital marketing plan will help you define your goals and achieve the highest impact for your organisation.

Components of a digital marketing plan can include:

- Outlining your organisational goals;
- Defining your organisation's audience
- A plan for utilising the various forms of digital marketing
- A plan for allocating sufficient resources (both in terms of personnel, skills, and funds).

How to create a digital marketing plan:

1. Outline your brand – what is your organisation's focus?
2. Define the audience – who are you trying to reach?
3. Establish your goals – what do you aim to achieve?
4. Select a digital marketing strategy – how would your audience best be reached?
5. Plan and allocate sufficient resource – how much time, manpower, and finances can you dedicate to marketing?
6. Evaluate the results – what went well and what could be changed?

For a more detailed overview, there is an eight (8) step plan at the end of this handbook, and a template to customise in the appendix.

Audience

Before getting into specific the digital marketing forms, it is important to think about who you are marketing towards, i.e., who is your audience? Remember that when creating content and marketing you should first and foremost have your audiences in mind. This includes thinking about their values and experiences, then figuring out a way to appeal to those values and experiences so that they support your organisation. You will most likely have more than one type of audience, after all society is composed of a wide range of groups with different experiences and perspectives and human rights organisations engage in their activities to ensure human rights are protected for everyone in society. Thinking about your audiences in specific groups (instead of writing for "the general public") can help increase the likelihood that those groups will engage with your content.

One of the best ways to define your target audiences is to create various personas. **Personas** (or characters) are the fictional and completely generalized representation of different target audiences (who could become potential supporters). Creating personas will make it easier for

you (or your team) to imagine who they are writing (or creating content) for, which will make the content higher in quality. It also makes it easier to adapt content and communication according to the special needs, behaviours, sensitivity, and concerns of different groups. At the baseline level, personas allow you to customize or target your communication for various parts of society.

Personas

Creating personas is done through research, surveys, conversations with your target groups, comments and messages you receive on your website and/or social media channels, reactions and actual interviews. That includes a mixture of your supporters, potential supporters, and communication audience. You can make personas as detailed or as basic as you would like. Below are a list of topics and questions you can ask yourself when creating personas.

Questions you can ask while preparing personas:

- Who are they
 - What is their profession?
 - What is their educational background?
 - How is their daily life?
 - What kind of communication does they prefer?
 - Have they any definitive and discriminant features?
 - Which social media channels do they use?
 - Where do they go to get information?
- What is their aim?
 - What do they value most and what are their goals?
- Do they have challenges or concerns in life?
 - What are their problems and challenges in their own life?
 - What are their concerns about society in general?
 - What are their most common objections

Example – Personas	
Persona 1 <ul style="list-style-type: none"> • Retired, former teacher • University degree • Active in community, societies • Limited social media usage <ul style="list-style-type: none"> ○ Facebook account to communicate with relatives and some friends • Concerned with issues related to pensioners and elderly 	<u>Strategy:</u> <ul style="list-style-type: none"> • Persona 1 will be best reached through Facebook • Will be interested more in community workshops and meetings • Will be more likely to share your post about a free workshop, and create a wider audience

<p>Persona 2</p> <ul style="list-style-type: none"> • University student • High school diploma, university (future) • Very active in university societies, social justice issues • Very wide social media usage <ul style="list-style-type: none"> ○ Facebook account for communicating with relatives like Person 1 ○ Instagram account for sharing updates from personal life and following public figures ○ Twitter account for news and current events, personal updates • Concerned with issues related to youth, employment, environment, politics 	<p><u>Strategy:</u></p> <ul style="list-style-type: none"> • Reachable on multiple forms of social media, most likely Instagram and Twitter • Will be interested in events, and informative posts that expand on an unfamiliar topic, or aligns with their views • Will be more likely to share posts with a personal voice, instead of plain information
<p>Persona 3</p> <ul style="list-style-type: none"> • Manual labourer • High school diploma • Participates in workers' union, social clubs • Some social media usage <ul style="list-style-type: none"> ○ Facebook account for communicating, sharing personal updates ○ Twitter for following public figures and sharing personal updates • Concerned with issues related to workers' rights, politics 	<p><u>Strategy:</u></p> <ul style="list-style-type: none"> • Best reachable on Twitter, as their Facebook feed will be limited to updates from contacts • Will likely not be interested in events, but may share for the interest of other contacts. Likely to be interested in commentary on events • Likely to comment or engage with content
<p>Persona 4</p> <ul style="list-style-type: none"> • Office worker • University degree • Some social media usage <ul style="list-style-type: none"> ○ Facebook account for communicating with relatives like Person 1 ○ Twitter for news ○ Instagram for following public figures • Concerned with issues concerning politics, taxes, social justice, pensions 	<p><u>Strategy:</u></p> <ul style="list-style-type: none"> • Reachable on multiple forms of media, most likely Instagram and Twitter • Likely to be interested in news updates, informative posts • Likely to share relevant information to their personal feed, also likely to engage and comment

Now that you have spent some time researching and defining your audiences through the creation of personas, the next step is to learn about the different forms of digital marketing.

Guide to: content (marketing)

Content marketing is an efficient method for expressing the social aim of your organisation and for how your audience can support that aim as well. It involves creating content (e.g., blog posts, videos, social media posts, podcasts, infographics, etc.) for the purposes of increasing awareness about your organisation **without directly or explicitly promoting your organisation**. Instead, the content you create should stimulate interest on the topic covered in the content, and as a result of that interest, the audience becomes indirectly aware of the organisation itself. Content marketing is a cost-effective way to reach “the right type of audiences.” From a human rights organisation’s perspective, this means audiences that are genuinely interested in topics covered by your organisation’s work. These types of audiences are more likely to want to learn more about your work, return to your website or social media channels, and be willing to take action to support human rights.

Example – What is Content Marketing

You work at an organisation called **Increase Access**, which advocates for the improving accessibility and ensuring the rights of people with disabilities. You post a blog for family members of people with disabilities with advice on how to make their homes more accessible.

The audience who finds this blog post likely searched for this information online. They probably have someone in their lives with disabilities and would be more likely to support an organisation like your own, which advocates for the rights of people with disabilities. For example, they may click on a link or that says “Click here to support **Increase Access**” that appears at the end of the blog or video.

Content creation

Below is a 5-step description of how to do content marketing. The steps focus on some of the methods you can use in your strategy to reach a larger audience.

Step 1: Find a popular topic

Your topic should be related, directly or indirectly, to other topics that your audience is interested in. This increases the possibility that your audience will view your content, or will be recommended to view your content.

There are a number of ways you can find out what topics people are searching for online. Some methods include:

- a. Browse online communities.
- b. Using websites or search engines that show you **what questions people are asking** related to your topic and **what keywords people use** to search for information on your topic.
- c. Researching what topics similar organisations are covering in their content. Pay special attention to content that is the most popular.

Tips & Tricks: Finding proven topics for your content

You can use free online tools like **answerthepublic.com**, a site that finds questions people ask on forums, blogs, and social media and converts them into keywords. Although this is limited in terms of the number of searches you can conduct per day and the available languages.

You can also use **Google** to see other commonly searched for topics and phrases related to your topic. If you type a phrase like “privacy rights.” Google automatically shows you other commonly used search phrases that also include “privacy rights” in the search bar. If you scroll to the bottom of the page it will also list related searches.

You can also use **Twitter** to see which topics are trending, this can give you a good idea of what is being talked about in your country. Even if a particular trending topic on Twitter isn’t directly related to human rights, if you can think of a creative way to connect a trending topic to a human rights issue that could be a way to increase the reach of your content.

Example – Finding an entry topic

You want to create content for your disabilities-related human rights organisation, **Increase Access**, as a way to increase awareness about your organisation’s work. You go onto Google and type in “**disabilities human rights**” and you see that one of the other suggestions Google lists is “**learning disabilities and human rights.**” This helps you narrow down the topic of disabilities and human rights but you still find this topic a bit broad and as you don’t have an idea for a more specific topic on which to create content, you go one step further.

You search for “**learning disabilities and human rights**” on Google and see at the bottom of the results page that Google lists a number of other related searches. One of them is, “**What can help to ensure that the human rights of a patient with learning disabilities are respected.**” Your organisation actually works on this topic, so you have a lot to say about it. It is specific enough and based on it showing up on the Google related searches, you can assume

it is a question many people are asking. So you decide to create content on that exact topic, and answering that question.

Step 2: Choose a content format

Now that you have chosen your topic, you need to choose a content format. Content formats include blog posts, videos, infographics, quizzes and more. The format will depend largely on the resources and skills available to your organisation. Be sure to choose a format that works best for your skills and time availability, You also have the option of covering a topic in various formats.

For many organisations with limited resources, writing blog posts may be the most convenient content format as it is cost-efficient and doesn't require many additional specialised skills (for example, video or photo editing). That being said, adding visual elements even to blog posts that are made up of only text can help attract wider audiences, so try to add visual elements as much as possible.

Example – Choosing content format

A few months ago, your organisation **Increase Access** published a video on “***What can help to ensure the human rights of a patient with learning disabilities are respected?***” This was a very popular video that has been reshared many times so you decide to publish another piece of content on that topic, giving even more information. You therefore decide to write a blog post on that same topic.

Step 3: Publish user-friendly content

The next step is to create high-quality content. A later section this handbook will cover content **substance** in more detail, but before we get to the substance it is important to remember that high-quality content focuses on the audience's experience in consuming the content. This means you should think about how to ensure your audience has a pleasant experience when seeing your content.

