

**Migrant and Refugee Youth COMMunication and advocacy for
equity and inclusion (MYCOMM)**

WP3 – Training Series 1:

***“Strengthening youth organisations in
social networking techniques: migrant
and refugee outreach”***

Online Introductory Module – 20/09/2023

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About this module

- This module is developed in the framework of PR3 *“Training Series: Building communications capacities of youth migrant organisations”*.
- It is the introductory module for the Training Series 1.
- It will be implemented online and will last 2 hours.

At the end of this module, the learners will be able to:

- Define Social Media Strategy (SMS)
- Explain why youth organisations working with migrants/refugees needs Social Media Strategy
- Argue what is an effective Social Media Strategy
- Describe organizations’ benefits of having a Social Media Strategy
- Indicate and discuss the main steps in building efficient Social Media Strategy

Getting to know each other...

- Say your name & surname, and country
- Say the name, sector of activity and main target groups of your organisation

Time: max. 5 min (approx. 10 seconds/participant)



Source: andres/Getty Images

Exercise 1



- What do you think a **Social Media Strategy (SMS)** is?



Definitions of Social Media Strategy (1)

- *“A Social Media Strategy is a plan that outlines your social media goals, the tactics used to achieve them and metrics tracked to measure performance.”*

(Digital Market Institute, <https://digitalmarketinginstitute.com/blog/social-media-strategy>)



Source: <https://depositphotos.com/stock-photos/definition.html>



Source: <https://digitalmarketinginstitute.com/blog/social-media-strategy>

- *“A Social Media Strategy defines how your organization will use social media to achieve its communications aims and the supporting platform and tools it will use to achieve this.”*

(Smart Insights, <https://www.smartinsights.com/social-media-marketing/social-media-strategy/social-media-strategy-planning-essentials-6-reasons-need-social-media-strategy/#::~text=A%20social%20media%20strategy%20defines,will%20use%20to%20achieve%20this>)

Definitions of Social Media Strategy (2)

- *“A Social Media Strategy is a way of pitching products on a digital platform for broader reach and boosting the online presence of your business.”*

(Publer, <https://publer.io/blog/social-media-strategy/>)



Source: <https://newcanadianmedia.ca/immigrants-turning-to-social-media-to-ease-transition-to-canada-survey-experts-say/>

Definitions of Social Media Strategy (3)



Source: <https://stock.adobe.com/search?k=strategy>

- *“A Social Media Strategy is the road map that will get you to your destination. Your goal might be to increase sales, raise brand awareness, or sell tickets to an event, for example. A Social Media Strategy will detail how your business will use social media to achieve this goal. It will include what platforms to use, what type of posts to create, when to post, and which audience to target. Every piece of the strategy must support the desired outcome.”*
- (Assemblo, <https://assemblo.com/guides/what-is-a-social-media-strategy-and-why-is-it-important/>)

Exercise 2



- **Why do you think your organisation would need a Social Media Strategy (SMS)?**
Please name two reasons and briefly explain how the SMS will support your organisation be more connected and known...

Time: 10 min



Why a Social Media Strategy?

<https://youtu.be/OAZGQGJx zr4>



The image shows a YouTube video player interface. In the top left corner, there is a circular logo with the text 'get smarter with edx'. The video title 'MIT Sloan Social Media Strategy: Creating Engagement, Insight, ...' is displayed in white text on a dark background. To the right of the title is a share icon and the word 'Share'. In the center, the MIT Management Executive Education logo is visible. Below the logo, the text 'SOCIAL MEDIA STRATEGY: CREATING ENGAGEMENT, INSIGHT, AND ACTION' is written in large, bold, white capital letters. Underneath this, 'ONLINE SHORT COURSE' is written in smaller white capital letters. On the right side of the image, there are decorative curved lines in orange and blue.

get smarter with edx

MIT Sloan Social Media Strategy: Creating Engagement, Insight, ...

