



ICYE Federation - Social Media Guide

A Guide for Beginners & Masters on Social Media

The purpose of this guide is:

- to give you some general inputs on social media
- to share & learn what others are doing & how they are doing it
- to increase awareness on the importance of the interaction between NC's on social media
- to use it as a praxis tool by adapting it to your own purposes
- & finally, to try to motivate you to incorporate social media in your daily work, if you are not doing it yet.

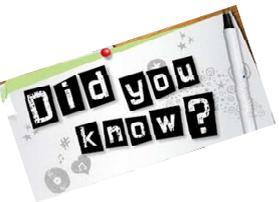
So let's get started!

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Chapter I: On Social Media – Fun Facts

Social Media (SM) is defined as the social interaction among people to create, share and exchange information and ideas. If you think about some of the ICYE ideals, **sharing** and **exchanging** between people are some of the pillars of the Federation. So what better way to reach our aims than by learning about social media and its proper use for NGO's like ICYE. Here are some fun facts that can help you understand a bit more about SM worldwide:

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1. **Did you know that...**social media take different forms and shapes making it difficult to grasp what it actually is? Kaplan and Haenlein (2010) in their article *“Users of the world, unite! The challenges and opportunities of Social Media”* classified social media as: collaborative projects (ex. *Wikipedia*), Blogs and microblogs (ex. *Twitter*), content communities (ex. *YouTube, Vimeo & Daily Motion*), social networking sites (ex. *Facebook*) and others like virtual game and social worlds (ex. *World of Warcraft & Second Life*).
Source: <http://michaelhaenlein.com/Publications/Kaplan,%20Andreas%20%20Users%20of%20the%20world,%20unite.pdf>
 2. **Did you know that...**social media can have different purposes? It can be used for fundraising and charity, enhancing and promoting projects, raising awareness, keeping people active and mobilizing people, PR, crisis management, marketing as well as sharing information in many forms and impacting opinions. Source: http://en.wikipedia.org/wiki/Social_media
 3. **Did you know that...**the most used social media are in the following order: 1. Blogs 2. Social Networking 3. Microblogs (*Twitter*) 4. Online Videos and 5. Widgets? Others less used are Photo Sharing (ex. *Flickr.*), Podcasts as well as virtual words, wikis, social bookmarking, forums and presentation sharing
 4. **Did you know that...**Facebook reached 1 billion worldwide users in April 2012 and 75% came from outside the U.S.A.? There are 150 million active Blogs and 350 million people globally read Blogs. There are 100+ million active users of Twitter, you can get 250 million tweets per day, and finally YouTube has 2 billion videos watched per day. Source: <http://undesadspd.org/civilsociety/tabid/62/news/214/default.aspx>

What you must know is that, as an NGO you should not create a social media presence just because you think you “should” BUT because you want to do it and it involves a process of learning how to like it. **Social media takes time, engagement, management, creativity (e.g. creating daily news and exciting content) and lots of effort because you need to keep up with the trend.** An occasional post in a SM tool just does not cut it. Do not be afraid! This complex and ever changing world can be fun too, it just needs a bit of knowledge and planning. There is no cookie-cutter formula but something can be planned like: you can enhance your organization by developing guidelines and an internal strategy to use social media (see Attachment: ICYE UK SM Strategy). Pre-planning can help you to save time and you can learn from other NC's (National Committees) and NGOs by exploring and researching best practices.

“Learning from past work and gleaning inspiration from others is what creates a strong social content and memorable presence. With that in mind, preparing your organization as much as possible can help alleviate some of the anxiety that comes along with creating a strong and meaningful social media presence. Have a big campaign coming up? Don't wait until a month before to plan. Trying to reach a fundraising goal? Know what platforms can help you achieve financial aspirations and why email alone won't work. Whether your goal is to raise money, turn slacktivists to activists, spread the word, or effect change in government, you've got to know what works in social and what would be a waste of your time”. Source: http://www.huffingtonpost.com/tulani-elisa/the-good-guys-need-a-plan_b_4761121.html

Chapter II: On Social Media in the ICYE Federation

Research was carried out by the BoM (Board of Managers) and a “Social Media Task Group” was created following a Motion of the GA (General Assembly) in Uganda 2013. The following information was gathered from some ICYE NC’s (task group members and handpicked NC’s) who are active users of social media in the Federation. This research doesn’t fully cover all the experiences in ICYE but it’s a first intent to show a glimpse of what is going on social media wise. We would like to thank the following NC’s for sharing their knowledge and best practices - NC’s Cooperating: ICYE Austria, ICYE Germany, ICYE Ghana, ICYE Honduras, ICYE India, ICYE Indonesia, ICYE Japan, ICYE Mexico, ICYE Switzerland, ICYE Vietnam.

We would like as well to thank the task force members who shared their experiences and helped in the production of this guide: Florencia & Nadia (ICYE Argentina), Francisco (ICYE Costa Rica), Minna (ICYE Finland), Katie (ICYE United Kingdom) & Teagan (ICYE U.S.A.)

We especially want to thank 2 social media experts who took the time to answer our many questions and give us so many interesting tips: Danubia from ICYE Honduras and Katie from ICYE UK.

Sara on behalf of the BoM - Social Media task group coordinator, interviewer and author of the guide

Chapter II is based on the interviews and results collected from this research.

How do we use & how should we use social media in ICYE?

Most used Social Media in the ICYE Federation

The most used social media tools in the ICYE organizations are **Facebook, Twitter, Blogs** as well as image tools like **Instagram, Flickr and Videos in YouTube**. Each one of the platforms serves a different purpose and has its own different agenda. This part of the guide will focus more on the above mentioned tools keeping in mind that there are other social media instruments that can be as useful and effective as the ones being used now. This guide should be kept updated following the development of all the current and important social media tools for NGOs like ICYE.



