



Communication and
engagement with
communities

Social Media Learning
Exchange
24 – 26 November 2015



What you said you want to
learn

Appropriate methods to communicate the information in peace and emergency.

Ways to promote RCRC movement through social media

Reputation Risk Management

How to create good communication that is creative.

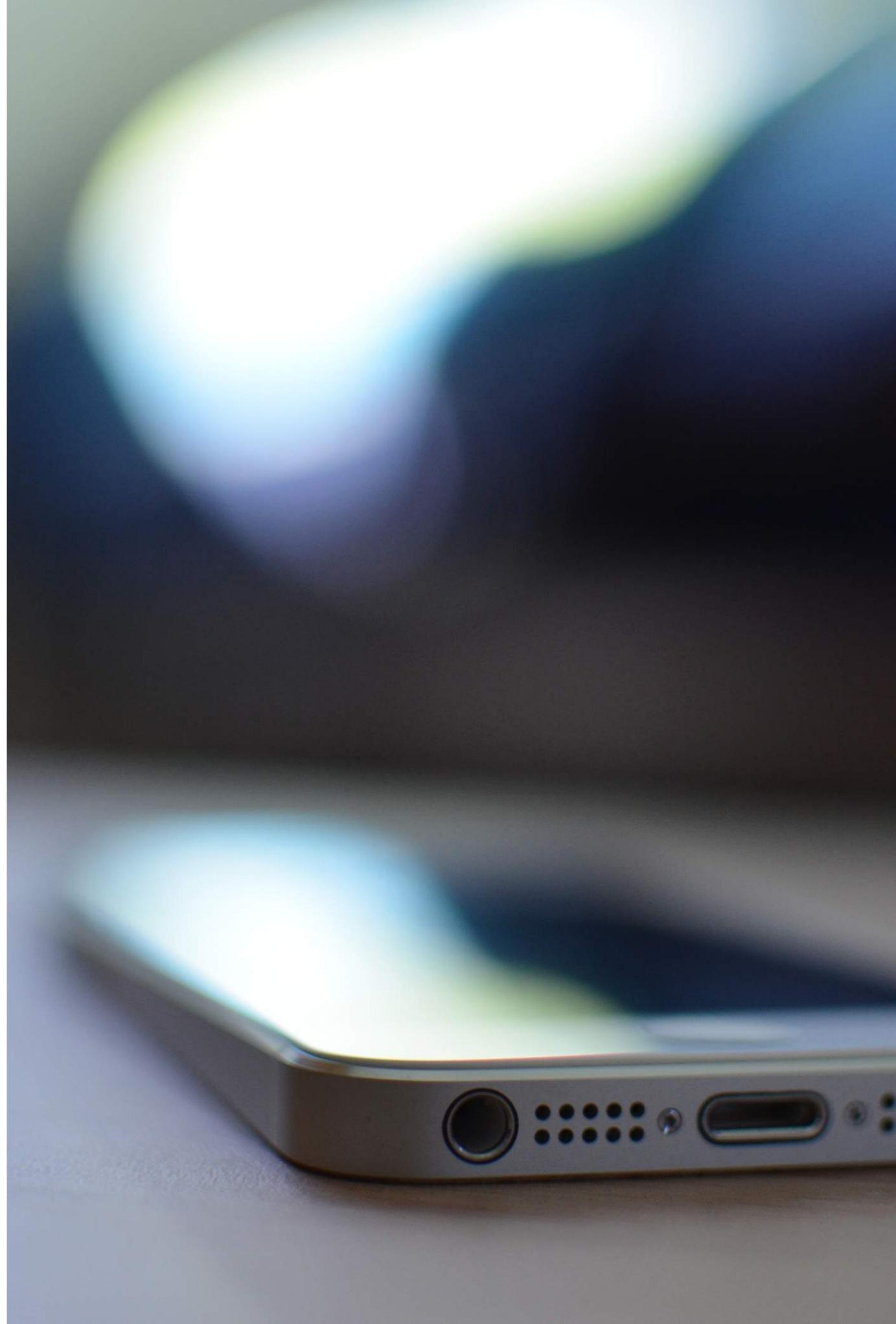
How to make a beneficiary Communication strategy, Data collection & analyzing

Sharing experience in communication on social media connecting with other staff

How to evaluate the engagement efficiently
How to respond to a 'critical' comments on socmed

Today's outcomes

1. Understanding how to communicate so we have stronger engagement with communities.
2. Understanding the importance of engaging and clear communication.
3. Practical pointers and tips for enhancing your current communications with communities.





What role does communication
play?



Sharing and promoting
life saving
information, skills and
practices



Encouraging
two-way
communication and
dialogue



Fostering
accountability in the
programme
cycle/delivery

People and communities **participate, take informed decisions** and actions, guide programming, **foster social changes and enhance their resilience.**

Communication has a role in community engagement



Different roles and different modes with same aims



Why is it important?

Context of community participation

We have the communication tools that allow a 'radical monopoly' of transmission ...

Context is a 'new', 'information-based' economy is of social inclusion and participation.

'Culture of Remix' and user generated content.



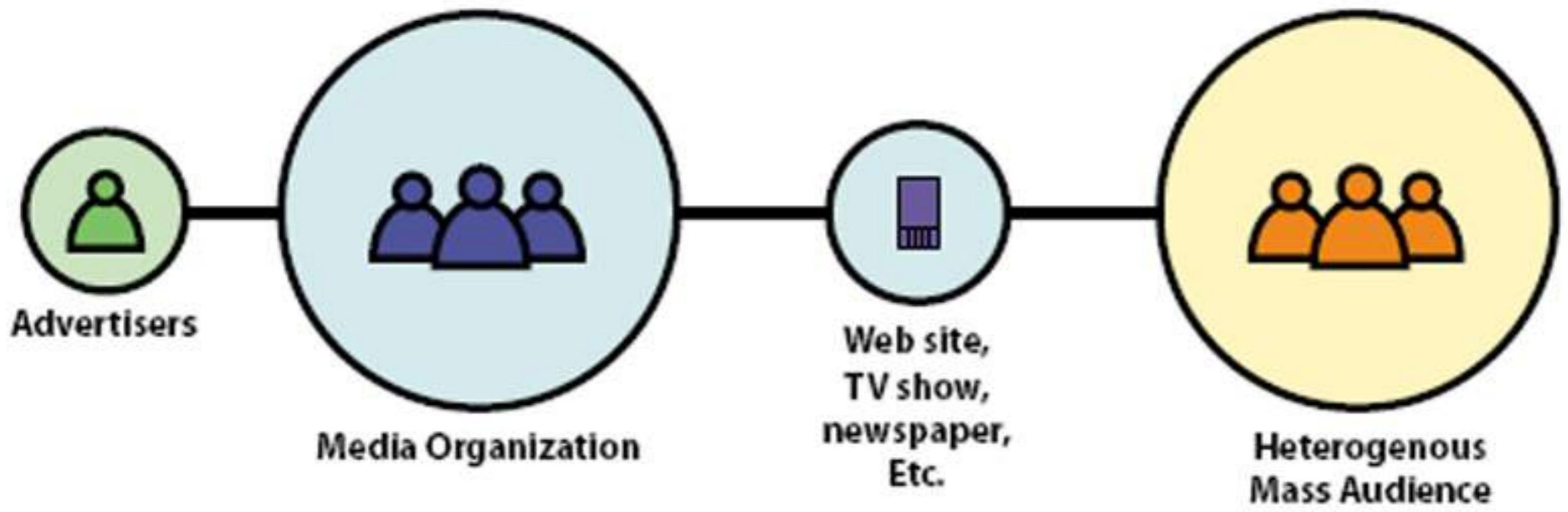
Context of community participation

Consumers want the right to participate and this can be destabilising.

Threatens consolidation, standardisation of our communication.

This is an opportunity which we can build on.









Socialised media space: meeting spaces between a range of grassroots creative communities, each pursuing their own goals, but each helping to shape the total media environment.

Participation gaps?

Should consider if participation automatic/ with internet cultures/ societies?

Participation is shaped by a range of factors

Various global strategies aim to facilitate

participation and

inclusion eg Millennium

Development Goals,

World Summit on the

Information Society





How can we communicate in ways that trigger deeper engagement?

Steps to engaging communication

1. Understand who the community is.
2. Provide information to the community.
3. Have dialogue with the community and listen to feedback.
4. Analyse the information and take action.
5. Work with the community in participation.





