

# How NGOs can use social media to create impact & eradicate poverty

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# Access this talk online

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Flickr photo “relaxation, the maldivian way” by notsooodphotography

[\*\*http://socialbrite.org/UN\*\*](http://socialbrite.org/UN)

today's hashtag: **#UN**

# Socialbrite: Who we are

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Video & media



Twitter Guide



Facebook



Free reports

<http://socialbrite.org/UN>

# What we'll cover today

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Social media overview

NGOs & poverty

4 1/2 big ideas

Campaigns:

- Send a Cow
- USA for UNHCR
- charity: water
- 1-to-1 giving & fundraising

Mobile

Summary

Q&A

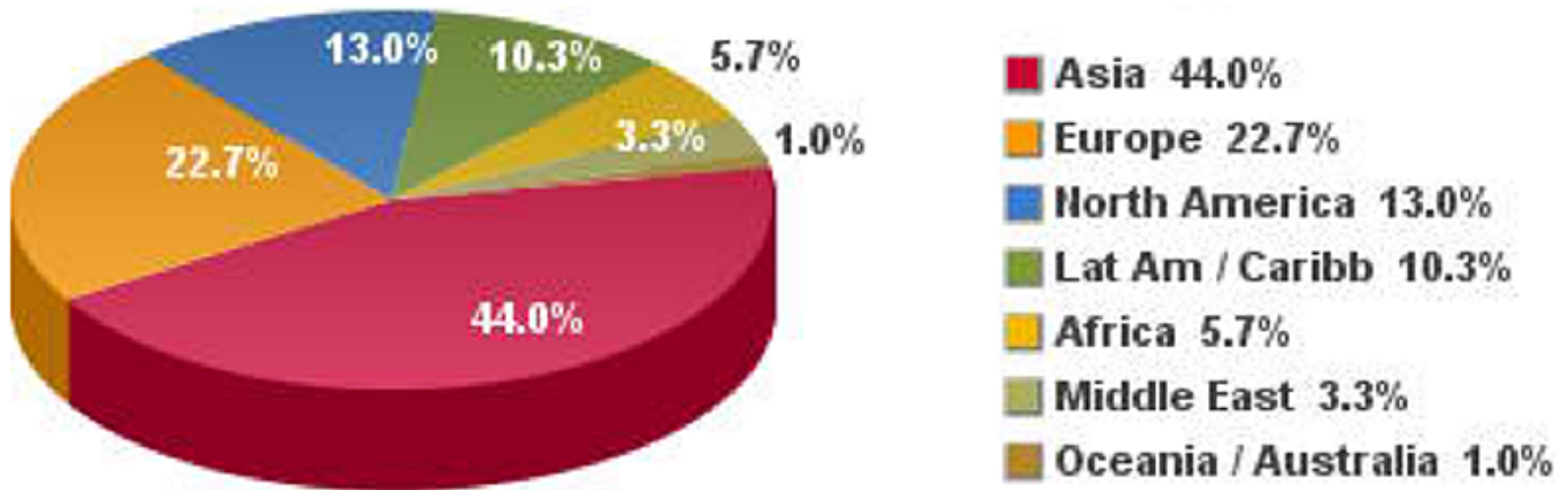


Flickr photo by mavik2007

# Internet users in the world

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2.1 billion +



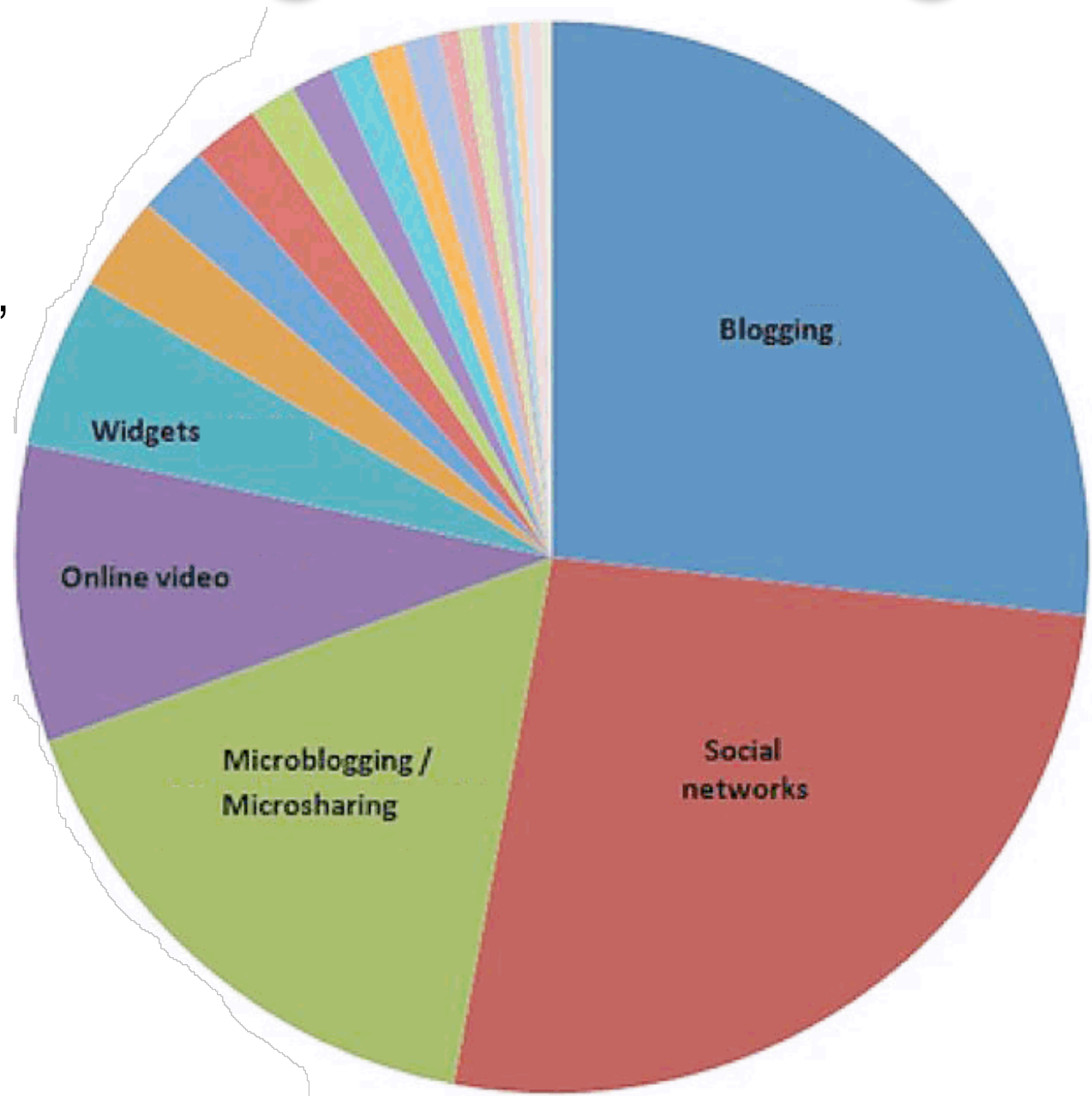
# Mobile users in the world

 China
 India
 United States
 Indonesia
 Brazil
 Russia
 Japan
 Pakistan
 Germany
 Nigeria
 Mexico
 Italy
 Bangladesh
 Philippines
 United Kingdom

-  5.3 billion mobile subscribers — 77% of world's population
-  500 million to 1 billion people access Internet via mobile, many of them *only* through mobile
-  Almost 1 in 5 global mobile subscribers have access to fast mobile Internet (3G+)
-  Today 85%+ of new handsets can access mobile Web
-  8 trillion text messages sent in 2011

# Social media a game-changer

- Blogs
- Social networks
- Microblogs (Twitter)
- Online video (YouTube, Vimeo, Dailymotion)
- Widgets
- Photo sharing (Flickr, Photobucket, etc.)
- Podcasts
- Virtual worlds
- Wikis
- Social bookmarking
- Forums
- Presentation sharing



# Global phenomenon

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- Facebook: 1 billion users by April 2012 — 75% of users outside the U.S.
- 150 million active blogs; 350 million people globally read blogs
- Twitter: 100+ million active users, 250 million tweets per day
- YouTube: 2 billion videos watched per day



