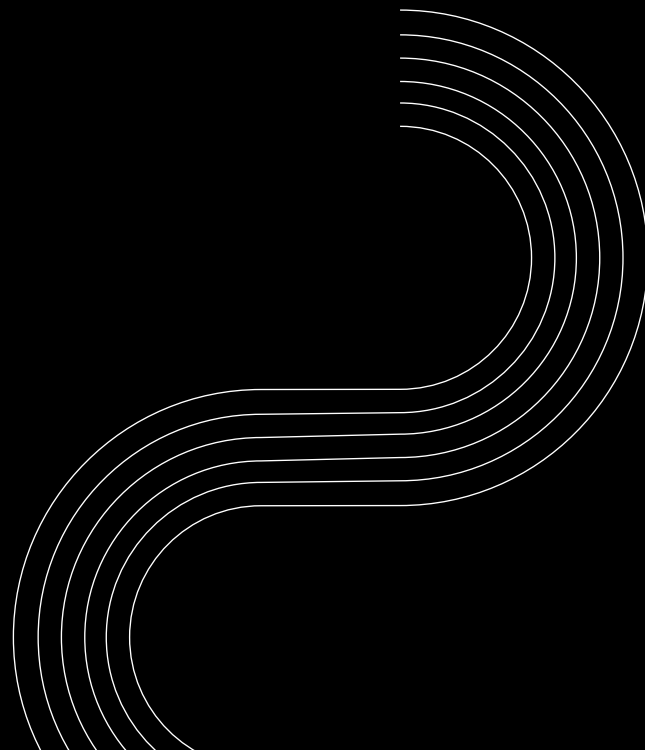# GLOBAL
changemakers

Social Media Toolkit

Dear reader,

We have made this Pdf file interactive.
You can navigate between pages and chapters by
clickling on thumbnails and arrows. Part of the
document contains questions. You can fill in your
answers directly into the pdf. You can also print
your answers, and the entire document if you like.
And the printout will be without ink consuming
backgrounds...

Contents

1.0 About *Global Changemakers*

Global Changemakers is a global youth network of social entrepreneurs, community activists and volunteers between the ages of 16 and 25. Our mission is to empower youth to catalyse positive social change. To date we have nearly 800 Changemakers from 121 countries, with more than 3.5 million beneficiaries of Changemaker-led projects.

The programme is built on three pillars: Learning and Teaching, Doing and Advocacy.

Learning and Teaching is the basis of our programme - this toolkit is but one example in this area. Changemakers come together at regional and global summits to learn from facilitators, experts and each other, sharing best practices. This process also takes place online, through our website and various resources: an online toolkit for project management, one to combat corruption in communities worldwide, and the present toolkit meant to help young people maximise the potential of their projects through the use of social media.

1.1 What this toolkit is (and what it *isn't*) about

In this toolkit, you will find a guide that can help you cover some of your project's needs through the use of communications in general, but especially through the use of social media. You will learn what questions you need to answer before you start opening accounts all over cyberspace, and how best to manage it all once you do.

Now, the key here is how to cover some of your project's needs in the communications field, which may be larger than you think, but which doesn't cover topics that many people immediately relate to social media discussions, like fundraising.

Also, this guide presupposes that you have a project you want to improve with social media; if you know you want to make a difference but you don't (yet) know how, you should first take a look at the *Global Changemakers* Action Tools, which can help you find or develop projects that you can then improve by applying what you'll learn with this toolkit. Remember: projects come first and social media comes after.

FAST FACTS
Name: Mariel
Age: 22
Country: Mexico
Project: DEUK

Click on video to play!

2.0 Why looking into social media can help your project

According to ITU statistics[1], almost a quarter of the world's youth (15-24 years old) uses the internet. When we talk about youth in industrialised countries, almost 70% are internet users. Social media are present in almost every aspect of the lives of many of us, and social causes and activism are no exception.

Organizations like Avaaz, which started out as a mailing list to raise awareness on human rights issues, or To Write Love in her Arms, a youth-led organisation working on issues of teen suicide and depression that has over 112,000 followers on Twitter and 1,307,402 likes on Facebook, show that the great outreach capability of the Internet can be used to raise awareness on causes, and sometimes even to translate that awareness into concrete actions that can improve people's lives.

>>

[1]ITU, cited by UNICEF (2011). State of the World's Children 2011. http://www.unicef.org/sowc2011/pdfs/SOWC-2011-Main-Report_EN_02092011.pdf

indonesian youth conference

Global Changemakers have enjoyed similar success. The Indonesian Youth Conference started in 2009 with only £550, wanting to gather young people from all over Indonesia at a conference for the first time. Alanda, the Changemaker behind this initiative, and her partners invested a lot of time in inviting young people to follow them on Twitter and like their Facebook page. Within months, IYC gathered over 11,500 likes on Facebook and 1,500 followers on Twitter. They built a website that had over 200,000 hits in less than a month. This helped IYC secure over US$3000 of external funding, making the first Indonesian Youth Conference (and one of our first Community Action Projects) possible.

FAST FACTS
Name: Alanda
Age: 21
Country: Indonesia
Project: Indonesian Youth Conference (IYC)

Click on video to play!

The IYC currently has 28,500+ fans on Facebook, and is organising its third conference.

With planning and structure, you too can use social media channels to great success, just like Alanda and her team did. This toolkit is meant to help you do just that.

They built a website that had over 200,000 hits in less than a month and have 28,500+ fans on Facebook

3.0 Communications strategy for your project

3.1 Thinking big picture thoughts
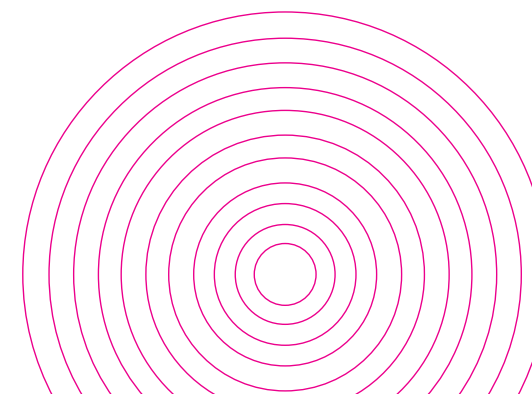
An important step in the establishment of your project's online presence requires you to ask yourself a few questions - and answer them! You may be tempted to just go ahead and open Facebook profiles and Twitter accounts, but we promise you that taking the time to answer these questions first will help your online adventures be more beneficial to your project. If you're already active on social media and are looking just to improve your presence rather than starting from scratch, answering these questions will help you, too.

i. Thinking about the needs of your project

Have a clear idea of what your project is, what you want it to be and what you need to get there is the best place to start.

Question #1: What do I want to achieve?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

The Indonesian Youth Conference answers...

(Vision) We want to see the more than 60 million young people in Indonesia be the catalysts of positive change.

...

(Mission) We want to bring young people greater awareness of global and national issues, as well as challenge the underestimation of older people towards youth.

...

(Method) To achieve this, we will invite young people to attend a one-day festival of seminars on different issues (including music, cultural performances, fashion, and community expo).

Question #2: What parts of my method can be helped if I improve the communications of my project?

_____
_____
_____
_____
_____
_____
_____
_____
_____

Question #3: What are the *specific* communications tasks that I need to carry out for these parts of my project?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

ii. Thinking about the people you want to reach...

Question #4: Who are the people you want to reach?

_____
_____
_____
_____
_____

Question #5: What do you know about the people you want to reach?

_____   _____
_____   _____
_____   _____
_____   _____
_____   _____
_____   _____
_____   _____
_____   _____
_____   _____
_____   _____
_____   _____
_____   _____

Global Changemakers tip!
Making things as specific as possible and separating them by field will make planning easier later.

Question #6: What media (not just social media) do these people use?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

The IYC answers...

JHS students

- A lot of JHS students in Indonesia use Facebook
- A small percentage of them, primarily in urban areas, have Twitter accounts
- There are few blogs written by JHS students in Indonesia

HS students

- They use Facebook and Twitter
- There are few blogs written by high school students
- They listen to youth radio and read youth magazines (especially girls' magazines).
- They don't watch the TV news often

University students

- Many of them in urban areas in Indonesia use Facebook, Twitter, and write blogs
- They read a variety of magazines, but not youth ones; shift to business, music or lifestyle magazines
- They still watch television to get news and read newspapers
- Most of them access a very popular social media called www.kaskus.us

Grad students

- Fewer urban grad students use Facebook
- They do use Twitter, but only the ones who love to socialise spend a lot of time on Twitter
- Working students usually spend less time on Twitter (remember they generally are offline in the evenings, as they go to school at that time)
- A lot of them browse blogs, and some write blogs themselves

**Global Changemakers** tip!

When answering these questions, try not to exclude things that may seem too obvious or useless, like "high school girls use Twitter to talk about Justin Bieber". Even small details like this can help you reach the people you're looking for!