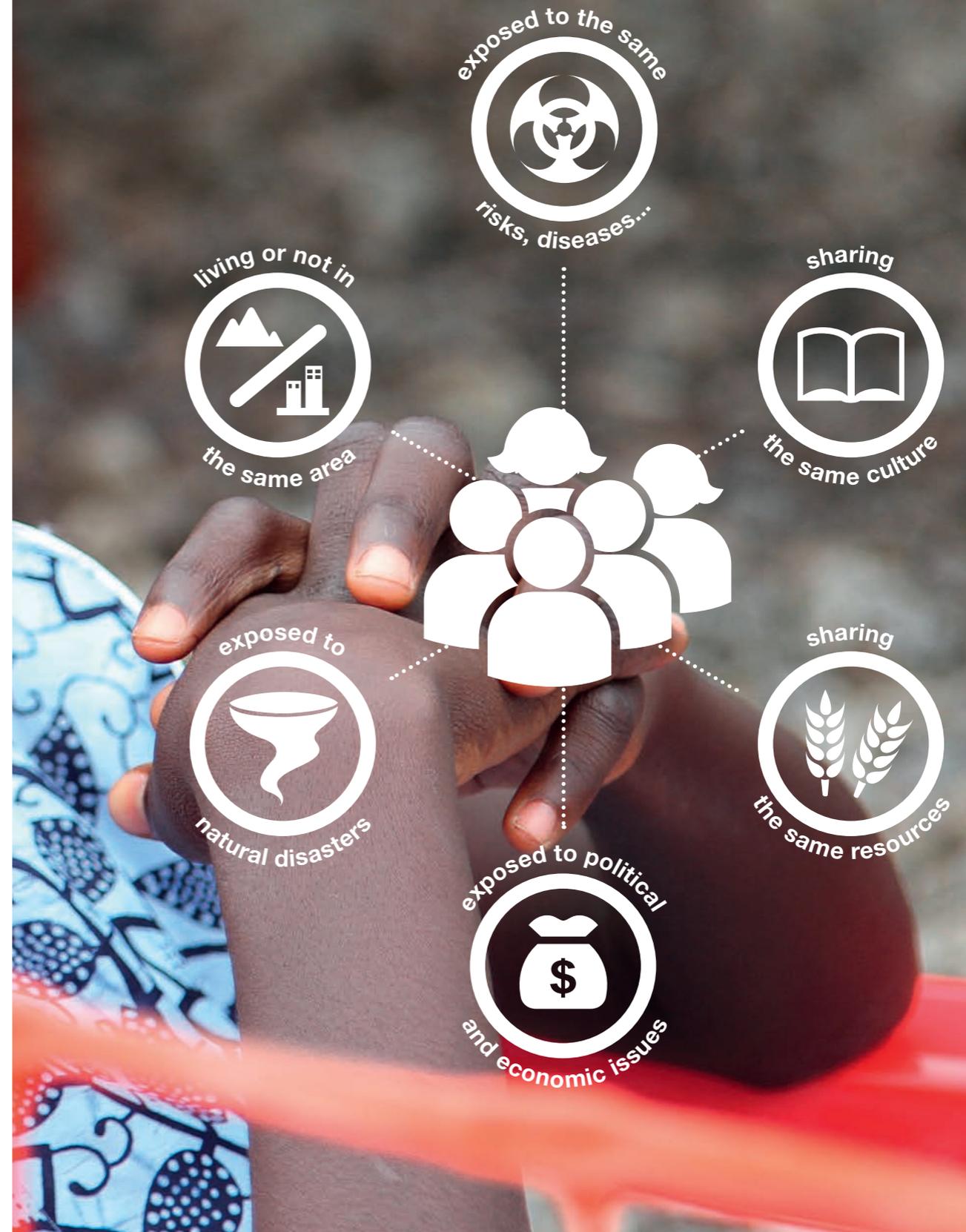
Understanding Community -
Communication with who?

Recap: What is a community?

“A community is a group of people who may or may not live within the same area, village or neighbourhood, share a similar culture, habits and resources.

Communities are groups of people also exposed to the same threats and risks such as disease, political and economic issues and natural disasters.”

What is a community?



Recap: What is a community?

1. Group of people who may or may not live within the same area.
3. Share a similar culture, habits and resources.
5. Exposed to the same threats and risks such as disease, political and economic issues and natural disasters.

What is a community?

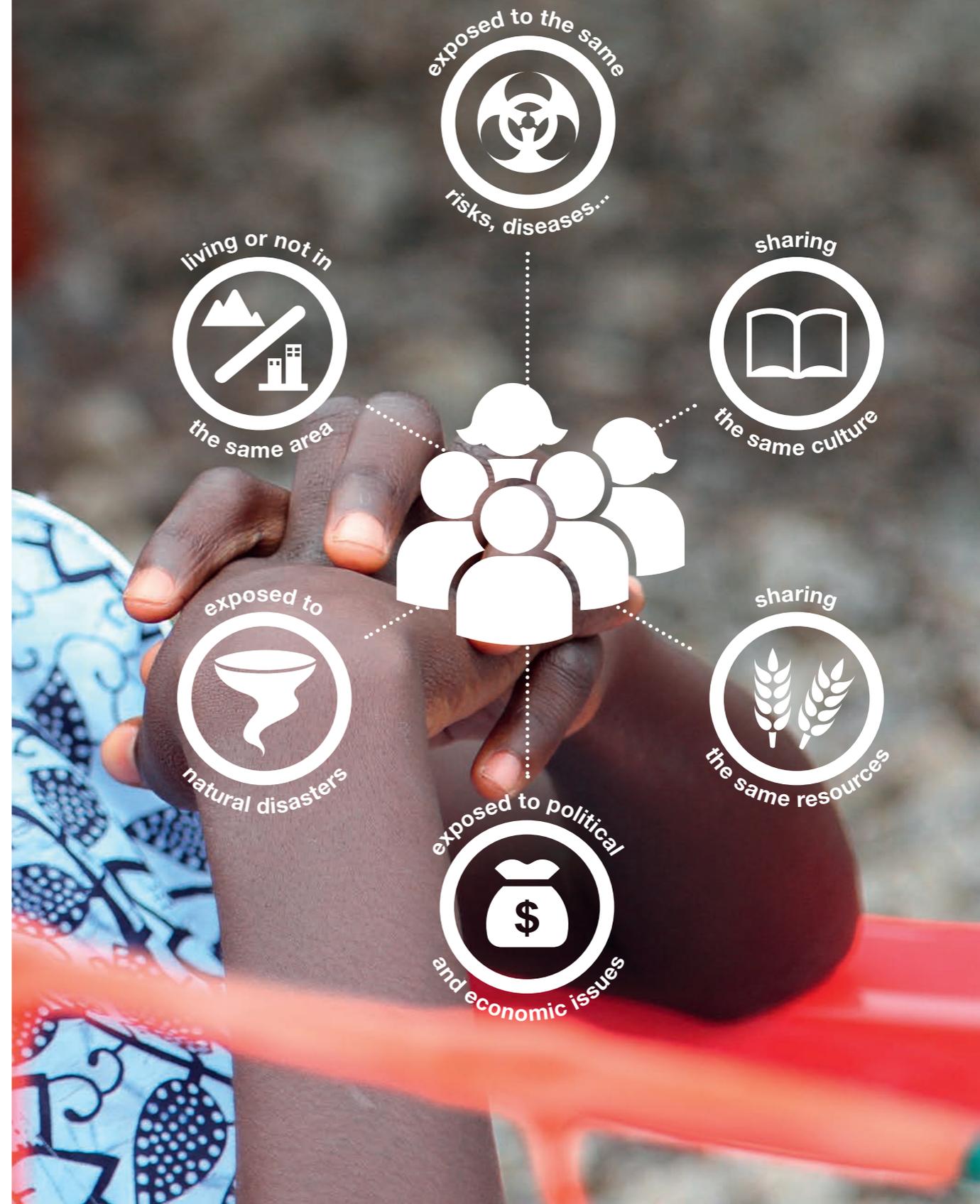


Recap: What is a community?

Some examples of 'communities' exposed to risks and threats:

- Haiti Earthquake saw one of the largest responses from diaspora community raising money and providing translation for responders (amongst many other things).
- Asian Quake and Tsunami impacted multiple communities both in the countries that were directly affected and indirectly affected.

What is a community?



Recap: What is a community?

Some examples of 'communities'

- Flooding in Thailand has caused the closure of car plants in Florida and seen hundreds of people laid off for weeks and months at a time, because the widget that they needed to run the car plant and the production line was made in Thailand.
- **Community = interconnected and global = communication must reflect this point.**

What is a community?





Tools to identify
community

Tools to identify community

- Identifying community using **primary and secondary information.**
- Primary information could include community surveys, focus groups, assessment or M&E information.



Tools to identify community

- Secondary information such census data or government data, GIS mapping, Clusters (where active) - *see handout for more.*



Tools to identify community

- Secondary information from other organisations on community in emergencies.
- <https://www.humanitarianresponse.info/en/home>
- Activate humanitarian ID



	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance				
Some Importance				
Little Importance				
No Importance				

Analysis of stakeholders online and offline



Online tools to
understand audience

Understanding audience online

Facebook (free)

