

# Femina Hip Online



Femina Hip Online

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This document presents the strategic communication process developed by Femina Hip for its online and social media tools including Facebook, Twitter, SMS and website. It outlines the process of developing a social media strategy, the content creation process, and the monitoring and evaluation methods.



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Femina Hip Results Based Framework

## Background

Femina Hip is a multimedia platform and a civil society initiative working with youth, communities and strategic partners across Tanzania. Our aim is to promote healthy lifestyles, sexual health, HIV and AIDS prevention, gender equality and citizen engagement. Our agenda also includes economic empowerment with a focus on entrepreneurship, financial literacy, and livelihoods in agriculture. We promote the concept that when young people are able to build their lives they are better able to protect their lives.

Femina Hip educates and entertains young people in Tanzania and gives them a platform for VOICE; to speak up and share experiences. Fema Clubs support an active learning setting where young people can share the media products, discuss in a safe space, and take action collectively or individually. Multimedia. Over the past fifteen years, our media products have included: Fema Magazine, Si Mchezo! Magazine, Fema Radio Show, Fema TV Show, Ruka Juu TV Entrepreneurship Show, Sema na Fema speak-back platform, [www.feminhip.or.tz](http://www.feminhip.or.tz) and one-of print products.

Femina Hip's work reaches across Tanzania with millions of Tanzanians engaging with our recurring media products. The Fema magazine is distributed to clubs and partner organizations. Fema TV Show, [Ruka Juu TV Entrepreneurship Show](#), and [Fema Radio Show](#) are aired nationwide. Our outreach agenda takes us to schools and clubs all over the country to involve communities in dialogue, carry out editorial collection, and conduct research.

## Introduction<sup>1</sup>

In 2003 Femina Hip began producing content for a website called Chezasalama. The audience for this website was young people between the ages of 13-30 (the Femina Hip audience). Chezasalama website focused on providing youth-friendly information on sexual and reproductive health. It promoted and encouraged young people to use the Internet as a source of accurate, youth-friendly information. Femina Hip experimented with live chats, daily posts, and dear aunty question/answer sections. Then in 2010, Femina Hip began investigating how its audience used, understood, selected, and accessed social media tools (Facebook in particular). The use of social media and the era of accessing the Internet via phone, and indeed the 'smart phone' were just beginning in Tanzania. This investigation focused on examining the ways in which the Femina Hip's audience could increase their level of participation in and contribution to the Femina Hip initiative. How could the Internet and social media be used as a way to amplify the voices of young people in Tanzania?

In 2010, Femina Hip opened its first Facebook account, created a profile, and invited young people in Fema Clubs to become 'friends' and 'like' our page. Various people within the organization began to use the Facebook page to communicate Fema Club activities, answer questions from young people, and every so often, ask a question to generate debate and discussion. The use and functionality of the Femina Hip Facebook account has grown steadily since that time.

In 2012, a serious effort was made to analyze the use of online social media tools and how to use the Femina Hip methodology of strategic communication, behavior change communication, and participatory editorial content collection with social media tools and the online spaces. Pernille Baerendsen lead the team through a workshop that resulted in the formalization of the Femina Hip 'social media team', a draft social media work plan and a draft social media policy. Members of staff from various departments became part of an

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<sup>1</sup>Parts of the content in the guidelines are a variation of those found on the South African Mail & Guardian, which again has sought inspiration at [Reuter's social media guidelines](#). The South African Mail & Guardian has allowed use and rework its social media policy if credited accordingly. Source: <http://mg.co.za/page/mail-and-guardian-ethics-and-social-media-policy>. Family Planning Goes Social, The Health Communicators Tool Kit, and 7 Steps to a Successful Social Media Strategy.

eight to ten member team that developed content, moderated the responses, tracked the audience use, and encouraged Fema Clubs to develop their own online spaces. The system that now exists is a result of the social media team refining this process. Over the past three years, they have succeeded in creating an engaging and dynamic system with limited financial resources and by adjusting to changes in staff members.