Consider also including [accessibility features](#) for people with disabilities to better engage with your content. This does not have to include major alterations, and many social channels have added features and suggestions to include as you create and post your content through them.

Tips & Tricks: User friendly content

- **Enhance readability:** *This doesn't always mean making the text as short as possible. Instead make sure your text is **clearly structured** with **appropriate headings** so your reader can easily scan through the text to find the information they are most interested in.*

- **Increase audio quality:** Use or produce high-quality audio. If you are creating your own audio (e.g. interviews, podcasts) make sure to use a microphone. Quite often people will use the microphones built into phones, computers, or cameras, but these are more likely to pick up background noise, making the speaker's voice less clear.

You can buy relatively inexpensive microphones (as little as €20!) very easily nowadays. But if your organisation isn't able to invest in this type of equipment then just be mindful when using the equipment you do have. If you are not using a separate microphone, find a quiet room and minimize potential background noise when recording audio content.

- **Improve visuals:** Be sure to use or produce high-quality visual materials. There are several free tools online to help create visuals for your content. One is **canva.com** which allows users to easily create different types of visual content (posters, social media posts, etc.) and has several free templates and stock images that can be used as inspiration.

*There are also several websites with libraries of copyright free high-quality images that can be used in your content. Some examples are: **pexels.com** or **Wikimedia Commons (commons.wikimedia.org)**.*

Example – Publishing user friendly content

For your organisation, Increase Access, you are preparing a blog on ***“What can help to ensure the human rights of a patient with learning disabilities are respected?”*** You already have the text, now you are getting ready to upload it onto the website. You paste the text into your website page and this is what you see:

What can help to ensure the human rights of a patient with learning disabilities are respected

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You realise it is a big block of text in small font and decide to **enhance the readability** by doing the following:

- increasing the font size
- adding sub-headlines within the text
- increasing the spacing between the text's lines
- changing the title

Updated blog post:

A Guideline for Ensuring the Human Rights of a Patient with Learning Disabilities are Respected

What are the rights of patients with learning disabilities?

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Who can you talk to if you think the rights of a patient with learning disabilities are not being respected?

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There are certainly more things you could do to improve the quality of this text, e.g. adding visuals or audio, but we will leave it here for now.

Step 4: Optimise for SEO

This handbook will go into SEO in more detail; at this stage, focus on the keyword(s) you will use for content. Once you have determined which keywords you will be using, make sure to use the keywords a few times in your content (if it is written content), or use the keywords in the descriptions of the content (if it is solely audio or visual content).

Keywords should feature prominently in the body of the text, and particularly in the first 150 words, but it is not necessary to use your keywords as frequently as possible.

Example: Optimise for SEO

You have just finished writing the following blog post for your organisation, **Increase Access** and now want to work on optimising it for SEO. You do some research and decide the blog's main keywords/keyphrase will be "patients with learning disabilities." You scan your text and see that this term is already in the title and sub-headlines. In the first paragraph of the blog, you change the phrasing of two sentences so the keywords, "patients with learning disabilities," appears two more times.

A Guideline for Ensuring the Human Rights of a Patient with Learning Disabilities are Respected

What are the rights of patients with learning disabilities?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Non patients with learning disabilities interdum consectetur libero id faucibus. Eget egestas purus viverra accumsan in nisl nisi scelerisque. Nisl nunc mi ipsum faucibus vitae aliquet nec. Scelerisque purus patients with learning disabilities at urna. Ac orci phasellus egestas tellus rutrum. Lectus mauris ultrices eros in cursus. Gravida neque convallis a cras semper. Vestibulum lorem sed risus ultricies. A cras semper auctor neque vitae tempus quam pellentesque. Porta non pulvinar neque laoreet suspendisse interdum consectetur libero id. Adipiscing at in tellus integer feugiat scelerisque varius.

Step 5: Promote your content

Once you have finished creating your content you need to distribute it. You cannot assume that people will visit your website regularly to see if you have published any new content so you need to reach out directly to your audience by “going to where they are”. Use multiple methods to share your content to maximise your audience outreach. Below are some methods you can use when promoting your content:

- **Social media channels:** Create a few small “excerpts” or “teasers” from your content and publish these on your social media channels. (See also [Tips & Tricks: Creating Content for Social Media Marketing](#))
- **Content Roundups:** Content roundups are blogs and/or websites that curate the best content on a specific topic from that week (or month). Do some research and try to find content roundups in your country and share your content with them.
- **Influencers:** Influencers are people with large social media followings. They frequently partner with brands to advertise their products. You could reach out to them and see if they would be willing to spread your content to their audience. Given the social cause / human rights aspect of your work, influencers might be willing to promote your content for free.

Do some research on local influencers and try to figure out if there are specific social causes or human rights related issues which they have discussed or to which they have a personal connection. You could create content that relates both to your organisation’s work and that topic. This may increase the chance that the influencer will promote your content.

- **Newsletter and Email Lists:** Your organisation may already have a substantial following or audience in the form of newsletter subscribers – include links to your other content in your regular mailing to them.

Example: Promoting your content

The steps listed above applied in practice would look as follows:

You just published a blog on your organisation’s website titled, “***A Guideline for Ensuring the Human Rights of a Patient with Learning Disabilities are Respected.***” Now you want to promote this content so you do the following:

- Write 3 social media posts about the blog. Then schedule these social media posts to be posted on the day of the blog's publication, 2 days after publication, and 4 days after publication.
- You do some research and find a content roundup on patients' rights and you share your blog with that content roundup.
- You do some research and find an influencer on Instagram that has learning disabilities and has spoken about their experiences with learning disabilities. You reach out to them and they decide they are willing to promote you blog on their channel.
- In your monthly newsletter you include information about the newly published blog so all of your subscribers are made aware of it.

Resources

There are a wide range of tools and resources available to create graphics and other digital content. Many are free to use, and very user-friendly. Experiment with the options to find what works best for your organisation.

Canva

A very popular graphic design website platform to create social media graphics, posters, and other visual content. Very intuitive to use, and most features are free, with some design templates behind a paywall.

Headliner

A web-based application that can edit videos for sharing on social media. Easily handles audio, subtitling, and creating thumbnails to share on social channels to attract audiences.

Image providers

An essential resource to use is an image provider, which are databases of images uploaded by users to be shared and used in other visual media. News outlets use paid providers like Getty, and free or freemium options like Shutterstock are more financially accessible. Other popular providers include Unsplash, and iStock.

Creative Commons

If you are using content created by someone else – such as stock photos, or videos – it is crucial to be mindful of the copyright limitations. Unless you have express permission from the creators of the content, always search for content that are provided with a Creative Commons license. CC licenses expressly allow free and unlimited use of the content, provided credit is given to the original creator. Failing to do so can result in the original creator seeking financial compensation for copyright violation.

Accessibility

Primer

Modern technology comes with modern solutions. Where previously people with visual, aural, or other disabilities would have limited access to most forms of media, now there exists a wide range of options and assistive features that accommodate almost everyone.

A lot of these features are easy to implement, and involve a very small number of adjustments to the content that you create. The added value created by these additions can increase your reach by allowing barrier-free access, and will also have a positive impact on both your audience and your brand.

Screen-readers

People with visual disabilities will make use of screen-reader software to read digital content out loud. The software capabilities have gone beyond simply processing text: they can now detect the font styling and coding of the text to better understand what should be read aloud.

When creating a blog post or a website feature, use an accessibility plugin to assess your structure. Make use of features like heading styles instead of increasing font to mark out titles.

Alt text and image description

The easiest of these additions is alt text (or alternate text) and image descriptions. A short written description of an image as a caption, which makes sense if the image cannot be viewed for any reason, provides context to people using screen-readers, or just anyone who has images blocked from loading on their device. This also includes graphic slides with text, such as on Instagram.

Encoded video captions

Many video platforms offer the feature to create automated captions to uploaded videos. This is a very useful feature, but can still have errors due to accents, specific phrases, or volume. Where possible, include captions as part of the video that have been checked for accuracy and time placement in the video.

Other

There are many more features to be as inclusive as possible. For more information, resources like WebAIM (in English) and W3C Web Accessibility Initiative (available in multiple translations) are useful to consult to adjust your content.

Guide to: social media (marketing)

This section will briefly describe how to get started with, or improve, our social media marketing activities. These steps are generalised and can be used across different social media channels. The sections following will go into more detail about specific social media channels: Facebook, Twitter, and Instagram.

Step 1: Choose the right social media channel

When choosing which social media channel to focus on, think about the audience you would like to reach and find out which social media channel they use the most. You should also think about what type of content you are going to publish.

For human rights organisations that are trying to broaden public support for their work, it is likely that Facebook will be the best channel. It is still the largest and most commonly used social media channel in the world.

Example: Picking the right social media channel

The government of your country has recently proposed changes to the law on refugees. The proposed changes are not consistent with international standards and violate human rights. At the same time the media, which is largely controlled by the government, has started publishing more stories that are anti-refugee and public opinion is beginning to turn against refugees.

You work at an organisation that defends the rights of refugees at an individual and legislative level. You are in charge of communications and in the current context, one of your goals is to increase public support of refugees and your organisation's work through social media marketing.

Your time is limited because you also prepare legal defences for refugees who require legal assistance. You therefore decide to only use one social media channel for your marketing activities.

You ask yourself, what segment of the population you are trying to reach. The answer is **the general population** because you need broad support to successfully prevent the legislative changes.