1. Facebook:

All the interviewed NC’s are actively using Facebook and find this as the most functional and successful platform to use. This is mostly because their target audience (especially, between 18-35 years old) actively uses Facebook and it is the most popular social network worldwide.

A. Facebook Purposes: the use of Facebook has different purposes in an NC and between NC’s. Some use it:

- as a marketing tool to enhance and promote the ICYE program as such. Many outgoing exchangees have mentioned that they have used Facebook as a channel to find out about voluntary organizations in their countries.
- to keep their members (or friends) active, to invite and share knowledge of important topics and to share what is new in the organization.
- to focus on community building using it as place to celebrate the volunteers, the efforts of the organization and promote the ideals of ICYE.

- as a quick, immediate, frequent and direct communication tool to follow up on the volunteers/returnees (alumni). Some volunteers seem to forget to check their e-Mails but for sure not Facebook! A change seems to occur on the communicational behavior of young people and this shift can be included in the daily working activities by using social media.
- and last but not least, as a fundraising tool.

Most NC's have a Facebook **PERSONAL PROFILE PAGE** as well as Facebook **FAN PAGE**. Both tools help the NC's track their communication impact at a low cost. Some are actively using both, others use one more than the other (depending on their focus and purpose of using Facebook as mentioned above). An expressed concern by the NC's was that having a "double role" might be confusing for the audience. ***So what should you decide upon? Which one should you use?*** Here are some tips that might help make with your decision:

B. Facebook Profile vs. Fan Page

- Your **Facebook Profile Page** (also known as Timeline) is where the organization takes the role of an individual and is less used by private businesses. It is good for sharing photos, videos and links. You can add friends, directly communicate with them (always a 2-way communication), post comments and connect with favorite causes. You can as well view a log of your Facebook activity.
- The **Facebook Fan Page** is a more professional timeline for the organization. The Fan Page is more useful for marketing your program, showcasing your work, posting announcements, running promotions, offering specials, encouraging people (anyone not only your volunteers) to like other organizations as well as sharing photos, videos and links.

Well then, should I use both? Sure you can! Just make sure you use each tool for its proper purpose. The **Facebook Profile** should not be used as a marketing tool to sell a product or a service. A disadvantage of the profile is that you **cannot** record your statistics. Another risk is, if you are not active enough with your Profile, users can become very discouraged (e.g. someone sends you a friend request and it takes hours or even days to become your friend because you weren't active.) Last but not least, the privacy function of the Profile does not allow users (those who haven't been accepted as friends) to get the information they are immediately looking for.



The **Facebook Fan Page** is immediate for the users, you just simply "like it" and you're in. Even if you do not "like" the page you can still see what is going on in the timeline, something like a homepage. On the other hand, the Fan Page has a strong limitation. **This is not a place to have personal interactions.** You do not have friends but fans which follow you, this means you are limited on the direct exchange you can have with your target group (e.g. you can't follow them, see more about their profile then just their picture and see their birthday). The Fans have to contact you first via e-Mail in able to establish a 2-way communication. On the other hand your fans cannot share things on your fan page, which limits interaction. An advantage of the Fan Page is that you can follow the competition without liking them as well as use adds-promotion (you buy ads and

set the task group you want these ads to be shown to). A time saving feature is that you can connect your Facebook PAGES and manage the Fan Page from your Profile Page (so 2 tools in 1).

- If you decide to change (transfer) from **Profile to Fan Page** this is easy to do and you do not lose your friends, they become your fans.



BE AWARE: when you transfer your Profile to a Fan Page, you lose your Profile (not your friends but your profile function), so **don't do it** if you are planning to keep your Profile as it is.

- C. **What about the Groups? What are they useful for?** Groups can be seen as private or public discussion forums. It is used to send messages to all group members, to follow discussions about topics you care about, keep people informed, asking and answering questions, posting links, etc.

Source: http://www.socialquickstarter.com/content/17-profile_page_or_group

Another limitation of having a Facebook **Fan Page** is that you lose your groups and cannot make new groups. Again, this is why having a more private tool like the **Profile** helps you have and manage groups. Groups help you to have direct and closer contact with ICYE active members (volunteers, returnees, etc.) and keep them close to the "ICYE Family".

"In some cases, due to security or privacy reasons, the profile helps to send event invitations only to those you want to invite, and not to all the general public like the Fan Page does" - says Danubia from **ICYE Honduras** (SM Expert).

Some NC's mentioned that they find the Profile and the groups very helpful when keeping in touch with the exchangees, keeping them more active and knowing more about their voluntary work experience.

ICYE India mentions: *"Our targeted audience are people who are either students or professionals of social work, psychology, special education and relevant background. Tracing out the groups already created for each category and posting our content in that group is one practice which has been fetching out good results for us these days. By creating a separate Group in Facebook, we have been adding people who seem to have shown interest on ICDE and its activities and voluntary work. With the help of Facebook, we had created a direct and targeted way to communicate with the relevant audience by posting the relevant information and content of ICDE"*.

Some outgoings even ask the ICYE NC's during the pre-departure or on the on-arrival camp, to create a **closed Facebook Group** for them, enabling the group of volunteers to easily stay in touch during and even after the exchange period. In some cases it is easier and quicker to contact the exchangees through these groups (or in general through SM or even Whatsapp) than via e-Mail. – **ICYE Austria & ICYE Finland**.

- D. **Facebook Events:** This is another feature that can be used to inform and promote your organization events like the camps, reunions, information days, parties, etc. It was mentioned that some NC's have tried to promote their information evenings by making Events but unfortunately for some, it wasn't as successful as expected. Still it's a good tool because it reaches people and it doesn't take much energy to make a one.

- E. **BUYING ADVERTS:** “At least one of our peer organizations in Finland has bought advertisement space/visibility in Facebook. We have been thinking whether it would be worth for us to someday do the same. It is our understanding that the costs of buying visibility in Facebook are rather low. On the other hand it is unsure how positively or negatively people would respond to our advertising on Facebook”.- Minna from ICYE Finland.