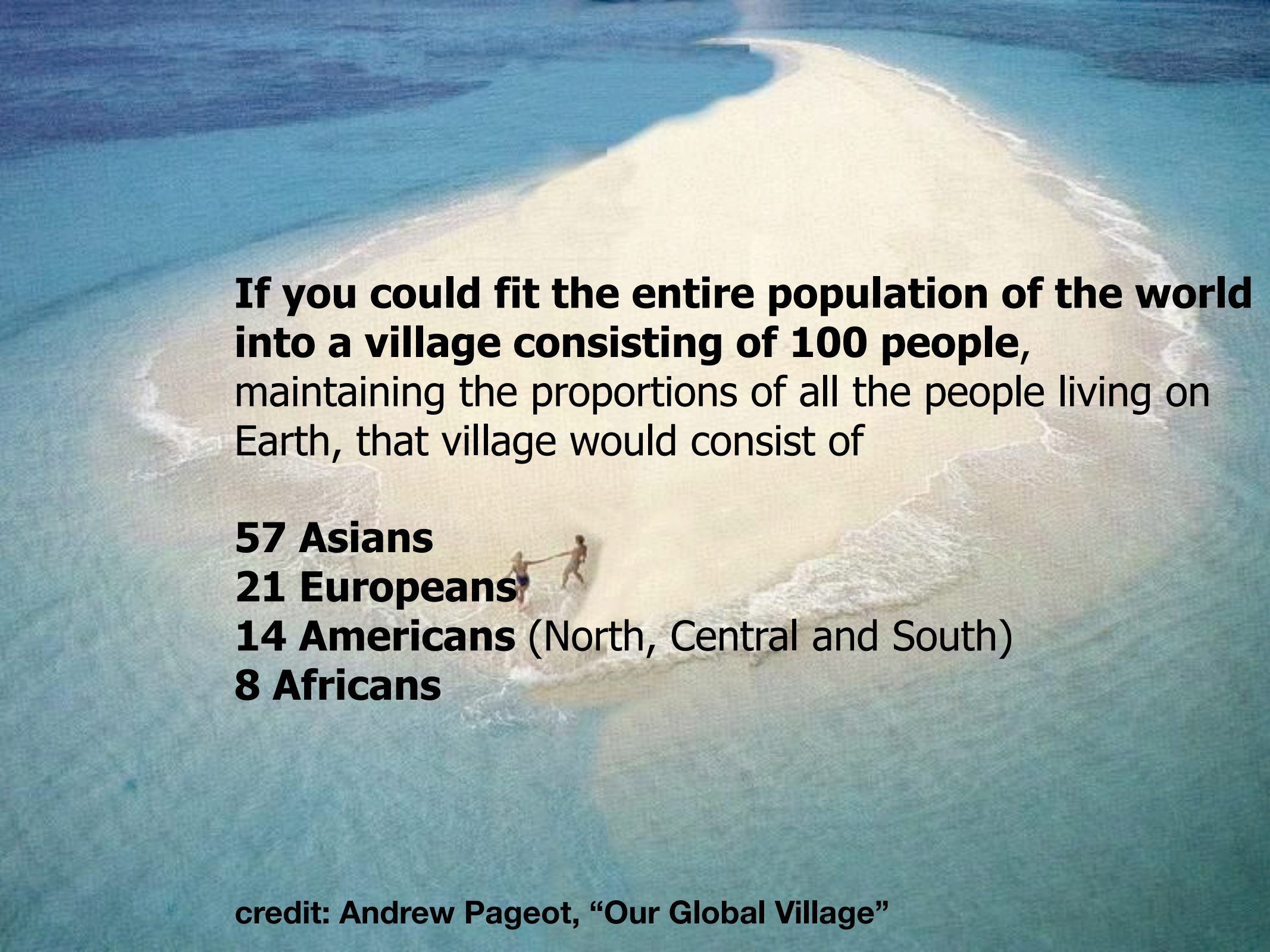


# Social networks in Mzansi

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(South Africa)

- 🌀 SocialPress (South African business social network)
- 🌀 MediaPress (social network and blogging community)
- 🌀 MyByte (technology social network)
- 🌀 MyGenius (business social network)
- 🌀 The Grid (location-based mobile social network)
- 🌀 Blueworld (social community)
- 🌀 Chemistry (social network)
- 🌀 Cape Town network (business social network)
- 🌀 IFashion (fashion social network)
- 🌀 Iblog (blogging community)
- 🌀 Silicon Cape Initiative (nonprofit community movement)
- 🌀 Zoopy (online and mobile social media community)



**If you could fit the entire population of the world into a village consisting of 100 people, maintaining the proportions of all the people living on Earth, that village would consist of**

**57 Asians**

**21 Europeans**

**14 Americans** (North, Central and South)

**8 Africans**

credit: Andrew Pageot, "Our Global Village"



**6 people would possess 59% of the wealth and they would all come from the USA**

80 would live in poverty

70 would be illiterate

50 would suffer from hunger and malnutrition

1 would be dying

1 would be being born

1 would own a computer

1 would have a university degree

credit: Andrew Pageot, "Our Global Village"

# Causes of global poverty

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Image of Ethiopian boy by babasteve on Flickr

# How can NGOs fight poverty?

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## **Use social media & mobile to:**

-  Raise public awareness of your cause
-  Raise funds for your cause
-  Reach new constituents & supporters
-  Build a community of passionate champions
-  Get people to take real-world actions
-  Enhance existing communications programs
-  Advance your organization's mission

# Before you start ...

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- ③ Understand that social media is a series of stages: crawl, walk, run, fly
- ③ Create a Strategic Plan with realistic, concrete goals
- ③ Identify internal and external champions
- ③ Consider how you can create content and induce outsiders to create content
- ③ Only after you have a Plan do you turn to the tools
- ③ Listen deeply
- ③ Figure out what to measure
- ③ Be flexible and nimble. Iterate as you go along.

