

ICT in Social Media Practical Guideline



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CCC would like to say thank you so much for our cooperation with team members of Consulting Partnership for Education and Career that lead by **Mr. Rich Chamroeun**, who are we selected for reviewing and updating this guideline.

CCC also would like to deep thank you to the **ICT Working Group members** who provided comments and feedback in this guideline be more quality and effectiveness that responded to the need of CSOs in Cambodia. Especially, CCC would like to deep thank you to CCC colleagues team are **Mr. Soeung Typo, Capacity Development Manager, Ms. Keo Mara, Learning Specialist and Ms. Sin Putheary, Head of Communications and Member Development** which participated closely with high responsible to make this guideline happened for public benefit included CCC members and non-members.

Finally, CCC would like to wish all members above who involved in the updating this guideline wish all the best and successful all of works.

Soeung Saroeun



Executive Director
Cooperation Committee for Cambodia

PREFACE

For the past few years, Cambodia has been enjoying significant growth in the digital scene. In 2017, the continuing increase in the Kingdom's digital statistics is testament to the country's thrust to embrace the digital age. Since last year, the total number of active Internet users in the Kingdom has risen by 2.1million. Active social media users and active social mobile users have both seen a 1.5million increase each, to 4.9million and 4.4million respectively.

(<http://geeksincambodia.com/cambodias-2017-social-media-digital-statistics/>)

The gradual increase has pressed the Cooperation Committee for Cambodia(CCC) to consider updating the second phase of ICT in Social Media Practical Guideline which the first version was made in May 2013.

This guideline is an executive practice document for all member organizations of CCC to implement by selecting any appropriated program to disseminate the achievements that the organization has done in order to promote a better society.

This guideline contains an overview, feature, how to set up, how to use, code of conduct, privacy and security and how to monitoring what we have used. All of these key important parts are copied from internet with editing to focus on the target audiences who are not professional in ICT.

Actually, there are a number of social medial applications are using in various countries according to different contexts, and for the Cambodia context, we selected 10 popular social media applications which are using popularly with showing the key important to be a source for user to learn in detail to ensure reach to the goal and objective of their organization.

The investment or make decision to use some social media application by NGOs is a smart investment to use ICT for improving efficiency, integrity, transparency, accountability with beneficiaries, donors and other partners.

Thus, this guideline is not new explore for people who have a background in ICT, but we hope to believe that it will be useful to provide a great source of knowledge for readers who are not education background in ICT to take advantage of the currently ICT development.

LIST OF ACRONYM

CCC	Cooperation Committee for Cambodia
#	Hashtags
HTML	Hypertext Markup Language
ICT	Information Communication Technology
iOS	iPhone Operating System
IP	Internet Protocol
IT	Information Technology
NGOs	Non-Government Organization
OS	Operating System
VoIP	voice over Internet Protocol
URL	Universal Resource Locator
SEO	Search Engine Optimization

NOTE ON THE TERMINOLOGY

Applications Program	Is a computer program designed to perform a group of coordinated functions, tasks, or activities for the benefit of the user
Blogs	is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries.
Data Dashboard	is an information management tool that visually tracks, analyzes and displays key performance indicators (KPI), metrics and key data points to monitor the health of a business, department or specific process.
Hashtags (#)	is a type of metadata tag used on social networks such as Twitter and other microblogging services, allowing users to apply dynamic, user-generated tagging that makes it possible for others to easily find messages with a specific theme or content; it allows easy, informal markup of folk taxonomy without need of any formal taxonomy or markup language.
iOS	is a mobile operating system created and developed by Apple Inc
Internet Protocol (IP)	Internet Protocol address is a numerical label assigned to each device connected to a computer network that uses the Internet Protocol for communication.
Reblog	is the mechanism in blogging which allows users to repost the content of another user's post with an indication that the source of the post is another user.
Search Engine Optimization (SEO)	is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.
Social Media	Are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.
VoIP	is a methodology and group of technologies for the delivery of voice communications and multimedia sessions over Internet Protocol networks, such as the Internet.
virtual communities	is a social network of individuals who interact through specific social media, potentially crossing geographical and political boundaries in order to pursue mutual interests or goals.
URL	A Uniform Resource Locator, colloquially termed a web address, is a reference to a web resource that specifies its location on a computer network and a mechanism for retrieving it.
Web 2.0	Web 2.0 refers to World Wide Web websites that emphasize user-generated content, usability, and interoperability for end users.

1. OVERVIEW OF THE GUIDELINE

1.1. Why Publish This Guideline

The Cooperation Committee for Cambodia (CCC) is a leading membership organization with nearly 170 Local and International Non-Governmental Organizations (NGOs) in Cambodia. CCC has been playing a unique role since 1990 as an enabling agent to facilitate Civil Society Organizations (CSOs) to collectively, responsibly and accountably work together for good governance, enabling environment and sustainability of CSOs in Cambodia.

ICT Learning Forum is a part of capacity building for its members to share (knowledge, skills and experience), and learn from each other. This forum is also a place where they can build relationships among those who work in the same sector and from different organizations to learn and growth together for better providing a quality service to the target groups at community.

This Forum is under technical support by ICT advisory and working groups which have around 8 to 10 members. This working groups plays a key role in providing strategic and technical support to the NGOs community to take the benefits of day-to-day ICT development.

In May 2013, the working groups developed a social media guideline that used in the past, such as Facebook, to ensure that all member organizations of CCC use to promote their work at the communities. Almost 5 years as of 2018, is appropriate for consider to update the Social Media Guideline and this is why CCC through ICT advisory and working groups works closely with Mr. Rich Chamroeun, independent freelance consultant and team works from Consulting Partnership for Education and Career for reviewing and re-updating the ICT in Social Media Practical Guideline.

1.2. Objective of the Guideline



Reviewing and updating on this new guideline is aiming to make the target audience more accessible to them, so that they can easily understand with available many options to them to practice to make a broader outreach of their participatory activities as NGOs working on a diverse range of sectors, but have one goal with the Royal Government of Cambodia for making Cambodia in prosperity and people will benefit from this process of development.

Among the more than 170 member organizations that are members of the CCC, both national and international, this guideline is aimed to members of the national organization whose limited ICT resources to contribute to achieving the goals of the organization. In particular, this guideline is suitable for responsible staff, but not professional in IT.

1.3. Scope and Limitation



This guideline has been updated to match the last technology of each applications, and not all social media applications are included in this guideline. Only popular of applications are currently being used in our society, such as Facebook, Google+, YouTube, Line, Telegram, Instagram, Twitter, LinkedIn, Pinterest and Tumblr.

In each reviewing and updating program has described the general features, how to use it, how to install it, code of conduct, privacy and security and monitoring what we used. In describing all programs such as installation as well as how to use is not to be detail, we will tell you the key point for further learning, which is how the reader improves their ability, focusing on which programs are appropriate for their organization.

1.4. Frequency of the Guideline Update

Every day, information technology has been constantly developing, and as possible this guideline should be updated in every year if the organization has a resource both responsible staff and budget.

2. INTRODUCTION TO THE SOCIAL MEDIA



2.1. What is social media?

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

[1] Social media are interactive Web 2.0 Internet-based applications.

[2] User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.

[3] Users create service-specific profiles for the website or app that are designed, and maintained by the social media organization.

[4] Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.



2.2. The value of social media

Social media allows nonprofits to build awareness of their mission, grow their influence, and empower their supporters to spread their message.



Social media can, by nature, help nonprofits meet their networking objectives. The large and diverse networks that exist on social media and the potential to build new networks using social media are critical access points for nonprofits to engage with their networks. Below listing are the ten benefits of social media for nonprofits.



- Learn what your supporters are saying and sharing about your organization.
- Drive traffic to your various web properties—website, blog, Facebook, etc.
- Improve results on search engine result pages with keyword rich content.
- Drive visitors to online donation pages.
- Enable supporters to distribute messages about your organization through their social web presence.
- Empower your most passionate and influential supporters to promote your organization.
- Enable grassroots movements in real-time and rapidly respond to unforeseen events.
- Humanize your organization by not limiting communications to traditional methods or messages.
- Acquire new contacts and build your email houseflies.
- Increase trust and loyalty from your supporters by allowing them to share their voice through feedback forums.

2.3. Understanding social media

Understanding the social media landscape can help organizations push themselves to design strong social media strategies and engage confidently online. We will focus on a few major areas: information exchange, networks, and shifting control and solutions.

- **Information exchange**



Social media has transformed the way in which reporters gather and report information, the way audiences collect information, and the nature of the interaction between publics and organizations. Social media tools allow vast populations to connect in common digital spaces, irrespective of their locations across the globe.

○ **Networks**



Social media allows individuals, including non-profit supporters, to connect, share and collaborate in new ways, forming unique and diverse networks in the online world.

○ **Shift in focus and control**



The formation of new online networks via social media creates a level playing field on the internet.

Corporate communication has been democratized; social media users control the conversation about brands. While typically, nonprofits are guided to build a brand and attract funding by taking credit for their work, now they must address the shift in power associated with social media.

○ **Solutions**



Overall, social media has changed the way nonprofits are able to promote social change. The environment in which nonprofits work is more complex, online networks play a central role, and stakeholders want more involvement in organization activities.

Given this landscape, there are two key behaviors that organizations should be encouraged to adopt on social media: listening and losing control. These behaviors will be explained below, followed by an example of a holistic social media strategy that incorporates them successfully.

○ **Listen**



Since social media gives every user the power to comment, review and publish, organizations need to talk less and rely on listening to build their brand. By listening effectively, organizations can make appropriate decisions about how to engage and then respond, which will increase the satisfaction of their followers and supporters.

- **Lose control**



Given that users control the conversation on social media, organizations must take advantage of their loss in control by working to maximize collaboration on ideas, knowledge, content, designs, and products. This involves creating a sense of co-ownership over an organization's' decisions, which can be facilitated by listening (see above), openness, and genuineness.

- **Model for Engagement**



Working to find conversations on these networks, listen to these conversations, and take part in them (rather than broadcasting information).

Networked Nonprofit¹: organizations should focus less on growing themselves and more on cultivating their networks.



¹ More information of Networked | Nonprofit https://ssir.org/articles/entry/the_networked_nonprofit

2.4. Social Media Advantage and Disadvantage



Though there are some disadvantages that should be aware of, there are advantages more than disadvantage for using social media.

Table 1 Social Media pro's and con's²

Advantages 	Disadvantages 
<p>Democratization: Everyone can be a journalist. In the Arab spring, private persons used social media to spread awareness of the government oppression.</p>	<p>Information overload: Since anyone can use social media, a lot of irrelevant information are created. Relevant and important information can get lost in the information flow.</p>
<p>Direct Engage: People get a channel where they can communicate directly with a NGO or a company, either to exchange information, discuss an issue or hold them accountable for their actions. Organizations/governments/companies are in a position where they can correspond to their visitors.</p>	<p>Open Communication. Audience feedback is often immediately public. Respond quickly and change your organization if there are structural complaints. This is often a very difficult process for traditional companies.</p>
<p>Networking: In a cheap and often free, smart, modern and easy way, an NGO can get its message out and promote itself. There is a social media for every need and it's a great tool to find potential donors and partners, spread awareness of your cause or work.</p>	<p>Personal Integrity</p> <p>Some social networks store and share information whether they like it or not. Some personal information are not correct or fake.</p>

²https://www.ecommercewiki.org/Social_Media_and_Services/Social_Media_and_Services_Basic/What_are_the_advantages_and_disadvantages_of_social_media

<p>Public problem resolution: If you solve an issue for an audience, and this issue is valid for other audiences as well, you can easily mass-inform them via social media. Besides that, other audiences can see that you take audience care seriously.</p>	<p>Time consuming: To use social media in the most efficient way, the user have to put effort in the posts. It is important to follow-up the posts and the interaction it generated.</p>
<p>New prospects or audiences. With a social network, audiences and fans can help each other, instead of the fact that all knowledge and interaction have to be at the audience service department.</p>	<p>Boosting Reach: Some social networks purposely limit the reach of your social posts. Your reach will be enhanced only when you pay.</p>
<p>Social Listening: By listening to the social mentions about your brand (and those of your competitors), you can adapt to audiences wishes faster, develop new products or services to help solve problems, create partnerships, etc.</p>	<p>Privacy: Be careful with the data you receive or use on social media. Some countries have very strict privacy laws.</p>

2.5. Quick tips on engaging audiences



Here are some tips on how to engage your audience through your social media channels:

- **Target your audience:** Target the people that are already connected with your NGO (your mailing list, donors, stakeholders, etc.) and identify the right information to share with them. A nonprofit who has a few loyal fans is better than one who has hundreds but they don't have real engagement. Find your target audience and focus on them.
- **Send the right message to the right audience via the right channel:** Spend time developing your content or post for your target group.
- **Take the first step to interact:** Partners and donors may not come to you. So your NGO has to make the first step. On Facebook you can like the page of someone that you want to create a network with first. Contact them and say that you exist. Or follow a NGO page and if they post something interesting and relative to your work, comment or share it so they know that somebody else share the same values. Remember, networking takes time!
- **Timing is critical:** Posts that are posted 8pm are not much likely to be read by potential donors or partners since they are probably at home. Post during late mornings and afternoons, when people are at their offices. Think of the time difference if you want to reach an audience in other countries.