You also ask yourself what type of content you will produce. The answer is **various types**. You decide to create simple videos of refugees sharing their reasons for coming to your country and what they love about your country. You also decide to write blog posts about the rights of refugees and how the proposed law violates international refugee law. Based on the blog post and videos, you create infographics and photos with key quotes and information.

Because you want to reach the **general population** and produce **various types of content** you decide that Facebook is the best channel for your social media marketing activities. It is the most widely used social media channel in your country and the platform is compatible with various types of content.

Step 2: Start creating and publishing content

Once you have chosen your main social media channel make sure your profile is completed. This means having an appropriate picture, a clear explanation of your organisation's work, relevant contact information, and a description of what your audience can expect from your page. After that, start publishing content and publish regularly. You may not be able to publish everyday but try to set a minimum per week or month. **Remember that for content quality is more important than quantity.** Social media channels want engaging content, this means content that your audience likes, comment on, share, or engage with further. The more engagement your content gets, the more social media channel algorithms will disseminate it to new audiences that are also more likely to engage with your content. This can lead to growing your social media audience, and with that your organisation's public support base. It is important to remember that while you want to grow your social media audience, similar to content, **the quality of the audience is also more important than quantity.**

Quality audiences or quality followers are followers who engage with your content. It is better to have 70% of one thousand followers engage in your content than to have 5% of a hundred-thousand engage. The higher engagement rate tells social media algorithms your content is good content and it will disseminate it further.

Tip & Tricks for Creating Content for Social Media Marketing

- **Get the most out of your content.** This can be helpful if you have limited time and resources and are unable to produce a lot of content.
 - For example, if you publish a longer blog post or article on your website create 2-3 social media posts based on that content. You can also use stills from videos you have produced for visual social media content.
- **Create a framework.** Decide what type of content your social media channel will publish, having a framework ahead of time can make creating content for social media marketing easier and quicker.
 - For example, your page could serve as an "information news platform," which publishes the latest developments on a particular human rights topic in your country. Another potential option is your page could serve as an "inspirational platform," which shares uplifting stories relating to human rights and tries to connect with audiences on a more personal level.

- **Check out peers and ‘competition’.** If you are having trouble thinking about what type of content to post, look at the social media channels of organisations that are similar to yours or look at organisations that are very popular in your country. See what kind of content they are posting and what has gotten the most engagement.

Step 3: Build a connection with people - Listen and Engage

One of the key differences between social media and “traditional media” is the ability to listen to, and directly engage with, your followers and audiences. It is important to monitor what is being said on your page and about your content. Social media enables organisations to have **conversations** with their audiences. Human rights organisations do many activities aimed at getting their messages across to audiences, but they should also engage in activities aimed at listening to their audiences and finding out what they think about specific topics they work on. This can help organisation better address the needs of their community. Social media can be a tool in this regard.

Direct feedback in the form of comments can be very helpful in finding out what people are thinking about and how they perceive or understand topics your organisation works on. It can also help you figure out what type of content people like and what they don’t like. It’s not enough to just listen to what your audiences are saying, you should also speak with them. This is often called engaging with them on social media, it is as simple as replying to comments on your page and content. Engaging in conversations with audiences can be an effective way to grow the number of loyal followers and supports of your page and organisation. Another way, though this is completely optional, is to directly ask your friends/connections on social media to like your organisation’s page. People trust other people more than they trust organisations, if you and/or your team members are willing to, it is possible to use personal profiles to invite their friends on social media to also follow your organisation’s page.

Tips & Tricks: Replying to negative comments

This can sometimes get tricky in the context of human rights work; there is always the possibility that negative comments appear on your social media pages. There are two types of negative comments which should be handled differently.

Internet Troll Comments: These are not serious comments, they deliberately try to offend, cause trouble or directly attack people. First, check the profile of the person. Look at what have they written, who they target, and whether it looks like a genuine person. If they are always engaging in internet trolling behaviour it is recommended to avoid any further interaction. You can also delete the comment.

Genuine Comments: If the person seems genuine it may be helpful to engage in a conversation with them. Try to understand their point of view and respond with your counter arguments. Even if you do not change that person's mind it still shows you are an engaging organisation. Respond with honest, sincere and authentic answers.

Always exercise caution, check if your organisation has a policy on dealing with negative comments if not, create a policy and publish it on your page. This demonstrates transparency and accountability which can build trust.

Step 4: Monitor and measure your work

It is important to monitor the progress of your social media channels, this will help you determine if your activities are reaching your goals. An advantage of social media is most channels have built in monitoring tools which makes monitoring progress relatively easy. The following sections will go into each channel and provide specific guidance on how to access these tools and also provide a list of additional resources directly from social media channels.

There are various things you can measure on most social media channels. It is important to think about what your specific goal is for your page or for specific content when deciding which of the metrics listed below you should prioritise. They are:

- **Followers:** This is the number of people that are following your social media page
- **Engagement:** This is the number of actions taken on your posts, including likes, comments, re-shares, re-tweets, link clicks, or video views. This is seen as the most important building a strong supporter base for your organisation.
- **Reach:** This is the number of people that see the content you content.
- **Call to Action:** When an audience member does an action requested in the text, e.g., going to your website, going to your event, clicking a link to donate or sign a petition, sharing a post you have asked them to share etc.
- **Conversion/Return on Investment (ROI):** This is the number of times an audience member has responded to a Call to Action (see term above)

Step 5: Social Media Advertising

All the steps listed above are aimed at building your audiences and growing the number of your followers, **social media advertising** is a method of amplifying and accelerating your efforts through paid online advertisements. In the following sections, which talk about specific social media channels, there will be channel-specific guidance. For now, it is important to understand the advantages of social media advertising and when and how to use it.

The two main advantages of social media advertising are:

- **highly specified and targeted ads:** social media channels have a lot of information about their users, this means you can create content with specific audiences in mind, and pay

for this content to be directed at that audience. This includes age, gender, political affiliation, specific interests, geographic locations, etc. This can help you better reach groups of people your organisation has identified as most likely to support your work, or better reach groups of people that may have never heard about your organisation or its work but that you would like to share your messages with.

- **significantly wider reach:** Normally followers of your page are the only people that would see content you post, paid social media advertising allows your content to be seen by a much wider range of people. This can help grow your number of followers more quickly.

Example: Social Media Advertising

You work for a newly established human rights education organisation in Washington DC that offers, amongst others, civic rights workshops aimed at teaching the youth what powers they have to stand up for their rights. The previous workshop only had 3 attendees and you would like to increase the number of attendees for the following workshop. You create an event page with a catchy title and all the relevant information, which you publish on your organisation's social media channel. You also decide to use social media advertising.

First you think about your target demographic, which is youngsters ages 12-14. Then you think about what interests these youngsters have that may indicate they would be interested in your workshop. You decide that youngsters who have shown other types of rights organisations, like Greenpeace, Amnesty International, or World Wildlife Fund might be interested in your workshop.

You also think about what topics are popular currently in society, that would also indicate they may be interested in your workshop. You decide people who have shown interest in prominent figures in rights like Greta Thunberg or Malala Yousafzai, and people who have shown interest in the Black Lives Matter protests or Myanmar protests may also be interested in your workshop.

Then you create a social media ad for youngsters, in the section where it asks you what demographic you would like to direct the advertise towards you list the following:

- Age: 12-14
- Interests: Greenpeace, Amnesty International, World Wildlife Fund, Greta Thunberg, Malala Yousafzai, Black Lives Matter, Myanmar Protests
- Location: Washington DC

You decide to go one step further, and also try and target adults who have a platform to directly share information with youngsters. You think about who might be interested in sharing this type of information and decide teachers of history, civics, and social studies might be interested

in sharing information about your workshop to their students.

So you create a second social media ad for teachers, in the section where it asks you what demographic you would like to direct the advertise towards you list the following:

- Occupation: teacher
- Interests: civics, history, human rights, Greenpeace, Amnesty International, World Wildlife Fund, Greta Thunberg, Malala Yousafzai, Black Lives Matter, Myanmar Protests
- Location: Washington DC

Your social media ad reaches 20,000 people, 200 people showed interest in the event, and 25 registered and attended the following workshop. While 20,000 to 25 may seem like a significant drop, the advertisement was most likely very cost effective, and compared to your previous event, 22 **more** youngsters attended your workshop, making it a success.

Looking beyond the specific event, and placing it in a wider social media marketing context, your social media advertising efforts resulted in 20,000 seeing your content. This means up to 20,000 people who may not have heard about your organisation before, have now heard about it. That is an example of expanding your **reach**. Also, 200 people shown interest in the event by clicking the like button, this means they are now more likely to see your content in the future (even content that you have paid to advertise). That is an example of **engagement**. Lastly, 25 youngsters attended your event, this means your efforts convinced 25 people to do what you wanted them to do actually did what you wanted them to do, i.e., attended your workshop. That is an example of **conversion** or **ROI**.

Channels

Below is a brief overview of some of the most popular social media channels.

Facebook

Facebook is the largest social media channel worldwide, you should think of it as a mini version of your website. It is a great tool for organisations because it is a free tool (it does not cost anything to have a Facebook page), it has broad outreach possibilities (most segments of the population uses Facebook), and it has easy (and inexpensive) advertising tools.

You need a personal Facebook account to manage a Facebook Organization Page. Facebook Organisation Pages can have multiple managers and a variety of roles. For example, an Administrator has full control over the page (including adding other Page managers) and an Editor may only have the ability to post content on the timeline. Consider how best to use this feature, perhaps you have team members who have their own projects and you would like them

to be able to post on the Page timeline about their work, instead of them having to ask you to post content about their projects.

