



**United Nations
Department of Global
Communications**

Virtual Communications Workshop

*co-organized by the Global Executive Committee, Outreach and Public Relations Subcommittee
and the UN Civil Society Unit, Department of Global Communications*

Communication Challenges and Opportunities in the COVID-19 Era

Session 1: 9:00 - 10:45 a.m.

Tools and Techniques of Effective Communications for NGOs

Session 2: 11 a.m. – 12:30 p.m.

Transforming the Communication Process from Conversation to Advocacy and Social Policy

Thursday, 23 July 2020



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Welcoming Remarks

Jeff Brez

Chief, Civil Society, Civil Society and Advocacy Section,
Department of Global Communications (DGC)



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Introductory Remarks

Fannie Munlin

Chair, Global NGO Executive Committee

Representative to the UN, National Council of Negro Women



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Introductory Remarks

Holly Shaw

Former Director, Outreach and Public Relations Subcommittee

Global NGO Executive Committee

Representative, International Council of Nurses



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Session One:

**Tools and Techniques
Effective Communications for NGOs**

Session One Presenters:

Richard Yep

CEO

American Counseling Association

Katrina S. Lee

Public Affairs Strategist

American Counseling Association

Session One: Learning Plan

- What is social media?
- What options do NGOs have and how much do they cost?
- What is the best way to communicate when using Facebook, Twitter, Instagram, and LinkedIn?
- Thinking about your NGO's message and planning a communications strategy for a particular project or goal.

Session One: Learning Plan

- Dos and Don'ts when using social media
- Dealing with a crisis in your organization, staying in front of the story
- Training staff and/or volunteer leaders
- Creating plan and execution

POLL QUESTION #1



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What is Social Media?

- Websites
- Applications
- Communication
- Input from constituencies
- Interaction
- Content sharing
- Collaboration

What is Social Media?

- Conversations
- Connecting with audience
- Building relationships
- Authenticity and honesty
- It is an integral component rather than an “add on.”

Social media adoption

2005 = 5% of American adults

2011 = half of all Americans

**2019 = 72% of the public uses some
type of social media**

POLL QUESTION #2

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What options do NGOs have and how much do they cost?

Managing social media and social media campaigns can be stressful if you don't have the best social media management tools.

FREE | PAID:

Scheduling/Organizing

- Hootsuite – \$1,188USD/yr
- Sprout Social – \$1,188USD/yr
- TweetDeck – FREE

Images

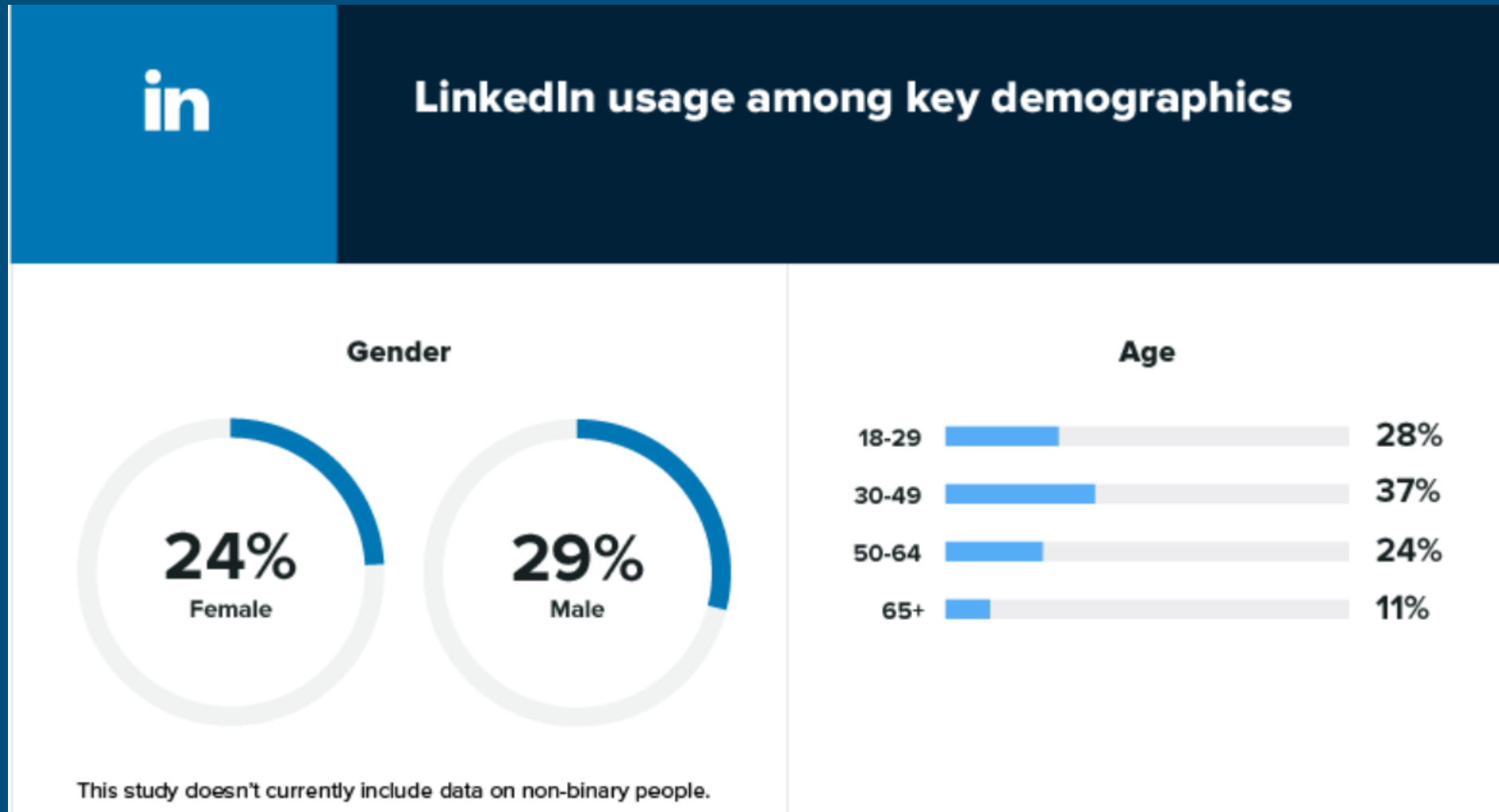
- Canva – Pro: \$119.40USD (more customizable)
- Unsplash – FREE

POLL QUESTION #3

**What is the best way to communicate when
using Facebook, Twitter, Instagram, and
LinkedIn?**

Let the data lead

LinkedIn



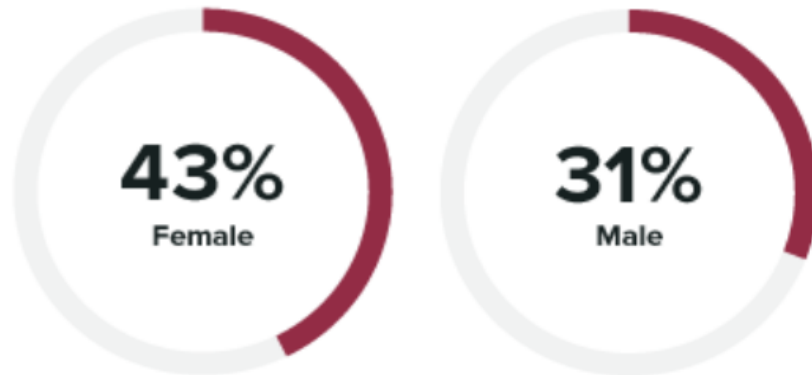
Let the data lead.

Instagram



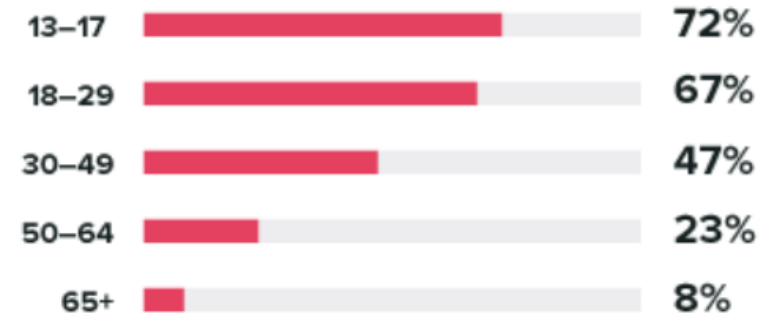
Instagram usage among key demographics

Gender



This study doesn't currently include data on non-binary people.

