

# *Charity, Community and Social Media*

THE NEED TO EVOLVE



COMMUNICATION IS THE KEY TO UNDERSTANDING HOW TO  
SUSTAIN FUTURE GENERATIONS

# Charity

WOMEN'S PLANS FOUNDATION



Women's Plans Foundation raises funds for advocacy, education and delivery of family planning services as a vital component of overseas aid. We share with women so that women may be empowered in their lives to enter the decision-making process.

WPF was started in 2002 to open access to contraception for women trapped in poverty by rapid population rise in our neighbourhood, the South Pacific and Southeast Asia.

In 2004 a charitable Trust was formed, gaining Deductible Gift Recipient status (ATO) and registered as a charity (NSW). Social events and donations grow as friends bring friends and communicate the need and what family planning can achieve for the health of women, societies and global sustainability.

Grants are made to NGOs accredited by AusAID and eligible to receive matched funding for overseas programs with a family planning component.

A Roundtable of experts from many fields was held in 2011 finding causal links: "the case for family planning starts with human rights, flowers with women's empowerment and reaches fruition with climate levelling".

The conclusion was that women's capacity to manage fertility is critical as it:

- improves reproductive health and survival
- improves gender equity, empowering women
- develops economic and social resilience
- stabilises human population growth
- minimises environmental damage and climate change

## And for the next ten years ?

WPF seeks guidance from young people to learn how charities raising funds for overseas aid need to evolve. How do we communicate with young people, and how can we stimulate interest in social equity causes? Young people are aware and responsive to issues impacting on our world. We need a way of continuing so people of every age will be able to carry on, in whatever way people are listening.

**The case for family planning starts with human rights, flowers with women's empowerment and reaches fruition with climate levelling.**

Charity, Community and Social Media:  
the need to evolve

Published by Women's Plans Foundation

Design by Languie [www.languie.com.au](http://www.languie.com.au)

ISBN 978-0-9872264-1-9

Photo credits:

Front cover: Jim Holmes/Save the Children

Inside cover:

# Youth Roundtable

On May 9th, 2012, Women's Plans Foundation hosted seventeen young people for a discussion about the potential of the internet for the promotion of family planning worldwide, to share with other organisations working for women's health and empowerment. The young people contributed individual perspectives and expertise in varying fields: overseas aid; medical advances in family planning; politics and engagement; communications; social and developing media. The resulting recommendations are shared here.

## Engaging

Social media is an exceptional tool for sharing information, but it is just that — a strategy, not a resource. Social media allows us to communicate our message broadly. But to build a community who listen and engage, we must have meaningful content to disseminate through these novel channels. Information about our organisation, our projects and the significance of our cause has to be the base from which we reach out into the online world.

*Young people are engaged, are taking part in political activity, in non-electoral activity such as signing petitions, in boycotting products and joining demonstrations. Young people are six times more likely to join a political forum online as middle-aged people. We see a generational change in translating activism onto social media. This generation of young people will continue using social media as they age. Young people's involvement is for social justice, seeking opportunities for experience, perhaps volunteering, but on social media they will not be a primary source of donations. There is a spectrum of participation from informal to formal: **first**, for giving feedback online, **second**, for organising social events, **third**, for incorporating decision-making and organisational structures.*

**Anya Poukchanski**

Young people want to take action. Online content should give them the opportunity through online discussion forums, videos, articles, competitions and the chance to give feedback.

## Building support

The internet and social media are used just as are other forms of communication — electronic media is a change of form rather than of substance.

Examples to learn from:

The **Barnardos** site: comprehensive, easy to navigate, it is linked to Facebook and Twitter, which are used to drive users back to the website ('Busking for Barnardos').

**GetUp!**: famous for social media, but interestingly, the median users are 55, female bureaucrats in Canberra (so online campaigning isn't just a youth strategy!)

Interest groups need to be identified and targeted.

Emails and website material should be focused and have an 'ask', which links to the ability to donate/sign a petition, and their tone should be personable, friendly.

Websites should contain interactive features, and, in the process should let users know they are being listened to. They should provide up to the minute material and offer access to immediate response and donation.

## Risk profile

The Greeks knew all about hubris, and our grandmothers said it is best to be polite. On the internet there is no chance to erase or pulp a bad issue. Guidelines and training are needed for personnel to protect and develop a charity's profile purposefully, warmly, and constructively. Charities should take a positive approach and advocate good courses of action; condemnation is very dangerous and can rebound. Try courtesy, literacy and a time delay between the thought and the posting.