Share

MIT MANAGEMENT
EXECUTIVE EDUCATION

**SOCIAL MEDIA STRATEGY: CREATING
ENGAGEMENT, INSIGHT, AND ACTION**

ONLINE SHORT COURSE

Why youth organisations working with migrants & refugees need Social Media Strategy? (1)

BECAUSE social media:

- has the potential to foster interactions within migrant & refugee communities;
- enables cross-border collaboration for political mobilization, awareness raising and economic development;
- has the ability to influence policy makers (who can thus identify major policy areas for migrant integration);
- is a valuable tool for researchers (through the analysis of the social media content);
- is a rich source of information for refugees, asylum-seekers and irregular migrants;



Why youth organisations working with migrants & refugees need Social Media Strategy? (2)



BECAUSE social media:

- constructs & sustains transnational networks, rapidly spreads information and ensures clearer linkages within the diaspora;
- offers migrants better chances to develop relations with their new society;

(Eleni Diker, in *Social Media and Migration*, <https://ps-europe.org/social-media-and-migration/>)

- reduces the hardships of migration by providing migrants access to all sorts of information on how to navigate their way around a new society and access to critical resources.

(Elias, N., & Lemish, D. (2009). Spinning the web of identity: Internet's roles in immigrant adolescents' search of identity. *New Media & Society*, , 11(4), 1-19)

- aids integration by enabling migrants to find information regarding services and empowering refugees via digital activism.

(Karen Latricia Hough, <https://www.perceptions.eu/digital-refugees-how-important-is-social-and-digital-media-in-the-migrants-journey/#:~:text=The%20literature%20review%20evidenced%20that,about%20routes%20and%20the%20dangers>)

Why youth organisations working with migrants & refugees need Social Media Strategy? (3)

Because **THEY CAN USE** social media to:

- increase awareness on their organization, and make it known among the migrant & refugee communities they want to help to integrate;
- build their audience (reach the target groups);
- spread information about the services & support that their organization is offering;
- activate and maintain their followers (to avoid disengaged audience);
- gain the trust of their audience (their target groups);
- make sure that they transmit the correct, efficient messages;
- create constructive, valuable, worthwhile and flourishing networks;
- boost donations (as people become more interested in social issues, they look for causes they want to support and get involved in).



What is an effective Social Media Strategy? (1)

- Today, presence of organizations on major social media platforms is essential for almost any business or sector of activity, as these tools give the ability to reach huge pools of potential audience/clients.
- However, be careful not to make the mistake of embarking on this adventure too quickly! Like any aspect of marketing, social media presence should be based on **effective social strategy** and careful planning.
- When creating a Social Media Strategy, there are several aspects that organisations need to assess, but one thing they can never ignore is the **choice of goals/objectives**.



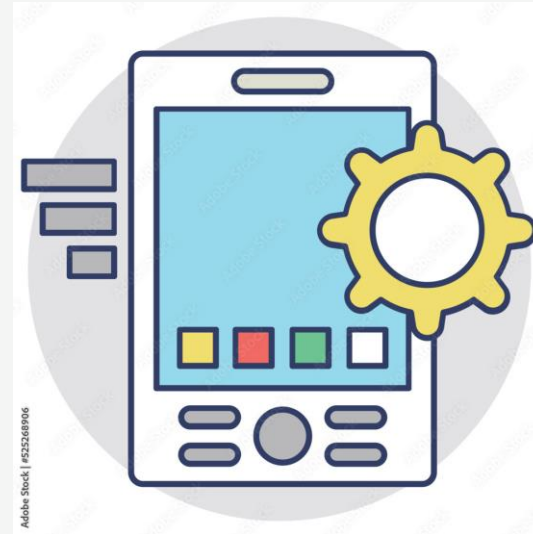
Source: <https://knowledgeone.ca/at-the-very-heart-of-the-feeling-of-personal-effectiveness/>

What is an effective Social Media Strategy? (2)

- Broadly speaking, the Social Media Strategy represents a summary of all the things the organization wants to achieve in social media. This strategy has the role of guiding the organization's actions and establishing a *series of parameters that allow to know at every moment if the organization is on the right track.*

A Social Media Strategy that will generate superior results, needs to be:

- clear
- concise
- well structured
- measurable



A **clear** strategy with **specific objectives** to achieve, will make **efficient** the strategy's implementation!

What is an effective Social Media Strategy? (3)

An **efficient Social Media Strategy** is a strategy that allows to:

- **engage** with target audience in a fast and meaningful way
- **schedule** content
- **allow social sharing** (allow readers to further share the content in a simple manner)
- **measure effectiveness** of content and **track results** (e.g. impressions, followers, clicks, engagement, follower demographics, etc.)



Source: <https://www.istockphoto.com/ro/search/2/image-film?phrase=efficiency>

Coffee break/ Refreshment

Exercise 3



How would you make the Social Media Strategy of your organisation be efficient?