ICYE Finland decided in 2015 to buy 2 weeks of increased visibility on Facebook, especially on those posts that had to do with applying for an ICYE stay abroad. Thanks to this purchase their posts got more likes and were shared more. They will monitor if this helps to get more new applicants during the recruitment period.

- F. **WAIT, HAVE YOU HEARD OF THE SUPER USERS? - Getting by with a little help of your friends!:** Super users can be described as the people who share, follow and comment everything your organization does (in any tool). They can even generate content, based on your posts. Mmmm, I know you must be thinking of one or 2 people, maybe more. Identify them, think about how to approach and collaborate with them so that can become, from committed individuals into a deeply invested focus group. These people can help you to successfully wide spread your message. To read more about super users click here: <http://thirdsectortoday.com/2015/01/13/making-social-media-super-users/>

The 10 Rules of Facebook

These recommendations may be applied as well to other social media tools (information based on the interviews with ICYE social media experts Danubia and Katie)

1. **Post, Post, Post... Post regularly (2 to 3 post a day)!** – less than that will not give you the expected results. At the same time too many posts in Facebook is not recommended because some people may feel overloaded with information and some of those posts might not even be seen or given a like (no “likes” means that the post is under-rated). When is the best time to post something? Concerning the time of day (morning/afternoon/evening) and the days of the week (week days/weekends), this seems to be less relevant **than the regularity of the post**. Any time seems to be a good time as long as the information is updated and interesting. Still, it might be good to post during lunchtime to get more “likes” because people are at their lunch break and probably surfing on the web. For NGO’s like ICYE, the week days are more active than the weekends (except for specific events) so less posts during the weekends are expected.
2. **Keep them Short & Sweet!** - keep the “likes” and comments coming by using short, interesting, well thought out and snappy material. Understand what the audience is interested in and keep them active on that subject.
3. **Have a Community Manager!** - It could/should be a paid staff that only does that or a person that shares responsibilities with other projects. If the resources aren’t there, maybe have interns and give them a clear strategy to keep the consistency going when a new person takes charge. The problem is when you have **too MANY community managers**, then it all becomes a chaos and the specific line of graphic or style gets lost. The style should be



defined beforehand and be a guideline for everyone (e.g. ask yourself: how to make posts? what kind of pictures can be uploaded or not? what kind of subjects you want to be posting about? etc.). The community manager can as well work on crises that may happen (crisis manager). This person should answer immediately all questions because if it takes too much time, people dislike it. In general **ALWAYS RESPOND ASAP TO NEGATIVE FEEDBACK!**

4. **Keeping the Same Line!** - Consistency is very important, that is why it is a priority to have one person in charge of social media in the office and to have a strategic plan (ex. See attachment ICYE UK Strategic Outline). Managing social media is like any other job. It consumes time and energy and you need resources to keep it alive. **If the tool is passive better not have it at all!** Concentrate on 1 or 2 tools that can be kept active.

“Create a consistent tone/voice that is authentic to your organization” – Teagan ICYE USA

5. **Pictures Say More than Words!** - Try to use as much visual material as you can such as pictures and videos vs. only sharing links and blog posts.
6. **What’s on your mind? Be Active and Proactive!** - Comment on pictures/posts of the volunteers and friends to keep the contact flowing. Be attentive to comments, questions, etc. At the same time ask people questions so that they can be more active themselves. The more active they are on your page, the more activities from your organization will appear in their timeline.

7. **Try to use more #Hashtags in Facebook!** - Well, hashtags are more of a Twitter thing but they can be used in Facebook as well to interconnect with others. Use hashtags with your other NC’s to keep them informed of what you are posting especially if it’s something relevant for them. But keep it simple, too many hashtags can be confusing and annoying 😊



8. **What are the others doing?** - Connect with international events that are relevant for ICYE and that are happening now. ICYE can post other stuff related to volunteerism like an interesting article, food recipes of specific countries, recommendations on a good international voluntary book, etc. Avoid aligning yourself with organizations, enterprise and institutions that are not in line with the values of your NGO (be aware of which organizations you are “liking”).

9. **How political can we be?** –Posting on political issues can be tricky. It’s important that you understand your position and your audience. Such posts might need a certain level of common consensus. It makes more sense when a higher body like the ICYE Federation (IO) does this instead of the NCs themselves. Don’t get into politics if it doesn’t go in line with the goals of your organization and you don’t have a well thought guideline.



10. **THE BIGGEST NO-NO on FACEBOOK!** – Avoid too many pages and profiles which cause confusion especially if these are inactive. Avoid being silent on Facebook.

AND FOR ALL THOSE “NUMBER LOVERS”, here are some statistic figures that support what we just mentioned above:

Source: <http://www.fastcompany.com/3022301/work-smart/7-powerful-facebook-statistics-you-should-know-about>



2. Twitter:

The second most used social media tool in ICYE is Twitter, especially by those NC’s where this tool is very popular in their country such as USA or UK. Twitter can be used, like Facebook, as a marketing tool but this one increases the Google searches. Many NC’s use both Twitter and Facebook simultaneously, meaning that they try to synergize both tools by posting similar materials.

In Twitter, like in Facebook, it’s important to post regularly BUT Twitter needs more than a couple posts a day to be an effective tool. It is recommended to post about **5-10 posts daily**. Short messages (Twitter actually limits the amount of words used) pictures, hashtags and links are the pillars of Twitter. The more **Retweets** (similar to the “likes” in Facebook) your posts receive, the more reach you will have to the general audience. Most of the NC’s in this research mentioned they have a Twitter account but don’t use it as much as Facebook. Twitter consumes more time because of the frequency of the posts and the posts have a very short life (some tweets are not even seen). At the same time users expect an instant response to their messages, which can be more time and energy consuming. In some countries Twitter is not as popular yet (it is very country-cultural dependent tool) but still NC’s are considering opening an account because it is being more and more used by their target group (ex. Finland).