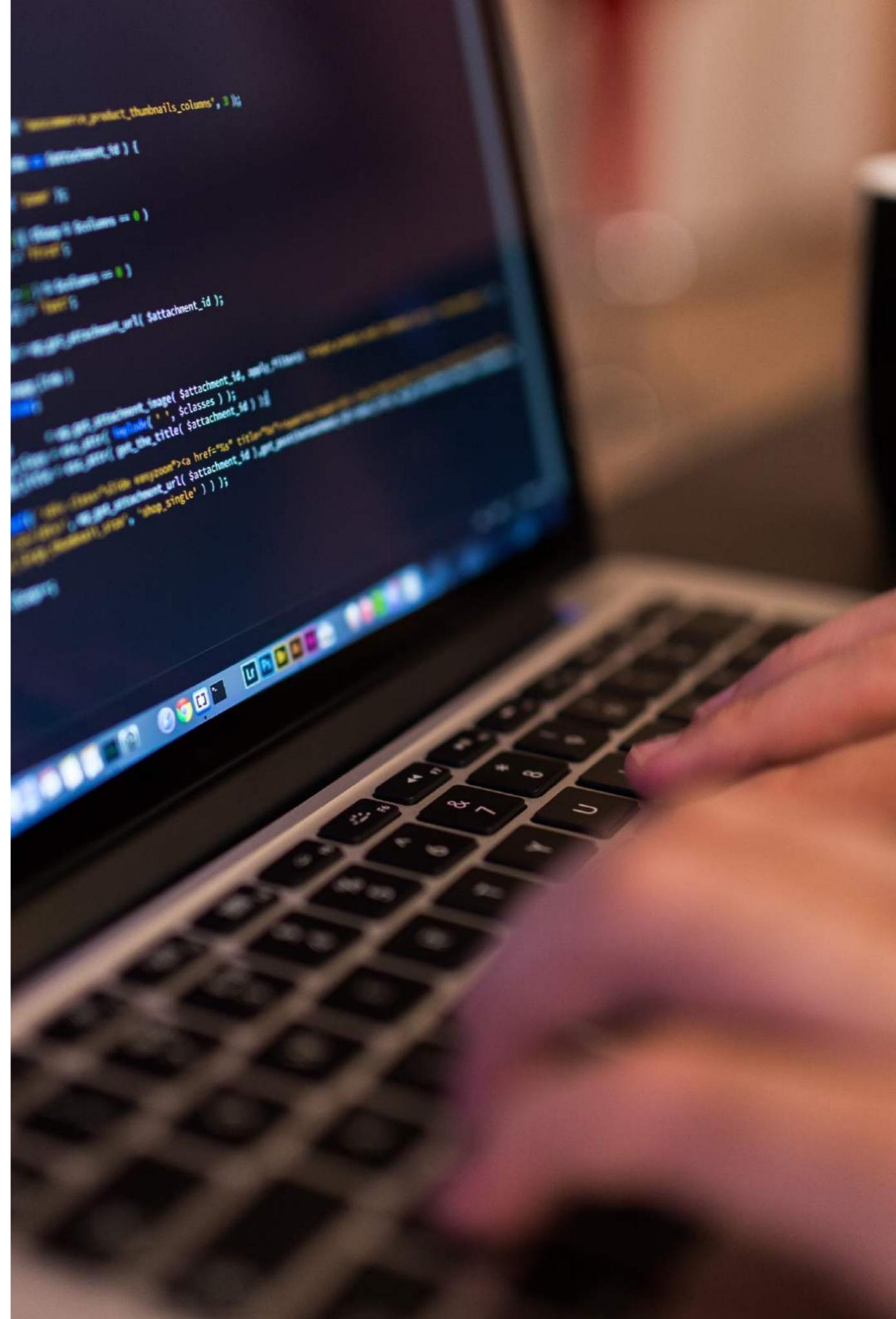
[http://](http://www.facebook.com)

www.facebook.com

Available for all Facebook pages

Overview of key metrics and demographic data.

Help you target content to your audience



Showing the last 7 days of data.
7/7/2013 - 7/13/2013

Page Likes

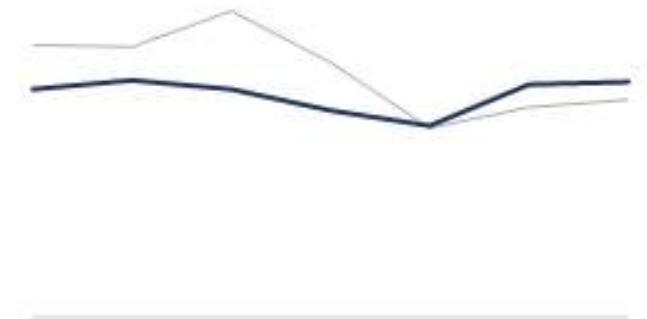
157,517 Total Page Likes
▲ 1.9% from last week

New Page Likes

2,948

▼ 9.4%

— This week
— Last week



Sun Mon Tue Wed Thu Fri Sat

Post Reach

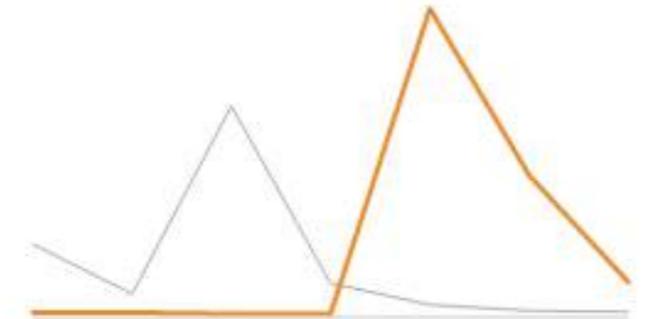
57,453 Total Reach
▲ 14.8% from last week

Post Reach

38,119

▲ 35.4%

— This week
— Last week



Sun Mon Tue Wed Thu Fri Sat

Engagement

5,970 People Engaged
▲ 14.2% from last week

Likes

329

Comments

11

Shares

44

Post Clicks

8,238



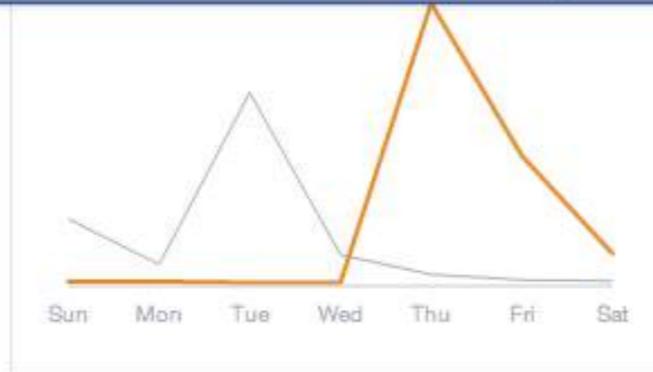
Your 5 Most Recent Posts

Reach Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
7/12/2013 10:05 pm	 We signed a new agreement this week with Special Olympics International. Through our new partnership, we w			11K 	301  249 	Boost

Facebook (free)

You are posting, commenting, and liking as International Red Cross and Red Crescent Movement — [Change to Caroline Austin](#)



Your 5 Most Recent Posts

Reach Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
7/12/2013 10:05 pm	We signed a new agreement this week with Special Oly mpics International. Through our new partnership, we w			11K	301 249	Boost
7/11/2013 11:53 pm	Solomon Islanders are becoming experts at dealing with the effects of climate change. The National Red Cross S			28K	4.5K 121	Boost
7/02/2013 8:45 pm	Pacific crab			16.1K	1.8K 22	Boost
7/02/2013 8:45 pm	Pacific crab			171	208 13	Boost
7/02/2013 8:45 pm	Pacific crab			161	169 13	Boost

[See All Posts](#)

Facebook (free)

Online tools for analysis

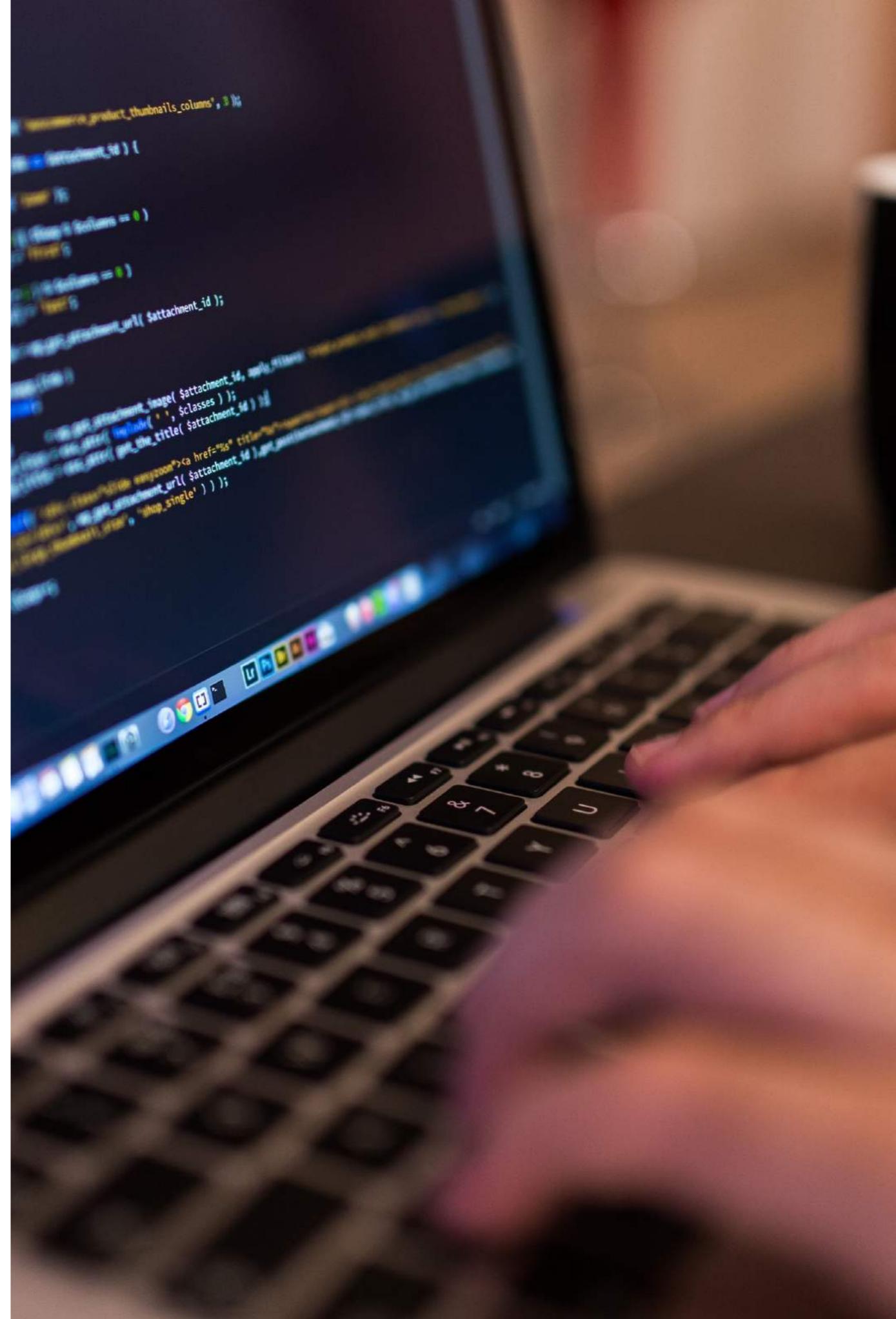
Twitter (free)