- Quality over Quantity: Therefore many bigger NGOs post at least 10 posts per day and usually they don't have much to say. Put effort in your posts! Post a few but good quality posts. Then followers will get a serious image of your NGO.



- Be consistent and responsive: It is critical to respond promptly to the comments or suggestions of your followers. Do not delete a mean comment from your page. This only leads to a more furious visitor. Respond with courtesy and address the issue in a straightforward manner. Think up a social media strategy at your NGO
- Make your posts be short & sweet: Try not to overdo the frequency of posting. Two to three posts per day may be optimal depending on your offering.
- Images and video have 40% higher engagement rate than just posts: Humans are visual creatures by design. Use images or interactive content. If video is used, make it shorter than 90 seconds. And excellent audio is crucial!
- Engagement Point Scale (for fun and business): On an Engagement Point Scale of 1 to 100, from a Facebook (FB) standpoint, think of a "Share" as being worth 90 points, a "Comment" being worth 9 points and a "Like" being worth 1 point.
- Use your website predominantly as a place where people can find more information: The days of engaging exclusively via your website are gone. Post an update about what happened and link to your website as the place where "you can find more information..."
- Use your social media channel as a place for discussion: Ask a question concerning the issues the NGO is working with. Ask for the follower's thoughts and opinions and create an interaction.
- Social Media takes time to develop: as a NGO, you need to develop trust before you can develop users loyalty. Sending promotions prior to gaining users respect is one of the worst ideas you can pursue. It takes time to get followers or people to like your page.



3. POPULAR SOCIAL MEDIA TOOLS

Posting your social-media content across multiple social media accounts gets a whole lot easier with this tool. It allows you to create a posting schedule for your Twitter, LinkedIn, Facebook, Pinterest and Google+ pages all in one place, creating a queue and saving you considerable time.

3.1. Facebook



Facebook is an American for-profit corporation and online social media and social networking service based in Menlo Park, California. Wikipedia

- **Description**

Facebook is defined as an online social networking website where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others. In Cambodia Facebook has firmly established itself as the choice social media platform for Cambodian users with a total of 4.8million users recorded in 2017, amounting to a whopping 1.4 million growth since 2016 (<http://geeksincambodia.com/cambodias-2017-social-media-digital-statistics/>)

- **Feature and Setup and Start**

Development Innovations Cambodia is partnership with Cooperation Committee for Cambodia (CCC) to strengthen the skills and capacity of CCC for deliver effective ICT related services to its members by publishing Facebook Guideline. Thus, please click on this link (will ask CCC about this link) for more detail how to use Facebook.

3.2. Google+

- **Description**




Google+ (pronounced Google plus) is a Google social networking platform. The Google+ design team sought to replicate the way people interact offline more closely than is the case in other social networking services, such as Facebook and Twitter. The project's slogan is "Real-life sharing rethought for the web."

- **Feature and Setup**




- Circles are like categories for your connections, so that you can share updates selectively with different groups. Examples of such groups might include family, friends, office colleagues and people that you share a particular interest with. Circles may be discrete or have overlap, so that, for example, someone you work with who's also in your book club will get updates for both groups. Users outside a circle can see a list of member names but not the name of the circle.
- Hangouts are an option for video chat for up to 10 people at any given time. Google's emphasis is on creating the kind of space that replicates casual ad-hoc gatherings in the real world.
- Huddle is an option for text message group chats, for Android, iPhone and SMS devices.
- Instant upload is an option to automatically send pictures and videos taken with a cell phone to a private photo album. Users can then decide whether to share them and which circles to share them with.

- Streams are similar to Facebook news updates but you can see updates for particular circles rather than updates for everyone at once.
- Sparks are topics that you want to discuss with others. The interface is an adaptation of Google search. Google describes it this way: “The friends you have are the ones that allow you to geek out about what you are absolutely passionate about... and they have enough of a commonality to let you explore it.”
- Google+ is integrated with other Google applications, such as Gmail, Google Maps, Google Drive and Google Calendar.
- Google+ follows two less ambitious attempts by the company, Google Wave and Google Buzz. The service launched in beta on June 28, 2011, on an invitation-only basis. The first members were permitted to invite friends the next day but that permission was rescinded almost immediately because of what Google described as “insane demand” for new accounts. Once the service is out of beta, Google plans to increase the Google+ membership gradually.

Google Hangouts

	<p>Google Hangouts is a communication platform developed by Google which includes instant messaging, video chat, SMS and VOIP features.</p>
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- **Feature and Setup**

	<p>Mobile/landline calling If you have a Google Voice number and Google Hangouts enabled, you can receive and make phone calls. Calls from anywhere to the U.S. and Canada are free.</p>
	<p>International calling Hangouts users can make free international calls between each other. International calls to landline and mobile phones are not free.</p>
	<p>SMS/texting Not yet available through Hangouts, but Google Voice offers free domestic SMS.</p>



Social media integration
Hangouts integrates with Google+, Google Drive and YouTube.



Supported platforms
Hangouts supports IE, Firefox, Chrome and Safari browsers; and the Mac OS X, Windows, Windows Vista, Windows XP, Ubuntu and Chrome operating systems.

Setting up Google+ is easy. You just need Google account and then it is done.

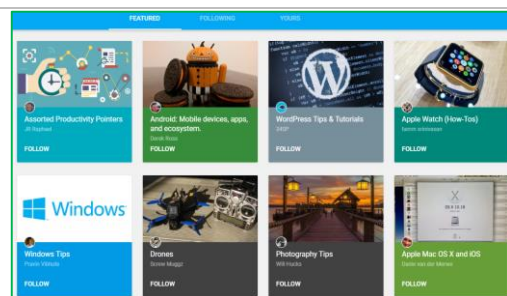
- **How to start**

	App	Website
Google+	Yes (Android and iOS)	Yes

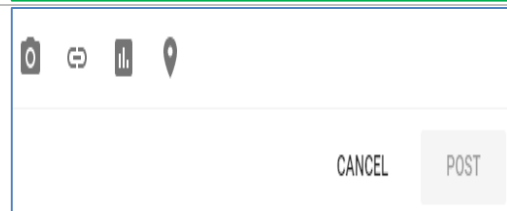
To login to Google+, type in the URL <https://plus.google.com/> and sign in with your Gmail username and password.

You can discover many “Collections” or Features by typing this <https://plus.google.com/discover> or <https://plus.google.com/collections/featured>. Then you can follow any collection or feature you like by clicking on “FOLLOW” link. This is some example of Google+ collections.

In Google+, we can post photo, link, poll and GPS location.



We can set privacy of our post as Public, Your Circles, Only You, Custom and your own group as below picture.



3.3. YouTube

- **Description:**

YouTube is an American video-sharing website headquartered in San Bruno, California. The service was created by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—in February 2005.



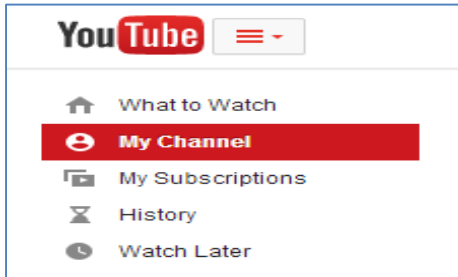
- **Feature and Setup**

A YouTube channel is a Channel you can create for personal or business use. First, you have to have a personal Channel on YouTube and then, you can create your business YouTube channel.



With a Google Account, you can watch and like videos and subscribe to channels. However, without a YouTube channel, you have no public presence on YouTube. Even if you have a Google Account, you need to create a YouTube channel to upload videos, comment, or make playlists. You can use a computer or the YouTube mobile site to create a new channel.

Create a personal channel



Follow these instructions to create a channel that only you can manage using your Google account.
 Sign in to YouTube on a computer or using the mobile site.
 Try any action that requires a channel, such as uploading a video, posting a comment, or creating a playlist.
 If you don't yet have a channel, you'll see a prompt to create a channel.
 Check the details (with your Google account name and photo) and confirm to create your new channel.



Create a channel with a business or other name and follow these instructions to create a channel that can have multiple managers or owners.

You can use a brand account to create a channel that has a different name but that's still managed from your Google account. Learn more about brand accounts.

- Sign in to YouTube on a computer or using the mobile site.
- Go to your channel list.
- Choose to create a new channel or use an existing brand account:
- Create a new channel by clicking create a new channel.
- Create a YouTube channel for a brand account that you already manage by choosing the brand account from the list. If this brand account already has a channel, you can't create a new one—you'll just be switched over to that channel if you select the brand account from the list.
- Fill out the details to name your new channel and verify your account. Then, click done. This creates a new brand account.
- To add a channel manager, follow the instructions to change channel owners and managers.
- Learn more about using a channel with a business or other name on youtube.

- **How to start**

- Browse and Watch Videos on YouTube. Watching videos is straightforward--just click the play button and the video will start streaming to your computer or mobile phone. By default, the video appears in a box on your screen, but you can make the video fill your screen by clicking on the full-screen icon.
- Start with the basics
- Sign into YouTube and click on the user icon at the top right of the screen.
- Click on the gear icon to get to your account's YouTube Settings.
- Click on Create a new channel.
- Then choose "Use a business or other name"
- Add your Brand name and click create.

- **Uploading Videos**

- Edit the video before uploading. YouTube has some video editing tools, but you'll be able to do far more if you edit before uploading. ...
- Upload the video. ...
- Add a title and description. ...
- Add tags. ...
- Set your video's privacy settings. ...
- Monetize your video. ...
- Share your video.

3.4. Line

- **Description**

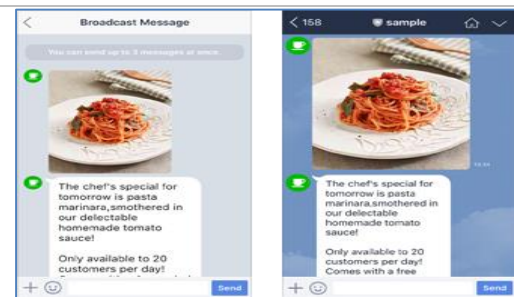
Line is a freeware app for instant communications on electronic devices such as smartphones, tablet computers, and personal computers. Line users exchange texts, images, video and audio, and conduct free VoIP conversations and video conferences. Wikipedia



- **Feature and Setup**

Messages

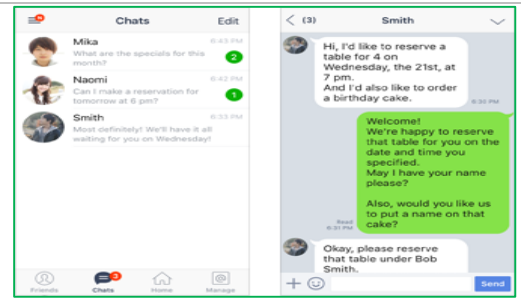
You can create messages from the smartphone app or the PC admin page and batch send them to users and fans who have friended your account. Messages can be reserved for sending in advance, providing you with the flexibility needed to time messages to your campaigns and events.



Chat

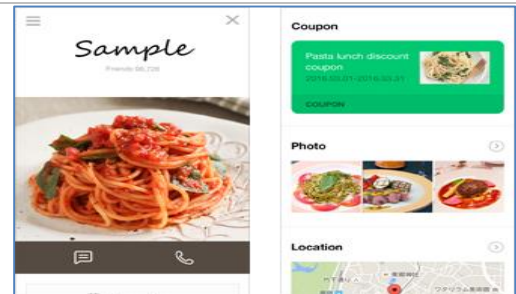
You can talk with users and fans in one-on-one chats. As this allows you to directly communicate with your users and fans through LINE, you can easily respond to and handle a variety of inquiries, questions, comments and more.

This feature can be used from the LINE@ exclusive app.



Account Page

You can create your own exclusive LINE in-app home page. This home page allows you to easily produce and deliver info regarding your account, such as notices, event notifications, just-in info and more in the same format as you would on a typical website.



Timeline and Home

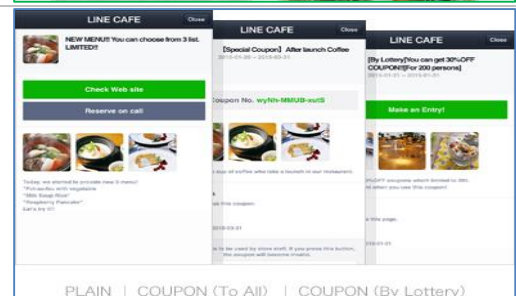
Along with push messages, you can also use the Timeline and Home features to send an unspecified number of users' news and notifications regarding your account. You can also choose when to send messages, and have them posted simultaneously to your Timeline as well.



PR Pages

You can create and provide rich data, coupons, and more that you can't fit in a normal message here. You can create one-time only coupons and raffle tickets as well.

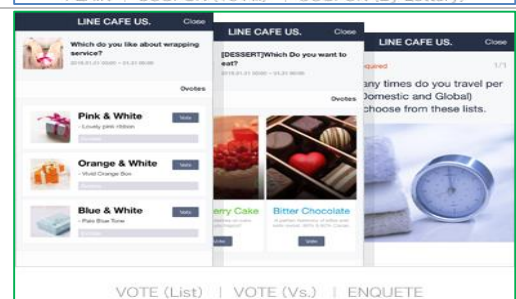
This feature can be used from the PC admin page.



Research Pages

You can create content that invites users to participate, such as questionnaires and polls. You can hold surveys on your products and services to gain information on user attributes based on gender, age, and other factors.