# Community

Young people are intensely personal about their social media activity — ‘It is for reaching friends.’ Can communities be reached? Can they be created? They must be nurtured and rewarded.

**Tim Hill**, Digital Strategist, gives four vital suggestions.

## 1 Listen, Respond, Drive.

Inform your messages and platform by listening; listen to conversations in all forums where people talk to each other. Respond to the issues raised in these debates. Drive a campaign which links your message with people’s interest and concerns.

## 2 Put the user at the centre of the experience.

The psychology of social media is ‘how am I going to be perceived by my peers?’ Think of the success of the recent Facebook redesign, with greater prominence given to the photo, the whole becoming more visual, more personal. This change is locking young people into Facebook ‘belonging’.

Example of successful campaigns: A filmmaker raised money online by offering, for a donation by Tweet to him, a second of film he would make for the individual donor based on what he could learn about the donor through Twitter; this offer exploded into mainstream media, and the filmmaker raised enough for a larger film.

Documentary film maker **Rebecca Barry** found the experience of online fundraising created a community on line, a conversation with an audience in waiting, changing the marketing process when the film has been made. “It’s about standing out, having a personality, having three or four people on your team to increase your reach. Learn not to send too much too often, and to use humour.” WPF as supporter will be part of film credits and film the launch.

## Recommendations

1 Develop a new, interactive website, linked with Facebook and Twitter, with an on line payment facility to convert enthusiasm into easy payments.

2 Create an online face for campaigns by profiling their background, operations and providing ongoing updates of their achievements on the website.

3 Consider a new font to create a cool logo for the youth audience. Have an online badge to promote ‘brand’ consistency across different social media platforms.

## 3 Narrative

Twitter can be a fire hose, an uncontrollable spray, so organisations need to create a focal point. A spectacular example is fundraising for the Royal Airforce Benevolent Fund, where a modern reenactment of the Battle of Britain was created, constructed with five archetypal characters given Twitter identities, tweeting as if they going through the battle now (airman, nurse etc.) dramatising over three months, making experiences immediate.

## 4 Key influencers

Key influencers can attract their online communities through directing attention. The Airforce tweeted its reconstruction to Stephen Fry, who passed it on to his followers. The result was a 239% increase in donations for the Royal Airforce Benevolent Fund.

Charities need to create a community by giving people the incentive to come back to their site. For example in an online forum, people could be rewarded for answering questions, giving them a reason to come back. A long term view is needed, incorporating short run campaigns.

# Social Media

*There are similarities between family planning and my area, disadvantage in food. As with family planning, media are disinterested in stories about women and food, and social media is a way of growing awareness. Women need voice.*

**Alana Mann**  
lecturer in Media and  
Communications,  
University of Sydney

We get emotionally involved in people's stories; they are what give a human face and imperative to charity work. Stories need to be communicated online. It is important to remember that people look for credibility in these recounts as they do with all content.

*How can we create communities that are really engaged?*

**Jessica Cordingly** director and consultant in charities

Jessica Cordingly's on-line small survey for WPF found that Facebook, Twitter and personal blogs are the most used forms of social media. The highest uses are: 94% for communicating with friends, 80% for learning about events, 71% for arranging events, 51% for networking. The main purpose is clearly social. Those surveyed showed a low response to charities, and preferred charities contact them by: email 78%, Facebook 69%, traditional media and e-petitions were both 43%. Young people are most likely to donate to a charity if supporting a friend (eg marathon running) 63%; next was street collection 26%.

On the issue of men's and women's access to contraception, 68% said it was very important to them, and 55% said it was important in the global political agenda. Asked what would attract them to support a charity working in the family planning space, education ranked highest at 92%, followed by women's

## Recommendations

- 1 Link family planning with education, featuring opportunity for young girls.
- 2 Participation in an activity in a community is a stronger glue than donating. Eg. CARE's Walk in Her Shoes, bringing in sponsors (family and friends) from outside the immediate Facebook community.
- 3 Mothers Groups are aware of the importance of timing childbearing and providing for babies; this could be an opportunity for charities to reach people who are not aware of women's problems overseas.
- 4 Set up a Youth Advocacy Panel, a BrainsTrust.

rights and human rights 88%, sexual health 85%, women's empowerment 77%, international development 70%, climate change 52%. The majority of respondents were students between the ages of 16 to 20, and the sample was voluntary and very small, at 33.