Question #7: How do they use these media?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

The IYC answers...

JHS students

- They use Facebook and Twitter primarily for personal purposes

HS students

- Many of them use Facebook and Twitter for personal purposes too

University students

- They use Facebook and Twitter to share news and information (related to topics like business, music or lifestyle), and to discuss current events

Grad students

- They use Twitter to share news and information and discuss current events

**Global Changemakers** tip!

To answer these questions, use the insights you yourself have about your audience, but also try to find out what researchers think. Alanda and her team, for example, were able to use some of the research posted here: http://indonesianyouthdataandinsight.tumblr.com/
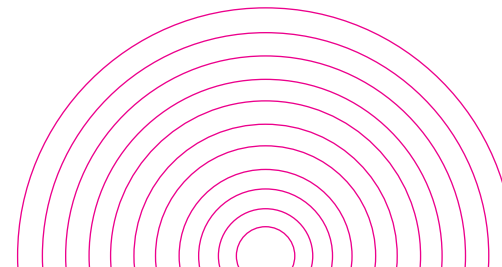
iii. Thinking about what you want to tell those people!

So now you've thought about what you want to achieve and who you need to talk to. But what are you actually going to tell them? Let's keep answering some questions.

Question #8: What are the purposes of the messages you want to send, and of the ones you want to receive?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Question #9: How long/intricate are the messages you need to send or receive? Should they be public or private?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

The IYC answers...

Inviting young people

Sending:
- To let them know we'd appreciate their participation in the festival
- Tell that the festival will be especially crafted for youth
- Give information about specific activities of the festival
- To respond to young people's questions about the festival itself
- Encouraging them to join in and bring their friends!

Receiving:
- To see the interest young people we've reached out to may have after hearing from us
- To hear suggestions on how to find more people who are interested
- To receive questions these young people may have about the festival

Planning of the festival

Sending:
- To reach the people we need to make the event happen (organisers, volunteers, sponsors, partners)
- To make it easier for people to relate to our cause and encourage them to support us
- To compel sponsors so that they will want to fund our initiative
- To compel partners so that they will want to support our initiative

Receiving:
- To receive questions about the festival from potential supporters
- To hear from people who want to offer their services for the event
- To be contacted by potential sponsors who want to know more about the benefits they can get for their sponsorship
- To be contacted by media who hear your story

The IYC answers...

Inviting young people

Sending:
- Short (can fit into 140-character format), or even shorter so it can be easily shared
- All public

Receiving:
- Some short (people who say they want to participate)
- Some medium (people who want to know more about the event)
- Can be public or private, depending on the person who wants to contact us

Planning of the festival

Sending:
- Short calls for action (can fit into 140-character format)
- More detailed information about the needs of the event (can fit into one blog post or a medium-length social media publication)
- All public

Receiving:
- Medium to long (potential supporters offering services and asking for details, or sponsors who tell us what they can offer and who inquire what they can get in return)
- Generally private

Question #10: Do you think you need to use images, video, etc?

_____
_____
_____
_____
_____

We use as much eye candy as we can to encourage youth to participate, so some video and photos when we are inviting people should help. We don't need those for the planning of the event, though.

Question #11: Do you need to hear a response to consider these messages effective?

_____
_____
_____
_____
_____

The IYC answers...

Yes. In our case, we need to know if people will attend the event, or if they will give us their help, so we do need to see responses. Maybe we wouldn't if we were just documenting everything for media to pick up our story.

iv. Thinking about the tools that can help you do it

Question #12: Based on all of these answers, what are the media (not just social media) out there that can help me send the right message to the right people effectively?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

The IYC answers...

To reach youth, we could use Twitter, Facebook, spots during TV shows they watch, radio spots, magazine advertisements, online advertisements; we can also reach them by distributing brochures in youth spaces, or by hosting smaller events for them to spread the word.

To reach sponsors, we could use phone calls and e-mails to their representatives, personal introductions in events.

Other media we could use are our own website to condense all information to make a good case for our supporters, sponsors and media.

Question #13: What exactly does each tool let you do?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Twitter: it lets us send and receive short messages (140 characters or less); it lets us message influential people who happen to use Twitter; it lets us embed photos and video.

Facebook: it lets us post short to medium-length messages with photos and video; it lets us message young people we want to attend our event.

TV and radio spots: they let us reach huge numbers of people at a time.

Magazines: they let us reach a specific group of people with similar interests to get a complete idea about the event at the right time.

Brochures: they can let us reach young people while giving them something that will remind them of us, as they can look at it again at some point.

Phone calls and e-mails to sponsors: they can let us have personal communication with people whose support we are seeking.

Website: it can potentially let us include any type of information we want to share with anyone who looks at websites.

Question #14: What resources ($, bandwidth, hardware) do you need if you want to use them?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Twitter: a computer or a smartphone, an Internet connection

Facebook: a computer or a smartphone, an Internet connection

TV and radio spots: spot creation, airtime (which can either cost a lot of money or be donated by the stations)

Magazine advertisements: a print ad design, spot (which can either cost a lot of money or be donated by the magazines)

Brochures: a brochure design, printing (which need money, or pro bono work)

Phone calls: phone, phone numbers to representatives

Website: a website design, hosting (which need money, or pro bono work)

Question #15: What are some of their possible limitations?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Twitter: it only allows you to send short messages

Facebook: some people think it's too personal to get involved with causes there

TV and radio spots: they generally cost more than we can honestly afford, and we need a miracle to get them for free

Magazine advertisements: Might be out of date already if we cannot put the advertisement in the right time

Brochures: not a very enviro-friendly option

Phone calls: we need to work with office hours if we want to get an answer

Website: it's a really big undertaking compared to other of the options above

Question #16: What are some of the things other people say about them?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Twitter and Facebook: young people love them, but some adults (maybe the sponsors) don't think they have much credibility

TV and radio spots: everybody loves them

Magazine advertisements: everybody loves them

Brochures: people like getting free objects, so brochures are fine

Phone calls: they can annoy the people who get them, but they get the work done

Website: people relate websites with good planning

Question #17: What has been written about them in terms of data security?

_____
_____
_____
_____
_____
_____
_____
_____

Twitter and Facebook: they haven't faced major security threats

TV, radio spots, magazines, brochures: since they're only for broadcasting, security is a non-issue here

Phone calls: fairly secure

Website: this is where data security problems can be found; it's best not to store underage youth's contact details here

Question #18: Do you have any experience with them?project?

_____
_____
_____
_____
_____
_____

The IYC answers...

We have £550, and a team of people who can put in time (but not money outside of that budget) to get things done. One of us who is developing the website is also a graphic design student, therefore he might be able to design our promotional materials pro bono.

Thinking about the tools you will actually choose

Question #19: What are the resources ($, time, knowledge) you can put into this aspect of your project?

_____
_____
_____
_____
_____
_____

The IYC answers...

We have £550, and a team of people who can put in time (but not money outside of that budget) to get things done. One of us who is developing the website is also a graphic design student, therefore he might be able to design our promotional materials pro bono.

Question #20: Based on your resources and the information you have gathered of all the tools you can possibly use, which ones can you choose?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

The IYC answers...

To be in touch with youth we want to invite, and be able to publicly send short messages that involve encouragement (videos, photos) to attend, we should use Twitter and Facebook. We should also create and print a brochure to spread the word.

We can use Twitter and Facebook to try and recruit supporters for the festival itself.

To make ourselves desirable and available to sponsors, we should have a website where we can showcase all the support we have received and all the work we have done. In this website, we should include a form of private contact, like an e-mail address sponsors' representatives can write to.

Question #21: Are you (moderately) sure?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

The IYC answers...

Yes! We have the money we need, enough volunteers and time to start working, and enough ideas for the material we should create to make all of the above happen.

3.2 Getting your hands dirty

Answering the 21 questions above should help you make media choices that match your message with the most adequate tools to reach the people you want to reach while using your resources efficiently. And once you've figured that out, it's time to get your hands dirty!

i. How to get started

1. If you haven't done so at this point, a good thing to try is to open personal accounts on all the services you plan to use just to get used to them. This way, your project pages will be 'clutter-free' to begin with once you really get started.