# 4 big ideas (& 1 obvious one)

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1

Your NGO is a media outlet  
**Send a Cow**

2

Build your community  
**Blue Key campaign, Epic Change**

3

Use multimedia storytelling  
**charity: water**

4

Chunk it out: The rise of 1-to-1 giving  
**Jolkona, Razoo**

5

Use mobile & text2give  
**Frontline SMS**

1

# Your NGO is a media outlet



Awareness > Influence > Action > Impact



1

2

3

4

5

# Send a Cow

[sendacow.org.uk](http://sendacow.org.uk)

- Robust website
- Solicit online fund-raisers
- High-quality video stories
- Twitter account
- Facebook Page



# Telling their story

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[sendacow.org.uk](http://sendacow.org.uk)



# Blue Key campaign

thebluekey.org

USA for UNHCR  
The UN Refugee Agency

HOME GET A KEY ABOUT THE CAMPAIGN VIDEOS VIRTUAL BOOK PRESS ROOM CONNECT BLOG

## THE BLUE KEY CAMPAIGN

Follow us:

**About the Campaign**

Right now, more than 43 million refugees are displaced by war, violence or persecution. That's nearly the combined populations of New York and Texas. At UNHCR, more than 6,000 staffers around the world help open doors for refugees worldwide and have been doing so since 1951.

By getting your own Blue Key, you'll tell them you support their life-saving work, and stand in solidarity with the other citizens, celebrities and world leaders who do so. Please join us today.

[learn more](#)

Get Email Updates

**The Refugee Crisis by the Numbers**

More than at any time in history, the world is witnessing an increase in forcibly displaced people – those driven from their homes and their countries by civil war, ethnic strife and political oppression.

[learn more](#)

**Scarcity of Firewood in Refugee Camps Threatens Environment in Developing Countries**

As part of a new movement in social activism, USA for UNHCR is calling on Americans to play a role in ending forest depletion around African refugee camps.

[learn more](#)

**Video: UNHCR High Commissioner Guterres announces the Blue Key Campaign**

Since 1951, we've opened more than 50 million doors to a new life for refugees worldwide. Your Blue Key will open one more. The United Nations High Commissioner for Refugees discusses how.

[watch now](#)

**GET YOUR KEY**

**What People Are Saying**

Unlocking A Better World

Copyright USA for UNHCR

# 2011 goal: 6k keys by Dec. 31

## Get a Key!

Open your eyes. Open your heart. **Open the door.**

For just \$5 you will join the Blue Key community, a growing contingent of Americans who are standing up for the world's most vulnerable people: refugees. With your key you will open the door to a new life that was unexpectedly—through no fault of their own—closed to refugees.

No one chooses to be a refugee, forced from home, family and everything they have ever known. Yet 43 million people around the world—nearly the combined populations of New York and Texas—find themselves in this exact position. If displacement wasn't enough, many are traumatized by sexual violence, torture, and aggression.

We launched [the Blue Key](#) campaign to give these refugees a voice. More than 6,000 UNHCR staffers worldwide give them the protection, food, shelter and care that they need, opening doors to a new life.

