SOCIAL MEDIA CAMPAIGN PLAYBOOK FOR CIVIL SOCIETY IN MYANMAR

Foreword

Myanmar has experienced a connectivity revolution since 2014, which resulted in rapid growth of social media use. Social media platforms, and in particular Facebook and Viber, have become critical sources of information and important channels of communication for Myanmar people.

As of November 2017, Facebook counts 23 million active accounts and Viber over 18 millions.

These new channels of communication and information offer substantial potential for civil society organisations (CSOs) to amplify their impact.

Phandeeyar has put together this playbook with the objective to
- highlight the potential of social media to support positive change in Myanmar
- encourage civil society organisations to think about using social media more strategically in their efforts
- introduce civil society to Facebook page campaign
- provide civil society with the tools they need to create viral content
- provide strategies to maintain the online momentum of their campaign
- support civil society to leverage Facebook advanced features for effective campaigning

While many of the lessons and tools presented in this playbook can be applied to different social media platforms, this playbook focuses on the use of Facebook - Myanmar's most popular social networking platform.

Contents

Version 1.1

Internet technologies brought greater connectedness of social interactions and sharing of the digital contents that we create. Social networks are virtual communities on the internet which allow us to

- connect to a large network of people, of whom may include people that we have interactions outside and people we have only virtual interaction
- update our activities and where we are
- share our personal information, photos, videos and ideas
- interact among our network on the contents by reacting, commenting and resharing
- share news, information and contents that are created by us or others.

There are several types of social media that are popular around the world. Some of the most popular examples include:

Facebook – Social networking platform that connects users with a large network of friends and families.

Twitter – short-text micro-blogging platform

Instagram – visual micro-blogging platform

Snapchat - image messaging and multimedia mobile application

Signal / Whatsapp / Viber / Line / WeChat – mobile based messaging apps that allows users to send images, video and texts using internet.

WHY FACEBOOK CAMPAIGN

Social media offers civil society organisations new possibilities to communicate and garner support for their cause.

Social media has provided new means of social interactions and facilitated the sharing of information worldwide.

Facebook is the world's most successful social networking platform, connecting over 2 billion individuals from across different languages and geographies, and is becoming an integral part of people's lives and of the way they interact with information and one another.

This playbook will explore the potential of social media for civil society organisations in Myanmar - looking specifically at the potential of Facebook - Myanmar's most popular social networking platform.

Social media are interactive internet-based applications that facilitate the sharing of user-generated information, ideas, and content.

FACEBOOK IN MYANMAR

Myanmar has experienced an unprecedented growth in connectivity between 2014 and 2017. This connectivity revolution has resulted in increased access to social media.

As of November 2017, there are 51 million active SIM cards in Myanmar, many of which are using mobile data and actively using social media applications. Facebook counts 23 million active monthly accounts in Myanmar, for a population of 54 millions.

Users are connected through a web of multiple inter-personal connections and interests. This makes Facebook an ideal platform to support the sharing of information.

Facebook empowers people by giving them access to a range of information, both within and outside their existing networks, as well as by giving them the opportunity to express their ideas to a widespread audience.

For civil society organisations, Facebook presents an opportunity as a digital megaphone with incredible potential to amplify the reach of their campaigns and promote their activities broadly.

NOTE

The nature and openness of social media environment makes it vulnerable to extreme voices and to the spread of rumours and misinformation.

Myanmar Facebook : who is on?

23 million
active monthly users

Total number of Myanmar profiles likely much higher when accounting for inactive & locked accounts

Dec 2017

56%
<25

Myanmar Facebook users are very young by global standards
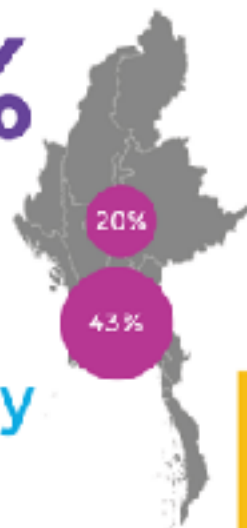
(Global <25: 32%)

63% Men

37% women

Gender imbalance mirrors inequalities in access

Women 28% less likely to own mobile phone than men (GSMA)

60	
45	
30	30%
15	8% 6%
0	25 25-34 35-44 45+

63%

Yangon & Mandalay

Dec 2017

20%

43%

- Yangon — 11m
- Mandalay — 5.1m
- Monywa — 1.1m
- Taunggyi — 0.2m
- Pyinima/NPT — 0.1m

CAMPAIGNING

Civil Society Organisations have long relied on communication to convey their messages and support their social activities. In particular, they've relied on communication to

- raise awareness about their cause,
- garner support for their cause,
- educate people and supporting behaviour and opinion change,
- share lifeline messages during and after emergencies,
- build a strong reputation, and
- fundraise for their activities.

ADVANTAGES OF FACEBOOK CAMPAIGNING

Traditionally, organisations have relied on a range of offline tactics to communicate with their audience. These ranged from direct engagement through face-to-face meetings, the organisation of events, the use of phone calls, mail marketing, or the use of billboards, fliers, posters, and ads in the traditional media

Such tactics, however, can be costly - demanding high human resource investments, high production and distribution costs, or requiring substantial investment in audience profiling and targeting. Facebook campaigning on the other hand offer advantages that are accessible by civil society organisations at all capacity levels.

With civil society organisations often relying on limited financial and human resources, social media can provide a compelling offering - either on its own or as a complement to offline activities.

Online campaigning offers a number of interesting advantages:

Wide audience - Internet technology connects a vast amount of people through social Networking platforms. They provide Civil Society Organisations with the possibility to connect with individuals beyond their existing communities - both through their direct networks and by leveraging the platform's presence in other communities and geographies. The fact that influential people are also on the social media give you an opportunity to engage with them and include them on your campaign.

Two way communication possibilities - Unlike traditional media (newspaper, radio, television) where communication is limited to the audience receiving what the sender transmits, social media offer two way communication possibilities. They provide Civil Society Organisations with a possibility the engage and interact with their audience through different methods such as messaging, commenting, reviewing, and tagging etc

Targeted approach - Social media like has features that allow you to create advertisement for targeted audience who are relevant for your campaign success.

Built in Analytics - Social media sites have integrated technology that lets you see who has been viewing your content, insights on the demographic of your audience and how your audience engage with your content.

OFFLINE CAMPAIGN	ONLINE CAMPAIGN
High cost	Very Low Cost
Limited audience	World Wide Audience
Mass Approach	Targeted Approach
Difficult to measure effectiveness	Built-in analytics
Short term impact	Long term Impact
Difficult to modify	Easy to modify

Facebook, specifically, offers a lot of potential for campaigners:
- *It's free.*
- *It is a channel for campaigners to access to a large and committed audience.*
- *It comes with a range of features designed specifically to support campaigners get their message across to their audience.*

In fact, Facebook itself encourages civil societies working for social cause to use Facebook's features to amplify their campaign. **Nonprofits on Facebook** webpage offers a encouraging tips to use Facebook more effectively for campaigns.
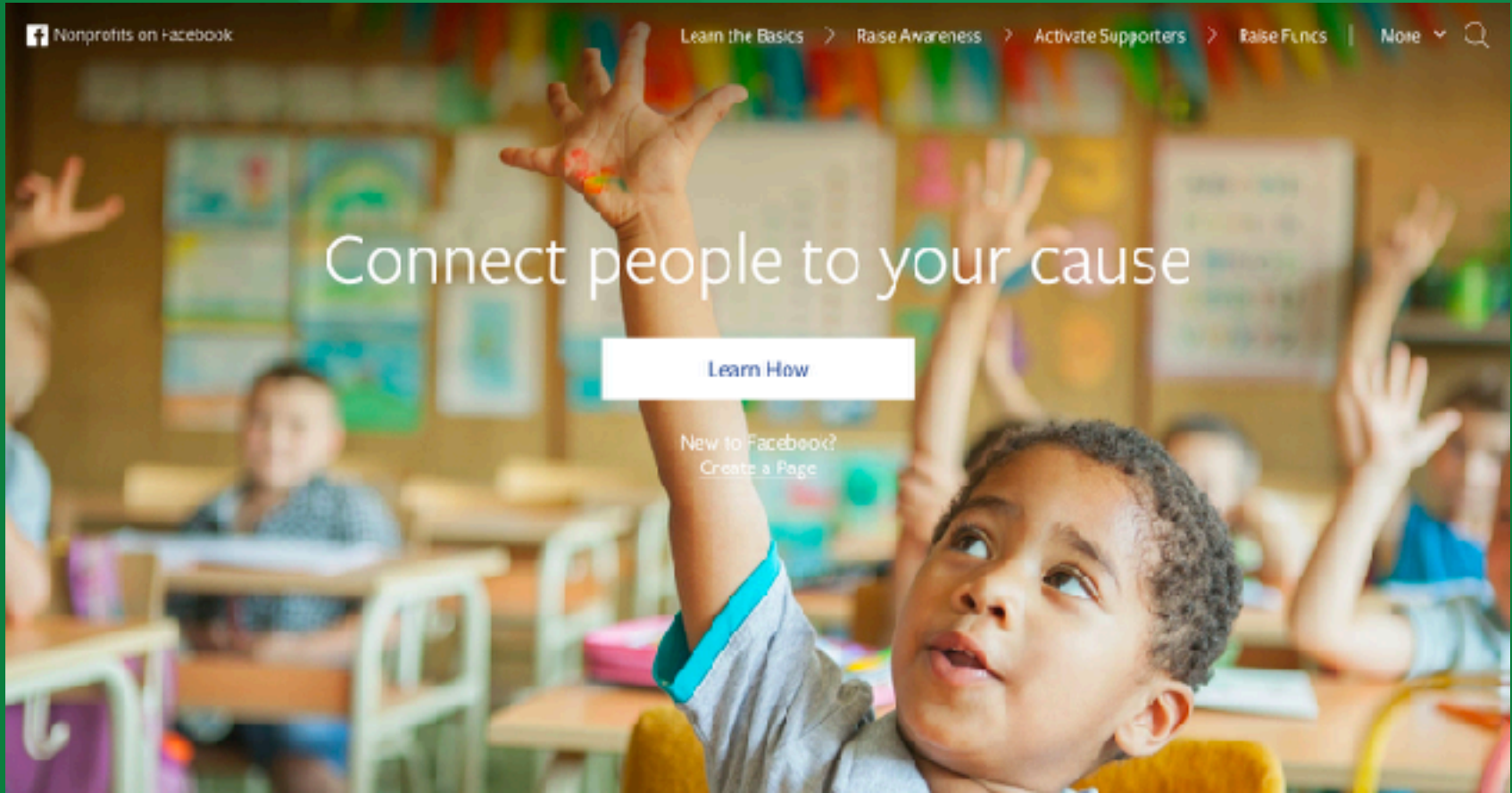
STEP 1 - ONLINE STRATEGY FOR YOUR CAMPAIGN

As with any campaign, an effective Facebook campaign requires some strategic planning. This section will take you through the various components you will need to consider as you plan your campaign. There are a lot of strategies to start your campaign but these are the basic and essentials steps to define before you run a campaign:

- Objective
- Target Audience
- Contents and Key Messages
- Key results

Objective(s)

Before getting started with your campaign, you will need to define your campaign objective(s).

The first steps involve setting a strategic objectives that align with your organisation's values and support its goals

In general, your social media objective is not having a Facebook page that a lot of people like. It is about having an impact. An example would be

WRONG : Have a Facebook page
RIGHT : Increase number of youth talking about peace process online

WRONG : Get 1,000 page Likes
RIGHT : Improve youth knowledge of parliamentary structure

Objective strategy plan

Your social media objectives are not the same as your organisation's overarching goal. While it should align with your organisation values and support to reaching your organisational or program goals, social media objectives should be more specific. Also more importantly for many civil society organisations in Myanmar, your social media page is not just an extension to share your organisations' activities. It should be your online communication strategy to make more people aware and care about your cause, and ultimately achieve positive behaviour change. Here is an example of the strategic objective planning:

What is your organisation's goal?
- Foster youth participation in Myanmar's peace process

What are your organisation's objectives?
- Raise youth's awareness on Myanmar's peace process
- Raise visibility of youth voices
- Foster a positive environment for youth to advocate for peace and social harmony

What is your social media objective?
- Increase online youth discussion and awareness of various peace processes

What can you do on social media achieve that would contribute toward organisation's goal?
- Give youth news to talk about in their news feeds
- Highlight role model youth who are participating in civil society
- Ask youth questions they can answer online
- Give positive feedback when youth participate
- Tell youth about events where they can participate

Reference: The Cooperation Committee for Cambodia

Target audience

Once you have set your objective(s), you will need to determine the audience(s) you will need to engage to achieve your objective.

