Communication and engagement with communities

Social Media Learning Exchange
24 – 26 November 2015
What you said you want to learn
Appropriate methods to communicate the information in peace and emergency.

Sharing experience in communication on social media connecting with other staff

How to create good communication that is creative.

Ways to promote RCRC movement through social media

Reputation Risk Management

How to make a beneficiary Communication strategy, Data collection & analyzing

How to evaluate the engagement efficiently

How to respond to a 'critical' comments on socmed
Today’s outcomes

1. Understanding how to communicate so we have stronger engagement with communities.

2. Understanding the importance of engaging and clear communication.

3. Practical pointers and tips for enhancing your current communications with communities.
What role does communication play?
Communication has a role in community engagement.
Different roles and different modes with same aims
Why is it important?
Context of community participation

We have the communication tools that allow a ‘radical monopoly’ of transmission …

Context is a ‘new’, ‘information-based’ economy is of social inclusion and participation.

‘Culture of Remix’ and user generated content.
Context of community participation

Consumers want the right to participate and this can be destabilising.

Threatens consolidation, standardisation of our communication.

This is an opportunity which we can build on.
Socialised media space: meeting spaces between a range of grassroots creative communities, each pursuing their own goals, but each helping to shape the total media environment.
Participation gaps?

Should consider if participation automatic/with internet cultures/societies?

Participation is shaped by a range of factors.

Various global strategies aim to facilitate participation and inclusion eg Millennium Development Goals, World Summit on the Information Society.
How can we communicate in ways that trigger deeper engagement?
Steps to engaging communication

1. Understand who the community is.
2. Provide information to the community.
3. Have dialogue with the community and listen to feedback.
4. Analyse the information and take action.
5. Work with the community in participation.
Understanding Community - Communication with who?
Recap: What is a community?

“A community is a group of people who may or may not live within the same area, village or neighbourhood, share a similar culture, habits and resources.

Communities are groups of people also exposed to the same threats and risks such as disease, political and economic issues and natural disasters.”
Recap: What is a community?

1. Group of people who may or may not live within the same area.

3. Share a similar culture, habits and resources.

5. Exposed to the same threats and risks such as disease, political and economic issues and natural disasters.
Recap: What is a community?

Some examples of ‘communities’ exposed to risks and threats:

- Haiti Earthquake saw one of the largest responses from diaspora community raising money and providing translation for responders (amongst many other things).

- Asian Quake and Tsunami impacted multiple communities both in the countries that were directly affected and indirectly affected.
 Recap: What is a community?

Some examples of ‘communities’

• Flooding in Thailand has caused the closure of car plants in Florida and seen hundreds of people laid off for weeks and months at a time, because the widget that they needed to run the car plant and the production line was made in Thailand.

• **Community = interconnected and global = communication must reflect this point.**
Tools to identify community
Tools to identify community

- Identifying community using **primary and secondary information**.

- Primary information could include community surveys, focus groups, assessment or M&E information.
Tools to identify community

- Secondary information such as census data or government data, GIS mapping, Clusters (where active) - see handout for more.
Tools to identify community

- Secondary information from other organisations on community in emergencies.
- https://www.humanitarianresponse.info/en/home
- Activate humanitarian ID
<table>
<thead>
<tr>
<th>Significant Importance</th>
<th>Some Influence</th>
<th>Little Influence</th>
<th>No Influence</th>
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Analysis of stakeholders online and offline
Online tools to understand audience
Understanding audience online

Facebook (free)
http://
www.facebook.com

Available for all Facebook pages

Overview of key metrics and demographic data.