Setting up your Facebook Page

Make sure your Facebook page looks professional, and gives the right impression to your prospective audiences. This includes ensuring you have a good profile photo (this will likely be your organisation's logo) and a good cover photo. Your cover photo should be good quality (pixelated or blurry images look unprofessional) and visually summarizes the type of work your organisation does. Think about what impression the cover photo gives to external audiences.

Page Info

Your page info should inform the user of all relevant information about your organisation. This can include:

- A brief Description (255 characters- don't worry there if you need more space there is a longer About Section)
- User Name (this generates a short link for Facebook e.g. www.facebook.com/YourOrganisationName)
- About Section
- Category (this will most likely be non-profit for human rights organisations)
- Contact Information (phone, physical address, other social media channels etc.)
- Opening Times
- Services (e.g., provide advice or legal defence for human rights issues)

"Call to Action" Button

Make sure to think about what button you want shown on your Facebook Page. Currently the default button is the "**Send Message**" button, but perhaps that isn't the most practical for your organisation. You could change this to other "Call to Action" buttons by clicking on the "Edit..." button. This should be on the right side of your page next to your Profile Name and Profile Picture.

Tips & Tricks: Call to Action Button Options

Having a large amount of Facebook followers is a good first step to broadening the support of your organisation. However, your Facebook followers may not see all the content you post on your page. The sheer amount of content on Facebook means your content is competing with the content of other Facebook pages a person is following. You are also competing with all the content posted by that person's Facebook friends. Remember most people do not go to individual Facebook Pages, they stay on their own Facebook and consume content that appears on their newsfeed.

One way to ensure your most important content and messages reach a person is to get them to subscribe to your Newsletter. People who subscribe to your Newsletter have demonstrated a deeper interest in your organization and may be most likely to answer other Call to Actions your organization may release, e.g., Donate to Our Organisation or Sign This Petition. You can change the **“Call to Action”** button on your home page to a **“Sign Up”** button, which would allow people to sign up for your organisation’s newsletter directly from Facebook.

You can also register your organisation to receive donations on Facebook and replace the **Send Message** button with a **Donate** button. Go to Facebook’s Charitable Giving Page [<https://www.facebook.com/donate/signup>] to learn more.

Customise Page Tabs

On your Facebook page, below your profile picture there are several tabs, e.g. Home, About, Events, Photos.

Make sure to think about what tabs you want shown on your Facebook Page. You can edit and add tabs by clicking “More” on the tabs sections and going to “Edit Tabs.” You can also get to this section by clicking “Settings” on the Navigation Menu, then clicking “Templates and Tabs.” Some tabs have to be there, but there are many you can turn off.

The “Home” tab is always present on your Facebook page, and three other tabs appear next to the “Home” tab. The top three tabs underneath home will appear on your Facebook page, the rest can be found after people click “More.” To rearrange the order of the tabs, click the 6 dots on the left side of each tab name and drag them higher or lower on the list.

You can also add custom tabs by typing in tab names on the Facebook search bar, on the top left corner, e.g., “Instagram Tab”. Once you have found the tab you want, click on the tab and follow the instructions to add it to your Facebook page. Some Facebook groups or pages have the same or similar names to tabs so make sure you find the right one. You will know you are on the right page to add a tab when you see the “Use App” button on the page.

Custom tabs that could be useful for your organisation are:

- Instagram Tab
- YouTube Tab

Growing your audience

Because Facebook is the largest social media channel, it is also the most “general” social media channel. Much of the advice related to using your Facebook Page and growing your audience can be generalised across different social media channels. Remember that **increasing engagement** is one of the most important goals you can set for your Facebook page.

Tips & Tricks: 7 Ways to Increase Engagement on Facebook (Algorithm Hacks)

1. Boost your content: Your Page's content is competing with billions of other Facebook posts, give your content a greater chance of appearing on your audience's newsfeed by boosting your posts. You don't have to spend a lot and boosting can even help increase organic (non-boosted) reach. This is because boosting posts reach more people and if these people engage with your post then Facebook is more likely to show your next post more people's timelines.

2. Create Engaging Content: Remember to think of your audience when creating content and posts for Facebook. Try to create content that (first and foremost) pertains to the interest and goals of your audience and try to link that to your organisation's work or key messages.

3. Get people talking: Posts that get people talking will increase your engagement, e.g., simple answer or comparison answer questions

4. Interact with your followers: Reply or like comments on your posts.

5. Avoid fishing for engagement: Facebook does not like posts that directly ask people to engage, e.g., Posts starting with "comment below" or "share this post." This used to work but not anymore.

6. Post More Often and Regularly: Try to aim for posting on average 20 times per month. If this is not possible, set a more realistic goal and stick to this plan. Regularity is also as importance as quantity.

7. Post native content and keep people on Facebook: Facebook's business model is based on keeping people on their site. This means they prefer native content (content created and posts solely for Facebook) that doesn't take people away from Facebook.

Some examples include uploading videos to Facebook instead of adding a video link to YouTube. Instead of adding links to an article you just posted on your website, create one post that informs people about the new article and includes the link. Then create additional Facebook posts that summarize the article's key points but don't have the article link to your website.

Bonus Tip: When possible use video!

Facebook Ads step-by-step guide

One of Facebook's most powerful tools are Facebook Ads, which are extremely useful to increase your audience reach. The section below will demonstrate how to create an ad on Facebook.

Step 1: On the left side Navigation Menu click on "Choose Ad Type" then select "Create New Ad." This will take you to the Ad creation page.

This page also has the option to **Boost Existing Content**, which is creating a Facebook Ad based on a post you have already made. This doesn't change your post it just increases the number of people who will see your post. You can find this option

Step 2: Select a goal for you ad. Goals Options include:

- Get more website visitors
- Get more page likes
- Get more leads

Step 3: Create the Ad. This includes the following steps:

- Adding a Description
- Selecting Media - images, videos, or creating a carousel of images
- Adding a Headline- the ad's title
- Selecting a Button Label- your ad's Call to Action e.g., Apply Now, Book Now, Contact Us, Donate Now, Download
- Adding any relevant website URL
- Defining your Audience - this is one of the most important settings for your Facebook Ad. This allows you to more specifically define who you would like to target for this Ad.
- Set the duration – how long the ad will run (it is generally recommended for ads to run for 3-5 days, though this can change depending on the specific ad and purpose)
- Add payment
- Select the ad's placement- you have the option of linking ads to your Instagram account if you organisation has a linked Instagram account.

On the right side you can see Ad preview, Estimated Daily Results, and Payment Summary.

Step 4: Monitor the ad's performance

From your Manage Page Navigation Menu, you can go to Ad Center. This page shows you how your ad is performing in terms of Reach (how many people have seen your post), Engagement (how many people have interacted with your post), and Link Clicks.

Additional Tips & Tricks for Facebook Ads:

- **Finding the best target audience:** Define your target audience based on demographics, interests, purchasing habits or other criteria. A number from 500,000 to 1,000,000 will result in good interaction. In the case of an extremely large or narrow target audience, the interaction will be negatively affected.
- **Avoiding unnecessary expenses:** Think about which content you should spend money on and which you should not spend money on. Don't spend money on content that is low quality and unlikely to expand.
- **Testing with different visual approaches:** If you are about to start a large online campaign, it is important to get the visuals right. You could invest the time to create different forms of visuals and messaging for your campaign content. Assigned a small budget to each of the different forms and monitor which version perform best after a 1- or 2-day trial.

Instagram

Instagram is a unique story-telling platform with a fast-growing audience. Aimed at sharing updates with followers with images, new features such as filters, captioning and graphics to add to photos and videos generate more engagement than plain text.

Setting up Instagram

You can register as a “business profile” under the “business category,” which comes with certain advantages including the option to list the Instagram profile as a representing a “non-profit organisation.” This will help your profile be recognised by visitors as a socially driven organization. You can also connect organisation’s Instagram account to your organisation’s Facebook. This can help increase the impact of content by posting it on various channels simultaneously. Be sure to add the link to your web site as well as contact information.

When you change your profile to a business page, you can access your broadcasts and stories. Instagram is owned by Facebook. There are many possible actions on both of these platforms. If you manage the Facebook page of an NGO, you can log in to Instagram and invite your Facebook supporters and friends to follow your Instagram page. This will help you increase the number of followers on Instagram.

Using Instagram

Each social media channel has its own terms associated with the platform. Below are the most common and important terms for Instagram:

- **@:** Using this symbol followed by a person or organisation’s Instagram username is called tagging, it notifies the user of your post and allows them to share the post as well.
- **DM:** This means direct message, its Instagram’s version of private messaging through the platform. You can access your account’s messages on the top right corner by clicking on this symbol: 
- **#:** This is a hashtag, which can connect your tweet to a specific topic. For example, a tweet commenting on the anniversary of a (hypothetical) London protest could add the hashtag #LondonProtest1943 and this tweet would be connected to all other tweets that have the same hashtag. For audiences this can be helpful, anyone who is interested in that protest could also look up #LondonProtest1943 and see all the tweets that have been posted on that topic.

Publishing Content

There are various ways to publish content on Instagram.

- **Profile Posts:** Posts that appear on your profile and on your followers’ newsfeed. They can be accessed by clicking through to your profile.

