

Relate CSOs Content to Trends



Decline of Organic Reach



As of the first week of December 2013, Facebook has decreased the organic reach. This means that less and less people see the Social Media posts of the CSOs.

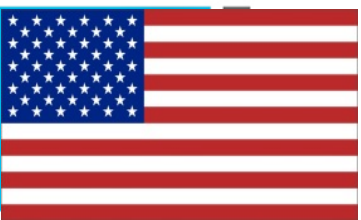
CSOs have yet to change their old Social Media behaviors to react to the changing dynamic of the medium they are in. Reach is one of many critical indicators that need to be regularly addressed and closely monitored by CSOs if they are to be heard.



Introduction



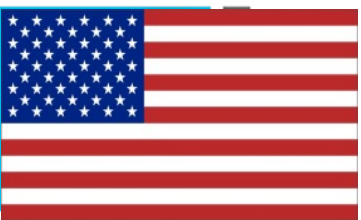
On Sep 18, 2014 Facebook announced that it will place posts about trending topics and content with fresh engagement on the top right hand side in the News Feed page.



Practical Tips



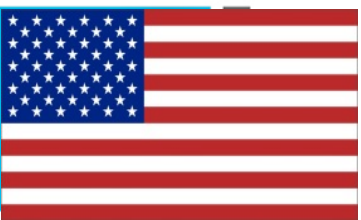
- When trends are (remotely) relevant to the CSOs objectives, share/create related content.
- General Interest topics can also be used. The more relevant the CSO is to the online audience, the higher the engagement.
- View “Real Time Marketing” examples



Facebook Trending



Facebook “Trending” is now available to show a list of topics and hashtags that have been recently used in popularity on Facebook. The use of trending topics of hashtags will increase the posts engagement without booting.



Facebook Trending



Jane Smith
Edit Profile

Update Status Add Photos/Video

What's on your mind?

Josh Pyles added 9 photos from November 30, 2013 to the album **Friendsgiving Road Trip 2k13** by Josh Pyles and 3 others.

Trending [Learn More](#)

- Golden Globes:** The 27 Best Moments from the Golden Globe Awards
- Cristiano Ronaldo:** Cristiano Ronaldo wins Fifa Ballon d'Or after stellar year at Real Madrid
- 24:** Fox Sets May 5 Premiere for '24: Live Another Day'

[See More](#)

People You May Know [See All](#)

- Sanjeet Hajarnis**
21 mutual friends
[Add Friend](#)
- Mike Finch**
19 mutual friends
[Add Friend](#)



Changing Dynamics of Online Advertising



Changing Dynamics of Online Advertising



- Media consumption is no longer LINEAR
- People now move quickly and unpredictably between devices and media channels in different parts of their day.
- Content creators have the challenge of telling a story in a non-sequential technique



Changing Dynamics of Online Advertising



- CSOs are rearranging their content generation process and taking advantage of these Social Mediums
- Here are five key ways to work on internally, and improve the CSOs capabilities:



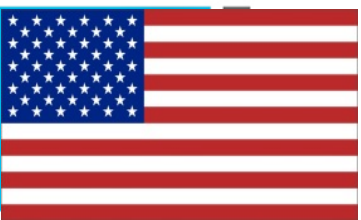
Changing Dynamics of Online Advertising



1. Switch to Non-Linear Storytelling
2. Restructure Operations and Processes Around Content and Sharing
3. Re-examine the posting Cycle
4. Facilitate Discovery of Content
5. Making entertainment a core offering



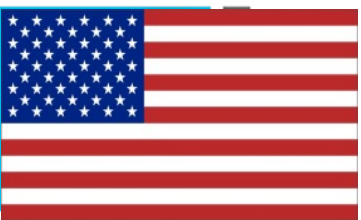
Real-Time Marketing



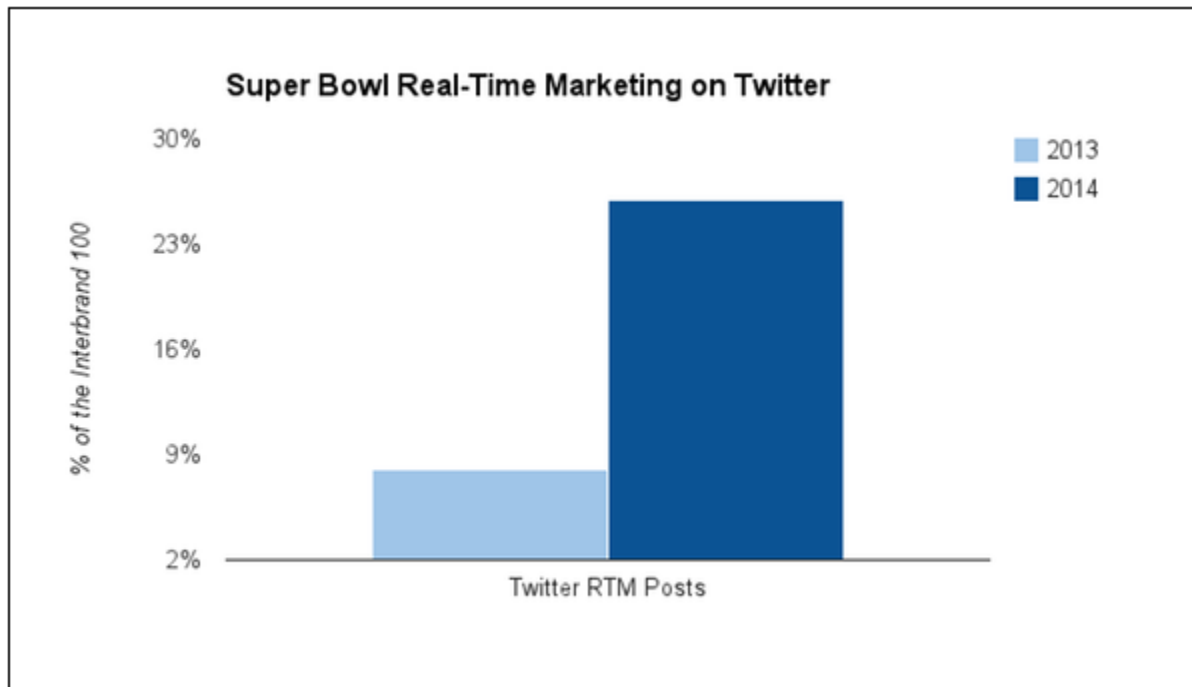
Twitter Was A RTM Circus On Super Bowl Sunday