Online spaces and ICTs by design are dynamic spaces. Globally, new innovations, user preferences, access to hardware, prices and accessibility to the Internet expand on a regular basis. These changes also take place in Tanzania and have changed most dramatically around mobile phone use and m-pesa services. The challenge within Tanzania is to provide access to Internet services in rural areas, to make hardware (phones, computers etc) affordable, and to make basic power supply available. Despite the challenges, Tanzania has seen a growth and interest in the use of the Internet and social media tools. In 2014, we took the opportunity offered by JHU and the [HC3 project](#) to reevaluate our process, examine the working document created in 2012, finalize a strategic plan for our online tools, hear reflections from other organizations, and finalize our social media policy. This was also an opportunity to tap into a global source of behavior change communication resources. In 2012-13 Femina Hip went through a strategic planning processes and we needed to examine how the social media team and its activities could be aligned with the new goals and outcomes set out in the larger strategic plan. We also needed to examine how our activities fit into the global context. The tools offered on the [HealthCOMpass' website](#) helped us plan our workshop and guided us through our review process. In return, we are offering this document as a guide for anyone wanting to use social media (in particular Facebook) as a way to plan and implement strategic communication for youth.

Based on our most recent research ("Facebook Analysis 2013" by Tess Bonacci), our recent Social Media workshop (June 2014) that included feedback from other organizations in Tanzania and our own observations, we believe that we have developed a unique and effective system of engaging young people with our topics (Sexual and Reproductive Health, Economic Empowerment, and Citizen Engagement). It is dynamic, youth-friendly, requires few financial resources, and the impact is measurable.

One of the key results of our 2014 workshop was the concept of 'Connect Your Life'. Joining hand in hand with the other Femina Hip concepts of Protect Your Life (Sexual and Reproductive Health), Build Your Life (Economic Empowerment), Engage Your Life (Citizen Engagement), we believe that young people also need to learn, understand and use technology to improve their lives. We have the long-term aim of expanding our audience to include more rural students, and rural girls in particular. We want to encourage the use of online technology in self-learning, communicating and sharing experiences with others, organizing into constructive social change groups, and creating content that can be shared with other rural youth.

## The Process

The process for formulating and implementing social media activities was first formalized by Pernille Baerendtsen in 2012 and has been refined and adjusted over time. Much of the content in this section comes from the documents developed by Pernille (including: FEMINA Social Media Action Plan, Social Media Guidelines, FEMINA Social Media Policy).

## Audience

From the research conducted by Tess Bonacci (“Facebook Analysis 2013”) and from the Tanzania All Media Product Survey (TAMPS 2012) we know that the audience for our Facebook, Twitter and website is mostly urban and mostly male. We also know that our audience is most interested in Sexual and Reproductive Health questions and content. And we know that when our TV and Radio programming is live and on-air we receive many more responses from our audience. One of our long term goals is to increase our rural audience base and to encourage girls to not only view content, but to contribute to the conversations that take place online.

## Content Creation

Content	Social Media Tool
Femina Hip media products: magazines, radio and TV	Website and Youtube and SoundCloud, SMS promo
Press Releases	Facebook, website
Feedback and comments about Femina Hip	Facebook, Twitter
Send and receive: <ul style="list-style-type: none"><li>• Images of Femina Hip activities</li><li>• Images (photos, videos) Fema Club activities, school visits</li><li>• Images (photos, videos) Youth Reporter activities</li><li>• Images (photos, videos) special activities, conferences, events</li></ul>	Facebook, Twitter, whatsapp
Conversation, debates or feedback to specific questions, contests, or outreach activities from our audience	Facebook, Twitter, website, whatsapp, SMS promo
Promoting events, training, outreach activities designed to inspire, inform and support	Facebook, Twitter, website, whatsapp, SMS promo
Concrete results and impact of Femina Hip’s	website



work (outputs of events, annual reports, research results)	
Information about political movements, policies, guidelines and frameworks relating to Femina Hip's work and interests:	Facebook, Twitter, website,
In-depth content related to Femina Hip's core agendas	website

### Social Media Team Activities

The social media team meets once a week (usually every Tuesday) for an hour. The meetings focus on *content creation, monitoring, assessment, and discussing and adjusting plans* for the upcoming week. The team uses a weekly calendar to set out the topics and content required for each day (see table 02). Any questions or concerns about the content creation process, or clarification on questions to ask the audience are brought to the manager (or senior manager) responsible for overseeing the team.