\* required information

### Order Your Blue Key!

#### Contact Information

First Name:\*

Last Name:\*

Email:\*

Address Line 1:\*

City:\*

State: \* -- please make a selection --

ZIP/Postal Code:\*

Country: United States

#### How Many Blue Keys Would You Like?

Blue Key Pendant:  @ \$5.00 = \$

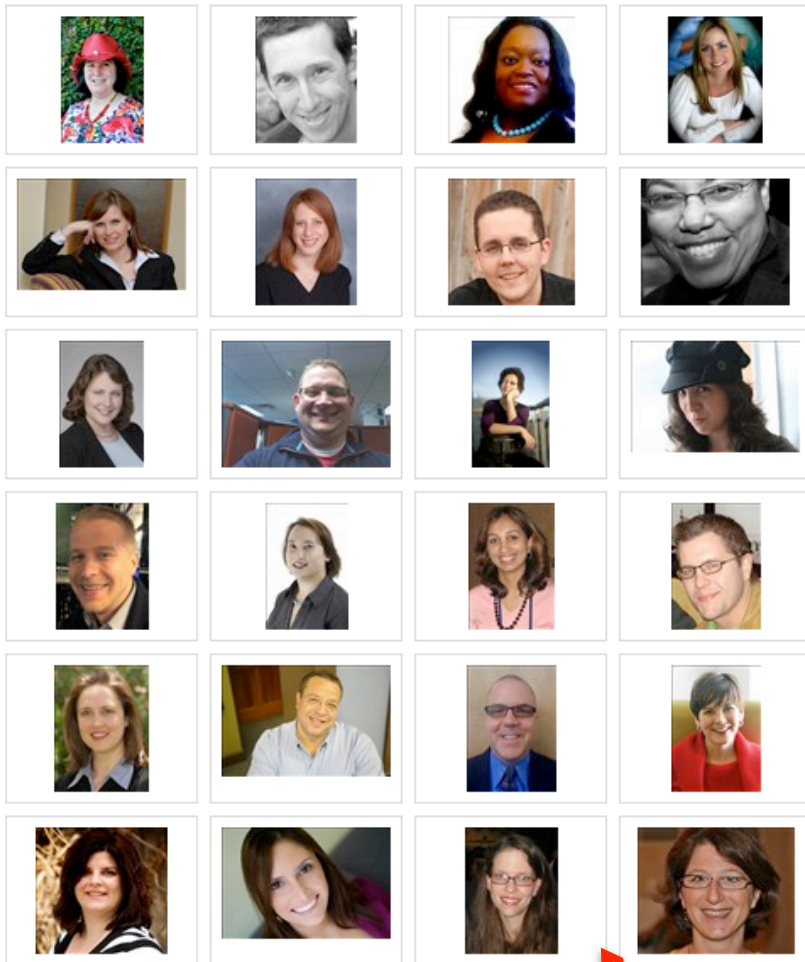
Blue Key Pin:  @ \$5.00 = \$

#### Make a Donation to UNHCR's Global Work

Amount: \$

Courtesy of USA for UNHCR

# Blue Key champions



## USA for UNHCR Kicks Off Blue Key Campaign

Drive Aims to Raise Awareness of, and Support for, the International Refugee Crisis

Washington, DC (PRWEB) May 09, 2011

[ShareThis](#) [Email](#) [PDF](#) [Print](#)

Today, USA for UNHCR, the UN Refugee Agency, put the [Blue Key campaign](#) into high gear. During the six weeks leading up to World Refugee Day (June 20th) the organization is asking 6,000 Americans to [get their own Blue Key pin](#) or pendant to show they are part of a growing community that supports the world's most vulnerable people.

With more than 43 million forcibly displaced people worldwide—because of situations such as the current crisis in Libya—the international refugee crisis has ballooned in recent years. “Some refugees spend years, even decades, in displacement camps,” said Marc Breslaw, executive director of USA for UNHCR. “Furthermore, the number of urban refugees – displaced people living within cities – creates unforeseen challenges in the 21st century.”

Many refugees are traumatized by sexual violence, torture, and aggression. While displaced, these survivors need some semblance of normalcy—a school, a health clinic, a shelter. Beyond urgent needs, refugees need help rebuilding their lives so that they can once again provide for themselves and their families in a safe, stable environment.

“UNHCR has 6,000+ staffers, who work in 128 countries around the world, striving to enable refugees to restart their lives,” said Breslaw. “Unfortunately, the number of refugees continues to increase, straining UNHCR’s ability to meet their most basic needs. The vast majority of funding comes from donor governments and concerned individuals, corporations, and foundations around the globe.”



