
SOCIAL MEDIA STRATEGY FOR NGOS AND DEVELOPMENT AGENCIES

1. WHY DOES YOUR ORGANIZATION NEED A SOCIAL MEDIA STRATEGY?

Social media offers agencies effective, new means of communicating and collaborating with donors, decision-makers, media, partners and the general public. The social web enables unprecedented interaction with others, and allows users to create and promote content that can reach and engage target audiences and key influencers globally.

In order to get the most out of social media, a clearly defined roadmap is required. A detailed strategy will enable organizations to build sustained, results-oriented engagement in support of overall goals by: setting clear social media objectives, mapping and analyzing key audiences online, identifying the most effective tools, approaches, and the resources required as well as outlining a realistic implementation plan.

A clearly defined strategy will help those agencies starting out to put these new tools to use in a targeted, effective way, as well as strengthening, focusing efforts of organizations already actively engaged in social media.

2. WHAT WILL THE SOCIAL MEDIA STRATEGY INCLUDE?

The social media strategy is tailor-made for your organization, based on your overall goals, current strategies and specific needs. Examples of elements M4ID normally includes are:

- Analysis of organizational online environment
- Identification of opportunities and risks
- Development/refining of goals, prioritization of objectives
- Mapping of target audiences, including analysis of their online behaviour/channels
- Identification of key opinion leaders (e-fluencers)
- Identification of relevant social media tools/services/channels and guidance on content development for chosen channels
- Development of specific engagement strategies for each target audience, based on above insight
- Defining implementation activities and phases
- Identification of required financial and human resources
- Measuring and reporting
- Keeping abreast of social media developments

Additional:

Development of organizational social media policy



3. HOW WE WORK TOGETHER

M4ID exists to help the not-for-profit sector leverage the potential of Web 2.0, and we practice what we preach - we work by guiding and facilitating a collaborative process where your employees contribute and participate in the development of the social media strategy. The key steps in the process are:

- Initial consultations, followed by a workshop
- First outline of strategy developed by M4ID
- Online collaborative process to refine strategy
- Second draft outline presented by M4ID
- Final round of online consultation
- Presentation of final strategy by M4ID

TAKE ACTION - LEVERAGE SOCIAL MEDIA FOR YOUR ORGANIZATION!

Typically it takes 6-8 weeks to develop a social media strategy, depending on the size of your organization and the scope of its social media usage.

M4ID prices its services for the not-for-profit sector, and an important motivation for M4ID is to support organizations that share similar values and goals in the fields of development and public health.

So, if you would like to talk with an expert about leveraging social media for your organization, or if you would like a work proposal and cost estimate for a social media strategy, call or e-mail M4ID's Managing Director, *Mari Tikkanen*, or Manager, *Tiina Neuvonen*:

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ABOUT M4ID

M4ID helps non-profit organizations leverage social media for development and health. M4ID is an unique agency that combines development sector knowledge and passion with the latest in communications technology, delivering results-oriented solutions for global audiences.

M4ID has designed and executed social media projects and campaigns for global, regional and national agencies (ex UNFPA, WHO Europe and South-East Asia Regions) and has lead social media innovation for international emergency response, crises management and maternal health, among others.

OUR STRENGTHS

- Specialization in social media, new communication technology
- In-depth knowledge and passion for development and health
- Understanding of international agency needs
- Innovation and creativity

Visit www.m4id.fi to learn more about us and our services, view our portfolio as well as to follow our blog on social media in the not-for-profit sector.

