

— TRAINING COURSE —

DIGI PR

4 NGOS



# Objectives

- Promote teamwork
- Efficient use of social networks to reach target audience
- Impactful promotion of organization activities
- Effective digital tools for promotion and dissemination of results
- Tools for building campaigns and strategies for social networks
- Introduce youth-friendly channels beyond Facebook and Instagram
- Create press releases
- Use podcasts and Mailchimp as powerful PR tools



# How to energise our teams before work

- **Count & Replace: The Team Bonding Challenge**

The team bonding activity involves counting together till 100 while replacing a certain number with a gesture or sound. It helps the team learn how to concentrate together and how important each member is for the team's success. Variations can be made by replacing numbers with gestures or sounds and also for numbers where the replaced number appears. If someone makes a mistake, the team has to start over, making it an exciting game. To make it harder, multiple numbers can be replaced with the same gesture.

- **The Walk Stop Energizer**

The Walk Stop Energizer is a group activity that involves following simple commands. Participants start walking when told to "Walk" and stop when told to "Stop." The game progresses by switching the commands and adding new ones, such as saying their name or clapping. The goal is to keep the group focused and energized.

- **Follow the Leader**

Follow the Leader is a group game that involves one person leaving the room while the group chooses a leader who sets movements for everyone else to copy. The person who left the room returns and must guess who the leader is while everyone continues to copy the leader's actions. The game is suitable for ages 8 and up, requires no materials, and can be played indoors or outdoors.

# Team Building activities

- **Creating a DI GI PR 4 NGOs-related logo in the city-building game:**

- Promotes creativity and design thinking
- Practice graphic design skills
- Creates a digital asset for use in the game and other digital platforms

- **Interviewing locals:**

- Creates authentic and engaging content for social media and other digital platforms
- Showcases the cultural diversity and richness of the city and its people
- Increases the city's online reach and image



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- **Trying local things and taking photos or videos:**

- Creates visually appealing content for digital platforms
- Showcases local cuisine, traditions, and attractions, attracting tourists and promoting the city
- Increases the city's online visibility and reach



# Team Building activities

- **Visiting local important landmarks and taking photos:**

- Provides visual content for digital platforms and city marketing materials
- Showcases the history and culture of the city, attracting tourists and promoting the city
- Increases the city's online visibility and reach

- **Writing "youth" with our bodies and creating a visual:**

- Promotes creativity and teamwork
- Creates an engaging and visually appealing image for digital platforms
- Promotes the city's youth culture and events, attracting young people and promoting the city

- **Creating a TikTok video in the city-building game:**

- Provides engaging and visually appealing content for digital platforms
- Showcases the city's landmarks, culture, and attractions in a creative way, attracting tourists and promoting the city
- Increases the city's online visibility and reach



# Public Relations

PR is the art of managing the public's perception of a brand or organization.

PR and marketing can work hand in hand to create a strong brand image and drive business growth.

Examples: Integrated campaigns, brand messaging, target audience outreach.

Forms of PR:

- Positive PR: Awards, positive media coverage, social media engagement.
- Negative PR: Apologies, crisis communication plans, reputation management.
- Traditional PR: Press conferences, media pitches, journalist relationships.
- Digital PR: Social media campaigns, influencer partnerships, online reputation management



# Press releases

## WHY TO WRITE THEM?

NGOs often rely on press releases to share important news and updates with the public, media outlets, and potential donors.

## HOW TO WRITE PRESS RELEASE?

- Start by identifying the newsworthy angle of your announcement.
- Craft a strong headline and lead that catch attention.
- Use the press release pyramid as a tool to structure the content of your release.
- The pyramid suggests starting with the most important information at the top, and working down to provide more detail and context.
- Keep the message simple, relevant, and newsworthy.
- Include quotes from participants or organisers and statistics to add credibility to your press release.





# Design Thinking

- Design thinking is like a superhero's toolkit for problem-solving - it's creative, innovative, and user-focused!
- Want to create solutions that rock? Design thinking helps you tap into your creativity, work collaboratively, and bring your ideas to life.