**Is family planning a sexy issue? Do we need to be controversial to engage?**

Possible communities:

- Young mothers value their ability to choose and time childbirth, allowing education and a career, and mothers' groups could be approached to empathise and give to women who aren't as fortunate.
- Significant amounts of money are raised in affluent suburbs from young women. A 'cool' way to sell fundraising is needed, with something returned to the donor, such as a name plate on a hospital crib.
- At a less expensive level, people could be asked to give when they buy school supplies for children.

This could link to Facebook for people to demonstrate that they did something to support our organisation. People donate to direct fundraising and then contact friends. Rather than searching for charity Facebook pages, they look at friends' pages and follow recommendations.

**Rebecca Barry** is a director, writer and producer of documentary and drama films. Her work includes *Footy Chicks* (SBS), *Inspiring Teachers* (SBS), *Home and Away* (Channel 7), *The Surgeons* (Channel 10). Rebecca currently is filming *I am a Girl*, in part supported by Women's Plans Foundation, for the PNG segment featuring the significance of family planning.

**Rebeccah Bartlett** is a Registered Midwife at the Royal Hospital for Women, with a Graduate Diploma of Midwifery Program, University of Technology Sydney. She is a Registered Nurse, Acute Care Centre, Royal Hospital for Women, and was a Registered Nurse, Mother and Child Health Mapping Project, Papua New Guinea, January 2010. Previously Rebeccah was Policy Officer, International Program, Family Planning NSW, and National Project Officer, Sexual Health and Family Planning Australia.

**Ben Bradburn** is a UK qualified lawyer specialising in Employment and Intellectual Property Law. Ben recently worked in Tanzania consulting to the Kanga Project, a development organisation working to empower and support rural women and girls. He is an advisor to UK charity Future First, leading their corporate outreach programme and negotiating flagship corporate partnerships.

**Jennifer Brown** was one of the participants in the WPF Roundtable on Population, Culture and Climate Change, 2011. She brings strong commitment to women's reproductive health and the importance of media communication, particularly in issues of population, economic and social responsibility.

**Jess Cordingly** is the founding Managing Director of Future First, a UK-based charity promoting equal access to education and employment. She previously worked at the European Parliament as a policy advisor specialising in women's rights and gender equality. Jess is currently consulting to gender rights and development organisations in East Africa and Australia, including Women's Plans Foundation, producing a guide to Twitter use.

**Jacquelyn Goss** is a Registered Nurse with experience in orthopaedics, oncology and cardiothoracic intensive care. She was awarded the WPF Scholarship Award in 2012 for study for a Masters of Public Health, majoring in International Health, University of NSW.

**Tim Hill** has seven years experience in the digital media industry, with a passion for innovation, online strategy, the mobile web and social media. Tim has worked across a number of award-winning projects for commercial clients including Sony Pictures, ABC (US), Coca-Cola Europe, ITV, Telstra, and Government and not-for-profit clients, involving a mix of research, creative, strategy and user experience. Tim tutors in the Australian Direct Marketing Association's Social Media Consumer Marketing short course. His background is in web development so he brings a technical understanding to projects.

**Natassja Hoogstad-Hay** is widely travelled and passionate about women's rights. She is studying communications at university in Sydney with an emphasis on social media.

**Ameka Kosmala** is currently undertaking a Bachelor of Commerce (Liberal Studies) planning on completing a double major in Information Systems and Spanish. She is a volunteer with WPF, as this work experience is a great opportunity to hone skills in IT and apply them in an incredibly important program to developing countries.

**Dr Alana Mann** is a Lecturer in the Department of Media and Communications. Previously she managed youth and education marketing campaigns for Fairfax Media, then joining The Smith Family as marketing Communications Manager. Alana currently teaches 'Media Globalisation' and 'Public Opinion, Policy and the Public Sphere'. Her research interests include the strategic communication between peoples' movements, non-government organisations and other actors within transnational advocacy networks.

**Alice Arnott Oppen OAM, FAICD**, Chair of Women's Plans Foundation, is a former teacher of literature, past board director of overseas aid and reproductive health organisations.