Besides content creation there are three important reasons for the weekly meetings:

- The meetings are considered vital for the team as a way to establish a solid routine and in order to gain and share experience with strategic communication and social media.
- It is important for the team members to have ownership over their respective tasks.
- It provides a space for inspiration, experiments and creativity for the whole social media creation process. The content and assessment process should come from a dynamic process of communicating online, (rather than being 'staged or 'forced' content). But this should also resonate with Femina Hip's overall values (based on the Social Media Policy) and this balance should always be addressed during the meetings.

The questions that are formulated for Facebook are designed to promote discussion and opinions, rather than simple yes or no answers. What would you do if... What do you think about.... What is your experience with... These are strategic questions that help us understand what our audience knows about various topics and themes, and that promotes conversation.

The questions come from a variety of sources. For several years we used booklets published by GIZ on sexual and reproductive health. These questions came with answers that were



also shared with the audience. We pull questions from our SMS system, from our magazine columns, from letters or emails written by our audience, and from the radio and television programs. Often the questions are a combination of a few questions sent in by the audience. And, last but not least, the team members themselves craft questions based on various themes, personal experiences or interests, things they have read or heard on our radio programs, or other media sources.

The questions are documented into a 'question bank':

- Allows us to keep track of the questions that have been asked in the past, so that we don't repeat the same question too often,
- Marks the questions that elicit the most and the least responses
- Marks the questions that elicit the most interesting or even controversial responses
- Provides data for future research

The answers that come from our audience are also documented and recorded. The team waits a week before posting the Femina Hip answer or perspective on the question.

The responses to each post are tracked for ten days and the statistics on the number of likes, the number of answers, and the number of people who respond are also counted for ten days. At the end of three months the statistics are summarized for all the questions and presented during the quarterly review meetings. This gives everyone at Femina Hip an overall picture of how people are interacting in the online space.

### **The use of SMS Technology**

We have recently updated our SMS system and we currently have a strong SMS feedback system that allows our audience to communicate with us directly through the SMS systems available in Tanzania. We use outgoing SMS messages to inform our audience about new media releases and various promotion campaigns. We use incoming SMS messages to monitor our distribution system, to help generate content (in the form of audience questions), to gauge the level of understanding and knowledge of our audience, and to allow an easy and affordable communication platform. Given the age range of our audience, their ability to access and afford phones, and the current network system, we know that SMS reaches a much wider audience than does our social media platforms. However, we will continue to integrate the content we collect via SMS into our social media platforms

(specifically our new website) and coordinate the efforts of the social media team and the SMS team. The success of our SMS platform will support our efforts to keep young people engaged with phone based technology, as well as internet based technologies, to communicate with us and with each other.

**Table 01: Tasks for The Social Media Team (October 2012):**

Note: The number of staff involved has changed over time (fewer members on the team), but the process remains the same.

Person	Tasks for Facebook	Tasks for Twitter	Tasks for YouTube	Tasks for Whatsapp	Tasks for SMS	Tasks for Website
Senior Editor	Assist in language crafting and all other inputs					
Social Media Team Member	Question bank; create and maintain a question bank to document all questions that have been posted, when and from what source.	Scan Newspapers, websites, partner websites, posting banks for relevant links	Ensuring print editorial is notified of new youtube posts and monitors Femina Hip's own print material to see that youtube is advertised and promoted.			
Social Media Team member	Comment bank; documents all the comments that are being posted with each question. Also documents the questions that have the most answers, the least answers, and the most controversial answers.	Newspaper, stories from editors in the field, bank comment				
Social Media Team Member – SMS team	Puts the agreed posts online (Facebook), takes screen shots of Facebook discussions and keeps note of insights			Downloads images sent by Whatsapp and suggests for reposting on facebook		
Social Media Team member	Assist SMS officer with posting sms questions Deal with notifications or inbox queries	Habari Maelezo, partners, posting	Monitoring youtube for comments and questions. Moderate any 'discussions'			
Social Media Team member	Answers or passes along notifications or inbox queries	blogs, websites, screen shots,				
Social Media Team member	Assist posting				Reviews SMS questions and suggests for reposting on Facebook	Reviews SMS questions and suggests for reposting on the website