Bottom line: if you have an inactive Twitter close it now rather than having it barely alive.

ICYE USA has a different approach to Twitter: *“We use the 80/20 rule. Basically we try to tweet out useful or relevant articles 80% of the time and then talk about ourselves 20% of the time. Twitter is primarily used to insert ourselves into relevant conversations (about volunteering abroad) and to celebrate our volunteers. Both of these techniques have been highly successful. It’s very important that we don’t come across as sale-sy and that we remain authentic to the UP culture”*- says Teagan from ICYE USA.

3. BLOGS:

Blogs are the third most used tool in ICYE. Although many NC’s have different methods and purposes for using it, all see a great potential in this tool. A Blog is an instrument actively used by the volunteers themselves to share their experiences and points of view. These Blogs (or some sections of the blogs) can be used by the NC’s to feed other SM tools and promote their programs. Blogs have become a popular way to awaken the interest of the target group and for them to gain knowledge of the program. It is known that getting information from those who



have experienced the exchange period, raises confidence as well as awareness of a specific culture or country.

In the homepage of ICYE Finland and ICYE USA you can find a link which takes you to several blogs of their outgoings (published with authorization from the volunteers). There is a brief introduction on each volunteer and his/her blog on the page. For more information see: www.maailmanvaihto.fi/blogit & <http://www.unitedplanet.org/blog/>

Minna from **ICYE Finland** explains: *“We have linked blogs of outgoing volunteers into our website. The “blog page” of our website includes blogs of our current volunteers as well as a blog archive. According to the feedback from people interested in our program, many have read the blogs with great interest. In each pre-departure training we encourage new outgoing volunteers to make a blog and give them tips for blogging. After each camp we contact those who have expressed interest in starting a blog and encourage them some more to start a blog”*. Here you can re-blog just like when you re-tweet.

On the other hand, **ICYE Honduras**, have their own page called a blog spot, in which they can connect with the blogs of their incoming and outgoing volunteers.

Francisco from **ICYE Costa Rica** mentioned that they would like to introduce a short activity for their outgoing preparation seminar on “How to write the Blogs and how to use them”. They expect that the outgoings profit from it and at the same time, they can use some of the material as testimonials and information of the program. It came to our knowledge that **ICYE Austria & ICYE Germany** already have a session that includes the responsible use of social media including use of blogs (“reporting respectfully”).

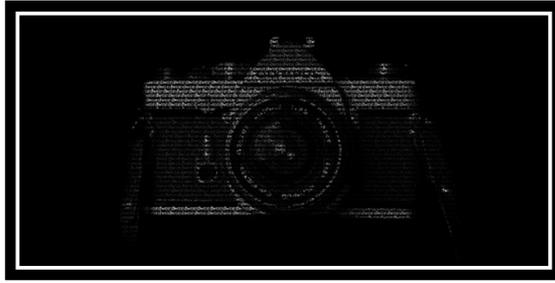


Blogs can be encouraged but at the same time beware that it can bring negative effects to your organization or the volunteers themselves (ex. exchanges posting negative comments on their host family, the project, other volunteers or the culture). This can be read by anyone including the ones that are being “bashed” upon and can result in a conflict.

ICYE Finland shares a learning experience when encouraging others to make blogs: *“A few years ago we encouraged host families to start a blog on their life. A family got interested in the idea and started a blog which we then linked into our website. The blog offered a nice forum to read about the experience of the host family but it seemed to us (at least in the beginning), that the blog focused more on the activities of the volunteer and less on the learning experience of the family. We would have wished that the Blog had more emphasis on the latter one. What we learned from this is that it’s important to discuss well in advance about everyone’s wishes on the blog.”*- Minna from **ICYE Finland**.

Of course, it’s needless to say (but better safe than sorry) that writing Blogs is completely voluntary but it can be encouraged by the NC’s.

**A PICTURE IS WORTH MORE THAN A
THOUSAND WORDS**



4. Instagram / Flickr /Pinterest & YouTube:

These tools are focused on photos and videos and they are less used by the NC's but are nevertheless present in the Federation.

Ex-Kurs:

On Instagram: *“Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. A distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 4:3 aspect ratio typically used by mobile device cameras. Users can also apply digital filters to their images. The maximum duration for Instagram videos is 15 seconds”* (Source: <http://en.wikipedia.org/wiki/Instagram>).



On Flickr: *“Flickr is an image hosting and video hosting website, and web services suite that was created by Ludicorp in 2004 and acquired by Yahoo in 2005. In addition to being a popular website for users to share and embed personal photographs, and effectively an online community, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media”* (Source: <http://en.wikipedia.org/wiki/Flickr>).

On Pinterest: *“Pinterest is a web and mobile application company that offers a visual discovery, collection, sharing, and storage tool. Users create and share the collections of visual bookmarks (boards). Boards are created through a user selecting an item, page, website, etc. and pinning it to an existing or newly created board. Users save and share pins from multiple resources onto boards based on a plethora of criteria, e.g., similar characteristics, a theme, birthday parties, planning a vacation, writing a book, interior decorating, holidays. Boards can develop projects, organize events, or save pictures and data together”* (Source: <http://en.wikipedia.org/wiki/Pinterest>).



Instagram, Flickr and Pinterest are useful tools to let others **SEE** what ICYE does and for them to know, through images, what ICYE is about. It can serve as well as an “expectation campaign” so that people become interested and research more about the NGO on their homepage or Facebook. Some NC's use them to upload pictures of the volunteers arriving in the host country, showing images of their projects and they use the same pictures in other tools for promotional purposes (repetitive effect – psychology). Some countries have a board on Pinterest with specific countries on it (ex. food and drinks, projects) to promote their outgoing program.