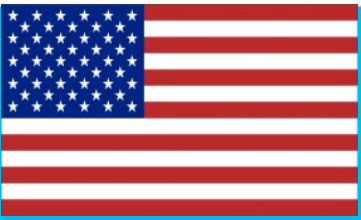


- With Super Bowl being one of the most popular game events in USA, most brands, Public figures, organizations, and others engage in Real-time marketing by taking part in the discussion about it on Twitter and Facebook to shed light on them by using this hot topic.
- Below statistics of Tweets during Super Bowl 2014



Twitter Was A RTM Circus On Super Bowl Sunday





Trending Topics



ALS Ice Bucket Challenge



The challenge goes as follows:

- Participants post videos dumping ice water on their heads on social media platforms.
- At the end of each video, participants of the challenge are called upon to nominate a few others, and continue the “chain reaction,” so to speak.
- If these friends don’t complete the “challenge,” they’re urged to donate \$100 to the ALS foundation.



#Stripforjackie Campaign



#Stripforjackie campaign was sparked on Social Media, where supporters stripped off in solidarity with the Lebanese Olympic skier, Jackie Chamoun, who was called for an investigation by Lebanon's sports and Youth Minister, for posing for a stripped photo shoot of a calendar which wasn't supposed to go public.

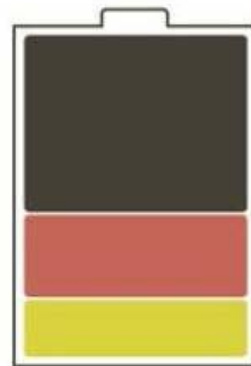


World Cup





World Cup





Widest Interaction via Visuals



Visual Interaction



- Recently there has been a widespread usage of funny Internet memes to send out brands' messages through Social Platforms.
- You can create your images using simple generators or Photoshop
- Though some might find these images silly, they are getting the highest interaction on Facebook



**KEEP
CALM
AND
JUST
GRADUATE**

**SO YOU'RE TELLING ME THAT
KIDS WANT TO BE SICK**

SO THEY CAN SKIP SCHOOL

I WAS CUTE

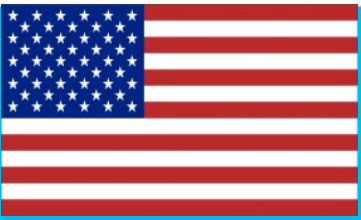
**BEFORE IT WAS
MAINSTREAM**

FROM HERE YOU ALL LOOK LIKE ANTS.

**LET ME GET MY
MAGNIFYING GLASS.**

**NOT SURE IF
MEME**

OR EFFECTIVE MARKETING



Content Creation V.S. Content Curation



Brand Positioning



- Creative and good content is important for positioning your brand as a reference for health, lifestyle, finance, Social Media, politics, and every other category you can think of.

