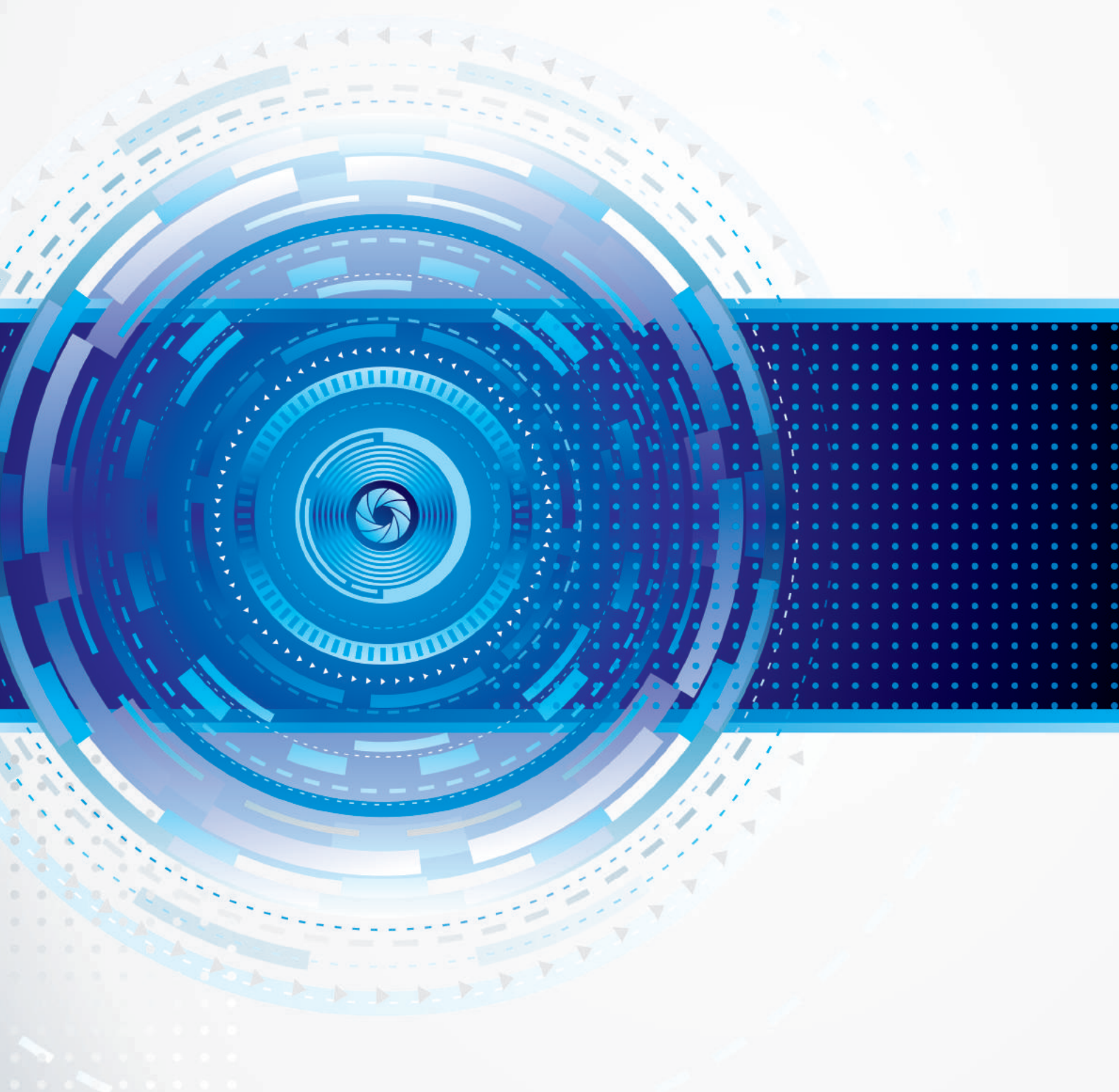




# SOCIAL MEDIA HANDBOOK:

Tips for Civil Society Users





# SOCIAL MEDIA HANDBOOK:

## Tips for Civil Society Users

The purpose of this handbook is to help civil society in Cambodia better use social media to communicate important information. The handbook and accompanying worksheet provide tips and tools for civil society organization (CSO) communications staff to plan and manage effective social media communications.

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The Cooperation Committee for Cambodia, in partnership with USAID’s Development Innovations project, developed this Social Media Handbook to provide practical tips for civil society users. The handbook was designed with civil society partners to respond to increasing demand for strategic social media assistance to improve communication and engagement.

## ACKNOWLEDGEMENTS

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## DISCLAIMER

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# INTRODUCTION

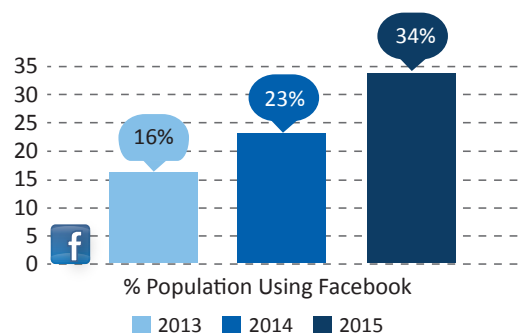
Social media, specifically Facebook, use is growing rapidly in Cambodia. It is becoming one of the most popular sources of information. According to a study conducted by the Open Institute in August 2015, Facebook is being used by 34.4 percent of all Cambodians, a 66 percent increase since 2014, and has overtaken radio as the second most common place Cambodians get their news (following television).

Many civil society organizations (CSOs) have recognized the potential of social media to engage with their beneficiaries and have started Facebook pages. Yet, many are finding that simply having a page is not enough. Creating an engaging social media page requires a different approach to traditional CSO communications. Unlike traditional CSO communications, social media is fast, less formal, interactive, and multimedia-enabled.

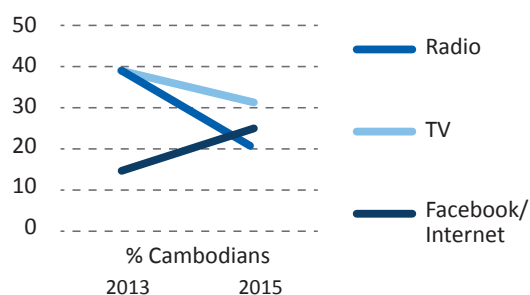
The lessons in each section of this handbook are building blocks for CSOs to improve their social media communications and understand the level of resources required to manage an effective Facebook page. While many of the lessons and tools can be applied to different social media platforms, this handbook focuses on the use of Facebook since it is the most popular platform in Cambodia.

Handbook users are encouraged either to use the handbook and worksheet in order to develop a complete social media strategy, or to refer to the section that meets user needs.

## 34% of Cambodians say they use or have used Facebook



## Where Cambodians Get Their News



Source: Open Institute, *Mobile Phones and Internet in Cambodia, 2015*

## SECTION 1:

# DEFINE YOUR SOCIAL MEDIA GOAL, OBJECTIVES, AND TARGETS

## Define Your Social Media Goal

Having a specific social media goal will help your team in numerous ways. It will:

1. Communicate what social media will contribute to your organization, making it easier get resources from your organization's senior management;
2. Provide your communications team and organization with a shared vision for social media to which everyone can contribute; and
3. Enable your organization to track and measure success based on what you want to achieve.

Your goal should reflect the impact you hope to achieve. In other words, what is the biggest change you hope to achieve *with your social media*? Your social media goal should not be your organization's overarching goal; it should be more specific and should support your CSO's organizational and program goals.

### Social Media Goal Examples:

**WRONG** ❌ Have a Facebook page  
**RIGHT** ✅ Increase number of youth talking about issues they care about

**WRONG** ❌ Get 1,000 page Likes  
**RIGHT** ✅ Improve farmers' knowledge of good farming practices

### Communicating Social Media's Value to Senior Management

Your senior management's number one priority is realizing the goal of your organization. They have limited resources to achieve this goal and therefore invest in the specific activities and staff they think will help the organization achieve that goal.

If you can communicate how social media will support the organization's goal to senior management, they will be more likely to support it with resources. To do so,

- ❖ First, set a clear social media goal that supports the overall organization goal and then identify how you will achieve it (See Determine the Objectives, *page 5*).
- ❖ Tell senior management how you will measure the success of social media (See Set Targets, *page 6*), hold the communications team accountable, and determine if they should continue funding social media with limited organizational resources.

These are the first steps to getting support from senior management. See more tips on securing management support throughout the guide in the **green** text boxes.

**Figure A: Determine your social media goal**

**What is your organization's goal?**

Foster youth participation in Cambodian civil society

.....

**What are your organization's objectives?**

Provide forums for youth to speak about issues they face

Raise visibility of youth voices

Foster role models for civically engaged youth

.....

**Write your social media goal:**

Increase youth discussion of issues they care about online

.....

**What can your social media achieve that would contribute toward that goal?**

- ❖ Give youth news to talk about in their news feeds
  - ❖ Ask youth questions they can answer online
  - ❖ Give positive feedback when youth participate
  - ❖ Identify issues youth care about
  - ❖ Tell youth about events where they can participate
  - ❖ Highlight role model youth who are participating in civil society
- .....

To determine your goal, write down your organization's goal and make a list about how social media can support it. Social media is particularly useful for sharing information and prompting interactive communication. It can build awareness, improve or reinforce knowledge, remind individuals of information or events, collect feedback and opinions, and promote discussion and sharing among groups.

When you read your list, determine what all of the things have in common. Can you write one sentence that describes the biggest change you can create with your social media?

