End Water Poverty
Digital Campaigns Guide

Digital Campaigning:

What, Why and How?

This guide is an introduction to digital campaigning, particularly looking at the water, sanitation, and hygiene sector and how we can strengthen your voice. In it, we explain what social media is and why you should use it. This is to help grow your organisation's online profile and impact; social media is a powerful vehicle for change! We cover four key tools you can use to get your organisation fully involved in digital campaigns:

- Twitter

- Facebook

- Photo- and video-sharing platforms

- Blogs

Social media platforms are websites, mobile applications, or online tools that allow users to share information, photos, and videos. They allow people to have a big online conversation that anyone can join.

Why use social media?

- It's free and easy to use, and gives you access to a large potential audience around the world.

- Content control. You decide what to write, what photos to use, and when to publish your content online. You can deliver powerful messages directly to your target audience and inform their opinion of your organisation in a positive way.

- It's immediate, letting you react to breaking news instantly and deliver quick information and updates. Instead of waiting for newspapers to publish news and information on your campaign, you can get the story out straight away.

- You can join a global community of connected people who are also using social media to call for change. You'll be able to share ideas and inspiration, get help, follow other campaigns, and form links with like-minded organisations and people.

What should you share on social media?

DO share	DON'T share
✓ News and updates about your work, or on issues and topics related to your organisation's work.	✗ Personal news or details about you or your family. Public social media accounts can be viewed by anyone, so think twice about what you share.
✓ Your organisation's opinion on water, sanitation, and hygiene news or recent events – make sure to keep a professional and friendly tone.	✗ Personal views – the laws of libel and defamation apply to social media as they do to other types of media, so don't use social media to air your grievances or problems.
✓ Photos and videos of your work. Showcase the great work that you do!	✗ Photos or videos which you don't have permission to share publicly, or which will negatively affect your organisation's credibility.

Twitter

Twitter is a website used by millions of people to send quick, frequent updates ('tweets') in a conversational form. When you tweet, you're speaking to all your followers, and sometimes to their followers, too. Everyone can hear what you have to say. It's a great way to connect with other water and sanitation organisations, target decision makers, and increase your organisation's reach.

Set up a Twitter account by signing up with your details at **www.twitter.com**, and choose a username – this is usually your organisation's full name or acronym. Click 'Create My Account' to get started. By selecting 'View Profile', and clicking on 'Edit Profile', you can upload profile and banner photos. This lets other Twitter users recognise your account. It's also useful to enter your organisation's location, website address, and a brief description of what you do. Click 'Save Changes' when you're done writing your profile. Your profile is your stage on which to show people your work, communicate issues, and connect with others!

Tweet: Short update you post on your Twitter account. Click the 'Tweet' button, type your message, and press 'Tweet' to publish. These have a 140 character maximum so keep them short!

Tag (@): When posting, use the @ function to refer to someone specific by name. Tagging someone creates a link to their Twitter page, shown in blue in your tweet. For example, if you tweet "I'm reading the @EndWaterPoverty digital campaigns guide!", your tweet will be connected to us here at EWP directly.

Follow: Subscribe to someone's tweets. Search for people to follow using the 'Search Twitter' box at the top of the page. Once you find someone relevant, click on the 'Follow' button to begin following them. Their news will come up in your 'Home' newsfeed so you can stay up-to-date with their posts.

Hashtags (#): The # symbol, or hashtag, is used to mark keywords in a post. It can also be used to categorise messages and create conversations. If you click on a hashtag - for example #WaterActionMonth - it will show you all the other posts associated with that particular hashtag. Getting others to use your hashtag in their posts is a great way to boost your campaign and tracking all actions supporting it!

Quote: Share what someone has said by using the retweet button and adding an additional comment from you to add to the post.

Reply: Responding to a specific person or organisation's tweet directly, but publicly. Click on the reply symbol under a tweet to do this. This can be to thank them for their support or to answer a question.

Retweet (RT): Share what someone else has said and post this on your timeline using the retweet button.