<https://ads.twitter.com>

<https://analytics.twitter.com/>

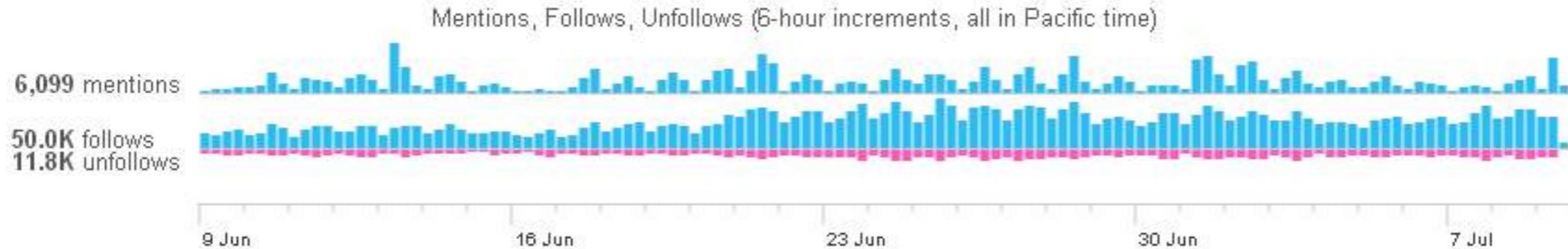
You do NOT have to spend money or have a credit card to use this tool!

Very basic overview showing data on community, some favourites, retweets and replies from community.



Timeline activity

Download CSV



RECENT TWEETS	SHOW: BEST GOOD ALL	★ FAVES	↻ RETWEETS	↩ REPLIES
<p>#YarnellFire "@bylinecarmeLA: @RedCross workers on way to memorial service. 36 response vehicles here to support attendees and community"</p> <p>3 hours ago 28 Jun 2013, 4:38 PM Pacific time</p>		3	19	1
<p>As part of our longstanding partnership, we continue to support @redcrosscanada #ABflood relief efforts. rdcrss.org/1aQ0zSx 71 clicks</p> <p>27 Jun 2013, 8:21 AM Pacific time</p>		15	44	6
<p>Expecting hot weather soon? Our First Aid app has heat wave advice: americanredcross.3sidedcube.com/sniffer.php 109 clicks Tips: redcross.org/news/article/F... 60 clicks</p> <p>25 Jun 2013, 2:42 PM Pacific time</p>		17	83	3
<p>On #WorldRefugeeDay we honor Manyang and others who were forced to flee their homes. His story: rdcrss.org/1c0Pvzz 54 clicks</p> <p>20 Jun 2013, 3:46 PM Pacific time</p>		16	41	3
<p>New @TheRock show #TheHero integrates our mission. Contestants earn money for #RedCross through team challenges. redcross.org/supporters/tnt... 176 clicks</p> <p>6 Jun 2013, 8:21 PM Pacific time</p> <p>Another way to stay connected with @Krauthammer Download this app to tell people you're safe: goo.gl/1rR5R 214 clicks</p> <p>31 May 2013, 10:11 PM Pacific time</p>		23	86	5
<p>RT @dcschrader Another way to check on loved ones after a tornado: @RedCross Safe and Well. Go to (safeandwell.org 102 clicks) to register.</p> <p>31 May 2013, 10:08 PM Pacific time</p>		19	149	4

Twitter analytics (free)



Understanding access
to channels

Understanding access to channels

Unlocking and understanding the community access to communication channels, information needs and mapping the communication environment

Traditional activity to do this has been: Baseline consultation / assessment.



Mapping channels of communication

In an assessment and/or baseline ask beneficiaries:

How they want to communicate with us

What channels they use for communication and to get information

What information sources they trust.



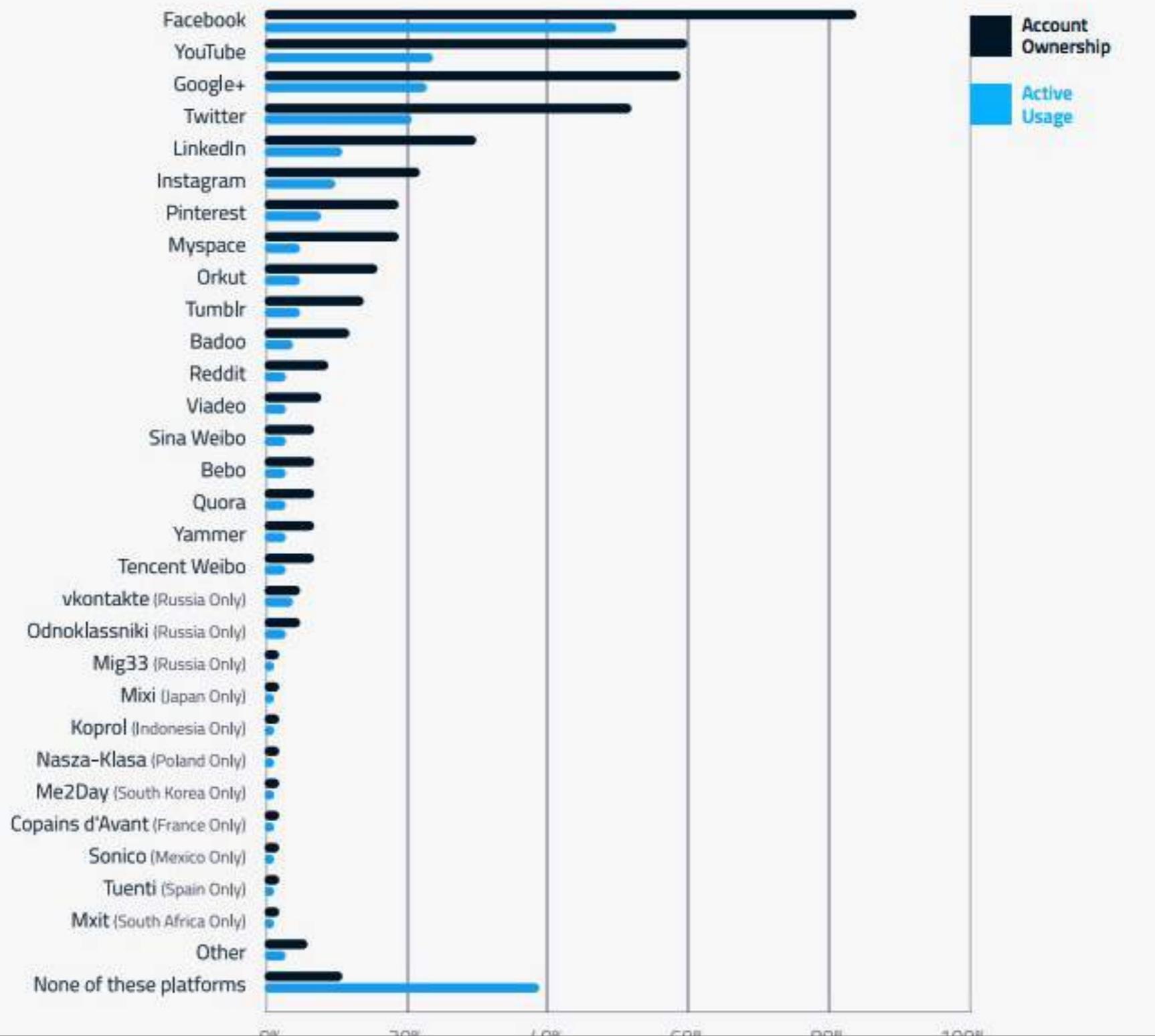
Mapping channels of communication

In some cases mapping does not involve us taking a step to ask the community how they would like us to receive information or give us information.

Internet allows to us gather information without taking that action ourselves.

