



Connecting Communicating Collaborating

Social Media 'How to' Guide



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Guide compiled on behalf of the Healthy Caribbean Coalition by:

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Social Media and Web technology continues to move at a rapid pace the information contained in this guide was correct at the time of printing.

FOREWORD

The Healthy Caribbean Coalition (HCC) is pleased to make available the Connecting Communicating Collaborating, HCC Social Media 'How to' Guide. This tool is aimed at Caribbean Civil Society Organisations (CSOs), and represents a significant resource with respect to CSO, NCD related eHealth and social media in the Caribbean.

The HCC was established in 2008 as a regional alliance of health NGOs, other civil society organizations, and the private sector. It aims to contribute to the response to the epidemic of the NCDs, and their risk factors and complications. The HCC seeks to harness the power of civil society, in partnership with government, private enterprise, academia, and international partners to prevent and better manage chronic diseases through the promotion of healthy lifestyles, enabling and supportive environments among empowered people.

This Handbook is one of the key outputs of the 'HCC Cervical Cancer Advocacy Plan for Caribbean Civil Society: Creating a Civil Society Movement for Cervical Cancer in the Caribbean'. The objectives of the tool are aligned with the HCC Strategic Plan 2012 - 2016 and reflect all four of the strategic areas of that plan: Advocacy; Enhancing Communication; Capacity Building; and Promoting mHealth and eHealth with a focus on eHealth.

The Handbook was piloted at a historic Cervical Cancer Advocacy Capacity Building Workshop for Caribbean Cancer Societies and Foundations held in March 2013 in St. Maarten, and finalised in the months following the workshop.

Special thanks to Ms. Kimlin Harrilal, HCC Social Media Content Creator and Trinidad & Tobago Cancer Society Education Officer; and Mr. Ian Pitts, HCC IT Coordinator; who led on the development of this valuable tool for Caribbean organisations engaged in the fight against NCDs.

The HCC is committed to strengthening the capacity of CSOs to effectively address NCDs through a variety of channels. Increasingly Caribbean CSOs are recognising the value of this new media - that is social and electronic media - as an effective low cost tool to connect, communicate and collaborate. The HCC is proud to introduce this handbook, a first step in supporting NCD NGOs in scaling up their social media presence.

Professor Trevor A. Hassell
President Healthy Caribbean Coalition.

INTRODUCTION

Social media will provide your NGO with several opportunities once well thought out and executed. A Facebook Page or Twitter account could become the single best source of information about non communicable diseases for hundreds if not thousands of persons or specific demographics. Did we mention - it's FREE.

Social Networking sites can create or increase awareness and generate continuous interest, for new or existing supporters, volunteers and members. More importantly, social media provides indirect advocates for the campaign against NCDs through the sharing of pertinent information on line. With interactive content ranging from educational to thought provoking posts we as NGOs can increase our social visibility. This increased visibility can boost interaction with the general public, fostering relationships where people feel connected to our organization and passionately support your cause. . Organizations should accept social media and utilize it to their benefit. It is a way to engage, inform and promote healthy lifestyle changes by enhancing our communication about NCDs.

Before you empower your NGO by signing up to any social media site consider which ones are right for you based on your needs. The following guide will take your organization step by step through two popular social media sites, Facebook and Twitter.

In addition there is a short guide to the communication software application Skype; this enables free face to face communication with persons in different parts of the world or conference calling with other team members or organisations.

There is also a short section on email best practices which will help to improve the way you use email and communicate with others.

To register go to



www.facebook.com

If you are setting up a single page account

Sign Up

It's free and always will be.

First Name Last Name

Your Email

Re-enter Email

New Password

Birthdate: Month Day Year Why do I need to provide my birthday?

☐ Female ☐ Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.

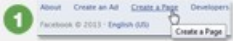
Create a Page for a celebrity, band or business.

Click on 'Create a page'



Click on 'Company, Organization or Institution'

Note: if using a personal Facebook account to setup a page, the link is at the foot of your timeline page, follow steps 1 to 4 in the green circles to re-join the set-up process



Tip: Use a specific email for social media accounts

Create a Facebook Account

I already have a Facebook account

Email:

New Password:

Date of Birth: Month Day Year Please enter your own date of birth. Why is this required?

Security Check: Enter both words below, separated by a space. Can't read the words below? Try different words.

Text in the box:

☒ I have read and agree to the Terms of Use and Privacy Policy

Problems signing up? Check out our help pages

Enter a valid email, password, date of birth and the anti-spam text, agree to the privacy policy and click 'Sign Up Now'

Company, Organization or Institution

Join your supporters on Facebook

Non-Governmental Organization (NGO)

☒ I agree to Facebook Pages Terms

Choose a category for you organization from the drop down list, enter a name, agree to the terms & click 'Get Started'

Facebook changes the page reached when clicking the link in the confirmation email you may have to go back & follow steps 1-4 in the green circles to re-join the process

You must confirm your email address before continuing

Confirm Your Email Address

Sign up on Facebook! We just sent you a confirmation email to socialmedia@heathycartbean.org. Sign up will not be complete until you click the link in the email to complete your sign up.

Set Up MyNGO

1 Profile Picture 2 About 3 Facebook Web Address 4 Enable Ads

Upload From Computer

Upload your logo or image for your profile

Set Up MyNGO

1 Profile Picture 2 About 3 Facebook Web Address 4 Enable Ads

Tip: Add a description and website to improve the ranking of your page in search.

For example: your website, Twitter page or Yelp link. Add Another Site

Will this Page represent a real organization, school or government? ☒ Yes ☐ No

Enter some information about your organization

Set Up MyNGO

1 Profile Picture 2 About 3 Facebook Web Address 4 Enable Ads

Choose a unique Facebook web address to make it easier for people to find your Page. We've made a suggestion below, but you can also choose your own. Once this is set, it can't be changed.

Skip this step for now

Admin Panel

Edit Page Build Audience Help Hide

Notifications: You have no new notifications. Share something on your Page.

Messages: No new messages. When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings.

New Likes: No new likes.

Insights: You need 30 more likes on your Page to get access to insights about your activity. 0 Likes.

Page Tips: Build Your Audience. Try these different ways to get more people to like your Page. Invite Email Contacts.

My NGO

Be the first person to like this.

This is your 'Admin Panel'

Set Up MyNGO

1 Profile Picture 2 About 3 Facebook Web Address 4 Enable Ads

Advertising your Page is one of the best ways to grow your audience and be successful on Facebook.

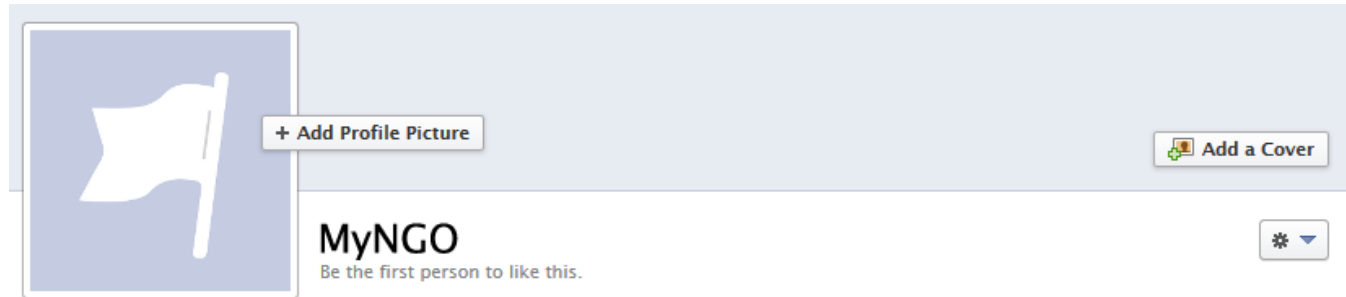
Add a funding source to enable advertising.

Skip this step for now



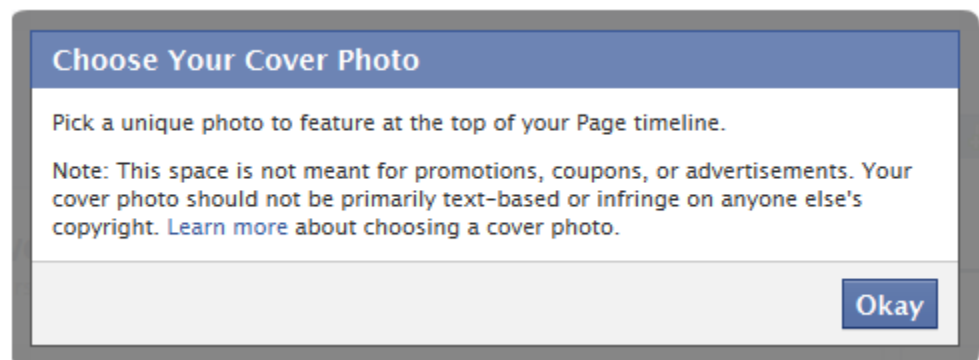
Begin by creating a Facebook Page, the accompanying graphic indicates all the steps necessary. The name of your page should either be your organizations name or be associated to the activities or services that you provide. This ensures that your audience can easily remember and find you.