Some NC's feel that Instagram requires a large amount of graphic content and it is difficult to coordinate with the volunteers. Still it is considered important to use.

HOW DID WE EVER LIVE WITHOUT...



If you are planning to upload videos, you have to have a **YouTube** account or channel. If you have one, then it is utterly important to upload material as often as possible. If you don't, it might as well be another unused tool. The videos should be short (no longer than 7 minutes, preferably 2-4 minutes). They do not have to be extremely professional or expensive but at the same time avoid homemade quality videos. Precisely some NC's expressed that they haven't joined these platforms because they do not think they have the resources to come up with reasonable and attractive videos.

ICYE Honduras has been developing several videos in the last couple of months with exchangees talking about security, life in Honduras (to show a different picture of the country apart from the negative media news) as well as a "Happy Video" for the world to see. Here are the channels of ICYE Honduras in YouTube and some videos as example: <https://www.youtube.com/user/icyehn>

ICYE Experience Iceland & Austria to Honduras: <https://www.youtube.com/watch?v=Si9UyJlqWHw>

Intercordia Volunteers are Happy in Honduras: <https://www.youtube.com/watch?v=mcVjGYZOsoM>

ICYE Experience ICYE Honduras to South Korea: <https://www.youtube.com/watch?v=1rHUktnizOA>

ICYE Experience England & Austria to Honduras: <https://www.youtube.com/watch?v=97w6n82aoN0>

IMPORTANT: see as well **the ICYE IO YouTube Channel**, which was been set up to offer a central place where good quality videos, that showcase the work of the Federation, could be posted <https://www.youtube.com/user/ICYEio>.

There should be a balance between budget and own resources in the organization. A good video should have clear visuals, good sound and most importantly the message should be displayed in manner so that it is directed toward the desired target group. *"A recommendation would be to post at least one video every 2 months (6 videos a year) and promote that video until the next ones comes out"* – says Danubia from **ICYE Honduras**.

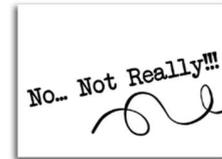
Some tips of things you might have missed:

- If you have an account on Gmail you have immediately an account on YouTube, Google+ - so check this – Nadia from **ICYE Argentina**
- Another way to keep the marketing going are "Guerilla Campaigns" says Danubia from **ICYE Honduras**, for example the "Teddy Bears around the world from langwitches" (<http://www.langwitches.org/blog/travel/teddybearsaroundtheworld/about-2/>), the "Ice Bucket Challenge" (http://en.wikipedia.org/wiki/Ice_Bucket_Challenge) or our very own "Harlem Shake" by **ICYE UK** (<https://www.youtube.com/watch?v=NzAXheOrLOY>).

These are activities that can directly promote your product or not, but it brings attention to your organization or to a specific idea of your NGO. Act on it and then spread the word in the social media tools!

To summarize, it's extremely important for all these tools to have a good strategic plan in order to produce high quality content for these networks.

SOOO THIS IS IT... MMMMMM



There are others and many others!!! There are other tools that were mentioned as SM or as informative tools. On the internet there is much more and although this guide does not intend to cover all of them, any interesting tool that works for an ICYE NC can be included in this chapter.

- **Wikipedia: ICYE Finland** mentioned Wikipedia as a source of information (not necessarily as a social media tool).
- **ICYE Argentina & ICYE Finland** mentioned **ISSUU** as a useful tool to have online files. ICYE Finland publishes their magazine and some other publications on their ISSUU service. Through this publication tool, it is easy to embed it into the website and shared it on social media. There is a fee for this service, more information under: www.issuu.com
- **ICYE UK** encourages NC's to have a **LinkedIn** page (<http://en.wikipedia.org/wiki/LinkedIn>) in which you can post opportunities and endorse your volunteers on their job search. Useful for the returnee exchangees and can be seen as an extra service provided by the sending organization.

Other tools that are being used are:

Google+ (<http://www.google.com/intl/en/+/learnmore/>), **Tumblr** (<http://en.wikipedia.org/wiki/Tumblr>), **StumbleUpon** (<http://en.wikipedia.org/wiki/StumbleUpon>), etc.

More information on social media today see: <http://www.socialmediatoday.com/>

5. INTERCONNECT in ICYE

This is hugely important because most NC's are rarely interconnecting. SM are made to connect with each other and this doesn't only mean to connect your own social media tools BUT as well to interconnect with other NC's and their social media activities. Try to keep track of what others are posting or doing and use their material or hashtag them in things you are posting. Very essential is to connect with the ICYE Federations social media tools and feed them material as well.

Example: If you are having a country campaign that week where you are posting information about Uganda...why not hashtag ICYE Uganda in all your posts so that they can make use of your material too and the audience can immediately be connected with that NC.

During the interview the NC's were asked if they knew of any best practices or activities the other NC's have been doing. All the answers were NO. This means that in the Federation we are less aware of what the others are doing, which could be a missed opportunity to learn from each other and get support from those with more experience.

“In terms of interacting with other NCs, I'd have to say that we don't really do that at all. I think I've retweeted and/or liked a few of ICYE UKs posts but that's about the extent of it. Maybe that's something that we can work on!” – Teagan from ICYE USA.

“It would be great to have more collaboration between NC's in social media, like tagging each other in posts or use the same hashtag for certain kind of messages”. – Francisco from ICYE Costa Rica.

6. SUMMARY

In general, the use of SM was rated as positive from the NC's that were interviewed but at the same time it is very time consuming. **SOMETHING DOESN'T COME FROM NOTHING!** If you launch yourself into the creative world of social media be prepare to hire or train staff, make a strategic plan (see attachment as example), and have a SM calendar where you plan what you will be up to during the year/month/week and include it in your budget.