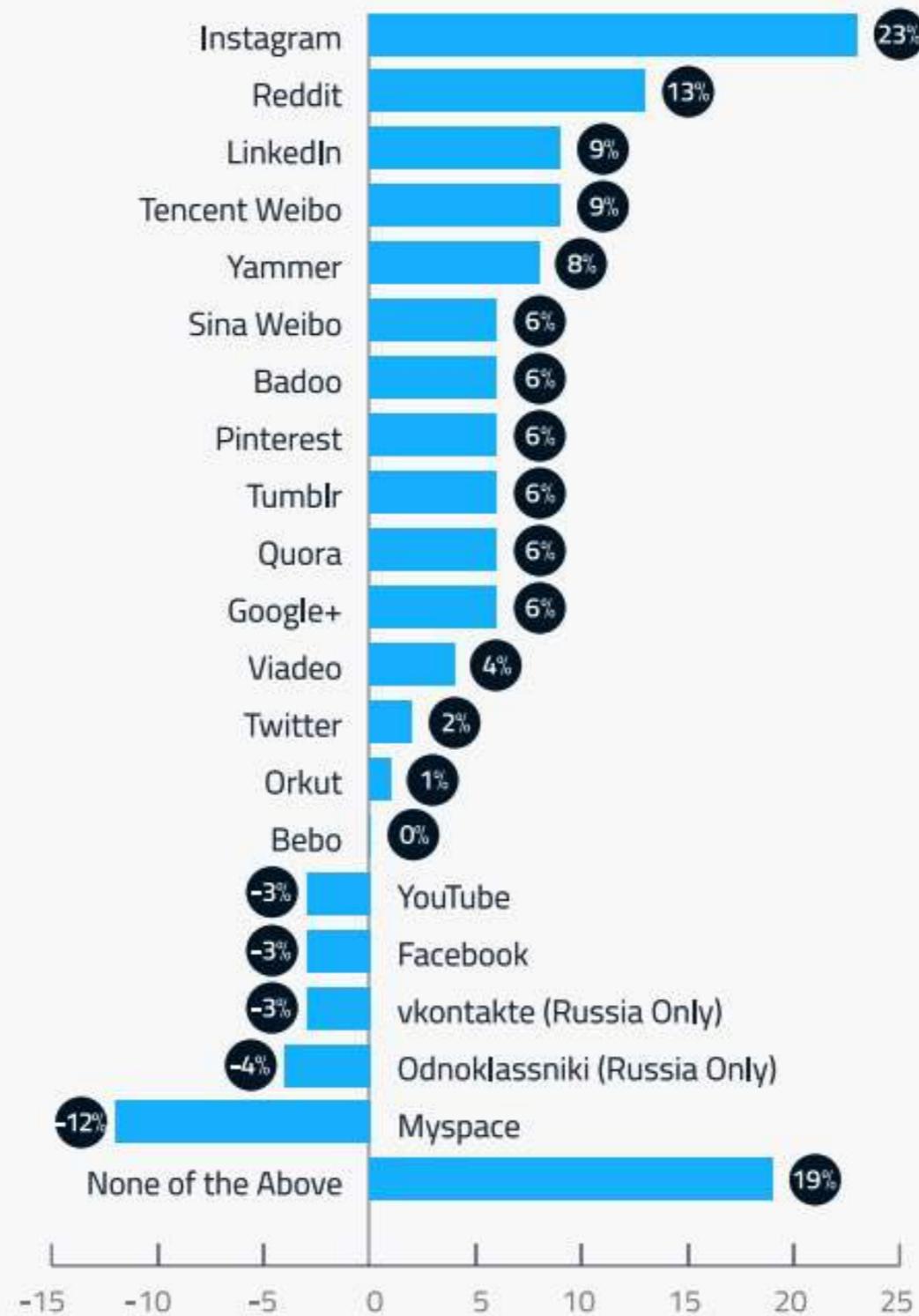


GLOBAL PENETRATION OF SOCIAL PLATFORMS - ACCOUNT OWNERSHIP AND ACTIVE USAGE



Globalweb index's Research 2015

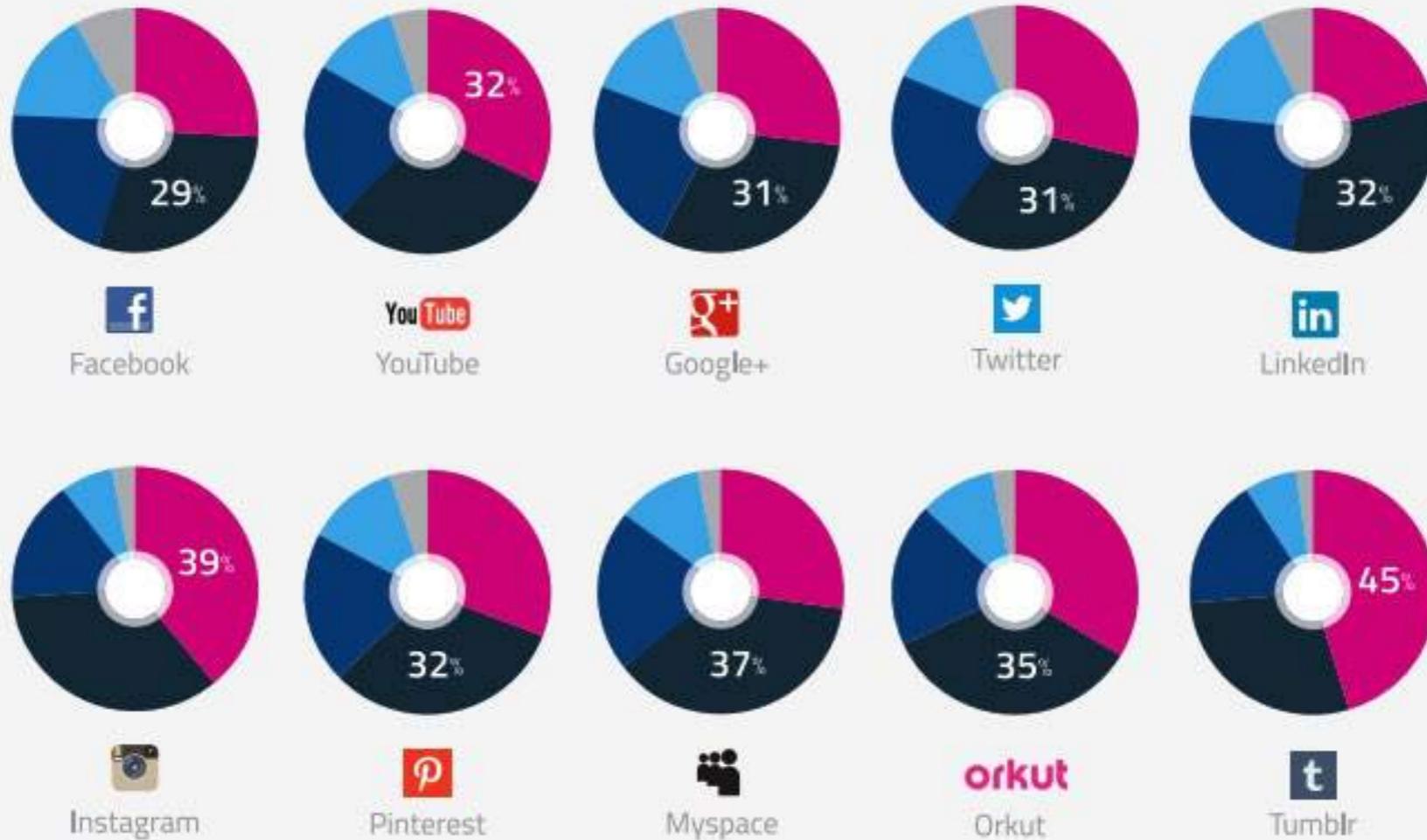
TOP 20 SOCIAL PLATFORMS - CHANGES IN ACTIVE USAGE



Globalweb index's Research 2015

ACTIVE USERS OF THE TOP 10 SOCIAL PLATFORMS, BY AGE

16 to 24 25 to 34 35 to 44 45 to 54 55 to 64

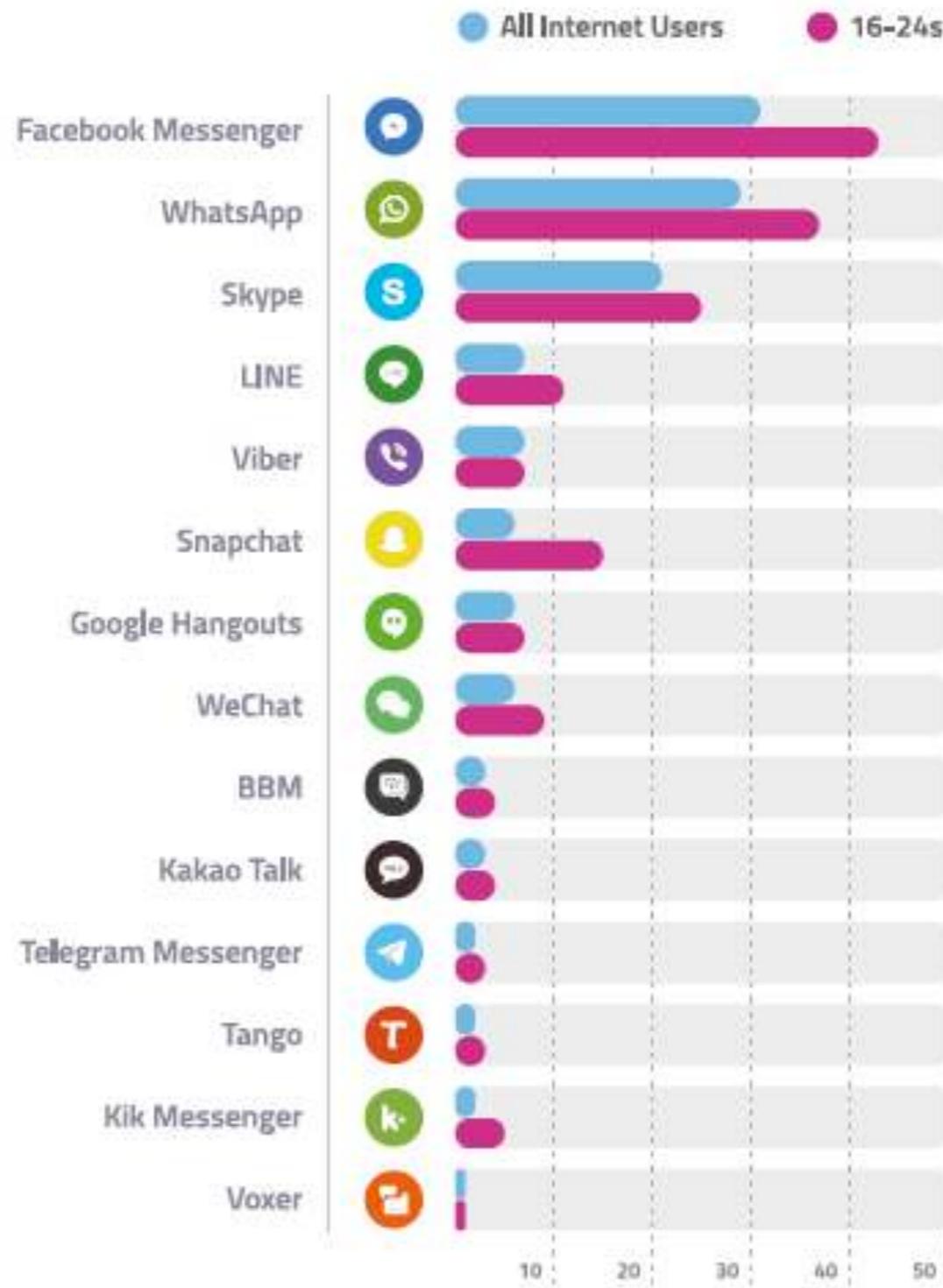


Question: Which of the following services have you used or contributed to in the past month using any type of device?
e.g. PC/Laptop, Mobile phone, tablet, etc

Source: GlobalWebIndex Q4 2013 // Base: Global internet users aged 16-64, exc. China.

TOP MESSAGING APPS

% who have used the following apps in the last month



What are people doing online?

- Facebook: 1.1 billion visitors/month, 300 million photos uploaded/day
- YouTube: 1 billion visitors/month
- QQ: 700 million visitors/month
- Twitter: 300 million visitors/month, 175 million tweets are sent/day
- Google+: 340 million/month
- WeChat (app): 320 million/month
- Instagram (app): 40 million photos/day

Considerations in access to channels

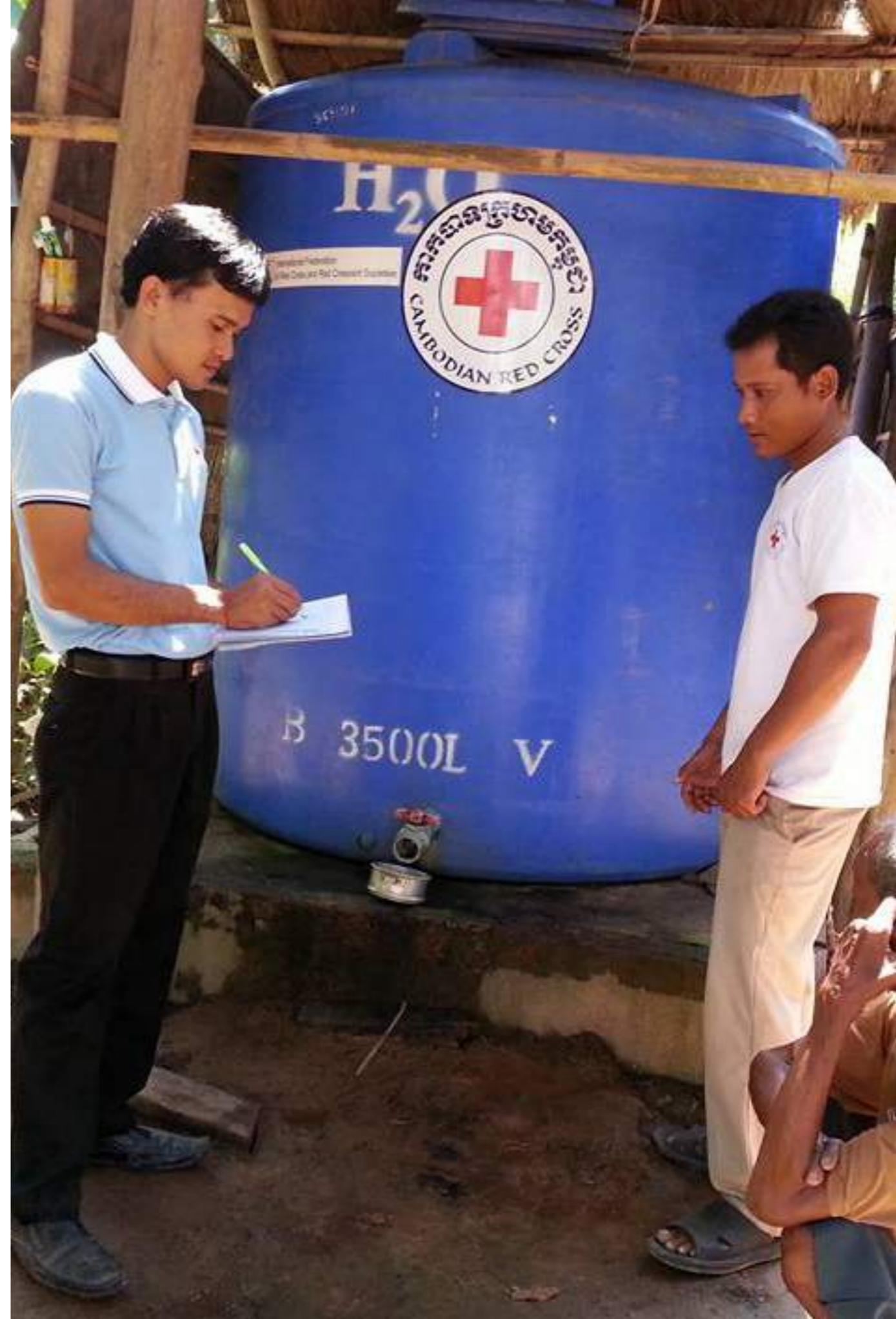
Language: dialects etc.

Mobility - most users are mobile.

Power structures:
traditional community
power structures.

Digital divide: access to internet.

Have you come across others?





Chat live, no Internet required

FireChat is revolutionary. It changes the way communities keep in touch and get organised. If you are a leader or organizer, get FireChat

Contact Us - 751 13th Street, Treasure Island, San Francisco, California

Matching tools to challenges.

Principles of good communication

Studies have found that the traits we find most appealing in other people are those that are socially oriented:

- Be natural
- Be considerate
- Be generous
- Be true
- Be social

To meaningful communicate as National Societies we must embody these traits too offline and online.





This is not a question of tools, but of having a social mindset!



The art of conversation

“It’s important to assert here that you can’t ‘win’ a conversation. Conversations are about a mutual exchange of value; if you’re trying to win, that’s most likely called an argument.