Direct Message (DM): A message sent directly to someone on Twitter that no one else will see. Click on 'Messages' at the top of the screen to send and access your DMs. Unlike tweets, DMs do not have a character limit. Use these to communicate privately and directly with people or organisations you want to contact.

Try to tweet at least once a day or as often as you can. As well as tweeting text, you can post pictures, video and links to news from elsewhere on the Internet. Start conversations by tagging people and using hashtags. Follow people and engage with your own followers by asking questions, leaving comments, or providing feedback. People like to know there is a person behind the account, and like having responsive accounts, so thank people when they join, or when they support you. Retweet and be retweeted!

Below are some examples of good tweets from the EWP account. You can see examples of:

🌢 How to tag people: like **@TheBMA** and **@FANSouthAsia**

🌢 How to use hashtags relating to WASH generally: such as **#water** and **#sanitation**

🌢 And how to use hashtags about specific campaigns and events: including **#WaterActionMonth** and **#washnut2015**.

As you can see, tweet content can vary hugely, from photos to conversations with members to sharing campaigns resources. So it's a great tool for your work!

End Water Poverty
@EndWaterPoverty

EWP member @TheBMA Q&A: #water poverty and the post-2015 development agenda bit.ly/1QjvPuv Great support for #WaterActionMonth!

End Water Poverty
@EndWaterPoverty

Uganda: Promote #Sanitation, Behavioural Change in Campaign Messages bit.ly/1RWOdi2 @uwasnet. Government, keep your promises!

End Water Poverty @EndWaterPoverty
We're committed to a better future! Bonn WASH Nutrition 2015 held ahead of #WorldToiletDay #washnut2015

Facebook

Facebook is a social networking site used by millions of people worldwide. Having a Facebook page lets you engage with supporters, upload photos and videos, and share information on your organisation's work. A page is different to a personal profile; they look similar but pages are used for business purposes for organisations to promote and share their work and news, whereas profiles are used by individuals to share personal information.

Set up a Facebook page by going to **www.facebook.com** and choosing to create a page for a 'company, institution or organisation'. Select 'non-profit' or 'non-governmental organisation' from the menu and then log in with your personal Facebook account (or sign up for one) to finish the process.

Customise your page by editing your profile and sharing information. Upload your logo, choose a cover photo, and add a description of your organisation. Then start sharing news, opinions, and activities! Upload your photos to an album, promote an event you're holding, or share news related to the work that you are doing. This is a great way to get supporters for the work that you do, to make connections with other organisations, and to promote your organisation and your hard work! Get your supporters involved by asking people for their opinions. People who have 'liked' your page or visited it online will see these updates. You can see updates from other organisations by 'liking' their pages, too. Like Twitter, their posts will show in your 'Home' newsfeed.

Page: This is your online profile for your organisation, where all the updates you write are posted. You can look at other people's pages too, and post things on them.

Profile: Like a page, but for individuals. This is for more personal updates and posts. Try to keep this separate from your organisation's online profile to ensure professionalism.

Hashtags (#): The # symbol, or hashtag, is used to mark keywords in a post. It can also be used to categorise posts. As with Twitter, if you click on a hashtag - for example #endwaterpoverty - Facebook will show you all the other posts associated with that particular hashtag. Getting others to use your hashtag in their posts is a great way to boost your campaign, as it helps promote your work and create a conversation or trend about your issue.

Tag (@): When posting, use the @ function to refer to someone specific by name. Facebook will show a drop-down menu suggesting who to tag. Once you choose to tag a person or page, Facebook creates a link to their profile or page, shown in blue in your post. Unlike on Twitter, the @ symbol won't actually be visible in the post itself.

Here are two examples of good Facebook posts from the EWP page. In one post, another page is tagged - EWP member **Vision Africa Regional Network** as the post is referencing their work, so the @ includes them directly. Both posts show how to use hashtags relating to WASH generally, such as #WASH, #water and #sanitation, and how to use hashtags about specific campaigns, like #WaterActionMonth.