Help you target content to your audience
Facebook (free)
Your 5 Most Recent Posts

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/12/2013 10:05 pm</td>
<td>We signed a new agreement this week with Special Olympics International. Through our new partnership, we w</td>
<td></td>
<td></td>
<td>11K</td>
<td>301</td>
<td>Boost</td>
</tr>
<tr>
<td>7/11/2013 11:59 pm</td>
<td>Solomon Islanders are becoming experts at dealing with the effects of climate change. The National Red Cross S</td>
<td></td>
<td></td>
<td>26K</td>
<td>4.5K</td>
<td></td>
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<tr>
<td>7/02/2013 8:45 pm</td>
<td>Pacific crab</td>
<td></td>
<td></td>
<td>16.1K</td>
<td>1.8K</td>
<td>Boost</td>
</tr>
<tr>
<td>7/02/2013 8:45 pm</td>
<td>Pacific crab</td>
<td></td>
<td></td>
<td>171</td>
<td>208</td>
<td>Boost</td>
</tr>
<tr>
<td>7/02/2013 8:45 pm</td>
<td>Pacific crab</td>
<td></td>
<td></td>
<td>161</td>
<td>169</td>
<td>Boost</td>
</tr>
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See All Posts
Online tools for analysis

Twitter (free)
https://ads.twitter.com
https://analytics.twitter.com/

You do NOT have to spend money or have a credit card to use this tool!

Very basic overview showing data on community, some favourites, retweets and replies from community.
Twitter analytics (free)
Understanding access to channels
Understanding access to channels

Unlocking and understanding the community access to communication channels, information needs and mapping the communication environment.

Traditional activity to do this has been: Baseline consultation / assessment.
Mapping channels of communication

In an assessment and/or baseline ask beneficiaries:

How they want to communicate with us

What channels they use for communication and to get information

What information sources they trust.
Mapping channels of communication

In some cases mapping does not involve us taking a step to ask the community how they would like us to receive information or give us information.

Internet allows to us gather information without taking that action ourselves.
Globalwebindex’s Research 2015
Globalweb index’s Research 2015
ACTIVE USERS OF THE TOP 10 SOCIAL PLATFORMS, BY AGE

Facebook: 29%
YouTube: 32%
Google+: 31%
Twitter: 31%
LinkedIn: 32%
Instagram: 39%
Pinterest: 32%
Myspace: 37%
Orkut: 35%
Tumblr: 45%

Question: Which of the following services have you used or contributed to in the past month using any type of device? e.g., PC/Laptop, Mobile phone, tablet, etc.

Globalwebindex’s Research 2015
What are people doing online?

- Facebook: 1.1 billion visitors/month, 300 million photos uploaded/day
- YouTube: 1 billion visitors/month
- QQ: 700 million visitors/month
- Twitter: 300 million visitors/month, 175 million tweets are sent/day
- Google+: 340 million/month
- WeChat (app): 320 million/month
- Instagram (app): 40 million photos/day
Considerations in access to channels

Language: dialects etc.

Mobility - most users are mobile.

Power structures: traditional community power structures.

Digital divide: access to internet.

Have you come across others?
Chat live, no Internet required

FireChat is revolutionary. It changes the way communities keep in touch and get organised. If you are a leader or organizer, get FireChat.

Contact Us - 75113th Street, Treasure Island, San Francisco, California

Matching tools to challenges.
Principles of good communication

Studies have found that the traits we find most appealing in other people are those that are socially oriented:

Be natural
Be considerate
Be generous
Be true
Be social

To meaningful communicate as National Societies we must embody these traits too offline and online.
This is **not** a question of tools, but of having a social mindset!
The art of conversation

“It’s important to assert here that you can’t ‘win’ a conversation. Conversations are about a mutual exchange of value; if you’re trying to win, that’s most likely called an argument.

Beyond the sharing of information and knowledge, a big part of the mutual exchange of value in a conversation is the opportunity to deepen bonds and strengthen relationships.

But this is an area where many fall down, we believe that we have more to teach our audiences than we might learn from those audiences in return.” Social Brands: The Future Of Marketing, @wearesocialsg
The art of conversation

If you want to understand your community as people (and have meaningful conversation and engagement): understand their behaviour, their attitudes and beliefs, their motivations... In short, you need to understand their lives.
Its there if you listen...

When we explore people’s social media activities with an open mind, we’re almost certain to find something of value.

However, we miss this value, because they’re too busy ‘listening’ for explicit mentions of brand names or campaign hashtags.

