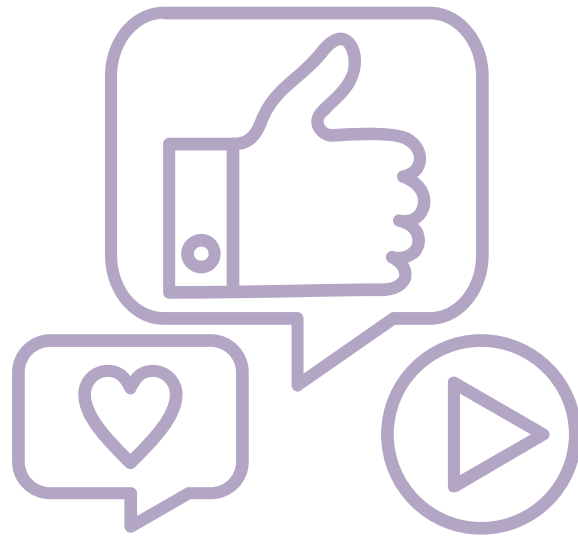




SOCIAL MEDIA STRATEGY



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Approval Statement

Policy Title: Social Media Policy

Policy Code: PY30003007

Approval Date: December 10, 2024

Statement of Approval:

The Board of Directors of Peace by Youth (PY) formally approves the adoption and implementation of the Social Media Policy. This policy has been reviewed and endorsed as a strategic framework to guide PY's engagement on social media platforms, ensuring alignment with the organization's mission, values, and communication objectives.

The Social Media Policy reflects PY's commitment to transparency, inclusivity, and responsible digital communication. It establishes guidelines for creating, managing, and monitoring social media content to raise awareness, engage audiences, and promote advocacy while maintaining the organization's integrity and protecting its reputation.

Implementation and Review:

This policy will be shared with all relevant stakeholders and implemented across PY's social media activities. It will be periodically reviewed and updated to ensure its relevance in the rapidly evolving digital landscape and to incorporate best practices and emerging opportunities.

Signatures:

Chairperson, Board of Directors

Name:

Nisar Ahmed

Signature:

Date:

December 10, 2024.



Secretary, Board of Directors

Name:

Hina Jamil

Signature:

Date:

December 10, 2024.

A handwritten signature in blue ink, appearing to read "Hina Jamil", written over a horizontal line.

I. EXECUTIVE SUMMARY

BRIEF OVERVIEW

Peace by Youth (PY) is a non-profit organization dedicated to empowering Pakistan's youth to become agents of positive change. We envision a future built on peace, social justice, technology-driven progress, and environmental sustainability. Our social media strategy aims to:

- **Raise Awareness:** Amplify PY's work, mission, and impact among youth, potential partners, and the wider community.
- **Inspire and Engage:** Create a vibrant online community where young people connect with each other, feel empowered, and are mobilized towards action.
- **Drive Change:** Promote advocacy for our key causes, including youth development, peacebuilding, gender equality, and environmental responsibility.

KEY TAKEAWAYS

- **Target Audience:** Our primary audience consists of young people in Pakistan (ages 15-30) who are passionate about social change, technology, and creating a better future. We also aim to engage educators, community leaders, potential donors, and like-minded organizations.
- **Platforms:** Focus on Facebook, Instagram, and Twitter – platforms with high youth engagement in Pakistan.
- **Content Focus:** Our content will center around:
 - **Success stories:** Showcasing the positive impact of PY's programs on individuals and communities.
 - **Informative Content:** Sharing educational resources, news, and insights related to peacebuilding, youth empowerment, and sustainability.
 - **Inspiring Calls to Action:** Encouraging youth participation in PY's initiatives, campaigns, and events.

II. GOALS AND OBJECTIVES

AWARENESS

- **Increase follower count:** Grow followers on each prioritized platform by 20% within the next 6 months.
- **Expand reach and impressions:** Increase the number of people who see PY's content by 15% month-over-month.
- **Enhance brand recognition:** Conduct a pre-and post-strategy survey to measure an increase in the percentage of target audience members who are familiar with Peace by Youth.

ENGAGEMENT

- **Boost interactions:** Achieve an average engagement rate of at least 3% across all platforms within the first three months (Note: Average engagement rates vary by platform).
- **Increase comments and shares:** Aim for a 10% increase in comments and shares on PY's posts over the next 6 months.
- **Foster dialogue:** Encourage meaningful conversations in comment sections about PY's mission and focus areas.

COMMUNITY BUILDING

- **Create a sense of belonging:** Use social media to acknowledge followers, respond to queries, and showcase participants in PY's programs, fostering an inclusive community feel.
- **Drive user-generated content:** Launch a campaign or hashtag to encourage followers to share their own stories of empowerment, peacebuilding, etc.

WEBSITE TRAFFIC

- **Increase website visits from social media:** Achieve a 10% month-over-month increase in website traffic originating from social platforms.