Add a Profile Picture and Cover



If you did not add a 'profile picture' during the setup process you should do so now. Click on **'Add Profile Picture'**, choose 'Upload Photo' and navigate to your image which image should ideally be square 180 x 180 pixels. Your profile picture should relate to your organization, example your logo. If you do not have an official logo use an interesting picture that reflects your services.

To add a 'Cover Photo' click **'Add a Cover'** choose 'Upload Photo' agree to the terms and navigate to your image which should ideally be 851 x 315 pixels.



Facebook does have a simple guideline for Cover images and it currently states

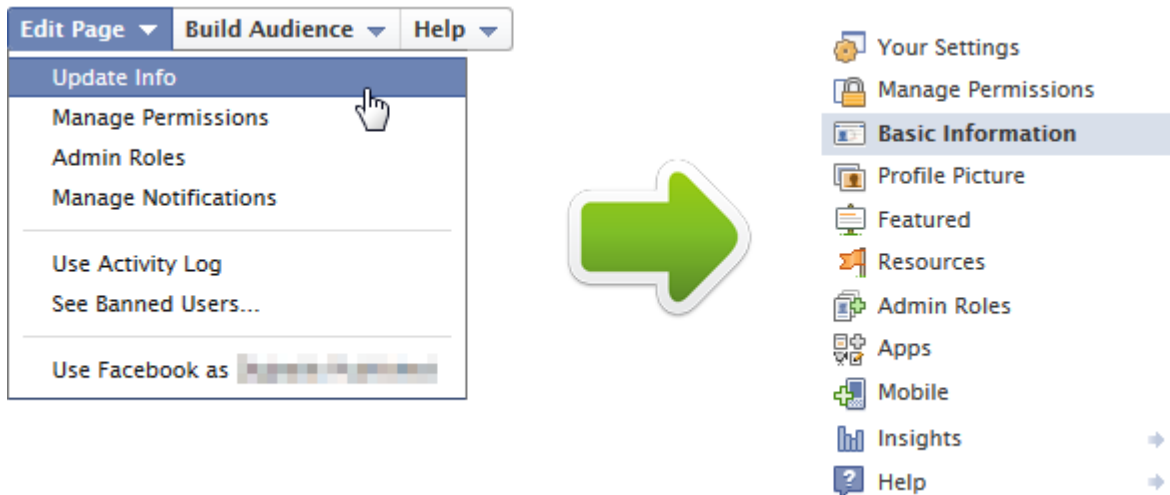
'All covers are public. This means that anyone who visits your Page will be able to see your cover. Covers can't be deceptive, misleading, or infringe on anyone else's copyright. You may not encourage people to upload your cover to their personal timelines.'

Facebook changes its Terms & Conditions occasionally you can check for updates here

- https://www.facebook.com/page_guidelines.php.

Now your Facebook page is set up you can include any basic information about your NGO that you want to make available to the public at any time.

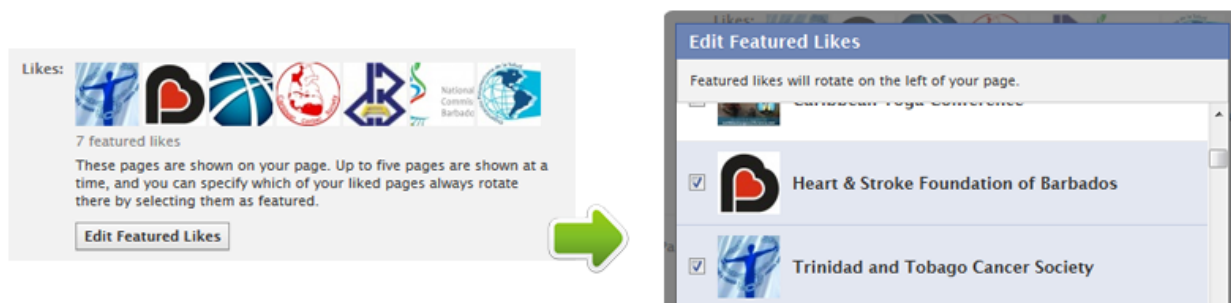
This can be done through the **Edit Page - Update Info** option to the top right hand corner of the page, clicking this option launches “The administration page”



Your Settings: This allows you to select whether you want to be alerted when someone comments, likes or messages your page and if you would like email notifications. It would be ideal to select if not one, all of these options as it will be a major part of keeping tabs on the page for timely responses.

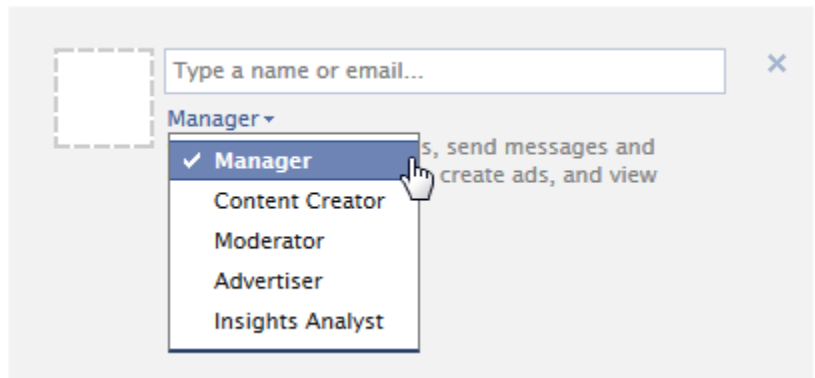
Manage Permissions: Note that you can set whether or not people can post or add photos to your page, tag photos or message you. You can also add blacklisted words that should not be allowed on your Timeline. Finally, this is where you go to delete your page, this is a permanent decision so be careful.

Featured: This lets you essentially like another company’s page and show it on your Timeline. This may be a good option if you’re building reciprocal relationships with other like minded organizations. We should all essentially ‘like’ each other’s Pages.



Resources: Amongst other things, this is where you go if you want to set up an ad or get some marketing guidelines from Facebook.

Admin Roles: Here another person can be setup to administer your page. There are various permission levels you can select to determine what that person can do. This lets you give someone else access to help you with your page without giving them access to your personal account.



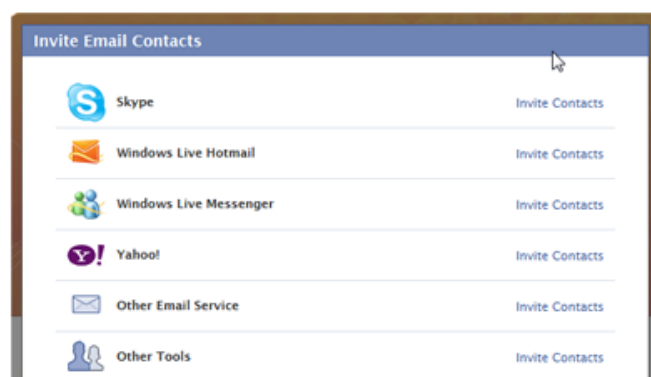
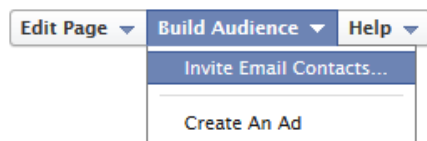
A nominated person must have a Facebook account and 'Like' your Page to administer it. You can enter their email address and they will be sent an email asking them to like the page. If you enter an email that is not associated with a Facebook account that person will receive an invitation to join Facebook.

Apps: Here many applications are listed and you decide if you want to utilize them for the benefit of your page and NGO.

Mobile: Here you can set your "upload email" so that you can send a photo and caption to your page directly via your phone. Be careful with this one, just like pocket dialling and texting, pocket posting "fvgtty" can happen here as well.

Help: Exactly where you need to go if you need assistance. Facebook provides you with simple answers and guidelines to follow for any possible difficulty you may encounter.

Build Audience: This option helps you to do just that. You will have the opportunity to invite email contacts or create an ad to promote your page.



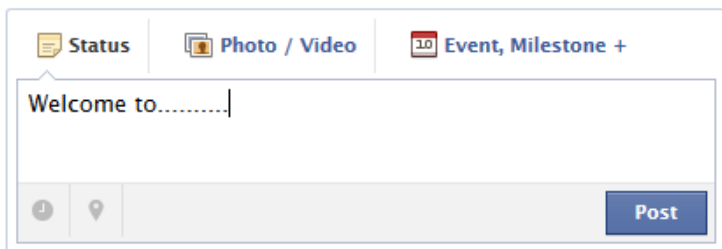
Create a username for your page: This is very useful feature your Page will have been allocated a URL similar to this 'www.facebook.com/pages/MyNGO/434387293305770' you can create a unique username for your Page.