Age



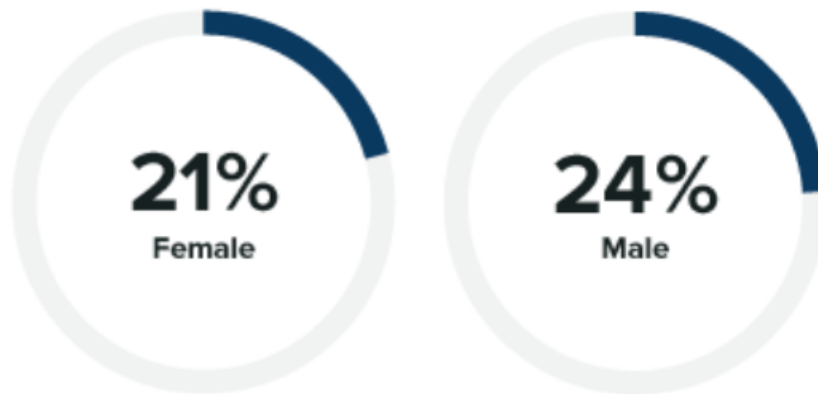
Let the data lead.

Twitter



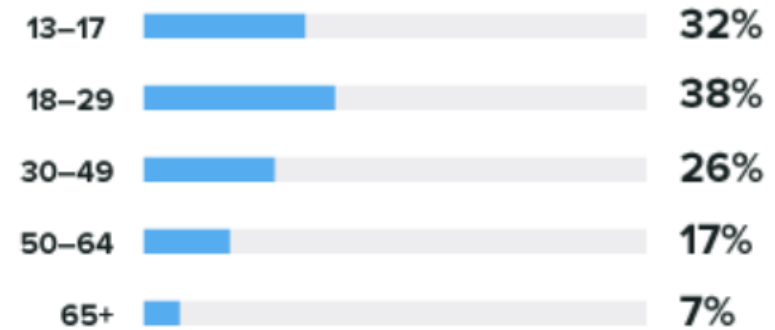
Twitter usage among key demographics

Gender



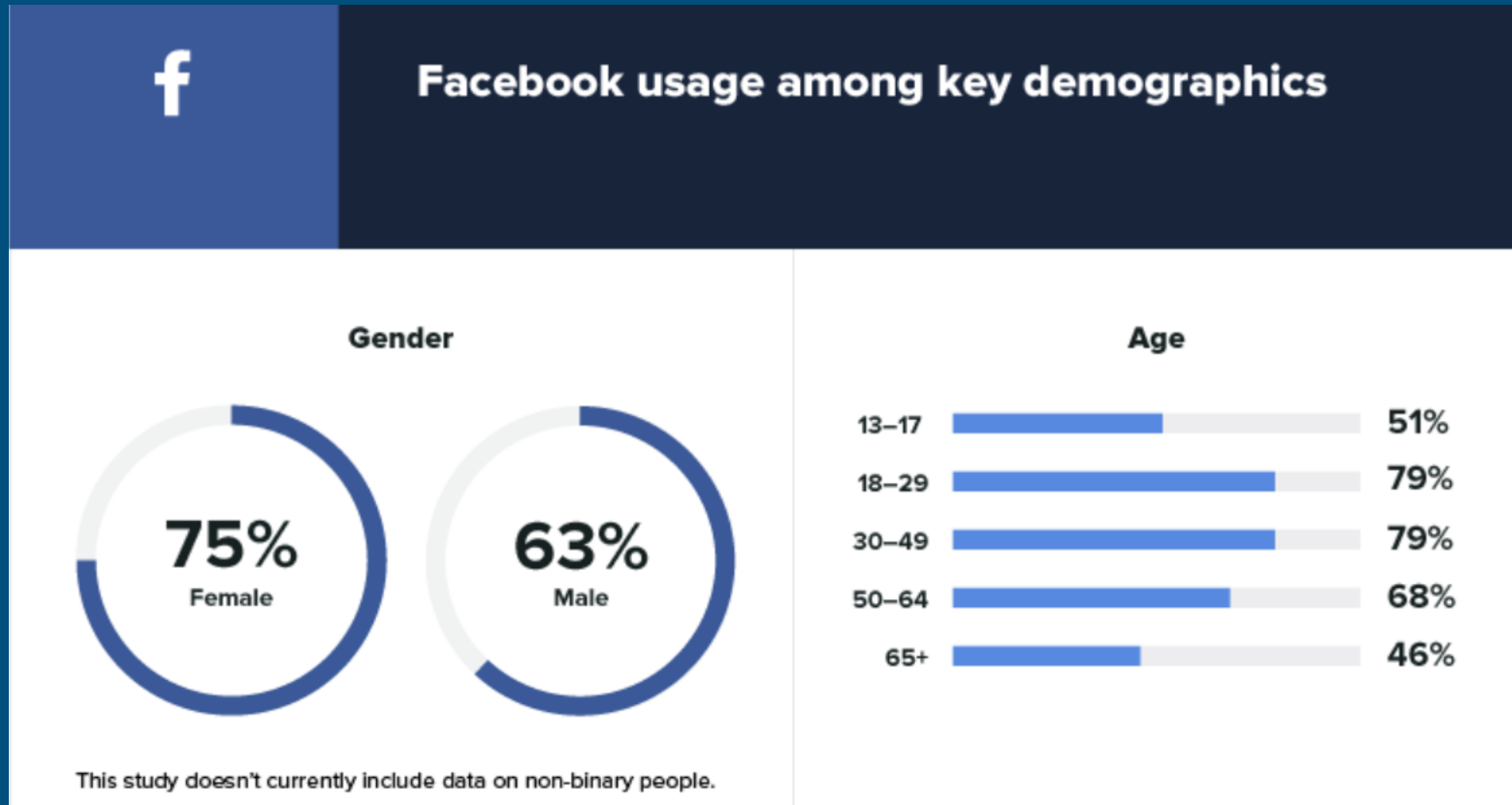
This study doesn't currently include data on non-binary people.