2. Make a rough plan, based on all the questions above, about the things you will do with each tool you've chosen.
Here, it's important to remember that you're sending different messages through different media, but, after all, you are trying to achieve one goal. Go for the media combinations that sound best to you.
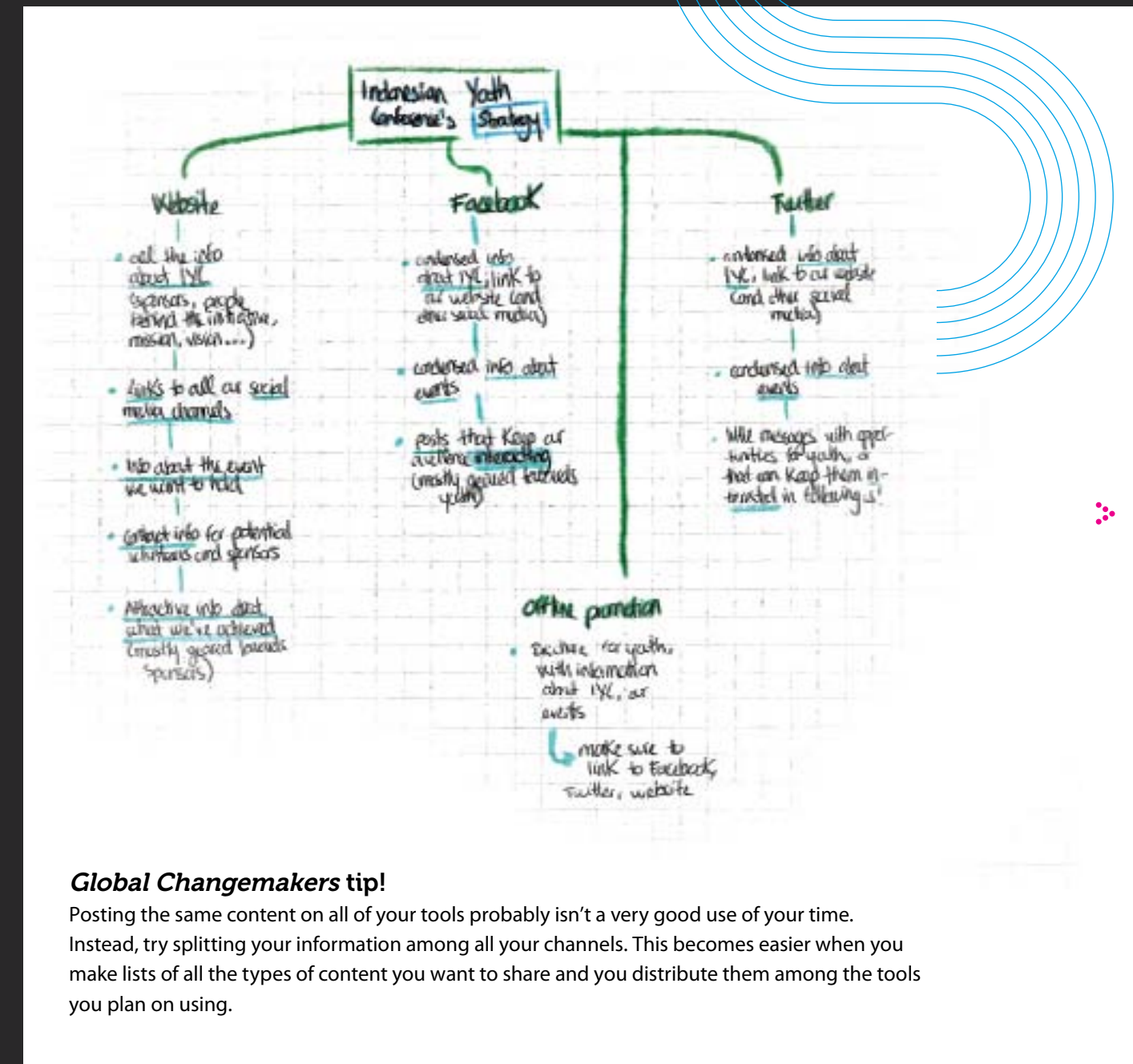
Global Changemakers **tip!**
Posting the same content on all of your tools probably isn't a very good use of your time. Instead, try splitting your information among all your channels. This becomes easier when you make lists of all the types of content you want to share and you distribute them among the tools you plan on using.

3. Write a list of things you need to gather to start implementing your plan (and gather them!).

4. Once you've gathered all the content you need to begin with, go ahead and open accounts for your project on all the services you've chosen.

5. Start posting!

6. If needed, make weekly/monthly plans for all your tools.

ii. Some general content tips

Sometimes (well, most of the time) it is best to keep it brief

Have you ever just skimmed through or even skipped reading something because it had too much information? Don't let that happen to the things you have to say about your project! When inviting people to events, explaining what you do, reaching out to people, keep it short. A couple of lines will do in most cases.

Polish your use of language

Even if you pay little attention to spelling or writing complete sentences when you communicate with friends, all the effort you put into writing sentences that would make your language professors proud will pay off. When you use good punctuation and syntax, your messages will be more easily understood.

Don't be too active, nor too lazy

If you post every hour, people will start getting tired of your posts. If you only post once every three months, they won't even remember who you are. Give the timing of your posts some thought; remember that people can do with reminders when you want them to take action on something (just not too many of them).

Write it for your audience

If, say, you were reaching out to the governors of your country – you wouldn't send them letters in text speak, would you? Whenever you write a line or post an image, think of the people you want to reach. If they're elderly citizens, they probably won't get Lady Gaga references…

Reach the people you want to reach…
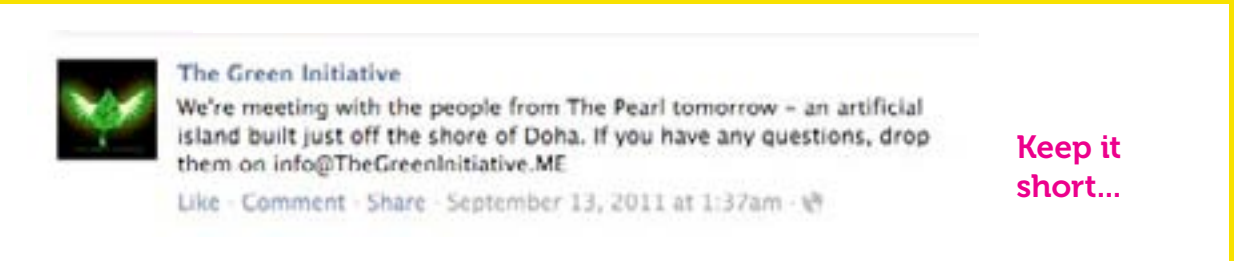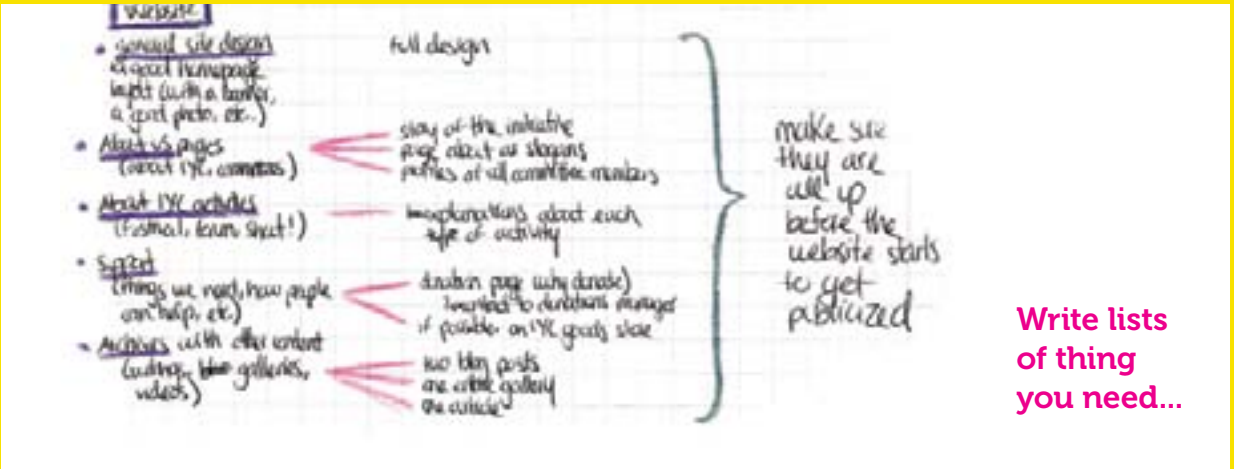

ECO FASHION!