Go into **Edit Page - Update Info** and you will see a link '**Username: Create a username for this page?**' The first screen will say ' Before you can set your username, you need to verify your account' Click 'Continue' it may ask for your password for security purposes then you will be asked to enter a cell phone number to receive a verification code via SMS text.

At the time of writing this guide there was an issue with receiving texts in some countries if there is an issue in your country you can contact Facebook here. When you get your code via SMS, enter it into the box provided and then you will be presented with a box asking you to enter your chosen name, it will check both its validity and availability for you, if it is OK you will be asked to 'Confirm', then be presented with a message saying your username has been set as 'www.facebook.com/MyNGO'.

POSTING

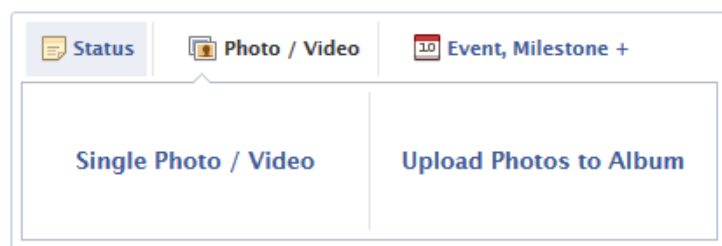
The technical aspects are completed and now it's time to start posting. You may want to begin by welcoming everyone to your page. Click on **Status** type in your message.



The screenshot shows the Facebook post creation interface with the 'Status' tab selected. The text input field contains 'Welcome to.....'. Below the input field are icons for adding a location and a 'Post' button.

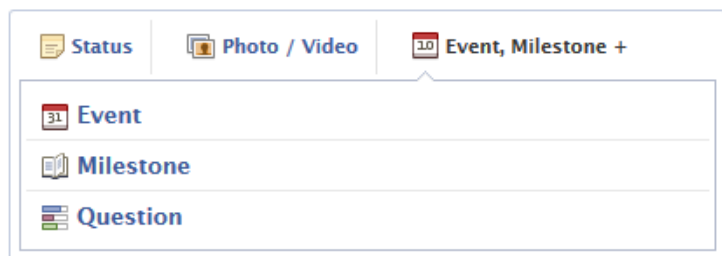
In addition to typing in a message, you can cut and paste links from other websites such as news sites or research centers.

To help generate some interest you can add some pictures to your Status, be creative, be funny and be unique, just click the **Photo/Video** link and select the location the image/video is located.



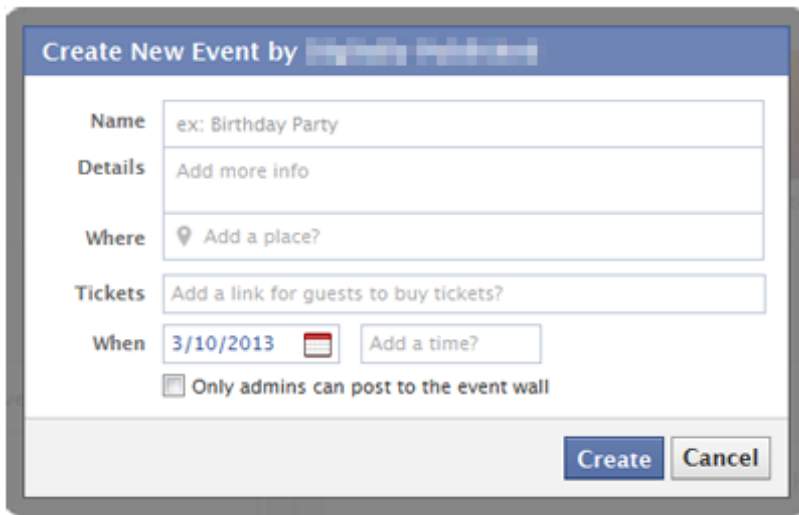
The screenshot shows the Facebook post creation interface with the 'Photo / Video' tab selected. Two options are visible: 'Single Photo / Video' and 'Upload Photos to Album'.

If your NGO has an event to promote, a milestone, or maybe you want to ask a question of or get some feedback from your followers on a particular topic. If so, select the **Event, Milestone +** link and make your choice.



The screenshot shows the Facebook post creation interface with the 'Event, Milestone +' tab selected. Three options are visible: 'Event', 'Milestone', and 'Question'.

Having a fundraising event? Then you can create a Facebook event that will help you coordinate and promote your event.

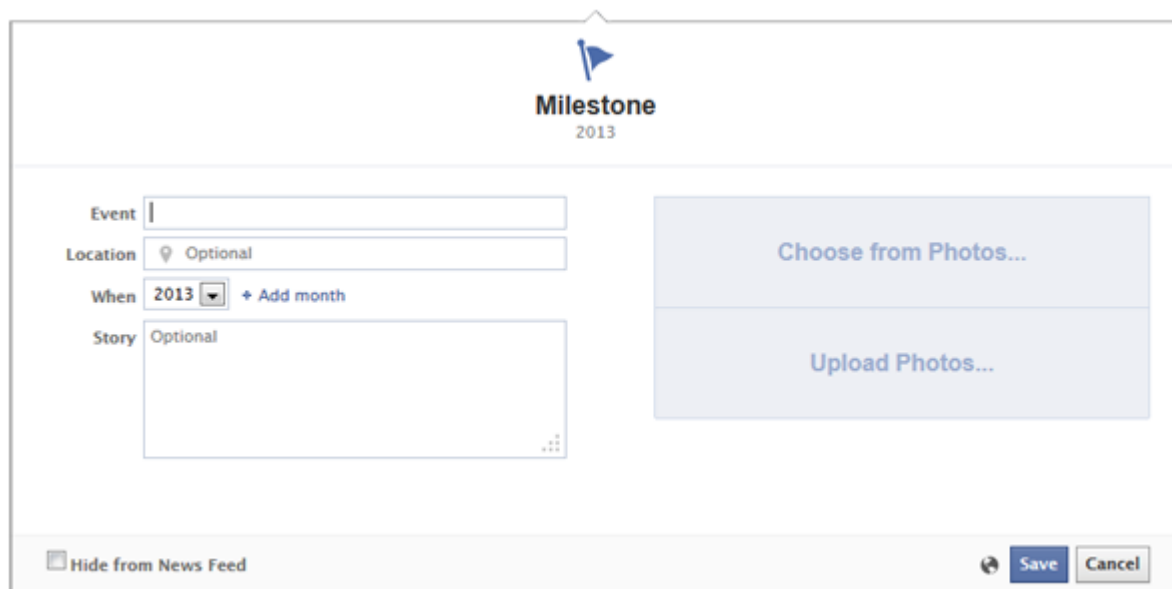


The screenshot shows the 'Create New Event' form in Facebook. The form has a blue header with the text 'Create New Event by [Name]'. Below the header, there are several input fields: 'Name' with a placeholder 'ex: Birthday Party', 'Details' with a placeholder 'Add more info', 'Where' with a placeholder 'Add a place?' and a location pin icon, 'Tickets' with a placeholder 'Add a link for guests to buy tickets?', and 'When' with a date picker showing '3/10/2013' and a time picker with a placeholder 'Add a time?'. There is also a checkbox labeled 'Only admins can post to the event wall'. At the bottom right, there are two buttons: 'Create' and 'Cancel'.

Just fill in the information and post anything regarding the event that you want the public to know there. An Event page also allows you to see who and the amount of persons who have declined or accepted the event invitation. The best part is that other persons can share your event so word spreads by the click of the mouse.

It also creates a platform for all event related questions to be asked and concerns clarified for everyone who's coming to see.

Has your NGO just celebrated a 5 year anniversary or opened a new wing? Then posting this as a Milestone is perfect. Milestones are key moments you've decided to highlight that would be automatically expanded to widescreen on the Page and will be visible to everyone who visits.



The screenshot shows the 'Milestone' form in Facebook. The form has a header with a blue flag icon and the text 'Milestone 2013'. Below the header, there are several input fields: 'Event' with a placeholder, 'Location' with a placeholder 'Optional' and a location pin icon, 'When' with a dropdown menu showing '2013' and a link '+ Add month', and 'Story' with a placeholder 'Optional' and a text area. To the right of the input fields, there are two large buttons: 'Choose from Photos...' and 'Upload Photos...'. At the bottom left, there is a checkbox labeled 'Hide from News Feed'. At the bottom right, there are two buttons: 'Save' and 'Cancel'.

Ask something...

☒ Allow anyone to add options

Ever wondered what your fans are thinking? ask them, click **Question**, plug in your query and some basic responses and let the masses vote!