- Work in group of 3-4 persons to answer the question above
- Discuss within the group, write down the main ideas and then share them with other groups

Working time: 15 minutes

Building an efficient SMS: main steps (1)

For building a successful SMS, you must **set the organizational objectives** (what you want to achieve from social media) and **define the Key Performance Indicators** (KPIs).

Whatever objectives your organisation adopts, be sure they conform to the **SMART** framework*, that is:

SPECIFIC

MEASURABLE

ACHIEVABLE

RELEVANT

TIME-BOUND



Sources:

[Setting Objectives for Social Media Marketing Plans | The Hartford](#)

[Example of a Smart Objective for a Marketing Plan \(chron.com\)](#)

[How to Develop a Social Media Strategy That Drives Brand Awareness & ROI | Digital Marketing Institute](#)

Building an efficient SMS: main steps (2)

- **Step 1: Create an image** of the organization and **generate awareness** upon what services and support it can offer to target groups.
- **Step 2: Research your audience.**
- **Step 3: Choose your social platforms.**
- **Step 4: Plan your content.**
- **Step 5: Manage organizational reputation** (trust in your organization matters a lot!).
- **Step 6: Increase traffic** to your website.
- **Step 7: Improve community engagement** (engagement is any type of visible interaction with your organisation on social media).
- **Step 8: Boost conversions** (a conversion occurs when a social media user or visitor to your website takes a specific, desired action).
- **Step 9: Generate more social leads:** lead-generating campaigns yield any information that helps you follow up with a social media user (names, email, occupations or other information they share).
- **Step 10: Improve customer service** on social media through customer testimonials, customer satisfaction survey or by measuring the number of service requests handled.
- **Step 11: Gain insights with social listening** (find out what you need to know by tracking social media activity relevant to your organization and then analyze that information for insights about your organization or sector of activity).

Adapted from:

[How To Set and Exceed Social Media Goals \[9 Examples\] \(hootsuite.com\)](#)

[How to Develop a Social Media Strategy That Drives Brand Awareness & ROI | Digital Marketing Institute](#)

Building an efficient SMS: main steps

(3)

At the end, few pieces of **advices**, from specialists*:

- ✓ **Align your goals!**
- ✓ **Focus on the networks that matter!**
- ✓ **Define how to measure success!**
- ✓ **Learn from the competition!**
- ✓ **Build strong content!**
- ✓ **Set a schedule!**
- ✓ **Track and improve!**



Don't just post for posting's sake. If you can remain focused on reaching specific goals, your social media activities will be worth the effort you put into them!

*Christina Crawley, Forbes Councils Member, Managing Director of Marketing at Forum One

Exercise 4



Source: <https://www.pngwing.com/en/search?q=strategy>

Does your organisation have SMS? If yes, briefly describe the process of building it (how you built it).

Time: 10 minutes

Instead of conclusions...

- During this introductory module, you have received key information and have learned about **Social Media Strategy** (SMS): its definition, need and importance, efficiency, benefits and main steps in the process of developing it.
- You will have one week for Self-Paced Learning (SPL). The tasks for SPL are presented in the next slide (we will share the whole PPT with you).
- At our next meeting on **27th and 28th of September** we will approach together, with examples and templates, the development of an efficient Social Media Strategies for youth organizations working with migrants & refugees.



Further readings and tasks for Self-Paced Learning...

Task 1:

- Read the pages indicated below from the article at the link:

[Using-Social-Media-in-CBP.pdf \(unhcr.org\)](#)

- Reflect on what you read to identify what knowledge contained herein is new for you.
- Compare what you discovered (practices, procedures) with the current situation in your organisation.

Note:

From the article, the pages to read are:
Chapter 3: pp. 66-72; 76-80; 86;
Chapter 4: pp. 95-105; 109;
Chapter 5: pp. 119-122; 124;
Chapter 9: pp. 180-182; 190;
Chapter 10: pp. 198-200; 203.

Task 2:

- Watch the Red Talk discussion at the link:
- https://www.ted.com/talks/bryan_kramer_why_social_media_is_reimagining_our_future
- Identify 3 values/features of the '**power of sharing**'...

Task 3:

- Search on the Internet to find one youth organisation working with migrants & refugees.
- Navigate through its website, identify and list:

a) its communication & dissemination activities;
b) the types of information it uses that helps that organisation be known by (i) other similar organisations and (ii) among its envisaged target group(s).

**Thank You for
Your Attention**



See you on 27th of September 2023!