Teagan from **ICYE USA** expressed social media as followed: *“Social media is a great marketing too, but more importantly it's a great customer service tool. Social media is all about relationships. Our social media presence is focused entirely on creating and maintaining relationships with our volunteers (and alumni) as well as prospective volunteers. It's also been a great way for us to learn more about our target audience, which has really helped us to shape our brand identity. We've been having a lot of fun with social media lately and we've really begun to see the benefits. Keep it simple, light and authentic!”*

CHAPTER III: Best Practices from the ICYE NC's

Weekly Posts with a Country Focus	One best practice is to have a country focus once a week. They pick a country and during that week they post interesting information about that specific country as well as pictures, songs, articles. Don't forget to tag/hashtag the ICYE organization of the country you're focusing in. – ICYE UK & ICYE HONDURAS
UK's Photo Competition	Once a year ICYE UK prepares a photo competition, photos taken by their Outgoings. They send a call to the Exchangees so that they send their top 5 photos and a quote about their experience. Then a pre-selection is made by ICYE UK and 5 top photos are chosen, posted on their social media and call for voting. The winner (the one that has the most likes) is given 75 pounds as reward. This campaign has brought ICYE UK lots of likes and attention. – ICYE UK
Just an IMAGE is enough!	Posting images from countries where placement is still available (for recruitment – open places) - ICYE COSTA RICA
“Hi, it's me and I am loving this experience”!	Posting photo (s) and greetings from our participants abroad - ICYE COSTA RICA & ICYE HONDURAS

<p>“Diana en Suiza” – Photo Albums of Exchangees</p>	<p>“We create & post Facebook albums with photos and descriptions of the experience of the Mexican volunteers to motivate other to do an exchange like they did” (https://www.facebook.com/media/set/?set=a.775132999203363.1073741849.222050504511618&type=1) – ICYE MEXICO</p>
<p>National Volunteer Month (April) - On Monthly Campaigns</p>	<p>“We celebrated NVM in April by highlighting our volunteers’ efforts for the whole month. We initially sent out an email welcoming our alumni/returnees to share their photos with us. We also reached out via Instagram (we have a list of all of their accounts) and Twitter. Once we had collected enough photos we began posting two of them per week on Facebook. We also published 7 blog posts related to NVM and ran Facebook ads. Again, the main goal of the campaign was to interact more with our returnees. We also wanted to highlight and celebrate their efforts. We also did a few small social media projects surrounding popular holidays. We designed a campaign around April Fools (volunteer on Mars) and Valentine’s Day (fall in love with the world). We also initiated a huge campaign in May focused on local universities which included emails, Facebook ads, flyers, etc. We try to have a big digital campaign every month”. – ICYE USA</p>
<p>Monday Starts with Music!</p>	<p>Post a song, preferably related to a country, culture or volunteering work you will be focusing on that week – ICYE UK</p>
<p>Global Campaigns for the International Day of Volunteers</p>	<p>Organize a global campaign for the international day of volunteers where the volunteers promote the activities of their voluntary work. In ICYE Argentina, during a Workcamp, they trained their participants to make audiovisual productions. At the end they made a video. During the international volunteer day, all the participants from all over the world posted the video (at the same time) to commemorate their time together and their solidarity – ICYE ARGENTINA. Here is the video: https://www.youtube.com/watch?v=5iBGTgnfyMo</p>
<p>10 Reasons to get to know a Country</p>	<p>Post 10 reasons why someone should visit a specific ICYE country – ICYE HONDURAS</p>
<p>Awareness of Volunteering in Ghana</p>	<p>ICYE Ghana made a campaign on awareness of volunteering, where the international participants educated the youth in Ghana on the importance of voluntary service. At the same time ICYE Ghana has picked a couple of English blogs from former volunteers (ex. Finland or Austria: “I go to school at christlove educational cornflakes”) which have help them promote their program and specific projects (ex. https://myghanajournal.wordpress.com/) - ICYE GHANA</p>
<p>Blog Testimonials</p>	<p>Posting blog posts from current or former participants as well as testimonials from current exchangees/returnees - ICYE COSTA RICA, ICYE VIETNAM, ICYE DEJAVATO, ICYE MEXICO & ICYE FINLAND</p>
<p>Photo on Friday!</p>	<p>Choose a photo and attach it to all your sayings & posts that day – ICYE UK</p>

“SIJUBOLETIN” (Newsletter)	“Every two months we write a bulletin with the name Sijuboletín to promote our activities and show what we have done in the last time. Then we send it to our contacts. In the future we want to start to post it on Facebook and write it in English as well”. – ICYE MEXICO
Event Management	“I started creating events on Facebook approximately 6 months ago. It has been very effective to promote our activities such as information meetings or larger events. It allows us to keep the motivation high within possible volunteers. In Costa Rica the use of smartphones is very high so for each event we also send a reminder to the guests before the event starts”. – ICYE COSTA RICA
“Mandelas Day”	When there is a day being celebrated in the world like international volunteer day or Mandelas Day, take that opportunity to write a fun fact or to ask questions about this special day – ICYE UK
Regular Posting for Different Audience	“We try to post at least once per day. Not all the posts are to promote our outgoing program. We also post about our international volunteers, national activities, our volunteers abroad, etc. This keeps different audience engaged on our page. – ICYE COSTA RICA
“Foto des Monats”	ICYE Germany has a "Foto des Monats" (Photo of the Month) where they ask their volunteers (Incomings-Outgoings) to send a photo which is esthetically appealing and representative of their volunteering. At the end of each month ICYE Germany approaches their volunteers, give them a specific theme and ask them to be creative and to take a photo that represents this theme. To see the “Foto des Monats” visit: https://www.facebook.com/ICYE.Germany – ICYE GERMANY
Short Visual Posts with a Call for Action	We always try to post short messages with a video or an image AND we close with a question or a call for action. – ICYE COSTA RICA
Posting NEWSLETTER from the Volunteers themselves	ICYE Indonesia posts on Facebook (and on their homepage) newsletters from the volunteers. The volunteers write about their experience in the project, host family and in the culture. The newsletter contains as well a kind of photo collage of the volunteer’s exchange. “We send the newsletter to the Foreign Embassies asking them to be put it on their website / blog, to show that their citizens contribute and join our program which strengthens their relationship between their country and Indonesia. So far we have gotten a good response from the Japanese Consulate in Bali”. - ICYE INDONESIA
Wednesday the day of the: “Word of the Week”	Post words that the volunteers have learned that week – ICYE UK