**Use Exercise 1: What is Your Social Media Goal?** in the worksheet to develop your social media goal.

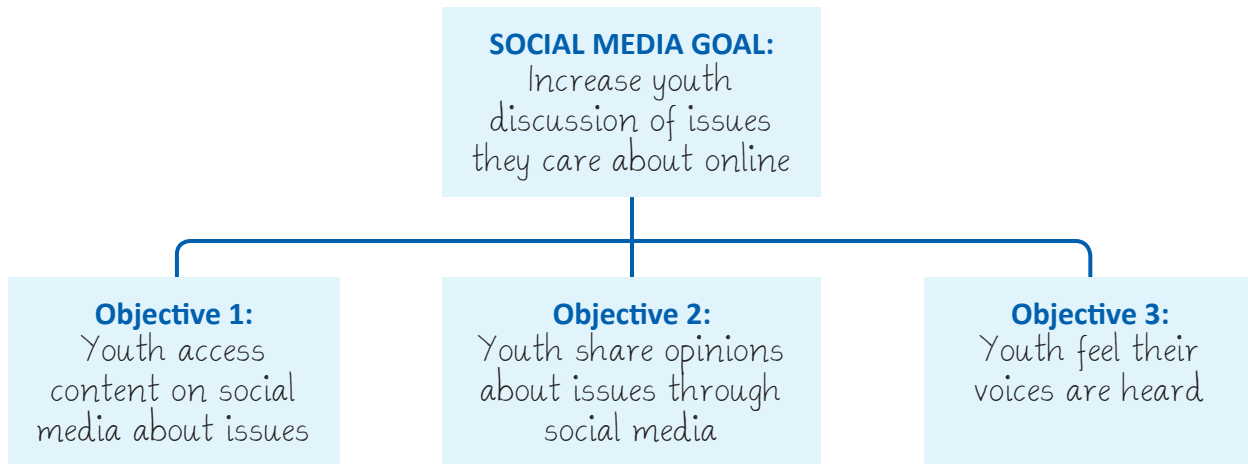
## Determine the Objectives

Once you've defined your goal, determine how are you going to achieve it. Define one to three objectives, or things do you need to do, to accomplish your goal.

The objectives, or "hows" can be broad. They are meant to guide your planning by helping break down your goal into manageable pieces. The best way to think about this is to think about two or three statements that need to be true in order to reach your goal and that you have the ability to affect.

Your organization may have as few as one objective. Similarly, you should not have more than three social media objectives. If you do, it will become too complicated.

**Figure B: Example of Social Media Goal and Objectives**



Use **Exercise 2: Determine Your Objectives** in the worksheet to define one to three social media objectives.

## Set Targets

Once you have defined your goal and objectives, determine what numeric targets will help you measure progress and get support from senior management (See text box). Set targets that include:

- ❖ What you will achieve (such as Likes, Comments, Shares, visits to your website, etc.).
- ❖ A numeric value you will measure (either a specific number to be achieved or a percent increase).
- ❖ Over what period of time you will achieve it.

Be realistic. If you set targets that are too high you won't achieve them. If you set a targets that are too low, they won't motivate your team to work hard or get support from your senior management.

To determine a good target, look at the history of your page and engagement. Set a target that feels challenging, but not impossible. For example, if you typically get 100 new likes a month, setting a target of 105 new likes a month will not push you to succeed. Setting of a target of 1,000 new likes a month will be unattainable.

### To get their support, tell senior management what you will achieve and in what timeframe!

With limited resources, senior management must prioritize activities and staff that have tangible impact. Tell them what results they can expect from social media so they can see the value and justify costs to donors. Take these steps:

- ❖ Set targets that are specific in what they will achieve over a specific period of time.
- ❖ Set targets that are achievable, but not easy.
- ❖ Agree to report on progress to senior management regularly

### Examples:

**WRONG** ❌ Get more page Likes

**RIGHT** ✅ Increase Facebook page likes to 6,500 by October 15, 2016

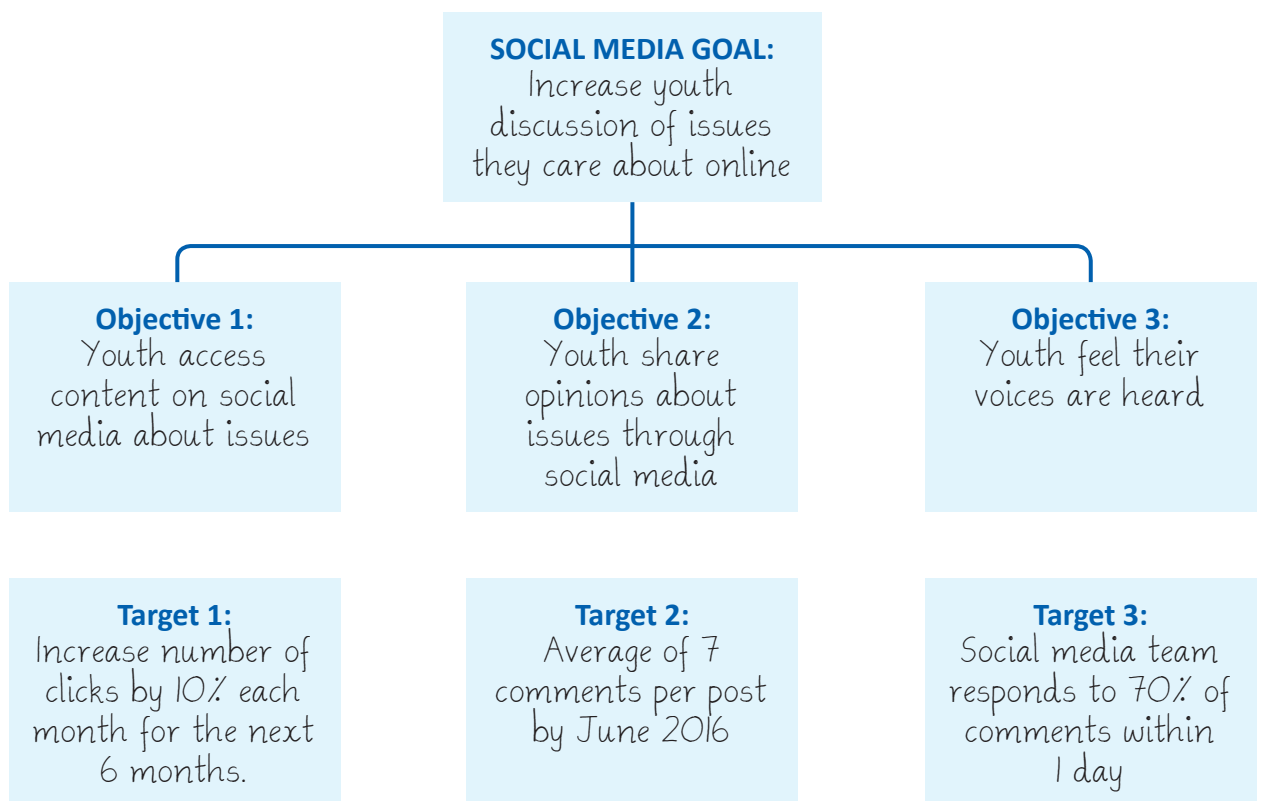
**WRONG** ❌ Increase visits to our CSO website

**RIGHT** ✅ Increase unique visitors to our CSO website by 10% each month from April to August

**WRONG** ❌ Promote youth to post videos about their opinions

**RIGHT** ✅ At least 24 opinion videos posted by youth to the Facebook page in six months

**Figure C: Example of Social Media, Goal, Objectives, and Targets**



Use **Exercise 3: Set Your Targets** in the worksheet to set a target for each objective you have set.

## SECTION 2:

# PROMOTE YOUR FACEBOOK PAGE

Whatever your social media goals and objectives, your success is dependent on increasing interaction between your page and your target audience. If more people are Liking your page, Liking posts, clicking on links or multimedia, Commenting on posts, and Sharing posts, your posts are more likely to show up in the News Feeds of individuals that Like your page and the pages of their friends.

**There are four main ways to promote interaction:**

1. Improve your posts
2. Promote your page offline
3. Engage influential individuals
4. Pay to promote your page and posts

These strategies will not have equal results. **Improving your content is the most effective way to promote your page and make sure it continues to show up in people's news feeds.** The other three strategies are useful in increasing your potential audience through page Likes, but without quality content to

follow, will often result in a one-time page Like or post Like. If people aren't engaging with your posts, your page will rarely show up in news feeds (*See text box*).

## Improve Your Posts

Improving your posts requires that you improve what you post and how you post. The entirety of this handbook is focused on helping you do this.

To improve your posts, first you must better understand your audience (*See Section 3, Know Your Audience, page 12*) and create guidelines based on your knowledge that your social media and communications staff can follow (*See Section 4, Develop Social Media Guidelines, page 16*). While your guidelines will be designed to improve engagement with your unique audience, you can also take best practices from general social media knowledge and integrate them into your social media practices (*See Section 5, Create Engaging Content, page 18*). Then, planning your social media communications as much as possible can help you stay focused and ensure you don't miss opportunities to engage individuals by posting about specific events or sharing relevant content (*See Section 7, Develop a Content, page 25*). Lastly, monitoring your social media performance using tools such as Facebook Insights can help you see what is generating engagement with posts so you can do more of it (*See Section 8, Monitor and Improve Your Social Media, page 30*).

### How does Facebook Determine What Shows Up in Your News Feed?

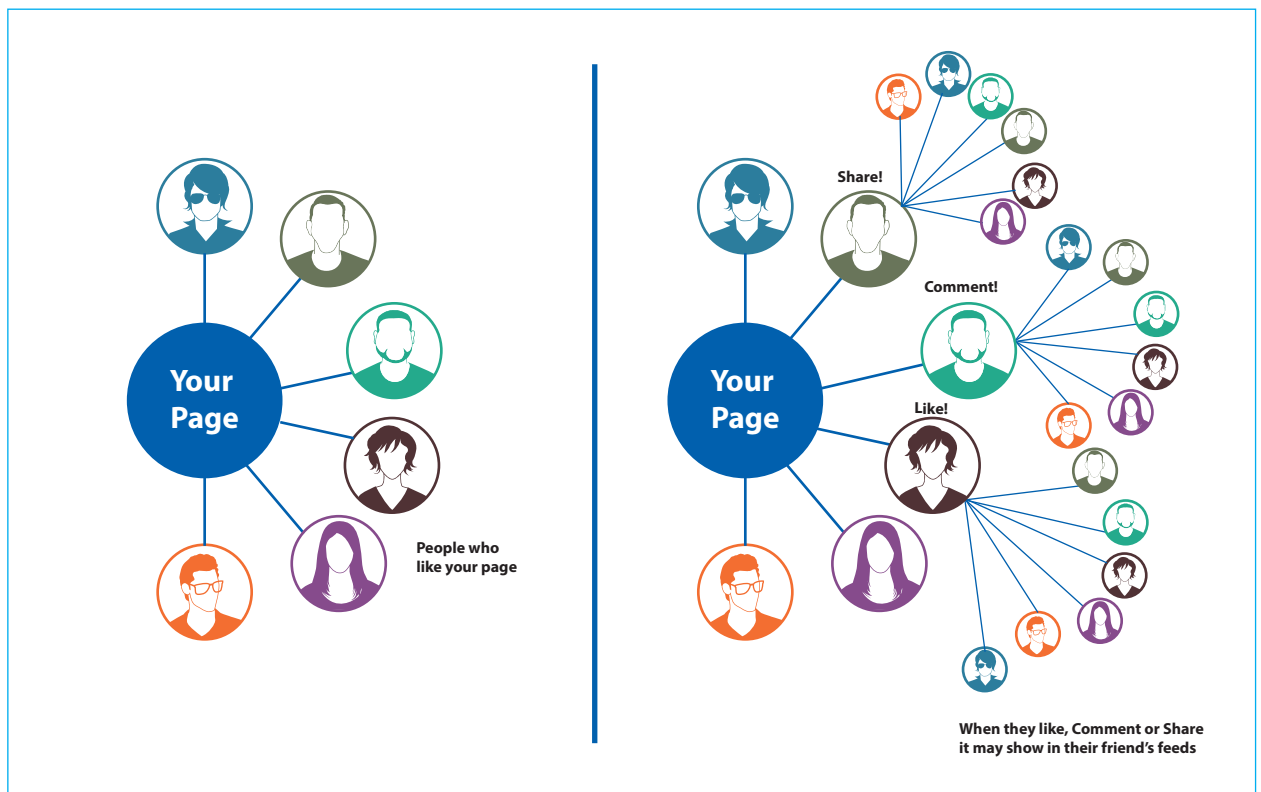
Even if someone Likes your page, he or she will not automatically see all of your posts. Facebook promotes posts it thinks will be popular. Therefore, if people engage with your post (click it, Like it, Comment on it, or Share it), it is more likely to show up in News Feeds.