This feature can be used from the PC admin page.



Statistics

You can check changes to the daily number of users who have friended your account, responses to your Timeline, and more. You can also designate a period to download numerical data relevant to that period.

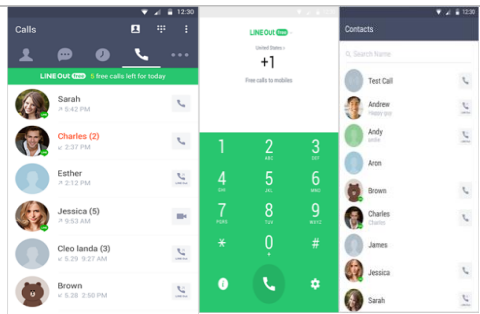


Setup :

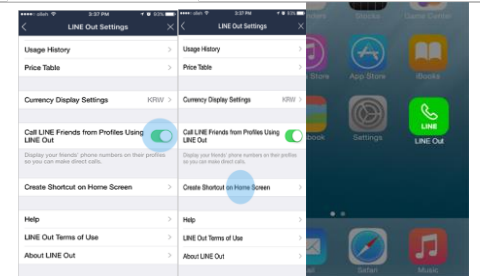
When everything looks right tap "Register now!". Check your email client and find the message sent by LINE. Copy over this code to the mobile LINE app and enter it into the box, followed by hitting "Register". Once your email address is confirmed hit "OK" to finish the registration.

- **How to use**

No app installation or configuration required
Simply dial a number or tap the contacts icon on the Calls screen.



Call friends from their profiles or create a shortcut on your Home screen
Put LINE Out right where you need it.

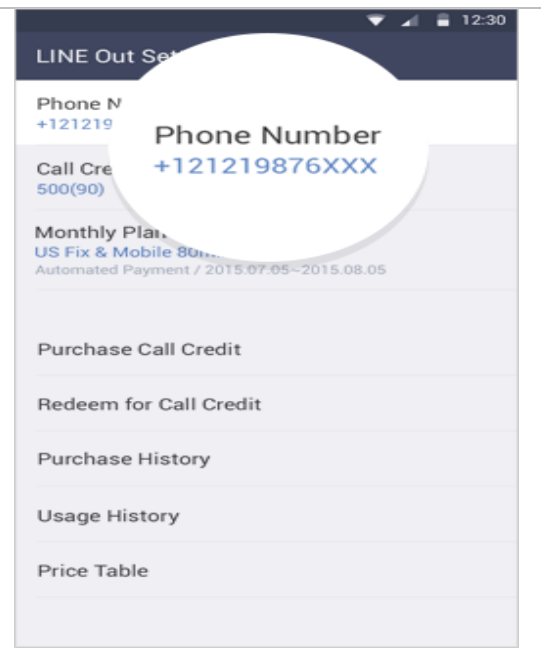


Caller ID support included

- Your phone number will be displayed on the recipient's phone.
(This feature may not be supported in some countries.)
- Check how many LINE Out Free calls you can make today in the Calls tab.
- Purchase Call Credit or a 30-Day Plan to make calls to countries besides Japan, Indonesia, United States, United Kingdom, Australia and New Zealand.
Call rates, Paid calls

LINE Out is available to users registered to LINE in the following countries:

Asia : India, Japan, Malaysia, Philippines, and Thailand
Europe: Germany, Greece, Ireland, the Netherlands, Spain, Turkey, and the United Kingdom
North and South America : Argentina, Chile, Colombia, Mexico, Peru, and the United States
Oceania : Australia and New Zealand

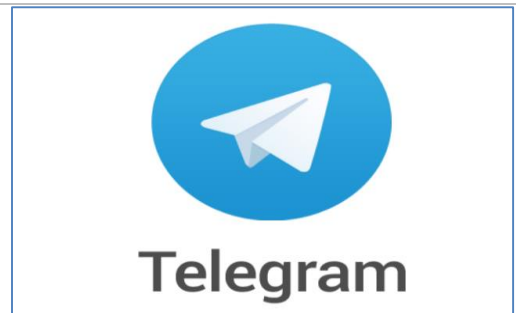


3.5. Telegram

• Description

Telegram is a messaging app with a focus on speed and security, it's super-fast, simple and free. You can use Telegram on all your devices at the same time — your messages sync seamlessly across any number of your phones, tablets or computers.

With Telegram, you can send messages, photos, videos and files of any type (doc, zip, mp3, etc.), as well as create groups for up to 50,000 people or channels for broadcasting to unlimited audiences. You can write to your phone contacts and find people by their usernames. As a result, Telegram is like SMS and email combined — and can take care of all your personal or business messaging needs. In addition to this, we support end-to-end encrypted voice

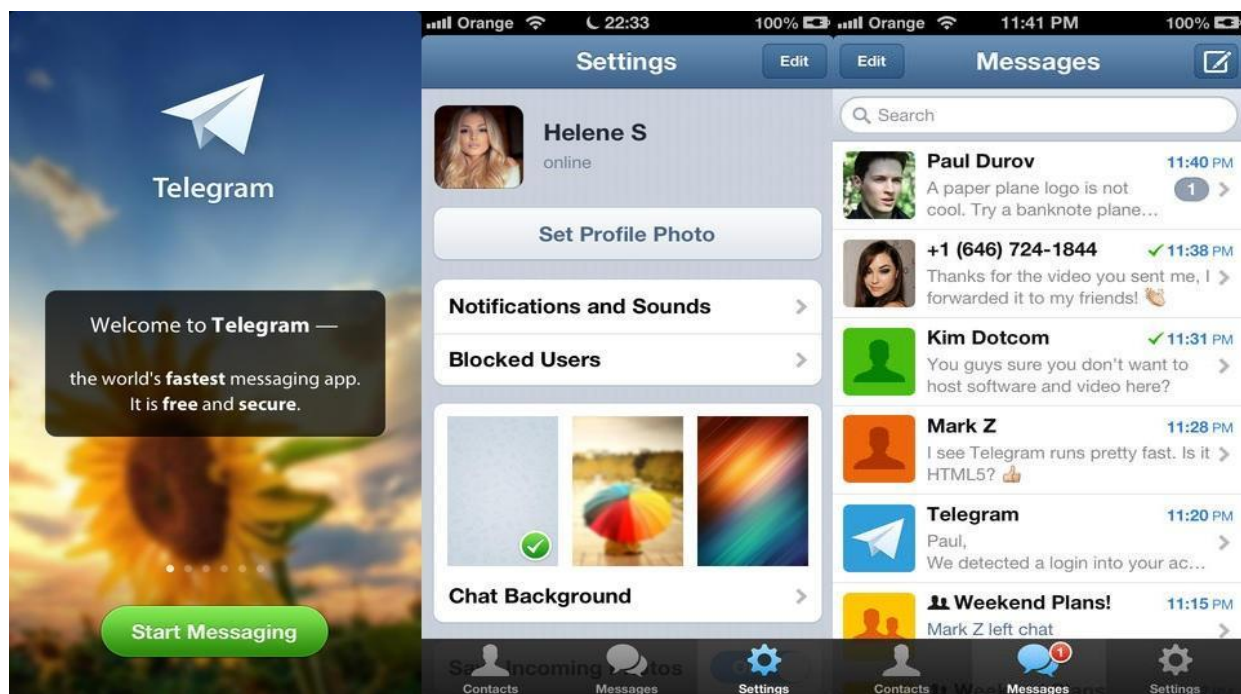


• Feature and Setup

With Telegram, you can send messages, photos, videos and files of any type (doc, zip, mp3, etc.), as well as create groups for up to 50,000 people or channels for broadcasting to unlimited audiences.

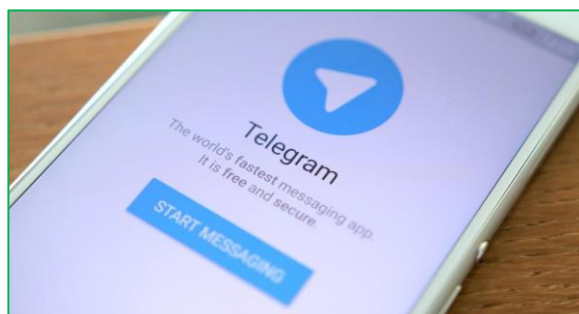
You can write to your phone contacts and find people by their usernames. As a result, Telegram is like SMS and email combined — and can take care of all your personal or business messaging needs. In addition to this, we support end-to-end encrypted voice calls.

How To Create Telegram Account | Telegram Sign up & Login – www.telegram.org



Telegram is a free cloud-based instant messaging service which exist for both (Android, iOS, Windows Phone, Ubuntu Touch) and desktop systems (Windows, macOS, Linux). The truth now is that Telegram Messenger has taken over as far as instant messaging is concerned displacing the likes of Whatsapp and BBM etc. The purpose of this article is to help readers learn How to Create Telegram Account or Telegram Sign up with the simplest steps and to Download Telegram for Mobile phones.

Telegram Sign up – Telegram Login and Telegram Download for Mobile



This process will lead you to first downloading the app on your mobile. You can use the links below to Download Telegram for Mobile depending device.

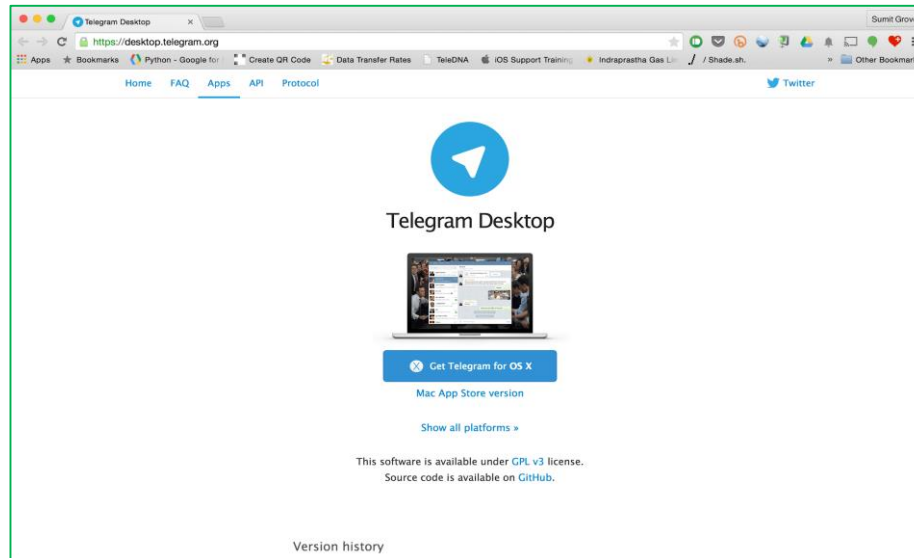
Click on this link <https://play.google.com/store/apps/details?id=org.telegram.messenger> to Download Telegram for Android

Click on this link <https://itunes.apple.com/ng/app/telegram-messenger/id686449807?mt=8> to Download Telegram for iPhone, iPad and iPod Touch

After downloading telegram, you need to launch the app by tapping on the Telegram icon, then click on start messenger option if it pops up. Select your country, enter your phone number with country zip code and confirm the

number by clicking the next button. You will receive a confirmation code via SMS on your phone which you will need to confirm Your Telegram Registration. After confirming your Telegram Registration, you will be automatically logged in and your account is set and fully activated.

Telegram Web based Sign up with Computer or Laptops | Telegram Login

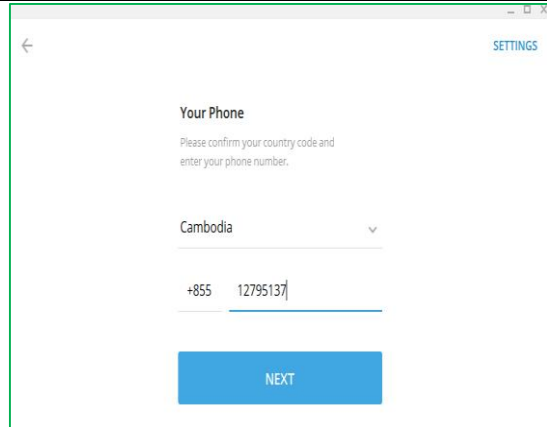
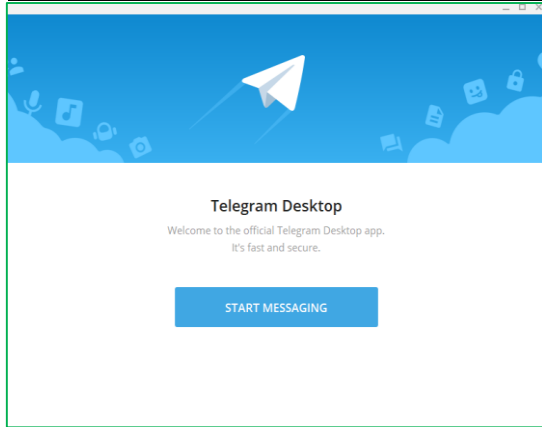


This option is basically important when you don't want to download Telegram for Mobile and only choose to use telegram with PC while still enjoying every features of Telegram App. Telegram Login with PC is simple and easy, follow the steps below to get started