You can define your audience in terms of their age, gender, location or interest. You can also think of other factors like their education levels, occupations, and interests. Or you can tailor your contents to specific groups of people such as women, LGBT people, or new internet users etc. The more defined your audience, the easier it will be for you to make your content relevant to your audience.

Example Page: Ahkaya Women Myanmar

Content

Once you have defined your audience and objective, you will need to think carefully about what kind of message you want to give to your audience. Are you offering educational content or edutianment, raising awareness on certain issues, trying to achieve behavioural change, or providing lifeline messages? Then think about your content depth. Are you going to create tailored messaging that a specific group of people who have certain knowledge or experience can have a targeted benefits? Or are you trying to raise greater awareness of your cause to a larger population?

You will also want to consider what language to use. If your audience speaks primarily in Burmese, you will want to make Burmese the primary language of your posts. You might also want to consider localising or adding subtitles/translations on contents you repost.

Style and tone of your campaign

Once you are clear with your message and who is going to receive them, think of how you are going to send them through. Your campaign style and tone give voice to your campaign: so is it more youth-focused and relax, friendly style or more formal tone so that it adds a bit more authority to your voice?

Speakers

Sometimes you can use other people's voices in your campaign, especially influential persons from your country or outside, whom people respect. So their messages resonate and become part of your campaign.

Example Page: Love for Peace

Type

Think carefully about what type of content you will be posting. Will you be creating your own content? Or reposting from other sources? Is it a photo campaign, video documentary or social stories?

Think also about the connection between your different content. You can also think of your content in series to help provide content cohesion.

Key messages & Calls to Action

The key messages are campaign slogans that should:

- Resonate with the target audience(s) and leave a lasting impression.

- State the problem clearly and simply, in a way that shows, without exaggeration, that it is a serious problem which requires urgent action.

- Propose a solution.

- Invite the audience to take specific action.

Therefore, your social media campaign should offer, from time to time, a short, engaging slogan or tagline summarising the campaign goal.

Example Page: Facebook

Key results

It is important to think how you would measure that your campaign has resulted in successful impact. It is helpful in the beginning to think of a few indicators that will later help you measure and evaluate your success. Also having achievable targets that are realistic will let you track your campaign progress and motivate your team to work hard to reaching their goal.

Indicators of objectives

Setting a few indicators will help you understand how you have achieved each of your objectives. It could depend on the nature of your campaign. An example will look like this:

<u>Objective:</u> Youth have access to content on social media about peace process.
<u>Key results:</u> You have achieve target engagement from youth on your posts about peace. (We will talk about how to use Facebook Insights to understand and measure your audience participation later in **Step 5**)

<u>Objective:</u> Youth share opinions about peace process through social media.
<u>Key results:</u> Youth are showing support and positive opinions on your comment sections. You have considerable number of discussion forums happening on your comment section.

<u>Objective:</u> Youth have genuine care about peace in the country.
<u>Key results:</u> Youth actively share your post in their own newsfeed, adding their own opinion and care for peace.

Targets

Key targets can be numbers that help you have a visible indication of your campaign's progress so that your team have enough motivation to continue your campaign. Make sure they are measurable, and achievable within the set timeframe.

Targets could be likes, comments, shares, visits to your website, downloads etc.

Be realistic. If you set targets that are too high you won't achieve them. If you set a targets that are too low, they won't motivate your team to work hard or get support.

WRONG : Get more page Likes
RIGHT : Increase Facebook page likes to 6,500 by October 15, 2016

WRONG : Promote youth to post videos about their opinions
RIGHT : At least 24 opinion videos posted by youth to the Facebook page in six months

It's helpful to consolidate your strategy into one document. An example of a **Campaign Canvas** like this can be found in our **Annex**.
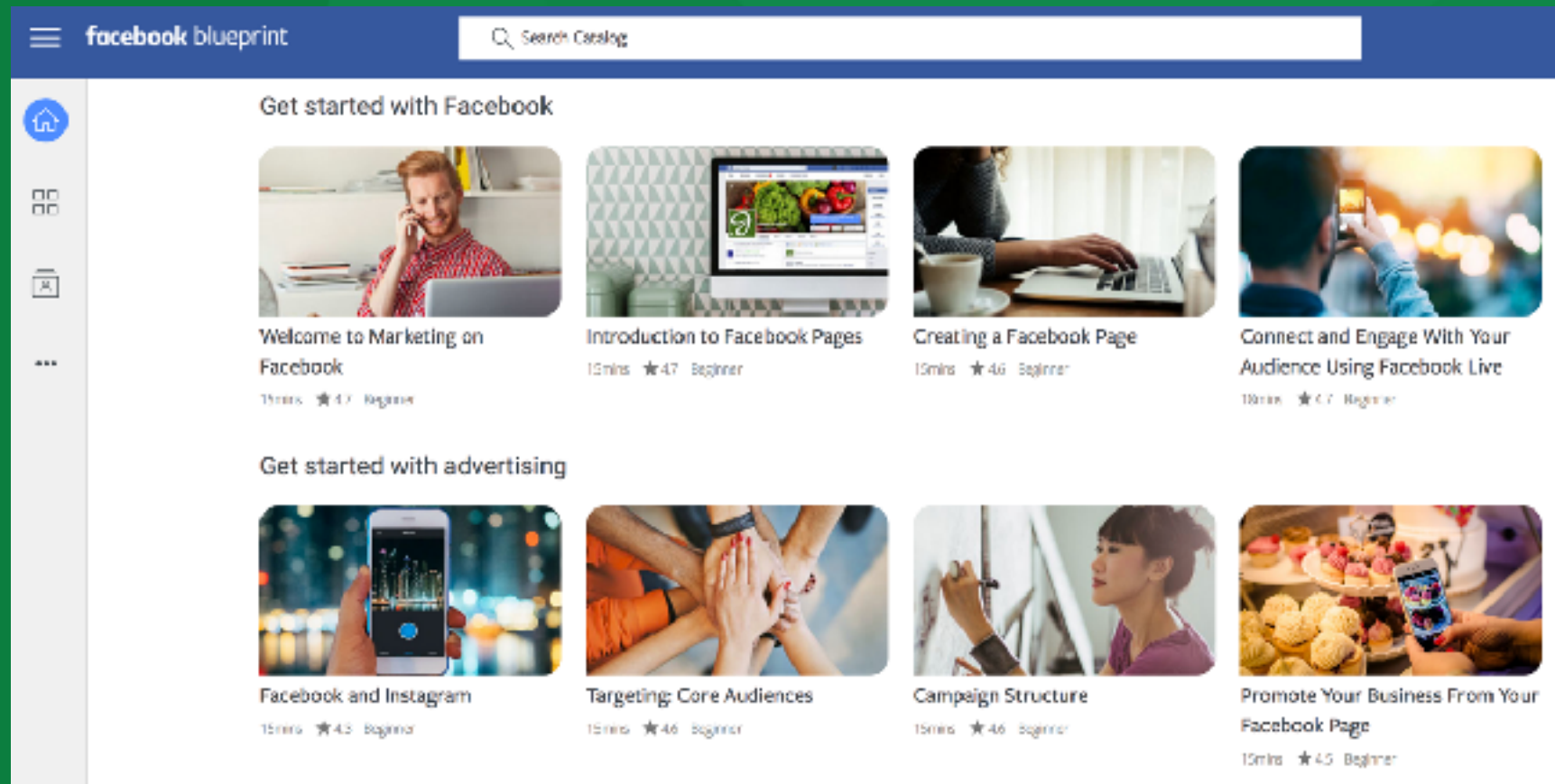
Story or campaign name				Version
				Date

Audience(s)	Key message(s)	Call to action	Style and tone	Take aways (for audience)
Primary				
Secondary		Facebook content (type)	Speaker(s)	

Objectives and Key Results		Indicators		

STEP 2 - GETTING STARTED WITH FACEBOOK PAGE

This section helps you with getting started with the Facebook pages and offers you tips on how to make most out of Facebook page features for your campaign.

- Choosing a name
- Choosing a page template
- Post options
- Defining your readers
- Tone of your posts
- Post frequency
- Consolidating your content

In addition to our playbook, you can also check out **Facebook Blueprint.** It has free and basic courses offered by Facebook to help you set up a page. It also offers easy courses to help you understand all the useful features of Facebook marketing. However, the courses are only available in English.

Name

It is important to think carefully of your social media page name. It could be the same name as your organisation of your campaign or different. The name should be unique, easily identifiable and specific, and should reflect your campaign idea. Think about how people will search your name back on the Facebook. Is it easy or catchy enough to remember?

Before you make your decision, it is important to keep in mind that Facebook has a strict rule with regards to changing and only lets you do that once every six month.

Page template

Choose a template with default buttons and tabs designed to help your Page.

Standard	Good for all Page types, with buttons and tabs to help showcase what's important to you.
Business	Designed to help you manage your business, including ways to post jobs and special offers.
Venues	Designed so you can highlight useful info like your venue's hours, location and upcoming events.
Nonprofit	Designed to highlight your cause and encourage people to fundraise and donate to your nonprofit.
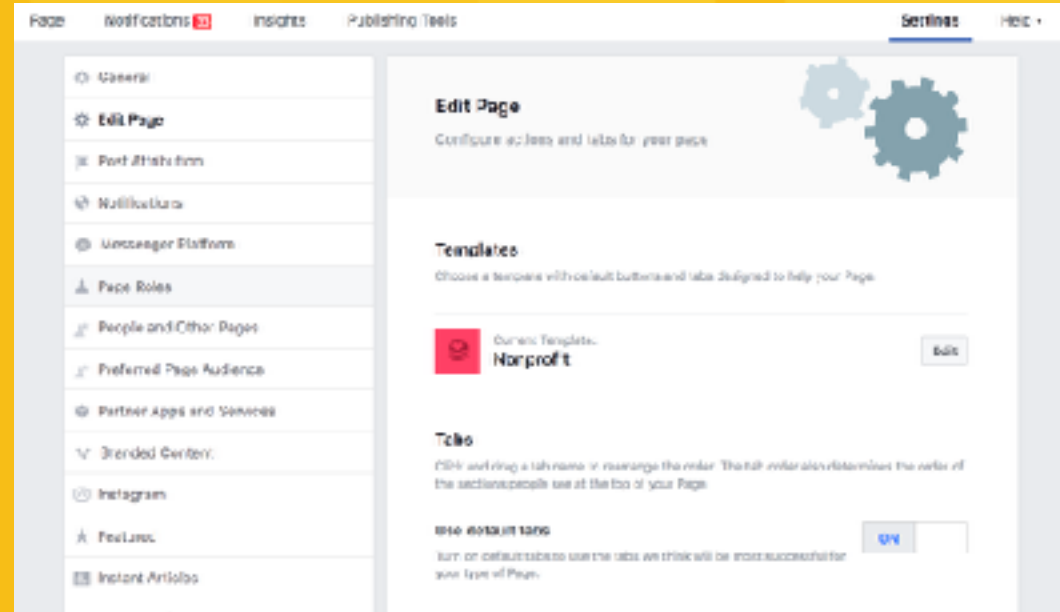
Politicians	Designed to help politicians reach their supporters and communicate their message.
Services	Designed to help people find your services and get in touch.
Restaurants and Cafés	Designed to highlight photos and important info about your menu, hours and location.
Shopping	Designed to showcase products and make it easy for people to shop online.
Video Creator	Designed to showcase video creators, whose focus is building an audience on Facebook.
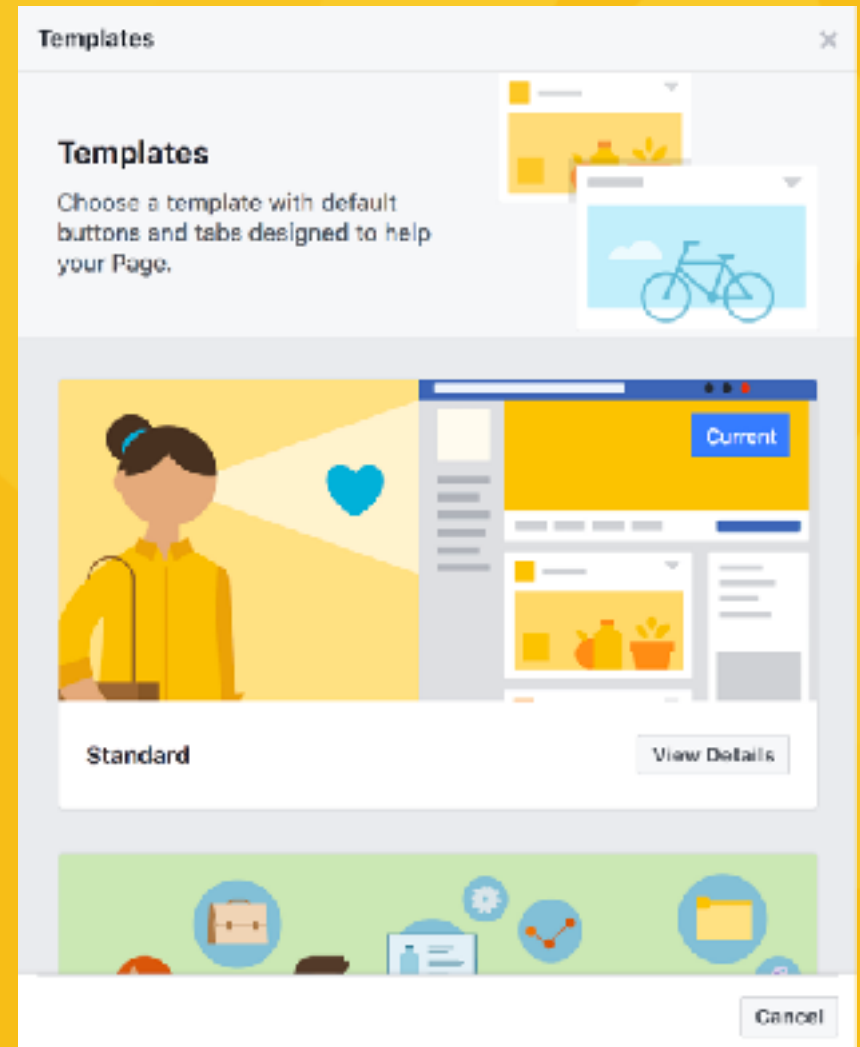
Post options