*More engagement = more visibility*

When you follow these steps, you should see more Likes, Clicks, Comments, and Shares. When that happens, you will not only show up

more in the news feeds of people who Like your page, but also their friend's news feeds (even if they don't like your page already).

**Figure D: How Engagement Helps Get Your Content into Facebook News Feeds.**



For example, if 1,000 people Like your page and 10 people (who have an average of 1,000 friends) Like or Comment on your post, you could potentially have 11,000 people see the post (1,000 people who like your page and the 1,000 friends of each of the 10 people who engaged with your post). This multiplier effect demonstrates why it's important to create posts that people enjoy enough to engage with!

**Figure E: What Friends See When People Engage with Your Page**



## Engage Influential Individuals

There are some people who and some organizations that have more influence online because they have more friends or Page Likes or because they usually generate a great deal of engagement. If these people or organizations engage with your post, it is much more likely to show up in news feeds.

Think about who supports your organization that you could ask to Share one or more of your posts. In some cases, this may be individuals who are well known and respected among the audience you are trying to reach. In other cases, it may be other CSOs with similar goals or a public figure who cares about the issues you are working on.

If you have a particularly important post you want to Share, ask them to Share it. Don't ask too often or else they may feel you are using them. Always offer to Share some of their posts in return.

## Pay to Promote Content

Your organization can also pay to promote your page or posts. By paying, you can ensure your post appears in the news feeds of people who Like your page or who do not currently Like your page. Paying, however, can be expensive and is not as effective as generating engagement. People are less likely to care if your content shows up as an advertisement rather than as something their friends care about.

That said, you may experiment with paying a small amount (a few dollars) to help get your post seen by some people. If the content is good, those people will Like, Comment, and Share the content to increase its reach.

Figure F: The Multiplier Effect: An Example

VOA Khmer mentioned InSTEDD iLab and got the flow of multiplier effect to increase traffic from each page.



Figure G: What It Looks Like When You Pay to Promote Your Post



However, the number of people who see your posts because you paid for them should always be fewer than the number of people who see your posts because their friends have engaged with it. If not, you are wasting money. See **Section 8, Monitor and Improve Your Social Media** on *page 30* for more information.

You can learn more about how to “boost” your post here:

<https://www.facebook.com/business/learn/facebook-page-boost-posts>

## Promote Your Page Offline

In addition to online promotion and engagement, encourage people to follow your Facebook page in all of your communications.

- ❖ Add a link to Facebook from your website and on your email signature.
- ❖ Include reminders to follow social media and accompanying links on brochures and written materials.
- ❖ Announce your Facebook page at all events and encourage individuals to Like your page.
- ❖ Train staff who interact with beneficiaries to introduce Facebook in their regular conversations and even help individuals Like the page as needed.

**Figure H: Open Development Cambodia use flyers for offline promotion.**



## SECTION 3:

# KNOW YOUR AUDIENCE

## Define Your Audience

Who are you trying to reach with your social media? Youth? Women? Farmers? New mothers? To increase engagement with the specific group you are trying to reach (your audience), you need to understand what they enjoy and how to best reach them. For example, you would use social media differently to reach urban youth with fast internet on their smartphone than if you were trying to reach rural healthcare workers who have a slower internet connection and different information needs.

The first step to good social media is know more about your audience—how they access social media, what platforms they use, how often they use it, in what language do they use it, what they do on social media, what do they like and don't like, who do they trust, and more. Create an audience social media profile by:

- ❖ Defining the specific group you want to reach.
- ❖ Using data to fill in general assumptions.
- ❖ Confirming assumptions and getting more qualitative information about your audience through field research.

First, define the group of people you are trying to reach. Write it down at the top of the first blank column in **Exercise 4: Know Your Audience**. If your organization has multiple audiences, you can do a different chart for each.

Figure 1: Example of where to write your audience

	Audience:	University Students
Audience Profile Information	How they access social media?	
	What social media platform they use?	

## Look at the Data

Cambodia is lucky to have a number of sources that provide relatively recent information on social media use. (See *Where're the Data?* text box on *page 13*.) This data can help you determine if social media is a good way to communicate with your audience and give you some insights into how best to engage them. For now, the data show that Facebook is the best way to engage Cambodians. According to the Open Institute's *Mobile Phones and Internet in Cambodia 2015* survey, 31.8 percent of Cambodians have a Facebook account. In comparison, only 1.5 percent use Twitter.

By looking deeper into demographic data, you can better understand your audience. For instance, only 22.9 percent of women have a Facebook account and 25.7 percent of rural people have a Facebook account. As a result, organizations trying to engage rural women may want to work on increasing rural women's use of Facebook before investing significant resources in social media messaging.

Don't be entirely driven by one data source if it doesn't meet your needs. Even if your audience isn't perfect for online engagement, keep in mind that social media use is changing rapidly. Facebook use more than doubled between

2013 and 2015. So, even if the majority of your audience is not currently using social media, you can establish your social media presence today in order to be ready in six months or a year as usage increases.

### Where're the Data?

There are a number of resources to consult for the latest insights into social media use. Technology moves quickly, so always check to see if there are more recent resources from these same organizations.

#### Open Institute

##### **Mobile Phones and Internet in Cambodia 2015**

Funded by the Asia Foundation and USAID, provides the most detailed demographic information on social media use in Cambodia.

<https://asiafoundation.org/resources/pdfs/MobilephonesinCB.pdf>

#### Geeks in Cambodia

##### **Digital, Mobile, Social Trends for Cambodia 2015**

Offers an infographic that provides synopsis of Cambodia data from a We Are Social Singapore study of Southeast Asia.

<http://geeksincambodia.com/digital-mobile-social-trends-for-cambodia-2015/>

#### Social Bakers

Provides statistics by country on Facebook, Twitter, Google+, and YouTube; a great place to see what Facebook pages are most popular and how many people are engaging with them.

<http://www.socialbakers.com/statistics/facebook/pages/total/cambodia/>

**Table 1: Data from Open Institute’s Mobile Phones and Internet in Cambodia 2015**

	All Cambodians	Gender		Location		Age		
		Men	Women	Urban	Rural	15-24	25-39	40-65
Own Smartphone	39.5%	46.8%	32.3%	51.7%	34.3%	56.4%	43.5%	21.1%
Khmer script-enabled	63.3%	67.6%	59.0%	67.0%	61.7%	68.7%	67.6%	53.3%
Have used internet	32.5%	42.9%	22.2%	44.6%	27.4%	51.6%	33.5%	10.0%
Have used Internet in their own phone	28.6%	37.3%	20.0%	39.2%	24.1%	45.0%	29.9%	8.6%
Have used Facebook	34.4%	43.5%	25.2%	49.2%	28.0%	54.5%	35.4%	10.7%
Have used Facebook in their own phone	28.3%	35.7%	20.9%	40.5%	23.1%	44.3%	29.6%	9.0%
Have own Facebook account	31.8%	40.7%	22.9%	46.1%	25.7%	50.5%	32.9%	9.6%

	Level of Education				
	None	Primary	Lower Secondary	Upper Secondary	University
Own Smartphone	15.2%	28.7%	39.4%	57.0%	82.0%
Khmer script-enabled	40.9%	60.0%	64.9%	70.4%	80.8%
Have used internet	4.7%	16.4%	31.8%	55.6%	84.2%
Have used Internet in their own phone	4.7%	13.4%	28.9%	49.0%	71.3%
Have used Facebook	7.8%	17.8%	34.3%	57.4%	89.6%
Have used Facebook in their own phone	7.3%	13.9%	27.8%	47.6%	78.9%
Have own Facebook account	7.3%	15.8%	30.7%	53.8%	89.6%

## Understand Your Audience

Once you have a general idea of your audience’s social media profile based on data, the best way to really understand them is to ask them! Hold a focus group or a series of informal interviews.

Find five to 10 individuals who are “typical” of the group you want to engage and, through a focus group or informal interviews, ask them questions that help you fill out your audience profile. This may mean you have to make a trip to the field or get a staff member already located in those communities to ask the questions for you.

Begin by confirming the validity of the data you already have. It changes rapidly! If there are significant differences between existing data and what you learn through your conversations, you may need to speak with more individuals to determine current realities for your specific audience.

Then, learn more. How often do they use social media? What language(s) do they use online? What do they use social media for? What types of information do they read, watch, Like, Comment on, and Share? What sources do they trust?

It is best if you can speak with people from multiple locations to ensure insights can be generalized across your audience. Please be warned, a common mistake is to ask community leaders who may be easier for your CSO to contact. Community leaders are often early adopters of new technology. As such, they may actually be outliers who will skew your understanding of your audience.

Table 2, an example of an audience profile, was compiled based on data from the Open Institute study conducted in August 2015 and informal interviews with members of the target audience and nongovernmental organization (NGO) staff who work with them. This information will change over time, so even if your organization shares these audiences, field research is recommended. Technology and social media use changes quickly in Cambodia! This information may soon be outdated.