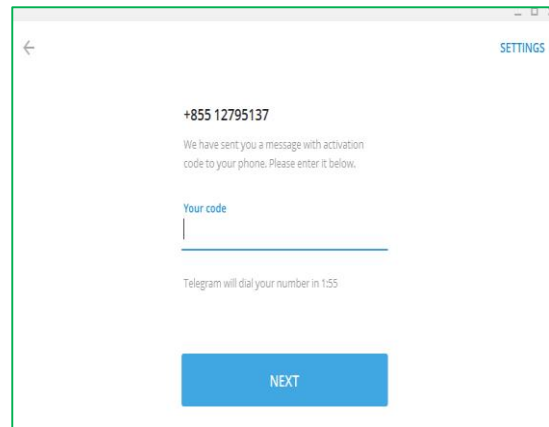
- Go to Telegram Sign up portal at <https://web.telegram.org/#/login>
- Select your country
- Enter your phone number with your country code and click on "Next"
- Confirm your Number before proceeding
- Then a code will be sent you by Telegram messenger online
- Enter the code in the space provided and Telegram messenger will automatically complete the Telegram registration
- Telegram messenger automatically searches your contact to bring up all your friends that are already using Telegram

- **How to start**

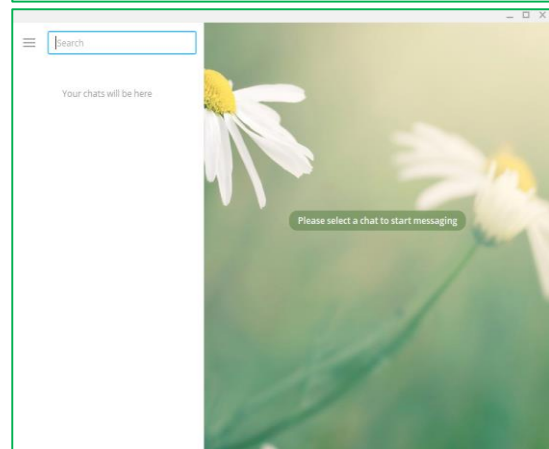
	App	Desktop software
Telegram	Yes (Android and iOS)	Yes



Enter 5-pin code number and click on Next




Telegram can automatically take your Facebook fake name with the number you provided.



How to secure your Telegram Click on Settings and you can work on Privacy and Security

Settings



[Choose from file](#)
[Edit theme](#)

Tile background

Privacy and Security

- [Blocked users](#)
- [Last seen privacy](#)
- [Phone calls privacy](#)
- [Group invite settings](#)
- [Turn on local passcode](#)
- [Enable two-step verification](#)
- [Show all sessions](#)
- [Account self-destruct settings](#)

Advanced Settings

- [Manage local storage](#)

Last seen privacy

You can choose who can see your last seen time:

- Everybody
- My contacts
- Nobody

Important: you won't be able to see Last Seen times for people with whom you don't share your Last Seen time. Approximate last seen will be shown instead (recently, within a week, within a month).

Add exceptions

- [Always share with](#)
- [Never share with](#)

These settings will override the values above.

[CANCEL](#) [SAVE](#)

Phone calls privacy

You can restrict who can call you:

- Everybody
- My contacts
- Nobody

Add exceptions

- [Always allow](#)
- [Never allow](#)

These users will or will not be able to call you regardless of the settings above.

[CANCEL](#) [SAVE](#)

Group invite settings

You can choose who can add you to groups and channels with granular precision:

- Everybody
- My contacts

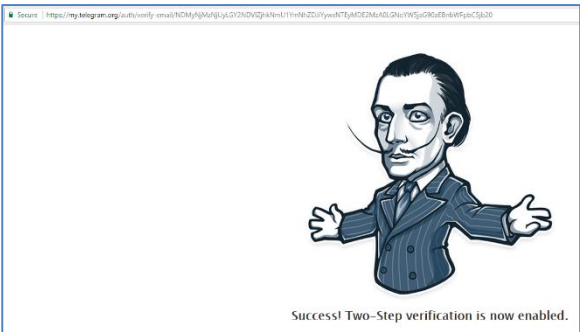
Add exceptions

- [Never allow](#)

These users will or will not be able to add you to groups and channels regardless of the settings above.

[CANCEL](#) [SAVE](#)

Enable 2 steps verification

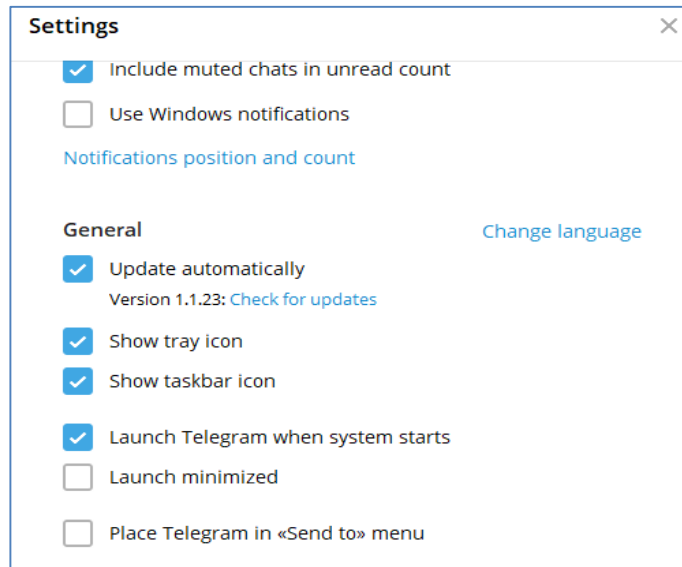


Success! Two-Step verification is now enabled.

The image shows a success message for enabling Two-Step verification. It features a cartoon illustration of a man in a suit with his arms outstretched, and the text "Success! Two-Step verification is now enabled." at the bottom.

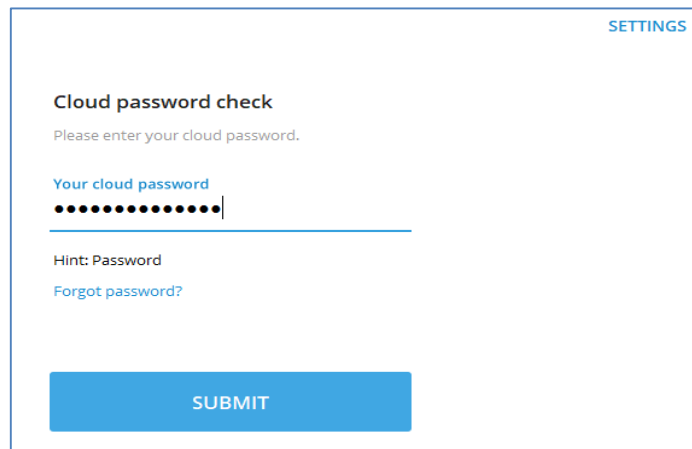
You can launch telegram when system starts

Even you use portable, Telegram can start automatically when system starts without having any problem (success)



How does 2 step verification work?

First, it asks for the PIN code that Telegram sms to your mobile phone and then it will ask you for the cloud password.



3.6. Instagram

Is a mobile desktop, and Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly or privately. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app exclusively for the iOS operating system.

- **Description**

Instagram is a social networking app made for sharing photos and videos from a smartphone.

Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed.

When you post a photo or video on Instagram, it will be displayed on your profile. Other users who follow you will see your posts in their own feed. Likewise, you'll see posts from other users whom you choose to follow.


- **Feature and Setup**

- Image editing
- Location tagging
- Private messaging
- Commenting
- @mentions
- Push notifications
- Group messaging
- Hashtags
- Filters
- Video editing tools
- Text & drawing tools
- Live video streaming
- Stories feature
- Disappearing photos & videos
- Search functionality
- User tagging
- User profiles
- Public & private profiles

- **To create an Instagram account from a computer:**

- Go to [instagram.com](https://www.instagram.com).
- Enter your email address, create a username and password or click Login with Facebook to sign up with your Facebook account.



- If you register with an email, click Sign up. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.
- If you sign up with email, make sure you enter your email address correctly and choose an email address that only you can access. If you log out and forget your password, you'll need to be able to access your email to get back into your Instagram account.
- To create an Instagram account from the app:
- Download the Instagram app for iOS from the App Store, Android from Google Play Store or Windows Phone from the Windows Phone Store.
- Once the app is installed, tap  to open it.
- Tap Sign Up With Email or Phone Number, then enter your email address or phone number (which will require a confirmation code) and tap Next. You can also tap Login with Facebook to sign up with your Facebook account.
- If you register with your email or phone number, create a username and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

- **How to start**

- **Download the app:** Instagram is different from other social networks in that it is primarily a mobile platform. Once your account is set up, you will have a page that can be viewed on desktop, but the majority of your activity will take place within the mobile app. [Click here to download the app.](#)



○ **Choose a recognizable username**

- You can sign up for Instagram with an email address or a personal Facebook account.
- Once you sign up, you'll be asked to choose a username.
- Your username will display publicly and will be what people see when they find you on Instagram. Make sure the username you choose is recognizable and is as close to your business or organization's name as possible.
- When signing up, Instagram will also ask for your full name. Here, you can put your full business name which will make it easier for people to find you through Instagram's search function.

○ **Update your profile**

Instagram lets you fill out a 150 character bio about your business. Because of the text limitations, you'll want to be clear and concise about who you are and what you offer. If you serve a local users base, you'll also want to add your location.

Constant Contact uses the bio to share our mission, and let people know what types of photos we share from our Instagram account: You can also add your business's website, which users will be able to click to visit right from their mobile device.

○ **Add a recognizable profile picture**

The perfect Instagram profile photo will be 400x400 pixels. But what's most important is that the photo you choose is recognizable to people who know your business. In most cases, the best choice will be your business's logo. Your profile photo can only be updated on a mobile device. If you don't have your logo saved to your smartphone or tablet, Instagram has the option to import it from Facebook or Twitter. You can also take a new photo with Instagram.

○ **Search**

It might not sound fun, but without having a good understanding of the type of pictures others are posting, you won't know what content tends to do well. And lucky for you, Instagram research is less staring-at-piles-of-data-wearing-a-lab-coat kind of research, and more look-at-pretty-pictures kind of research.

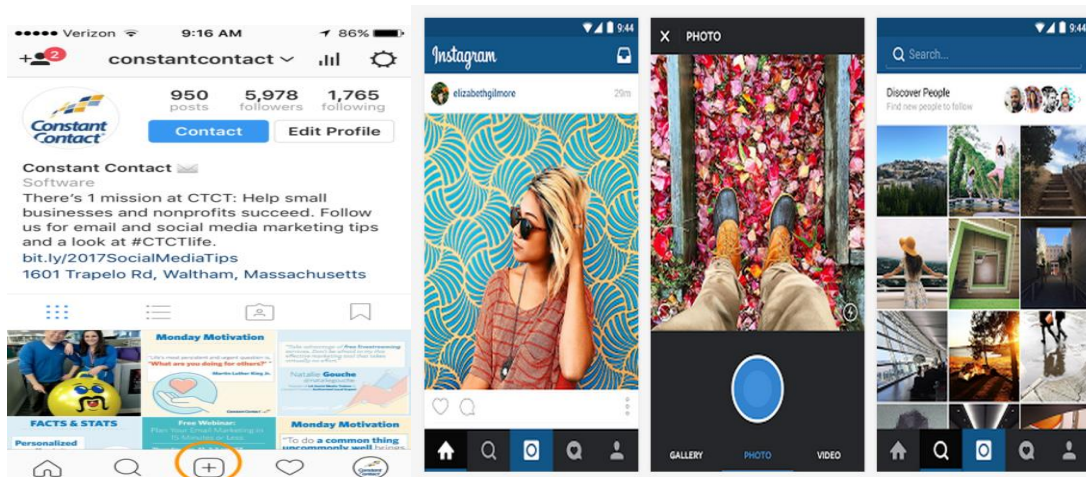
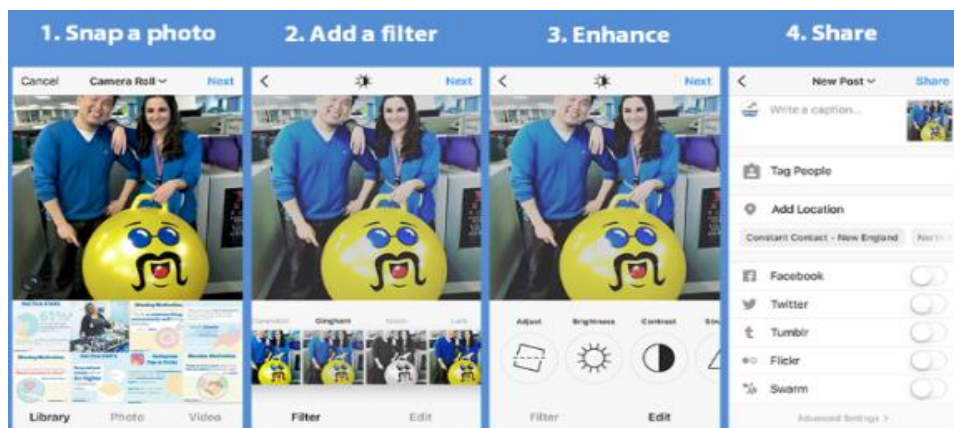
Start by finding a business in your industry who has a hefty Instagram following and high levels of engagement. What do they tend to send, and when do they tend to send it?

Even if you want to differentiate yourself from the competition, it's essential that you know what others are doing.