- **Instagram stories:** These are temporary posts (e.g., pictures or videos) that can be viewed for 24 hours. This is an excellent format to use interactive features, such as surveys, polls, Q&A. This is a great to get your followers to engage with your content.
- **Stories:** There is an option to save stories you have posted on Instagram. You can create different categories (e.g., Updates, Polls & Quizzes, Human Rights Trivia) of stories which appear underneath your profile information and above the profile posts. This can allow users to see all of the stories you have posted under a specific category (e.g., Polls & Quizzes).

As Instagram is a highly visual channel, using the [design resources](#) available will assist your organisation to create engaging content and a reputable brand.

Twitter

Twitter is more focused on conversations and discussions on the latest developments in your field or topic of interest. It also attracts a more diverse, active, and interested audiences. For example, while on Facebook you may want to reach the general public, on Twitter you may want to reach experts and policy makers interested in issues surrounding human rights.

Creating your Twitter Account

Choose your Twitter handle / username. The Twitter handle should be as close as possible to your organisation's name so audiences can recognise you.

Set up your profile. Add a profile picture (this will likely be your logo), cover photo, and bio (describing what your organisation does). Also add your website link and other contact information as necessary.

Using Twitter

Each social media channel has its own terms associated with the platform. Below are the most common and important terms for Twitter:

- **tweet:** a post on Twitter
- **@:** Using this symbol followed by a person or organisation's Twitter handle / username is called tagging or public mentioning. It is a public comment towards that person or organisation (e.g., President Reagan posting on Twitter "@PresidentGorbachev Tear Down This Wall" to call Gorbachev out). **NOTE:** *This is the same term / serves a similar function on Instagram*
- **RT:** This stands for retweet, if someone retweets your post, it appears on their profile and (usually) means they found your post interesting.

- **DM:** This means direct message, a version of private messaging through the platform.
- **#:** This is a hashtag, which can connect your tweet to a specific topic. For example, a tweet commenting on the anniversary of a (hypothetical) London protest could add the hashtag #LondonProtest1943 and this tweet would be connected to all other tweets that have the same hashtag. For audiences this can be helpful, anyone who is interested in that protest could also look up #LondonProtest1943 and see all the tweets that have been posted on that topic.

Below are some essential tips & tricks for optimal Twitter use:

1. Remember that Twitter is a tool for discussion, not a one-way communication platform..
2. Follow and connect with relevant journalists, experts, policy persons, and other influencers related to your area of work. You can use the @[TWITTERHANDLE] (tagging symbol) to directly engage in conversations with these experts and influencers. When you tag a Twitter account, not only are they made aware of your post, many of their followers can also see your post.
3. Engage with people / accounts you follow on Twitter. Comment on their posts or articles, express your (organisation's) opinion, and re-tweet. This will help you become part of the conversation and grow your following.
4. Add pictures or other content. Analyses show that tweets with visuals or links are more likely to be retweeted.
5. You can ask for RT support. If you want your tweets to be distributed more, start with RT and type texts which can set your followers in action.
6. Try to write authentic, genuine texts.
7. Follow up hashtags. Check the Trending Topic list daily and try to create content whenever you come by a hashtag suitable for the brand.
8. Do not always talk about yourself, use interesting and informative content.

Youtube

YouTube is a video sharing platform owned by Google, which has a direct effect on search engine results. It has a wide reach across many sectors of the population, due largely to the huge range of content, and the ability to be accessed and permit uploads from almost anyone.

There is a lot of content on YouTube, so quality is important. One of the biggest advantages of YouTube is the longevity of the content you publish on this channel. On other social media channels, people mostly consume content that the channel itself presents to the viewer (most often on their newsfeed). On YouTube people actively search for content, this means if you properly set up content with descriptions and good titles they can find your content.

Setting up your YouTube Page

Before setting up your YouTube page try researching other accounts that are similar to your organisation. This can give you ideas of what kind of channel you would like to create. Be sure to think of a clear concept for your channel (e.g., educational, story sharing, etc.). Then create your account. Below are some instructions and tips for creating an account:

- Create a Google account to be the owner of the organisation's YouTube channel. **NOTE:** *Avoid using a person's individual Google account, this can make it difficult to access the channel if that person leaves the organisation.*
- Link the Google account to a Google brand account (see [here for more information on brand accounts](#))
- Create a YouTube channel using the Google account.
- Add links (web sites, social media channels) and information about your organisation and what type of content you plan to post on this channel
- Add profile and cover photos, and a title picture
- Create videos according to your strategy
- Add videos to your channel and optimise them for searches

Using YouTube

After setting up your YouTube page, the main activity on YouTube is publishing video content on your channel. When publishing video content be sure to add the following:

- **Title:** The title is important in searching for a video. The title is usually what makes the user decide to watch a video. It should be clear, simple, easy-to-understand and in line with the content.
- **Description:** You have a lot of space in this section (8,000 characters / ~800 words) you should use this space wisely. If there are resources associated with your video you can add relevant links or any other pertinent information.
- **Tags:** Using tags informs the users and YouTube what your video is about. It helps YouTube associate your video with other relevant videos. This may result in better access to the content.
- **Category:** Choosing a category is another way of grouping your video with similar content on YouTube. We recommend that you search what works well for each category.

Other regional channels

While Facebook is hugely dominant internationally, different regions will have different social media channels, which may be more used by the general population than the above. The tips above are relevant to each, and many – like VKontakte – will work very similarly to Facebook in advertising and audience reach.

Guide to: optimising for algorithms

Your website is often the first impression a person gets from your organisation or the first place a person would go after hearing about your organisation and wanting to learn more. This makes it an important and key communications tool. It is where people can get to know about your organisation and its work. Having a good website increases your organisation's credibility. The more credible your organisation is, the more likely people will trust your messages and respond to your calls of action. This can be incredibly important for human rights organisations aimed at building local public support in their country or region.

There are three elements you should consider when designing or updating your website, with the aims of growing your organisation's supporter base:

1. Design elements
2. Web pages
3. Optimisation (specifically, Search Engine Optimisation)

Design elements

- **A layout that is easy to read and easy to navigate:** A simple website layout makes it easier for website visitors to absorb information, an overly complicated layout may make them leave. When looking at your website's layout, ask yourself what information you want visitors to find the easiest, and place that information in a prominent position.
- **A visually attractive and welcoming website:** Use high quality images and simple colour schemes, and photos with people in them (when possible)
- **Simple fonts:** Using simple and large enough fonts to ensure the text is readable.
- **Logo consistency throughout the website:** Try to make sure your logo appears on every page, this can build brand awareness of your organization.
- **A big Join or Donate or Sign-Up button:** The top right corner is an ideal spot for this button.
- **A Clear Call to Action:** If you have a specific event, or specific campaign you would like visitors to be aware of, make sure visitors are made clearly aware of this from the first page they visit on your website.

Web pages

When thinking about your website, try asking yourself what purpose does it really serve? Business website are aimed at growing their customer base to sell their products or services. Human rights organisations can use the same tools and tactics businesses use to grow their customer base. For human rights organisations, instead of growing customer base, you would like to increase your supporters. This could be in the form of newsletter subscribers, members

that regularly donate, or people who will follow your organisation's specific call to actions (e.g., Sign This Petition or Attend this Protest).

When a person who could be a potential support of your organisation visits your website they want to find what values your organisation have and whether they align with their own values. Think about what type of information different types of visitors are looking for. If your organisation is member-based, think about what a potential member would want to know. A successful tactic is giving members access to specialised information they can't find elsewhere or educational content related to their interests. Lastly, they want an easy way to sign up for membership and pay for things online. Potential donors want to know what your organisation's mission is, where donations are going, and an easy way to donate.

Based on these needs, your website should include the following:

- Home Page
- Join Us Page—listing membership benefits
- Donate Page
- Events
- Resources / Members Only Area
- News/Blog Section to update work
- Contact Us
- About Us – describing the organisation's mission, vision, and values

SEO (Search Engine Optimisation)

What is SEO?

Activities aimed at boosting a webpage's search engine ranking is what we refer to as **SEO**. All major search engines (Google, Yahoo, Bing etc.) want to provide their clients with a result that best relates to their search. In order to do this, search engines, using adaptive algorithms, rank web pages based on their relevance and popularity. The highest ranked pages will be the first search results and low ranked pages will appear towards the end of the list of search results. People do not spend hours clicking through pages and pages of search results. **That is why the higher the ranking of your webpage the more people will find and visit your website, potentially growing your audience.**

NOTE: *It is important to note that you need to perform SEO activities for individual website pages – not entire websites.*

NOTE: *Based the technical specifics of your website, there are different ways to perform SEO activities. WordPress and other website builders have free SEO tools and additional (paid) SEO tools. You may need to speak with your website developer to find out how to conduct SEO*

activities on your site. You can find more information about WordPress-based sites here: [Ultimate WordPress SEO Guide for Beginners](#)

What factors affect ranking?

- **Quality Score:** This refers to the quality of your website and website pages, with regards to technical factors.

There are two main actions you can undertake to ensure that you are building a web foundation that will maximise clicks and traffic:

- Search engines will automatically decrease a website's ranking if it has broken content. The most common error code is 404 (meaning a link you have included does not work anymore) but there are numerous types that can occur. Use a SEO audit tools such as [sitechecker](#) to automatically assess the quality profile of your website and highlight major content errors. **Manually addressing these, though a time consuming and tedious process, will result in an initial boost in search engine ranking.**
- **Keywords:** The keyword – or key phrase - is **the search term that you most want your page associated to for search engine results.** These SEO keywords make it possible for people to find your site via search engines.