Social Media Team member	Assist posting	blogs, website, posting	Posting Fema TV and Ruka Juu TV shows to youtube			
Social Media Team member		field stories, posting				Reviews website content and ensures promos are updated
Social Media Team member		Review Partner websites, contributes content, ensures our links are live, and suggests cross links				
Social Media Team member	Monitoring, giving inputs for the weekly editorial meetings	Monitoring, giving inputs for the weekly editorial meetings				

**Table 02: Weekly Questions**

Note that the inputs for each week and each media type depend on the number of people in the social media team. The more people who are available to create and monitor the posts the more content we are able to produce.

Day	Inputs (Weekly Calendar Facebook)	Inputs (Weekly Calendar Twitter)	Inputs (Weekly Calendar YouTube)	Inputs (Weekly Calendar SMS)	Inputs (Weekly Calendar Whatsapp)
<b>Monday</b>	Generates automatically on Twitter Question created by individual team members or collective agreement related to: Economic Empowerment or Citizen Engagement Alternative posting: Share a link to an article relevant for Femina, either our own work, or from another media source related to economic empowerment, or citizen engagement Or suggest a "Take Action" Activity: read, reflect, discuss or do	Publishing a daily average of 3-5 tweets, three times a day (incl. weekends), direct and/or via Facebook.	Femina uses YouTube as a channel to archive and distribute TV programs,  When new radio or TV Shows are produced update YouTube with new content		
<b>Tuesday:</b>	Twaweza question (citizen engagement from the Fema magazine)  Or Promote the Fema Radio show with date, time and topic-when radio program is on air  Or Share a link from an activity related to Femina activity Africa or Global. Same procedure (ie article from BBC, Al-Jazeera, UNICEF etc.)	Promote radio program, date, time and topic			Reviewing photos that come in via whatsapp and choose the best to repost
<b>Wednesday:</b>	A photo or video from the field if the	Question of the week from the radio show			

	editorial team is traveling. Or photos of Youth Reporters in action (usually from the radio)				
Thursday:	Question from the sexual health agenda OR comment on a recent Facebook page in your social media community, which is relevant (could be Tanzania Have Your Say, Change Tanzania, Twaweza, opinion leaders or politicians.)				
Friday:	Fema Clubs picture, video and activity OR Update Facebook with a link to an article relevant for Femina, either own work, or newspaper (health, education, youth etc.) OR Suggest a "Take Action" activity: read, reflect, discuss, do				
Weekend	Saturday  Sunday: Share a picture from one of the Tanzanian Sunday newspapers, and ask a question relevant to Femina Hip audience.				

Examples of "Question of the week" for Monday and Thursday

**Monday question:** What are your views / feedback about accountability and ethics of our national leaders in listening and solving national problems like poverty, unemployment and corruption?

**Thursday question:** What are the things that indicate a person has an STD infection?

### **The best way to update social media**

Because people respond, click like, share, ask questions, tag and send messages even after the official work hours have ended, responding and updating twitter the Weekly Editorial Calendar is a useful tool, it sets out who and how we monitor and respond.

Twitter can be difficult manage if it is run by several different people, and better to have one person responsible for posting, following, and responding. Facebook works a bit differently because it is less immediate, so different people can engage at anytime. It is important to be consistent in tone and not to have too wide a range in topic on any one day.

We start with the Facebook post when sharing news or a post because Femina Hip links its Twitter to Facebook, which means that when we post on Facebook the update is automatically generated on Twitter.