**Lindsey Parks** is Communications & Community Engagement Officer, Multicultural Health Service, NSW on a three-month contract focusing on writing and editing public health and policy messages for translation into various languages for people in culturally and linguistically diverse communities. She also does website content writing. In a previous position, Lindsey was Communications and Marketing Officer with Family Planning NSW.

**Anya Poukchanski** is tutor of 'Political Analysis' in the Department of Government and International Relations while completing a Bachelor of Law at the University of Sydney. Among other prizes, she won a University Medal in Economics and Social Sciences. Anya is Research Assistant to Barristers, researching and helping with the preparation of academic work and cases.

**Kathryn (Kate) Riley** is a 2nd Year Arts student, Women's College, University of Syd.

**Karina Sijabat** was the 2011 Awardee of the WPF Scholarship, for a combined degree in B. Arts majoring in Government and International Relations and a Master of Nursing. Karina chose nursing as a practical and effective means of becoming involved in issues of large families, low access to health care and social equality.

**Antonia Watson** is a 2nd year Arts/Law student, Women's College, University of Syd.

**Jessica Zeng** is a final year candidate for Bachelor of Commerce and Bachelor of Arts, University of Sydney, also working as a receptionist/administrative assistant for a financial group. Jessica is a ProBono volunteer with WPF and has produced a guide to Facebook use for us.

## Twitter Cribsheet by Jessica Cordingly



**The purpose of Twitter:** easy PR! This is not the universally accepted purpose of Twitter, but it is a common one. The 'Twittersphere' is largely inhabited by media savvy individuals, organisations, journalists and media groups. The intelligent search functions used by Twitter means that, despite there being millions of Twitter users, if you follow someone you can see their tweets and interact with them easily. The Twittersphere therefore always tends to feel small and personal, and links you with just the kind of organisations and individuals you're interested in.

**A tweet:** a very short statement of 140 characters answering the question "what's happening?" Tweets are public, and so every tweet has to fit the image of yourself that you are trying to build. Typical tweets link to news stories you like, research you have come across, tell people about events you are going to or just say what you're thinking right now.

**Your profile:** Your personal page on twitter. It contains your photo, a short description of yourself and your timeline (all of the tweets you have written or retweeted). It also lists all of your followers and who you follow, so instantly shows how popular your profile is and what type of people/organisations you like to follow.

**A follower:** Someone who follows you subscribes to your tweets. Your tweets and retweets will appear on his/her twitter feed. More followers mean that your message is reaching a wide audience.

**Someone you follow:** If you are interested in what a person or organisation is saying, follow them and their tweets will come directly to you on your twitter feed.

**The twitter feed:** the list of tweets you see when you first log into twitter. This is also your homepage. It is all the tweets being sent by the people you follow right now. It updates automatically so you can endlessly watch the tweets flood in!

**A retweet:** if you would like to share something that someone you follow has tweeted, you can retweet them. A retweet sends the original tweet to all of your followers. Having your tweets retweeted by others is an important way to gain new followers and widen your PR net.

**Favouriting a tweet:** if you particularly like a tweet, but don't want to retweet it to your followers, you can favourite it. This is used rarely, as the more common way to show you like something on Twitter is to retweet it or tweet about it. Twitter is all about sharing information, and favouriting does not share information, although it is a way to show what you like as your favourite tweets appear on your profile.

twitter



**Tweeting someone:** if you start your tweet with **@person's name** that person will be sent your tweet. It is semi-private as it won't go onto anyone's news feed apart from the person you have tweeted. However, it will appear on your profile, and so it is not fully private.

**Mentioning someone:** if you put the **@person's name** anywhere other than the start of the tweet, the person you have mentioned will still be sent your tweet, but it will appear on all of your followers' newsfeeds as well. So it is not private.

**Direct message (DM):** if you do not want to tweet someone publicly, you have the option to DM them, which is sending them a tweet privately. A DM can still only be 140 characters long.

**#Hashtags#:** by adding hashtags to a word or phrase, you make that word or phrase searchable on the Twittersphere and so join a global conversation.