Status	You can share general information by writing your own text
Web Link	If you want to share information from an external source, you can share a link from that webpage.
Photo	Attaching a photo will bring more attention to your post.
Video	Videos are considered as the types that attract most views.
Live Video	Live video bring a your audience closer to you by giving them a sense of who you are, where you are and what is happening right now
Note	You can write a longer information by creating note
Poll	You can ask your audience opinions by creating a poll
Event	If you are having events, Facebook events are the best way to promote it to your audience.
Ads	Facebook lets you create advertisement of your campaign if you pay money.

Understanding your audience is the utmost important in campaign success. That involves understanding the audience behaviours in Myanmar and how different strategies fit in with the local context. For example, although it is believed that video posts are the most popular type of post, which would help you attract audience attention to your campaign, it is also worth thinking that due to data cost, you audience may not choose to watch your video or a long video.

Defining the readers of your posts

Try to think from your audience perspective and how your audience would like to see your posts. Will they understand your message? Or will they like it, share it, or comment on it so that it increases the engagement of your post and makes more people see it?

For each of your post, you can define your intended readers. For example, a reader who's casually scrolling their newsfeed without any particular agenda and your post suddenly grabs their attention. Or those who are actively seeking out opportunities or information.

Most importantly, you should think of what your posts can offer to your readers. Why should a reader be interested in your organisation's activities or your cause? What is in it for your potential reader? Most of the times for NGOs in Myanmar, it is very tempting to share information of your activities to audience but what is the practically value that your audience will benefit from that information? Is it for entertainment purpose or educational purpose you are sharing this information to your reader?

See our **Annex** for infographics on Myanmar Facebook personas.

There are many things to consider when writing a post. For example, will your readers click "read more" to see your long text post? How can you make sure the text on the top of your long paragraph(s) is interesting enough for your readers to convince them click see next. How do you convince your reader why they should spend their time to read your post among so many other things?

Similarly, if you are sharing a link or a video, make sure your post commentary or title is enticing enough for your audience to follow your links.

Tone of your posts

You will need to think carefully about how you want to address your audience. Should you be casual, friendly, casual or formal? For example, are you targeting students and so are you trying to use their tone and style of voice. Or are you trying to be more formal? It should reflect your overall campaign in any way.

But whoever you target, check out our gender sensitivity checklist in **Annex** to make sure you are not doing unintended harm to gender gaps in the society.

For every post you make, remember

• Who will be reading your post
(it is helpful to think in the place of your audience. Think about how your audience would like to read it, rather than how you like to write it),

• What you will be talking about
(again it is helpful to think about what your audience would want to know, rather than what you what you want them to know)

• The context & timing of the conversation
(take advantage of timing of the day, time of the year, or what is happening in your area or country).

Post frequency

It's important that you set yourself clear targets in terms of post frequency. Will you be posting daily or a few times a week?

Keep in mind your content type as you set this target to avoid overloading yourself but remember that a regular schedule of posting is key to your campaign success. If you decide to post less than 3 times a week, you might want to consider opting for set times and communicating this clearly to your audience.

Be attentive of special events/days/ and the trends/popular things around in your area and use that in your campaign to your advantage.

Keep in mind that Facebook has an algorithm that automatically decides which of your content gets pushed into whose newsfeed. If you stay too long not posting anything, it is less likely that Facebook will send your content into people's newsfeed. Similarly, if you post too much, not everything you post will likely get to their newsfeed.

Consolidating your content

It's helpful to plan your content ahead of time to ensure that you are well prepared and to foster cohesion among your content. You may want to use other people's content and it might be helpful to keep an ongoing content pool, to make sure 3that you always have content ready.

You can download a content content calendar **here** to compile your posts in one place

Feel free to modify it to fit your need.

Alternatively you can also use **Trello** to organise your posts.
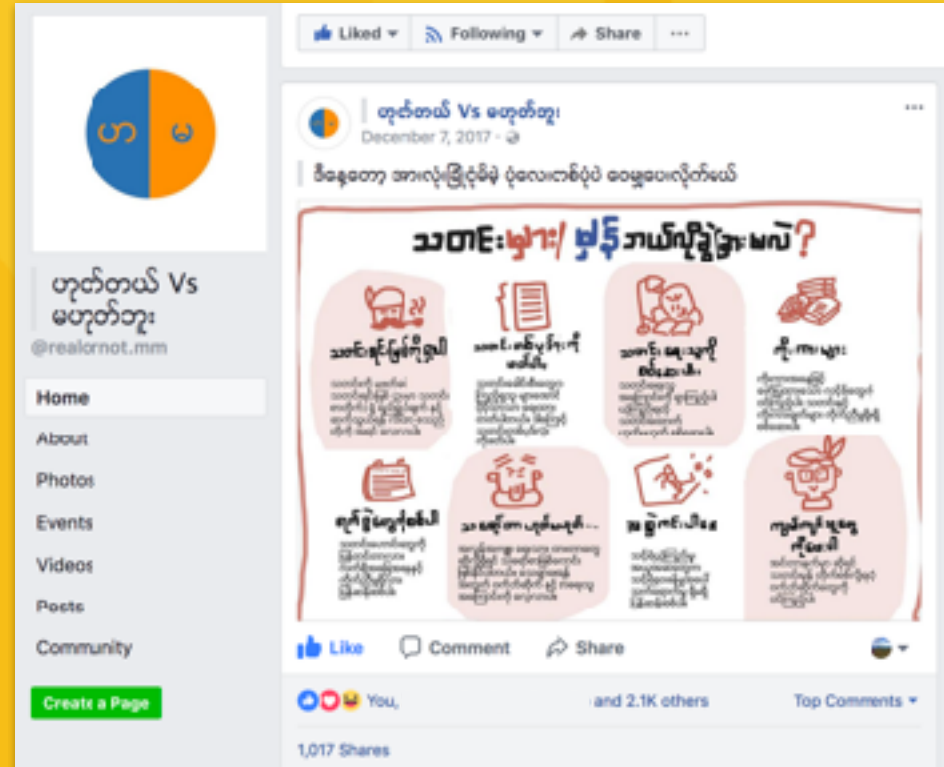
STEP 3 - CREATING PROFESSIONAL CONTENT

Communicating with your audience is the important part of campaigning. How good you are at crafting your posts to communicate your messages persuasively, clearly and effectively is the key to your campaign success. You will also need to take this step carefully so that you can create posts that are naturally and organically popular in people's newsfeed without having to spend money on advertisement. You can always find plenty of strategies online that other people use to drive their campaign to adapt them for your own page. But it is always important to keep in mind of your objective and audience when thinking about crafting your messages and using the inspiration that you found online. **Pinterest**, for example, is a good place to start with looking for what good ideas other people have. **Being able to create a viral content is the most ideal and cheapest way to reach to a large part of the country's population. With viral contents, you don't even need to spend money to boost your content and still achieve campaign success**. While we will talk about boosting and using Facebook advertisement in the Step 4, this section will focus on following features to help you make viral contents.

- Copy
- Curating visuals/videos/links

In addition to best practices we will offer you in this section on creating impressive content that will keep your audience engaged to your campaign, Facebook business also offers tips on making engaging content for your Facebook page/ and Go to **Creating Engaging Posts** webpage to get more insights on the best tips.

facebook business

How to create engaging posts on your Page

Get started
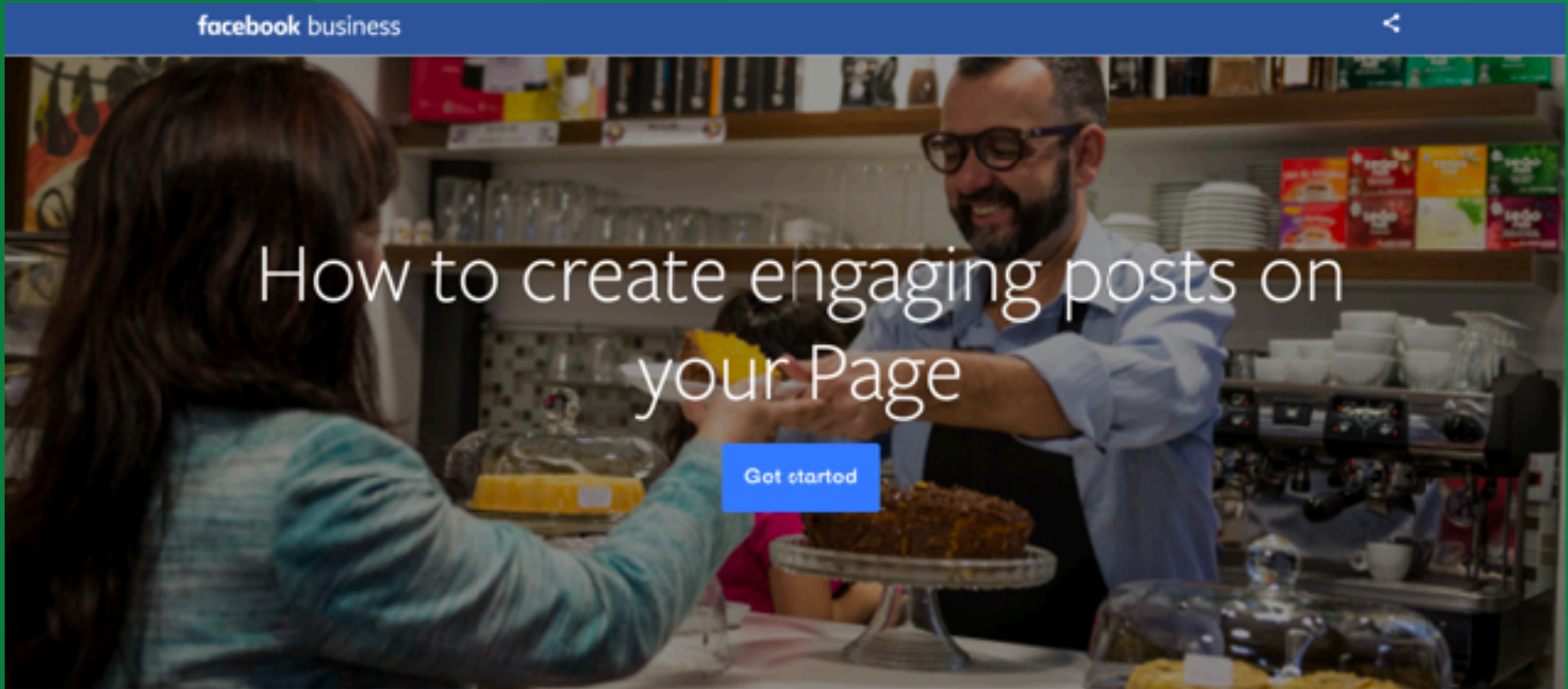
The copy

Having a great communication skill is a key to making successful messaging. Different people have different tactics and talents when it comes to communication and it is hard to define what is the best. Experiment and define what works best for you. The theory behind engaging content is that any type of content your content should be

- Informative
- Shareable
- Actionable
- Relevant to the target audience

Be always positive. Avoid initiating or framing your topic with negativity which is already in audience's mind. For instance, if you want to talk about ending wars, avoid mentioning war first, instead help them envision what peaceful world looks like.