End Water Poverty

Citizens' call for #WASH for all in Zambia for #WaterActionMonth http://bit.ly/1LCfaRu

Great work with Vision Africa Regional Network - together for a better future!

Water Action Month: citizens' call for WASH for all in Zambia! | End Water Poverty

End Water Poverty member, Vision Africa Regional Network (VAREN) collects 10,000 signatures in a petition to government during Water Action Month in...

ENDWATERPOVERTY.ORG

Top tip!

Use websites such as www.bit.ly and www.ow.ly/ to shorten your links and website addresses (URLs). This helps you save space when linking to websites and makes your posts look more professional!

End Water Poverty

Join #WaterActionMonth in March and tell your governments to keep their promises on their commitments: #water and #sanitation for all! http://bit.ly/1PIuz6M

Download the posters on the commitments. 100% access is possible in our generation!

KEEP YOUR PROMISES ON SANITATION AND WATER

WASH commitments | End Water Poverty

Decision makers have already made many commitments to achieve universal access to water and sanitation in national, regional and international agreements. Now is the time to turn these words into action and make real progress towards...

ENDWATERPOVERTY.ORG

Photo and Video platforms

Lots of photo and video-sharing platforms have come to prominence in the last few years. Many are mobile applications or 'apps', so you'll need a smartphone to access them, although you can usually view posts on laptop or desktop computers using the websites directly.

With their global reach and huge audiences, these platforms are worth investigating. Here, we introduce some of the main ones. To use these apps, download them from your smartphone's application store, create an account for your organisation, and start posting. It's that easy!

Instagram

What is it?
Platform that shares photos and short videos with easy-to-use editing options, including a range of pre-set photo filters. Post photos, use hashtags as you would on Twitter, and discover and follow other like-minded organisations.

Why use it?
You want simple editing and posting tools that make it easy to build up an attractive online visual presence for your organisation. You don't need to be a photography expert to use Instagram. Its 300 million active monthly users are a huge potential audience. Show off your great events and activities.

www.instagram.com

Snapchat

What is it?
Snapchat is a 1 to 10-second photos or videos ('snaps') which can be edited using filters, writing and drawing tools. You can send these to individuals, post them in your 'story' for 24 hours, and discover and follow other organisations and people.

Why use it?
You want to reach young people with fun content. Snapchat is popular and its users are mostly under 25. The app's editing tools allow you to get funny and creative in engaging with that young user base.

www.snapchat.com

Vine

What is it?
Vine is a Platform to share videos that are only 6 seconds long. Record these and share your own with ease.

Why use it?
It's a very popular and on-trend app, great for creating and sharing fun content that can go viral, like memes. It has a lot of young users and comedic content, but there's plenty of news and journalism content on there as well. It's great for short soundbites and rallying people to show their support of your campaign. For example, people can share clips of them going #blue4water during Water Action Month.

www.vine.co/

Periscope

What is it?
Periscope is a live streaming video platform which broadcasts your filming live from events to your followers. Video streams allow you to follow a video as it is being filmed, live, so that there is no gap between the event taken place and being broadcast to viewers. You can set up public streams, or streams for selected followers. Use it to follow other people's streams (watch their events), and to replay films if you missed them when they were live.

Why use it?
This is a fantastic platform if you have events or situations you want the world to be able to follow live! You can make truly interactive video content – communicating directly with your audience, live from where you are, and making the content you stream online responsive to their feedback. Periscope was only fully launched in 2015, but the app already has 10 million accounts, and counting. It's the way forward and the future for covering news and events!

www.periscope.tv

Vimeo

What is it?
Vimeo is a platform to share your original videos, as you can only post video content you've created yourself.

Why use it?
You want to showcase high quality original video content. Vimeo has a clean and attractive layout, and its default viewing options – high quality, large video – give videos a more professional appearance than the default viewing options on YouTube.

**www.vimeo.com**

You Tube

What is it?
Youtube is a Video sharing platform, where you can upload and share your videos, create channels and playlists for your organisation. You can also use it to find others working on similar issues to you, and share their films!