If you were to simplify all the content on your page (e.g., text, images, and videos) into a few simple words, then that would represent your focus keyword. You should try to choose keywords that are not overly general (such as - these will have high competition and your page will have a smaller chance of ranking high on search engines).

Example- Keywords for SEO

<p>You are going to publish an article about a debate your organization helped facilitate on voting rights in Country X. You decide the assigned the article the key phrase 'voting rights debate in Country X'. This tells search engines what your article is about and means that the article should rank higher on search engines for people searching the web for anything related to the voting rights debate in Country X.</p>

Keywords best practice

Here are some practices you can employ in selecting good keywords:

- **Try not to use the same keyword/phrase for multiple webpages.** The main reason for this is that you do not want your pages competing in the rankings against each other. Even if you have multiple piece of content on the same topic, try and be more specific and determine what makes one piece of content unique from your other pieces of content on that topic.
- **The keyword should appear at least a few times in the content of your page.**
- **The keyword should appear in subtitles on the page.**
- **The keyword should appear in the all aspects of your page snippet: SEO title, meta description, and URL slug.** (See point 3 below for more information on snippets)
- **The keyword should appear in the Meta description.**
- **The keyword should appear in the URL slug.**

***NOTE:** You will need to find out how to edit the SEO title, meta description, and URL slug from your website developer.*

***NOTE:** It is advisable to decide on a keyword before you do the SEO title, slug and Meta description. This is because, as explained above, the keyword should be integrated into these aspects of the page.*

- **Snippet (SEO Title, URL slug and Meta Description):** If you want to get maximise traffic on your website then you need to optimize how your pages look in the actual search results. How your webpage is displayed on search engines are called snippets (see below). Snippets are made up of an **SEO Title, Meta Description and URL slug**.
- **SEO Title:** This is the title for your page that will appear in search engine results. It has two main objectives. **The first is to help you rank higher on the search algorithm through keywords.** If you include your keyword in the SEO title, it will boost your ranking for that keyword and Google will highlight the title keyword in bold. **The second is to attract readers to your page.** SEO titles should thus be kept short and succinct. Readers should be able to ascertain just enough information on the page to attract them to click onto it.
- **Meta description:** This is the short page description that appears below the SEO title in each snippet. Like the title, the meta description aims **to rank higher with keywords and attract potential readers** to click. The meta description should contain the focus keyword and give a brief insight into what a reader can expect from clicking on the page (ideally around 150 characters). If you do not fill in the meta description, usually search engines will automatically use the first 150 characters that appear on the page.
- **URL slug:** This is the part of a page's URL that identifies it in an easy-to-read form (the part of a URL that comes after the main domain name e.g.,

www.HR4ALL.com/THIS_IS_THE_SLUG. It should give some idea of the page's content. Assigning/editing the SEO slug gives you an opportunity to include keywords and this will help boost clicks to the site. **It is best to keep the URL slug short, trying to include the keywords and enough concise information to hint at the web page's content.**

Google

As the largest search engine internationally, Google also handles a lot of data on search trends and website popularity. Some of these elements are available and free for the public to use, and the most relevant for your organisation is Google Analytics. Most website builders will have a plugin or a feature to allow Google Analytics to collect data on your website. To use Analytics, you will need to have a Google account to connect to your organisation.

Analytics

Google Analytics allows users to track up to 200 different data metrics to measure their website's performance. The more relevant ones to your organisation will likely be:

- **Users** – A user is a unique or new visitor to the website.
- **Bounce rate** – Calculated as the percentage of visitors who viewed only a single page.
- **Sessions.** – A 30-minute window of activity by one user visiting the website.
- **Average session duration** – How long on average each visitor stays on the site.
- **Percentage of new sessions** – The percentage of website visits that are first-time visits.
- **Pages per session** – The average number of page views per each session.
- **Goal completions** – The number of times visitors complete a specified, desirable action. This is also known as a conversion.
- **Page views** – Total number of pages viewed.

These data points can be used to track the performance of your website, and will help you adjust your strategy. Compare the number of users across new pages over a certain time period to gauge what kind of content works best for your organisation.

Ad Grants

A unique offering from Google is their Ad Grants scheme. Designed specifically for non-profit organisations looking to reach a wider audience, Google offers eligible organisations 10,000USD per month (not cumulative, reset monthly) to spend on paid advertising, using the Google Ads platform.

Planning the campaign – step-by-step

An **online campaign** puts digital marketing into practice, utilising the [forms of digital marketing](#) to achieve a specific outcome. These outcomes can include increasing engagement with your organisation's social media channels, achieving a specific conversion rate, increasing followers, or fundraising.

The framework for creating a new campaign requires planning and coordination to implement. One possible plan for building and launching the campaign is outlined in this section.

Step 1. Set a SMART goal

An online campaign should first set realistic targets, which you can use as a benchmark and a reference to assess areas of improvement, and achievement. These targets should be SMART:

- **Specific:** Determine the four (4) Ws and one (1) H:
 - **Who** are you targeting?
 - **What** do you want to achieve?
 - **Where** will the campaign involve and target?
 - **When** will the campaign start and end?
 - **How** will you be running the campaign?
- **Measurable:** Clarify the data points you will be using to track progress.
- **Achievable:** Take into account your organisations capabilities and capacity.
- **Relevant:** Ensure your goal measures outcomes, not activities. For example, *reaching* 1,000 engagements is an outcome and *posting* 20 pieces of online content is an activity.
- **Time-bound:** Construct a timeline with a defined deadline.

Example – step one: Setting a SMART goal

You have established a new human rights organisation focused on human rights education for local youngsters. You decide to start an online campaign to increase awareness of your organisation and the human rights workshops it offers to young people.

You decide your goal is to increase the number of young followers to your main social media channel in your region by 2,000 through social media posts by the end of the quarter (3 months)”

Check if this is a SMART goal:

- **Specific?** → YES
 - **Who:** Youth
 - **What:** Increase in followers

- **Where:** Your region (your city and surrounding towns)
- **When:** End of the quarter (3 months)
- **How:** Social media posts
- **Measurable?** → YES
 - 2,000 followers
- **Achievable?** → YES
 - You are able to dedicate one (1) full day weekly to this campaign, and have read this Digital Marketing Handbook. This means you have the capacity and capability to achieve this goal.
- **Relevant?** → YES
 - As this is a new organisation, your initial goal is increase your following to widen your audience. Your next campaign's goal may be to generate more engagement with your posts by your new followers.
- **Time-bound?** → YES
 - 3-month deadline set

Step 2. Identify and research your target audience

The general population is composed of diverse groups of people with different interests, and will use different social channels. The next step is to define your campaign's focus on a specific group that will best achieve your goal. Understanding your specific target audience will help you choose which social channel to use, and the content you can create that will engage them. You may find it useful to create different [personas](#) to describe them.

Example – step two: Identify and research your target audience

You have established a new human rights organisation focused on human rights education for local youth. You decide to start an online campaign to increase awareness of your organisation and the human rights workshops it offers to young people.

➔ SMART goal completed

You decide that your target audience will be: “Young people aged 11 to 15 interested in human rights”

Based on this, you create a profile that describes this target audience: Youth who have shown other types of rights organisations, such as Greenpeace, Amnesty International, or World Wildlife Fund.

Step 3: Analyse peer / competitor strategies

Other organisations will also be targeting the same audience as your campaign. Analyse their social channels and pinpoint the forms of content that receive the most engagement from your shared audience. This will form the basis for planning your own campaign's creative content material and strategy.

Example – step three: Analyse peer / competitor strategies

You have established a new human rights organisation focused on human rights education for local youth. You decide to start an online campaign to increase awareness of your organisation and the human rights workshops it offers to young people.

- ➔ SMART goal completed
- ➔ Target audience identified

A local organisation publishes 'weekly roundup' information posts on their current projects on Friday afternoons, which regularly receive large numbers of likes. Another organisation holds small opinion polls on Twitter, receiving hundreds of responses and comments.

You decide the information posts are the best strategy for your current campaign, as your SMART goal is to increase followers. Opinion polls to increase engagement may be a strategy in your next campaign.

Step 4. Select the right social media channels

Each social channel is [optimised towards specific types of media](#), and your campaign should be tailored to those advantages. When making your choice of channel, the following criteria should be considered:

- What kind of content will your campaign use?
 - Text-based (articles, testimonials)
 - Visual (videos, images, graphics)
 - Interactive (polls, quizzes)
- Do you have the capacity or capability to create content for the different channels?
 - Time
 - Budget
 - Expertise

If you are unsure of your capabilities or unfamiliar with digital marketing, focus on one channel before branching out and diversifying.

Example – step four: Select the right social media channels

You have established a new human rights organisation focused on human rights education for local youth. You decide to start an online campaign to increase awareness of your organisation and the human rights workshops it offers to young people.

- ➔ SMART goal completed
- ➔ Target audience identified
- ➔ Peer / competitor strategies analysed

Your campaign's target audience is 'young people aged 11 to 15', and that target audience has a large presence on Instagram. You decide to focus on Instagram as your primary channel and tailor your content to Instagram's visual format.

However, Facebook is still the largest social media channel, and as Facebook acquired Instagram, the two channels are closely integrated. You also share those posts to Facebook to maximise your reach, and draw attention to your Instagram channel.

Step 5: Define content topics

Your content will be naturally be relevant to your organisation, and the goal is to make it relevant to your audience as well. Create a list of potential topics for your content, and strategise an angle or a 'hook' that your audience will be receptive to. This step will utilise your previous research on your target audience and your peer / competitors.