Clear communicating is very important for your ideas or information to be read by your audience as you intended and avoid misunderstanding. And again while they are so many other tactics that can be used in communication, these few rules should apply:

- Contextualise your message; make it understandable and relatable to the place where your audience comes from
- Always keep in mind of the message you want to give. Is your post clear enough to communicate that message?
- What is the take-away for the audience? You should think about what will be lingering in your audience's mind after they have your message
- Avoid lazy and cheap posts – make sure your post is informative and valuable; If you don't have proper time to craft a post, rather wait till you can
- Be as specific as you can - avoid writing vague statements. If you are calling for action, tell them where and how they are going to start

Avoid jargons, technical words, and buzzwords; these words make people think your campaign is targeted towards a specific group of people rather than a general broader audience. Avoid cliche at all cost. Avoid using certain terms that make your audience think of what background you come from (e.g. terms used in CSO community). Use language that appeal to greater audience. Don't assume that your audience already knows certain vocabularies that you know.

Conflict and Gender Sensitivity

While the primary goal of your whole page is to do greater social good, sometimes we may be unaware of things that are inadvertently affecting others negatively. Conflict sensitivity means making sure that our actions do not harm other people directly or indirectly as well as making sure that it does not put our own campaign at risk in a way that we don't expect.

Similarly, sometimes we might not be aware that our campaign may push further apart the gender gap that already exists in our society. It is always important take extra steps to make sure women inclusion in your campaign to ensure equity and empower them.

Check out our **Annex** to see a full checklist of conflict and gender sensitivity.

Some Engaging Content Tactics

Here are some of content tactics that can ensure engagement from your audience. See **Annex** for the full explanation and tips of each of these types.

- Asking questions
- Creating Fill-in-the-Blanks
- Offering Tips
- Presenting questions from your audience
- Making trivia/quiz
- Calls to action
- Posting nostalgic posts

Liked ▼   Following ▼   Save   ⋯

New year, new you? Here are 12 things you can do for human rights in 2018.

RESPECT

because difference is a positive thing.

-1:04

91K Views

Amnesty International ✔
@amnestyglobal

Home
About
Events
Photos
Videos
Community
Reviews
Posts
Google+
Instagram feed
Livestream

Create a Page

👍 Like   💬 Comment   ↪ Share

5.4K   Top Comments ▼

1,479 Shares

Using visuals in your contents

Using high quality visual in your posts is a sure way to grab audience attention and stop them from scrolling away from your post in their endless newsfeed with other boring contents. It is worth investing time to carefully create engaging visual contents in your post. You don't need to be a skilled graphic designer in order to stand out. Play around with your creativity using different tools. We also describe a collection of easy and useful tools in this playbook.

Why you should always think visually:
- *A Facebook page post with visuals has significantly higher chances of grabbing audience attention.*
- *70% of all Facebook activities revolve around images.*
- *Visual content is more than 40 times more likely to get shared on social media than other types of content.*
- *High-quality photos receive 121% more Facebook shares*
- *Images take up most feed space that is available*

Basic photo editing methods to enhance your photos include

Cropping – take out the unwanted objects or things on the sides or in the background that may distract readers

Editing – make a few adjustments to your photo before posting to improve quality. Add some brightness if it is too dark. Adjust saturation or ambience to add some colours to your photo. But be careful, don't overdo it! It will look unreal.

Adding texts to photos – simply adding some catchy phrases to your photo bring a playful touch to your posts. Just play with your creativity!

Removing background – sometimes you may need take out an object or person from your photo and use them to fit your narrative. Again, creativity is your limit but don't make it too cheesy unless you are doing it for comical effect.

Adding objects – Give your characters a hat, sunglasses, glitters, stars or beards. Don't limit yourself!

Creating cartoons, GIFs and memes are also the witty way that you can incorporate in your campaign and surely who doesn't love some humour!

Below is a collection of visual creation tools that are free and easy to use. Go to **Annex** to download our detail user guides for each of these tools.

Content creation tools

Pixabay, Shutter Stock	Search engines for copyright free photos
Flaticons	Online collection of thousands of good quality icons. Subscription required to access premium contents
Canva	Online based quick and easy platform to make photo-based design using various templates. Also available on iPhones and android.
Wordcloud	Create visual representation of different words
Giphy	GIF maker
Meme Generator	Create your own memes using pre-made templates

Photo and videos editing tools

Snapseed	Mobile photo editing software by Google with easy user interface that can be used even for advanced editing.
Ribbet	Online photo editing web-platform
Viva Video	Mobile based basic video editing application
Window Movie Maker	Free and basic video editing software on Windows
iMovie	Free advance video editing software available on Mac
Amara	Online video subtitling web-platform of Youtube videos only

Pro tips

Think in Terms of Shareability
After you have created a piece of content, ask yourself if you would share it on your own social media profile. Can you relate to this post? If you are not passionate about this latest post, chances are your audience will not be either. In this case, try to improve it by adding a human touch that will conjure up some emotion. Try to think of how your posts will resonate with your audience

Incorporate User Generated Content (UGC)
Adding contents that your audience make into your social media strategy has many benefits that can save time and resources. Don't forget that your biggest advocates are your community members, so reward them for their loyalty by featuring their content every once in awhile.

Always ask for permission before you feature someone's photos or videos. This will strengthen the relationship you have with your audience, showing them that you have a customer centric focus. Always tag your contributor to give credit to your community members when featuring them. Your audience will notice and may even join in on the fun, posting content with a designated hashtag in hopes of being featured on your profile.

Pro tips

Add Practical Value to Your Content
To make your social media content truly stand out, you need to provide value to your audiences. People want to learn new things, and are interested in getting quick tips. Though creating content with the purpose of being practical can be challenging - it is the most rewarding. This type of content tends to be shared more because people feel good when they provide their network with something they can benefit from. This is your chance to get creative!

Inspire them or show them what others are doing
The best way to convince people that they should care about an issue and get involved in its advocacy isn't to tell people what they should do — it's to tell them what other people actually do.
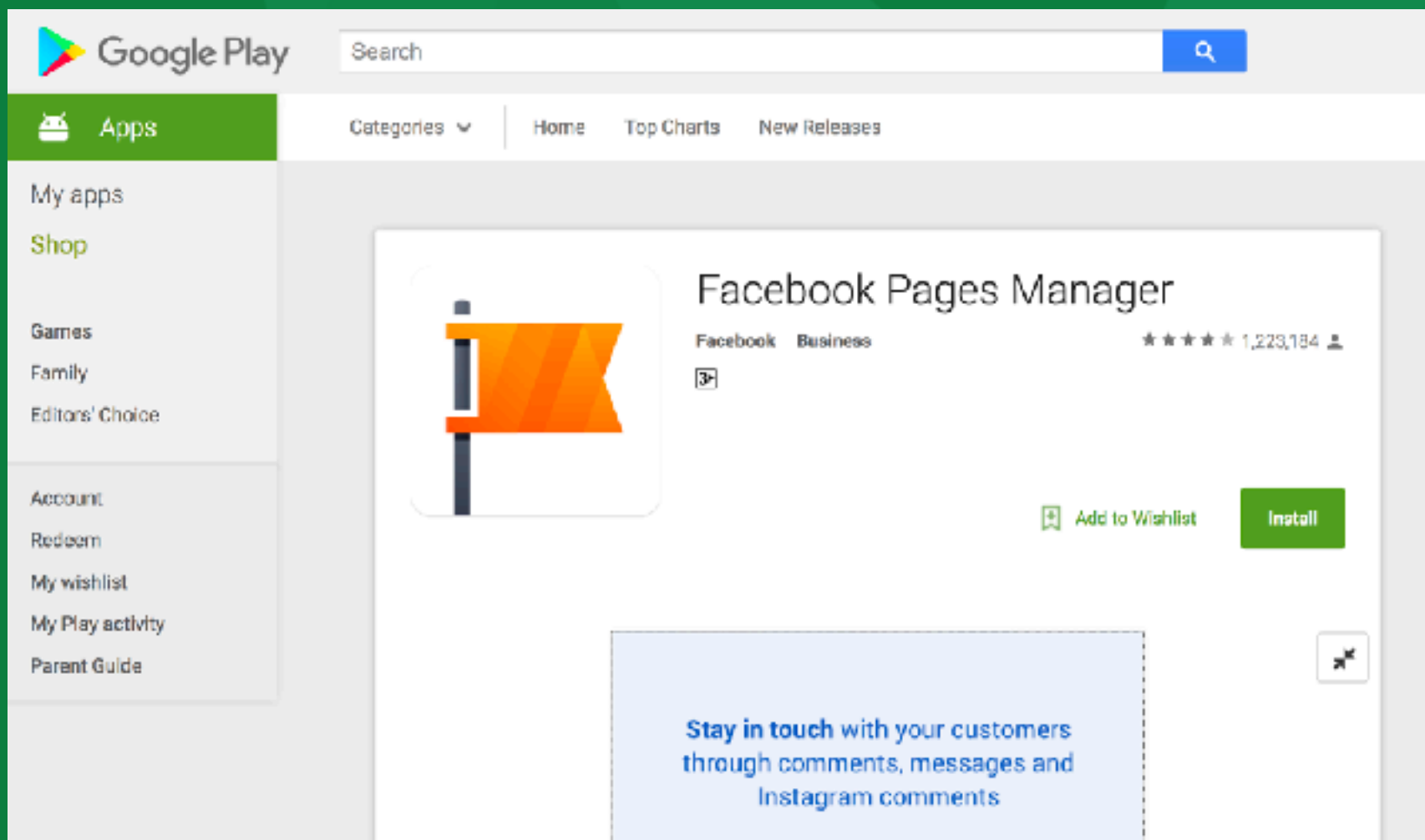
STEP 4 - ENGAGING YOUR COMMUNITY

Social Media campaign is never a one-way communication. Nobody wants to get involved with a campaign that feels like a robot. Social media campaign is not just about messaging. Give it a human touch and show your audience that you care. In this section we will give you some good practices on community engagement and further reaching out for your page.

- Community Management on the page
- Leveraging Influencers
- Maintaining online campaign momentum

To stay in touch with your campaign page, you can also download a separate app, **Facebook Pages Manager**, on your mobile to help you with replying to comments and messages, and posting spontaneous post updates on the go.

Managing your community

Your community is the vital element to your campaign success. The more you engage with them, the more visibility your posts will get. Here are some ways to show to you audience that you are listening:

- always reply to the comments, especially the ones that have questions or the ones that speak to you. Thank them and acknowledge them. Also show positivity in your replies
- reply messages as much as you can. Be polite, attentive and customer focused
- do not answer their questions with links. They want you to look answers for them. So provide them with the answers in your response and only offer links for further reference
- sometimes it is good to post in your page about the things that your audience talk about. Topics could be drawn from what they talk about in comment section or what they send in your messages
- create events using your Facebook page
- taking advantage of Facebook live feature is a good way to attract audience. Live transmission is an easy and quick way to bring your audience closer to you by giving them a glimpse of where people behind the page are or what they are currently up to. It's good to remind your audience that there are humans behind the page

Ultimately develop your own strategy to manage comments, messages and other audience interactions.

On your page, there may have different kinds of fans or audience. They would be

- *Core supporters*
- *Casual supporters*
- *Observers*
- *Detractors/Enemies*

Leveraging influencers

There are some people or organisations that have good influence online because they have more friends or Page Likes or because they usually generate a great deal of engagement. If these people or organisations engage with your post, it is much more likely to show up in people's news feeds.

Important factors how influencers help your campaign:
- Organic reach to thousands of potential audience through their network
- Increased credibility due to past interactions with the followers

On the social media, influencers can be bloggers with hundreds or thousands of followers, industry practitioners, analysts, journalists, academics, enthusiasts and even ordinary people whose passion and knowledge in a particular area of interest have established them as central figures in their online communities and social networks. You can search these people in your area or countrywide through the search feature on Facebook and make a list yourself.