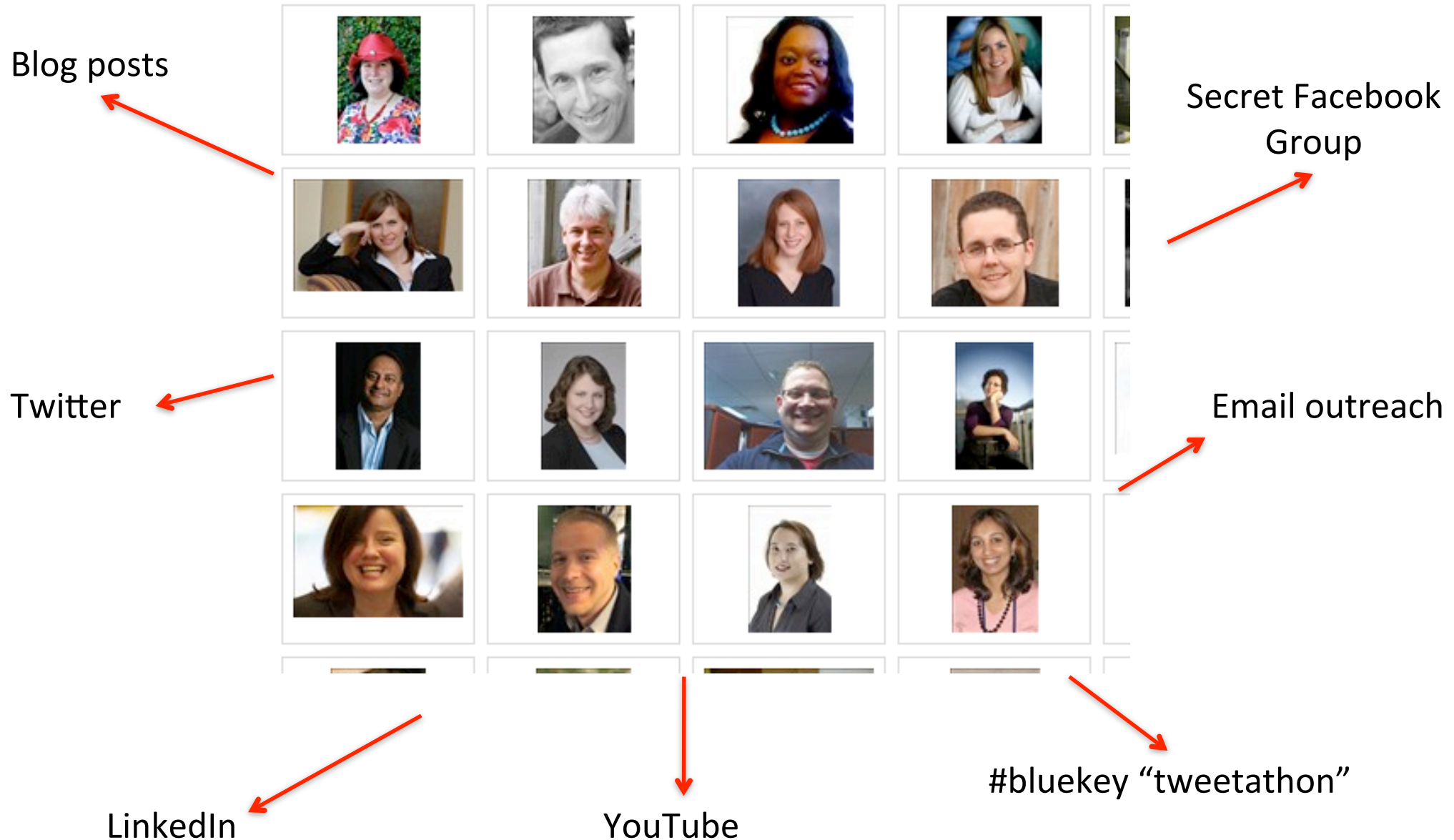
Displaced Sudanese Undergo Medical Tests before Journey Home. Photo credit: UN Photo/Albert Gonzalez Farran.

“ “Some refugees spend years, even decades, in displacement camps,” said Marc Breslaw, executive director of USA for UNHCR. “Many are traumatized by sexual violence, torture, and aggression.” ”

Tracking links are key

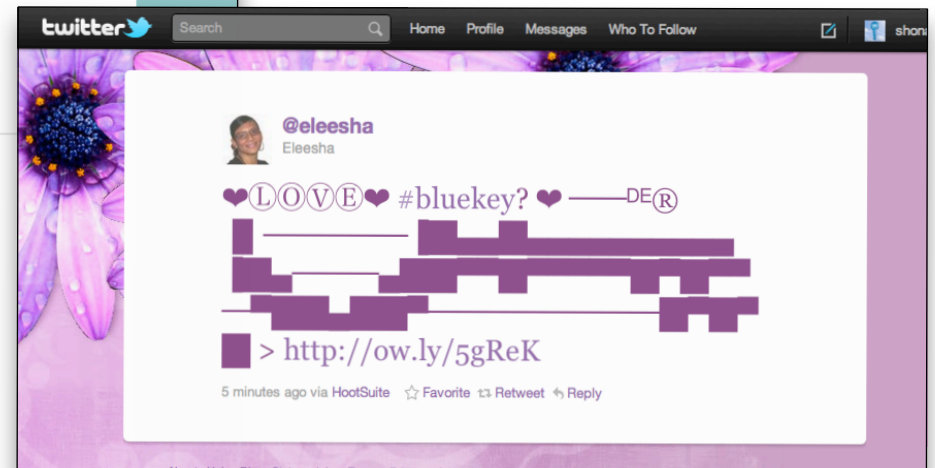
... as well as from Facebook, Twitter, email newsletters, blog, etc.

# Champions drove the conversation



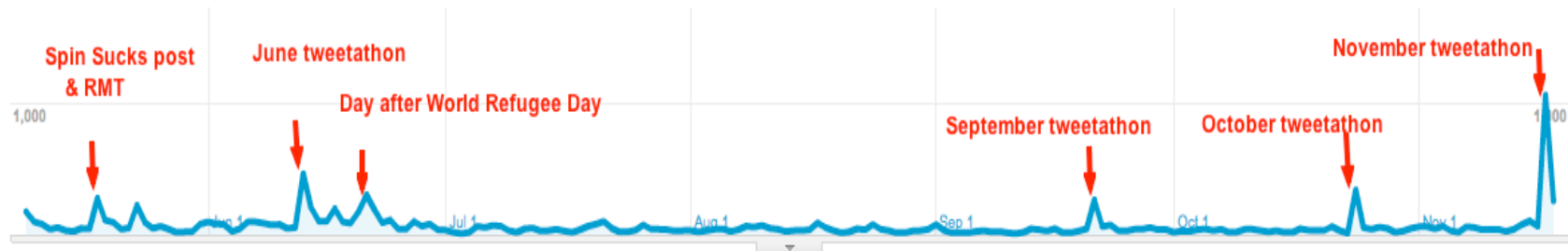
# Spotlight: June tweetathon

- 258 people, 1,524 #bluekey tweets
- 169% increase in traffic
- led to >50% of key purchases that week