**Table 2: Example of Audience Profiles for University Students and Rural Women**

Audience:	University Students	Rural Women
<b>How they access social media?</b>	82% own a smartphone and check social media on it; some use the computer lab	They often don't, but when they do likely borrow a friend or family member's smartphone to do so
<b>What social media platform they use?</b>	More than 82% have a Facebook account	Limited Facebook (assumed only about 20%)
<b>How often do they access social media?</b>	Average 10 times per day always right after classes let out	Infrequently approximately 1 time every two weeks at night
<b>What language(s) do they prefer?</b>	All read Khmer, some read English	Only Khmer, but dif cult to type in Khmer
<b>What do they do on social media?</b>	They post photographs, Tag friends, Comment on friends' posts, watch and Share videos	Read posts, does not Like, Comment, or Share
<b>What do they like to look at?</b>	They Like information on scholarships and educational opportunities, job postings, and entertainment	Cambodia news, posts by children and friends
<b>What do they Like, Comment on, and Share most?</b>	They Share training and personal improvement opportunities, pictures of friends who are tagged	Not much
<b>Who do they trust online?</b>	Friends, university, posts with videos	Friends and family

Using the Open Institute data provided in Table 1 as well as data found from other sources, fill in what information you can in **Exercise 4**. Check the data for accuracy and get additional qualitative information through field research. If the data you need doesn't exist and you cannot get it yourself, make an educated guess based on what data you have or leave it blank. See Table 2 for an example.

## SECTION 4:

# DEVELOP SOCIAL MEDIA GUIDELINES

Based on what you know about your audience, develop internal guidelines for your communications team to follow. Think of the guidelines as a list that you could hand to a new staff member so that she knows what you want her to do when posting to social media. For instance, your guidelines should include when

your organization will post, what types of content it will post, what language you will use, and so on.

Start by looking at the audience profile. Think about each characteristic of your audience. Manage your social media communications to maximize your reach to them.

**Figure J: Example of Determining Social Media Guidelines Based on an Audience Profile**

		University Students	What it means for how we should post to social media?
Audience Profile Information	How they access social media?	82% own a smartphone and check social media on it; some use the computer lab	They can see it if we link to web content and multimedia
	What social media platform they use?	More than 82% have a Facebook account	We should use Facebook to communicate
	How often do they access social media?	Average 10 times per day always right after classes let out	We should post often and post priority content in the late afternoon and early evening when they are out of class
	What language(s) do they prefer?	All read Khmer, some read English	We should post in Khmer when possible, but English is okay as a second option
	What do they do on social media?	They post photographs, Tag friends, Comment on friends' posts, and watch and Share videos	We should Share information on opportunities for self improvement and content that is entertaining
	What do they like to look at?	They Like information on scholarships and educational opportunities, job postings, and entertainment	We should encourage individuals to Share with friends and build trust in our organization by providing reliable information

Based on what you know about your audience and what it means for managing your social media, list guidelines your social media team should follow. Your guidelines should be

directive statements. They should be clear and specific enough that if you handed the list to a new staff member, he or she could create posts that meet your expectations.

After listing the guidelines based on your audience profile, review your objectives, determine what you can do on social media to support them, and add additional guidelines that will target your social media posts.

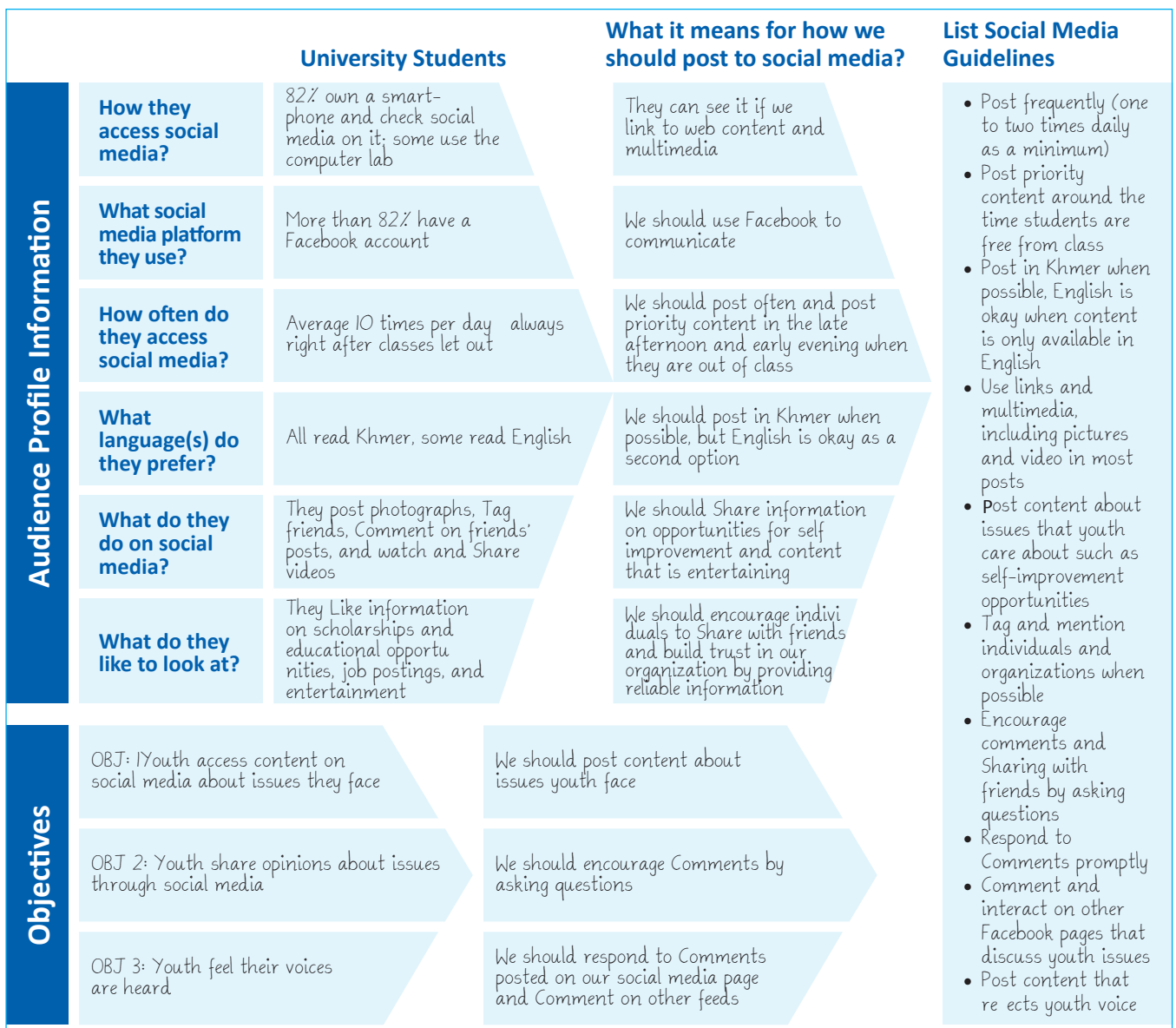
**Note:** Not every post needs to follow all the guidelines. Stay flexible and try to adhere to them as much as possible.

### Social Media Goal Examples:

**WRONG** ❌ one to two times daily  
**RIGHT** ✓ Post one to two times daily

**WRONG** ❌ Share and mention  
**RIGHT** ✓ Share posts from other organizations and mention them in a comment

Figure K: Example of How to Develop Guidelines Based on Audience and Objectives



Following Example K above and the information you collected during Exercise 4, create guidelines for your social media using Exercise 5.

## SECTION 5:

# CREATE ENGAGING CONTENT

The most effective way to improve your social media reach and effectiveness is by creating and sharing engaging content—content that gets Likes, Comments, clicks, and Shares—that is relevant and interesting to your audience.

Social media content is different than traditional communications such as reports or newsletter. The digital format changes the way people interact with information. Over time, your organization will learn what your audience does (and does not) respond to (See *Monitor and Adjust Your Social Media*), but, as described in this section, there are a few general rules to follow initially.

## Set the Tone

Tone is the general manner or feeling you get from the way something is written or said. You can have a formal tone if speaking with a Ministry Official or elder, or a casual tone if speaking with a sibling or friend. Social media is a more casual format. Communication on social media works best when people feel you are speaking directly to them in a friendly manner. Write posts that are friendly and not too formal. Pretend you are writing to a colleague or cousin with whom you are relaxed, but still respectful.

## Determine Frequency

Organizations that post often tend to get the most engagement. Global best practices suggest that one to three posts per day is a good number, but this may vary based on your unique audience. It's important to strike a balance that keeps your organization's social media content in people's feeds, but doesn't dominate what they see, making them feel they are being spammed. If they feel that way, they may stop Following you.

## Use Timing to Your Advantage

There may be specific times of the day when your audience checks social media. You should post about an hour before most of your audience comes online. This will allow some of the people online early to see your post and Like, Comment, and Share it to increase your post's visibility. To determine the best timing for your audience, refer to your completed **Exercise 4: Know Your Audience and Section 8, Monitoring & Improving Your Social Media** (*page 30*)

Even if there is one time that is the best, spread your posts throughout the day. Leave at least four hours between posts if possible.

## Pin Priorities

If you have an important post, you can keep it at the top of your page by “Pinning” it. When you Pin a post, if someone visits your page it will appear first even if you have made other posts more recently. This is especially useful if you have an upcoming event you want to make sure people know about. Don’t forget to remove the Pin after the post is no longer relevant. It will stay at the top of your page until you undo the Pin.

Learn how to Pin here: <https://www.facebook.com/help/235598533193464>

## Tag and Mention Individuals and Organizations

A great way to encourage engagement is to tag and mention individuals and organizations in your posts. This increases the likelihood that they will engage with your content and Share it with others. Tagging and mentioning individuals and organizations with large followings will increase the reach of your communications, but be careful! If you abuse this strategy and tag and mention people too often or when content is not relevant to them, they will get frustrated and may Block you or say something negative about you online.

## Use Hashtags

Create hashtags for different topics or events to help people search for information. You can create hashtags specific to your organization or use hashtags that are widely recognized internationally (such as #BarCampCambodia or #ICT4D). Encourage people to use hashtags in their posts too.

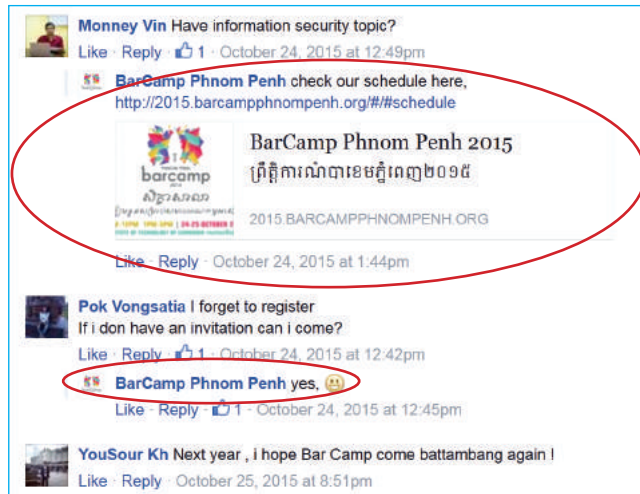
## Encourage Participation

Ask directly for engagement. This can be as simple as ending your status update with a question. You can also create polls or run a contest where people must submit answers, photos, or videos through social media.