Don't make it controversial, and do make it inclusive

Even if some of the world's most famous organisations use controversy in favor of their cause, sparking it may open a can of worms you may not be able to seal again in the future; try not to use controversy to get started. If controversies arise in your online spaces, make sure to make room to include different opinions, and promote respect of them while you're at it.

Say interesting things!

While you are allowed to be in love with your project, think of parents who do nothing but talk about how wonderful their children are. Make sure that you'll say things that are of interest to those you're trying to reach, or they'll simply stop listening to you.

Write lists of thing you need…

The Green Initiative
We're meeting with the people from The Pearl tomorrow – an artificial island built just off the shore of Doha. If you have any questions, drop them on info@TheGreenInitiative.ME

Like · Comment · Share · September 13, 2011 at 1:37am ·

Keep it short…

Remember people like colors

Words aren't the only easy way to communicate with people. Posting photos and videos can help you send messages with a bit of added eye-catching value.

Make it easy (and encourage others) to share

It's okay to ask people to share information about your project with their friends, but you should make it easy for them to do so. Take a look at how people share things on different platforms, and try to post content that fits into that model of sharing. For example: on Facebook, you can only share posts that have links in them. If you want people to share your message, make sure you include a relevant link to enable to 'share' feature for them!

Think of what you want your audience to do with your message, and shape your message to suit that

One of the most common complaints by people who use social media in their projects is, "Well, I am spending time on Twitter, but I don't see that anyone who's reading me is doing anything differently because of my messages." Bear in mind that changing complete lifestyles through a tweet is not a very realistic goal, but also that you can make sure your messages give as many opportunities to take action as possible. It is one thing to post, 'Make sure you recycle your paper!'; and it is another to post, 'Recycle your paper: here's a list of paper recycling centers that you can drive through on your way to work'.

Don't underestimate word of mouth

Even though you should make sure you won't do it often enough to look like a self-advertising machine, quickly telling your friends or people you know about your project's online presence can bring their attention to it. Take advantage of the on- and offline opportunities that seem adequate to you (and, please, don't overdo it).

Post photos and videos...

iii. Evaluation

It is hard to judge on principle whether you are doing a good job with your social media presence, or to think of ways in which you can improve. This is why we will give you some tips on how best to evaluate your work:

Get to know the numbers for your pages

So you set up a page. How many people are looking at it? Is there a day of the week that seems to be busier for your page than others? Do you get more attention when you post photos or text? Make use of the statistics you can get when you open accounts on different services. It can help you develop a sense of when to post what.

Think of the impact ON THE PROJECT

You could have a million supporters online and still not be getting what you wanted (like volunteers, sponsors, etc). You may be willing to modify your original vision to get what you realise you are getting instead (maybe nobody is attending your events, but you see people are printing your posters and posting them at their school). But the only way you can make decisions like that is by knowing how many people who do show up to your events, or become volunteers,

or support you, or heard of you because of your communications efforts. Ask them - and keep track of it!

Is it time to add or drop something?

Based on your conclusions from the points above, maybe it's time to do something differently. Maybe you realise that one of your accounts is giving you much better results than the other ones, so you should focus your efforts there. Maybe you even realise that online communications aren't contributing at all, so it's time to try offline. Don't be afraid to ditch what isn't working or try something new.

3.3 Managing your feedback

If things go as planned, you should be getting some feedback from your audience. (If you get said feedback despite planning against getting it, then it's time to reconsider things.) But you aren't going to always hear what you want to hear. Always listen (and make sure your audience knows it!). Think of times you pour your heart into a comment just to realise that the person you're reaching out to is too busy admiring the lizards on the wall to actually listen to you. It doesn't make you feel like it's worth the effort, does it? Your audience will feel the same if they talk and you don't listen (visibly).

Respond!

The best way to ensure that people know you're listening is by actually responding to them. You don't have to write them a three-page letter; a comment where you acknowledge and thank them for their contribution will be enough. Remember, everything you do is a signal.

Open different channels

Some people will feel comfortable telling you things in public spaces, while some others may prefer to see you face-to-face to make such contributions. Others maybe don't need your physical presence, but don't like posting for everyone to see.

If you open different channels through which people can participate (just remember not to do it all at once, or you'll go crazy), you will give more people opportunities to speak up.

Realise it's not always going to be nice

You may be tempted to think positive feedback is good and negative feedback is bad, but the truth is that a lot can be gained from negative feedback, too, if you show yourself open to it. Be welcoming of different opinions, even if your aim is to keep controversy low in your group.

Don't feed the troll

This leads us to a very important point: while you should acknowledge comments and respect their authors, it is important that you don't add coal to the fire when you sense an attack, as it may burn more than it should. When you are facing attacks, don't lose your temper in your responses. If you do respond, keep things brief, civil and bring them to an end. If you don't keep responding, there will be less of an incentive for those who attack to keep doing so.

Ask for feedback when you need it

Sometimes, we are shy when we need to ask for things, as we may fear how others will perceive things if nobody replies. It's okay to be adventurous and ask for feedback if you need it; you will get more feedback than if you just stay quiet.

Incorporate the feedback you get

How much should you and your partners determine the path of your project, and how much should the community be involved in that process? That's something for you to decide. But it is a fact, regardless of where you draw the line, that feedback from the community provides rich views that can give you the insight you need for future decisions.

4.0 Quick facts and tips for different channels

a.Facebook

Facebook.com is currently the second most accessed website on the World Wide Web, and accounts for one in seven minutes spent online. It could soon get one billion users (that is, one in seven of the world's population!). The outreach of this platform is by far the largest in the social media world and provides great flexibility in terms of the content you are able to share.

What sets Facebook apart

Facebook can be more useful than other media when it comes to promoting the interaction between your project and people. In some media (like TV, radio, online advertising), you can mostly just broadcast messages and hope people will receive them. On Facebook, you can post things and people can actually reply. Also, on Facebook you can take advantage of people networks that most likely are strong offline as well as online. Many people have

their best friends, classmates or even relatives in their friends list on Facebook.

When you set up your presence on Facebook, you have two options: opening a group or opening a fan page (the profile you use to talk with your friends is intended for personal use; groups and fan pages are better for projects). None of them is better than the other on principle; you have to choose the one that best suits the needs of your project.

Facebook tips

- Remember that Facebook is about interaction, so take advantage of this! Make sure your posts encourage people to participate, and also to share your content with their friends.

- Use the robustness of the social connections that we mentioned above. Your project may get recommended more if you create posts

based on some of the connections these people can have (for example, say you are an environmental activist on Facebook; you can post eco-friendly party ideas and ask your readers to share them with their best friends).

- Don't forget some other of Facebook's tools, such as their ads. Even though those aren't free, Facebook Ads is one of the online advertising spaces that allows you to customise your audience preferences at a lower cost.

- As we already mentioned, people like colors, and Facebook lets you use lots of them. You can post photos, videos, links, interactive features (polls, app freebies)... Posts of this type consistently receive more attention than those that are entirely based on text.

- Don't forget to look at the Learn more section at the end to find some more sources on ways to use Facebook for your project.

Groups vs Fan Pages

Groups

- They are seen as more personal and interactive, so they allow you to treat your project not as a brand, but as an idea that is closer to your audience

- They don't allow you to keep track of the number of page views and other statistics

Fan Pages

- They are seen as less personal, so they allow you to treat your project like a brand

- They do allow you to keep track of certain statistics that can help when you are evaluating the impact of your social media work

GLOBAL 💬
changemakers
example...

Joao's Tranformers (Portugal)

Transformers is a volunteer program through which 15 artists and athletes across Portugal teach young people (from high schools to centers for young offenders) the forms of art and sports they want to learn. We don't ask for money, but we do ask for something in return: that these young people use the sport or form of art they learned to create positive transformations in people's lives and spaces.

At first, we started using a Facebook group just so that the eight of us organising things could have a common and private platform to discuss issues related to our work without needing to be in the same physical space. Afterwards, we created a Facebook group just for the volunteers, as we wanted to be able to keep former volunteers involved in the project. Besides, it gave us a great platform for mentors to communicate among themselves. Finally, we created a Fan Page to keep Transformers' followers updated.

Here are three useful lessons we've learned:

1. Facebook can be a great way to get feedback. Somos Plan made a video about us (http://vimeo.com/34234351), and we needed to choose a final message for it. Our fans on Facebook helped us with that task. Also, we offered two tickets for the first screening of Transformers 3 (the movie) for the first two people that collected 50 likes in their comment on our page - this drove traffic to our page and engaged our fans.