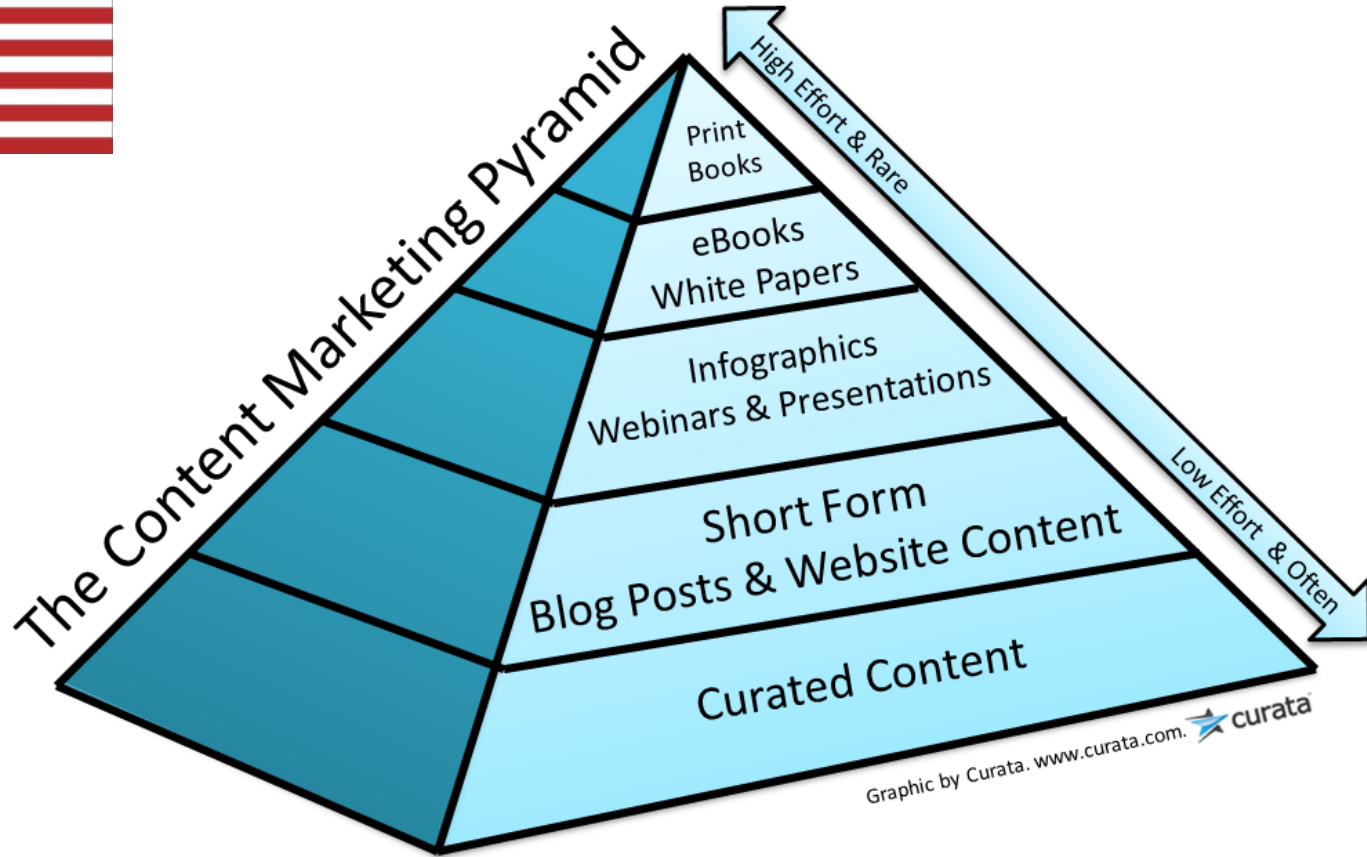
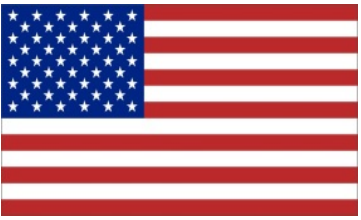


Creation V.S. Curation



Content Creation is the process of generating unique content for the CSO.

Content Curation is when CSOs share relevant content from different CSOs or users (Of course, by giving them credit) on your Social Channels



Graphic by Curata. www.curata.com.  curata



Content Curation



- By curating content, you are acting as a filter for your audience to select the content of interest to be shared on Social Channels.
- Curate content at least three times a week.



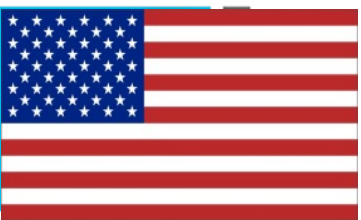
Content Curation Suggest Sources



- Blogs about your topic of Interest
- National news (holidays or events)
- Relevant news from around the world
- Industry news and latest inventions
- Funny/light Tweets are nice from time to time



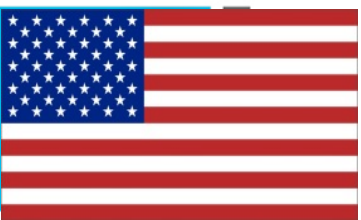
Cross Posting



Why cross-posting is a bad idea?



- Culture – Facebook, and Twitter are very different communities with various different uses that talk about very different topics. For example, finding and nurturing valuable partnerships makes sense as a focus on Twitter, but not on Facebook.



Why cross-posting is a bad idea?



- Different Semantics - Twitter has features like mentions and replies, while Facebook status update limits are over 400 characters. Also a link must be included in a tweet, but on Facebook a link can be added within the update rather than the text. These semantics don't translate between the two networks.



Why cross-posting is a bad idea?



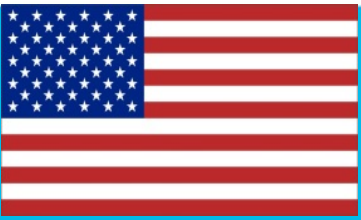
- Same Audience - It's likely that your followers can be found on several networks. If you post the exact same thing on Twitter and Facebook there is no value in following a company on all platforms.

How often should you post on your Facebook pages?

The ideal number is between 15 – 20 posts per week
(with plans for evenings and weekends)

How often should you tweet on Twitter?