The screenshot shows a Facebook post from 'Development Innovations Cambodia' dated February 9 at 1:21pm. The post includes Khmer text and a photo of several people sitting around a table, looking at documents. A red circle highlights the post's header and the Khmer text. The Khmer text discusses a handbook for CSOs in Cambodia, mentioning organizations like CDPO, YRDP, and LWD. The English text below the Khmer text states: 'Today, CSO staff from Cambodian Disabled People's Organisation (CDPO), Youth Resource Development Program (YRDP) Cambodia, LIFE WITH DIGNITY (LWD), Building Community Voices, and NEP Cambodia are working with Cooperation Committee for Cambodia and Development Innovations Cambodia to create social media handbook aimed at helping CSO in Cambodia use social media more strategically. Stay tuned for the final version of this handbook to be launched in April.'

## Respond to Comments

Respond to Comments and Comment on posts by other individuals and organizations. By engaging you will spark more conversation, improve communication, and encourage people who are actively communicating to continue interacting with your page.



## Share Content from Other Sources

Sharing content from others helps you post as frequently as you should for the best engagement and encourages others to Share your content. Additionally, if you are posting high-quality content from many different sources, people will look to you as a trusted source for the latest information. The secret is to make sure that the content you Share is relevant to your intended audience and that it is from trusted sources that provide accurate information. If you Share something false, it will reflect poorly on your organization.



## SECTION 6:

# USE BEST PRACTICES FOR POSTING PHOTOS, VIDEO, AND MORE

Social media allows you to post many different types of media such as text, photos, video, and links. Posting with different formats increases engagement. Below are best practices for different media formats:

### Text

- ❖ **Keep it short.** A global best practice is to write no more than 225 characters. This makes social media communications easy to read, especially on a mobile device. You want to avoid individuals having to click “See more...” to read your post.
- ❖ **Say something interesting.** Make sure your post communicates something new, funny, strange, or useful. Ask yourself why people would care about what you write. If you don’t have an answer, edit your text to make the value of the information clear. (See example the blue box below)
- ❖ **Post in the appropriate language.** Post in the language your audience prefers. If your audience is split, post in both English and Khmer. You can do this in the same post or different posts. If you write English and Khmer in the same post, make sure both languages show up in the first four lines.

### Photos

- ❖ **Capture the moment.** Post pictures that make viewers feel like they are there in the middle of what’s going on. Show action that is interesting and unique to what you are trying to convey. Below, the first photograph does not communicate what is going on. We can guess that it is a meeting or training, but does not communicate information. The second, however, captures the moment. The viewer can feel a part of the interaction and can see that the subjects of the photograph are making a movie. (See example, *page 22*)



## Example:

**WRONG** ❌ We had an event on human trafficking 9 November, 2015 with more than 125 participants.

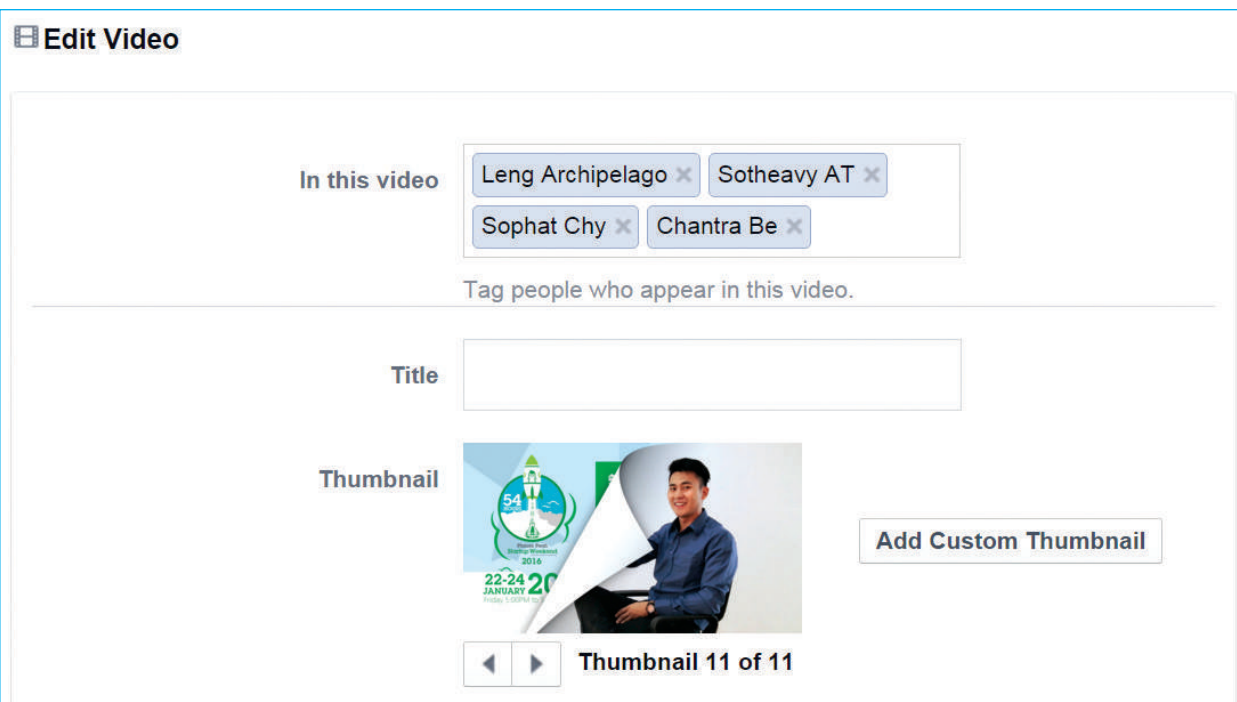
**RIGHT** ✓ More than 125 participants from our 9 November event on human trafficking identified **coordination as the biggest challenge facing Cambodian NGOs in 2015.**

- ❖ **Eye contact.** Photographs that include eye contact are more successful at capturing attention. Viewers feel more connected with the picture and are more likely to spend time looking at it, Liking, Commenting or Sharing.
- ❖ **Smile!** People love to look at pictures of other people. A close up of a few smiling faces will generate more interest than serious expressions (although be sensitive to the topic—if smiles aren't appropriate, don't force a smile).
- ❖ **Choose the best three to four photos to post.** People don't want to look at many photos. They want to see the best. Choose the best three or four photos.



## Video

- ❖ **Keep it short.** If making videos for your social media, keep them under two minutes. If you are trying to reach an audience with slow internet, it is even more important to keep videos short so they do not take too long to download.
- ❖ **Give a reason to watch.** Why should someone stream the video? It can be slow and costly. Provide some brief text about what the video is about that will make your audience want to watch it.



- ❖ **Keep a video library on Facebook.** Upload videos to Facebook directly so that they will appear on your page for people to view. People exploring your page will see them and may Like or Share them months after posted. If you have many videos, especially groups of different types of videos organized by topic, you may want to also upload and organize your videos to YouTube, Vimeo, or other video sharing sites to create a library that helps interested individuals navigate your content.
- ❖ **Customize your video thumbnail.** Sometimes the thumbnail that is automatically generated is not very interesting or does not convey the message you are trying to communicate. In that case, choose a different thumbnail for your video before posting.

## Link

- ❖ **Give them a reason to click.** When posting a link, say something about it from the perspective of your organization. Why is it important to you and your audience? Offer a key point that makes people want to click and see more.
- ❖ **Choose a good thumbnail.** The picture, or thumbnail, that accompany links can have a huge impact on whether or not people click on them. Facebook will suggest an image, but if you don't think it will grab people's attention and get them to click, you can upload an alternative image using the "+" that appears under the link.

**In Exercise 6:** Look at What Works look at other organizations with similar audience as yours. Look at what posts get the most engagement. List what they are doing that you could try on your page.

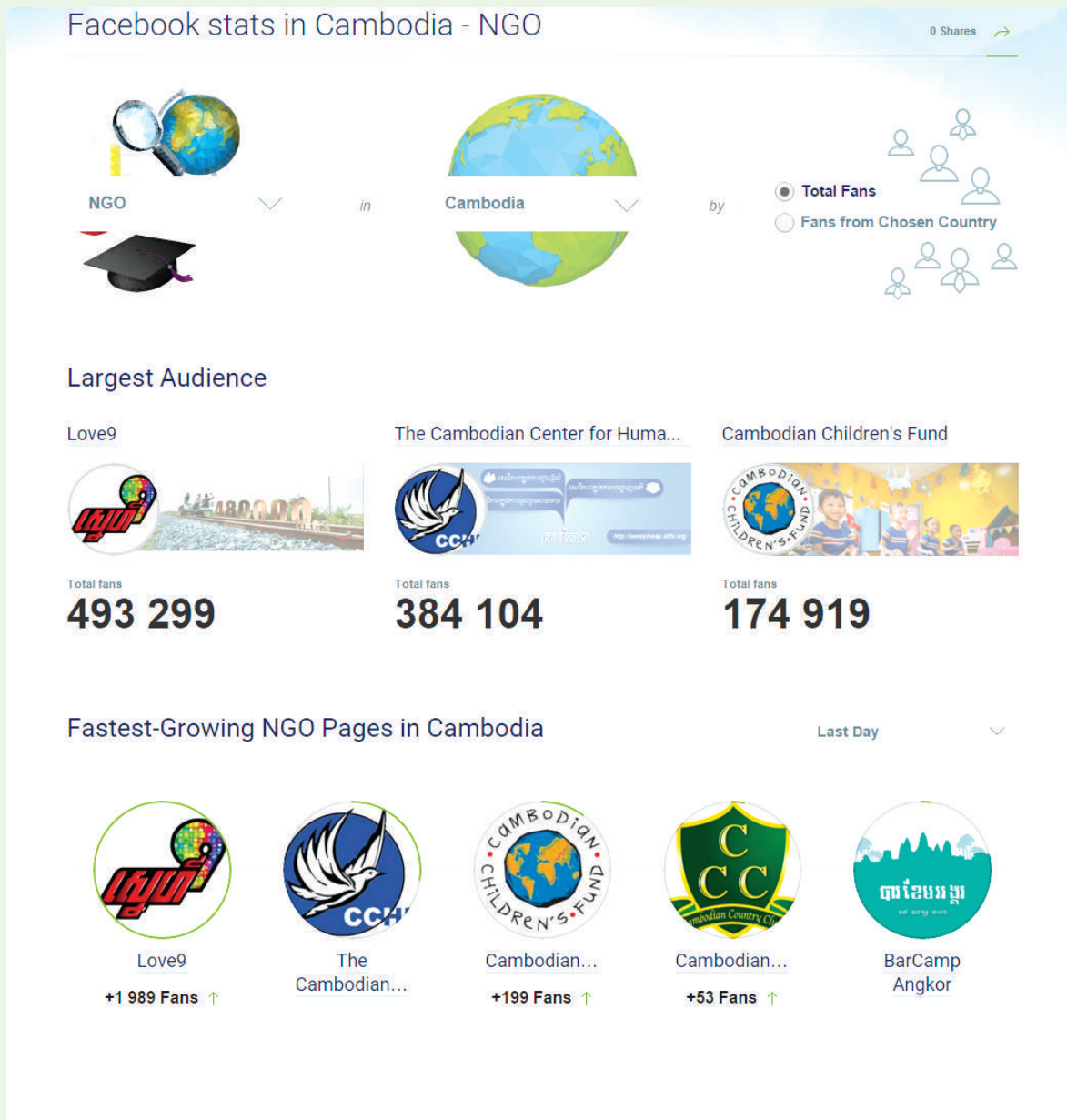
## Look at the what's working in Cambodia!