Promoting a post is an option that needs to be catered for in the budget. Your NGO may be having a special event or campaign and need to get the word out fast. Facebook allows you to set your own budget. Remember, everything up until this option has been free. The only true cost here has been your time.

Promote ▾

Promote Your Post

It's easy to promote your posts so more people see them in news feed. It only costs \$5.00 to get started.

Audience
 ☐ People who like your Page
 ☒ People who like your Page and their friends

Maximum Budget

 Est. Reach 45.5k - 84... ▾

Duration
 3 days from when first promoted

Currency
 (USD) US Dollar ▾

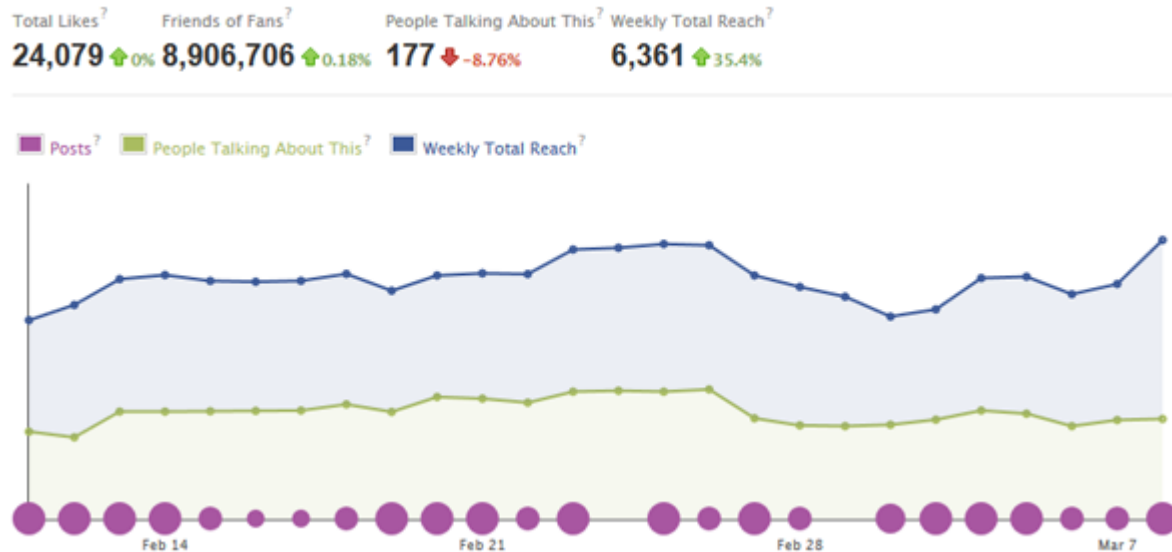
By clicking "Set Budget," I agree to Facebook's [Terms and Advertising Guidelines](#).

Keeping tabs on your **Admin Panel** is also useful. You can see the activities of your fans, from comments and likes on your posts, new likes to your Page, messages, and view your insights. By default this panel may be hidden, to reveal it click '**show**'

Admin Panel

Notifications 1	See All	Messages	See All
Narresh Ramdayal, Rishma Parloma-Priceless Teewarie and 2 other people like Healthy Caribbean Coalition's link: "Thanks for this graphic from Vascular..." 19 hours ago		Quincy Jones Great Thanx!!!	
Priscilla Blasse, Donnette Rowe and 16 other people like Healthy Caribbean Coalition's link: "Juuuust Dance!" on Friday		Antoniya Gulston Seasons greetings....	
Denise Gilmore, Spurgeon Simmons and 2 other people like Healthy Caribbean Coalition's link: "Support our friends in Haiti if you can!" on Friday		Lisa Williams @ www.fiwisinting.com	
Denise Gilmore likes Healthy Caribbean Coalition's link. on Friday		Sharny Kieser @ I absolutely love your page and w...	
		Akera Browne ← Hi akera< please email me, i assu...	
New Likes	See All	Insights	See All
Chris Ng 7 hours ago		<div> <div>Talking About This</div> <div>Reach</div> </div>	
Ricky Hudson on Thursday			
Zebenzui Crespo on Wednesday			
Herbert Duane Sybert last Monday			
		<div> <p>Advertise Your Page Create ads to get more people to like your Page, or to promote a specific post.</p> </div>	

Insights contain comprehensive statistical reports regarding your posts, demographics of your audience, reach and new likes. It is a great idea to monitor your insights so you learn what does and doesn't work for your audience. You can track the growth of your page here which will be useful for reports.



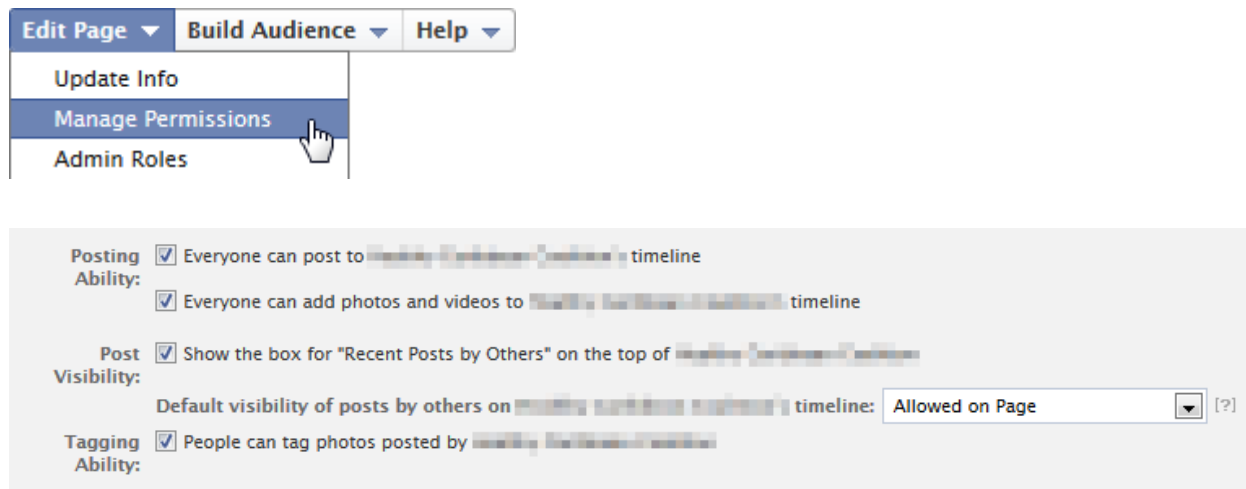
Thus far, your NGO has been doing all the sharing by posting on the Page. You have the option of allowing the public to post to the page as well. This can prove to be a useful feature to engage the public in discussion and gather feedback. Fans may be quick to sing you praises and ask questions about your organization and your services. While, opening your Page to the public does have some consequences once managed correctly your NGO should be able to cope

You must decide if you want your NGO to have an open page.

Some organizations don't have an open page. Therefore fans are not able to 'write on your wall'. If you take this route, understand that your Page may not be as interactive as others as the only way to communicate is through commenting on your NGO's previous posts or private messages.



The settings for posting are in the **Manage Permissions** section.



Note: the additional options provided include a Profanity Block List, Moderation Block list, Age Restrictions to name a few. An open page means closer monitoring if you wish to keep discussions productive. Carefully set the restrictions.

Here are some basic rules of engagement when dealing with the public

1. **Don't ignore anyone** - you want to seem uncaring.
2. **Be timely** – when responding to any comments, questions, or messages. Aim to reply within 24 hours.
3. **Be polite** – ‘please’ and ‘thank you’ are still great ways to show appreciation.
4. **Don't argue** - if someone posted a complaint do not argue or pass the blame on to someone else. Instead, look at this as an opportunity for your NGO to demonstrate excellent customer service skills. Thank the person for bringing the complaint to your attention; after all, they could have gone elsewhere. Apologize, be genuine and sympathetic, it doesn't matter if it was your fault or your NGO has no control over the issue. Finally, you have the chance to offer additional assistance, if not reassure them that your NGO will do everything possible to make his/her experience better the next time.
5. **Do not delete content** - Unless there is a bigger reason at hand for deleting a negative comment, example, racism or inappropriate language, leave the comment up. Deleting negative feedback will only open a flood gate of criticism. If you do delete, explain why the post was deleted, the public would understand.
6. **Be honest** - admit mistakes, if you don't, someone may confess them for you. The Page gives you the opportunity to connect and relate to your fans, use it wisely.
7. **Warnings** - do not be afraid to let the public know that your Page requires respect, business ads or fashion tips have no place on your wall and unless they relate to your NGO they will be removed.

8. **Post links from reputable sources** - sharing information from a reputable organisation as opposed to a personal blog is a good idea. Your fans trust the information you impart so trusted organizations are recommended.