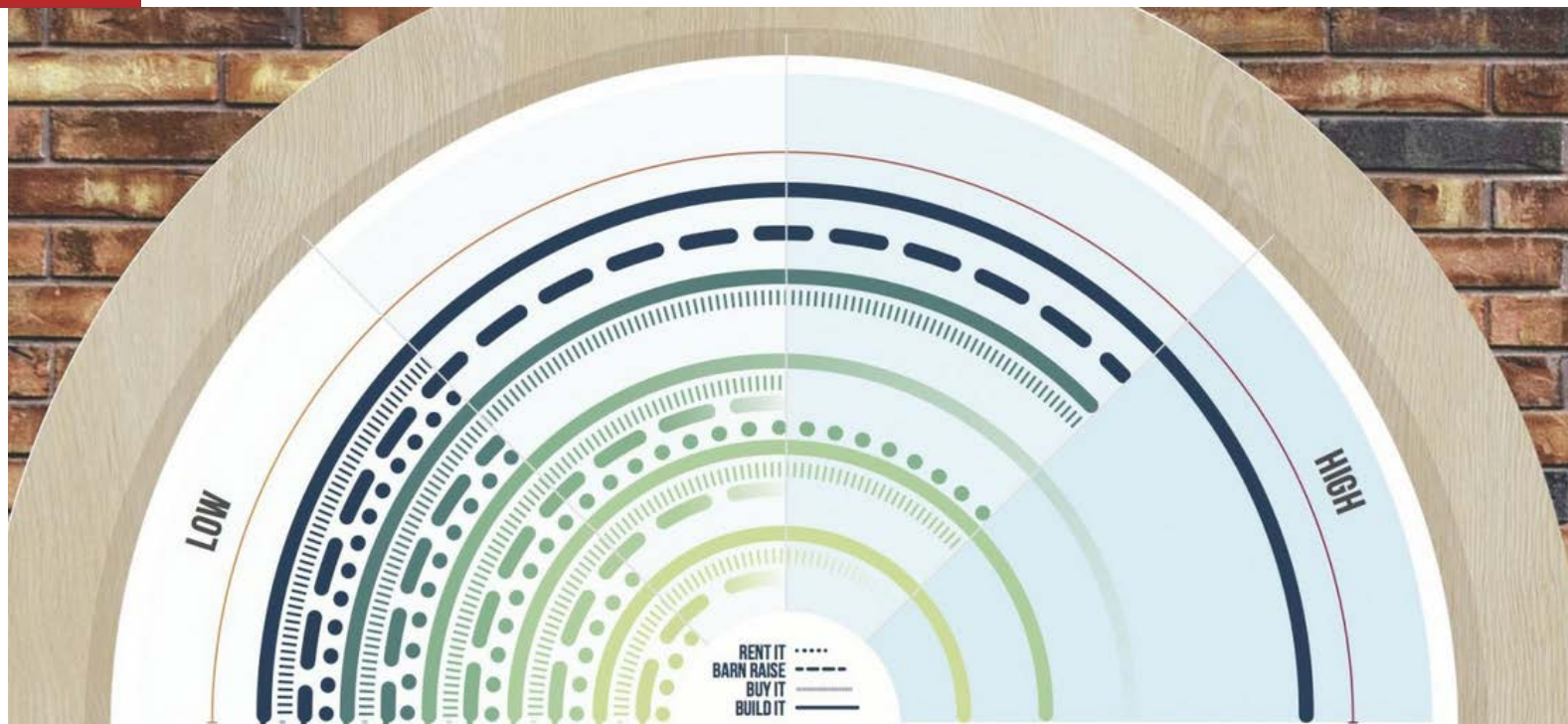
The ideal number is between 3 – 5 tweet per day



Categories of Content



The Door to Content Choices





The Door to Content Choices



PAIN ORIGINAL QUALITY AGILITY COST

YOUR DOOR TO CONTENT CHOICES

You need content. Which door do you take?

RENT IT

Licensing, aggregating and curating content written by known, branded sources.

- Affordable. Low end of costs.
- You get a constant feed of stories from hundreds or thousands of sources like a newsfeed or RSS feed tailored to your topics.
- Quality is assured since the work has already been used by major publications. Now differentiation since these stories appear elsewhere under another brand.
- Make do with what others have already created.
- Mostly painless.

BARN RAISE

Call on the community (employees, friends, partners, clients) to help OR via crowdsourcing platforms.

- Community pitches in. The value for crowdsourced ideas and executions run \$500 to \$50,000.
- Can be agonizingly slow to get cooperation within an unpaid community of volunteers. But the crowdsourcing platforms work well and quickly.
- Quality is variable and depends on contributor pool.
- Beggars can't be choosers. Take what you get, though you can start contests for crowdsourced goals/briefs.
- Unpaid contributors miss deadlines. However, using competition vendor platforms is low pain and timely.

Vendors

NewsCred | iTrap | curata | publishthis | ScribbleLive | tongal | poptent



The Door to Content Choices

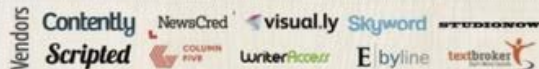


BUY IT



Paying for 3rd-party journalists and producers to create custom content in all media.

- Depends on volume and complexity.
- Flexibility to order up content but not instant delivery.
- Quality somewhat assured in that the platform rates the freelancers—but still some uncertainty in luck of the draw. You control the originality.
- Original content comes at a price. You can keep ordering up custom content but it may bankrupt you eventually.
- With good all-service vendor, pain free.

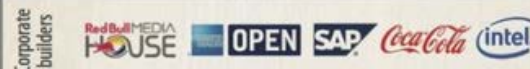


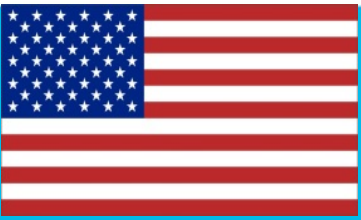
BUILD IT



Building a newsroom or content factory with your own pool of writers, editors, producers, and designers.

- Major commitment to talent and capital expenditure.
- Total control to “newsjack” or execute real time marketing. Can order up your own stories and formats at will. Your speed depends only on your people.
- Total control over your own quality—but this depends on the caliber of your talent which escalates in cost with experience. You control originality.
- Depends entirely on in-house talent.
- Migraine . Welcome to the media biz.