Beyond the sharing of information and knowledge, a big part of the mutual exchange of value in a conversation is the opportunity to deepen bonds and strengthen relationships.

But this is an area where many fall down, we believe that we have more to teach our audiences than we might learn from those audiences in return” *Social Brands: The Future Of Marketing*, @wearesocialsg



The art of conversation

If you want to you understand your community as people (and have meaningful conversation and engagement): understand their behaviour, their attitudes and beliefs, their motivations... In short, you need to understand their lives.



Its there if you listen...

When we explore people's social media activities with an open mind, we're almost certain to find something of value.

However, we miss this value, because they're too busy 'listening' for explicit mentions of brand names or campaign hashtags.

We need to spend more time actively getting to know our audiences, by being personally involved in the listening process.



Its there if you listen...

By paying attention to the statements and conversations that people share in public social media, we can gain a far deeper understanding of what people actually want, need and desire.

We don't need to collect everything in one go, either; by spending just 5 minutes a day actively listening to the conversations of a subset of your audience, you'll quickly gain an affinity for the things they care about.



People talk about value and benefits

For example, if you're a shampoo brand, don't just listen out for mentions of Pantene, Dove and Head & Shoulders; ultimately, people don't pay for shampoo, they pay for beautiful hair, so listen out for the broader conversations they're having about hair.

By adopting this broader approach, you'll quickly gain insights into people's problems and motivations, their preferences, and their needs.

What are the value words we might listen out for?



Tools to listen

[Tweetdeck](#) and [HootSuite](#), [Talkwalker](#) as well as powerful aggregators such as [Sysomos](#) and [Radian6](#), to keep an ear open throughout the day and identify opportunities to join other people's conversations.