### Useful Twitter etiquette:

- If someone starts to follow you, you should consider following them in return.
- If someone retweets you, think about retweeting one of their tweets in the future.
- If someone mentions you, reply. Even if it is just to acknowledge their tweet.\*
- Try not to have loads more people that you follow than followers of your own. Sadly, in the Twitter popularity contest, that doesn't look great!
- Tweet as often as you can. Tweeting shouldn't be a burden once you are familiar with the interface. But some Twitter users look down on those who tweet rarely. This is because it is considered that, if you have decided to join Twitter, you might as well use it.

Tweeting frequently may seem daunting, but a good way to build your number of tweets can be by tweeting:

- Once a week on the work of WPF (what you're doing, eg. attending a meeting, organising a fundraiser etc.)
- Once a week linking to mentioning an organisation you like (eg. link to UN Women Australia when it announces something you like, or when you are attending an event with someone from their organisation)
- One retweet a week.

And if you are able to do more, then wonderful!

\* A lovely example of Twitter politeness was from UN Women Australia. I wrote: *Excited to be attending @UNWomenAust breakfast for #internationalwomensday this Wednesday with the wonderful @WomensPlans team!*

And UN Women Australia wrote back almost immediately:

*@JessCordingly Look forward to seeing you there!*

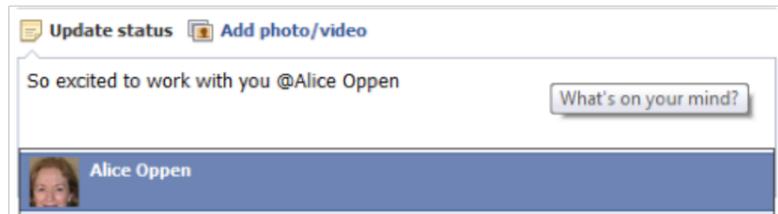


## Facebook Action Plan by Jessica Zeng

**Objective 1: Increase traffic to/fans of the WPF Facebook page**

“Like” other related Facebook pages and tag them in relevant posts by using the @ symbol (similar to Twitter). This post will appear on your wall, as well as the tagged person’s wall.

Example of tagging:



Keep content fresh and update on a regular basis to give users a reason to “like” the WPF page. Provide interesting and relevant links to articles and reports, videos and events.

**Objective 2: To encourage interaction on the WPF page**

Post a question that solicits opinions. Create an easy-to-answer Facebook poll, with room for more discussion. For instance: Would you support increased government aid spending on reproductive health programmes overseas?



Social media is about conversation. Most people would rather engage with a person than a faceless organisation, so it’s important to ensure that the WPF profile has personality and authenticity. Always interact with your followers on social networks as an individual. You’re representing your charity, but you’ll have more success in getting people involved if you aren’t afraid to share your personality. Remember, you’re talking with people, not to them, so it helps if they can relate to you as a person.

Example of a personalised Twitter feed.



Posting items that are visually appealing can be a good way to encourage people to share your posts. An example could be an easily interpreted graph. Sharing other people’s posts encourages them to return the favour.

This word cloud from Planned Parenthood, showing their supporters’ one word reactions to a political decision to sabotage the Texas Women’s Health Program, is visually attention-grabbing and simple.



Creating events/custom page: this was a method I thought we could use to publicise the essay prize. A custom page or tab can be created on the Facebook page specifically to provide information about the competition. Alternatively, we could create an event for it and invite fans and other people who might be interested in participating. People could also invite themselves, or their friends.

## Credits and Thanks

Her Excellency Ms Quentin Bryce AC CVO,  
Governor of the Commonwealth of Australia, for the suggestion that we  
consult students as she did when Principal of the Women's College.

The Women's College, the University of Sydney and CARE Australia (Melanie  
Poole) for sourcing excellent participants.

Nicky Ginsberg of NG Gallery and Mission Bar, 3 Little Queen Street,  
Chippendale, for hosting our dinner and Youth Roundtable.  
The atmosphere, kind service and succulent cuisine contributed greatly  
to the enjoyment.

Volunteer Ameka Kosmala, who will lift WPF into the cloud  
for internal communications.

All participants, for generous sharing of wisdom, nous and humour.  
May we gather again.

***The Roundtable was convened  
by Women's Plans Foundation***



Patron Her Excellency Ms Quentin Bryce AC  
Governor General of the Commonwealth of Australia

Women's Plans Foundation, ABN 62-823-197-874  
3 Madeline Street, Hunter's Hill, NSW 2110  
WomensPlansFoundation@bigpond.com  
www.womenplans.org  
+61 2 9817 5175