There are many ways to share topics and content on Facebook. The Social Media team uses a variety of methods to keep the audience interested including debate questions, photos, videos, 'questions of the week' and take action suggestions, and links to other sites. We post regularly and we monitor the audience reactions to various types of posts. We have enlisted members of our Youth Advisory Board to provide feedback and assist us to know what might be interesting or 'fun' for our audience.

### **Outreach**

In 2014 members of our social media team started to travel out with the editorial and community mobilization teams in an effort to encourage our audience to understand more about social media, to sign up for and explore Facebook, Twitter, Youtube, whatsapp, and instagram. We are beginning to build our 'tech outreach and tech-teaching' components. We feel it is important to ensure that young people not only access the Internet but that they seek out and interact with sites that promote healthy lifestyle content.

### **Advertising and Promotion**

We know from talking with other organizations who host Facebook and social media sites for young people that it is possible to pay for 'likes', to link our pages into newsfeeds, and to generate cross-posting. Our resources are limited, but we did a small experiment in 2013 where we paid for several weeks of 'Facebook advertising' to see if we could generate more



interest and a wider audience. We did increase our audience 'likes' and our 'friends' but we did not see a significant increase in the quality or richness of the comments, conversations or debates around the topics we were posting. We know that more financial resources would boost our reach, but we have decided at this point in time, to focus on the depth of conversation rather than the quantity of visitors.

We know that having the social media team actively engaged in outreach activities also increases our audience and it increases the number and types of conversations. Although this activity costs money, the benefits of one-to-one interaction and the opportunity to expose young people to media technology is also considered a benefit.

We do promote our Facebook, twitter, youtube, and whatsapp spaces on all of our other media products, including print, radio and television (when on air) and our website. We also promote our partner pages and try to get our links onto our partners' sites.

## **Guiding Principles for Creating and Posting Content**

### **Authenticity**

Before we update, we consider our target group, the subject and the people posting. We are aware that we are part of a specific community and subject to the dynamics of that community. Social media spaces are public platforms, and in general in the public domain, but we are aware that our audience (young people 13-30) might not be fully aware of this and some of the consequences of posting in public spaces. We need to be aware, in particular, of our younger audience and in relation to the content of some of our controversial subjects for which Femina Hip encourages debate.

We refer to our Social Media Policy that provides guidelines for our own staff on how to participate in online spaces. And though it would be ideal, Femina Hip is not able to check the authenticity of all statements made by our audience, but we have specific disclaimers that we use for Facebook and Twitter.

### **Sourcing**

News travel fast on social media. We do not post or re-post anything without being sure about the subject matter and source before accepting the validity of information received

online. We always attribute the source, be it a person or a platform. Readers give different values to different sources, so they need to know, for example, when something comes from a user on Twitter or to newspaper/television/radio investigation.

### **Copyright**

We respect copyright and fair use. We always give people proper credit for their work and ensure that we have the right to use something before we publish. This is particularly tricky on Facebook with photos that are easily shared, and with re-tweeting and editing re-tweets. If you edit someone's tweet, mark it as a partial re-tweet (PRT) or modified tweet (MT). It is also important for us to obtain permission from the subjects of our photos before posting. As with traditional communication, we encourage the team to take notes. We recommend taking a screenshot of any page we are using in the research - statements can be removed from sites and then there is no proof. This is especially important when using information sourced via social media. Take a screenshot and archive it.

### **Affiliations**

Our profiles, re-tweets, likes and postings reveal our personal, political, religious and ideological affiliations. We need to be constantly aware of what we, as an organization “like, and re-tweet” and the dynamics created when we share, like, or repost information. It is important for the social media team members to know how to separate ‘personal’ opinions and perspectives from those of the organization. We also encourage our staff to be conscious about their private practice while on social media.

We also need our staff to be aware of the consequences of Femina Hip Facebook profile and page “joining” a particular Facebook group or click like on a Facebook page. It could be perceived as favoring one political party or figure (and not another). For Femina Hip it certainly does make sense to interact and affiliate but we need to make sure that these affiliations are properly discussed within the Social Media Team, and sometimes with managers.