Promoting South-South Program	ICYE Mexico shares blogs from their outgoing exchangees specially those who have been part of the south-south program to motivate and inform of other of this possibility and great experience (ex. http://mividaenkenya.blogspot.mx/)- ICYE MEXICO
We Neeeeeed You!	ICYE Germany approaches possible projects, host families and other stakeholders through “We need you” posts to inform them how they can be part of the program. “You will not believe it but a simple phrase like "We neeeded you" coupled with a short description and a friendly picture has done its work” – ICYE GERMANY
Group Management in Facebook	“We have closed groups on Facebook for specific purposes. We have a group called Language Café, which is a weekly activity in ACI’s office to motivate people to practice new languages with each other. Is important to put rules in this groups to avoid spam”. – ICYE COSTA RICA
contACT – live intercultural exchange!	contACT was a raising awareness campaign in Switzerland from the “The Volunteer Activist” action with the theme “ <i>Citizenship for Change: Empowering Volunteer Activism</i> ”. This action was run in 17 countries worldwide with the coordination of the International Office through the Youth in Action Program (for more information see: http://activist.icye.org/). One of the main aims of contACT was to raise awareness of the population about the importance of intercultural exchange. One of the activities was a photo competition (3 prizes where provided to the winners) where people would send a photo related to the theme contACT together with a statement. Many pictures where sent and in the time period of 2 months the number of fans of the Facebook site increased up to a 13% and they received 34 more “likes” per post compared to the past 3 “likes”. Due to the campaign the number of people who followed the activities of ICYE Switzerland on Facebook had increased from an average 70 to a 586 people per post. Through this campaign ICYE Switzerland was able to strengthen the relationship between ICYE and its current general public, to gain new followers and learn more about the capacity reach of social media tools. – ICYE SWITZERLAND
Charity Tuesday on Twitter!	Hashtag, promote & follow organizations and activities that have to do with charity in the UK – ICYE UK
“Goodbye & Welcome”	Posting photos/short messages on Exchangees that arriving or are departing – ICYE HONDURAS & ICYE COSTA RICA
Follow Friday on Twitter!	Following and promoting organizations in the UK (or from ICYE) and post things about them – ICYE UK
BLOGGING about the ICYE program	ICYE Japan use to have a blog (http://blog.canpan.info/icyejapan/) where they posted information of other NC’s (like the staff, programs, costs, etc.) or promote their programs (like exchange, language school, working holiday, etc.). – ICYE JAPAN

<p>#UPhotoContest (in August/September):</p>	<p>“We used WooBox (app) to create a photo contest page on our website. We gave away a grand prize and two runner up prizes, as well as weekly prizes to our voters. We gave away Quest credit and tons of other prizes. You could only vote once a day. It was wildly successful and we got many likes on our Facebook page. We were mostly focusing on engaging our alumni/returnees (vs. getting more volunteers) and in that sense we achieved our goal. The contest was promoted via Email Marketing, Facebook, Twitter, Instagram, Google+, LinkedIn, and our blog. We had a lot of fun promoting the campaign on social media. At a certain point we were uploading embarrassing/awkward dance videos to Instagram to push people to submit photos. We had tons of interaction on Twitter/Instagram (through the hashtag #UPhotoContest) which we were really pleased with. We received over 2,000 likes on Facebook, 500 followers on Instagram/Twitter, and hundreds of new email opt-ins. Many of the winners who received Quest credit have already said they will be volunteering with us again within the year, so that's another bonus. We're currently working on following up with people who expressed interest in volunteering with us”. – ICYE USA</p>
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And have you heard about our own **ICYE Couchsurfing** created by some returnees. Check it out: <https://www.facebook.com/groups/315776658523611/>

CHAPTER IV: Other Ideas, Suggestions & Interesting Links

- ICYE Finland: “We are aware that smart phones are quickly gaining more and more popularity among our target age group in Finland so we ought to start exploring our social media (and internet) activities from the point of view like following people and participating with them via smart phones”.
- ICYE COSTA RICA: “It would be great to generate short, 1 month or less, campaigns to promote exchange between specific regions or countries”.
- ICYE Finland: “We have been thinking whether a shared blog of different active people of our organization (support persons, host family members, board members...) could be a nice idea. The idea is that these different actors could circulate turns in blogging. It’s still in conversation”.
- ICYE Finland: Is there an English Wikipedia page for the ICYE federation? If not, would there be need to have one? http://de.wikipedia.org/wiki/International_Cultural_Youth_Exchange
- The “Internet of Things” and Nonprofits: 1. “You have to start investing and paying attention to data” 2. Pay attention to IoT (The Internet of Things) and all the objects that come with it” and 3. “Get your social presence up to an active status”. You want to know more about it, read it here <http://thirdsectortoday.com/2015/01/21/internet-things-nonprofits/>
- Wondering how social media and Nonprofits can/may/should or should not work together? Well you can read articles on the third sector today: <http://thirdsectortoday.com/?s=social+media>

