

PLEASE USE
#FaceResilience
#ChangeOurPicture
#KYCTV

Welcome to the reboot!
Our session will start soon..

KNOWYOURCITY.TV
KYC **TV**



HOUSEKEEPING

Mute yourself

Raise hand to speak

Comment in the chat

KEY TERMS

- Algorithm
- Engagement
- Call to action



ALGORITHM

“An algorithm is a set of rules or instructions.

An order applied to transform data input into processed data output.”

ALGORITHM

We use algorithms every day in search and in the suggestions and links that pop-up in our feeds.

ALGORITHM

Social media algorithms are designed to respond to...

engagement.

ENGAGEMENT

“Engagement is when you commit or interact. The fact of being involved with something.”

ENGAGEMENT

“The process of encouraging people to be interested in the work of an organization.”

ENGAGEMENT

Commenting, sharing and liking posts helps create an online presence which boosts engagement.

ENGAGEMENT

Social media algorithms respond
and amplify *engagement*.

ENGAGEMENT

The purpose of every post should be *engagement*.

**Engagements result in an
ACTION or CHANGE
in behaviour of the person
receiving the message.**

THE CALL TO ACTION

“Any communication or act that encourages people to take action about a problem.”

Use posts to **engage** the reader
to answer a **call to action**
and build **community.**



**For the #FaceResilience campaign
please make sure every posts
has a **call to action.****

PRO TIPS AND TRICKS

- Building Relationships
- The Three A's
- Storytelling Structure

Seek Relationships, Not Just Followers

**100 followers who engage with your posts
is far more valuable than 10,000 followers
that ignore you.**

TIPS FOR BUILDING RELATIONSHIPS

- Always @mention people you reference in your social media posts

TIPS FOR BUILDING RELATIONSHIPS

- Answer questions people ask

TIPS FOR BUILDING RELATIONSHIPS

- Always @mention people in your social media posts

TIPS FOR BUILDING RELATIONSHIPS

- Reply when people @mention you or share your content

TIPS FOR BUILDING RELATIONSHIPS

- Don't just retweet and like other people's content; reply with a comment to **start a conversation.**

THE THREE A'S

- 1. Appreciation**
- 2. Advocacy**
- 3. Appeal**

THE THREE A'S

- **Appreciation – 1/3 of your social updates should recognize your donors, supporters, federations.**

THE THREE A'S

- **Advocacy** – 1/3 should engage and share with the content of other groups or nonprofits who are relevant to our campaign.

THE THREE A'S

- Appeals – 1/3 should ask for help, opinion or contributions.

THE THREE A'S

No matter if it is an appreciation, advocacy or appeal all posts must engage conversation and call the reader to action.

STORIES

“A story is an account of a series of related events or experiences.”

TELLING STORIES

- What was it like before?
- What happened?
- What is it like now?

STORIES

**The best stories are the ones that
speak to your heart not your head.**

STORIES

Dig for the emotion behind the picture: hope, despair, anger, determination, joy, excitement, courage.

STORIES

Let's favour stories of hope, courage
and resilience...

Face + Story = #FaceResilience

#FaceResilience

Resilience: noun

The capacity to **recover** quickly from difficulties; toughness.

The ability to **spring back** into shape; elasticity.



YOUR TASK: VIDEO DIARIES

What has COVID-19 taught me about resilience?

Video selfies - no longer than **2 minutes** per post.

Post to FaceBook, Twitter and / or Instagram.

The video diaries **must** have a subject **title** and **caption**.

The diaries **must** include the hashtags **#FaceResilience #ChangeOurPicture #KYCTV**.

Please carry the conversation forward **online** - like comment and share



MAKE MEDIA.
MAKE CHANGE.



KYC TV
KNOW YOUR CITY. TV
YOUR CITY. YOUR VOICE.



REPORT BACKS

LEADING QUESTIONS

- 1. What is the biggest challenge you face right now?**
- 2. What have you learnt about resilience through COVID?**
- 3. How can we coordinate our change making work for greater impact?**