Age



Let the data lead.

Facebook



Let the data lead.

Thinking about your NGO's message

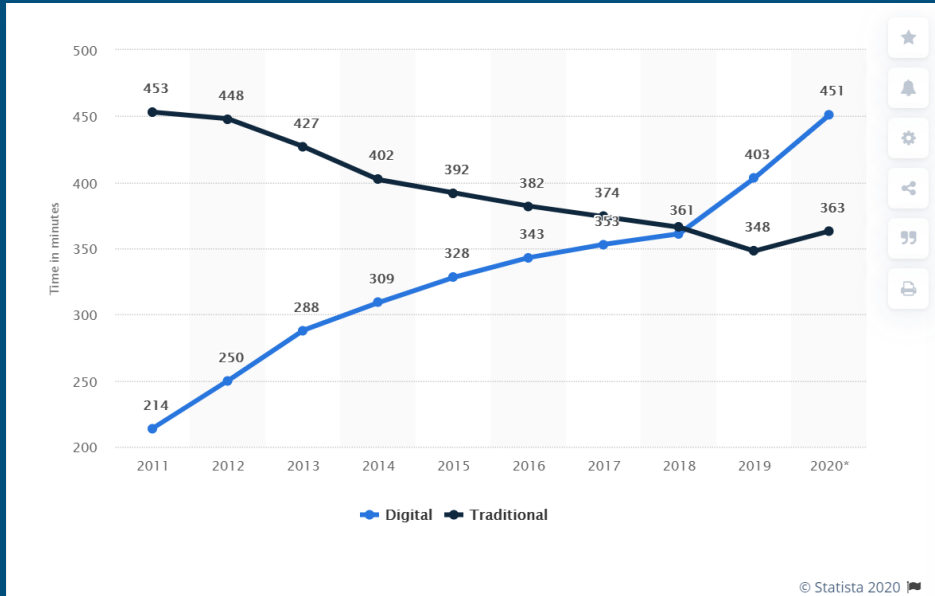
Planning a communications strategy for a project or goal.