- There are many guides on social media which can help your organization the best. Well of course this one of them 😊 but for sure there are other guides which their information is crucial and interesting to read and integrate in your strategy. A good example is this guide- **MAKING THE MEDIA WORK FOR YOU: A Guide for a Civil Society Organisation**. Here you can read about the making of the guide and you can download the guide itself (which will be added to the ICYE Intranet as well): <http://ejc.net/projects/Ongoing/making-the-media-work-for-you-a-guide-for-civil-society-organisations>
- On Best Practices in Social Media for NGOs and Social Welfare or Charity Organizations: <http://www.slideshare.net/SocialSamosa/best-practices-in-social-media-for-ngos-report?ref=>
- Community Hack Sheets for NGOs: <http://www.slideshare.net/sdarine/social-media-community-hack-sheet-for-ngos>
- Even the UNITED NATIONS has something to say about Social Media: <http://www.un.org/esa/socdev/ngo/docs/2010/Farra.pdf>
- And if you are unsure about something concerning Facebook well you can always ask Facebook: <https://www.facebook.com/help/> or specific for NGOs: <https://www.facebook.com/SocialMediaTipsforNGOs>
- With a rapidly changing social media, it is all about the today. This website might keep you updated on social media changes: <http://www.socialmediatoday.com/>

ATTACHMENT

ICYE UK: SOCIAL MEDIA MARKETING STRATEGY

Monday	Tuesday	Wednesday	Thursday	Friday	
<p>Music Monday!</p> <p>Focus on a specific region/country each week. And include apply to do a long-term /short-term placement with ICYE TODAY! (make these posts more direct and urgent)</p> <p>Upload an article/website on the country. From current affairs to articles on culture- music, food, events. These could be events that are happening in the UK.</p> <p>Question: If there is a key event, we should be asking people what</p>	<p>Promotion of the ICYE programme:</p> <p>Use case studies/blog/pictures to promote the country of the week.</p> <p>Post about our upcoming Info days.</p> <p>Twitter: #CharityTuesday</p>	<p>Word of the week-ask our volunteer’s what new words they have learnt this week?</p> <p>Project focus!</p> <p>Retweet, share fb posts from volunteer’s projects in the UK and overseas e.g the Orpheus Centre, Scope, Leonard Cheshire Disability, Outwood, Carers Support, Treloars.</p> <p>Connect with other ICYE offices/federation.</p>	<p>Promotion of the ICYE programme: Upload an article/website on the country. From current affairs to articles on culture- music, food, events. These could be events that are happening in the UK.</p> <p>Twitter/Instagram: #TBT</p> <p>Upload a video- perhaps an inspirational Ted talk/an ICYE youtube video.</p>	<p>Foto Friday!</p> <p>Twitter: <u>#Follow Friday</u></p> <p>Question? Ask people what their favourite pictures are.</p> <p>Fundraising: Celebrate volunteers fundraising achievements/ post fundraising ideas/ talk about the fundraising our volunteers are doing in other countries. Question? Ask for fundraising ideas/success stories</p> <p>Twitter: <u>#FundraisingFriday</u></p> <p><u>Promote Bursary!</u></p>	

they will be doing to celebrate?				Weekend inspiration. Picture or story that is inspirational.- post a picture/article that has inspired us. Ask people what they will be doing at the weekend? Perhaps tie this is with an international day/event.	
<p>Week commencing 7th April= Ecuador tie in with the Brazil World Cup Week commencing 14th April= Costa Rica tie with the Brazil World Cup/Easter Week commencing 21st April= Bolivia Week commencing 28th April= Uganda Week commencing 5th May= Kenya Week commencing 12th May= South Korea Week commencing 19th May=India Week commencing 26th May= Mexico Week commencing 2nd June= Honduras</p> <p>Use blogs, case studies.</p> <p>Need to collect enough material on each one.</p> <p>Find relevant articles/links for each country</p> <p>Research key events for each week, particular focus on ID. http://www.unac.org/en/news_events/un_days/international_days.asp</p>					

Linking up to other ICYE NCs and UK Projects (e.g. Orpheus Centre) facebook pages- liking/sharing/commenting etc. Check other organisations pages too (e.g. VSO) to see what how they're advertising their projects.

Once a month youtube post?

Key dates:

June – 1st International Children's Day, 4th International Day of Innocent Children Victims of Aggression, 5th World Environment Day, 8th World Oceans Day, 12th World Day Against Child Labour, 17th World Day to Combat Desertification and Drought, 20th World Refugee Day, 26th International Day Against Drug Abuse and Illicit Trafficking, International Day of Support of Victims of Torture.

July- 6th World Day of Cooperatives, 11th World Population Day, 18th Mandela day

August- 12th International Youth Day, 23rd International Day for the Remembrance of the Slave Trade and its Abolition

September- 1st international Literacy day, 15th International day of Democracy, 21st International day of Peace (will combine democracy/peace theme with elections)

October – 10th World Mental Health day, 17th Eradication of Poverty day (combine with day of rural women 15th and world food day on the 16th)

November- 9th World Freedom day, 25th World Elimination of Violence against Women Day

December- 1st World Aids Day, 10th Human rights day,

These themes will also be reflected on the Facebook page.

Development: Increase discussion and interaction, use questions, facts. Weekend inspiration.

This guide was published in **February 2015**.

This guide should be updated yearly with new best practices and tips following the ever changing social media trend.

Any ICYE National Committee (members and partners) are welcome to share their best practices, updates and tips in this guide. Any new material will be then included to the Chapter it belongs too or in a fifth new Chapter (so that it can be easily visible):

V. What is new in the ICYE Social Media World?

Do you have any questions, suggestions, doubts or information you want to send us?

Author of the ICYE Social Media Guide: Sara Paredes

Contact: sara.paredes@outlook.com

Owner of the Social Media Guide: ICYE Federation

Contact: icyeio@ipn-b.de / www.icye.org

JOIN US ON: <https://www.facebook.com/pages/ICYE-Federation/187969991238368?fref=ts>