Want to know how to improve your page? Look at what other pages like yours are doing to get Likes, Comments, and Shares!

Go to the SocialBakers website where you can see a list of the most popular and fastest growing Facebook pages: <http://www.socialbakers.com/statistics/facebook/pages/total/cambodia/>

You can also look to see what the most like NGO pages are: <http://www.socialbakers.com/statistics/facebook/pages/total/cambodia/society/ngo/>

Example of Socialbakers Facebook Statistics for Cambodia [February 29, 2016; 11:08am]



In **Exercise 7: Improve Your Posts**, review the last five posts on your organization’s page and write down how you would change the post based on what you know now.

**Figure L: Example of How to Improve Previous Posts**

Post Date/ Time	Would you change anything about the post? If so, what?
Feb 2 4:59pm	Mention @UNICEFInnovation Mention other organizations working on innovative ideas for children in Cambodia (@InSTEDD @ARChub @WorldEducation)



## SECTION 7:

# DEVELOP A CONTENT PLAN

A content plan provides a framework to help you plan ahead so you don't miss an opportunity to post relevant content and support your organization's objectives and activities. What you post on any given day can (and should) change based on what's happening. A content plan focuses on planning posts one week to one month in advance and will help keep your social media communications coordinated with the rest of the organization. You can always add additional posts and reschedule or deprioritize posts if new content or topics arise that are more important.

The content plan is a dynamic document that should be kept up to date. It should include some basic information such as what content you will create or share, when you will post, any multimedia files or links to be included, and who is responsible for posting the content. Adapt the template provided in this handbook to support your organization's needs.

Based on your organization's activities, plan to post different types of content including the following:

**Events.** Publicize your organization's upcoming events as well as external events that are relevant to your objectives and audience.

**Resources.** People love getting access to things that can help them. Write a brief description and publish links to useful resources such as online training, educational YouTube videos, short reports, and other items that support your objectives and will be valuable to your audience.

### Show Management You Are Contributing to the Organization

Show your management your content plan on a weekly or monthly basis. The list of posts will demonstrate how social media is integrated to support the overall communications and programming. This strategic approach will raise management's confidence and demonstrate that you are not just "playing" on Facebook all day.

### Get Everyone in Your Organization Thinking About Content!

The person managing the social media isn't necessarily thinking up all of the content. Everyone in the organization should be contributing ideas about what can be posted. If there isn't anything to post, the person in charge of social media should proactively ask for ideas.

**Organizational News.** Post information about the great work your organization is doing. Use these short posts to increase trust and individuals' desire to engage with your organization.

**Current Events.** Sharing news items on topics that are related to your organization's work is a great way to build awareness about the issues your organization cares about and keeps

a constant flow of content. Sharing content from other organizations will also make them more likely to Share your content in the future.

**Polls/Questions.** Want engagement? Ask questions! There are a number of polling apps that you can use with Facebook, but the easiest way is to just write a question that encourages responses in the Comments section. Polls are particularly effective when the question is about something timely, whether a national news story or an upcoming event, and may have the opportunity to influence actions, whether your organization's programming or national debate.

### Stay Flexible!

Social media is all about staying relevant in the moment. If there is a piece of news that is relevant to your organization or issues you care about, don't wait to share it! If it conflicts with previously scheduled content that is less time-sensitive, adjust the plan.

Complete **Exercise 8** in the worksheet and plan out a week of content for your organization. Below is an example of a content plan that supports youth engagement on issues example.

### Scheduling Content

Once you have your content plan, you can prepare your content now and schedule its release using Facebook or other platforms such as Hootsuite.

For more information on how to start using Hootsuite visit: Hootsuite Quick Start Guide: <https://help.hootsuite.com/hc/en-us/articles/204598140-Quick-start-guide>

**Figure M: Example of Content Plan**

Dates: _____ to _____												
Date	Publish Time	Content type	Topic	Text	Multimedia	Link	Other	Who will post?				
Mon	20/2	11am	Shared content	Partner post	Find something relevant from partners to post that is relevant to audience							
Mon	20/2	5pm	Event	Publicize Youth Congress	The biggest youth event of the year is happening in Phnom Penh March 30th. Join the annual Youth Congress where you will make friends and influence the priorities of government and NGOs supporting youth in Cambodia! RSVP to attend.	Photo from last year's Youth Congress	<a href="http://www.eventbrite.com/youthcongress">www.eventbrite.com/youthcongress</a>	#YC2016	Communications Specialist			
Tues	21/2	11:30 am	Org News	Volunteer day fun!	Last Saturday 115 youth came together to clean up RUPP and made friends making Cambodia a better place! Want to join next time? We'll post upcoming volunteer days here.	3 photos of participants having fun	None	Mention @ RUPP and tag any known participants	Communications Assistant			
Tues	21/2	4pm	Current Event	TI Corruption Info	Does corruption affect you? Check out this video made by Transparency International Cambodia.	None	<a href="http://www.youtube.com/ticambodia/13H-Q194x22">www.youtube.com/ticambodia/13H-Q194x22</a>	Mention @ TICambodia	Communications Specialist			
Wed	22/2	11:30am	Poll	Youth Congress Issues Poll	What are the most important issues to youth? Tell us what you think and they'll be discussed with government and NGOs at the upcoming Youth Congress!	None	None	#YC2016	Communications Assistant			
Wed	22/2		Resource	Job Listings	Looking for a job in development? Did you know there is a new resource from XYZ organization where you can search for job openings in the development sector?	<a href="http://www.xyz.org/job-search">www.xyz.org/job-search</a>	None	Mention @XY-ZOrganization	Communications Specialist			
Thurs	23/2	11:30am	Org News	Ministry award	The Ministry of Education, Youth & Sport just named us and outstanding youth organization for 2015! Help us celebrate by inviting your friends to Like our page!	Photo of award ceremony	None	Mention @ MoEYS Cambodia	Communications Specialist			
Thurs	23/2	4pm	Current Events	Online conduct	The Prime Minister says local governments will respond to comments on Facebook. Post your questions and #YouthVoice	None	<a href="https://www.cambodiadaily.com/news/105328-105328/">https://www.cambodiadaily.com/news/105328-105328/</a>	#YouthVoice	Communications Specialist			
Fri	24/2	4pm	Youth Voices Campaign	Youth Voice	Samnang, a student at ITC, thinks Cambodian youth need more access to scholarships abroad. Do you agree? What matters to you? Make a 1-minute video and post it to our page.	1 minute video from Samnang	<a href="http://www.youtube.com/youthorg/99sx-Q4mm8741">www.youtube.com/youthorg/99sx-Q4mm8741</a>	Tag Samnang and #YouthVoice	Communications Assistant			

**Example Guideline:** Post priority content around the time students are free from class

**Example Guideline:** Encourage comments and sharing with friends by asking questions

**Example Guideline:** Use links and multimedia including pictures and video in most posts

**Example Guideline:** Clearly indicate who is responsible for posting

**Example Guideline:** Post frequently (1-2 times daily as a minimum)

**Example Guideline:** Post content about issues that youth care about like self-improvement opportunities

**Example Guideline:** Post content that reflects youth voice

**Example Guideline:** Tag and mention individuals and organizations when possible

## Plan Ahead for Timely Content

In addition to planning your posts on a weekly basis, you can make sure you don't miss posting about important events by creating a quarterly or annual calendar. You may not know the specific text or file you will post in advance, but you can mark it on the calendar so it doesn't get forgotten.

For example, if you know your organization will want to post content about women's rights in March, in celebration of International Women's Day, put it on the calendar.

**Figure N: Use a Simple Table to Track Upcoming Topics for Content**

Month	Day	Topic	Content Idea
March	8	International Women's Day	Women's Day photo contest – youth send in a picture of a Cambodian woman they admire and say why
April	13-16	Khmer New Year	Wish everyone a Happy Khmer New Year.
May	1	International Labor Day	Post pictures from International Labor Day event
May	13	King's Birthday	Wish the King a Happy Birthday!

## Tips: Manage an Ethical Social Media Page

Appropriate behavior and ethics can be slightly different when interacting online. Keep your organization out of trouble by following these simple guidelines.

### DO ✓

- ❖ Credit the original source of the information you post by mentioning or tagging the source, or providing link to the original content.
- ❖ Ask permission from the owner to Share information that is not available publicly already (for instance, sharing information sent in a private email without permission is not okay).
- ❖ If people don't want their pictures posted, respect their wishes.
- ❖ Protect your site against hackers by having all of your administrators change their passwords regularly, use strong passwords, and set-up double verification to require administrators to input a secondary code when logging in from a new computer.
- ❖ Remove the social media administration credentials of staff members as soon as they leave the organization. Change all passwords for the organization's social media.
- ❖ Think about if and how your post might be misunderstood or be offensive. If you are unsure, ask your friends and colleagues what they think before posting.
- ❖ Respond quickly to individuals that chat and Comment on your page.
- ❖ Follow your organization's policies.
- ❖ Follow the laws of Cambodia that govern online communications.