Free listening tools: [socialmention](#), [addictomatic](#) and [twazzup](#).



Send to... 0 Compose message... Upgrade to Pro

carolineawrites (Twitter) x Caroline Austin (Facebook) x Caroline Austin (LinkedIn) x +

+ Add Stream + Add Social Network

#smem Search carolineawrites

FoxRn1 retweeted

kc5fm
Nov 17, 1:54pm via Tweko
"Virtual EMA Pre-Launch is underway"
bit.ly/1NdUDTq #SMEM #VOST
1 retweet 2 likes

slvrfrx retweeted

HR HumanityRoad
Nov 17, 7:36am via GroupTweet
#SMEM External Affairs Students check out this internship
humanityroad.org/job/drpf/#hmrdr via ^cg
6 retweets

FoxRn1 retweeted

Jdlazo
Nov 17, 6:41am via Twitter for Android
Some of the non-profits that can help w/ #smem in disaster: @HumanityRoad @Digihums #IAEM15 Add some more!
6 retweets 6 likes

FoxRn1 retweeted

HR HumanityRoad
Nov 17, 7:36am via GroupTweet
#SMEM External Affairs Students check out this internship
humanityroad.org/job/drpf/#hmrdr via ^cg
6 retweets

#socentchat Search carolineawrites

johnkidenda retweeted

Ashoka
Nov 16, 7:48pm via TweetDeck
Why is agriculture a 'hot' career option for youth in Africa? bit.ly/ayfnov23
#AfricaYouthFwd #socentchat



13 retweets 3 likes

theartofthexpat retweeted

Ashoka
Nov 16, 7:48pm via TweetDeck
Why is agriculture a 'hot' career option for youth in Africa? bit.ly/ayfnov23
#AfricaYouthFwd #socentchat



13 retweets 3 likes

#resilience Search carolineawrites

prv3130
Nov 17, 10:08am via Twitter for iPhone
#MondayMotivation #RESILIENCE
"...Persecuted, but not forsaken; cast down, but not destroyed..." 2Cor.4:9
#DayByDay

resilience
noun
1. the capacity to recover quickly from difficulties; toughness "the often remarkable resilience of so many British institutions"
2. the ability of a substance or object to spring back into shape;

VKZaveri
Nov 17, 5:11am via Twitter for BlackBerry®
Life goes on, show of #resilience, #EiffelTower open and lit in tricolor! #Paris

kimvie retweeted

TallaTriologue
Nov 16, 6:59am via Mobile Web (M2)
@oconnellbrian #resilience & will to survive - finding meaning in the suffering 20 years madinamerica.com/2015/11/a-ment... @TallaTriologue
1 retweet

TallaTriologue

#meshnetworking Search carolineawrites

rohit_dangar
Nov 16, 3:14pm via Tweet Old Post
rohitdangar.com/?p=2038 #gadgets #meshnetworking #tc #wifi #wirelessnetworking #Trending #News #Startups #HowTo #DIY #Android #HowTo #Apps

K2NE WEB STORE
Nov 15, 6:05pm via Twitter Web Client
#HamRadio #Packet #APRS #meshnetworking #antennas #diy #vhfdx
YOUR PICK - BARGAINS!
HERE>> store.netk2ne.net/hamcdfs.html

Remember - Shipping is FREE on ALL ITEMS sold here!

eK2NE Ham Radio 'HamWare' CDs	View Product	\$10.00	Add to Cart
Radio Shack and Shortwave Listener Software Collection CD is CD includes the latest FCC Examination Question Pools updated 11.	View Product	\$10.00	Add to Cart
W's Extra Band CD	View Product	\$10.00	Add to Cart
in Packet TCP/IP GPRS Utility CD	View Product	\$10.00	Add to Cart
Linux Builder's Dream - Utility CD	View Product	\$10.00	Add to Cart
Internet Radio Equipment Manuals on CD	View Product	\$10.00	Add to Cart
ALL FIVE of the Ham CDs and MORE! is a LIMITED TIME special offer. Buy two and more!	View Product	\$40.00	Add to Cart

K2NE WEB STORE
Nov 14, 9:31am via Twitter Web Client
#HamRadio #Packet #APRS #meshnetworking #antennas #diy #vhfdx
YOUR PICK - BARGAINS!
HERE>> store.netk2ne.net/hamcdfs.html

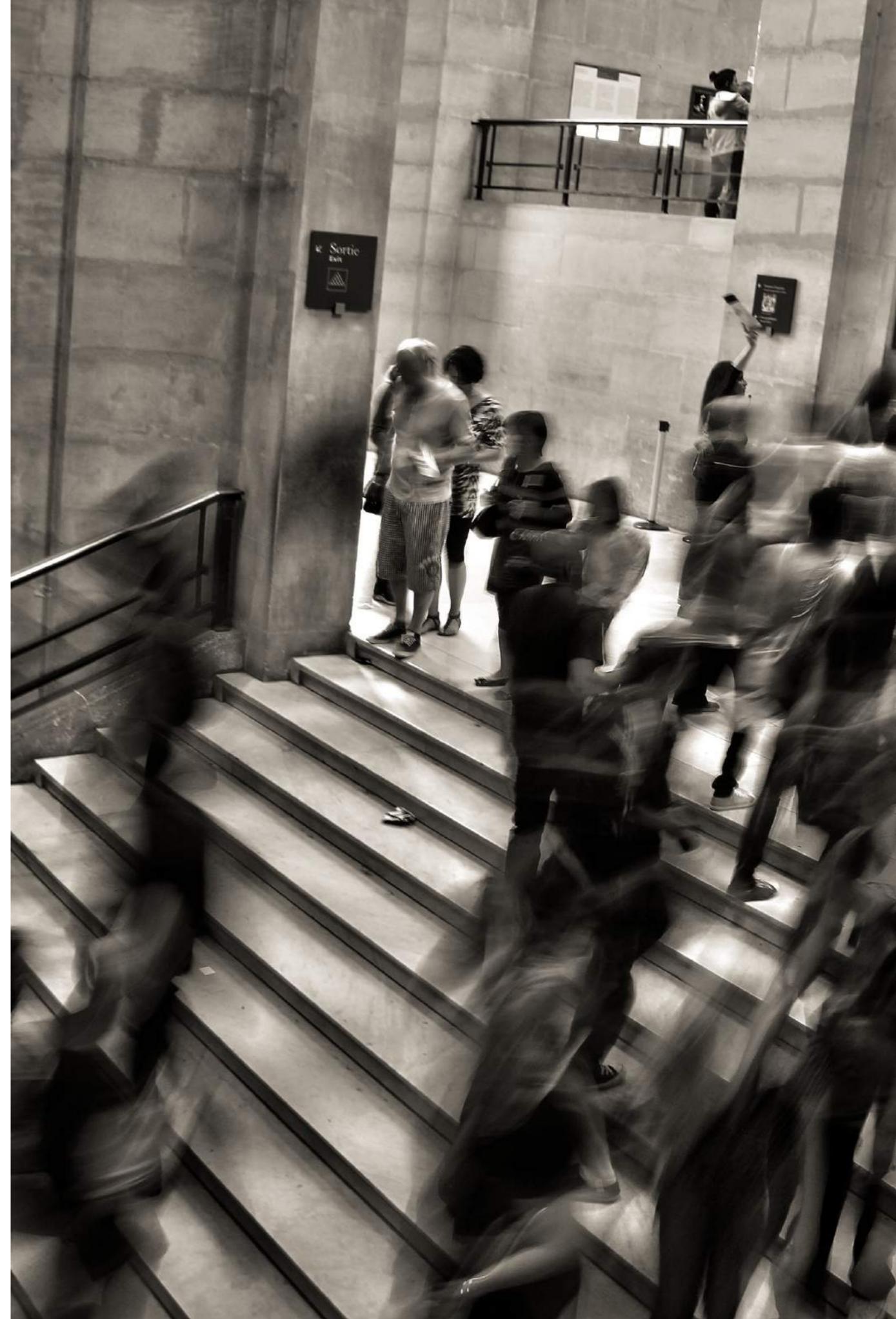
Remember - Shipping is FREE on ALL ITEMS sold here!

eK2NE Ham Radio 'HamWare' CDs

Hootsuite: live demonstration

Exercise

1. Spend 20 minutes thinking of a word that your community might use that is relevant to your current work/programmes.
2. Look up that word on social media (search Facebook or twitter using your word with # hashtag in front).
3. Consider what the conversations tell you about the topic.
4. Discuss in small groups at your table - did you learn something new?
5. Change your social media stream to these value or impact words if appropriate.



Starting point: top issues for humanity



In 2003, Nobel Laureate Richard E. Smalley outlined Humanity's Top Ten Problems for the next 50 years:

energy
water
food
environment
poverty
war
disease
education
democracy
population

Top ten issues facing youth today:

single parent household
drug/alcohol abuse
growing up too fast
violence in schools
materialism
obesity
education disparity
unemployment
poverty
erosion of cultural identity

Steps to listening online - takeaways

1. Find a few dozen people talking about something generic (but relevant to RCRC) on social media
2. Read through some of their other recent posts.
3. Build a simple list of keywords to search for from this.
4. Make a regular weekly appointment to listen to people talking about those terms.
5. Listen to what they're saying about other things too; this way, you'll quickly build a more understanding of your community.