Courtesy of USA for UNHCR

# Measurement shapes strategy



The more you tell people what you're trying to do (and how you're measuring) ...

June tweetathon: 66 keys purchased  
Sept. tweetathon: 49 keys purchased  
Oct. tweetathon: 53 keys purchased  
Nov. tweetathon: **159** keys purchased!  
Dec. tweetathon: 143 keys purchased

**THE BLUE KEY CAMPAIGN**

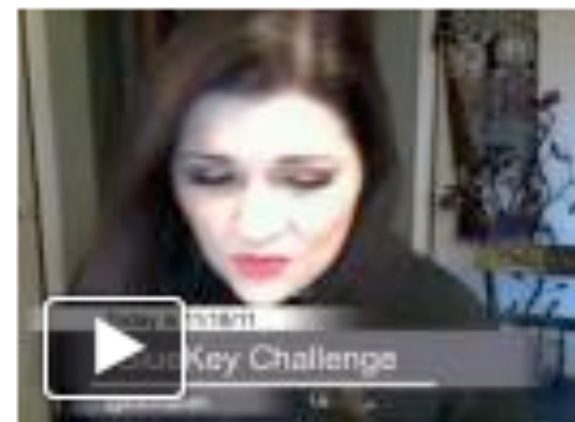
For \$5, your Blue Key can change a refugee's life.

Our Goal  
**6000**

Keys Sold  
**6108**

[GET YOUR KEY >](#)

USA for **UNHCR**  
The UN Refugee Agency



... the more they will try to help you get there!



# Epic Change

tomamawithlove.org

Sign In Sign Up

Send Like 784 Tweet 2,215

**to MAMA with Love**

*a collaborative online art project that honors moms across the globe and raises funds to invest in remarkable women who create hope in our world*

click here to **show a mama you love her**

love shared with **314** moms

**\$30,847** USD raised to help these remarkable mamas change the world

**Janice Caruselle**  
Mom, we love you!  
Happy Mothers Day!!!  
  
More >

**mama lucy komptoni**  
Arusha, Tanzania

**maggie doyne**  
Surkhet, Nepal

**sureya pakzad**  
Herat, Afghanistan

**renu shah begaria**  
Kathmandu, Nepal

search for a mama 

# Personal storytelling

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# The genius of charity: water

charitywater.org

The screenshot shows the website's navigation and content area. At the top, there are four tabs: 'THE CAMPAIGN.', 'THE 33 VILLAGES.', 'VIDEO DIARIES.', and 'THE LIVE DRILL.'. Below the tabs, on the left side, there are three main sections: 'Born in september?' with a 'CREATE MY PAGE >' button, 'Not born in September?' with 'DONATE \$33 NOW >' and 'SHARE THE STORY >' buttons, and a 'WATCH THE TRAILER >' button with a video thumbnail. Below these is a 'RUNNING THE SAHARA' section with a '2X MATCHING DONOR VIEW THE TRAILER >' button. The main content area is a grid of 33 small photos showing people in various settings, some holding water containers. At the bottom, there is a 'MEM THE 18VIGER >' section with a '3X MATCHING DONOR' button and a 'THE 18VIGER >' button.

Aug.-Oct. 2008:

Twitter co-founder Biz Stone launched a campaign asking those with September birthdays to accept online donations to charity: water in lieu of gifts.

Partly as a result, the nonprofit raised \$393,000 for 33 villages.

# Stories that excite & uplift

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[charitywater.org](http://charitywater.org)



# Water Forward

waterforward.org from charity: water

A movement to bring clean water to almost a billion people without it.


**WATER FORWARD** →

a project by **charity: water**

HOME • HOW IT WORKS • FAQ • ABOUT

SEARCH FIND YOUR FRIENDS IN THE BOOK

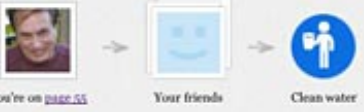
### What is WaterForward?



02:16


### You're on page 55!

Congratulations! Now you can pay it forward to your friends, and help raise money for clean water.