Categories Recommended for Content



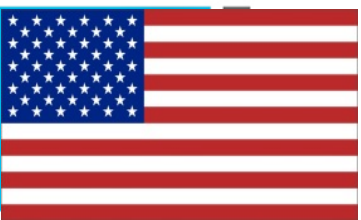
Type of Content



- Awards
- Community Links
- Community Services
- Education
- Environment
- Events
- Facilities
- Health
- Newsletters
- Powerful/Successful Women
- Recruitment
- Statistics (Performance)
- Summits
- Women in Tech



Examples of Content Categories for CSOs



Awards



The U.S.-Middle East Partnership Initiative (MEPI) shared a link.

October 10



Nobel Peace Prize Awarded to Pakistan's Malala Yousafzai, India's Kailash Satyarthi

[online.wsj.com](https://www.wsj.com)

Indian children's rights activist Kailash Satyarthi and Pakistani schoolgirl Malala Yousafzai have been awarded the Nobel Peace Prize for their struggle for education and against extremism.



Community Links



Content can be linked to an event happening in the community, where the CSO or Founder may be involved. (Supporting, Sponsor, Participating)



The U.S.-Middle East Partnership Initiative (MEPI) shared a link.

October 8



مودة تحتتم الدورات التدريبية في مجال التمكين الحقوقي لإعلاميات عدن ولحج
adenalghad.net

تلقت 25 صحفية من عدن ولحج خلال الشهرين الماضيين تدريبات نوعية في مجال الإعلام
الحقوقي والإنساني ضمن مشروع التمكين الحقوقي للصحفيات



Community Services



- What is the CSO doing for the community?
How is the CSO helping the community?
- Content can deliver steps happening during this service.
- The CSO being involved with the Community and being social in order to increase awareness and social connectivity with the society.



Save the Children

October 9

"Early childhood development is about setting up your brain to succeed later in life," our Artist Ambassador Jennifer Garner puts it simply. Get the inside scoop in this interview to find out her favorite children's books and top tips for helping children engage: <http://bit.ly/1rXvNID>



Save the Children

Like · Comment · Share

206 Shares

2,324 people like this.

Top Comments



Women in front shared a link.

October 3

<http://www.libanmag.com/?p=9652>
LibanMag article



70 امرأة أعدت جمعية "نساء رائدات" للترشح للانتخابات البلدية

www.libanmag.com

أعلنت "نساء رائدات" عن اختتام مشروع "نساء في البلديات" الذي رصد نساء من كل المناطق...



Save the Children

October 6



An estimated 2,000 children in #Liberia have become orphans as a result of #Ebola, accounting for about two thirds of all the children in West Africa who have lost both parents to the disease. Our CEO visited with some of these children last week. Read her compelling story: <http://bit.ly/1vHjTKp>



Save the Children.

Like · Comment · Share

219 Shares



1,455 people like this.

Top Comments



The U.S.-Middle East Partnership Initiative (MEPI) shared a link.

July 8

تدريب 28 شاب وشابة من خريجي MEPI في 5 مبادرات شبابية في محافظة تعز |
دنيا الوطن

www.alwatanvoice.com

تدريب 28 شاب وشابة من خريجي MEPI في 5 مبادرات شبابية في محافظة تعز



Education



- CSO's can provide content of when the CSO visited a school to deliver a message to students and/or public event to the society of what they are doing, how they will benefit.
- CSO's can provide content to deliver ways the society can give a helping hand.
- Facts of how children around the world are striving to be educated.

Pinned Tweet
Heifer International @Heifer · Jul 29

Gearing up to head back to school? Check out Heifer's #ReadtoFeed program!
hefr.in/1tWyBMZ



29 11 View more photos and videos

foundationforfuture shared a link.
September 11



5 Scholarship Opportunities for Students in the Middle East
www.barakabits.com

Although rarely publicized, there is a wide range of grants and scholarships for students and young professionals across the Middle East.

Tomorrow's Youth Organization
October 5

TYO knows that it's important that children learn from an early age the importance of treating those around them with respect and developing in them a sense of responsibility to their communities. That's why children spent last week learning all about their neighborhoods. Check out today's blog to read more! <http://wp.me/p1Rk5b-2y9>





Environment



- CSO's being a part of environmental awareness is an important part of society. Through your Social Media platforms you can post about events that are happening "Beach clean-up day", contests related to environment, or new technology the CSO is providing the society to keep the environment clean, and/or less polluted.



Green Impact International shared Dele Oni's photo.
about an hour ago · Edited

Gathering the strength for a new momentum of extending the great green wall across the nations with VIAC Foundation. Thanks to the Support of Anisulowo Shon



World Health Organization (WHO)
29 minutes ago

Vary choices of fruit and vegetables <http://goo.gl/e37zk6> #HealthyDiet

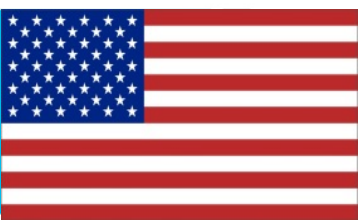


Like · Comment · Share

32 Shares

230 people like this.

Top Comments



Events/Conferences/ Seminars



- The audience wants and needs to know what each CSO is doing when it comes to events, conferences, and/or seminars.
- Content to be delivered before event:
 - What the event is about
 - When, where, and time



Events/Conferences/ Seminars



- Reminders about the event is suggested every two or three days as a reminder
- During the Event, conference, or seminar, it is suggested to do live posts, tweets, and even Instagram uploads.