Example – step five: Define content topics

You have established a new human rights organisation focused on human rights education for local youngsters. You decide to start an online campaign to increase awareness of your organisation and the human rights workshops it offers to young people.

- ➔ SMART goal completed
- ➔ Target audience identified
- ➔ Peer / competitor strategies analysed
- ➔ Channels selected

Your strategy should answer the questions of *why*, *what*, and *how*:

- **Why** is your target audience interested / should be interested?
 - They consume content and follow social media channels which explain topics related to human rights, and share interesting stories
- **What** would your audience gain from engaging with your channel and content?
 - They will learn more about your organisation's work in human rights education and, specifically, your workshops for young people

- **How** will you align their interests and your aims?
 - By posting regularly about your events and other interesting information, they will be incentivised to follow your channel to stay informed and – in the future – engage and participate with your organisation’s activities

You are looking for a **hook** to catch your audience’s attention, and this is best done when you strategically tailor your content to the interests of your audience.

Step 6: Create engaging content

With a concrete plan with your topics and your strategy to pitch to your specific audience, the next step is to transform these into specific content for your campaign. Consider again the channel you will be using, and investigate the technical guidelines for text / character limits, best practices for image and video quality and sizing.

Example – step six: Create engaging content

You have established a new human rights organisation focused on human rights education for local youngsters. You decide to start an online campaign to increase awareness of your organisation and the human rights workshops it offers to young people.

- ➔ SMART goal completed
- ➔ Target audience identified
- ➔ Peer / competitor strategies analysed
- ➔ Channels selected
- ➔ Topics defined

You decide to create a series of visual slides with quotes from famous human rights defenders, and compared this strategy against the essential questions of *why*, *what*, and *how*:

- **Why** is your target audience interested / should be interested?
 - *Quotes from human rights defenders give insight into the lives and activities of people engaged in human rights related topics*
- **What** would your target audience gain from this content?
 - *Quotes from young human rights defenders will share the same interest to learn more, and will be at the same accessibility level as the target audience*
- **How** does this align with the target audience’s interests and your aims?
 - *Regularly sharing this type of information will incentivise them to follow your channel, while also sharing information about other resources from your organisation*

After identifying the quotes that would make the most relevant impact, you can explore creating visuals using graphic tools available. A popular option is the free website [canva.com](https://www.canva.com).

Step 7: Establish a regular and sustainable posting schedule

A campaign is best implemented frequently and regularly. Creating a schedule is essential to ensure your output catches the right audience at the right time.

This schedule should be sustainable to maintain, and most social media channels will have an in-built feature or a third-party tool to plan posts in the future, so there is no requirement for you to manually publish content. Review the [guide to social media](#) to refresh your knowledge on this.

Example – step seven: Establish a regular and sustainable posting schedule

You have established a new human rights organisation focused on human rights education for local youngsters. You decide to start an online campaign to increase awareness of your organisation and the human rights workshops it offers to young people.

- ➔ SMART goal completed
- ➔ Target audience identified
- ➔ Peer / competitor strategies analysed
- ➔ Channels selected
- ➔ Topics defined
- ➔ Content created

You created 9 engaging social media posts for your campaign, and decide to alternate posting 4 and 5 posts per week. After two weeks, all 9 pieces of content will be published on Instagram and Facebook.

Correspondingly, you create a 2-week table to schedule in which you will schedule all the posts, with the plan to repeat this schedule every two weeks, for the next three months:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	Post 1		Post 2		Post 3		Post 4
Week 2		Post 5	Post 6	Post 7	Post 8	Post 9	

Your campaign's primary objective is to increase the number of followers, so your schedule's aim is to maintain a visible presence by posting regularly. Your next campaign may choose to have a focus on more varied and unique content, but this is not a concern for your current campaign.

To increase visibility, you invest in paid advertising with Facebook, so you can additionally cross-post them to Instagram: €5 per post, meaning an estimated budget of €270 for the 3 month campaign.

Step 8: Monitor analytics and adjust your strategy

Track the performance of your campaign regularly using the data analytics tools available with each social channel. Analyse which posts are performing the best and why, adjusting future strategy accordingly to optimise your campaign performance.

Example – step 8: Monitor analytics and adjust your strategy

- ➔ SMART goal completed
- ➔ Target audience identified
- ➔ Peer / competitor strategies analysed
- ➔ Channels selected
- ➔ Topics defined
- ➔ Content created
- ➔ Schedule planned and implemented

Every two weeks, you use the analytics tools on Facebook and Instagram to track your posts' performance, the quantity of likes and comments, and the number of additional followers gained following each post. Posts 4 and 8 are particularly successful, but post 2 had limited visibility and engagement. You remove Post 2 from your rotation and increase the publication frequency of Post 4 and Post 8 by one extra day each.

Rinse and repeat

Once your campaign concludes, collect the data from the time period and analyse the final result. Measure your outcome against your primary objective, and assess what was successful, aspects that were less effective, and if there were any surprising outcomes.

Adaptability is a crucial skill to have in digital marketing, especially as there are factors to social marketing that are beyond your direct control. Social media channels can adjust their algorithm and channel-specific features, which will have an impact on your campaign's success.

NOTE: You can use the [Digital Marketing TEMPLATE](#) as a planning tool for your online campaigns.

Other considerations

Working in-house is only one option when strategising your digital marketing plan. Below is a table of pros and cons to consider.

In-House Teams Pros & Cons

In-House Teams Pros	In-House Teams Cons
Better understanding of your organisation's culture, standards, and needs	Cannot offer you a broad know-how
Easier to manage the day-to-day operations	May lack creativity in content and ideas
Face-to-face communication	May lack digital know-how or perception analysis
Quicker to adapt or change directions for projects based on internal team desires	High adaptability to projects can cause delayed starts to activities
Easier to alert and to control	Lack of more specialised skill sets required for video or campaign projects
Faster results	Slower in adapting to the newest mobile technologies
High degree of flexibility and readjustment	Slower in using the newest features of social media channels
More cost-efficient- both in terms of what they spend on activities and their salary costs	

Working with agency

All of the activities described in the previous sections can be outsourced to agencies. Below is some advice on working with an agency.

NOTE: *If you lack the financial resources for an agency or you cannot find a volunteer marketing agency, consider instead recruiting a dedicated staff member with relevant skills to be responsible for digital marketing at your organisation.*

Steps to working with an agency

1. Prepare a brief proposal for the agency (see [Agency Brief TEMPLATE](#))
2. Create a list of successful and potential agencies and research them reviewing comments, watching testimonials etc.
3. Look up potential agencies' actual client list (if possible)
4. Research the social media accounts of both the agencies and their clients for examples of their work and success
5. Send the brief to your chosen agencies, and invite them to a meeting to present your brief in further detail, and to hear their prepared proposals
6. Based on the meeting, decide which agency to hire.

What to do in an agency meeting

1. Ask about their experience including:
 - a. Working with NGOs, previous case studies, privacy policies, research capabilities/experience, report frequency, crisis management experience, consultation experience, free services, and certificates.
2. Tell them who you are
 - a. Introduce your organisation, its vision, aims, goals, activities, needs, and expectations.
3. Note the size of the agency
 - a. The experience of the staff is more important than the size of the agency. Ask about the person who will be working on your account, including how many years the employee has worked in this field and how long she/he has worked at that agency. Try asking for a well-trained and experienced expert. Look for 2 years or more experience at the same agency.
***NOTE:** Small but experienced agencies can be more helpful to create custom-made service and strategy, but you should definitely guide them.*
4. Deliver the expanded brief
 - a. Describe the project and details of your goals, target audience, problem or issue, the solution to the problem, your messages, how to communicate now and your future expectations
 - b. Ask them if any further information is needed for the brief.
5. Schedule the debrief (the agency's response to the client brief) meeting.
6. Identify a point-person at your organisation and at the agency to manage the process moving forward.

Outsourcing

Creating effective content is a challenging task and can be time consuming. Depending on your organisation's needs and resources, consider the following options for creating content using either in-house expertise, external service providers, or both. Options include:

- Using an **In-house team**: Staff members employed directly at your organisation, with the necessary experience and sufficient allocated time for content creation
- Outsourcing to a **freelancer**: an individual who offers ad-hoc content creation services
- Outsourcing to an **agency**: a company or firm dedicated to content creation
- **Hybrid services**: Combining outsourced services with in-house activities

As with working in-house, outsourcing has benefits and drawbacks. Consider the scope of your project, deadline, and budget when deciding which approach to take.

NOTE: Even if you are outsourcing much of your content creation and marketing activities, managing service providing and/PR agencies is also a lot of work. Make sure you have a staff member that has sufficient time and experience to oversee this. Ideally your organisation would have at least one dedicated staff member overseeing communication activities, including social media and content creation.

Outsourced Teams Pros & Cons

Outsourced Teams Pro	Outsourced Teams Cons
Wider range of expertise	Harder to manage
Stays up to date about latest technology and information in their area of expertise	Lacks first-hand overview of the organisation's inner workings
Aware of latest trends	Harder to meet the organisation's immediate needs
Can start to work immediately (once contract is set)	Slower to get creative visuals, e.g., new images or videos
Able to find creative ideas and manage a more complex campaign	Total cost can be higher
Better evaluation of content in terms of quality and quantity	Harder to produce content for real-time marketing opportunities
Better experiences at research for potential risks and marketing opportunities	Harder to change tactic on project/campaign already in progress
More innovative in tactics to lead your campaign or solve your problem	Turnover rate is higher
Better at catching real-time marketing opportunities	
No need to pay for extra products or tools they already have used for the services	
Easier to get reports	

Hiring

A staff member dedicated to digital marketing and external communications is a major asset whether you work with an agency or not. In-house or outsourced services require coordination between departments. Somebody needs to organise the process, collect information/data to turn it into content, oversee for consistency, boosts engagement via digital marketing, leads new members/volunteers/donators and recruits new employees.