If there are other Pages just like yours who support the same cause or have the same goal 'Like' their Page, it serves as a great way of connecting to other organizations locally, regionally and internationally. (Discussed earlier in Featured)

The information posted by other Pages that you have liked will appear on your "Wall" where you can like, comment and share their post. When you share a post from another organization it will appear on your Timeline. The benefits of sharing posts include supporting other organizations, sharing up-to-date information with your fans and adding some variety to your page.

Social media is a fulltime responsibility. Here are some tips on how you can save time while managing a successful page:

1. **Schedule Posts** You can prepare a post and schedule it to appear later by adding a date and time in the future before you post it. You can schedule posts up to 6 months in advance in 10-minute intervals. From your Page's sharing tool:
 - 1) Choose the type of post you want to add to your Page (status, picture)
 - 2) Click the icon in the lower-left of the sharing tool
 - 3) Choose the future year, month, day, hour and minute when you'd like your post to appear
 - 4) Click Schedule If you choose a date in the past, the post will appear immediately at the appropriate place on your Page's timeline. All times correspond to the current time zone you're in.
2. **Have an Android, iPod or iPhone?** Then download Facebook Pages Manager App. This application allows admins to monitor Page activity, view insights and respond to their audience from their mobile device. You can download Pages Manager from the iTunes Store or from the Google Play store. This will be useful when posting in real time when out at conferences, events etc... managing your Page on the go.
3. **Pay attention to your insights** and also the number of persons who view your posts. If you notice a trend such as higher views between 9am-12pm and 6pm-9pm you can schedule most of your important posts then. Capitalize on this to help get your message out to as much people as possible. You may only learn this after some time posting.

4. **Ask** - Need your fans to share your important message? Need some new volunteers? Put the request out there. It may not guarantee your expected response but it will generate some feedback that would be helpful in achieving your objective.
5. **Incorporate your social media sites in all your communications** - Add it to your email signature, website, business cards, advertisements etc...This leads more fans as well as letting people know your NGO is in the social media arena.
6. **Double check your posts** - Before you click post, double check your grammar, punctuation, etc...This way you won't have to keep going back to edit or even delete the post.
7. **Be knowledgeable about your topic** - This helps in creating posts and also in being able to provide a variety of information sources/links because you know where to look.

Setting up a Facebook Page will require your organization to first lay out some ground rules regarding the management of the page. Proper planning and execution is the key to integrating social media into your organization. Here are some issues that your NGO needs to consider.

1. Does your organization have a Communications Officer?
2. If not, who is going to be responsible for posting to the page? More than one person can manage a page.
3. Does your communication policy help define the parameters in which communication on the Page will take place. Example- Does your communication policy frown on certain topics being discussed?
4. Does your NGO have room in the budget for social media? Yes, it is free but there are some features that are not and will require minimal/occasional investments-Example- Promoted posts.
5. Does your NGO have restrictions on social media sites? You may want to have the ban lifted for the persons running the page.
6. Facebook insights not enough? Then check out Google Analytics if you need to generate more statistical information.

Here is a list of some useful sites that could help you to understand Facebook and get started with your Page.

- Facebook for business - www.facebook.com/business/build
- Web.Search.Social - www.websearchsocial.com/the-getting-started-guide-setting-up-a-facebook-business-page-the-smart-and-easy-way
- How to set up a Facebook Page without a Personal Profile - YouTube - Online Marketing- www.youtube.com/watch?v=4OE6uFOuMN4

To register go to



www.twitter.com

Username or email
Password
Remember me (forgot password?)
Sign in

New to Twitter? Sign up
ian Pitts
ian.pitts@healthycaribbean.org
Sign up for Twitter

Enter your Name, Email & a Password then click 'Sign up for Twitter'

Tip: use an email address relevant to your organisation not a personal one

Join Twitter today.

Full name
ian Pitts ✓ Name looks great

Email address
ian.pitts@healthycaribbean.org ✓ We will email you a confirmation

Create a password
***** ✓ Password is perfect!

Choose your username
iangpitts ✓ Username is available. You can change it later

Suggestions: Pitts3an, Pitts3an, ian.pitts3, ian.pitts3

☒ Keep me signed in on this computer

☒ Tailor Twitter based on my recent website visits. [Learn more](#)

By clicking the button, you agree to the terms below:
These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, API, email

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

Twitter will suggest a username you can change this

Click 'Sign in'

Sign in to Twitter

iangpitts Forgot your username?

***** Forgot your password?

Sign in ☒ Remember me

New to Twitter? Sign up now >

Already using Twitter via text message? Activate your account >

Click next and choose five people or organisations to follow type the persons name or organisation in the search box



Confirm your email address to access all of Twitter's features. A confirmation message was sent to ian.pitts@healthycaribbean.org

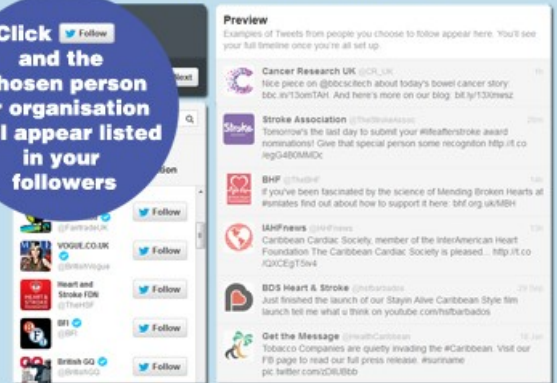
[Resend confirmation](#) [Update email address](#) [Learn more](#)

Twitter will ask you to verify your email at some point during the setup process, you should check your email and click the link provided in the email



Your profile images can now be edited click 'Edit'

Click 'Follow' and the chosen person or organisation will appear listed in your followers



Twitter will ask you to follow five more if you click ext you can skip this by entering www.twitter.com in the browser address bar

Profile

This information appears on your public profile, search results, and beyond.

Photo

Header

Bio Continually dabbling in all things IT

About yourself in 160 characters or less

The text in the 'Bio' box will appear on the header image
Tip: Provide important info about your organisation here

Change photo

Change header

'Change photo' will change your profile image use your logo or something relevant to you

Change photo

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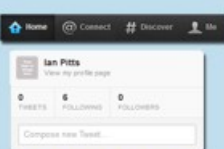
Change photo

Change header

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Your Twitter account and profile is now setup and ready to tweet



Click inside the Compose new Tweet box



Type your Tweet click 'Tweet'



That's it ... your first Tweet



The accompanying graphic will guide you step by step through the setting up and verifying of a Twitter account and the posting of a tweet. Welcome to the twittersphere.

Twitter restricts a message to 140 characters so you need to be creative and precise in order capture audience's attention. Your organization can gain feedback, increase awareness and engage discussion on Twitter. By adding pictures, links to articles and videos to make your posts interesting and informative you can have thousands if not millions of people following your NGO. . . Like Facebook, Twitter is free and will provide your NGO with a platform to inform and influence on a local, regional and international level.

Your NGO now has the ability to make more connections and directly message organizations to show support and participate in the industry conversation. It is a fantastic way to connect instantly to your followers if your NGO has breaking news or facts that you have to share.

The main component of the Twitter page is the 'Timeline' this is where all tweets are listed. There are several options available to you at the foot of the tweet.



Expand - will expand the tweet and display anything that is associated with the tweet such as favorites & retweets

Reply (mentions) - This option is used to respond to a tweet that has been posted. Only people who follow you and the person you're are replying to will see your reply, unless you ensure that the @reply appears in the body of the reply, simply one character like a period (full stop) in front of the '@originalposter' is enough to ensure that your followers and the original posters followers will see your reply.



Retweeting

The art of “retweeting” is best described as taking a twitter message someone else has posted, and rebroadcasting that same message to your followers (much like forwarding an email). When broadcasting this message, you should give credit to the original poster.



While retweeting sounds great for the original tweeter (since there is usually a link involved) retweeting can actually benefit you just as much if not more. Click the “Retweet” option under a tweet in order to share.

Here are the resulting entries in the Twitter timeline for the above Reply and Retweet.



Tips:

1. Only retweet content you find **interesting and relevant**, be selective when you retweet since the whole point of this practice is to benefit your followers.
2. **Provide value** to your follower, the main reason people follow you is value. Quality content is always a great way to attract additional followers.
3. Retweeting will benefit your organisation; it will **build your status** as well as your follower's loyalty. If you point a reader to an external source that is truly relevant and beneficial to them, the amount of trust that individual has in you will increase.
4. Retweeting will help you **build relationships** with the original posters, the likelihood of being on the other end of a retweet increases as you retweet.
5. If done right, retweeting can help you **educate your followers**, build your personal brand and increase future traffic.

Favorites

Adding a tweet as a favorite is similar to liking something on Facebook. It's a way to let the original poster know you liked their tweet for whatever reason. However, it also gives you a way to save a tweet so you can refer back to it later. Simply click the star icon with "Favorite" next to it.