Why use it?
It's the most popular video website in the world, by far. You can use it fully on computers, as well as via the app. It's the easiest and best way to share videos of events, interviews with key stakeholders, or films of your work.

www.youtube.com

Keep Your Promises: The Human Right to Water and Sanitation
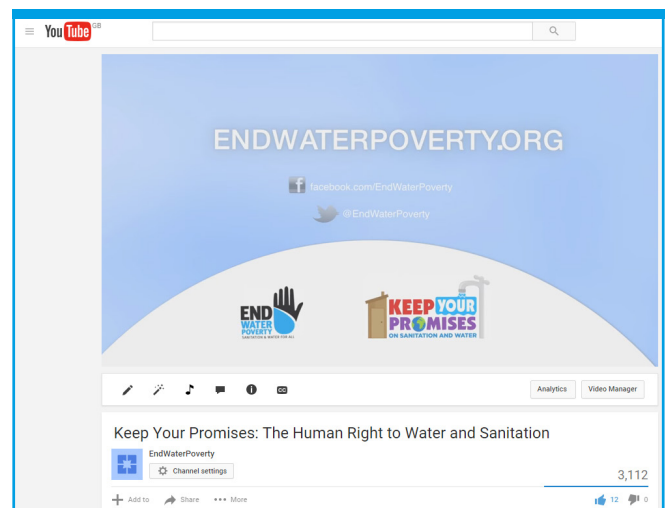
Blogging

Blogs are short pieces of writing about news and events, from a more personal angle or perspective than formal news reports. They are a great opportunity to post your own articles, news stories and photos. Use blog posts to publicise your campaigns, comment on issues in the news, and share information about your organisation's activities.

What blogging platforms can you use?

Your own website! Many organisations, including End Water Poverty, have blog sections on their organisation's own website. Check with your website managers or hosts to see if this is possible, and set it up.

Online platforms with ready established blog functions and communities such as Medium, LinkedIn and Tumblr. Each serves different audiences and functions, but they all have large user numbers you can reach, especially if you tag your blog posts with relevant keywords or phrases so people can search for them according to topic. It's easy to set up and use the blog functions on these sites, but there is little space to customise the appearance of your blog posts. These are automatically published only to those specific online communities.

- Medium: **www.medium.com**

- LinkedIn: **www.linkedin.com**

- Tumblr: **www.tumblr.com**

Platforms that offer more freedom on the look and feel of your blog, such as WordPress, Typepad, and Blogger. These sites will let you customise your blog's appearance extensively, which is useful because your blog is one 'face' of your organisation. You will have to share blog posts more proactively than you would on platforms with built-in communities and limitations as people will need to learn about your blog and how to find you.

- WordPress: **www.wordpress.com**

- Typepad: **www.typepad.com**

- Blogger: **www.blogger.com**

Beginners' Blogging Basics

There are many ways to write a blog, but these general tips will help you to get started!

- **Length and Frequency:** Keep blog posts short, aiming for 300-600 words if possible. Use short paragraphs and simple language to make posts easy to read and to keep your audience's attention. Post weekly or more often if possible, especially when you first start your blog.

- **Style and Content:** Blog posts should be informal, conversational and easy to digest – an opportunity to voice your thoughts and opinions. Give posts clear, short titles. Write a range of types of articles, such as opinion pieces, news stories, case studies, or a diary of your week at work. Get someone who didn't write the post to edit it for clarity and style. Blogs give you freedom over what you post and share. For example, you can make some posts entirely of photo or video content, so that your blog is varied and interesting to the eye. Simple, clear layout and clean typefaces will also help with this; don't overuse animation, colours or fonts as this distracts your audience from your message.

- **Audience and Publicity:** Write with the audience you are targeting in mind, which might be your peers in the global development community. Make your posts directly relevant to their work, providing practical ideas on how to make an impact or advancing the debate on pressing challenges in WASH or what you are working on and how they can get involved. Promote your blog on your website, your email signature, and through all your social media channels.