## Principles:

- Empathize: Understand the needs and perspectives of the user through observation, engagement, and immersion.
- Define: Reframe the problem by synthesizing information gathered in the empathy stage to create a clear and concise problem statement.
- Ideate: Generate a broad range of ideas and solutions to the problem, using techniques like brainstorming, mind mapping, and SCAMPER.
- Prototype: Build a physical or digital representation of the best ideas from the ideation stage to test and refine the solutions.
- Test: Obtain feedback on the prototypes through user testing, iterative refinement, and evaluation to validate or invalidate the solution.



# Podcasts

- Choose topic and format for podcast
- Research audience and competitors
- Invest in quality recording equipment
- Use editing software to refine recordings: Audacity, GarageBand
- Publish on hosting platform for major platforms: Libsyn, Buzzsprout
- Create engaging show notes with links/resources
- Promote on social media and marketing channels
- Be consistent with publishing schedule
- Seek feedback & improve content

MONTHLY 05 MAY 2023 PLANNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2 Digi PR For NGO's podcast.	3	4	5	6	7
8	9	10	11	12 Digi PR For NGO's podcast.	13	14
15	16	17	18	19	20	21
22	23 Digi PR For NGO's podcast.	24	25	26 Digi PR For NGO's podcast.	27	28
29	30	31				

TOP PRIORITIES:

1 *You should listen to Digi PR For NGO's podcast.*

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

NOTES

*Digi PR For NGO's podcast concept this month: Erasmus for Children*



# Newsletters

## Why?

- Newsletters can help NGOs build awareness of their mission, share updates on their work, and connect with supporters. By sharing stories of impact and inviting readers to get involved, newsletters can help NGOs cultivate a community of engaged supporters who are invested in their cause.

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## How?

- Build and manage your email list with ease.
- Create eye-catching email campaigns in minutes.
- Automate your email campaigns for increased efficiency.
- Optimize your campaigns with A/B testing.
- Track and analyze campaign performance for valuable insights.
- Expand your reach with integrations.
- Take your email marketing to the next level.
- Connect with your audience in a meaningful way.
- User-friendly interface for easy targeting.
- Resources available for maximizing platform use.



## Principles of a good campaign

- Great visual content
- High-quality content
- From personal to the general story
- Using influencers and decision-makers
- Creating a community
- Clear call to action
- Timing
- Deadline
- Clear KPIs
- Changing the conversation
- Clear goals from the beginning
- Easy to participate
- Use of different platforms
- Tone of voice (speaks in the language of the audience)

## Campaign Analysis

- Addressing a current issue: The campaign video highlights a significant problem in today's society, making it relevant and relatable to the audience.
- Emotional impact: The video evokes strong emotions and feelings, which helps to create a personal connection with the audience.
- High-quality production: The video is well-made, with excellent cinematography and production values, which makes it visually appealing to the audience.
- Personal connection and empathy: The video is relatable and creates a personal connection with the audience, making them feel understood and heard.
- Originality: The campaign video is unique and stands out from other similar campaigns, making it memorable to the audience.
- Captivating: The video is engaging and holds the viewer's attention, making it effective in conveying the campaign message.



# Building a brand. The Golden Circle

Building a strong brand is crucial for NGOs to have a lasting impact.

- The "why" of an organization, as suggested by Simon Sinek's golden circle theory, is more important than the "what" and "how."
- Craft a message that resonates with your audience and reflects your desired image.
- Showcase your unique strengths and values to amplify your brand.
- Stay relevant and competitive by understanding your audience and competition.
- Develop a tailored font and color scheme that reflects your brand personality and values

## Gamification in campaigns

- Gamification uses game design in non-game contexts
- Techniques: points, badges, leaderboards, progress tracking
- Improves engagement, retention, motivation, participation, achievement
- Align game mechanics with audience goals
- Requires thoughtful planning, design, and relevance
- Enhances user experience, not a replacement for good design/content
- Metrics used to measure effectiveness and identify areas for improvement.



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