FAST FACTS
Name:Joao
Age: 21
Country: Portugal
Project: Transformers

Click on video to play!

2. Facebook can be great to share results with fans. We are not talking about written reports but videos, songs and pictures of our activities, which tend to connect more quickly with the audience than a report with 20 pages.

3. It's important not to fall into 'the Facebook trap'. Some of our volunteers do not use Facebook, and we need to make sure that they aren't be excluded from the project, and that they have equal opportunities to receive news, communicate and collaborate.

"We offered two tickets for the first two people that collected 50 likes in their comment on our page - this drove traffic to our page"

b.Twitter

With more than 100 million active users and 200 million posts each day, Twitter.com is the go-to for quick updates. It is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting. It allows people to post 140-character updates, but their messages don't have to be limited to that; in each message, people can link to photos, videos and stories. People can subscribe to other users' updates (that's what's called 'following' on Twitter).

What sets Twitter apart

You can find lots of interaction on Facebook, but Twitter is not the best place for that. That's not to say that people don't interact there (because they do); it's just that the 140-character limit makes it hard to sustain long conversations between many people.

So what can you achieve with those 140 characters? Think of Twitter as the love child of broadcasting and texting. One tweet can potentially reach millions of people, and it may get you basic responses from people who see it.

Something else that sets Twitter apart is that people on it are more prone to be following users who are outside of their circles of friends or family. People may be reluctant to interact with you on Facebook because you're not their friend, but it's seen as perfectly normal for you to get in touch with 'strangers' on Twitter.

Also: the ease with which people can make searches on what is being said. Just type something into the search bar and get all the tweets that have included that word in the last few days.

Related to searches are Twitter's hashtags (words that are marked with a # at the beginning, and that thus become searchable with a click). Hashtags are used by people who are interested in one topic; many people will do hashtag searches every day to keep up with the topics they're interested in.

Twitter tips

Follow (and try to get in touch with) people who are influential among the people you want to reach, or in topics that are related to your project. Sometimes tweeting at a celebrity and asking them to please repost your message can work.

Now, lots of people will be doing just that, so you'll have a lot of competition. You can stand out by doing the following:

• Make sure to target celebs who have shared other people's messages before, and who are interested in your cause. For example: did you know that Alyssa Milano has used her Twitter feed to fundraise for water wells constructions in Africa?

• Be loyal to those who share your messages; thank them whenever they do, and share their messages, too.

• Take advantage of hashtags. Find those that are related to the themes of your project. For example: if your project is about attracting future businesspeople into the world of social entrepreneurship, you can include

the following hashtags in your messages: #business #socent #leadership.

- Take advantage of Trending Topics, too. On one side of the page, Twitter has a list of topics that are currently being mentioned a lot (it changes every few minutes, though sometimes topics can be popular for an entire day or two). If you find topics that can be used to promote your project, go for it!

- Follow people as a means to get their attention. Many people will subscribe to your updates if they see that you subscribed to theirs (an exception being 'celebrity' users who have a lot more subscribers than people they're subscribed to).

- Don't forget to use our general content tips whenever you post on Twitter (you can find them), but we have some Twitter-specific recommendations too: if you want to use the possibility of interaction, pose questions to your readers (but make sure they don't require complex answers that need a lot more than 140 characters). Post ideas that you think your readers may be interested in sharing (quotes, links to interesting stories, even cool images).

GLOBAL changemakers *example...*

Laura's Global Warning Agency (Colombia)

Global Warning Agency is an organisation that's committed to the protection of the environment and the strengthening of the creative industries

- like photography, music, digital and performing arts, advertising, graphic and fashion design, etc. We focus our work on the youth population of Colombia.

We have done fabulous things with Twitter at @GWA_ong, and we have great tips we picked up along the way:

- It is a good idea to create a link between Facebook Fan Pages and Twitter followers so that they interact with the content we post (photos, links, contests, events).
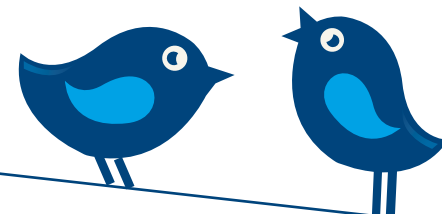
Click on video to play!

- We always try to use youth-friendly, welcoming and positive language. Once or twice a week we welcome our new followers, and we always try to thank our followers for their retweets as well as the online Paper.li journals that feature us.

- We keep our account active (taking into account that we can't produce new content on a daily basis) by recommending or highlighting projects from other organisations or individuals that we support.

- We keep our eyes open for (and their schedules synchronised with) international environmental events (like the Earth Hour, Earth Day, Water Day, Sustainable Energy Day, etc), and use those particular hashtags to get involved with the subject.

- As we have followers that only seem to tweet in English or Spanish, and we are not certain that all of them know how to read or write both languages, we try to tweet in both English and Spanish during the week. International events or opportunities are usually tweeted in English, but we try to keep the local contents in Spanish.

c.YouTube

and other media-sharing websites

So far, we have discussed Facebook and Twitter, which have interaction or immediate update sharing as a purpose. But there are also websites whose purpose is to enable users to share more complex, specific types of content like videos, photos, music, etc. Those are called 'media-sharing websites', and YouTube.com is possibly the most famous one worldwide.

What sets YouTube and other media-sharing websites apart

Since these websites can be used mostly to share one type of content, they can be used on two levels:

1. As one of the secondary parts of your project's online presence. Basically, as the place where you post your photos or your videos, which aren't one of the main thing you do with your project.

Example: *Global Changemakers*! As you may know by now, *Global Changemakers* does most of its content-sharing on its own website, but we still use YouTube as the central whenever our events are open for applications and people need to send 2-minute clips about their activism.

2. As one of the main channel for your project's online presence. In other words: you do a really big part of all your awareness-raising via these services.

Example: The Children at Risk Foundation, Brazil is an organisation that aims at solving the problems faced by street children in Brazil. One of their biggest awareness-raising channels is their account on Flickr, a photo-sharing website, where they use professional photos
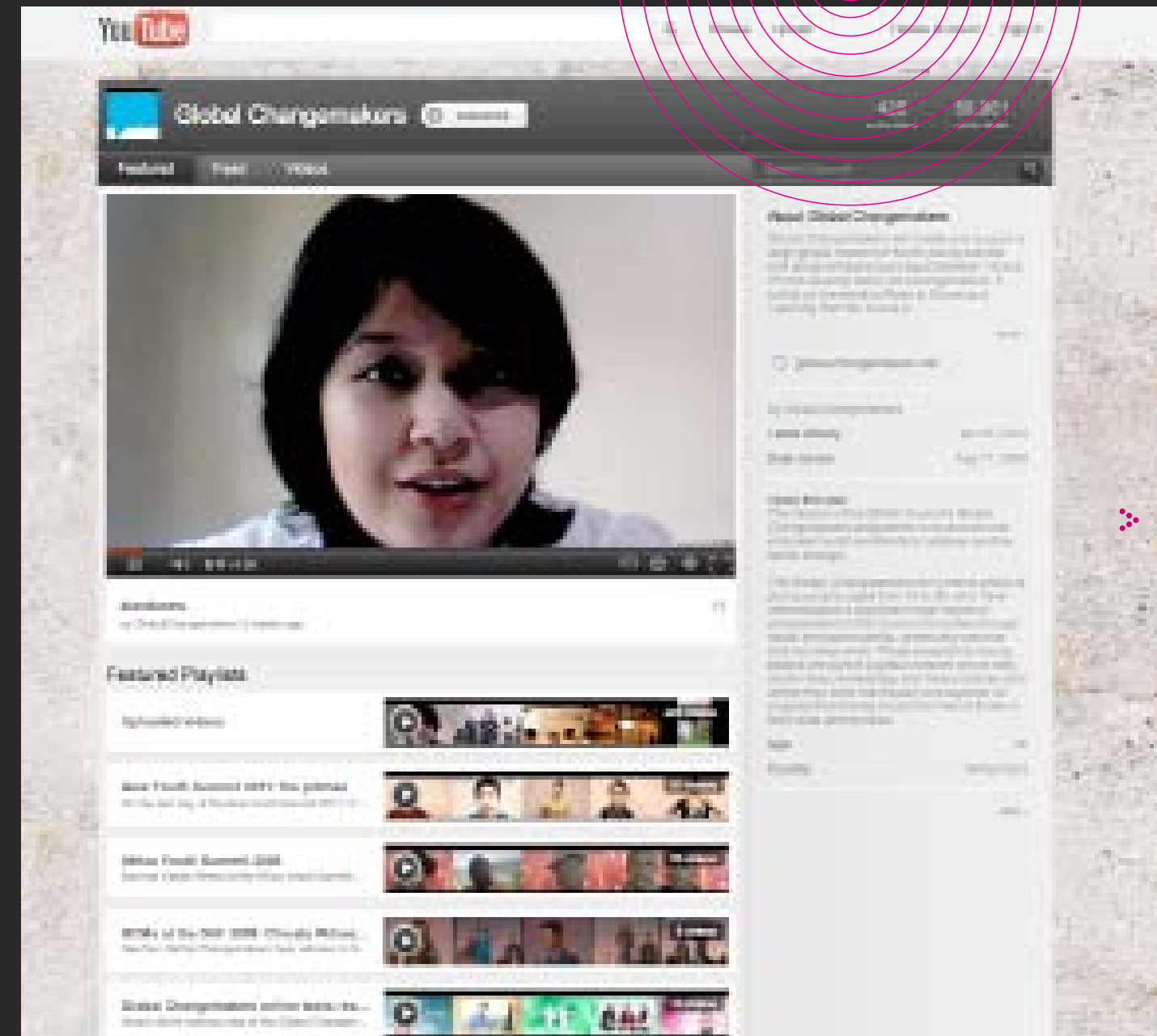
of the children they help as pretexts to share their stories. Each of their photosets has been viewed thousands of times, and throughout the years they have been on Flickr they have built a library of photos that is rich enough to attract photographers and activists alike.