We need to spend more time actively getting to know our audiences, by being personally involved in the listening process.
Its there if you listen…

By paying attention to the statements and conversations that people share in public social media, we can gain a far deeper understanding of what people actually want, need and desire.

We don’t need to collect everything in one go, either; by spending just 5 minutes a day actively listening to the conversations of a subset of your audience, you’ll quickly gain an affinity for the things they care about.
People talk about value and benefits

For example, if you’re a shampoo brand, don’t just listen out for mentions of Pantene, Dove and Head & Shoulders; ultimately, people don’t pay for shampoo, they pay for beautiful hair, so listen out for the broader conversations they’re having about hair.

By adopting this broader approach, you’ll quickly gain insights into people’s problems and motivations, their preferences, and their needs.

What are the value words we might listen out for?
Tools to listen

Tweetdeck and HootSuite, Talkwalker as well as powerful aggregators such as Sysomos and Radian6, to keep an ear open throughout the day and identify opportunities to join other people’s conversations.

Free listening tools: socialmention, addictomatic and twazzup.
Hootsuite: live demonstration
Exercise

1. Spend 20 minutes thinking of a word that your community might use that is relevant to your current work/programmes.
2. Look up that word on social media (search Facebook or twitter using your word with # hashtag in front ).
3. Consider what the conversations tell you about the topic.
4. Discuss in small groups at your table - did you learn something new?
5. Change your social media stream to these value or impact words if appropriate.
In 2003, Nobel Laureate Richard E. Smalley outlined Humanity's Top Ten Problems for the next 50 years:

- energy
- water
- food
- environment
- poverty
- war
- disease
- education
- democracy
- population

Top ten issues facing youth today:

- single parent household
- drug/alcohol abuse
- growing up too fast
- violence in schools
- materialism
- obesity
- education disparity
- unemployment
- poverty
- erosion of cultural identity
Steps to listening online - takeaways

1. Find a few dozen people talking about something generic (but relevant to RCRC ) on social media
2. Read through some of their other recent posts.
3. Build a simple list of keywords to search for from this.
4. Make a regular weekly appointment to listen to people talking about those terms.
5. Listen to what they’re saying about other things too; this way, you’ll quickly build a more understanding of your community.
Art of communication exercise
Art of communication exercise

1. Break into 3 small groups
2. Discuss the scenario and questions
3. Feed back to the whole group.

The exercise will take approximately 45 minutes.
Critical comments on Social media

Some suggested steps:

Listening to communities frequently.

Taking account of the needs of those communities and providing clear and timely communication.

Explaining decisions and actions when needed (not ever comment needs a response).

Being accountable by providing avenues to raise complaints and concerns.

Agree or disagree?
Responding to critical comments on Social Media

Adapted from US Air Force Comment Policy
<table>
<thead>
<tr>
<th>Context</th>
<th>Tweet</th>
<th>Additional info</th>
<th>Retweets</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ukraine</td>
<td><strong>Alex Bukovsky</strong> @BungeeWedgie Oct 21 2014 &quot;Fair help&quot; fund: the representative of the Intnl Red Cross refused to help w/ sending medicine to E #Ukraine 4 political reasons.</td>
<td>1,530 followers Writer</td>
<td>22</td>
<td>Head of Fair Aid Charity said ICRC refused to help with evacuation of Ukrainian children from warzone based on “critical approach to the policies run by Russian President Putin.”</td>
</tr>
<tr>
<td>IL-OT</td>
<td><strong>Mohammed Omer</strong> @Mogaza Jul 19 International Red Cross @ICRC failed to coordinate for ambulances, growing dissatisfaction with ICRC performance, unlike 2008 war!</td>
<td>18,647 followers Award winning journalist</td>
<td>116</td>
<td></td>
</tr>
</tbody>
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Source: Social Media Summit 2015, How to handle reputation online, ICRC
Resources

Step by step monitoring guide for hootsuite.

Step by step monitoring guide for facebook.

Step by step monitoring guide for twitter

Step by step monitoring guide for youtube.