- Show people how you help
- Identify reoccurring themes
- Not just what you say, but what others say about you
- Expressions of gratitude
- Promotion of events and resources

Communications Strategy for Specific Project

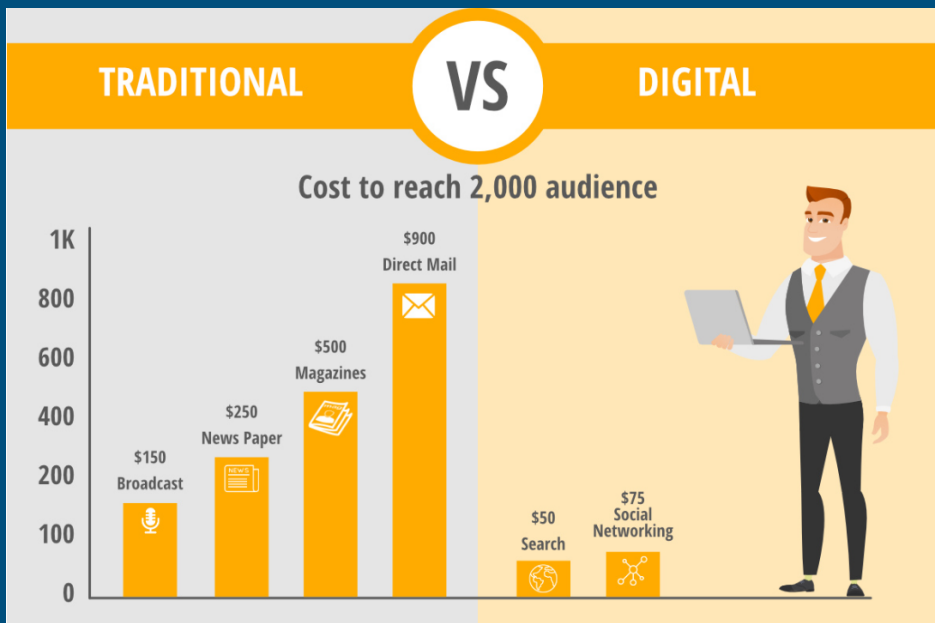
- Case Study: [Counseling Awareness Month](#)

Time spent per day with digital versus traditional media in the United States from 2011 to 2020(in minutes)



Social media is a strategic component not an “add on”

- Communication tool is only part of the story
- Social media is an engagement tool
- With engaged followers organizations can effectively spread the word about advocacy, social issues, fundraising campaigns, and new initiatives.



Social media allows you to meet objectives:

- tell your organization's story every day
- help you engage supporters, capturing and retaining their attention
- increase awareness of your organization or brand, which may support fundraising efforts

Do's and Don'ts when using social media

- Learn everything you can about social media. Be sure you understand the various platforms' purposes and operations, including their privacy controls.
- Don't share confidential information on social media, even in closed/private settings. Non-professionals may have access to that information.
- If you wouldn't say it in real life, don't post it online. Your statements have weight. Keep in mind that values and beliefs shared online can make their way to clients/customers, stakeholders, other organizations, and other professionals.

Do's and Don'ts when using social media

- Be accurate and appropriate in the portrayal of your brand/organization.
- Do develop a social media policy. Social media policies should cover any and all risks identified by your organization. *(For example, our tips for professional counselors are around confidentiality and not engaging with them on social and not diagnosing mental illness in public figures.)*



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Dealing with a crisis

Staying in front of the story

- Avoid complacency
- Every organization is vulnerable
- Don't wait
- Bad things to happen
- Different types of crisis

- Who will:
 - Speak
 - Gather data
 - Write
 - Monitor

Training staff and/or volunteer leaders

- Strategy
- Policy/Guidelines
- Social Media Response Guide
- Social Media Management
 - Social Media Calendar
 - Publishing Plan
 - Approval Process
 - Analytics

Creating plan and execution

Consider/reconsider your objectives before/after creating a social media page. Ask yourself:

- What do you plan to achieve with social media? What kind of information do you want to share or receive on the page?
- How will you measure success? What statistics will be meaningful to you? (Number of hits, event attendance, brand recognition, links, "likes," or comments.)

Creating plan and execution

Consider/reconsider your objectives before/after creating a social media page.
Ask yourself:

- Who will be reading and commenting on your social media site? Who are you trying to engage? How will you identify them and attract them to your networks?
- What social media networks will you be using? Who will establish the networks? Who will be administrators?
- Who will maintain the page? How often will it be updated?