Media-sharing website tips

Bear in mind that media-sharing websites can concentrate a higher amount of specialists than other websites. This can be a double-edged sword: if the specialised photographers that see your works on Flickr become interested in the topics you're covering, chances are they may raise awareness on those topics too; however, specialists can be hard to impress when you have little experience with the types of work that are shared on the media-sharing website you choose.

Also, media-sharing websites aren't built to enable interaction to the extent that Facebook is. While you can still interact and share more than just the type of media the site is intended for (like the Children at Risk Foundation does), you will have to work harder to find ways to adjust their structure to suit their needs.

Most media-sharing websites are used by big or small communities that are consistent in paying attention and giving feedback to the people in their own community. It can be helpful to find those communities, and try to join one that has interests that can be compatible with the topics you want to raise awareness on.

YouTube specific tip: don't forget to check out the YouTube Nonprofit Program, which allows nonprofits from certain countries to reach more people through a YouTube-sponsored video on each non-profit's work.

GLOBAL 💬 changemakers *example...*

Matheus' Haiti Music School (Brazil-Haiti)

The Haiti Music School aimed to inspire and build capacity for local musicians in order to bring hope and development to Haitian communities after the earthquake in 2010. It started with a one-week capacity-building workshop that distributed about 60 diplomas to Haitian musicians, and that had more than 100 instruments donated. Many of these teachers used the material to teach children, and the impact of this project in Port-au-Prince spread around the country.


FAST FACTS
Name: Matheus
Age: 24
Country: Brazil
Project: Haiti Music School

Click on video to play!

We recorded a music video with some of the affected communities, uploaded it to YouTube, and then we disseminated it through social media. The video was aimed to raise awareness on the disaster and also on the hope of transformation in Haiti. To date it has had about 40,000 views on YouTube, and has been given attention at many conferences. http://www.youtube.com/watch?v=h94SeU4cKIw

"To date it has had about 40,000 views on YouTube, and has been given attention at many conferences.
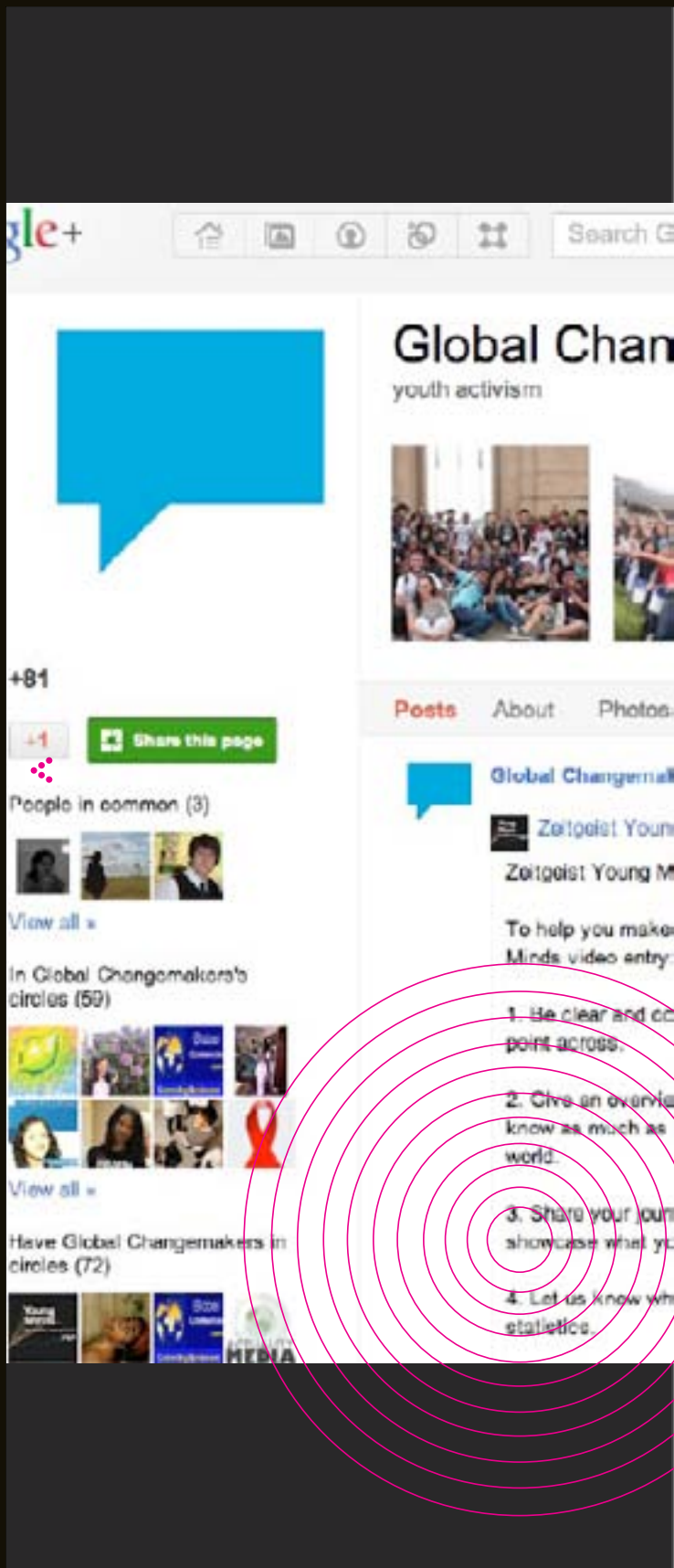
d.Google+

[Google+](#) is pretty new in the social media world. It has significantly less subscribers than Facebook or Twitter, but offers a couple of features that make it really attractive: the fact that you can use 'circles' as a tool to decide who can receive the content you post, and the ability it provides to use video chat in conversations with up to nine people at once.

What sets Google+ apart

- The ability to share things among 'circles'

When you open a profile on Google+, you can categorise all of your contacts into 'circles' (one circle could be your family, another circle could be your best friends, and so on). When you post content on Google+, you are allowed to choose which circles will receive it.

This makes it possible for projects to have only one profile through which they can keep their participants and their volunteers informed separately. Also, if your project deals with different issues and you have followers who aren't interested in all of them, they can be put in the circles they are interested in to receive those updates only.

- Hangouts

Google+ allows users the possibility to have a space where they can have a virtual meeting (or 'hangout') with friends. Everyone just needs to download the plug-in on the Google+ page to be able to join group video calls (up to nine people can be on the same call). A bonus: everyone on the meeting could be watching the same YouTube video on Google+ while participating on the call (maybe that's a tool Matheus from Haiti Music School could use to promote his video).

How does this service differ from Skype, though? Most of it comes down to the contacts - it's easier to find new people who have something in common with you on Google+ Hangouts than it is on Skype - but the capability to have nine people on a call gives Google+ an extra-useful thing to boast.

Google+ Tips

Always make sure to double-check your content's visibility settings, especially if you are managing delicate content that you don't want everyone to see. Use the tools within Google+ to see what your profile or participation looks like to others, depending on the circle they are in.