World Health Organization (WHO) shared a link.

October 14

Today at WHO Headquarters, WHO Assistant Director-General for Emergencies, Dr Bruce Aylward briefed the press on the latest developments on the #Ebola response — at World Health Organization (WHO).



#Ebola press briefing with Dr Bruce Aylward

storify.com

WHO Assistant Director-General for Emergencies, Dr Bruce Aylward briefed the...

Like · Comment · Share

262 Shares

1,116 people like this.

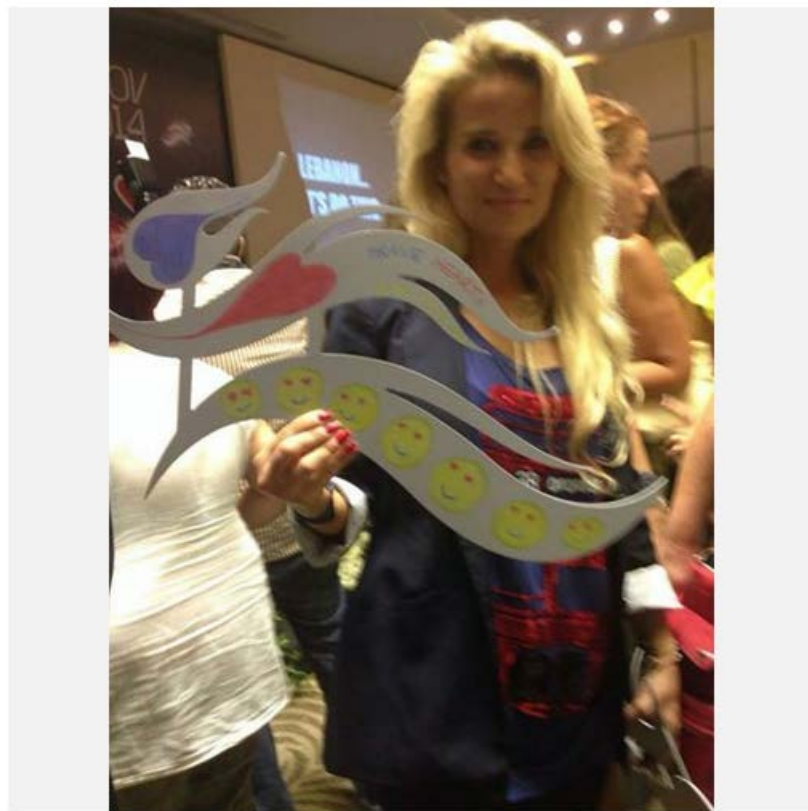
Top Comments

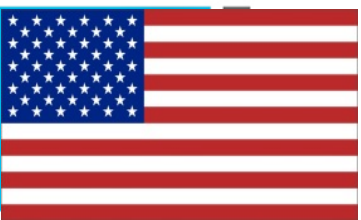


Brave Heart Fund

September 20 · Edited

Alma Khadra is running for the Brave Heart Fund on November 9, 2014





Facilities



- Introducing the audience to the facilities you have at the CSO is also important
 - Providing information about:
 - Staff news
 - Programs that audience can participate in

Brave Heart committee members brainstorming session ❤️... Stay tuned!



Because #Peace_Begins_with_a_Smile ...
Run for More #Smiles 😊
Beirut Marathon Association #Peacerunners



Register Now Before October 20th
Beirut - Mazras - Zreik Str. - Makhzoumi Bldg. - 70 / 84 84 60
www.makhzoumi-foundation.org - info@makhzoumi-foundation.org

Makhzoumi Foundation | Facebook: Infomf | Twitter: Makhzoumi | YouTube: makhzoumifoundation

RUN 9 NOV 2014
BANQUE DU LIBAN
Beirut MARATHON

Like · Comment · Share

3 Shares

39 people like this.



Qatar Foundation

October 12

Are you participating in research on translation in the Gulf? Submit your paper
:for TII's "Translating the Gulf: Beyond Fault Lines" conference
<http://www.tii.qa/conference/conference-requirements2015>

هل أنت من المساهمين في أبحاث الترجمة في منطقة الخليج؟ بإمكانك تقديم أوراقك
البحثية بمعهد دراسات الترجمة للمشاركة في مؤتمر "ترجمة الخليج: تخطي حواجز
المعرفة":
<http://www.tii.qa/conference/conference-requirements2015>



Like · Comment · Share

22 people like this.



Health



- Content can be about health issues happening around the world
 - How to prevent health issues (Ebola)
- What the CSOs have conducted to help people with health issues



IKEA Foundation

October 3 · Edited

On Monday we gave a grant of €5 million to MSF helping them with the fight against Ebola in West Africa.

In addition, we have given [Save the Children](#) €100,000 for them to train healthcare workers in Liberia, supporting children whose pare... [See More](#)



Like · Comment · Share

↻ 124 Shares

👍 847 people like this.

🗨️ Top Comments ▾



International Red Cross and Red Crescent Movement

October 1

Kadiatu, 11, was the third confirmed [#Ebola](#) patient to arrive at the newly opened treatment centre operated by the IFRC in Kenema, [#SierraLeone](#). Through treatment offered by Red Cross staff, she grew stronger and is now ready to return home to her mother and eight brothers and sisters. [Read more: <http://bit.ly/1vut5Sk>](#) (Photo: Katherine Mueller, IFRC)



Like · Comment · Share

↻ 184 Shares

👍 855 people like this.