Art of communication
exercise

Art of communication exercise

1. Break into 3 small groups
2. Discuss the scenario and questions
3. Feed back to the whole group.

The exercise will take approximately 45 minutes.



Critical comments on Social media

Some suggested steps:

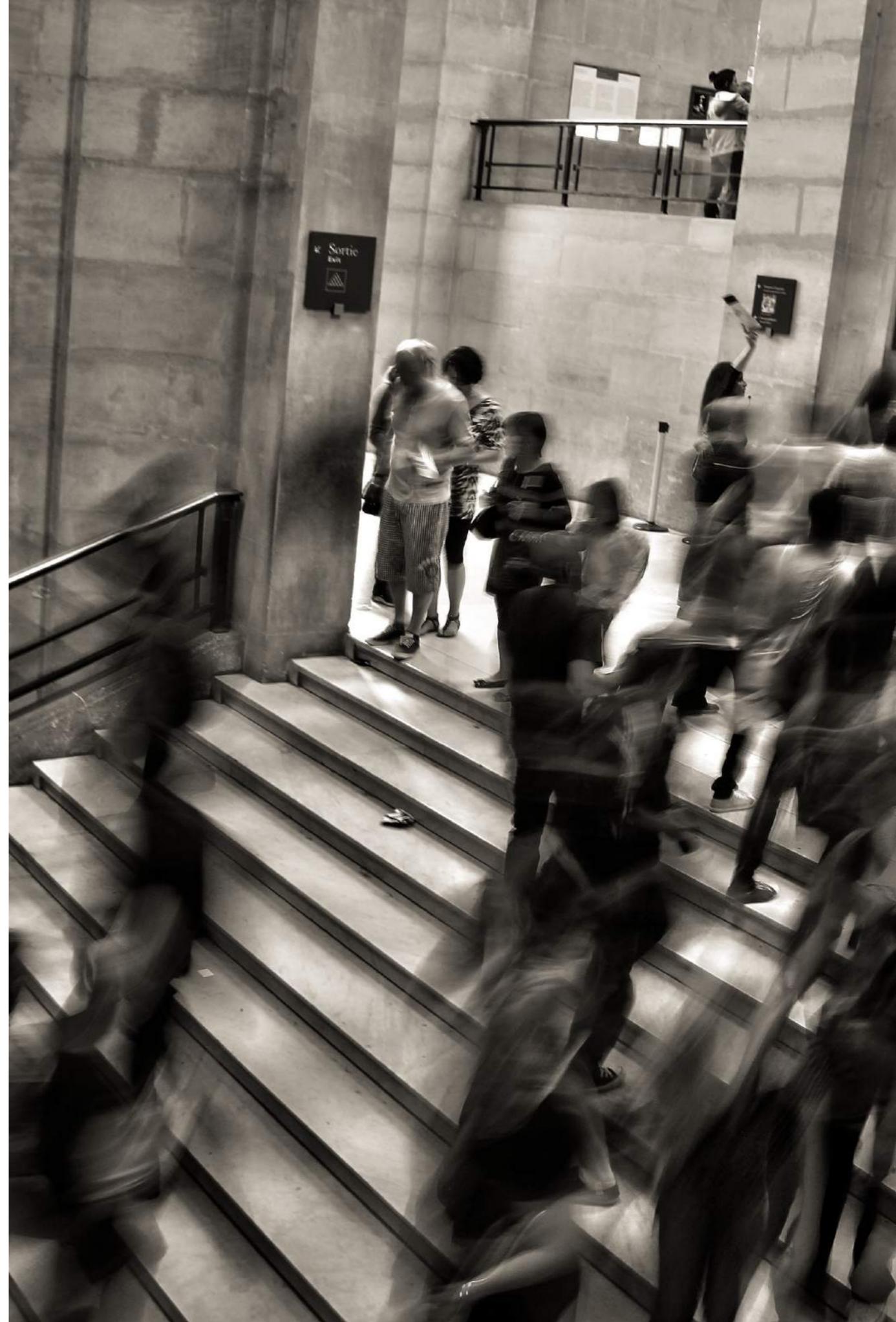
Listening to communities frequently.

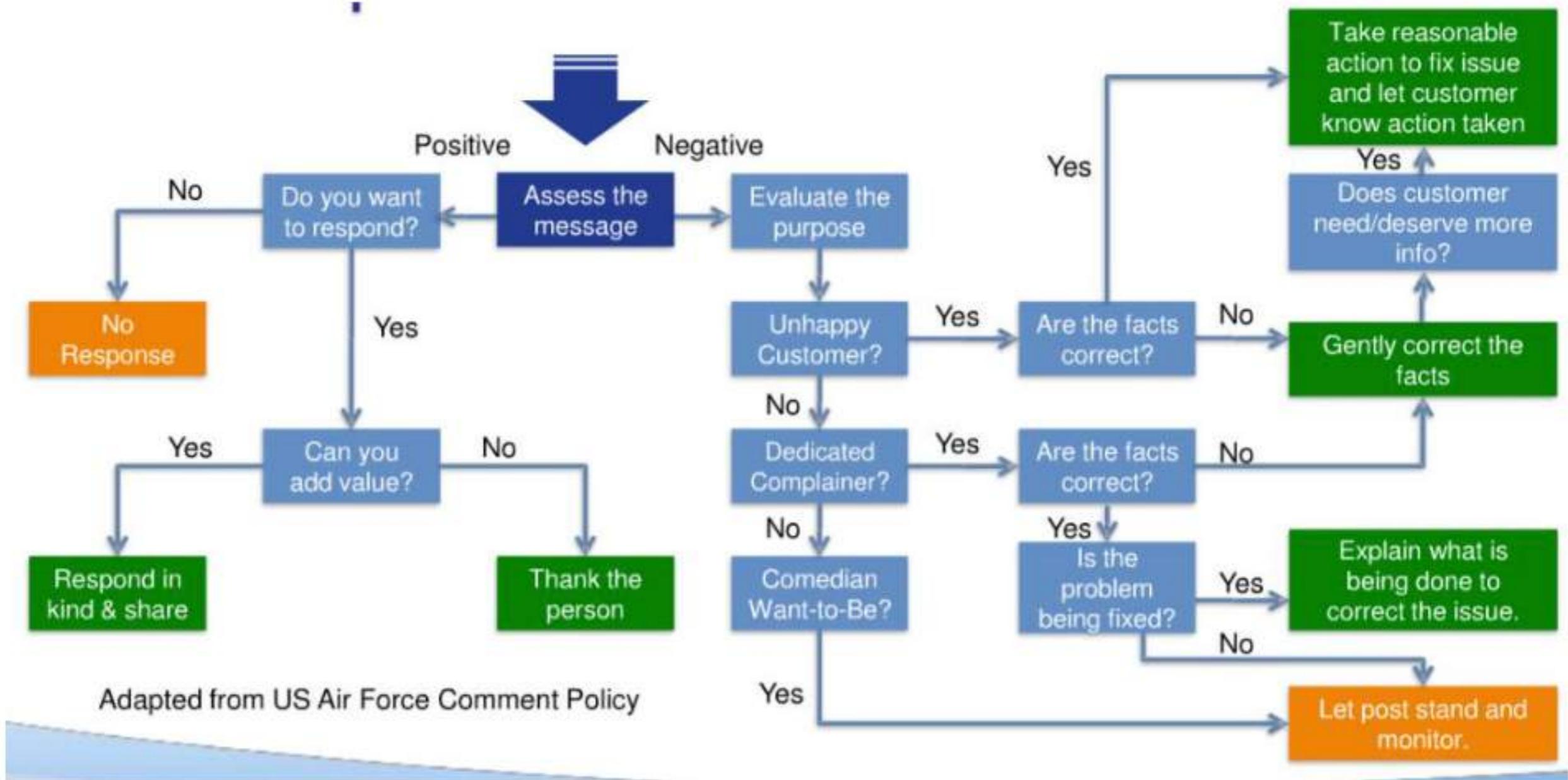
Taking account of the needs of those communities and providing clear and timely communication.

Explaining decisions and actions when needed (not every comment needs a response).

Being accountable by providing avenues to raise complaints and concerns.

Agree or disagree?





Responding to critical comments on Social Media

Context		Tweet	Additional info	Retweets	Notes
Ukraine		<p>Alex Bukovsky @BungeeWedgie Oct 21 2014 "Fair help" fund: the representative of the Intl Red Cross refused to help w/ sending medicine to E #Ukraine 4 political reasons.</p>	<p>1,530 followers Writer</p>	<p>22</p>	<p>Head of Fair Aid Charity said ICRC refused to help with evacuation of Ukrainian children from warzone based on "critical approach to the policies run by Russian President Putin."</p>
<p>IL-OT ICRC criticised for its overall performance (by Pro-Israelis and Pro-Palestinians amongst other groups)</p>		<p>Mohammed Omer @Mogaza Jul 19 International Red Cross @ICRC failed to coordinate for ambulances. growing dissatisfaction with ICRC performance, unlike 2008 war!</p>	<p>18,647 followers Award winning journalist</p>	<p>116</p>	

Source: Social Media Summit 2015, How to handle reputation online, ICRC

Resources

Step by step monitoring guide for hootsutie.

Step by step monitoring guide for facebook.

Step by step monitoring guide for twitter

Step by step monitoring guide for youtube.

Source: ICRC TRAK Guidelines 2015.