Below is an excerpt of a blog post that was written by End Water Poverty for the Huffington Post ahead of the adoption of the new sustainable development goals in September 2015 as an example.

Visit the End Water Poverty website for the full blog post at **www.bit.ly/1M9arZv**

'Water is a human right'

Authored by Megan MacGarry, End Water Poverty, Campaigns and Communications Officer

Water is critical for all aspects of life. Without clean and safe water, people are trapped in poverty; children are kept from school, people are denied living healthy lives, and vulnerability to diseases and even death greatly increase. By improving access to water and sanitation, we will achieve a better future for all. This has to be the highest priority. The Millennium Development Goals (MDGs), coming to an end this year, were far from perfect, but helped set a global agenda to improve the lives of the most vulnerable. Over the past 15 years, some significant progress was made, particularly for increasing access to water. The importance of water, sanitation and hygiene (WASH) also has been recognized at the highest levels. The United Nations recognized the human right to water and sanitation in 2010. This international binding commitment set standards and principles for access; demanding that water be safe, affordable and accessible, and sanitation secure and hygienic. This was a critical step forward in the fight to end the water and sanitation crisis -- it gives citizens a legal commitment they can hold governments accountable to realize this essential human right.

...

... The post-2015 development framework must be implemented, as it states, "For the people, by the people." The Global Goals set a very ambitious agenda, meaning we need to be bolder and work together more effectively. The danger is, after much effort has gone into agreeing on the goals, and given their 15-year timeframe, that energy will drop for next few years, as happened with the MDGs. Early implementation needs to be prioritized, and international commitments translated into practical action at national and local levels. We need to hit the ground running on WASH, not least to enable later gains on other goals that can't be achieved without progress on WASH.

Next Steps

That's enough to get you started, but there's still more to learn...

Now you've got the basics on today's social media, you can get started on your digital campaigning!

Once you're working on more than one social media platform, you can start thinking about the crossover between different forms of social media to really create impact and have a growing presence. There are two easy ways to make efficient use of this crossover:

◆ **Cross-posting:** Many social media sites and apps allow you to enable automatic cross-posting or sharing of posts. Facebook posts can be shared on Twitter and tweets can be shared on Facebook. Instagram photos can be shared on Facebook and Twitter. Two of the newer video-sharing platforms, Vine and Periscope, both also allow for cross-posting on Twitter. You can also manually do this across platforms, but setting up automatic shares helps to minimise your time and maximise your impact.

◆ **Integrated posting:** When manually sharing posts across accounts isn't enough, you may want to sign up for a service that allows you to manage multiple accounts at once. A service such as **Hootsuite (www.hootsuite.com)** lets you manage **Facebook**, **Twitter**, **Instagram**, and blogging accounts on one joint 'dashboard' where you can monitor all of your activities. Other applications offer the same service, or a more specific form of it. For example, **TweetDeck (www.tweetdeck.com)** allows you to manage and post from multiple Twitter accounts on one site. These are useful as they help you track hashtags or conversations very easily, as well as your favourite users or campaigners, so you don't miss any posts!

Make sure you keep updating your digital campaigns knowledge. Social media platforms change constantly, and their popularity fluctuates hugely over time and with different populations. All of the platforms offer excellent help sections, as well as tips and advice on how to improve your skills. Follow social media news and trends to stay on top of these changes.

Spend even just one hour a week on digital campaigning and you'll reach many more people with your work, helping to spread the message of safe water and sanitation for all. Join us to make a loud noise calling for a better future; together we can!

To learn more about digital campaigning, email your queries or thoughts to
info@endwaterpoverty.org or connect with us in one of these ways:

- **www.endwaterpoverty.org**
- **www.facebook.com/EndWaterPoverty**
- **www.twitter.com/EndWaterPoverty**
- **www.youtube.com/user/EndWaterPoverty**
- **www.instagram.com/endwaterpoverty**