If you are planning on using Google+ Hangouts for a specific project-related activity, it will be a good idea to have back-up plans. Sometimes Internet connections aren't stable enough, or the sounds on the street can't be controlled… Having a list of alternatives to get things done if the technology just doesn't cooperate will save you a lot of time.

e.Websites

One of the first things Changemakers tend to think of when coming up with a project is the creation of a website. However, in many cases, this is an unnecessary expense as many of the features they are looking for are also available through free social media sites. Here you will learn what you should know about websites to see if you really need one or if you can just use what's available for free.

What sets websites apart

The positive aspects:

- The possibility of customisation. You are only limited by what's technologically possible in the world; you aren't constrained to the model that was chosen by a social media website.

- The world of media may change fast, but perceptions take a bit longer to do so. For some people, having a website gives you a good reputation ('since you pay for a website, you care, and you have gathered enough resources to do so').

The negative aspects:

- Not only are they not for free; here, the principle 'the less, the better' doesn't apply. The better a website you want to have, the more resources (time, effort) you'll need.

- Websites that aren't in places where people are already spending their time (like Facebook or Twitter) have a much smaller outreach, and they have to work proportionately much harder than anyone using Facebook or Twitter to find new readers.

Website tips

Before building a website, go through this toolkit to work on your social media strategy and define whether the content you need to share is indeed only suited for a website, or if you are better off keeping only other social media accounts updated. Consider that many of the people you want to engage with already have accounts in a number of social media sites and are less likely to look at webpages outside of that radar, so a good rule of thumb is: 'do not build an entirely new website unless it's absolutely necessary'.

If your project does need a website...

- We suggest you use your website as a 'media central', Facebook as an 'interaction central' and Twitter as a 'sharing central'. If you write articles, post photos or want people to look at something, you should first post it on your website, and then link people on your Facebook pages and your Twitter feeds to your website, and encourage discussion on Facebook. If you post your entire texts or photo galleries on Facebook, then it's time to reconsider whether you really need a website (follow the strategy steps!).

- Related to the last point: don't fall into the customisation trap. Even though you can

THE HOPELAND IDEA

Nalo's Family lives on

$1.25 US Each day

BECOME A CITIZEN!

Hopeland on Facebook

Like

328 people like Hopeland.

Sarah   Katharina   Matheus   Stefan   Gayane Ach   Felipe

technically have anything you want, some things will just make no sense cost-wise. As we mentioned, there's probably no point building a social networking site when you can take advantage of Facebook's robustness. Also, the more you want out of your website, the more resources it will need!

- Make sure you come up with a good social media cocktail in order to attract traffic to your site. Also, pay special attention to the forms of social media integration you can take advantage of: on Facebook, apart from linking to your website, you can find the tools you need to use Facebook registration and 'likes' on your own site; you can find similar tools on Twitter (rather than do 'likes', it will allow your users to retweet). These tools can make it easy for the people to read your website to link their friends to it.

- A tech tip: even though it may not be in your heart to be a 'geek', you need to have someone on your team who has basic web-building skills (even basic knowledge of XHTML, CSS editing) so that you don't need to call the web designer all the time you need to work on small details.

- Another tech tip: if there is something that there is a lot of public information on, that's website-building. Before you embark on a project of that scale, take a look at what people have written. Google 'how to build a website', 'Wordpress website building' (Wordpress is a very basic, user-friendly service to get the work done).

GLOBAL changemakers *example...*

Mariam, Souhail and Shruti's Hopeland (Morocco, Armenia and New Zealand)

Hopeland is an online community aiming to raise awareness on extreme poverty. What we wan to do at Hopeland is raise awareness in a creative way: we wanted to host a 'virtual country', united by the values of hope, peace and equality, that people could join to pledge to act against extreme poverty. For this, we needed people to

FAST FACTS
Name: Mariam
Age: 20
Country: Armenia
Project: Hopeland

Click on video to play!

be able to register, to show a map with all the pledges, to show our videos and awareness-raising material, etc. That's why we chose to have our own website: http://www.joinhopeland.org/.

We use different social media (like Facebook and Twitter) to promote our website. We organised a number of events as well in order to promote the registration of citizens in Hopeland.

"We needed people to be able to register, to show our videos and awareness-raising material, etc. That's why we chose to have our own website"

Email not displaying correctly? View it in your browser.

GLOBAL
changemakers

newsletter

f. e-Newsletters

During a *Global Changemakers* talk at the Global Youth Summit 2009, Paul Hilder, who was then working for Avaaz, told us that the organisation had consistently found that people still paid more attention to their e-mail inbox than to other websites, and that's what led them to use e-mail as a means to make their petitions reach their members to gather their support.

Even though media practices change and e-mailing may or may not be on the top of the 'importance' hierarchy for your audience (make sure you address this when you're thinking about your audience while building your strategy), e-newsletters are still a great way to send periodic messages to your supporters.

What sets e-newsletters apart

Sometimes, people want to keep up to date about your organisation's work, but they aren't in an audience that checks social media or private websites on social causes. If these people use e-mail frequently, then e-newsletters are the means to use.

Information about this changes fast, but, as of the time that this toolkit was made, youth in many countries aren't the ideal audience for an e-newsletter, so consider the idea carefully if you are trying to reach out to youth. Research first if they are avid e-mail users.

Having a newsletter allows you to share content at the pace you prefer (from daily, which we honestly consider as overkill for most organisations, to once every couple of months), which is not something that can be easily chosen on social media platforms where you must post at least a couple of times a week if you want to stay in the loop.

Something to bear in mind: whereas you can find a few options for free, you will most likely have to pay some money if you want a good platform to send your newsletters from. Also, to make the best possible use of your newsletter, you should have other online spaces (such as a website, or profiles on social media sites) where you can share the link for people to sign up to it.

e-newsletter tips

As mentioned, make sure that the people you are targeting are frequent users of e-mail. If they're not, your messages will not get read.

Also, once you've picked the timing for your newsletters, make sure you are consistent. If people start to expect to hear form you at a certain time of the month and they don't, they may think you are slacking. If you start posting more often, they can get annoyed and unsubscribe.

Since e-newsletters are less frequent than other social media updates, make sure that the content you share in them is always top quality, and that you share all the relevant information you need to share about your project. If possible, create your (say) monthly newsletters over the entire course of the month to make sure you'll be sending out something fabulous.

GLOBAL
changemakers
example...

The Global Changemakers Programme uses Mail Chimp to reach Changemakers, partners and other stakeholders by providing stories about our community and its achievements.

We send the monthly newsletter to approximately 10,000 people. The newsletter features stories about our Changemakers projects and achievements and events we attended.

e.SMS

Texting may not be an Internet tool, but we decided to include it in this toolkit because text messages or SMS are one of the currently most widespread means of communication, and, with certain audiences, a lot more efficient than most online tools.

What sets SMS apart

Why would you want to use SMS to support your project? Because of two main reasons:

1. It may be the 'medium of choice' among the audience you are targeting. For example: if you're working with youth in rural settings, chances are there is no broadband, but that many of them do have mobile phones. So, rather than using Facebook, writing a text to send to many can be a better use of your resources.

2. It works well for things that require immediate action. If what you want to do is send a message to call people to a session today at 6pm, sending a text will more or less ensure your message will be seen quickly, and that many people will show up for the meeting. If you did it through

the internet, chances are many wouldn't log on before 6pm to find out in time.

What limitations does texting have?

1. As you probably already thought, you can't send really complex messages through SMS. It's a few words, an image if your system supports it, and that's it.

2. It can be more expensive to acquire tools that let you message a lot of people at once than it is to work with social media.

SMS tips

• Looking into shortcodes can be a great idea for big organisations, but for those who are starting it can be too high a price to pay. Subscriptions to shortcodes are monthly and are in the hundreds-of-dollars range, so maybe it's not the best place to start.

• Even though you may only have heard of texting for fundraising, small projects have a better chance at using SMS for other things (like communication) and gathering their funds through other traditional activities. The investment that's needed for SMS fundraising is a lot higher than what most small organisations can make through it.

• Don't think SMS are just for broadcasting; they may also be one of the best ways that people can provide you with feedback.

FAST FACTS
Name: Jecel
Age: 24
Country: Philippines
Project: Check My School

Click on video to play!

GLOBAL changemakers *example...*

Jecel's Check my School (Phillipines)

Check 'N Run – Check My School (CMS) is a transparency and social accountability project which aims to improve the education services by mobilising citizen groups, the private sector, academe, media and the government to work together in improving the service delivery in public schools. At CMS, we rely on people sending information about the needs of their local school to be able to gather the data and translate it into service improvement.