○ Post your first photo

Okay, now that your profile is set up, it's time to take your first photo. Here's a quick run-through of how Instagram works:

- First, click the icon on the bottom in the middle of the screen.
- You can either take a photo by pressing the circle in the middle of the screen, or click "library" on the bottom left to upload a photo of your own. Note: "Video" on the right enables you to take a video up to a minute.
- If you're uploading a photo, you will have the option to crop it first. After that, you'll have options for different enhancements.
- You can choose from a number of filters that scroll across the bottom of the app. (Double tap the filter to add a border or alter the strength of the filter.)
- You can also click "edit" to access a number of other photo editing features.
- Once you're happy with your photo, hit Next in the top right of the screen. Here, you'll be able to add a caption
- You can also tag people and name the location



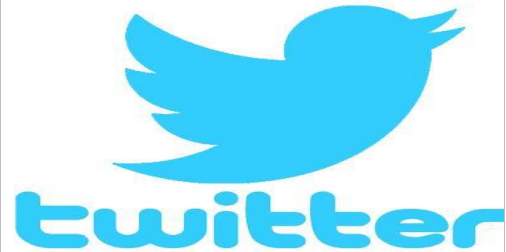
3.7. Twitter

Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and launched in July of that year. The service rapidly gained worldwide popularity. In 2016, Twitter had more than 319 million monthly active users.

- **Description:**

Twitter is an online news and social Networking service where users post and interact with messages, called "tweets." These messages were originally restricted to 140 characters, but on November 7, 2017, the limit was doubled to 280 characters for all languages except Japanese, Korean and Chinese.

Registered users can post tweets, but those who are unregistered can only read them. Users access Twitter through its website interface, Short Message Service (SMS) or mobile device application software ("app").



- **Feature and Setup**



One of Twitter's mission statements is, "At Twitter, we believe that the open exchange of information can have a positive global impact." People around the world have taken this idea, using the 140-character tweet to spark an interest or gain attention for a cause or issue.

What does it mean to twitter? This is a "public reply" on twitter. Since mid-2009, an @reply is only visible to people who follow both the sender and receiver. To break this constraint, and to make your reply visible to all your followers, you need to prefix the tweet with something so it doesn't start with the "@" symbol.

○ Creating a Twitter Account



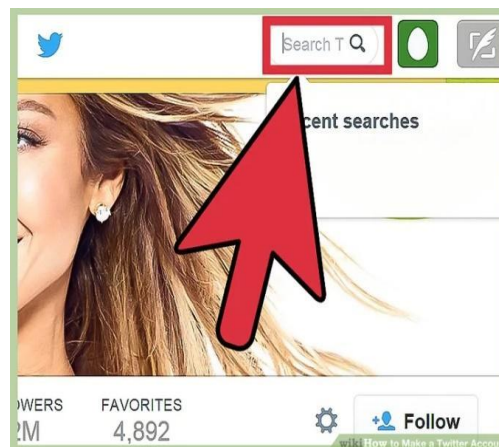
The image shows the Twitter sign-up form. It has a title "New to Twitter? Sign up". Below the title are three input fields: "Full name", "Email", and "Password". At the bottom right of the form is a yellow button that says "Sign up for Twitter".

- Go to www.twitter.com .
- Click "Sign up for Twitter."
- Provide basic information about yourself.
- Choose your username.
- Decide whether you always want to be signed in to Twitter on the computer you're using.
- Click "Create my account."
- Add the additional details.

● How to start

Twitter Is Used For Connecting People. First, Twitter is used to connect people with the same interests. ... Hashtags, which are denoted with the "#" prefix, are added to Tweets so members of the community can share in the conversation. Users can even use a website like hashtag.org to find topics that interest them.

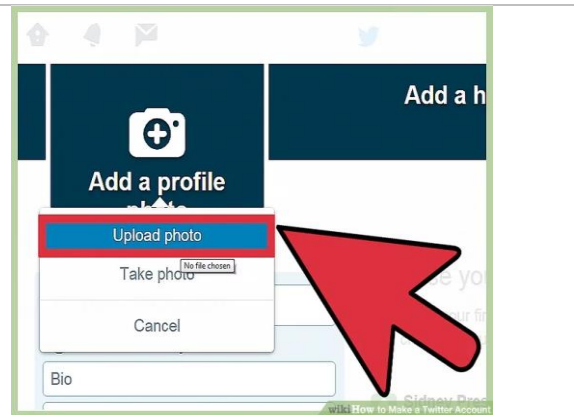
Start following celebrities (optional). First, Twitter will present you with a list of popular people to follow. Click at least five people to follow and press "Next" when you're done. You'll be presented with another list tailored to the people you chose, and you'll be asked to choose at least five more. You can do so and press "Next" again.



Start following people you know (optional). Next, you'll be given the option to follow people you know. You'll have to grant Twitter access to your email contacts. Once you do, you'll be presented with a list of people you know who are on Twitter. You will have the option of clicking on them to follow a few of them or even to follow all of them -- there may be hundreds of them.

Upload your profile picture

Click on the empty profile photo to upload an image of yourself.



3.8. LinkedIn

- **Description**

We often hear marketing and sales reps expressing their love / hate relationship with LinkedIn. Are you one who views the site as social stalking for business professionals?

If you're a user that only checks the site to look up a prospect's credentials or check a connection request email, you are missing valuable opportunities to grow professionally, grow your sales leads and ultimately, grow your business.

The benefits of using LinkedIn go beyond prospecting and recruiting and the site can also be an incredible inbound marketing tool.



While you may use Facebook to connect with friends, family and colleagues, LinkedIn is built for professional networking rather than connecting based on interests and personal relationships.

- **Feature and Setup**

To setup LinkedIn, you just need First Name, Last Name, Email, Password and click on Join Now.

- **How to start LinkedIn and LinkedIn Learning**

App	Website
Yes (Android and iOS)	Yes
Yes (Android and iOS)	Yes

To use LinkedIn, you have 2 choices one from App and the other one is through website at <https://www.linkedin.com/>. You can share an article, photo, video and idea.



The most critical feature in LinkedIn is LinkedIn Learning which you can learn many subject and it also has app in your smartphone when you are away from your laptop/desktop.



- My Network: Contains your network
- Jobs: List of jobs that meet your skillset or you may interested in
- Messaging: You can use this tool to message to your friend or network member
- Notifications: Notify your network post
- Me: To view your profile

4 Best LinkedIn Features

Your Business Can Benefit From

- ### Mentions

Mentions' is LinkedIn's latest feature which is as useful as they come. This new LinkedIn feature allows you to build a relationship with any of your connections.
- ### LinkedIn Search

LinkedIn new Search algorithm now includes some extra features which are aimed at making the process more efficient. The 'Search' feature is really useful for professionals and their businesses.
- ### Company Pages

Company pages are a great LinkedIn feature that allows you to get more engagement, reach more people, and raise your brand awareness.
- ### Get Introduced

This great LinkedIn feature lets you make the best new connections possible. 'Get Introduced' allows you to search your connections' connections by keyword.

INFINISTA CONCEPTS
www.infinistaconcepts.com

<http://www.infinistaconcepts.com/five-best-linkedin-features-your-business-can-benefit-from/>

3.9. Pinterest

- **Description**

Pinterest is a free website that requires registration to use. Users can upload, save, sort, and manage images—known as pins—and other media content (e.g., videos) through collections known as pinboards. ... Some websites include red and white "pin it" buttons on items, which allow Pinterest users to pin them directly.



- **Feature and Setup:**
 - How do you create an account on Pinterest?
 - **Method 1 On Mobile**
 - Open Pinterest. It's a white "P" on a red background.

- You can also click Continue as [Name] to use your Facebook information to sign up if you like.
- Click Continue. It's a red button below the "Create a password" field.


<ul style="list-style-type: none"> ➤ Tap Sign up with email. This red button is near the bottom of the screen. ... ➤ Type in your email address. This should be a working email address to which you have the credentials. ➤ Tap Next. ... ➤ Type in a password. ... ➤ Tap Next. ➤ Type in your name. ... ➤ Tap Next. <p>How do you create an account on Pinterest?</p> <ul style="list-style-type: none"> ○ Method 2 On Desktop ➤ Go to the Pinterest website. It's located at https://www.pinterest.com ➤ Enter your email address and a preferred password. You'll do this in the "Email" and "Create a password" fields in the middle of the page. 	<ul style="list-style-type: none"> ➤ Enter your profile information. This will filling out the following fields: ➤ Full name - Enter your first and last name here. ➤ Age - Type in your current age (not your birth date). ➤ Gender - Click the button next to "Male", "Female", or "Custom". If you select a custom gender, you'll be asked to enter your preferred gender name. ➤ Click Sign Up. This red button is at the bottom of the "Welcome to Pinterest" page. Doing so will create your account. ➤ Click Skip for Now. It's on the left side of the mobile app page. ➤ Click at least five topics. The topics you select on this page will dictate the content you see in your feed later. ➤ Click Done. Pinterest will begin building your profile based on your selected interests. You're now ready to create your first board and start pinning
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- **How to start**

- If you're new to Pinterest, ensure that your profile is complete & optimized before moving forward.
 - Complete Your Profile on Your Biz Account. ...
 - Verify Your Website. ...
 - Set Up Pinterest Rich Pins. ...
 - Get Your Pinterest Terminology Down. ...
 - Set Up Pinterest Boards. ...
 - Find & Pin Content.

3.10. Tumblr

- **Description:**

<p>Tumblr is a micro blogging and social networking website founded by David Karp in 2007, and owned by Oath Inc. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs. Bloggers can also make their blogs private. For bloggers many of the website's features are accessed from a "dashboard" interface.</p>	
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- **Feature and Setup**

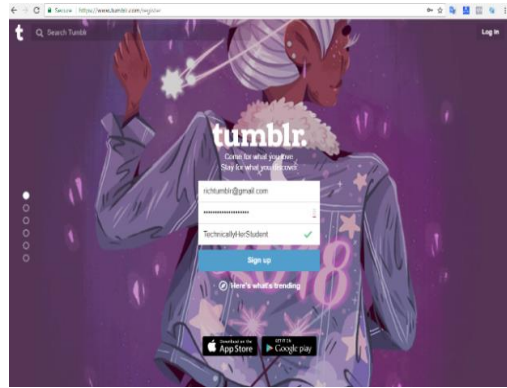
Blog management	<p>Dashboard: The dashboard is the primary tool for the typical Tumblr user. It is a live feed of recent posts from blogs that they follow. Through the dashboard, users are able to comment, reblog, and like posts from other blogs that appear on their dashboard. The dashboard allows the user to upload text posts, images, video, quotes, or links to their blog with a click of a button displayed at the top of the dashboard. Users are also able to connect their blogs to their Twitter and Facebook accounts; so whenever they make a post, it will also be sent as a tweet and a status update.</p> <p>Queue: Users are able to set up a schedule to delay posts that they make. They can spread their posts over several hours or even days.</p> <p>Tags: Users can help their audience find posts about certain topics by adding tags. If someone were to upload a picture to their blog and wanted their viewers to find pictures, they would add the tag #picture, and their viewers could use that word to search for posts with the tag #picture.</p> <p>HTML editing: Tumblr allows users to edit their blog's theme HTML coding to control the appearance of their blog. Users are also able to use a custom domain name for their blog.</p>
Mobile	<p>With Tumblr's 2009 acquisition of Tumblrette, an iOS application created by Jeff Rock and Garrett Ross, the service launched its official iPhone app. The site became available to BlackBerry smartphones on April 17, 2010, via a Mobelux application in BlackBerry World.</p> <p>In June 2012, Tumblr released a new version of its iOS app, Tumblr 3.0 allowing support for Spotify, hi-res images and offline access. An app for Android is also available. A Windows Phone app was released on April 23, 2013. An app for Google Glass was released on May 16, 2013.</p>
Inbox and messaging	<p>Tumblr blogs may optionally allow users to submit questions, either as themselves or anonymously, to the blog for a response. Tumblr also offered a "fan mail" function, allowing users to send messages to blogs that they follow.</p>
Editorial content	<p>In May 2012, Tumblr launched Storyboard, a blog managed by an in-house editorial team which features stories and videos about noteworthy blogs and users on Tumblr. In April 2013, Storyboard was shut down.</p>

- **How to Create a Tumblr Account**

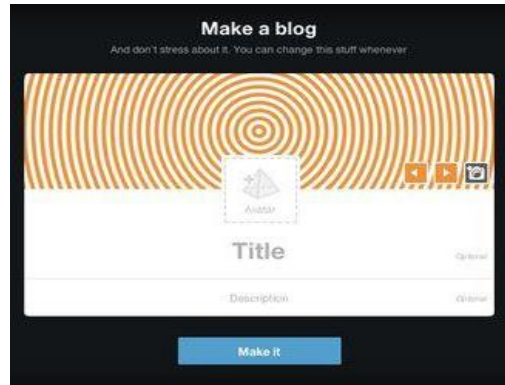
You are in charge of social media for an artist and you need to create a Tumblr account to keep fans updated about performances, tours, photos, and new music. Firefox, Safari, or Chrome is fine to use.

Step 1: Make an Account on Tumblr.com

Go to the address bar and type in www.tumblr.com. The page should open up like the image above and will give you an option to either sign up or login. If you already have a Tumblr account, you can login and have to option to create a separate blog but use the same login information. To create an account, you need to give an email, a password, and a username.