🗨️ Top Comments ▾



Holidays / Celebrations



- CSOs can relate with the audience by posting news about holidays or celebrations they support.
- For example,
 - Breast Cancer Awareness
 - World Food Day
 - Christmas
 - Ramadan



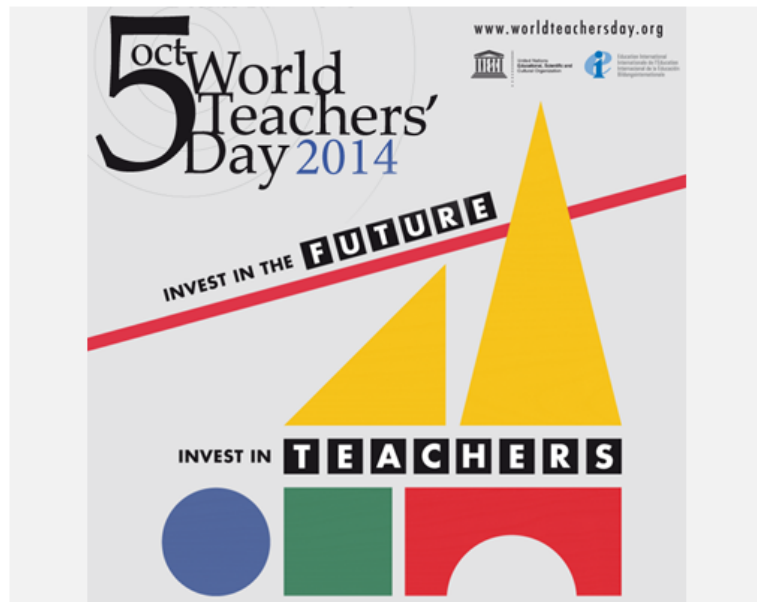
World Summit Youth Award

October 5

World Teachers' Day Celebrations around the world!

<http://www.worldteachersday.org/map> #teachers #respect4teachers

#Education4All



Like · Comment · Share

5 Shares

39 people like this.

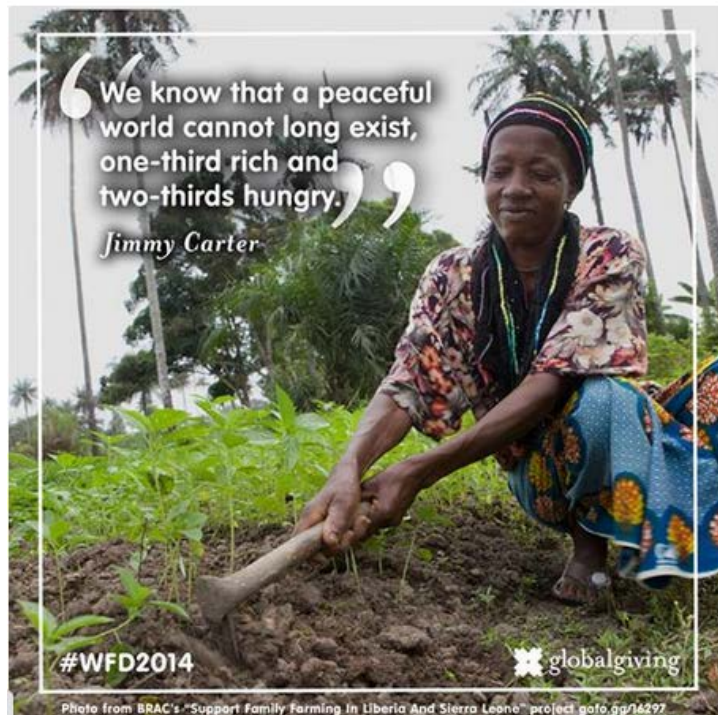


GlobalGiving

11 minutes ago

Today is World Food Day, an opportunity to reflect and act on the problems of hunger and malnutrition.

Watch our feed today for great projects empowering family and small-scale farmers around the world. #WFD2014





The Women Worldwide Initiative

October 11

Happy International Day of the Girl from The Women Worldwide Initiative!

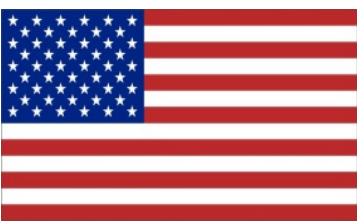




Powerful/Successful Women



- Everyday we hear about powerful or successful women around the world making a change. This type of content will help bring awareness about respect, honor, success, intelligence.
- Moreover, it might change one person's life by reading the story.



The World's 100 Most Powerful Women

Methodology



100 Women Who Lead The World

This is FORBES' definitive annual guide to the extraordinary icons and leaders, groundbreakers and ceiling crushers who command the world stage.

Continue »

Edited by Caroline Howard with Kate Pierce, Mehruddin Wani and Chris Smith 5.28.2014

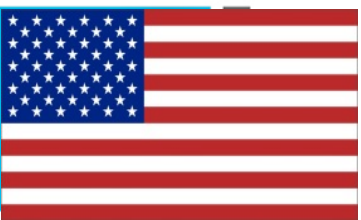
[Exclusive: Inside Mary Barra's Urgent Mission To Fix GM](#)

[Viral Hits 2014: Empowering Women And Girls One Hashtag At A Time](#)

[Janet Yellen And 17 More New Faces On The 2014 Power Women List](#)

[10th Anniversary Timeline: The Women Redefining Power Since '04](#)

[The Youngest Power Women: 14 Under 45](#)



Recruitment



- Post about recruitment and the positions that are available.
- Give the content an image to attract users. A post without an image does not drive engagement as one with an image.