Interactive Discussion



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Workshop Intermission

15 Minutes

Moderator

Holly Shaw

Former Director, Outreach and Public Relations Subcommittee

Global NGO Executive Committee

Representative, International Council of Nurses

Session 2

Transforming NGO Communications: From Conversation to Advocacy, Action and Social Policy



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Beginning Complicated Conversations: Racism, African Americans and Persons of Color in North American and Europe



Dorene Hurt

US Army Colonel (Retired)



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Rose Cardarelli

Rotary International Representative to UNICEF

CEO, Education for All Coalition



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Colorism and Caste (dark vs. light skin tones): Conversations to transform attitudes, behavior and social norms among children, adolescents and families



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Mazin Mukhtar

Co-Founder

Akshar Foundation



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How to Dismantle Hierarchies of Bigotry in Schools

Mazin Mukhtar
Co-Founder, Akshar Foundation

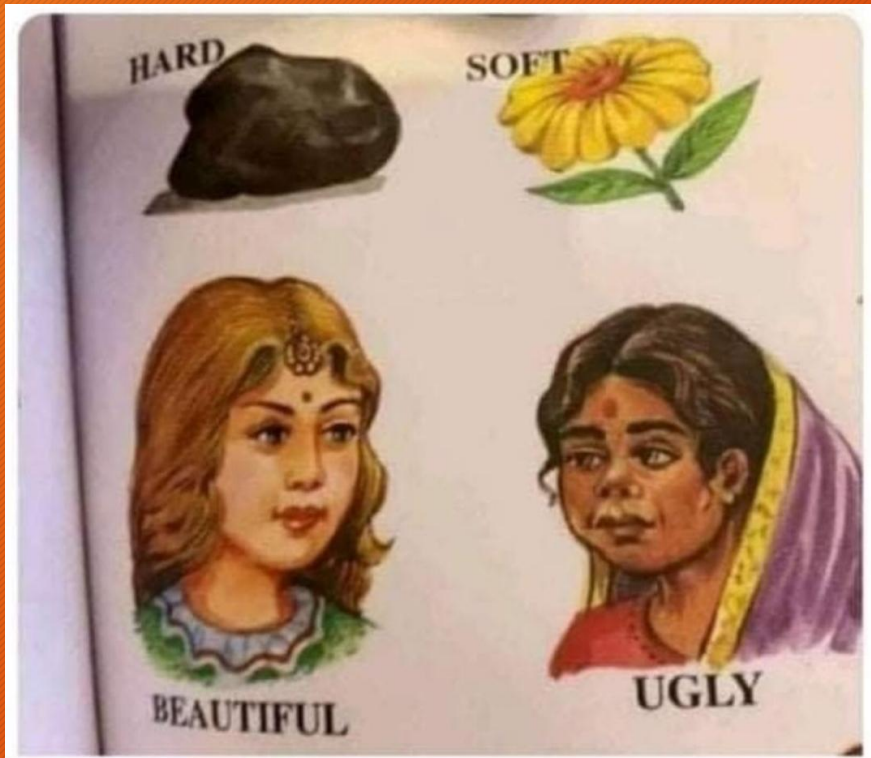
Developing a new education paradigm

Addressing bigotry at the
Akshar Forum Model School in
Assam, India



Ubiquity of Harmful Ideas

- Common image in children's textbooks:



Indian Caste System



Strategies for Dismantling Hierarchies of Bigotry in Schools

- Conflicts arise naturally based on gender, skin color, caste, disability, etc.
- These conflicts are teachable moments:
 - Step 1: Confront the problem loudly, during break, assembly, or Parent-Teacher Conferences, so that all the students can learn and benefit from the incident
 - Step 2: Hold a public mock trial for the students, with testimonies and witnesses
 - Step 3: Reinforce and embody the learnings from the trial by placing the victimized student in a position of authority based on competence
 - Step 4: Guilty student should be punished quickly, and forgiven quickly, so they can put the matter behind them (Hate the sin, not the sinner).
- Examples
- Questions?

Transforming the Communication Process from Conversation to Advocacy, Action and Social Policy

Eleanor Nwadinobi

President, Medical Women's International Association

Founding Co-Chair, Steering Committee, Every Woman Treaty



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Interactive Discussion



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Share your feedback

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Communications Workshop Series

Next Session:

Thursday, 26 August

Combating Misinformation in the COVID-19 Era