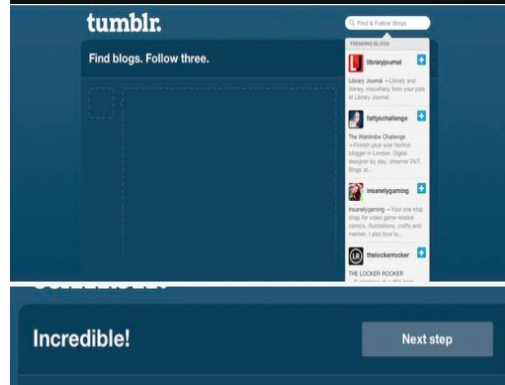
Step 2: After you have logged in an image should pop up that looks like the image above. Don't worry about that now, scroll down and click the make it button.



Step 3: Getting Started by Choosing 3 Blogs

Then a screen will come up and in the upper right hand corner you will see a search bar, just to help you get some feed on your dashboard search for your artist or record company that you work for and choose 3 blogs that interest you. Once you have 3 blogs at the top of the screen a button that says next step will appear click it.

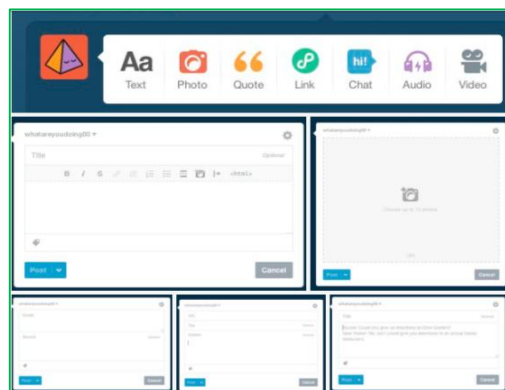
*The search bar is also where you can look up any topic and a blog or post with similar tags will appear, and there you can follow or weblog.



Here are some topics that you can search such as: Coldplay, Lily Allen, Miley Cyrus, Justin Bieber, Red Hot Chili Peppers, The Beatles, Beyonce, Nicki Minaj, Green Day, 2ne1.

Step 4: Learning the Tools on the Dashboard

In this picture is where your control panel is it has the home button, mail, help, settings, and the logoff button. The second bar is where you create your post. As you can see you have a lot of options as to which format you want to use. You can from a text post, photo post, quote post, link post, audio post, or video post.



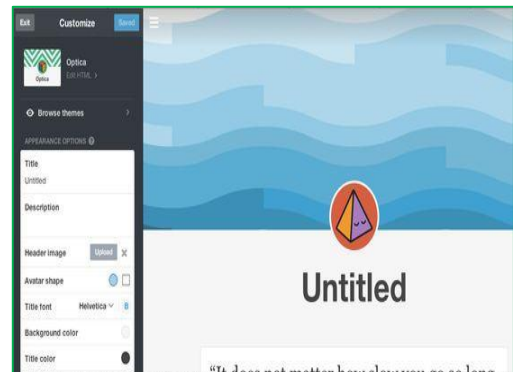
Step 5: How to Get to the Customize Page

Now it's time to customize the blog. On the right there will be a button that looks like an eye and says "customize" next to it, once you click that you should appear to a screen that looks like this



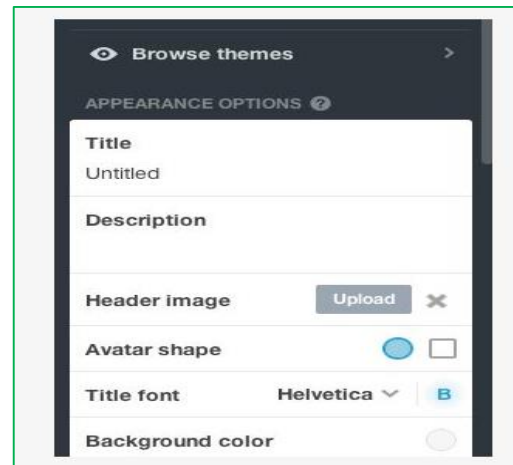
Step 6: How to Customize Your Blog Page

On the left side of the screen you will see the customize section where you can change the way your blog looks. The cool thing about this is that once you make the change you will immediately see it happen on the screen to the right. And you can always change it if you need to.



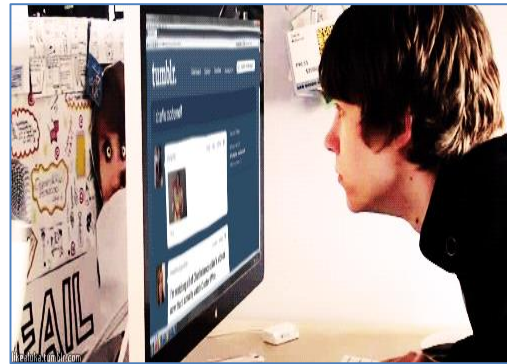
Step 7: Write a Description of Your Artist

One of the main purposes of running this blog is to get inform the viewer of the artist. On the same screen as before write in the description section about the artist and tell them what they can expect on the blog. When you are done just hit save on the top right of the column and then hit exit.



Step 8: Replog the Pictures You Like

Now that you have your blog looking the way that you want, it's time to start blogging. Like I mentioned above you can create your own post or upload your own picture, but another thing that is cool about Tumblr is that you can reblog something from another account. The blogs that you follow on the account will show you what they have posted on your dashboard that is the part where all the pictures are.



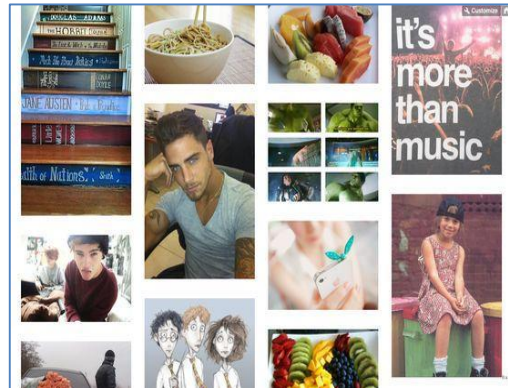
Step 9: How to Replog a Post

If you see something you like you can reblog or like it by going to the bottom of the post and either clicking the heart button to like it or click the two arrows to reblog it. If you want to reblog it will come up like this. You can add your own message if you want to or you can simply just click reblog button and it will appear on you blog page and on your dashboard.



Step 10: How Your Tumblr Should Look at the End

To see what your blog looks like up-to-date go to your dashboard and click your blog name in the right hand corner of the screen and it will take you to your blog and to return you just go all the way to the top right corner of the screen and there will be a button labeled dashboard click that and you will return to your dashboard. And this is how your Tumblr should look like at the end.



- **How to start**

How to Add Comments with Discus: Tumblr recently implemented a native commenting system on its blogs, but replies are limited to the site's users, only show up on the Dashboard, and only work for primary blogs. Luckily, there is an easy way to add comments that anyone can use via a third-party provider: Discus.

After signing up for a free account at disqus.com, go to the Disqus Dashboard and click +Add next to Your Sites. Enter your Tumblr URL, blog name, and create a Site Short name. You can skip the Disqus install instructions. Go to tumblr.com/customize. Click Appearance, and enter the short name you just created in the Disqus Short name field. Click Save or Save + Close on the upper right.

How To Schedule Auto-Posting At Regular Intervals (Tumblr Queue):

- Because Tumblr makes posting or reblogging links, images, and more so fast and easy, it's easy to overwhelm your Tumblr followers. Try spacing out posts with the queue feature, which allows users to stagger posts over hours or days.
- In the upper right corner of the Create Posts page, click the drop-down menu and choose Add to Queue instead of Publish Now.
- Set post timing and parameters on the Queue page. Finding this is twisty. Go to your Dashboard, click the name of your Tumblr blog on the top, then click Queue on the right sidebar. Or you can go to [www.tumblr.com/tumblelog/\[your blog handle here\]/queue](http://www.tumblr.com/tumblelog/[your blog handle here]/queue).



- From here you can set number of posts per day and the hours when posts can go live.
- You can also view items that haven't gone live yet and change the order queued items go live by dragging individual posts to new positions on the page.

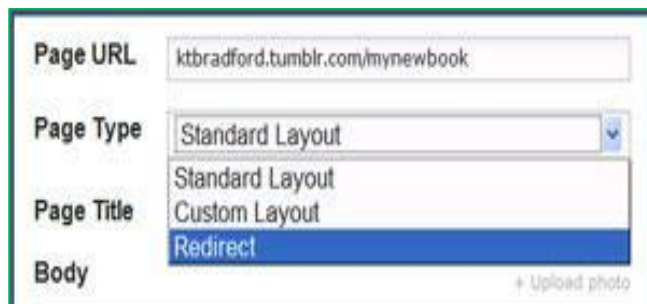
How to Create Static Pages:

- Static pages can give your readers more in-depth information about yourself and your blog than what you can fit on the sidebar (if you have one).
- These pages can be useful whether you use Tumblr for pro blogging or just to share your favorite links or images with friends.



Create Redirect URLs Using Your Tumblr Address:

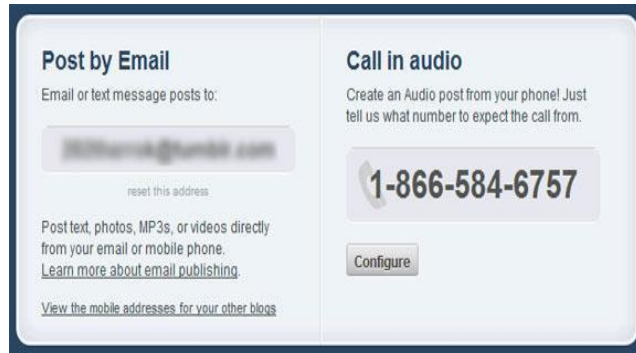
- Using the same steps for creating static pages, users can also create redirects that will show up on your sidebar just like Page links. You can point users to your other blogs or sites, or any page on the web using your own URL.
- In the Add A Page window, set the page URL; example `yourname.tumblr.com/myfirstbook`
- Under Page Type, choose Redirect from the dropdown menu.



- Under Redirect to, enter the URL where you want users to end up.
- Check the box next to Show a link to this page if you want the link on your sidebar.
- Click Create Page.

How to Post From Your Phone:

- On the Tumblr Goodies page users can find multiple ways to post to Tumblr on the go, from email to apps for iPhone, Android and BlackBerry.
- However, even if you don't have a smartphone you can still post while mobile.
- E-mail Your Posts Under the Post By Email heading on the Goodies page, locate the e-mail address unique to your Tumblr account.
- Send an email to this address from the account associated with your blog with the post title in the Subject field.
- Tumblr will automatically detect what type of post it is by what's in the body of the e-mail, from simple text to photos to audio, and even insert tags.



- Call In Your Posts
- Under the Call in audio heading you'll find the toll-free number for audio posts.
- Click Configure to attach a phone number to your Tumblr blog. Add a 4-digit PIN for extra security.
- Choose which blog the audio posts should go to, then click Save.
- To make a post, call the number, enter your PIN (if you created one), follow the directions and leave a voice message. The audio of your message will appear on your Tumblr blog in a few minutes.

How To Import Content From Other Services:

- Unfortunately, in a recent redesign, Tumblr disabled a previously popular feature that allowed users to import content from other services such as Delicious, Twitter, blogs, and RSS feeds.
- Auto-Post Tumblr to Twitter and Facebook
- Log in to the Twitter and/or Facebook accounts you want to connect to Tumblr.
- Click your Tumblr blog's name at the top of the Dashboard, then the Settings link on the right sidebar.



- Enter your Tumblr URL, then click Start Importing this blog.
- Click Allow to give the app access to basic information.
- Your posts will automatically show up on your wall and in friends' news feeds in truncated form with a link back to your blog.

For Facebook:

- Click the setup button, which will launch the Tumblr app setup.
- Click Allow when the app asks for permission to post to your wall

For Twitter:

- Click Sign in with Twitter.
- Click Allow to give Tumblr posting permissions.
- All posts will be sent to Twitter, in truncated form, unless you uncheck the Post to Twitter box in the Create Post page.

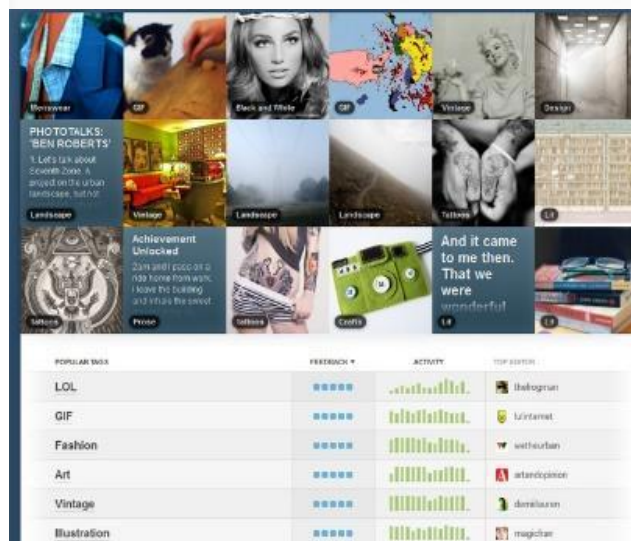
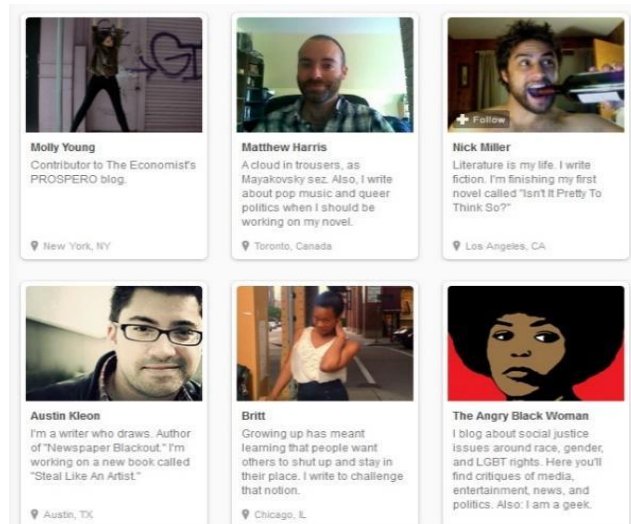
How To Promote Your Blog on Tumblr:

Recently, Tumblr got rid of their Directory and replaced it with two new feature: Explore and Spotlight.