You also don't need a large fanbase (i.e. the number of people who have liked your page) to achieve organically viral status for your posts. Once people start sharing your contents, your posts venture out of your community, and spread in a snowball effect across the networks of your fans.

Think about who supports your organisation that you could ask to share one or more of your posts. In some cases, this may be individuals who are well known and respected among the audience you are trying to reach. In other cases, it may be other CSOs with similar goals or a public figure who cares about the issues you are working on.

Maintaining your campaign momentum

Once your campaign is up and going, you should keep your momentum going and try to get more reach. Here are a few best practices in reaching out to your audience

- Integrate your campaign to trending hashtags. It's a good way to use what's popular as a leverage into noticing your campaign.
- Get involved in International event / days and publish about them on your page
- Post comments on popular Facebook pages, flagging relevant content
- Share in different groups
- Go local – organise events around your areas to get more noticed
- Leverage your existing audience. Mention them in your posts or comments.
- Leverage influencers – mention people with large following and engage influencers to share or produce content
- Use Facebook ads to push your important contents if necessary.

Managing online campaign also involves promoting your page offline. Give people handouts, or include your page link on the flyer. Put your page in your name cards and so on.

Keep your posts momentum going
- Keep a content pool – repost from others or your own relevant contents you posted before
- Maintain your content calendar and fill them to schedule your posts
- Re-use successful posts from others and yourself
- Get inspiration from the internet
- Leverage hot topics, trends and important dates

Continuously improve your strategy
- Review what works / review your most and least successful posts
- Look out for impact stories from your audience
- Understand your audience - interview people in person
- Conduct focus group discussions to gauge your success or get feedback other people in person
- Keep an eye on who you are competing with for attention
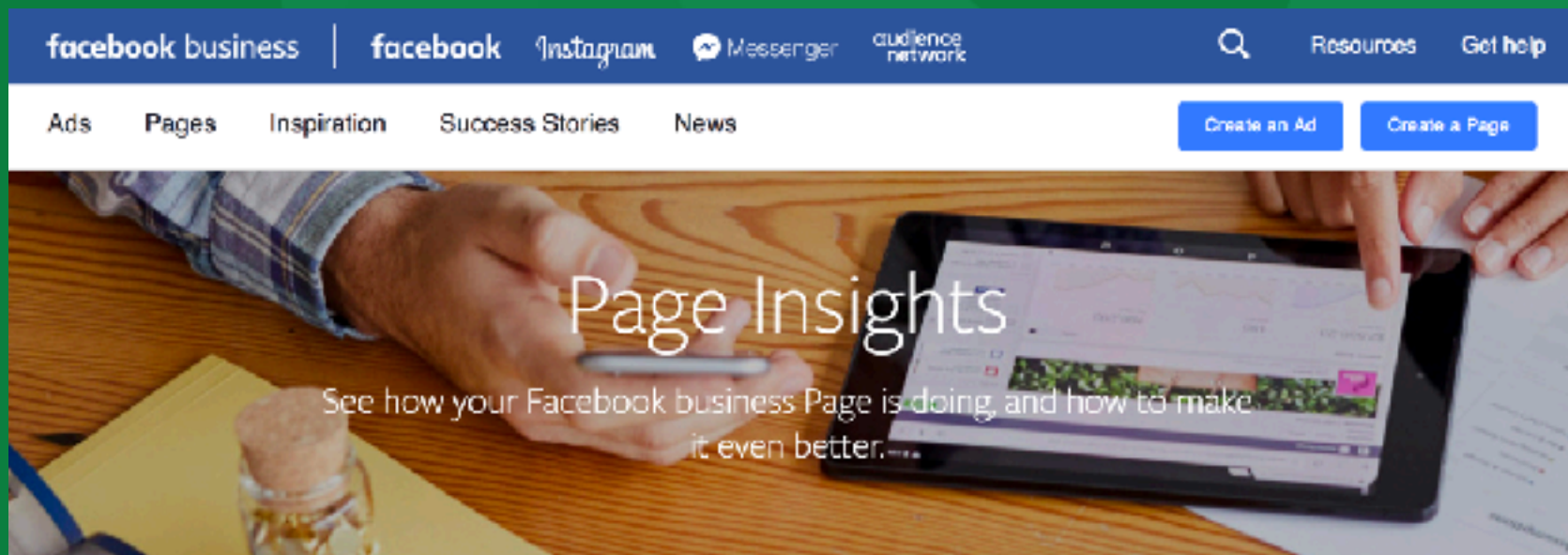
In this playbook, we also offer lessons learnt from our own experience in supporting social media campaigns. Head to **Annex** to read these.

STEP 5 - USING ADVANCE FEATURES

In this section we will talk about the following on how to use advance features to make your campaign more successful.

- Page Insights
- Audience insights
- Targeting & Boosting
- Ads Manager

Page Insights is a great tool to understand the analytics of your page. It is integrated to your page so that you can just go to the tab "Insights" on the top of the page you manage.

facebook business | facebook Instagram Messenger audience network

Ads   Pages   Inspiration   Success Stories   News   Create an Ad   Create a Page

Page Insights

See how your Facebook business Page is doing, and how to make it even better.

Get a pulse on your audience

With Page Insights, you can learn what posts people are engaging with, or not engaging with, so that you can make informed decisions about what content resonates best on your Page. These results will help you build your audience and get more people interacting with your business through your Facebook Page.

Using Page Insights

View Page Insights

or get help

No matter what your goals are on Facebook— building your online and mobile presence, communicating with customers, or encouraging people to take an action—your Page Insights will help you understand who among your audience is most engaged with your Page.

Take a look below at each Page Insights section and what it can tell you.

Overview   Likes   Reach   Visits   Posts   Video   People

Overview

This section provides a snapshot of the last seven days of your Page's performance. It focuses on 3 core areas:

- **Page Likes:** Total and new likes for your Page

- **Post Reach:** Total number of unique people who were shown your Page and posts

- **Engagement:** Total number of unique people who engaged with your Page, as well as different engagement types

Read More

See your total likes, post reach and more

Page Insights

Play with data such as Followers, Likes, Reach, and Page Views to get interesting insights about your performance.

You can set specific timeframe for each of these data. For example, last 7 days, last month, all time.

Organic reach indicates the number of people who have seen yours post without using ads. **Paid** reach means the number of people who have increased after using Facebook advertisement.
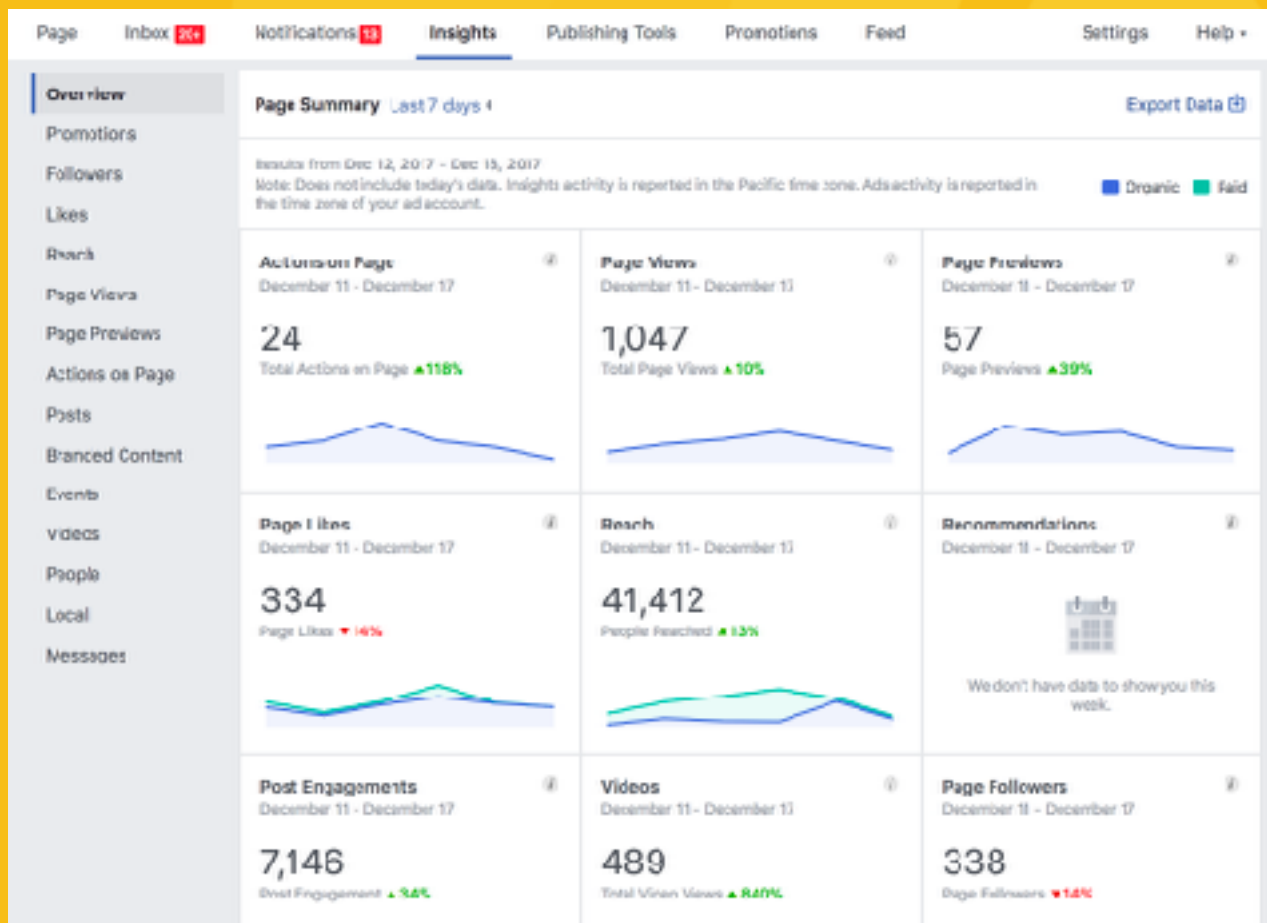
Page Insights

Post section shows your a breakdown of success of each of your post in terms of reach and engagement.
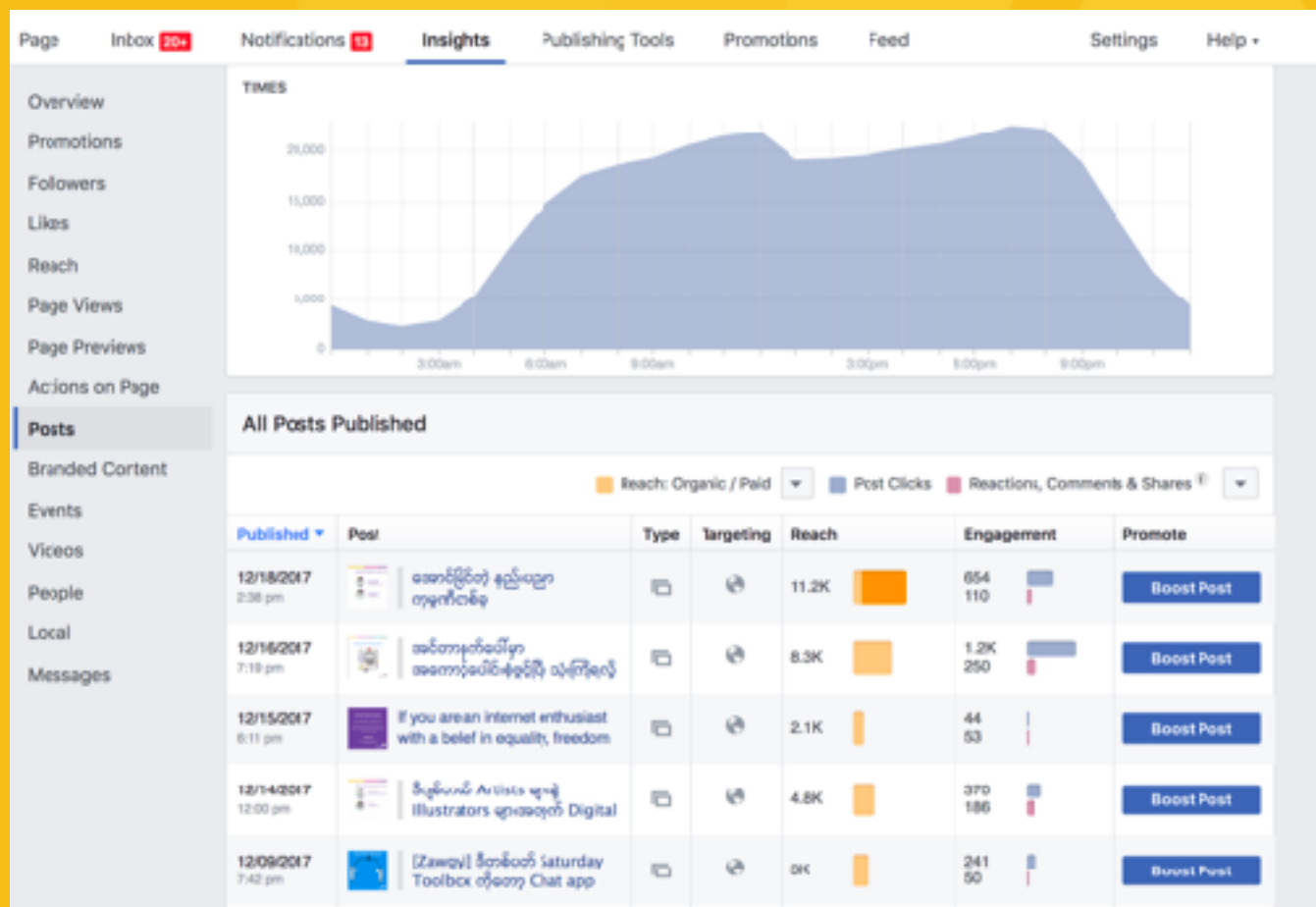
Page Insights

In people section, you can learn more about people whom your campaign has reached or engaged, in breakdown by age groups, gender and location.