One Acre Fund We're seeking a smart, passionate, results-oriented individual to support our government relations team in Kenya. More info about the position--> <http://bit.ly/1vID9s5>



Like (9) · Comment · Share · 6 days ago

 Heather Strachan, Joshua Cauthen +7

Add a comment...



Organization for Public Interest

September 13 

We need a volunteer graphic designer having expertise in Adobe Photoshop and Adobe Illustrator / Corel DRAW!. Interested candidates may submit their CVs to gulfam@opi.org.pk.

Like · Comment · Share

 5





Statistics



- Providing the audience with results of what the CSO has delivered through it's initiatives is very important.
- Users want to see numbers (% improvement)
- Users want to see results (Final Work)
- Statistics can also mean what is happening around the world (% of clean water in a country)



The Women Worldwide Initiative shared a link.

Yesterday

"Research tells us that women invest more of their earnings than men do in their family's well-being—as much as ten times more. They prioritize things like healthcare, nutritious food, and education. When a mother controls her family's budg... See More



Why Development Begins with Women

www.one.org

"All women, everywhere, have the same hopes: we want to be self-sufficient and create better lives for ourselves and our loved ones." - Melinda Gates

Like · Comment · Share

5 people like this.



Food and Agriculture Organization of the United Nations (FAO)

22 hours ago

China has announced a \$50 million donation to #UNFAO to support the Organization's program of South-South cooperation to improve #FoodSecurity and promote sustainable agricultural development over the next 5 years: <http://bit.ly/1sS264y>



Like · Comment · Share

160 Shares

1,106 people like this.

Top Comments



Women in Tech



Support:

- women's empowerment initiatives,
- promote social cohesion,
- community development,
- improve women's legal and social status,
- support educational and spiritual development
- promote social justice,
- human rights,
- and equality



Women in Technology (Lebanon)

July 31

Lebanese #NGOs Strive to Make #Citizens' Voices Count

By Ghada Khouri

<http://www.usaid.gov/news-information/frontlines/grand-challenges/online-lebanese-ngos-strive-make-citizens'-voices-count>

Check out the Frontlines article about PACE Lebanon Program

Lebanese #NGOs Strive to Make #Citizens' Voices Count

By Ghada Khouri

<http://www.usaid.gov/news-information/frontlines/grand-challenges/online-lebanese-ngos-strive-make-citizens'-voices-count> (6 photos)

FRONTLINES

ONLINE EDITION

Grand Challenges for Development | July/August 2014

Online, Lebanese NGOs Strive to Make Citizens' Voices Count

By Ghada Khouri



Journalist Ragda Abu Fakir, center, with Lebanese Center for Active Citizenship staff and volunteers, including LCAC Director



Georgina Manok, Lebanese Economic Association project manager, appears on a Lebanese television broadcast to discuss the organization's video series about



Public Technologies An Citizen Reporting Tools



WiT: Women in Technology shared a link.

October 13

Women Helping Women -- It's Imperative, Not A "Nice To Do"

<http://www.forbes.com/sites/forbes-summit-talks/2014/09/29/women-helping-women-its-imperative-not-a-nice-to-do/>

Forbes

Women Helping Women -- It's Imperative, Not A "Nice To Do"

www.forbes.com

By Shannon Schuyler, Corporate Responsibility Leader, PwC I routinely get emails from women seeking advice on a range of professional issues, from how to start and gain leadership buy-in for a structured corporate responsibility program to how to...



WITI - Women In Technology International shared a link.

October 7

There are countless statements that undervalue women. This article stresses the fact our society has been focusing too much on who is saying these things rather than the actual comment itself. What do you think?!



"What It Says Is That We Don't Value Women": Interview With Senator Kirsten Gillibrand

www.fastcompany.com

Part 1 of a 2-part talk. Gillibrand discusses feminist role models, football—and why she revealed sexist remarks from colleagues.



CSO to CSO



- Supporting or posting news about CSOs is extremely helpful.
- This shows communication, support to one another, commitment,... Sharing content from another CSO can help both gain further awareness about what is being done for the society.
- Moreover, this will provide users with an understanding that all initiative are done for the society's benefit.



Retweeted by WaterAid UK



WaterAid Intern'l @wateraid · 3h

The power to stop Ebola is in our hands. Hygiene education & #handwashing with soap crucial: goo.gl/UPbTTd



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ActiveWater @ActiveWater · 27m

We are so proud of Ryan Horner for organizing the Jerome 5K! The proceeds of the race will help bring 49 people with water for life!



4

6





U.S.-Middle East Partnership Initiative



This project is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). MEPI is a unique program designed to engage directly with and invest in the peoples of the Middle East and North Africa (MENA). MEPI works to create vibrant partnerships with citizens to foster the development of pluralistic, participatory, and prosperous societies throughout the MENA region.



U.S.-Middle East Partnership Initiative



MEPI partners with local, regional and international non-governmental organizations, the private sector, academic institutions, and governments. More information about MEPI can be found at: www.arabianpeninsula.mepi.state.gov.

“The opinions, findings and conclusions stated herein are those to the author[s] and do not necessarily reflect those of the United States Department of State.”