Spotlight is the most similar to the old Directory as it's a place where Tumblr staff highlights the best blogs in specific categories.

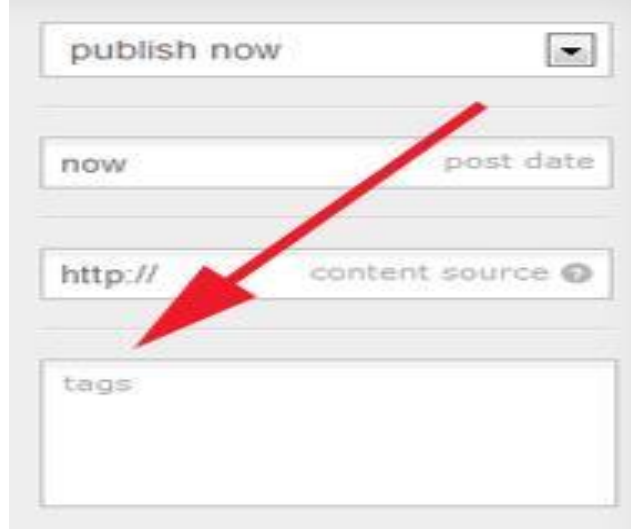
However, unlike the old Directory, users can't submit their favorite blogs, anymore. To get listed, you'll have to catch the attention of the staff and get an invite. There are ways you can get your blog noticed without being on the Spotlight page, though.

The Explore page is an ever-changing list of what's new and hot on Tumblr based on tags. If you add popular tags to your posts (appropriately, of course), they may show up on the Explore page. As Tumblr users can now browse by tag and track the tags they like most, anyone can stumble across a new blog they love.



To tag posts:

- On any Create a Post or Reblog page find the tags box on the right sidebar.
- Type in any word or group of words, then type a comma to close a tag. Once you start typing, tag suggestions will pop up below the box, but there are no limits on tag text.
- Once you submit, tags show up at the bottom of the post. Popular tags on the Explore page may get a special highlight.



How to use your own domain name for your Tumblr blog.

- Looking to make your Tumblr blog as professional as possible? Try using a custom domain name instead of the default yourname.tumblr.com address.
- Purchase a domain from your preferred registrar. Companies like NameCheap.com and GoDaddy.com sell domains for as little as \$9.99 a year, and you won't need any extra hosting.
- Once the purchase is complete, log in to your domain company's account/domain management area to change the A (address) Record. The process is different for every host, so check their Help area to find out how.
- Point the A Record to Tumblr's IP: 72.32.231.8. Leave the domain's name servers set to default.
- The change may take up to 72 hours. Once it does, you will see your Tumblr blog when you type the domain into the address bar.



- On the Dashboard, click your Tumblr blog's name at the top, then click Settings on the right sidebar.
- Just under your Tumblr URL click the at the bottom, check Use a custom domain name and enter your URL (minus the http://), then click Save Preferences at the bottom of the page.
- Once setup is complete, even if users type in your dot-Tumblr address, it will automatically forward to the custom URL.

4. CODE OF CONDUCT

4.1. Guide for Social Media Administrator



Creating, maintaining, and moderating a social media presence is one of the most visible and public actions of your organization, so it is important that the administration of your social media should be conducted by the Communications Unit of your organization.

If your organization/institute doesn't have a Communication Unit, the administration team, Human Resource team, IT Officer or Executive Director must act as social media administrator.

Different social media tool would have different level of authorization. E.g. Facebook allows multiple administrators on a page. Each administrator, however, must have a personal Facebook account. There are different positions in the Facebook page administration, such as: Manager, Content Creator, Moderator, Advertiser and Insights Analyst.

Email Account to create the page, channels, groups, should be an institutional permanent email rather than one linked to personal email of a current staff member.

Record admin password and keep in the safe of the organization or add additional admin account for top management where in case you are away from the organization; other top management could remain managing it.

If you quit from the organization, please make sure to transfer the admin account to top management or new replacement officer.

Document how to manage page, groups, channels, etc. so that other Admin User could continue the work when you are not with the organization.

4.2. Guide for Organization



While social media provides an organization a privileged power to access a non-boundary communication platform, some would have forgotten about their mission and invade the platform with personal business and issues. In this chapter, we will discuss the importance of having a code of conduct that will guideline you in managing your social media use.

Each organization should have a code of conduct which will help them to manage their social media more effective to serve their goal.

This code of conduct for your organization’s social media should be set up within the frames of:

- **Applicable policies of your organization, rules, regulations and laws of the country:** For example, communication policy, public relations policy, marketing policy, cyber law etc. Some organizations may also try to merge other policies like gender policy, environmental friendly office policy,
- **Your organization’s code of conduct, vision, missions and core values:** The third-party policies, the social media channels your organization is using or will use (i.e. Facebook, YouTube, Twitter, Blog....)

Best practices for the Dos and Don’ts. Following are some of the DOs and DON’Ts the admin should be aware of when operating a social media in the name of your NGO:

	<p>Follow Organization Values: Approach online communities using sound judgment and common sense. Adhere to the organization’s values, as well as other applicable policies.</p>
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- **Be sincere, transparent and accountable**

	<p>Make sure that the profile and related contents reflect your organization’s professionalism. You may state a paragraph if the page is authorized to be used in representing the organization - make sure that it’s the official page of your organization NOT a personal page.</p> <p>If you made a mistake, admit it and correct it timely and visibly. You will gain respect from other social media users by doing so.</p>
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- **Respect privacy**



Be careful when sharing your beneficiaries' and stakeholders story, photo or video. Always ask for their permission first! Follow your organization's photography and communications guideline/policy when posting those graphic and motion materials!

- **Think twice before posting**



Quality over quantity! Just bring your audience to the point. Remember that social media users can easily switch your page to another person's page in just one second.

Every single word posted on your social media page reflects your organization. Be thoughtful and careful with your dialogue. Therefore, double-check your message to avoid any unexpected misinterpretation.

Avoid posting political and sensitive topics which could turn your page into a fighting arena; always remember that you're a non-governmental organization.

Remember to always check spelling and grammar before posting!

- **Credit your source**




If you post quoted information or other materials which do not belong to your organization, give them credit. Respect the intellectual property rights.

While social media provides an organization a privileged power to access a non-Remember that your purpose is to communicate with your audience; therefore, make them feel it. However, discuss with your supervisor/director if you are not sure about the appropriateness of certain feedbacks or if you should reply to a specific comment.

Leave comments from audiences on your page. Their comments testify their participation and interests in your organization. However, you may set your site so that you can review and approve comments before they appear. It allows you to respond to your audience timely. Also, it allows you to delete spam comments or block individuals who repetitively post offensive or vulgar comments.

Social media users have an expectation of prompt response – minutes or hours but not days. You should avoid posting immediately before weekend or holidays without a plan to monitor and responds during your time off.

- **Make a disclaimer on misuse of shared materials and contents if necessary**

	<p>On social media like Facebook, Flickr, Google+ or a blog, once you post a material, text, photo or video, it will become a public material which can be used by other social media users and it will be there forever.</p> <p>Therefore, to avoid the misuse of the material against your organization’s purpose or related stakeholders, you may state a disclaimer on the misuse.</p>
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- Forget that a social media presence becomes part of your brand legacy
- Expose the organization’s confidential information or information which will cause damage to its image and reputation. Ask your supervisor or director, or do research if you’re not clear about the information you’re about to post. Make sure, your information has a clear source and give no threat to the security of anyone or an institution
- Expose somebody’s personal data. Respect your organizational code of ethics and professionalism related to your stakeholders.
- Make your page a personal, fighting or discriminating arena. Remember that your social media page represents your organization. Respect your organizational vision, mission, guideline and policy.
- Use your page as a product advertising medium. (Remember, you are non-profit.)
- Sample Code of Conduct
- Please click on this link to Download full handbook of Internet Code of Ethics in Khmer: <https://goo.gl/JGRD2w> that published by Cambodian Youth Network (CYN)
- Organization should create their own Social Media Code of Conduct as in this sample Social and Digital Media Code of Conduct³ adopted by RELORG (APPENDIX 1).

³ <http://nidlcms.org/wp-content/uploads/2017/02/Social-Media-sample-guidelines-and-issues.pdf>

5. HOW TO PROMOTE ENGAGEMENT

Engagement is vital for NGO who rely on funds, people's engagement, volunteers and goodwill.

It lead to the spreading of knowledge and awareness of your NGO or your cause when people share, like, or comment on your posts.

A post on the social media channels should entertain, inform, interact and convert with the audiences. In particular, it should create a feeling with the audience in order to make them engaged. By giving them facts and figures, they have something concrete and statistical to post or share. By asking an open question of their thoughts and opinions, it opens up for discussion and interaction, making the audience feel participated.

Engagement is what keeps your social media channels alive. With no real engagement from your audience, then you don't know what impact your posts have. Here are some important things to think about when managing your social media engagement: Audience, Content, and Strategy.

5.1. Understand your audience



In order to determine what kind of content you should create, you need to know who you're creating it for. Since a nonprofit's community members aren't traditional users, it's crucial to have defined goals to better categorize your community. For example, only a portion of your followers may be poised to make a donation whereas another group can readily amplify your message within their social network. The better you can group and identify your followers, the better you can deliver targeted messages that will resonate with the specific group.

5.2. Content



When create engaging posts, you would want to tailor your content to your organizational goal and the audience, for example potential partners, donors or volunteers. Think about: What is your goal? Is it to make connections, interact, and/or build relationships?

5.3. Set goals:



Nonprofit campaigns need to set goals and benchmarks of success, as with any social media campaign. Unlike organizations focused on selling their products, nonprofits have targets beyond the bottom line. For nonprofits, social media is a powerful tool for achieving fundraising and awareness goals. According to the 2017 GLOBAL NGO Online Technology Report⁴, 95% of global non-governmental organizations (NGOs) agree that social media is effective for raising brand awareness and 71% believe social media is effective for fundraising.

Fundraising is essential to the livelihood of many nonprofits and a common social goal. Social media provides a platform to seek contributions from a large pool of potential donors. Nonprofits can use social media to raise awareness for their organization and specific causes or events.

5.4. Content Strategy



Once you have defined goals, you can create a content strategy. For example, if your goal is to attract followers in the NGO sector who works with reducing poverty, your content might look something like this:

Description	Category	Engagement Percentage
Linking to articles and websites, posting relevant statistics, and reporting on news and industry trends.	Informative	20%
It can be hard to be entertaining when dealing with development issues but a good way to make people engage is to touch them emotionally. Use pictures, stories, and testimonials you already have available and share it to create deeper engagement with your organization.	Entertaining	20%
It is equally as important to respond to those who mention you, reply to your content, or ask you questions. This is what sets social media apart from all other media and what makes it so effective. Join the conversation.	Interactive	40%

⁴ <http://techreport.ngo/>

<p>Converting to your goal. Now that you have established a relationship and credibility with your followers, you get to ask for what you want or need.</p>	<p>Convert</p>	<p>20%</p>
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• **What if the audience is not responding?**



Of course, it happens that you don't get the engagement that you hoped for when you start using social media channels. A small or local NGO in particular may have a hard time with this. The truth is that creating a steady "fan base" of people following your organization page takes time. The first people who are most likely to follow you are employees or friends to employees. And that is good because networking has to start somewhere and it usually starts with the people who are closest to you. Tell them to share your posts and more people will find their way to your page. And if you have anything good to say, they will follow you.

Question yourself if you do not get the engagement you desire.

What have you written and for whom?

Why do you think you did not get the feedback and responses you wanted?

How can you do it better? What is it that the audience wants to hear?

Again, ask questions to the audiences, ask them for their experiences with the issues. Do not forget to ask open questions, meaning that you should not ask "yes/ no" questions because then the audience does not feel urged to answer unless it is presented as a poll

Search Engine Optimization (SEO) will help your donors and partners find your website or social media page. SEO is the process of improving the visibility of a website or a web page in a search engine. SEO is how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. TO optimize a website it involved editing content header and use the right keywords.

6. PRIVACY AND SECURITY



Privacy concerns with social networking services is a subset of data privacy, involving the right of mandating personal privacy concerning storing, re-purposing, provision to third parties, and displaying of information pertaining to oneself via the Internet.

