SOCIAL MEDIA for EMPOWERMENT
AWARDS & SUMMIT 2016

Post Event Report

Social Media, Social Enterprise & Social Good

India Habitat Centre
15 March 2016

Organiser

Supported by

Strategic Partner

CREATING STORIES OF CHANGE
A SESSION ON TWITTER & STORYTELLING FOR SOCIAL GOOD

The session was part of a day-long schedule of Social Media for Empowerment Awards & Summit 2016. The seminar was conducted on 'Social Media, Social Enterprise & Social Good'. It was moderated by Ravi Guria, Deputy Programme Director, DEF, greeting the listeners from NGO fraternity. Speakers of the session were Mr. Sunny Sharma, Founder- Foetron Inc and Ms. Natasha Badhwar, Writer, Film-maker, Communications Coach & Co-owner of Ochre Sky.

Sunny Sharma commenced his session on'Twitter for Non-Profits for communication & fundraising' with great enthusiasm, apprising the assembly on how to engineer success on Twitter, giving an insight on how Twitter can be leveraged to its fullest. Furnishing a few statistics of Twitter, he welcomed questions and suggestions throughout the session. "Followers", the most basic aspect of Twitter, is what Sharma chose first to address the listeners with. "I am putting a lot of quality content but there's no increase in the number of followers," he said, stressing on how an NGO can have maximum and relevant followers on Twitter. "Leveraging Twitter for our own cause is the key which can be achieved by using various apps that are available for marketing," he added.

Introducing NGOs to various such apps like Tweet Adder and Tweet Feeder which automatically increase followers and keep self-tweeting, respectively, he kept the listeners intrigued. "If you follow 100, at least 20 will follow you back," he said. He also suggested that these apps should not be the primary channels but only the tools to achieve small targets, although awareness, complete knowledge and understanding of these is must and one should keep exploring such apps.

Making it more comprehensible to the audience, he gave an example of Prime Minister Mr. Narendra Modi who uses such apps to reply instantly to his followers. "Integrating all your social sites is very important; if you want real buyers, have a right strategy," he added.

Breaking the discussion over number games, Sharma introduced participants from NGOs on how effective storytelling can create an impact, and how social media tools and technology has been used to curb grassroots issues. He illustrated the same through videos from remote villages facing scarcity of water and how one can take their stories to thousands of stakeholders. "Every video has a different target audience, and NGOs should use various video creation platforms as it is easy and effective," he said.

Coming back to the approaches and techniques of Twitter, he emphasised on two points, firstly the content and, secondly, integration. He said, “Exploring Twitter according to our own observations and requirements is the key; one cannot learn Twitter by just reading PDF files. Twitter has witnessed many successes, one just needs to change their outlook.”

“Compliment your skills and help people with what you have”, elucidating these words he exemplified through case studies from AAP and Gurgaon Police on how Titter as a platform has made a difference. “Through people; by reading and exploring on your own is how one can learn Twitter,” said Sharma, concluding the session on how Twitter can be a resourceful platform for NGOs in raising funds and extending outreach.

Next. Natasha Badhwar took the session forward on ‘Storytelling for social good’ in an interactive format, keeping the listeners involved by learning their expectations from the session.

Keeping her interactive side alive, she reached out to the audience seeking views on what does one expect or look for when one scrolls down on a social media platform, as one spends a lot of time on these platforms. From social cause to significant content, from sharing one’s moments of pride to supporting causes, the answers that followed were varied and reflected people’s interests and persona. “Social media amplifies the buzz without the need of going on streets,” added an NGO participant.

“The reason we connect to stories is because, sometimes, we relate to them, we think the story is a part of us,” said Badhwar. The number of reasons that gives rise to stories could be social or cultural problems, sometimes not apparent with a person but could be a situation, sometimes it could be empathy.

“Why is sharing stories important?” asked Badhwar, inviting success stories from the audience. An NGO from the audience shared their story of how migrant kids working in garment factories were motivated to share their stories, which in turn motivated the kids to reach out to their parents in search of answers. “The whole storytelling process encouraged children to figure out their own stories,” exclaimed the participant proudly.

Storytelling is always evolving from cave painting and oral storytelling, from writing to photography, from newspapers to interviews, and finally through social media, and that's what is digital empowerment. "We sometimes just remember something because we have a certain photograph in mind," she added, raising the power of visuals and sharing the approach of keeping it simple, always.

Badhwar further illustrated through a video that how a good and a simple story can make a strong impact in a society and break taboos. "Stories of everyday heroes are what should reach everyone," she said, and concluded the session by encouraging the NGOs to share their honest stories and by dedicating the session to all those who have a story worth telling.

Osama Manzar later felicitated Sharma and Bhadwar with solar lamps and expressed his gratitude for an enlightening session.

Sunny Sharma tweets @sharmasunny

Natasha Badhwar tweets @natashabadhwar

DEF UNVEILS NGONAMA
AN ONLINE INTERACTIVE PLATFORM FOR NGOS, VOLUNTEERS, INDIVIDUALS, GOVERNMENT & COOPERATE FOUNDATIONS



Digital Empowerment Foundation unveiled its new product ngonama at the third edition Social Media for Empowerment Awards held on 15 March 2016 at the India Habitat Centre.

Through ngonama, DEF aims to bring together NGOs, volunteers, individuals and corporate foundations. It is an online interactive portal which lets NGOs collaborate, engage, discover, learn and share. A social platform specifically for NGOs where they can share stories, case studies, and interact with each other to strengthen their networks and collaborate over various initiatives.

The unveiling was done by Osama Manzar; Mr. Pankaj Pachauri Director, Jaypee Business School; Dr. Ronald Meinardus, FNF Regional Director (South Asia); Mr. Devendar Singh Bhadhauria, Programe Head - eNGO; and Mr. Aakar Patel, Executive Director, Amnesty International.

You can now register your organisation at www.ngonama.org or connect with ngonama on twitter @ngonama

EVENT PHOTOS

















GET IN TOUCH

BECOME A PART OF THE eNGO NETWORK

eNGO Programme is a flagship initiative of Digital Empowerment Foundation in collaboration with Public Interest Registry to create an online network of legally validated NGOs/CSOs with ICT training and capacity building in India, South Asia and Africa. Till December 2015, this initiative had reached out to 6500 NGOs/CSOs.

The eNGO Programme also offers exclusive .NGO Domain for NGOs. .NGO Domain helps NGOs earn the reputation of a validated organization, gain visibility in the crowded digital world, ensure fundraising, call for partnerships and build networks.

Website: www.pirengo.org

JOIN NGONAMA

NGONAMA is designed to bring together NGOs, volunteers, Individuals and government and corporate foundations at the same platform to engage with each other. NGONAMA is a platform for NGOs to connect, discover, engage, learn and share through communicating with other NGOs across boundaries through openness.

The central idea of NGOMAMA is to build an interactive platform for NGOs to collaborate amongst themselves through personal outreach.

The online portal will provides a channel to people who are interested in contributing in social activities through their participation, expertise and funds. NGONAMA encourages organisations to be transparent in their work, thus, helping them raise funds through various fundraising techniques.

Website: www.ngonama.org

NOMINATE YOUR NGO FOR THE ANNUAL eNGO CHALLENGE AWARDS

The eNGO Challenge aspires by recognize and felicitate NGOs who are using Information Communication Technology (ICT) and digital media tools for good governance and practices that are benefiting societies and communities at large.

Website: www.engochallenge.org

For any further information, write to us at: engonetwork@defindia.net or call us at:9650862669/9044904904