Because we need a lot of people's feedback to produce good results, we use a website, different social media, and we are now using SMS, too. During the first year of our SMS usage, we didn't have a great experience; we had a lot of technical difficulties, including our website not accepting some messages. However, we consider SMS crucial when it comes to hearing from those living in rural areas in the Philippines, where the Internet is not an option for people to give their feedback on the state of their schools.

5.0 Some tips and warnings

Always check for efficiency

When you get into a routine, it can be hard to assess the true impact of your effort. It could be the case that you are putting a lot of effort into the online presence of your project, but nobody seems to check out your page (while, on the other hand, you do get a lot of phone calls, and you devote little time to that).

Ask yourself the following questions:

Am I putting too much effort into this? (If it feels excessive, it's time to regroup.)

Am I putting too little effort? (If it doesn't feel like work, it probably isn't work!)

Am I spending more time working on social media than actually doing what I originally intended to do with my project (like teaching ecology workshops)?

Are all my social media efforts interfering with the main work of my project?

If the answer to any of these questions is 'yes', it is time to reconsider the time you're giving to

social media. It should be 'just the right amount' of effort, and it should always support your mission, rather than interfere with it.

So, at this point, what can you change in order to be more efficient? Maybe you can reduce your number of posts per week on each service, or recruit someone else to manage your social media presence so you can focus on other things.

Don't be a dinosaur: be aware of new media

Every day, new online services are created and adopted. This cycle never stops, even if today many might think that humanity is stuck with Facebook and Twitter for the foreseeable future.

However, this doesn't mean that you always need to be ahead of new media fads to do a good job with your project. In fact, it is enough to follow two simple rules:

Whenever you see a new online tool, take a look at your entire strategy (the step where you answer lots of questions about what you want to achieve, how you will do it, etc.) and see how

this new tool would fit in. This is the easiest way to see if the tool is useful for you.

Don't try to lead your audience into a new service; follow your audience to a new service instead. If you see all the people you're in touch with have started using something new, then it could be time to start using it too.

Integrate, integrate, integrate

'Integration' may sound like a buzzword from geeky forum discussions, but it actually is one of the best things you can do for your communications strategy. At the beginning, you'll find it easier to post indiscriminately on all the services you use; however, it is necessary for you to eventually think of what to post in each channel, and to make a plan for how all your content will be linked.

When your channels are integrated, you will have more traffic on all of them (people will find it easy to jump from site to Facebook profile if you integrate them by constantly linking to each other, etc.). It can also help you by letting you find ways to be more efficient in your strategy.

Do your (basic legal) research

The fact that you're involved in a community project doesn't save you from having to comply with all the rules other people must follow. If you just look up a logo or a design to decorate your own pages with, you're still infringing copyrights.

Another thing to consider is what exactly is your responsibility when you are gathering information about the people you are in touch with online. If you have a database with underage people's contact information, you may need to take some special security provisions (such as requesting parental consent before getting in touch with them).

Solve your strategy's problems

The best tip we have to help you get past the problems in your strategy is to analyse the problems until you can turn them into very concrete questions. For example: maybe you are worried because you have tons of supporters on Facebook, yet you don't see your offline support levels go up. Rather than getting stuck on 'Why is this not working?', ask more specific questions: 'Are my supporters listening, or just not interested?' 'Am I giving them 'easy enough' and attractive opportunities for action when I post online, or am I mostly posting other things?'

Troubleshooting may sound like a fairly abstract process, but you'll be surprised by the insight you can gain when you start looking into seemingly basic questions.

FAST FACTS
Name: Ignacio
Age: 23
Country: Venezuela
Project: EduAccess

Click on video to play!

6.0 Learn more

Here are some resources you can check if you want to learn more about the topics that were covered in this handbook.

Mashable.com is one of the biggest tech-related online publications today, so it is always a good source to learn about new tools and innovative ways to use them. Mashable.com is an especially good source mainly for two things: all their social media how-tos, and their comprehensive Twitter and Facebook guidebooks.

A great source for young activists is Do Something U. Even though you may be tempted to go to the 'Technology' section to find answers to your social media questions, make sure you look through all the different categories.

As you may remember, you can learn a lot from media researchers when you're trying to think about the way your audience uses media.

The problem is these researchers can be a bit tricky to find. If you have no luck looking through the directory of the media researchers in your local universities, try looking at the Association of Internet Researchers.

And last, but not least: whatever step you take, don't forget that a lot of people will have taken the same step already... so benefit from their experience! For example: if you decide to work on the creation of a website, look for communities where people gather to discuss all sorts of things about website creation, like the Wordpress Forums. Just search for the topics you're interested online, and you'll find plenty of discussion spaces.

Need to review your project plan?

Take a look at our Project Management Toolkit >>

Click on video to play!
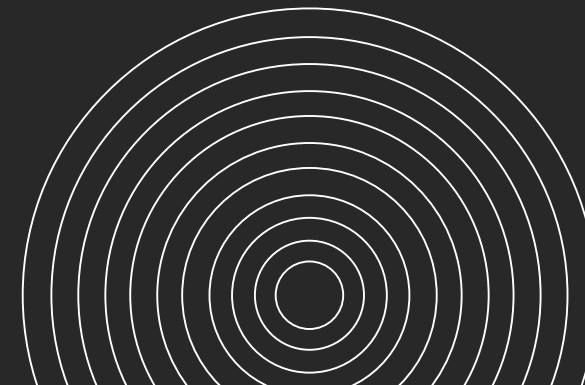
7.0 Strategy questions cheatsheet

i. Thinking about the needs of your project

#1: What do I want to achieve?

#2: What parts of my method can be helped if I improve the communications of my project?

#3: What are the specific communications tasks that I need to carry out for these parts of my project?

ii. Thinking about the people you want to reach

#4: Who are the people you want to reach?

#5: What do you know about the people you want to reach?

#6: What media (not just social media) do these people use?

#7: How do they use these media?

iii. Thinking about what you want to tell those people!

#8: What are the purposes of the messages you want to send, and of the ones you want to receive?

#9: How long/intricate are the messages you need to send or receive? Should they be public or private?

#10: Do you think you need to use images, video, etc?

#11: Do you need to hear a response to consider these messages effective?

iv. Thinking about the tools that can help you do it

#12: Based on all of these answers, what are the media (not just social media) out there that can help me send the right message to the right people effectively?

#13: What exactly does each tool let you do?

#14: What resources ($, bandwidth, hardware) do you need if you want to use them?

#15: What are some of their possible limitations?

#16: What are some of the things other people say about them?

#17: What has been written about them data security-wise?

#18: Do you have any experience with them?

#19: What are the resources ($, time, knowledge) you can put into this aspect of your project?

#20: Based on your resources and the information you have gathered of all the tools you can possibly use, which ones can you choose?

#21: Are you (moderately) sure?

Getting started *cheatsheet*

1. Test all the services you plan to use by opening personal accounts on them.

2. Make a rough plan, based on all the questions above, about the things you will do with each tool you've chosen.

3. Write a list of things you need to gather to start implementing your plan (and gather them!)

4. Once you've gathered all the content you need to begin with, go ahead and open accounts for your project on all the services you've chosen.

5. Start posting!

6. If needed, make weekly/monthly plans for all your tools.

General tips *cheatsheet*

- Sometimes (well, a lot of the time) it is best to keep it brief

- Polish your use of language

- Don't be too active, nor too lazy (not being lousy works too ;))

- Write it for your audience

- Don't make it controversial, and do make it inclusive

- Say interesting things!

- Remember people like colors

- Make it easy (and encourage others) to share

- Think of what you want your audience to do with your message, and shape your message to suit that

- Always check for efficiency

- Don't be a dinosaur: be aware of new media

- Integrate, integrate, integrate

- Do your (basic legal) research

- Solve your strategy's problems by asking concrete questions

Evaluation *cheatsheet*

- Get to know the numbers of your pages

- Think of the impact ON THE PROJECT

- Is it time to add or drop something?

Managing your feedback *cheatsheet*

- Always listen (and make sure your audience knows it!)

- Respond!

- Open different channels

- Realise it's not always going to be nice

- Don't feed the troll

- Ask for feedback when you need it

- Incorporate the feedback you get

Credits:

Concept: Mariel Garcia

Examples:
Alanda Kariza
Laura Zarta
Joao Brites
Jecel Censoro
Matheus Ortega
Mariam Sargsyan

Special Contributions:
Ignacio Rodriguez
Qaisar Roonjha

Wrtitten by:
Mariel Garcia
Gabriela Jaeger

Editing by: Matt Kimmich

Design by:
www.danielacristofori.com

www.globalchangemakers.net