Social media security is the process of analyzing dynamic social media data in order to protect against security and business threats. Every industry faces a unique set of risks on social, many of which have put organizations in the press or at the center of controversy.

- Below are 12 suggested security and privacy guidelines for social media



All computers and devices that access social media channels should be fully updated for:
 The operating system (Windows, Mac OS, Android, iOS).
 Applications (Twitter, Facebook, Hootsuite, Microsoft Office, Adobe Acrobat).
 Helper programs (Java, Adobe Flash).
 Security software (latest version and signatures)



These computers and devices should be running a full security suite that protects against malware (viruses), spam, phishing and other threats. (Often its best to pick a package for a company and mandate it be used).
 Also free security packages only offer very basic layers of protection and shouldn't be considered adequate).


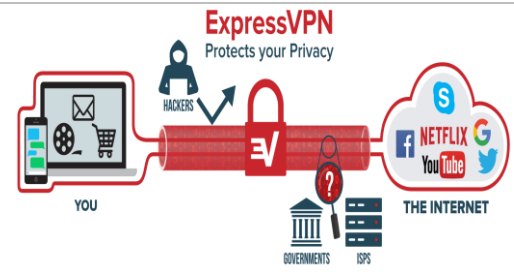



These computers and devices should be password protected to prevent unauthorized access.



Devices that can be lost or stolen (phones, tablets, laptops) should have remote tracking and wiping software installed where possible. Also, encryption should be considered for sensitive information.

	<p>A full scan by the security software must be done at least once a week.</p>
	<p>A weekly backup of any critical computers or devices should be made and stored in a secured location to prevent theft.</p>
	<p>Computers and devices used to access social media channels should not be used for personal accounts or use. Only approved software and apps should be installed. (Mandating a specific package for managing social media accounts is a good idea here).</p>
	<p>All email accounts associated with social media channels for reset must either be corporate email accounts controlled by the information technology (IT) group or if they are webmail accounts (e.g. Gmail) they must use two factor authentication.</p>
	<p>All social media accounts should use two factor authentication when possible.</p>

	<p>A password manager must be used and unique, complex passwords generated for each social media account (and webmail if necessary). Passwords should never be written down, only managed using the password manager.</p>
	<p>Social media channels should never be accessed using “kiosks” or other untrusted, shared devices. A VPN should be used whenever possible. Social media channels should never be used over an unencrypted Wifi network without a VPN.</p>
	<p>All computers, devices, corporate social media accounts and corporate email are considered the property of the company and must be surrendered or access provided immediately on demand.</p> <p>These guidelines cover essentials that can help protect your social media channels from various threats as well as provide clarity and direction for employees.</p>

7. MONITORING AND EVALUATION

Monitoring your organization’s social media activity and evaluating its success is a critical component of any social media strategy. Communications and marketing efforts should always be accompanied by proper reporting and metrics that gauge effectiveness and help practitioners learn how to improve future efforts. Although in the past this may have been a difficult task, there are now many tools available to conduct social media monitoring and evaluation, and firms are widely expected to use them.

7.1. Defining Success

Organizations must define what success means to them, based on their goals for using social media, and then determine concrete ways to measure the level of success they have reached. For example, an organization focusing on building networks may partially measure success by the number of new individuals joining their network, or a benchmark increase in the number of interactions between network members.

7.2. Measuring Tools

The key to making the most of social media is listening to what your audience has to say about you, your competitors, and the market in general. Once you have the data you can undertake analysis, and finally, reach social business intelligence; using all these insights to know your users better and improve your marketing strategy.



If you are a social media rookie, this list of the Top Free Social Media Monitoring Tools might come in handy. When looking for a tool, it's a good idea to try a couple of them and choose the one that suits your needs best.

However, bear in mind that these tools are not an alternative to Enterprise-level tools, such as Brandwatch, which brought social media monitoring to a new level, offering a much higher variety of services, functionality, and in-depth analysis. It all depends on your needs.

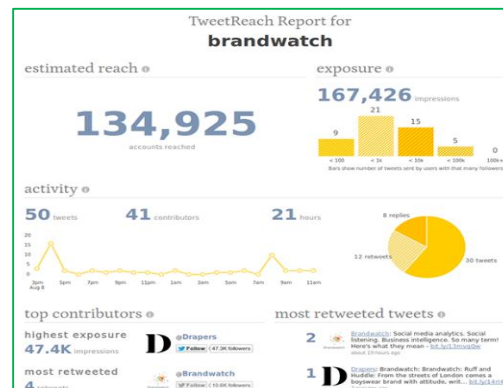
Hootsuite is one of the best free social media listening tools available and covers multiple social networks, including Twitter, Facebook, LinkedIn, WordPress, Foursquare and Google+. It is well known for its social media management functions.

The weekly reports and the excellent team management facility (delegating tasks, sending private messages) can be very useful when there's more than one person handling the social media accounts.



TweetReach is a great monitoring tool for your business if you're interested in checking how far your Tweets travel. TweetReach measures the actual impact and implications of social media discussions.

It is a good way of finding out who are your most influential followers, implicitly guiding you towards the right people you should be targeting when aiming to share and promote online content.



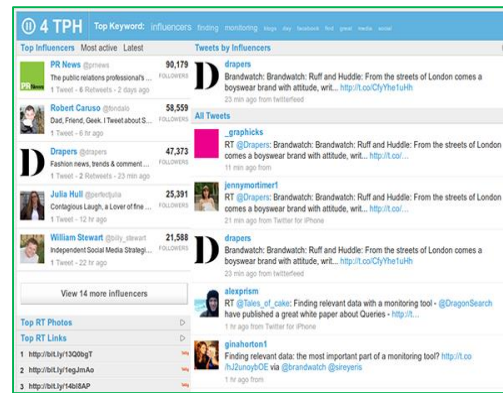
Klout is probably one of the most controversial social media monitoring tools. There are those who hate it and claim that its scoring system is completely inaccurate and that trying to interact with them is an impossible mission (a curious thing as they provide interaction-measurement services).

On the other hand, some people find it useful, as it measures influence through engagement on Twitter. It is a good means of keeping an eye on what people think about your brand, and to see what influences them the most.

Using the Klout score you can adjust your posts according to your target audience's interests and increase your engagement rate.

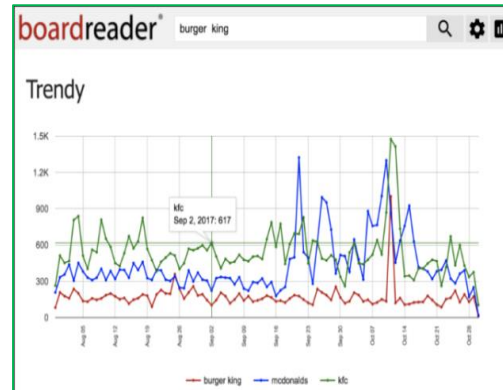


Twazzup is great for social media beginners looking for a Twitter monitoring tool. You just enter the name you want to track and you instantly get real-time updates, meaning the most active top influencers, most retweeted photos and links, and most importantly, the top 10 keywords related to your search.



Boardreader: Sometimes we forget that social media doesn't just include the big players. Forums and messaging boards count too. Boardreader allows you to search for specific terms on a range of different forums to see what people are saying about you.

Putting in a term will returns a list of all of these posts up to the previous two years, you can generate charts to look for trends, and compare terms against each other.

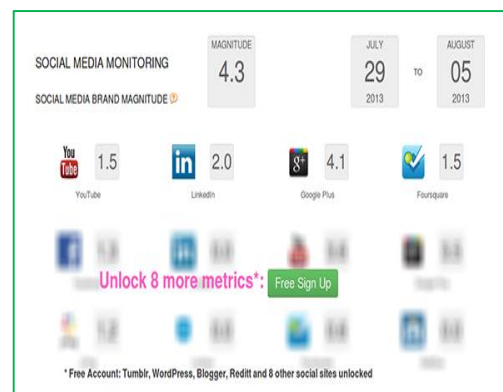


It's a great way to find conversations about your brand.

HowSociable is a handy tool for measuring your and your competitors' social media presence.

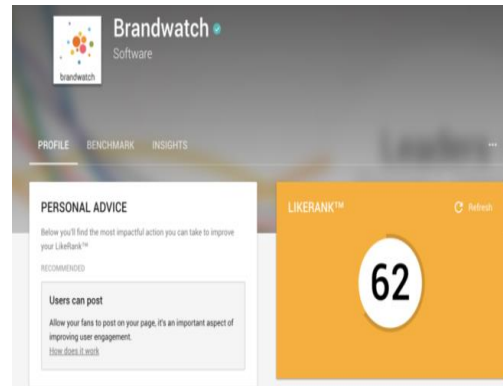
A free account allows you to track 12 social sites, including Tumblr and WordPress. However, if you're interested in 24 more, such as Facebook, Pinterest, Twitter, etc. a pro account is required.

HowSociable's approach to social monitoring is a bit different as it breaks down scores for different social media platforms, allowing you to see which social media platforms work best for you and which ones need further development.



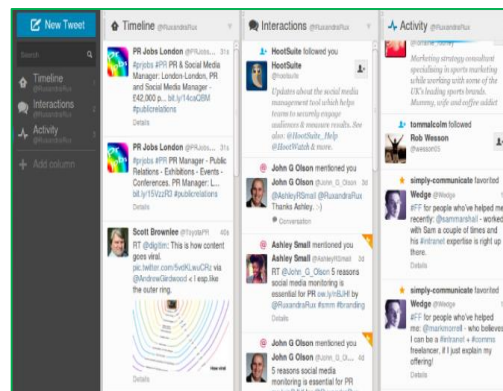
Likealyzer: This free tool allows you to analyze your Facebook page. It gives you a good roundup of stats, while there's some benchmarking and competitors' options in the pipeline.

The tool from Meltwater gives you a page rank of their own creation called 'Likerank'. You can also get info on engagement, likes over time, and your ranking against similar pages.



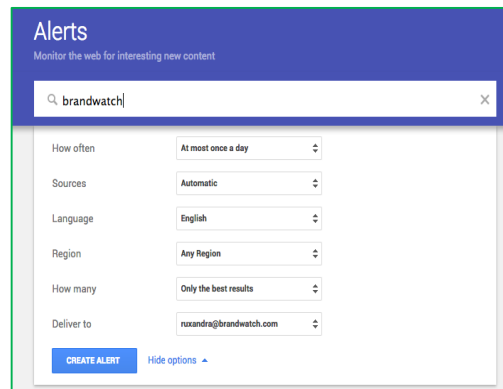
It's a very good tool to get a quick top-line analysis of your Facebook page.

TweetDeck covers the basic needs of any Twitter user, so is a good option for beginners. It's a great tool for scheduling tweets and monitoring your interactions and messages, as well as tracking hashtags and managing multiple accounts. There is a web app, chrome app, or mac app.



Google Alerts : With Google Alerts you can monitor the web for interesting new content, mentions of your brand or even yourself, your competitors, industry leaders and so on. As they're extremely easy to set up, this is social media monitoring for beginners.

By creating a Google Alert, you will receive email notifications every time Google finds new results on a topic that interests you across blogs, forums and news sites.

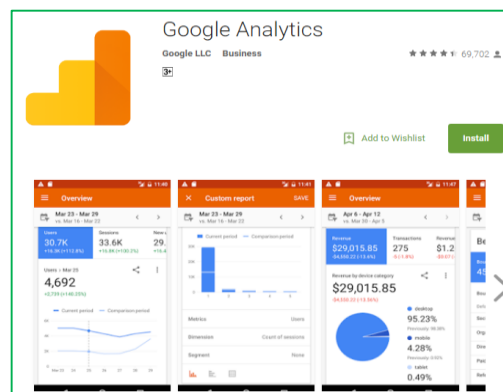


Google Analytics Solutions offer free and enterprise analytics tools to measure website, app, digital and offline data to gain users insights.

The official Google Analytics mobile app helps you monitor your business on the go. With this app, you can:

- 1) Check key metrics in built-in reports
- 2) Compare date ranges and apply segments
- 3) Monitor real-time data
- 4) Explore to build your own reports with any combination of metrics, dimensions, and segments that you care about
- 5) Save any reports to your dashboard so you can easily come back to them

Sign in with your Google account to use Google Analytics.



ANNEXES

1. Protect Social Media Chanel <https://www.protectmyid.com/identity-theft-protection-resources/prevention-tips/safe-online-networking.aspx>
2. Handbook of Internet Code of Ethics,
https://drive.google.com/drive/folders/1LuoQ5_tRd1EqyqCiMfCSQAU9w80UMiZ3
3. Social Media Handbook (Facebook) <http://www.ccc-cambodia.org/en/resources/ccc-publications-and-reports/reports/social-media-handbook-english-khmer>
4. Social Media Code of Conduct as in this sample, <http://nidlcms.org/wp-content/uploads/2017/02/Social-Media-sample-guidelines-and-issues.pdf>

Vision:

Sustainable development for Cambodia

Mission:

As a membership based organization, CCC works in inclusive partnership for good governance, enabling environment and sustainability of civil society organization in Cambodia.



Goal:

A strong and capable civil society, cooperating and responsive to Cambodia's development challenges.

Values:

- ✚ Integrity
- ✚ Responsiveness
- ✚ Cooperation
- ✚ Quality
- ✚ Inclusiveness