Hashtags

Within the Twitter platform the # symbol (number sign), is called a **hashtag**. It is used to categorize keywords or topics in a Tweet.

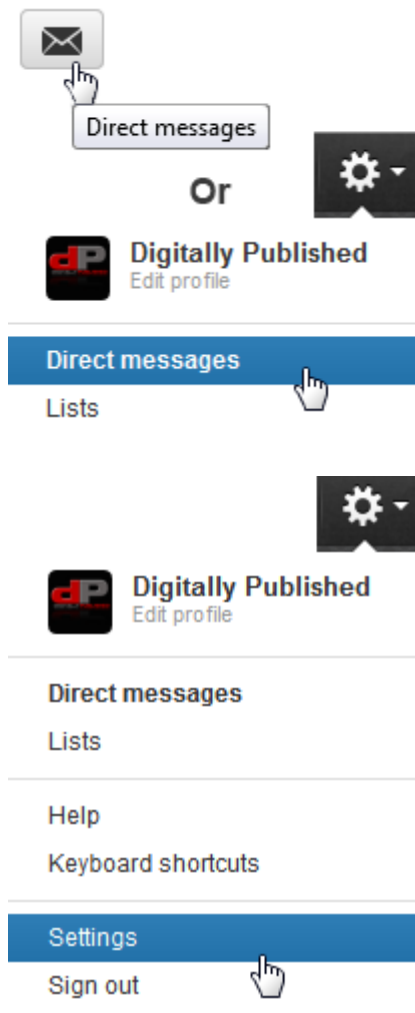


If you Tweet with a hashtag anyone who searches for that hashtag may find your Tweet.

With 140 characters your tweets must be short and interesting. Compelling teasers with links to further details and resources can pull followers through to your website, Facebook Page, blog, etc... This is all your NGO may need to gain valuable supporters and social media advocates for #yourcampaign

Tips:

1. **Choose Something Unique** - When choosing your hashtag, make sure it is something unique and specific so that it doesn't get mixed up in other conversations going on.
2. **Choose Something Easy to Remember** - When choosing a hashtag, it's important to make sure that your hashtag is easy for users to remember. With thousands of hashtags roaming the social media universe, the last thing a business wants to do is create a hashtag that is hard to spell or pronounce. Users will end up spelling it wrong and this defeats the purpose of having a hashtag in the first place.
3. **Use the hashtag on Multiple Social Media Channels** - Although the use of hashtags may have started on Twitter, they are now used across multiple social media channels including Facebook include it in your postings.
4. **Search for the hashtag Before You Use It** - The worst thing that can happen when using a hashtag is to realize after it's tweeted that the same hashtag is used for an entirely different topic, always search to see if other people are using it and what they are saying.
5. **Don't #spam #with #hashtags**- Don't over-tag a single Tweet. (Best practices recommend using no more than 2 hashtags per Tweet.)



Direct Message (DM)

You can send a direct message to people who follow you by clicking the gear icon in the top right and selecting “Direct Messages.” or by clicking on the envelope icon on your page. Choose the “New message” icon, type the name or username of the follower you wish to send the message to, enter the message and hit “Send message.” Unlike tweets, direct messages are private and can only be seen by the recipient of the message.

There are some basic settings that need to be reviewed from time to time; these can be accessed by clicking on the gear icon and choosing settings.

Unless you only want your followers to see your tweets you should ensure that your tweets are NOT protected.

You should set your time zone and choose your country (although Caribbean countries are not well represented in the list of choices so Worldwide may be the only option) if you want your location information to be included in the tweets. (you can turn this function on and off as you wish).

There is an extensive help section that can be accessed from settings menu and many resources available on the internet.

UNDERSTAND YOUR AUDIENCE



Know your target audience(s)

Tip: Get specific. Create personas.



You're busy. So are they.

Don't waste your time or theirs.



It's not all about you

Show interest in needs of others not just yours.



Do unto others...

Others like mentions & RTs as much as you.



Limit the pleas for help

Ideally keep this below the 10% mark.



Be responsive

Respond within 24 hrs. Aim for less..

PLAN YOUR CONTENT



How much time do you have?

Be realistic. Block out time. Stick to it.



Monthly: content strategy

ID what's coming up. Schedule campaigns.



Monthly: key messages

Define key messages for campaigns & events.



Use an editorial calendar

Download a free one at TopNonprofits.com/edcal.



Weekly: batch content creation

Maximize time. Minimize mental gear shifts.



Scheduling posts in advance OK

Tip: vary timing slightly and avoid :00 and :30.



Check feeds at least 2x per day

If only 2x, then mid morning & late afternoon.



How will you measure success?

Tip: Set measurable goals. Track progress.

facebook BEST PRACTICES



Think headline, not article

Get attention. Then add ?, action, or link.

0101

Post every other day *

Best frequency to get and keep likes.



A picture is worth 1000 words

Tip: Limit depressing ones.



Tell good stories

Less statistics. More stakeholder stories.



Use analytics with your links

Insight, good. Dashboard obsession, bad.

twitter



BEST PRACTICES



Don't treat it like Facebook

Vary content & don't auto-post between.



Post at least once a day *

More is better and vary times slightly.



Space out your tweets

No more than 1/hr (excluding @replies).



Best CTR: 8-9am, 2pm, 5pm, 3pm *

(test yourself) Bad: 1am-7am, 10am-1pm, 6-7pm.



Best RTs: noon-4pm *

(test yourself) Bad: Before 10am, after 7pm.



Tweet on the weekend

Less busy means greater CTR but less RTs.

125

Keep it short and sweet

Below 125 characters allows manual RTs.



Don't be a downer *

(+) tweets shared 34% more, (-) 13% less.



Place links early (1/4 mark) *

Highest probability of CTR. Very end OK also.

* Based on research by Dan Zarrella <http://danzarrella.com>



If you share this resource please provide a link to <http://topnonprofits.com/posting-guide>

TOP NONPROFITS BY CRAIG VAN KORLAAR



topnonprofits.com



craig@topnonprofits.com



Websites - what you need

A DOMAIN NAME

Choose a domain name, it can only contain the letters A-Z, digits 0-9, a hyphen (-) and 1 punctuation (.) (Note: hyphens(-), numbers(0-9) and periods(.) can be confusing)

The name should be simple, obvious, easy to spell and where possible reflect your organisation/business.

Keep it as short as possible. (Note: most of the good short ones have long gone)

Register the domain name using a reliable registrar, there are many available and registration is not expensive. (Nov 2013 - .com/.org/.net/.info from \$10.99 USD)

Consider registering the alternatives .org/.com/.net/.info.



A WEB HOST

The host is a computer where all the files that make up your webpages are stored, it's in a building somewhere, it doesn't matter where in the world your web hosting is located. The host displays your webpages for you.

There are many potential hosts and packages which vary based on services provided such as emails, storage space, & databases. (Nov 2013 - 1 website/10GB space/100 email addresses/database as low as \$4.99 USD per month)

(Note: It is possible (but not essential) to **register and host** your domain name with the same service provider, some hosts offer a free domain name when signing up for a hosting account)



DESIGN & DEVELOPMENT

List what you need your website to do now and in the future.

Get some ideas from the web itself, list several sites you like and what it is you like about them.

Decide on how you want to maintain the website once it is created, this will determine the type of platform that is used to build your site.

(in-house will require a content management system (CMS), if you agree a maintenance contract with a third party this may not be necessary)

Decide on a budget. (Note: free, cheap & fast are not good ingredients for a great website!)

Creating your own site is possible using a CMS and readily available free templates or by using online website builders provided by some hosts, however be aware of their limitations only use if it meets your current and future needs.

Talk to more than one designer/developer, ask to see their work and be clear on what you are getting for your money.



Note: If you decide to employ a web designer/developer they will advise you with all of the above

WEBSITES AN INTRODUCTION

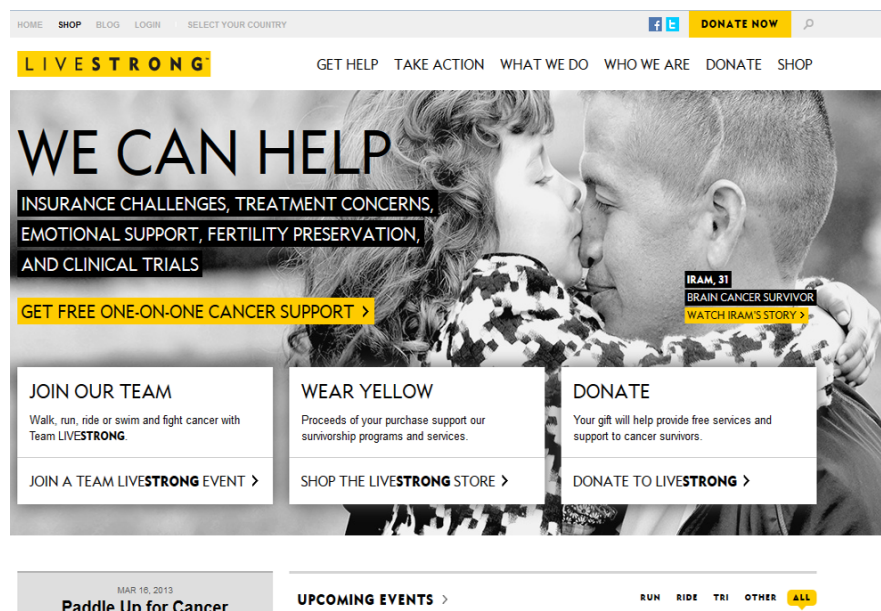
Why do I need a website?