### DON'T ✗

- ❖ Post inappropriate pictures of nudity or violence.
- ❖ Use harsh words or all capital letters in posts. In many cultures it is considered yelling and is very rude.
- ❖ Write anything online that you wouldn't say in a public forum.
- ❖ Post any personal or private information about others.
- ❖ Post information you are not sure is true.

## SECTION 8:

# MONITOR AND IMPROVE YOUR SOCIAL MEDIA

If you've gone through the rigorous planning process outlined in this handbook, you will likely improve the effectiveness of your organization's social media, but don't stop there! Monitor results to see what works (and doesn't). Social media, especially Facebook, makes it very easy to collect data that you can learn from.

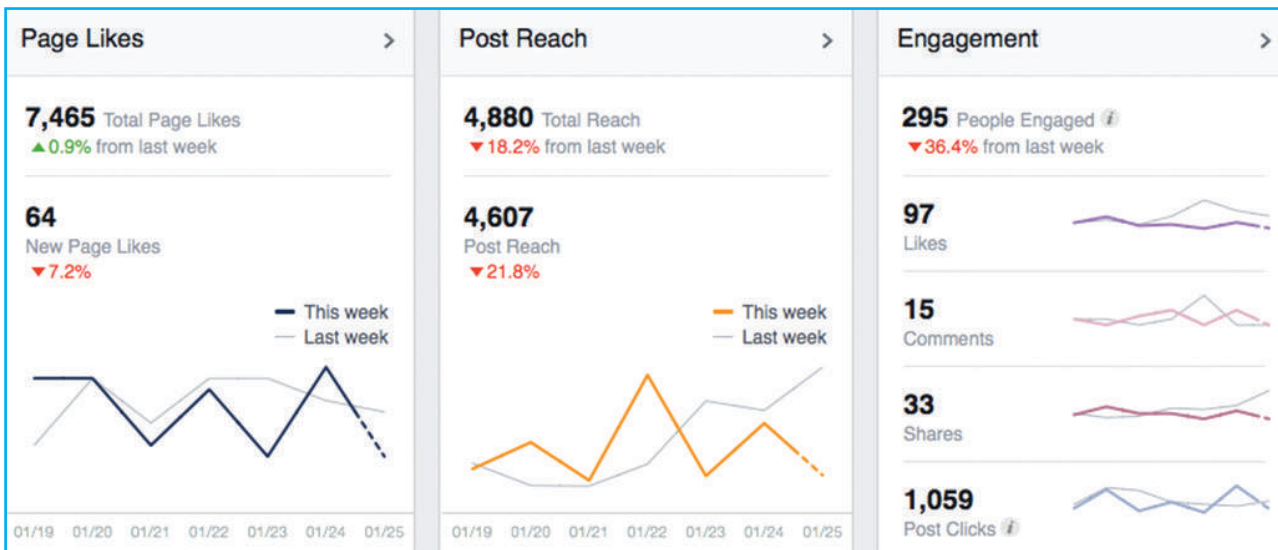
As you become comfortable using data to improve the effectiveness of your social media, you can explore the many features of Facebook Insights. However, it is best to start simple. Understand the basic metrics first, learn how to integrate simple data into your content planning and explore more complex analysis features in the future.

### Get Resources by Showing the Impact of Your Work

As your social media improves and your engagement increases, report monthly metrics to senior management. Show them how the resources they are spending are resulting in increased engagement!

The three most common metrics used to assess Facebook performance are **Likes**, **Reach**, and **Engagement**. These are easily tracked in Facebook Insights.

The screenshot shows the Facebook page for the Cooperation Committee for Cambodia (CC/C). The 'Insights' tab is selected and circled in red. The page header includes 'Page', 'Messages', 'Notifications 4', 'Insights', and 'Publishing Tools'. The cover photo features the text 'SUSTAINABLE DEVELOPMENT GOALS (SDGs) SHARED FINANCE FOR A SHARED FUTURE' and the CC/C logo. The Insights sidebar on the right shows the following metrics for 'THIS WEEK': 2,667 Post Reach, 173 Post Engagement, 0 Website Clicks, and 0 of 3 Response Rate. The main content area shows a post with 6,110 likes and a '+61 this week' increase, with a dropdown menu for '0% response rate, day or more to respond'.



In Facebook Insights, you can see an overview of the week’s metrics on the right side of your page view. Click **“Insights”** at the top of the page and an overview page will appear with greater detail including a snapshot of your performance each week and how it compares to the previous week. You can also export data in .xls and .csv formats.

**Likes** are used to measure number of people that click Like on your page or individual posts. They are usually referred to as **“page Likes”** or **“post Likes”** to differentiate. Facebook is beginning to introduce alternatives to **“Likes”** such as **“Ha Ha,” “Sad,”** and other **“Reactions.”** As this change happens in Cambodia, it will change the Insights reporting too.

**Reach** is the total number of people who have seen your post in their News Feed. Your posts will show up in the feeds of people who Like your page as well as the feeds of the Friends of people who Like, Comment on, or Share your post.

### Link Metrics to Your Objectives

Remember what you are trying to achieve in your objectives. For example:

- ❖ If you are building **awareness**, you’ll want to focus on increasing your Reach so that more people see information posted.
- ❖ If you are building **knowledge**, you’ll want to see that people are clicking on your posts and links to get more detailed information on a topic.
- ❖ If you are trying to **activate**, you’ll want to get more engagement including Likes, Shares, Comments, and RSVPs to events when applicable.

Think about what online actions will best support your objectives and identify what you are doing that is encouraging and discouraging that result. Adjust accordingly.

Reach metrics are broken down into **“organic”** reach (when Friends promote posts through their actions) and **“paid”** reach when an organization pays for content to be displayed on pages (See Promote Your Facebook Page, page 8). Your organic reach should always be more than your paid reach or you are not making a good investment because no one is Sharing, Liking, or Commenting on the paid content.

Engagement is a broad term that counts the number of individuals who took an online action in response to your post. “Engagement” includes:

- ❖ **Likes:** when a user clicks the Like button on a post;
- ❖ **Comments:** when a user enters text including a statement, question, or tag on a post;
- ❖ **Shares:** when a user Shares a post so that their friends and family can see it; and
- ❖ **Clicks:** when a user clicks on a post—this could be clicking on a link, watching a video, or enlarging a picture.

The topline numbers can be helpful to report to your management about the level of activity your organization is generating online. However, more important than the numbers is why the page or posts are getting different levels of engagement.

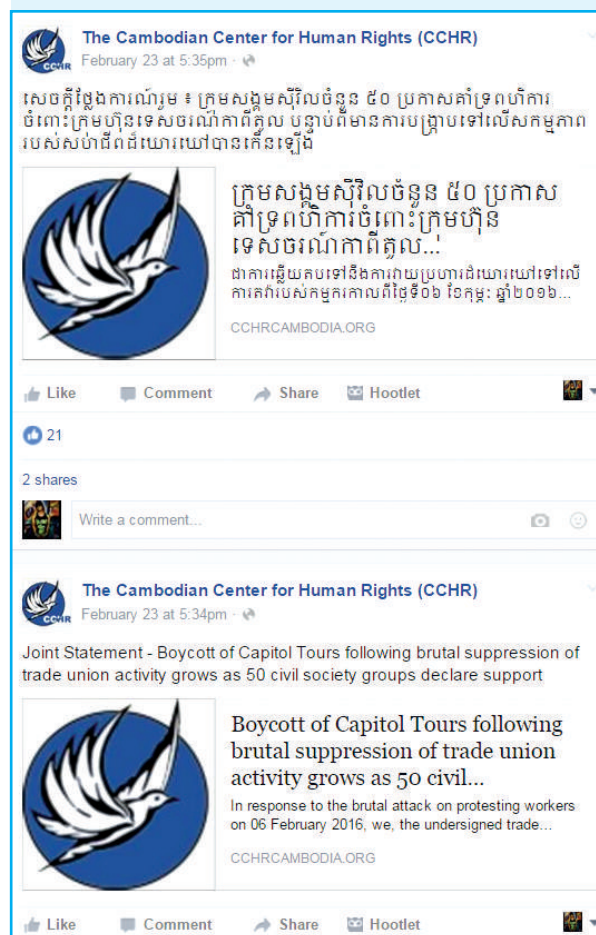
When you see a spike or dip in your Likes, reach, or engagement, ask yourself **“why?”** And **“how”** can you replicate increases and avoid dips based on trends you see with **content, multimedia, and timing.**

For more information about Insights, visit Facebook’s help site: <https://www.facebook.com/help/383440231709427/>

If you are using your Facebook page to encourage people to visit your website, you can track your Facebook’s impact on your site through Google Analytics. Learn more here: <https://www.facebook.com/notes/hyperarts-web-design/tutorial-add-google-analytics-social-interaction-tracking-to-your-facebook-tabs/10150320031240844/>

**Figure O: Testing language**

Experimenting can be as simple as releasing similar posts and seeing which does better. When the Cambodia Center for Human Rights (CCHR) posted in English and Khmer, there were two times the number of Shares on the same content in Khmer.



## Analyzing Content Trends

Different kinds of content will varied interest to your audience. There is currently no function to group and measure the qualitative traits of the most popular content. You will need to do this manually, by looking at overall performance of posts and tracking trends in topic, tone, language, and other variations.

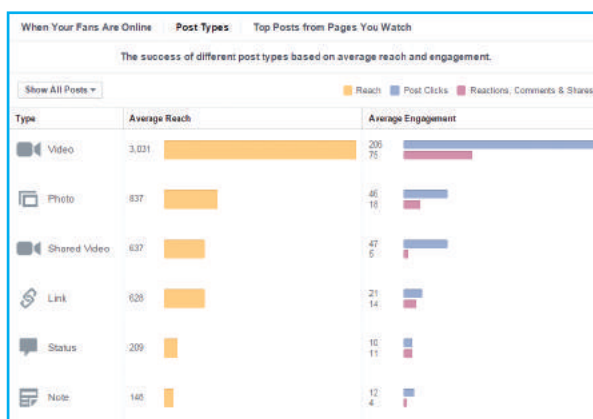
You can view the most popular posts of all time by clicking on **“Posts”** on the Insights menu. You can easily sort by Reach or Engagement by clicking on the column headers. If you are trying to get more people to see your posts, you’ll want to look at what is getting the greatest Reach. If your objectives include increasing engagement of your audience, you’ll want to look at what content is creating the highest Engagement.

What topics are most popular? What language are they in? Is there a particular tone of the posts that seem to get attention? Do they contain local, regional, or international information? Do they include tags of individuals or organizations? What trends do you see?

Over time, keep track of trends. Experiment with new topic areas and see how they perform. You can look at what’s working weekly or monthly to get awareness into what may be increasingly effective with your audience.