You're on [page 55](#) → Your friends → Clean water

**PAY IT FORWARD** →




**JD Lasica**  
Paid for by: Padmasree Warrior

PEOPLE PAID IT FORWARD TO	PEOPLE HELPED
0	0

Congratulations! You're on page 55 [Pay it forward](#)

< PREV VOL 1 PAGE 55



## 4

## The rise of 1-1 micro-giving


 Enable a Nepalese Child to Attend School

Category: Education  
 Partner: Himalayan Healthcare  
 Country: Nepal  
 Starting at: \$500  
 Related MDG: Promote Gender Equality & Empower Women  
 Achieve Universal Primary Education

The caste system still is an important predictor of a student's chances of obtaining an advanced education in Nepal. You can allow an orphaned child from a low caste to receive a proper education by supporting their tuition, room, and board for one year.

[Give](#)
[Learn More](#)
**others:**

vittana.com

give2gether.com

Razoo

Causevox

kiva.com (loans)

donorschoose.org

- 1
- 2
- 3
- 4
- 5

# Make your cause tangible

<http://charitywater.org/projects/map/>



Average mycharitywater campaigner raises \$1,000

# 5

# 4 ways to use mobile

## 1. Start & grow a mobile list

- 🌀 Calls to action
- 🌀 Alerts
- 🌀 Feedback loop
- 🌀 Reaches new constituents



## 2. Start a text2give program

- 🌀 Text CARE to 25383 to donate \$10 to fight global poverty
- 🌀 Text TRUTH to 20222 to donate \$10 to World Vision, a charity that combats poverty and helps displaced families worldwide



# Partner up, swap contact info

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## 3. Use platforms like FrontlineSMS or Ushahidi

- 🌀 Farmers in Africa, Asia using SMS to gain market data & weather alerts.
- 🌀 'Illiterate' women villagers in India using SMS to communicate.

## 4. Mobile calling card

**Text JDLASICA to 50500**

Then get your own mobile calling card at **contxts.com**



# Challenges & keys to success

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- 🌀 Social media is not free, not a silver bullet for fundraising, not a replacement for other communication channels
- 🌀 Begin with a plan, not with the tools.
- 🌀 Nice & easy does it. Be patient.
- 🌀 Embrace your inner new media publisher!
- 🌀 Don't forget to listen & to measure.
- 🌀 Make it super-easy for others to use your content.
- 🌀 Don't do all the heavy lifting.
- 🌀 Evaluate, iterate, relaunch. Dare to fail!



# Resources & tools

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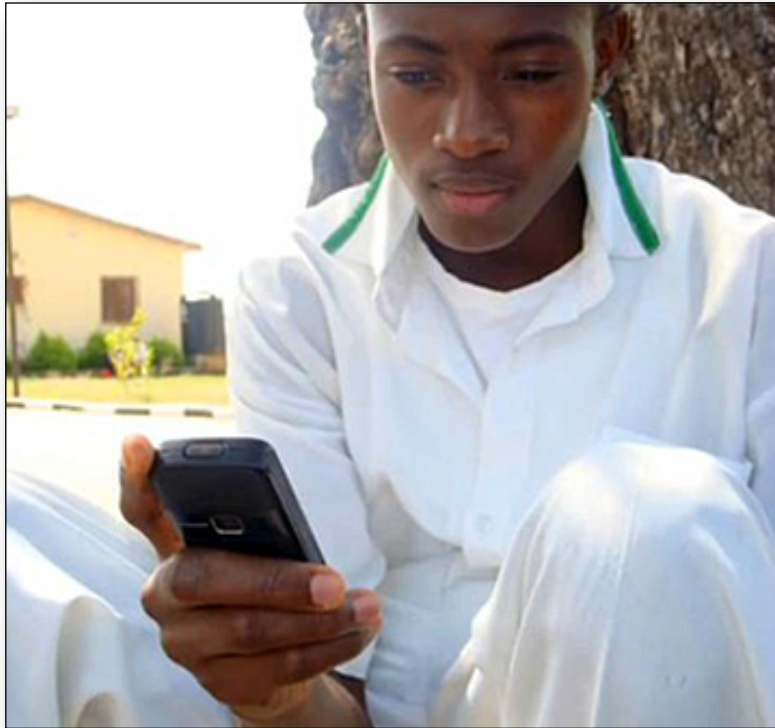
What you'll find at **[socialbrite.org/UN](http://socialbrite.org/UN)**

- Free tutorials on the best way to use Facebook, Twitter & blogs
- Free reports
- Free photo, music, video directories
- Collaboration tools
- Geolocation tools
- Expert guidance



# Biggest resource: Your supporters

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# Thank you! Let's talk!

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JD Lasica & Shonali Burke  
Socialbrite.org

Please contact us:  
**team@socialbrite.org**

Twitter: @jdlasica  
@shonali  
@socialbrite

**<http://socialbrite.org/UN>**