Your Fans refer to people who like your page. Your Followers are people who follow your page.

People Reached shows the information about the population that your content or campaign has reached. This group extends outside of the people like your page.

People Engaged are those who have reacted, liked, commented, or shared your posts.
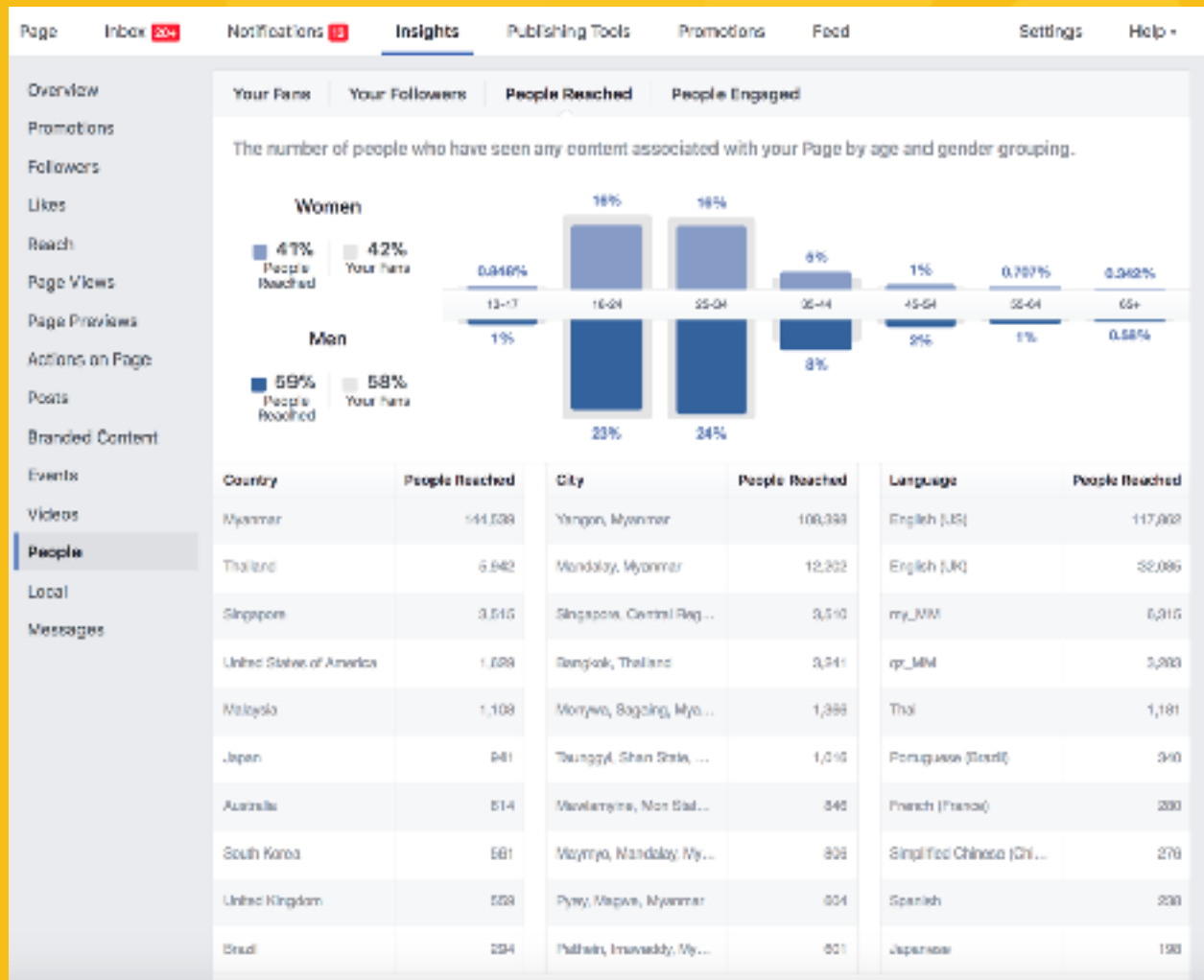
Here are the explanations of the terms help you understand better. You can also read Facebook's Q&A for basics on how to use Page insights.

- Post Reach: the number of people who have seen your individual post
- Total Reach: the number of people that have seen any content on your page (including ads, for instance)
- Engagement: the number of people that "clicked linked, liked, commented on or shared" your Facebook post. Engagement rate is the percentage of your viewers that engaged
- Post Clicks: total for the engagement actions
- Page Likes: total number of unique people liking your page
- Fans: equals to page likes
- Impression: a single view of your post shown in a news feed / timeline. This means that the same person may receive your post in their newsfeed more than one time. So this number is the highest.

Audience Insights

Audience Insights is a bit advanced but a very useful tool by Facebook that provides you with changing demographic data of people who are using Facebook and their interests and allow you to analyse those data for your page.
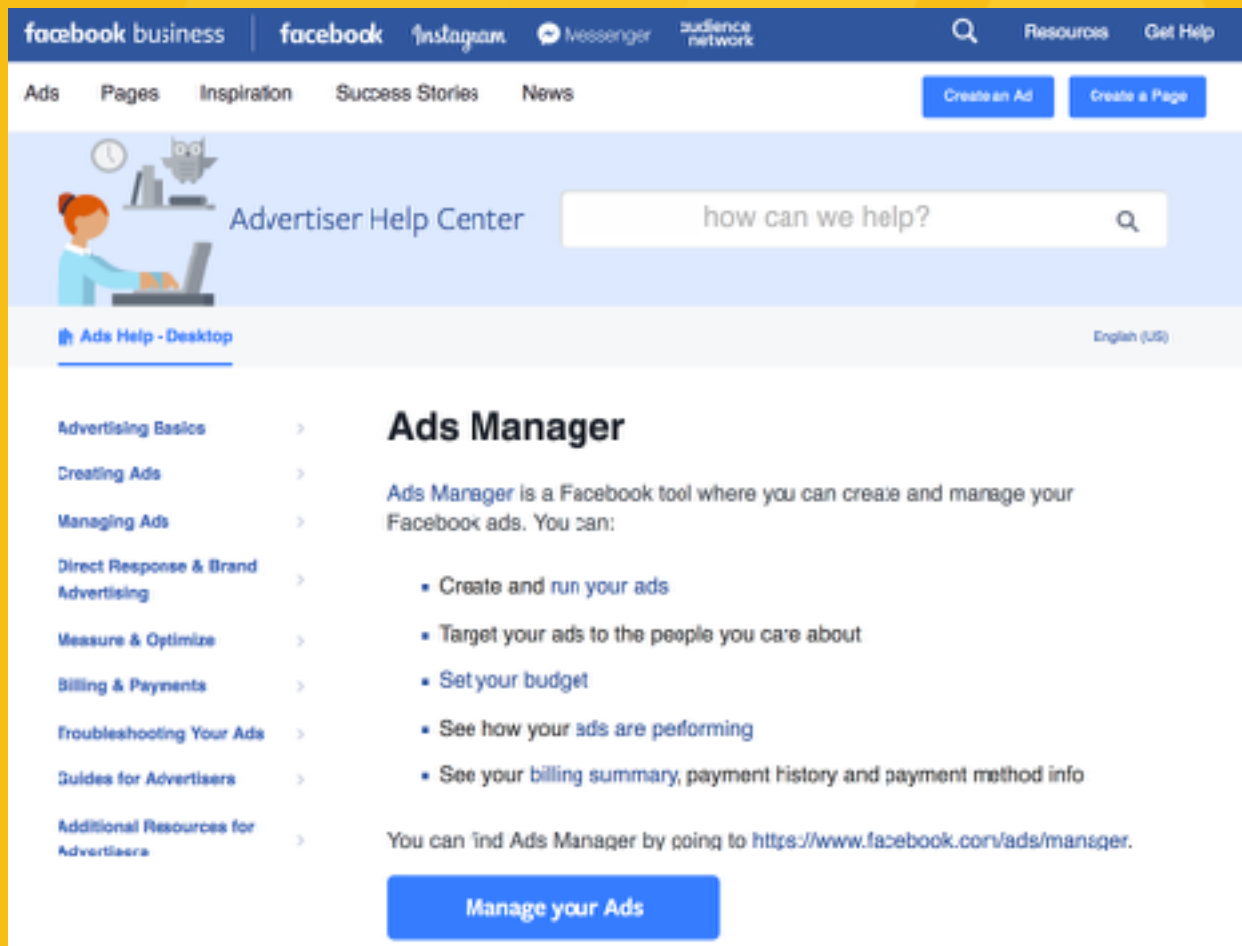
This requires some skills and **readings** to fully understand its tools.
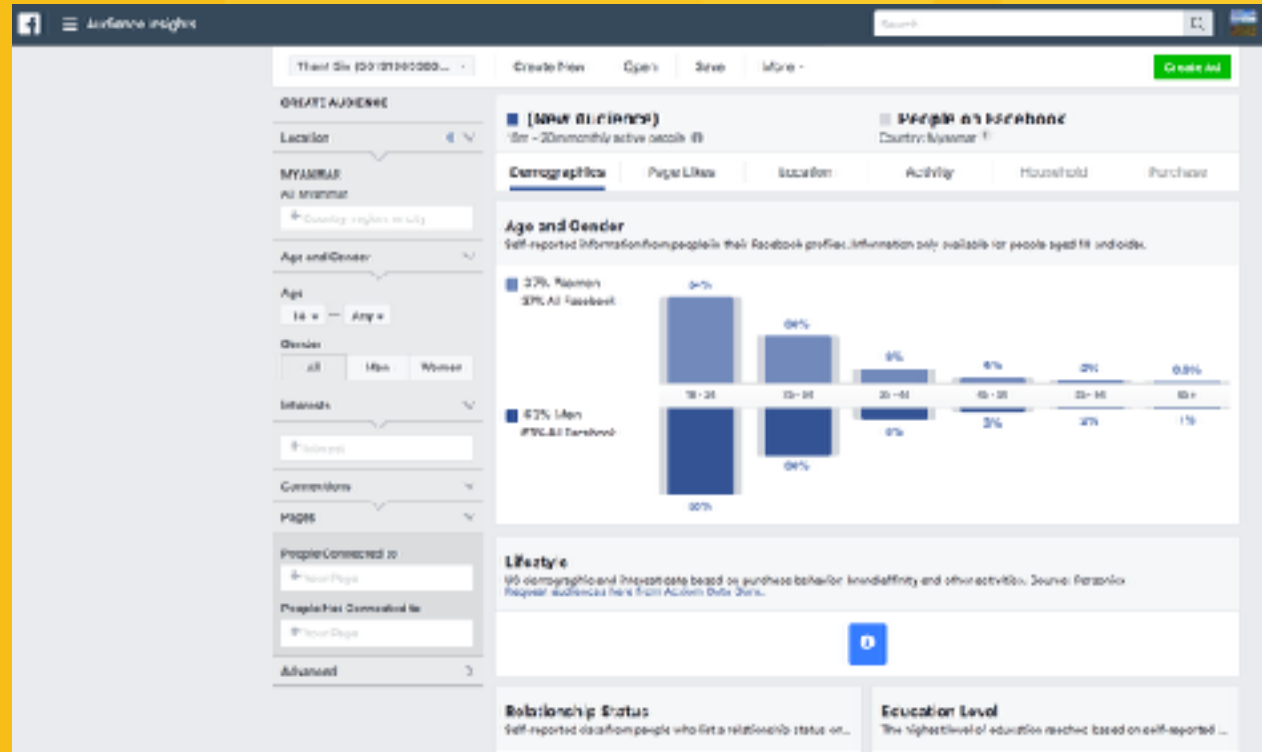
Targeting and boosting

Facebook offers boosting your contents into people's newsfeed. If you campaign requires this feature, you can use Facebook ads by paying money.