A digital marketing team member would be responsible for digital marketing strategy, planning based on strategy, implementation and monitoring the organisation's name, services, etc., increase brand awareness, improve public outreach efforts and increasing the number of members, volunteers or donators.

See [Example Digital Marketing Job Description](#) for more

Appendix

TEMPLATES

Digital Marketing Plan

1. Goals

Describe why you want to engage in digital marketing activities and how you would like digital marketing to help your overall organizational goals.



Organisational Goal(s): *(e.g., Increase organisation's local supporters)*


Digital Marketing Goal(s): *(e.g., Increase engages audiences on social media channels and website)*

Metrics: *(e.g., increase in: number of social media channel followers, rate of engagement on social media, newsletter subscribers, number of organisation members, amount of donations, etc.)*

2. Target Audience

Select a few groups in society you want to target with your digital marketing activities and create personas for each group. (See example below)

	Age: Gender Location: Education Level: Interests:
The Student	
	Age: Gender Location: Education Level: Interests:
The Professor (Expert)	

 <p>The Mechanic (Worker)</p>	Age: Gender Location: Education Level: Interests:
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3. Channel and Content Strategy

Select which channels you will use, what kind of content you will place on each channel, and what strategy you will use for each channel.

Channel	Purpose	Audience	Content Type	Tone
Website / SEO	Inform on org's mission, values, and activities	General Public	Articles, videos, description pages	Informal and direct
Facebook		Ages 30 and above		
Instagram				
Twitter		Policy Leaders and Experts		
YouTube				

4. Messaging Plan

Write your key messages. Think about what you want to say to your audiences. After writing your general key messages, try adjusting them to your various audience groups. Think about the personas you created and write for each of them individually.

Message	Student	Professor	Mechanic
Message 1			
Message 2			

5. Implementation Plan

Describe how you will implement your digital marketing plan and strategy. This includes scheduling, budgets for advertising, etc.
1. How often will you post on each channel? 2. Will you run different messages during the week vs. weekend? 3. How much are you budgeting to spend?

- | |
|--|
| 4. What geographical areas will you target?
5. How long will your campaigns typically last? |
|--|

6. Monitoring

<i>Describe how often you will collect and analyse the results of your digital marketing activities.</i>
WEEKLY: We will provide weekly reporting for all channels that include our metrics of interest: X X X MONTHLY: Every month, we will do a deep dive that will include breakdowns of reporting into the following sections: By Channel Organic Vs. Paid Age/Gender QUARTERLY: Every 3 months, we will evaluate the overall performance of our digital marketing strategy and propose changes based on our learnings.

NOTE: Remember you can determine how large (or small) you want your plan to be. Be realistic with regards to your capability and time availability. Having a plan (no matter how big or small) and sticking to it is the biggest part and will be a great first step towards your organisation's goals.

NOTE: You can also use this template to plan an online campaign.

Agency Brief

Organisation Information

- Organisation's Name:
- Project's Name:
- Author of the Brief:
- Brief Date:
- Job Number:

Communication Objectives or Marketing Objectives

- What communication, marketing, or campaign goals would support your organisation's overall objectives?
- What do you need the most?

Social Factors

- h. What specific needs or issues are you trying to resolve for your target audiences?*

Challenge

- i. Frame the problem, tell them the opportunity to refresh the relationship between supporters and the organization.*

Target Audience

- j. Describe the people that you want to address with this communication.*
- k. Give details about their persona, with economical & cultural insights.*
- l. What is your target persona the most powerful core desire that your organization can fulfil?*

Brand Idea

- m. What are the key messages or key message ideas your organisation would like to communicate?*

Measures of Success

- n. What metrics and tools will you use to measure the social media service's effectiveness and compare it with the start?*

Necessity & Limits

- o. What are the creative and other standards?*

Core Expectation & Deliverables

- p. A presentation that includes, a benchmark (local & global), a SWOT analysis, a strategical approach and creative examples like posts, special projects, creative ideas, creative templates, creative solutions, etc.*
- q. What result is the most important for you? What are the nice to have?*

Teaming Up & Timing

- r. What do we need to manage the process and need to create?*

Budget

- s. An estimated budget for all your needs.*

Example Digital Marketing Job Descriptions

Social Media Expert Position

- Create, develop, implement and manage your social media strategy;
- Prepare social media guideline;
- Define content needs;
- Determine social media KPIs;
- Creates or manage and control social media content;
- Measure the success every week;
- Lead social media campaigns;
- Report the results;
- Aware of the latest social media trends, best practices, and technologies to use it;
- Use social media marketing tools;
- Lead the agency or outsource parties (bi-weekly or monthly meetings);
- Work with copywriters and designers;
- Control the content whether is informative and appealing;
- Collaborate with other departments, collect their needs;
- Monitor search engine and social media results;
- Boost user engagement and suggest content optimization;
- Communicate with public opinion leaders, influencers, supporters, donators, etc via social media to develop a strong and wide network;
- Hire and train employees for social media the team;
- Provide constructive feedback;
- Create social CRM guideline and use it; and
- Team member of crisis management.

Qualifications

- Min. 3 years of experience as a social media expert in an agency or min. 5 years of experience as a social media expert in an organization;
- Using social media for brand awareness and marketing to get impressions and boost engagement;
- Creating, developing and implementing a social media strategy;
- Excellent knowledge of social media channels such as Facebook, YouTube, Twitter, LinkedIn, Instagram, and others;
- Crisis management experience;
- Experience with doing audience and supporter persona research;
- Good understanding of social media KPIs;
- Understanding of blog management, SEO development, and web traffic metrics; and
- Experience on website design projects and online publishing.

NOTE: *Not all these are required the list is simply indicative. You can create your own job description and qualification list based on your needs and situation.*

Glossary

- **A/B Testing**: when you create various forms of a single piece of content and test which form yields better results from audiences. Difference in form can include changes in the color scheme, messaging and wording, layouts, etc.
- **Affiliate Marketing**: promotion through third parties' channels
- **Call to Action**: When an audience member does an action requested in the text, e.g., going to your website, going to your event, clicking a link to donate or sign a petition, sharing a post you have asked them to share etc.
- **Content marketing**: creating content (e.g., blog posts, videos, social media posts, podcasts, infographics, etc.) for the purposes of increasing awareness about your organisation without directly or explicitly promoting your organisation
- **Content Roundups**: Content roundups are blogs and/or websites that curate the best content on a specific topic from that week (or month). Do some research and try to find content roundups in your country and share your content with them.
- **Conversion/Return on Investment (ROI)**: This is the number of times an audience member has responded to a Call to Action
- **Digital Marketing Plan**: a framework with step-by-step instructions for your digital marketing activities aimed at achieving your organisation's goals
- **Digital marketing**: activities done by an organisation to promote the organisation's goal within the digital sphere, i.e., marketing online
- **Email Marketing**: promotions through content sent via email
- **Engagement**: This is the number of actions taken on your posts, including likes, comments, re-shares, re-tweets, link clicks, or video views. This is seen as the most important building a strong supporter base for your organisation.
- **Followers**: This is the number of people that are following your social media page
- **Keyword** (or key phrase): the search term that you most want your page associated to for search engine results. Keywords make it possible for people to find your site via search engines.
- **Linkbuilding**: The links you include in your webpages, relating to increasing the SEO ranking
- **Marketing**: refers to activities done by an organisation to promote the organisation's goal (e.g., for commercial businesses, this is often selling products or services)
- **Meta description**: This is the short page description that appears below the SEO title in each snippet.
- **Online Campaign**: a digital marketing effort, that utilizes the various forms of digital marketing in order to achieve a specific goal.
- **Pay-per-click Advertising**: purchasing advertising (e.g., Google Ads, Facebook Ads, etc.) to drive traffic to your website or social media channels
- **Personas** (or characters): are the fictional and completely generalized representation of different target audiences (who could become potential supporters)

- **Pop Ups:** messages that pop up on a visitor's screen in front of the website text. Yes pop ups can seem annoying, you need to be tactical with your pop-ups, word them carefully so reader can see that you are offering something of actual value and not spamming them.
- **Quality Score:** This refers to the quality of your website and website pages, with regards to backend and technical factors.
- **Reach:** This is the number of people that see the content you content.
- **SEO** (Search Engine Optimization: Activities aimed at boosting a webpages' search engine ranking (e.g., how high a page appears in search engine results)
- **SEO Title:** This is the title for you page that will appear in search engine results.
- **Snippet:** How your webpage is displayed on search engines. Snippets are made up of an SEO Title, Meta Description and URL slug.
- **Social Media Advertising:** a method of amplifying and accelerating your efforts through paid online advertisements
- **Social Media Channel Posts:** content for social media channels
- **Social media marketing:** a form of digital marketing aimed at building awareness about your organisation through publishing great content on your social media channels
- **URL slug:** This is the part of a page's URL that identifies it in an easy-to-read form (the part of a URL that comes after the main domain name e.g., [www.HR4ALL.com/THIS IS THE SLUG](http://www.HR4ALL.com/THIS_IS_THE_SLUG)).