## Analyzing Multimedia Trends

Different audiences will be more or less likely to engage with different content types. When looking at your most popular posts, is your audience more likely to click on links, video, photographs, or other media?



You can look at this by clicking **“Posts”** and **“Post Types”** under insights. You can see from the below example from Development Innovation’s page that original video is the most effective medium to reach its audience.

You should always continue to post in a variety of media types, but invest in creating content that is more likely to get Engagement based on data.

## Analyzing Post Timing

Insights make it easy to get data about when your audience is engaging with your posts and can help you refine your guidelines and content plan over time for maximum effectiveness.

Go to **“Posts”** and **“When Your Fans Are Online.”** You will see a graph that shows the patterns of when the people who Like your page are online. The shaded area represents average activity over a day and you can click on a specific day and a line will appear to show how it compared.

You should plan to post your content an hour or two before the peak so that it has time to spread through social networks before activity drops again. Update your guidelines to reflect the optimal times to post for your audience.

**Figure P: Example of Identifying Timing and Topic Trends**



Using **Exercise 9**, look at your page’s insights and determine what posts are getting the greatest Engagement and Reach. Compare what you discover to your social media guidelines and determine if there are guidelines you should add or change based on results.

All Posts Published							
<span style="color: orange;">■</span> Reach: Organic / Paid <span style="color: blue;">■</span> Post Clicks <span style="color: pink;">■</span> Reactions, Comments & Shares							
Published	Post	Type	Targeting	Reach	Engagement	Promote	
02/01/2016 10:00 am	**English Text Below** Defense Saturday 10!!! ជួបជាមួយវាក្តិនរេប	Image	Global	3K	35 8	<a href="#">Boost Post</a>	
01/31/2016 1:37 pm	President pledges 4 billion dollars toward computer science!!!	Image	Global	907	13 17	<a href="#">Boost Post</a>	
01/30/2016 9:15 am	Are you running a local tourism-related business in Siem Reap? thi	Image	Global	1.5K	28 3	<a href="#">Boost Post</a>	
01/29/2016 5:00 pm	Celebrate the results and hard work of the trainees of #DevInnoKH's	Image	Global	3.9K	142 57	<a href="#">Boost Post</a>	
01/29/2016 2:22 pm	Defense Saturday 9! Topic - "Foundation of Reconnaissance" by Mr	Image	Global	2.6K	33 9	<a href="#">Boost Post</a>	
01/29/2016 10:07 am	ការបង្កើតមតិការដែលមានភាពទាក់ទាញអាចជារឿងមួយដ៏លំបាក	Image	Global	133	5 3	<a href="#">Boost Post</a>	
01/28/2016 2:02 pm	10 reasons your NGO does not need an app!!! Maybe these are so	Image	Global	1.2K	21 4	<a href="#">Boost Post</a>	
01/28/2016 8:37 am	តើអ្នកចង់ចេះផលិតវីដេអូដែររឺទេ? Development Innovations នឹងរៀប	Image	Global	1.7K	118 135	<a href="#">Boost Post</a>	

**What post topics are most effective with your audience?**

Most Reach
Training & event announcements
Photos of events

## Tips: Facebook Page Privacy and Security

Your page security = your administrators' security. If someone hacks into your administrators' accounts, he or she will have the ability to post to your page, add new administrators, and perform all other management functions. Follow these tips to improve the privacy and security of your page:

- ❖ Always have your administrators log out of their accounts if they log in with other people phones or computers.
- ❖ All administrators should change their password regularly (approximately every three months). Don't choose a password someone could guess! Use numbers, symbols, and capital and lowercase letters to increase password strength.
- ❖ Turn on the logged in alert to secure your account. When someone logs in on a new device you will receive a notification.
- ❖ Turn on log in approvals. Then, when you log in with your password, a code will be sent to your phone that you also have to input as extra security before being able to access administrator functions.
- ❖ Don't provide your password or user account information to anyone. If you receive a suspicious email requesting private information, don't click any links or respond.
- ❖ If staff with administrator roles leave the organization or lose their account, remove their administrator privileges immediately.

Check the Facebook Help Center for more privacy and security information:

<https://www.facebook.com/help/4130235620821710>

<https://www.facebook.com/about/basics/>

# GLOSSARY

- ❖ **Boost:** A way of increasing Likes and Reach by paying money.
- ❖ **Click:** When a user clicks on a post—this could be clicking on a link, watching a video or enlarging a picture.
- ❖ **Comment:** When a user enters text including a statement, question, or Tag on a post.
- ❖ **Engagement:** A broad term used to describe when an individual interacts with another individual or organization; also used as a metric to measure interactions on social media including number of Reactions or Likes, Comments, and Shares on your post.
- ❖ **Hashtag (or #):** A keyword used to improve searches by grouping the types of posts in social media.
- ❖ **Insights:** Insights is a tool to track user interaction on Facebook Page such as demographic data about audience, and see how people are discovering and responding to Page posts. It provides information about Page’s performance after at least 30 people Like the page. Find demographic data about your audience, and see how people are discovering and responding to your posts.
- ❖ **Like:** To clicks the Like button on a Facebook post, indicating approval.
- ❖ **Mention:** To provide a link to someone’s account by writing his or her names in the caption or comment.
- ❖ **Metric:** Information that can be used to analyze our Facebook Page, obtainable from Insights.
- ❖ **Poll:** A tool used to increase engagement by asking questions that encourage people to respond with Comments and Share it.
- ❖ **Reach:** The total number of people who see your post plus Likes, Comments and Shares, and more.
- ❖ **Share:** When a user shares a post so that their friends and family can see it.
- ❖ **Tag:** Identifying a photograph by including a name or names with it.
- ❖ **Thumbnail:** The small, still image shown usually as a hyperlink or with a hyperlink to a full-size graphic, photograph, or video.
- ❖ **Tone:** The way of using your text (caption or comment) to express an attitude or feeling, such as humorous, formal, polite, gentle, or aggressive.
- ❖ **Trend:** A movement in specific direction that indicates change, such as a shift in popularity.





# SOCIAL MEDIA WORKSHEET





# HOW TO USE SOCIAL MEDIA MORE EFFECTIVELY WORKSHEET

This worksheet is intended for use with the Social Media Handbook: Tips for Cambodian Civil Society Users. Use these exercises to apply the direction provided in the guide to your organization's social media efforts.

Try to complete the exercises in the order provided. Each activity will help inform the next decisions you will need to make as an organization and communications team.

## Exercise 1: What is Your Social Media Goal?

Determine your social media goal based on your organizational goals and objectives and how social media can contribute. Refer to Define Your Social Media Goal on *page 4* of the handbook and the example in Figure A.

**What is your organization's goal?**

**What can your social media achieve that would contribute toward that goal?**

**What are your organization's objectives?**

**Write your social media goal:**

## Exercise 2: Determine Your Objectives

How will you realize your social media goal? Write one to three statements in the boxes below to describe how you will achieve your social media goal from Exercise 1. Remember: Don't get too detailed. These are not activities. They are general statements about what you will make happen to achieve your goal. Refer to Determine Your Objectives on *page 5* of the handbook and the example in Figure B.

The diagram consists of three light blue rectangular boxes arranged horizontally. Above the boxes, a horizontal line spans across them. From the center of this line, a vertical arrow points upwards. From the left end of the horizontal line, a curved line goes down and left, then up and left, ending at the top of the first box. From the right end of the horizontal line, a curved line goes down and right, then up and right, ending at the top of the third box. This structure indicates that the three boxes represent components of a single objective.

**Objective 1:**

**Objective 2:**

**Objective 3:**

## Exercise 3: Set your targets.

Set some—one to three—targets that state what you will achieve, a numeric value you will aim for, and over what period you will achieve it. Refer to Set Targets on *page 6* in the handbook.

The diagram consists of three light blue rectangular boxes arranged horizontally. Above each box, a vertical arrow points upwards. This structure indicates that each box is intended for a single target.

**Target 1:**

**Target 2:**

**Target 3:**

## Exercise 4: Know Your Audience

List one or more groups you want to engage with through social media. Using data and face-to-face interactions (focus groups or informal interviews), fill in the table below to create a profile of each group. Refer to Section 3, Know Your Audience (*page 12*) of the handbook, including the example on *page 15* of the handbook. If you have multiple audiences you are trying to engage, you can do this exercise for each group.

Audience:	
Audience Profile Information	How they access social media?
	Social media platform they use
	Frequency of access
	Preferred language(s)
	What do they do on social media?
	What do they like?
	What do they like, comment on and share most?
	Who do they trust online?

## Exercise 5: Set Guidelines for Your Social Media

Make a list of guidelines that your social media should use. Refer to your audience profiles and objectives in Exercises 2 & 4. Refer to Develop Social Media Guidelines on *page 16* of the handbook and the example in Figure K.

Audience:		What it mean for how we should post to social media?		List Social Media Guidelines
Audience Profile Information	How they access social media			
	Social media platform they use			
	Frequency of access			
	Preferred language			
	What do they do on social media?			
	What do they like, comment on and share most?			
	Who do they trust online?			
Objectives				

## Exercise 6: Look at What Works

Look at the organizations with similar audience as yours that have the most Likes and are quickly growing in popularity. Look at what posts get the most engagement. List what they are doing that you could try on your page. See the example on *page 24*.

**Note:** You can check out the most popular Facebook pages in Cambodia today at <http://www.socialbakers.com/statistics/facebook/pages/total/cambodia/> or look at the most popular NGO pages at <http://www.socialbakers.com/statistics/facebook/pages/total/cambodia/society/ngo/>

**What are the most popular and fastest growing Facebook pages in Cambodia doing that you can try on your page?**



## Exercise 7: Improve Your Posts

Look at the last five posts on your organization’s Facebook page. Knowing what you know now, would you change anything about the post? If so, what would you do to improve the effectiveness of each? Refer to Create Engaging Content on *page 18* and Use Best Practices for Posting Photos, Video & More on *page 21* of the handbook and the example in Figure L.

Recent Post	Would you change anything about the post? If so, what?



## Exercise 9: Identify Trends in Most Effective Content

Looking at your organization’s Insights page. What trends do you see? What topics, media formats and post times are most successful at getting Reach and Engagement. Refer to Monitor & Improve Your Social Media on *page 30* for definitions.

What post topics are most effective with your audience?	
Most Reach	Most Engagement

What post topics are most effective with your audience?	
Most Reach	Most Engagement

What post topics are most effective with your audience?	
Most Reach	Most Engagement





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Cooperation Committee  
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