Ads Manager is a Facebook tool where you can create and manage your Facebook ads.

Once you click the Create an Ad blue button, it will lead you to this page on the right, where you can create a targeted audience and campaign budget to run your ad.

Choosing Boosting Type

In this section you can choose what type of achievement you can gain from your advertising. Most relevant types for civil societies are:

- **Reach** is to show your ad to the maximum number of people.
- **Engagement** is to get more post engagements, page likes, share or event responses.
- **Video Views** is suitable if you are doing a video campaign and if you want more views of your videos.

And then you can give a **Campaign Name** for your ads campaign so that you can use it again when you come back later.

You need to choose the country to Myanmar so that it shows US Dollars for Payment

You can give your Ad Set a name and then choose the page you want to boost.
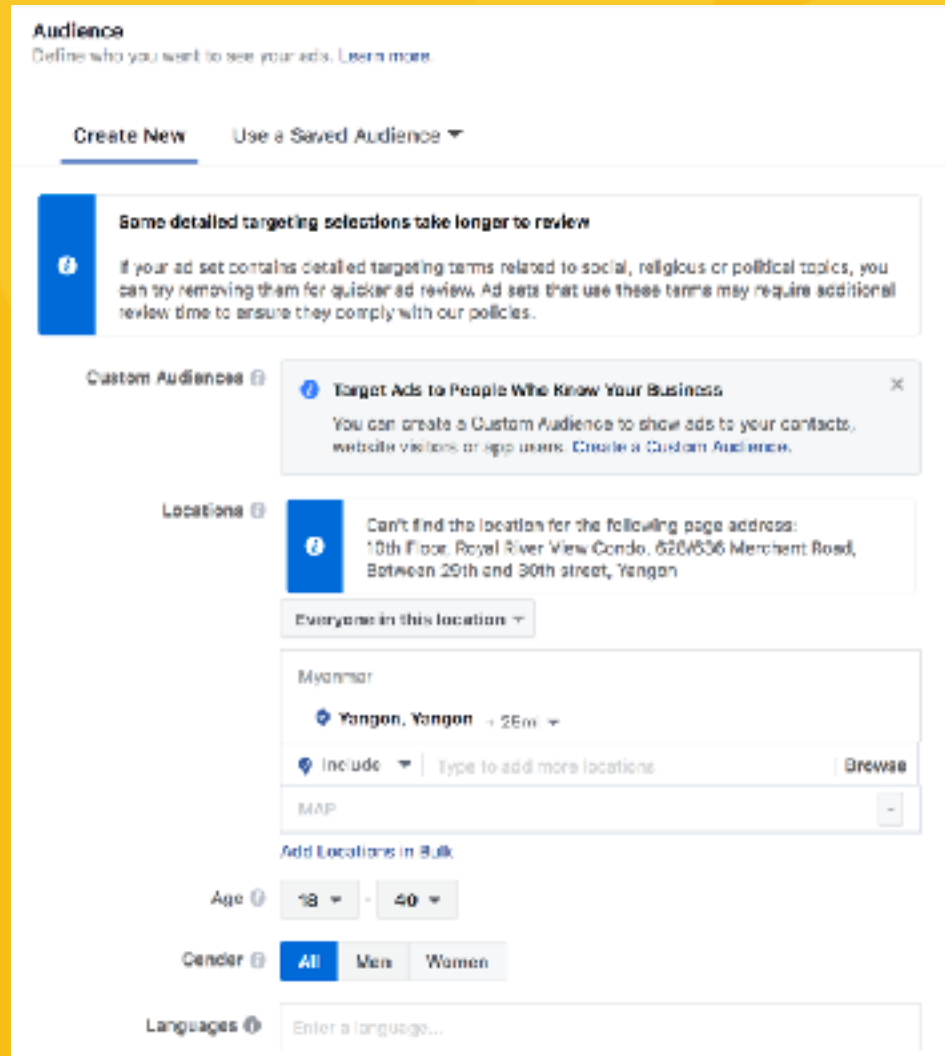
Audience Targeting

When you use Facebook ads, it allows you prioritise the target audience that you want your content to be pushed into. Think carefully before you use this feature, and strategise the audience that will help the success of your campaign. For instance, if you are doing a peace campaign and you want more young people to get involved, you can target:

- University students by targeting specific schools that they set in their profile
- Youth age ground 18-25
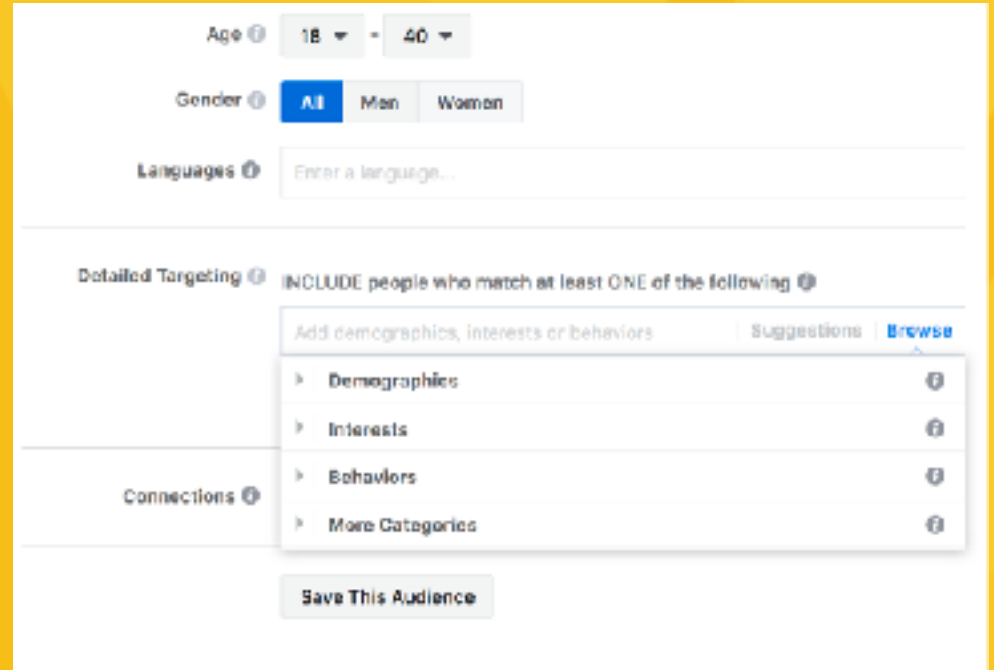- People who like specific pages that are related to peace in the country

Here you choose various criteria to narrow down your audience by
- • Age,
- • Gender,
- • Demographics,
- • Interests,
- • Behaviour, and
- • More.

And then you can save this audience so that you can come back and use it again later.

Once you create your audience and set your target, you can either **create a new ad** or **use existing post** to boost.

Or you can choose one of your existing posts to be boosted

Payment Method

You can pay for Facebook ads with the following payment methods in Myanmar.

Credit cards or co-branded debit cards, including:

• Mastercard

• Visa

Boost directly from the page

Later you can use the audience that you created in Ads Manager when you boost directly and quickly from your page.
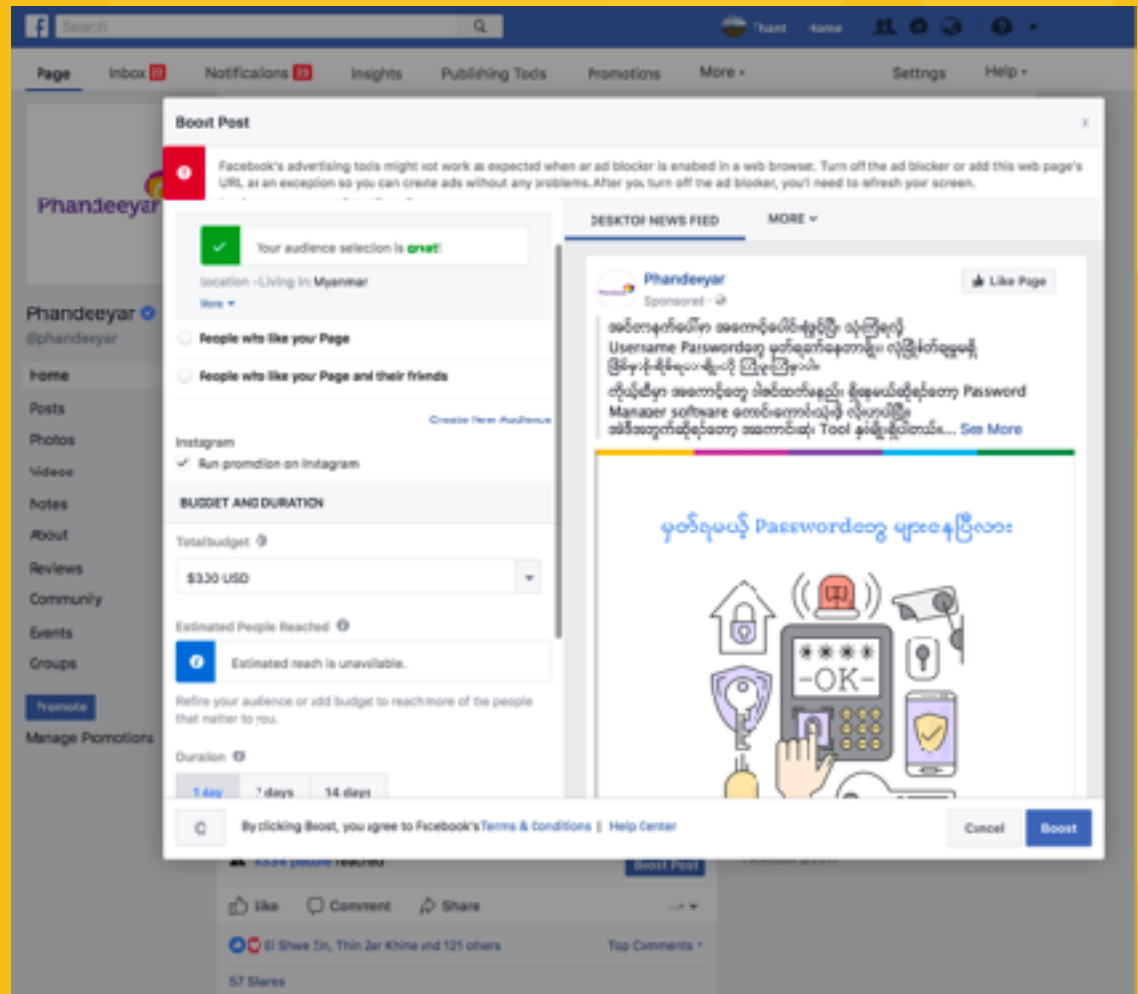
ANNEX

Here we put together a collection of resources and tools that we mentioned throughout the playbook.

Worksheet
- Canvas
- Content Calendar

Tips
- Myanmar Facebook Users Study
- Myanmar Facebook users
- Gender sensitivity checklist
- Conflict sensitivity checklist
- Engaging content strategy

Online Academy

Tools
- Mobile based tools
- Web based tools

| **Story or campaign name** | | | | **Version** |
| | | | | **Date** |

Audience(s)	**Key message(s)**	**Call to action**	**Style**	**Take aways (for audience)**
Primary				
Secondary		**Facebook content (type)**	**Speaker(s)**	

Objectives and Key Results	**Indicators**

Myanmar Facebook Users Study

From our focused group discussions in 2017, at 6 major cities where most Myanmar Facebook users live, we learn some of the interesting insights into users behaviours. We offer some of the most useful insights to make sure that your campaign capitalise these opportunities.