## Monitoring

All of our work is evaluated through a Results Based Management system. As with all monitoring and evaluation activities, it is important to understand when something is not working and then to make adjustments. Because online and social media spaces are instant and dynamic, we want to monitor on a daily and weekly basis. However, in regard to long-term goals it is important to monitor on a quarterly basis, which again feeds into an annual revision. Our monitoring flow is described below:

### Weekly Editorial Meetings:

During the Weekly Editorial Meeting the team discusses the statistics and graphs, and the person tasked with monitoring gives a brief report based on Facebook Insights and Twitter Counter along with their personal assessment against the required indicators (see Annex 2 for indicators). The team discusses what adjustments and changes could be made to achieve the indicators. The notes from these meetings are used to inform the Quarterly Monitoring & Evaluation Sessions.

### Quarterly Editorial Meetings

The Quarterly Review contributes to documenting the long-term impact of Femina Hip's social media efforts and to the organization as a whole (see Annex 2 for the complete results framework). The information collected from the Social Media team contributes to the documentation of two specific outputs:

- “youth and mentors listen to, watch and read Femina Hip's media products”  
The indicators for this output are the number of readers of Femina Hip's facebook posts and number of readers of Femina Hip's tweets.
- “youth and mentors speak back to Femina Hip”  
The indicators for this are the number of posts to Femina Hip's facebook page, number of private messages received, and number of Femina Hip's posts shared, the number of tweets to Femina Hip's twitter page, number of tweets received, and re-tweets.

These questions help guide the discussion to see how the outputs and indicators have been met:

- Review the graphs and notes from the discussions during the Weekly Editorial Meetings.

- Inputs and Outputs: *Are the tasks leading to the expected outputs, or do the tasks need to be changed?*
- Indicators: *Are the indicators realistic? Do they need to be revised?*
- Impact: *Was a positive/negative impact created which you did not plan?*
- Monitoring Tools: *Do the chosen tools work, have Facebook and Twitter upgraded or changed? Are there new tools that should be considered?*

### **Annual Evaluation**

This session is when Femina Hip looks at the goals and outcomes from the past year and makes plans for the coming year. The same questions can be used as are used for the Quarterly Monitoring Sessions. At this time, the documents are revised, the annual plan is created, and the goals for the next six months to a year are set.

Femina Hip is also committed to having a social media workshop once a year to review the specific progress of the online and social media activities, to be able to develop and grow its Connect Your Life program.

## **Areas of caution**

We know that access to phone and internet technologies are still limited in Tanzania. Young women are especially vulnerable to being drawn into sex-ploitation; being offered the use of a phone and credit by men in exchange for sexual favors. This is one of the reasons outreach and face-to-face training is an important component of our work. We also know that what is known as 'cyber-bulling' and 'cyber-harassment' is also common here, and we aim to address these issues in the coming year. We will be looking to the international community as well as the local community for solutions and ways to address these serious issues.

## **Conclusion**

Femina Hip is excited about the potential to increase our audience, to engage more young people with our media products, and with our core topics, and to encourage the safe use of online and phone based technologies. We want young people to speak to us and to speak to each other about positive, healthy and constructive choices and options. We also want to inspire young people to create content and share with us. Building a strategic and systematic process for engagement through online spaces is the way forward for Femina Hip, and will bring us to a new level of engagement with our audience.

## Annex 1

### Guidelines for inspiration<sup>1</sup>

TOP

NONPROFITS

SOCIAL MEDIA POSTING GUIDE

UNDERSTAND

YOUR AUDIENCE

Know your target audience(s)  
Tip: Get specific. Create personas.

You're busy. So are they.  
Don't waste your time or theirs.

It's not all about you  
Show interest in needs of others not just yours.

Do unto others...  
Others like mentions & RTs as much as you.

Limit the pleas for help  
Ideally keep this below the 10% mark.

Be responsive  
Respond within 24 hrs. Aim for less..

PLAN

YOUR CONTENT

How much time do you have?  
Be realistic. Block out time. Stick to it.

