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

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Access this talk online

http://socialbrite.org/UN

today’s hashtag: #UN
Socialbrite: Who we are

http://socialbrite.org/UN
What we’ll cover today

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
Internet users in the world

2.1 billion +

Source: Internet World Stats
Mobile users in the world

- 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

Sources: mobiThinking, Wikipedia
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
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 (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

Image of Ethiopian boy by babasteve on Flickr
How can NGOs fight poverty?

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 ...

- Understand that social media is a series of stages: crawl, walk, run, fly
- Create a Strategic Plan with realistic, concrete goals
- Identify internal and external champions
- Consider how you can create content and induce outsiders to create content
- Only after you have a Plan do you turn to the tools
- Listen deeply
- Figure out what to measure
- Be flexible and nimble. Iterate as you go along.
4 big ideas (& 1 obvious one)

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
Your NGO is a media outlet

Awareness > Influence > Action > Impact
Send a Cow

sendacow.org.uk

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

sendacow.org.uk
2

Blue Key campaign

FIND YOUR CHAMPIONS

thebluekey.org

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.

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.

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.

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.

Courtesy of USA for UNHCR
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.

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

Tracking links are key
... as well as from Facebook, Twitter, email newsletters, blog, etc.

Courtesy of USA for UNHCR
Champions drove the conversation

Blog posts

Twitter

LinkedIn

YouTube

Secret Facebook Group

Email outreach

#bluekey “tweetathon”

Courtesy of USA for UNHCR
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 more they will try to help you get there!
Epic Change

tomamawithlove.org
3 Personal storytelling
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

charitywater.org
Water Forward

waterforward.org from charity: water
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
Make your cause tangible

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

Average mycharitywater campaigner raises $1,000
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

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

- 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

What you’ll find at socialbrite.org/UN

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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
Thank you! Let’s talk!

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Socialbrite.org

Please contact us:
team@socialbrite.org

Twitter: @jdlasica
@shonali
@socialbrite

http://socialbrite.org/UN