- Not everyone will go off-Facebook to continue reading. Those that do are often urban, educated, and younger users. In part, this is a factor of internet speeds and data costs, where for many the less data consumption the better.
- Audience has a desire for accurate, informative content. In any event, content is king – it matters more than source and format in terms of trust, and shareability.
- Audience also rely on comments section to help them evaluate the post and as means of verifying content accuracy.
- Users in Myanmar have tendency to 'share' a post by by copying and pasting its content and giving credit. Not everyone directly 'shares' and links to the original poster. The reason for doing so is that people are less likely to read shared content. It is better to present content as your own (then giving credit to original post) if you want to get a message out widely. This should be taken into consideration when evaluating reach. Asking those who do share to include hashtags or link to the original profile will help trace dissemination.
- In Myanmar, breaking news, health content and fictional writing are popular. Campaigns could leverage the concept of social or community 'health' to improve reach. Fiction writing and poetry campaigns could be a successful tactic.

The Wide-Eyed Wonderer

- Usually female, varying ages
- Possibly some higher education, but also trade
- Both urban and rural
- Spends between 30 minutes and 2 hours on Facebook each day.
- Uses Facebook as a way to see and experience new things: photos of distant places, people they've never met but are curious about, interesting or enjoyable stories and motivational content
- Not critically engaging with content for accuracy – if they like the content, or if it makes them feel strongly, they will engage or even share
- May share content in order to 'read it later' without thinking too much about boosting visibility
- Facebook is like a viewing box, with content streaming in for entertainment
- Not content producers
- Like photos and stories
- Shares when they are moved emotionally, or when content may help others

Myanmar Facebook Personas

The Newsman

- Usually male, often 25+
- Both urban and rural
- Likely educated in-country, possibly with regional experience
- Often interested in or former/active journalist or writer
- Sees themselves as a gatekeeper for news: finding it, assessing/analysing it, and sharing it
- Spends 5+ hours on Facebook each day
- Has 2000+ friends
- Runs several pages and groups
- Conducts offline research to determine accuracy of key news posts
- Likes text-heavy posts that are highly informative
- Shares when they believe people should know something

The Socialite

- Urban, generally <25, both male and female
- Uses Facebook to interact with friends they know in person
- Sees engaging with and creating content as social capital
- Uses newsfeed to keep up with what's going on in the world, but has a number of sites they regularly visit off Facebook as well
- Cultivates their friends and pages so that their newsfeed is interesting and trustworthy
- Uses comments as a means of evaluating content for accuracy
- Likes videos, but only watches those that are captioned clearly and subtitled: they are sifting through lots of content and prioritizing only what captures their eye
- Shares content that builds on their personal 'brand'

The Networker

- Usually 25+, both male and female
- Both urban and rural
- Defined by their use of Facebook as a means of building a personal business through establishing expertise and networking
- See Facebook as a microblogging or publishing platform
- See sharing as a means of demonstrating expertise
- Follow numerous pages as a means of gaining useful knowledge
- Likely to have almost maxed out on friends without knowing them all (or even half) in real life

The Boys' Club

- Men of all ages
- Low levels of education
- Don't spend huge amounts of time on Facebook, possibly due to lack of funds or connectivity
- Not sophisticated users
- Do not cultivate what they see, but have distinct preferences for sports, celebrity, and general, local news
- May read and share 18+ content as well as graphic images

Conflict Sensitivity checklist

Here are a few pointers to think about:
- ❏ if you are using somebody's work of art or intellectual property, don't forget to ask for permission or give them credit
- ❏ try to be objective as possible as you can
- ❏ if your campaign is talking about a conflict, make sure you don't magnify differences between two communities, but rather think about how you could help emphasise common grounds
- ❏ make sure your post does not have any kind of generalisation or information that reinforces existing stereotypes.
- ❏ be careful when posting about religion. Consult an expert before you do. If you are doing campaigns based on religious values and teaching, make sure you don't inadvertently attack other religions.
- ❏ fact-check everything before you post if you are going to include data in your post
- ❏ think of the consequences and verify its contents before you share a piece of news or breaking news contents.
- ❏ do not accuse anyone in your campaign
- ❏ be aware of the language and tone you use. Never use emotionally charged messages
- ❏ respect someone's privacy rights and dignity
- ❏ be aware of posting violent images. Avoid if you can.
- ❏ make sure that you don't intentionally or unintentionally expose someone's personal information or put someone at risk
- ❏ if someone attack your post in the comment section with hate-speech, do not respond to them with hate-speech. Just debunk their misinformation or give them something alternative point of view to think about.
- ❏ do not engage or participate in angry or heated discussion on comment sections.
- ❏ occasionally review posts on your page wall for conflict sensitivity

Gender Sensitivity checklist

Here are few things to consider in terms of language

❏ Think about how you address your audience. Does it exclude women? For example, does it say "အကိုတို့ရေ" or "ကျောင်းသားတွေ"? Now saying "အမတို့အကိုတို့ရေ" or 'ကျောင်းသူကျောင်းသားတို့ရေ" is much better.

❏ Is your post speaking as a man or a woman? is it necessary that your post speaks in a certain gender and what implication does it have? It is best to avoid using dominant tone (In Myanmar, we can see the gender of the speaker according to the end of the sentence). Try to use gender-neutral tone in your post or ensure balance use of pronouns. ဖြစ်ပါတယ်ရှင်/ ခင်ဗျာ

❏ Also avoid using dominant pronouns, "he' for doctors, directors and other higher level professions, 'she' for lower paid jobs like secretary, junior staff etc.

❏ Are you imparting traditional beliefs that further consolidate stereotypical role of women in the society. For example, are you saying "အိမ်ထောင်မှုကို ကျွမ်းကျင်နိုင်နင်းစွာ ထိန်းသိမ်းနိုင်တဲ့ မိခင်ကောင်းတို့"? then change it to something like "ထူးချွန်ထက်မြက်သော အမျိုးသမီးတို့".

❏ ensure an overall campaign voice that does not discriminate women and LGBTIQ

Also when you use your visual in your campaign, keep in mind that:

❏ We often tend to forget that women can also become leaders and heads of organisations. That is why in the visual representations we notice women are often shown in subordinate positions listening to their male leaders. Avoid showing any visual that strengthens gender stereotype of men in dominant and higher positions, e.g. avoid showing male boss with female secretary, or only men as scientist, or only men playing outdoor sports etc. Though lesser in number but women are also leaders, heads of states, and heads of companies etc. It will be encouraging for women if you show pictures of fellow women in leadership positions. Or, you can have a balance by showing some pictures with women in lead positions and some with men in lead positions.

Reference: asia.ifad.org

Engaging Content Strategies

There are several different types of posts you can create to engage with your audience. Here a few examples of the most engaging types of posts.

Questions

Posting questions can get your audience to join in the conversation and therefore boost engagement substantially. It's also quick and easy to simply ask a brief question that will get them to share valuable information about themselves. There's no need to shoot your audience with complicated questions. Most people don't have the time or energy to provide lengthy responses. But if they can comment in just a few short seconds, there's a higher likelihood that they will. By asking simple questions that require just one or two-word responses, you are sure to increase engagement.

Fill-in-the-Blanks

In the same principle as a question, fill-in-the-blanks encourage your audience to participate with short answers. Your followers can respond in just a few seconds, and they get to feel like a part of the community by interacting with you and the others. Fill-in-the-blanks also tend to get a lot of likes and comments. But be careful not to leave the blank too open-ended as that may lower your engagement as followers might not bother to reply if a long response is required.

Tips

People like to learn, be educated and get inspired. Posting tips on your Facebook Page is an easy way to educate your fans and add some value to their lives. How do you come up with tips on a regular basis?

Engaging Content Strategies

Questions from Audience
Rather than answering questions from your followers by yourself, how about posting these questions and getting other followers to provide some tips and advice? Crowdsourcing tips from your fanbase is an excellent way to get more people to participate and in turn help more people out. Your followers are the most engaged when you present them with something they can relate well with.

Trivia/Quiz
Quizzing your fans to test their knowledge can be plenty of fun, and it'll urge them to speak up and join in the conversation. It's human nature to want to learn and gain new information and to find out how their personality is linked to travel.

Call to Action
Call to actions are what marketers use to drive their audience to respond the way that they want to. An audience is more likely to respond when they are given specifics on how to respond. By using phrases such as "Like this if you agree," you're urging them to respond with just a simple click.

Nostalgic Posts
Nostalgia — a sentimental longing or wistful affection for the past — fosters social connections and makes people feel more connected. By reminiscing about the past, you'll be bridging the gap between you and your audience. Use nostalgia to your advantage by posting your own #tbt images about your brand, or by finding images from the past that are related to travel. For instance, posting photos of your actives 10 years ago will give your readers an intimate glimpse into your past.

Reference: Travel Blog Success

Lessons Learnt

Online messaging needs to be treated differently to offline messaging

Civil Societies in Myanmar tend to think of their of their social media campaigns as a direct extension of their offline work rather than a complement to achieve their offline goals. Many tend to seek to replicate online the same approaches and messaging that they use offline. CSO messaging, therefore, can easily appear as preachy in an online context, where social media environment is different and there is a need for higher competition for attention. To capitalise on social media, it's important that CSOs understand how the online space differs from the offline space and that they be willing to be flexible with their messaging and appeal to a broader audience

Recommendations:
- Spend more time thinking about the 'preaching to the choir' effect and how this applies to online campaigns
- Use audience insights tool to define target audience and see what other pages their audience is interested in - get them to study the pages they are competing with for attention and get them to regularly do a post review (ie - look at their post in the middle of posts from all these other pages)
- Learn from other examples of campaigns that utilised subtle strategies to take their audience where they wanted them to go.
- Look for inspiration in the content they themselves find interesting / exciting / inspiring when browsing social media (keep a journal of the posts that resonate with your own - analysing style, tone, visual etc)

Lessons Learnt

CSOs tend to see strategy and strategy-making as a fixed rather than iterative process

CSOs feel that strategy setting is a step to tick the box rather than as a continuous process that needs review and revision. The canvas provided in our playbook is designed to help teams summarise their strategy in a single A4 page which could easily be referred to it and iterated on. It should not create an opposite effect as a 'fixating' a strategy in the teams' mind.

Recommendations:
- Look for a good marketing campaign example to build on
- Coach the teams at the start of the program to conduct user validation sessions and integrate the feedback to tweak their strategy

Lessons Learnt

Established following is not required for vitality

Established audiences are not required for content to go repetitively viral. The campaigns who succeed in leveraging influencers and strategically using other pages and groups are able to get substantial organic reach, even as their pages had very small followings.

Recommendations:
- Integrate a workshop session on influencer mapping
- Continuously encourage the teams to tap into their network and reach out to influencers
- Build a strong communication channel between the teams to enable them to tap into each others' network better.

Lessons Learnt

People engage with the content that appears on their newsfeed rather than proactively engage with pages

Relatively low page views does not mean there is low post reach or engagement. This suggests that people engaged with the content mostly as it appeared on their newsfeed rather than by checking the campaign page. This is in line with our previous learning that authors and following don't seem to be necessary for posts to achieve high reach and vitality.

Recommendations:
- Test out strategies designed specifically to build a page following (ie. use video series, photo albums - that include a "follow" option)
- Challenge teams to name their page using terms that are likely to be searched for on facebook search

ONLINE ACADEMY

It might be nice to have your social media or communication officer in your organisation look at these online capacity building places so that it raises your organisation's capacity in general.

Facebook tools & resources

Page Insights Basics (Q&As)

Creating engaging contents

General resources for non-profits on using Facebook

Pages for non-profit organizations

Audience insights

Canva Design School for creativity and inspiration

Canva Social Media Marketing Strategies

DIGITAL TOOLS (Mobile based)

Click on the hyperlinks for manuals	Android	Iphone	Windows	Mac
Ribbet	yes	yes	web	web
Snapseed	yes	yes	no	no
Viva Video	yes	yes	no	no
Canva	yes	yes	web	web
PhotoLayers	yes	Yes	no	no
GIPHY	yes	yes	web	web
Facebook Pages Manager	yes	yes	no	no

DIGITAL TOOLS (Desktop based)

Click on the hyperlinks for manuals	Android	Iphone	Windows	Mac
Flaticons	no	no	web	web
Pixabay	web	web	web	web
Colourzilla	no	no	web plugin	web plugin
Piktochart	no	no	web	web
Windows Movie Maker	no	no	software	no
iMovie	no	no	no	application
Amara	no	no	web	web
Pinterest	no	no	web	web
Trello	yes	yes	yes	yes