Monthly: content strategy  
ID what's coming up. Schedule campaigns.

Monthly: key messages  
Define key messages for campaigns & events.

Use an editorial calendar  
Download a free one at [TopNonprofits.com/edcal](http://TopNonprofits.com/edcal).

Weekly: batch content creation  
Maximize time. Minimize mental gear shifts.

Scheduling posts in advance OK  
Tip: vary timing slightly and avoid :00 and :30.

Check feeds at least 2x per day  
If only 2x, then mid morning & late afternoon.

How will you measure success?  
Tip: Set measurable goals. Track progress.

facebook

BEST PRACTICES

Think headline, not article  
Get attention. Then add ?, action, or link.

0101 Post every other day \*  
Best frequency to get and keep likes.

A picture is worth 1000 words  
Tip: Limit depressing ones.

Tell good stories  
Less statistics. More stakeholder stories.

Use analytics with your links  
Insight, good. Dashboard obsession, bad.

twitter

BEST PRACTICES

Don't treat it like Facebook  
Vary content & don't auto-post between.

Post at least once a day \*  
More is better and vary times slightly.

Space out your tweets  
No more than 1/hr (excluding @replies).

Best CTR: 8-9am, 2pm, 5pm, 3pm \*  
(test yourself) Bad: 1am-7am, 10am-1pm, 6-7pm.

Best RTs: noon-4pm \*  
(test yourself) Bad: Before 10am, after 7pm.

Tweet on the weekend  
Less busy means greater CTR but less RTs.

Keep it short and sweet  
Below 125 characters allows manual RTs.

Don't be a downer \*  
(+) tweets shared 34% more, (-) 13% less.

Place links early (1/4 mark) \*  
Highest probability of CTR. Very end OK also.

If you share this resource please provide a link to <http://topnonprofits.com/posting-guide>

TOP NONPROFITS BY CRAIG VAN KORLAAR

[topnonprofits.com](http://topnonprofits.com)
[craig@topnonprofits.com](mailto:craig@topnonprofits.com)

<sup>1</sup>Source: <http://topnonprofits.com/posting-guide/> which also offers an editorial calendar template: <http://topnonprofits.com/free-editorial-calendar-campaign-planning-documents>

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## Annex 2

### Monitoring and Evaluation: Tasks Against Outputs: Social Media

Deliverables	Tasks to accomplish the deliverable	Expected outputs of the deliverable	Target audience Gender, age, location, education	What made this deliverable effective at achieving its outputs?	What challenges were identified when implementing this deliverable?	In what concrete ways can this deliverable be improved on to better achieve its outputs?
Facebook & Twitter	<ul style="list-style-type: none"> <li>Attend and organize weekly meetings</li> <li>Integrate new staff from different departments into the social media group</li> <li>Craft questions to stimulate conversation and interaction. These are posted twice a week</li> <li>Select images sent by our audience to share activities</li> <li>Select images from our own work to share</li> <li>Promoting Fema magazine and Fema radio show</li> <li>Share links related to our core agendas</li> <li>Respond to user feedback such as comments, wall post and messages</li> <li>Add tips and suggestions for action around our core themes</li> <li>Travel with the team to the field and</li> </ul>	<ul style="list-style-type: none"> <li>To increase followers, friends, and page likes</li> <li>More youth to use social media as a tool for voicing their opinions, questions, challenges and success</li> <li>Increasing the quality of conversation (not just the quantity)</li> <li>More girls interacting and engaging with our content on line</li> <li>To generate new ideas on how to increase the social dynamic of our social media activities</li> <li>To incorporate instagram and whatsapp (from workshop)</li> <li>Engage mentors by training them to use social media as a tool for reporting their club activities</li> </ul>	<ul style="list-style-type: none"> <li>Femina target audience 13-30</li> <li>Mentors and peer educators</li> <li>To reach more youth specifically girls</li> <li>Reaching more audience from the rural areas</li> </ul>	<ul style="list-style-type: none"> <li>Team work, and good communication from editorial, community mobilization and monitoring and evolution teams</li> <li>Participation of the social media team in the outreach activities</li> <li>Monitoring and regularly moderating the Femina social media platform</li> <li>Integrating other technologies like the SMS platform and Whatsapp.</li> <li>Support from the management</li> <li>Having online conversation during the workshop and other activities</li> <li>Learning from other partners, listening and taking</li> </ul>	<ul style="list-style-type: none"> <li>There is no concrete plan for cross promotion of fema magazine that everyone in the organization can follow</li> <li>Fluctuation in the number of people in the social media team</li> <li>Limited funds</li> <li>Collecting statistics</li> <li>Challenge to reach rural youth because they don't have access to smart phone or internet</li> <li>Challenge to reach rural youth in school due to teacher's restrictions and access to technology</li> <li>Sources for questions, information, facts and topics have been used and need to find other reliable sources (ie GIZ booklets, Twaweza</li> </ul>	<ul style="list-style-type: none"> <li>Follow the strategic plan for the social media established during the June 2014 workshop (including building partnerships with other tech orgs)</li> <li>Having a specific date and plan for promoting fema magazine that all teams and individuals can agree and adhere to</li> <li>Continue with outreach activities by encouraging mentors and youth to embrace technology as a learning tool</li> <li>Need to have a source of funds to support the work</li> <li>Need to reassign roles and responsibilities</li> <li>Having a permanent person in every outreach activities</li> <li>Reaching out to YAB and asking for their views about our online activities and how we</li> </ul>