- Because everyone else has one?this is correct to a degree, a large percentage of people will expect you to have a website, the general consensus is that a web presence or indeed a social media presence is not optional anymore. I would add however a bad website can have a detrimental effect on your organization so don't have a website if you can't invest time and effort into it, same applies to social media.
- A website is dynamic and it can evolve along with your organisation
- It's a cost effective way to promote your organisation 24/7 Regionally & Internationally the web never sleeps you and your staff do.
- To be found
- To build credibility
- To communicate and connect with your audience

What makes a good website?

This is very subjective as what I see as an good website you may have a different opinion

Livestrong is a good example it has most of the factors that should be reflected in a good website.



1. A visible CALL TO ACTION - 'WE CAN HELP' there are also other subtle sub calls to action JOIN OUR TEAM, WEAR YELLOW, DONATE.
2. CLEAR AND SIMPLE IDENTIFIABLE NAVIGATION The navigation is obvious and when drilled down is clear and available on which ever page you are on.

3. EASY TO READ the font is legible and nicely spaced.
4. It's CLEAN there are no distraction flashing text/images/animations, I'm not saying that these types of 'attention grabbers' shouldn't be used but they should be used with subtly.
5. Although the site is simply greyscale/black & white with the subtle hint of yellow it reflects the nature of the 'brand or cause' beautifully.

In summary the considerations for a good Website

- Call to Action
- Clear & Simple Identifiable Navigation
- Easy to Read
- Clean
- Reflect Your Image/Cause/Brand

Content - inform and engage

You content is crucial to making your website a success.

- **Current** - To Engage someone you must keep your website up-to-date, refresh your content as often as you can, social media widgets can help with this.
- **Relevant** - Make the information relevant to your organization and its cause, don't forget the basics, contact information, mission statement.
- **Interesting** - Difficult sometimes to define interesting but make sure that article teasers are concise and accurate to help your visitor choose if they wish to read more.
- **Easy to find** - Make sure the visitor can easily find what they want, this goes back to the simple navigation structure we discussed earlier and include a search if your website is large enough.
- **Integrate with social media** - Like a website people expect a social element to their web experience, make sure you have at least links to your Social media sites, better still some form of integrated widget on your site.

If you already have a website you can audit your site by using the same criteria

In conclusion, to attract prospective visitors, your site must draw them in and hold their attention until your desired result is achieved. Like a good writer telling a story, you need to grab and hold your reader's attention.

A solidly designed website, appealing in content and appearance will draw the visitor back for regular visits and will create word of mouth traffic as well.

To register go to
www.skype.com

skype™

Join

Click

First name*
Ian

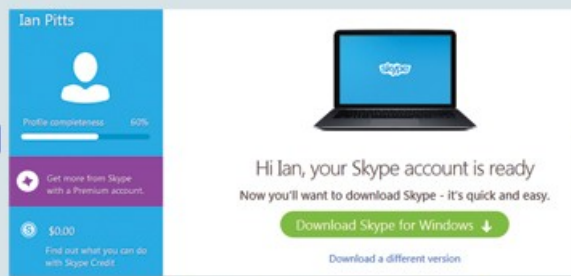
Last name*
Pitts

Your email address*
ian.pitts@healthycaribbean.org

Repeat email*
ian.pitts@healthycaribbean.org

Please: no you can use your email address.

Fill in your name and email address



Download and install the software
for your device/platform

Country/Region* Barbados

Skype Name*
ianpittsHCC

Notes: only choose a name you have a right to use.

Password*

Repeat password*

Password strength: Medium.

ryMon Saltillo

Can't read the text in the box?
Refresh Listen Help

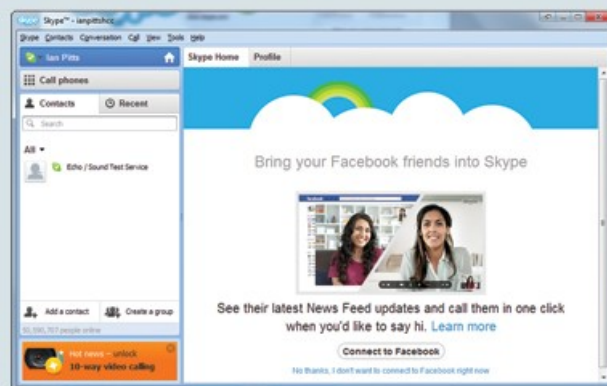
Type the text above here*
ryMon Saltillo

I agree - Continue

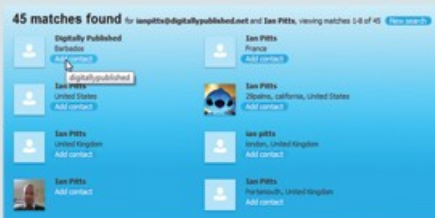
Fill in the compulsory details
including your Skype name &
then click 'I agree - Continue'



Launch Skype & Login with your username
& password and follow the on screen
intructions to complete the initial setup



When you have completed the initial setup
you're almost ready to Skype



Choose your contact from the search
results and click 'add contact'

Add a contact

If they're on Skype too, calls are free.

Enter all the details you know:

Email
ianpitts@digitalpublished.net

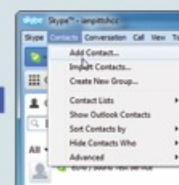
Phone number
+1 303 757 7575

Full name
Ian Pitts

Skype name

+ Add

Enter as much detail
about the person
you want to reach



Choose
'Contacts'
and then
'Add Contacts'
from the menu

You can use the
message provided
or type your own
click 'Send request'

If your
contact is
online the
green Skype
icon is
visible

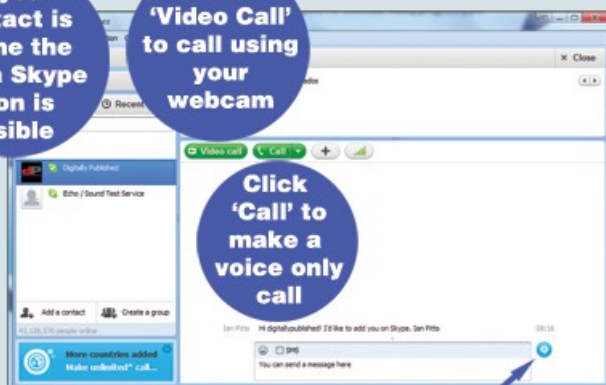
Click
'Video Call'
to call using
your
webcam

Click
'Call'
to
make a
voice only
call

Contact request sent to

Name
digitallypublished

Once your contact accepts
your request you will
be able to communicate
with them



You can also send instant messages

Skype is a free software application that can be used to communicate via the internet with others who have the service installed on their device. It also has several subscriptions services that can be paid for to enhance the Skype experience such as voice mail, and video conferencing. It is also possible to call landlines and mobile phones by purchasing credit on a pay as you go basis, this is a very cheap option for international calling.

The accompanying graphic will guide you through the setting up and verifying of a Skype account.

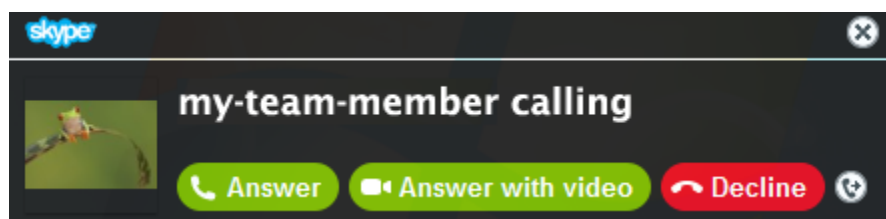
When making a call you will hear a ringing tone just like a normal phone plus Skype has an animated graphic indicating you are calling someone. When the person answers if they have video you should see them, if it is only a voice call you will see their profile picture displayed and you will only hear them.

During the call there are several options available on a toolbar at the foot of the Skype window

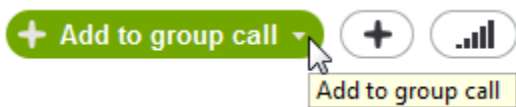


- A. Hide or show contacts list.
- B. Send an instant message to the people on the call. When you receive an instant message, an orange dot appears on the icon.
- C. Turn your camera on or off.
- D. Mute your microphone so the other people can't hear you.
- E. Send files, send contacts, add more people to the conversation or show dial pad to dial extensions.
- F. End the call.
- G. Check your call quality settings and adjust your speaker volume.
- H. View or exit to full screen mode.