	<p>report on field activities to increase audience participation and awareness of our activities</p> <ul style="list-style-type: none"> <li>• Travel to the field and provide education and information on the use of technology</li> <li>• Moderate the posts and remove inappropriate comments/content (ie use of bad language or graphic pictures)</li> <li>• Collect and analyze statistics</li> <li>• Find and integrate new tools (based on the June work shop)</li> </ul>			<p>action to expert advice</p> <ul style="list-style-type: none"> <li>• The strategic communication development process we go through when creating content to be posted</li> <li>• Following the trend of the current issues</li> <li>• Trust from our audience that we can keep their question private if they ask us. And trust that we provide accurate information and advice.</li> <li>• Good photo selection</li> <li>•</li> </ul>	material etc))	<p>can make it to be more attractive</p> <ul style="list-style-type: none"> <li>• Strengthen the link between SMS platform and the social media team</li> <li>• Individual/personal posts that reference the work of Femina Hip should link back to Femina Hip facebook to help solve the problem of being 'preempted with news or promos"</li> </ul>
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## Monitoring and Evaluation: Indicators: Social Media

Output Indicators				
Youth and mentors listen to, watch and read Femina's media products	Youth and mentors are involved in Fema Clubs and youth networks	Youth and mentors are motivated and supported to engage with others	Mentors have increased capacity for supporting Fema Clubs and youth networks	Youth and mentors speak back to Femina
Number of readers of Femina magazine (including online)	Number of new Fema Clubs and youth networks formed and registered	Number of youth and mentors interacted with through outreach activities	Number of mentors oriented on Femina's active learning methodology	Number of SMS received by Femina
Number of viewers of Fema TV Talk Show and Ruka Juu (including online)	Number of youth and mentors who attend Fema Club meetings and activities	Number of youth and mentors who attend festivals and the annual youth conference	Number of mentors provided with guidance on an individual basis	Number of e-mails received by Femina
Number of listeners of Fema Radio Show (including online)	Number of Fema Clubs and youth networks that were active during the current calendar year	Number of Fema Clubs and youth networks incentivized		Number of letters received by Femina
Number of visitors to content pages of Femina's website		Number of youth and mentors incentivized		Number of posts to Femina's Facebook page, private messages received, and Femina posts shared
Number of readers of Femina's Facebook posts				Number of tweets to Femina's Twitter page, private messages received, and Femina tweets re-tweeted
Number of readers of Femina's tweets				
Number of readers of one-off print materials				

# Monitoring and Evaluation: Femina Hip Results Based Framework

## Femina Results Framework