If someone is calling, you will hear the ring tone and see a visible alert You can choose to answer or decline the call.

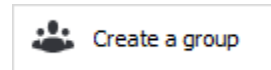


Skype also allows up to 25 people to participate in a group or conference voice call. Video group calls are only available on paid subscription service.

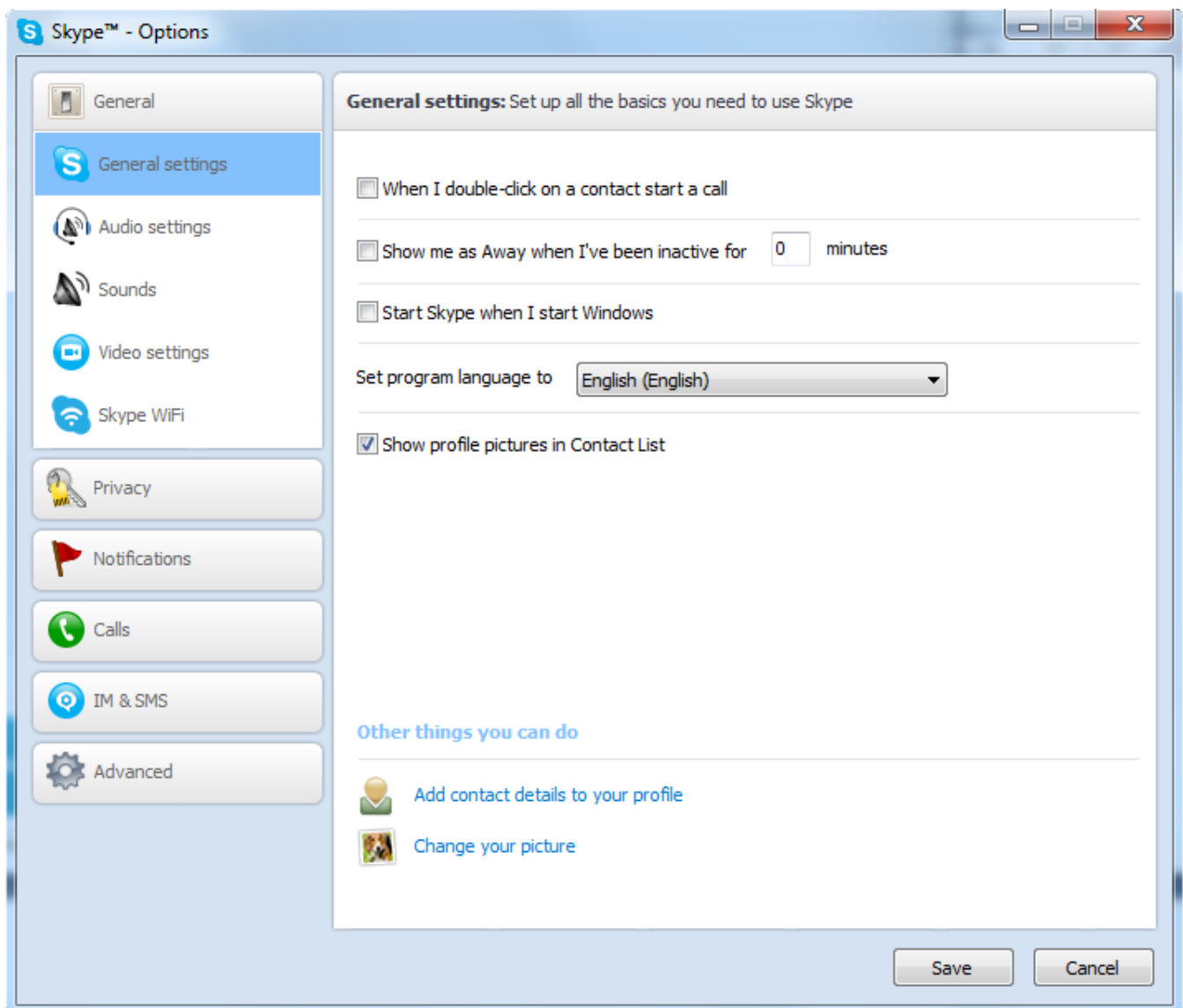


To initiate a group call, firstly Call one person from the group and then click on another contact from your list and the 'Add to group call' option will appear.

There is also an option to set up a group; this is useful if you make regular group calls to the same people. Click on the 'Create group' icon and follow the simple instructions to add contacts to the group.



Skype Options: Click on 'Tools' then 'Options' to view the available options, generally the default settings are fine, you may however want to 'un-check' the 'Start Skype when I start Windows' option so that it does not impact on your normal workload, Skype can be launched from the programs menu.



By clicking on Audio or Video you can test your sound and video settings before you make a call.

You may find that using a headset with a microphone gives you better quality calling than the built in features of your computer. The headphones reduce the feedback from the speakers and enable you to hear the other person(s) more clearly. The headset microphone also reduces the background noise and quality of the call for the person(s) on the other end of the call.

This guide is based on the Windows version of Skype, other platforms have the same functionality but the interface may be slightly different.

Help on the web: <https://support.skype.com/en/>

EMAIL BEST PRACTICES

Properly use CC and BCC

The carbon copy (CC) and blind carbon copy (BCC) features found in most e-mail clients allow you to send copies of an e-mail to others you need to keep informed but who aren't necessarily the primary recipients. When copying others, be certain the e-mail message pertains to them.

Use a meaningful subject

Always include a subject line in your message. The subject helps the recipient to validate the message. In addition, the subject can be used to help file and search for messages so make the subject line meaningful.

Compose professional messages

It's easy to convey the impression that you're unprofessional or careless if you don't follow some basic principles of good business writing. Make sure you follow proper grammar and sentence structure when composing and responding to messages and use a spell checker. Don't type in all CAPITAL LETTERS - it creates the effect of shouting. Break your message into paragraphs to give a logical flow and present better readability.

Don't include sensitive or potentially embarrassing information

Don't make the mistake of thinking your e-mails are private. They are not. Think of them as postcards. You should never include any information in an e-mail that you wouldn't want published on the front page of your local newspaper. In other words, never send confidential, proprietary, sensitive, personal, or classified information through e-mail. You should also refrain from making inflammatory, emotionally charged comments in e-mails.

Be careful with formatting, abbreviations and emoticons

Remember that when you use formatting in your emails, the sender might not be able to view formatting, or might see different fonts than you had intended. When using colors, use a colour that is easy to read against the background. Try not to use abbreviations such as BTW (by the way) and LOL (laugh out loud). The recipient might not be aware of the meanings of the abbreviations and in business emails these are generally not appropriate. The same goes for emoticons, such as the smiley :-). If you are not sure whether your recipient knows what it means, it is better not to use it.

Read the email before you send it

Remember to use the spell check facility and be aware that you can't rely on the spell checker to catch all errors. Think about courtesy and privacy, email is about communicating with other people so don't forget common courtesy. Remember that the recipient could also be embarrassed if a delicate message is read by other people. When you compose an e-mail message, read it over before sending it and ask yourself what your reaction would be if you received it.

Use a signature

A 'signature' is a small block of text appended to the end of your messages, which usually contains your contact information. Signatures should identify who you are and include alternative means of contacting you (phone, fax). Keep your signature short.

Reply in a timely manner

Emails should be replied to within at least 24 hours, and preferably within the same working day. If the email is complicated, reply confirming that you have received it and that you will get back to the sender.

Protect e-mail addresses

Don't divulge the e-mail addresses of individuals to third parties unless given permission to do so. Verify that recipients listed in the To and CC fields should be receiving messages and that you won't be revealing others' e-mail addresses in the process.

Obey etiquette rules when forwarding messages

Before you forward an e-mail, make sure that all recipients need to receive the message. In addition, be careful when forwarding sensitive or confidential information. Never forward proprietary information to external audiences or to unauthorized recipients. Before clicking the Send button, review whether a message's contents are appropriate for each listed recipient.

Be smart about handling attachments

E-mail attachments take up e-mail server space and network bandwidth and are often the culprits behind virus outbreaks but they're often the easiest way to transfer files. Just be sure to follow these guidelines when e-mailing attachments:

- Don't attach large files to an e-mail; anything over two or three megabytes shouldn't be sent via e-mail.
- Limit the number of files you attach to a message to five or fewer.
- Save attachments to your hard drive and then delete the e-mail message containing the attachment.
- Don't open unexpected attachments or those sent by unknown parties.



Wise Financial Thinking for Life



Wise Financial Thinking for Life