- **Promote key pages and resources:** Strategically use social media to drive traffic to specific landing pages, program descriptions, and resources on your website.

ADVOCACY

- **Campaign reach:** During specific advocacy campaigns, track the reach of campaign-related content and hashtags.
- **Signatures and pledges:** If applicable, set goals for the number of signatures collected on online petitions or pledges of support tied to campaigns.

DONATIONS

- **Fundraising awareness:** Increase awareness of donation opportunities through dedicated social media posts and campaigns.
- **Trackable conversions:** If using donation links, track the number of donations directly resulting from social media efforts.

Important Notes:

- **Prioritization:** While all are important, PY may need to prioritize 2-3 of these goals at a time.
- **Measurement:** Clearly define how each goal will be tracked (e.g., platform analytics, website analytics, campaign-specific tools).

III. TARGET AUDIENCE

PRIMARY AUDIENCE

- **Demographics:**
 - Age: 15-30 years old
 - Gender: All genders
 - Location: Focusing on Jacobabad, Sindh, and broader Pakistan. Prioritizing urban and semi-urban areas with higher internet access.
 - Interests: Social justice, youth empowerment, technology, education, peacebuilding, sustainability, community development, innovation
 - Online behaviors: Active users of social media, especially Facebook, Instagram, and Twitter. Follow news sources, youth-led organizations, and inspirational figures.
- **Pain Points and Needs:**
 - Lack of opportunities for personal and professional development
 - Limited access to reliable information on peacebuilding and conflict resolution
 - Desire to connect with like-minded youth and feel part of a movement for change
 - Search for resources and inspiration to create positive change in their communities
 - Need for platforms to amplify their voices and concerns

SECONDARY AUDIENCES

- **Educators:** Teachers, professors, and school administrators interested in professional development, peace education resources, and student empowerment initiatives.
- **Community Leaders:** Leaders of local organizations, youth groups, and individuals working towards community improvement.
- **Potential Donors & Partners:** Local and international organizations, foundations, and potential partners who might support PY's work.

AUDIENCE PERSONAS

- **"Zara, the Passionate Activist"**
 - Age: 22
 - Location: Karachi
 - Occupation: University student; President of student social justice club
 - Interests: Gender equality, human rights advocacy, public speaking
 - Goals: Connect with other youth activists, learn about effective campaigning, find volunteer opportunities
- **"Ali, the Tech Enthusiast"**

- Age: 18
- Location: Jacobabad
- Occupation: Secondary School student
- Interests: Coding, web design, online learning, environmental sustainability
- Goals: Improve his tech skills, find mentorship opportunities, explore how technology can be used to solve social problems
- **"Ms. Fatima, the Engaged Educator"**
 - Age: 35
 - Location: Sukkur
 - Occupation: High school teacher
 - Interests: Peace education, conflict resolution in schools, innovative teaching methods
 - Goals: Find resources to integrate peacebuilding into her classroom, connect with other educators focused on social change

How PY Addresses Their Needs on Social Media

- **Success stories and youth spotlights** (Zara, Ali)
- **Informational content, events listings, and campaign updates** (Zara, Ms. Fatima)
- **Tech tips, resources on digital innovation for social good** (Ali)
- **Peace education resources and tools** (Ms. Fatima)
- **Calls to action and opportunities for engagement** (Zara, Ali)
- **Highlighting collaboration opportunities** (Potential Donors & Partners)

IV. COMPETITIVE ANALYSIS

STEP 1: IDENTIFYING KEY COMPETITORS

Focus on organizations with missions that overlap with PY's core areas. Consider these factors:

- **Target Audience:** Organizations focusing on Pakistani youth.
- **Scope:** Organizations working in the areas of youth empowerment, peacebuilding, sustainability, and technology education, both within Jacobabad and more broadly within the region or the country.
- **Size and Reach:** Look at a mix of smaller local organizations and larger national ones to get a well-rounded view.

EXAMPLES (HYPOTHETICAL – YOU'LL NEED TO RESEARCH REAL ONES):

- **The Youth Forum (Jacobabad based):** Smaller organization focused on community-level youth leadership initiatives.
- **Empower Pakistan (National):** Larger NGO with programs for youth entrepreneurship development, technology access, and civic engagement.
- **Sustainable Solutions Network (Regional):** Broader focus on sustainability initiatives, with some youth-led projects.

STEP 2: ANALYZE STRENGTHS AND WEAKNESSES

Analyze each competitor's social media presence. Pay attention to:

- **Content:** Types of content they post (images, videos, educational, advocacy, etc.).
- **Engagement:** Level of interaction, whether they foster conversations, and response time.
- **Visuals:** Quality of images, branding consistency, infographics, etc.
- **Community:** Size of the audience, sense of community in comments sections.
- **Unique Strengths:** What do they do particularly well on social media?
- **Gaps and Weaknesses:** Where are potential opportunities for PY to improve?

STEP 3: LESSONS FOR PY & DIFFERENTIATION

Key Questions to consider:

- **Unique Value Proposition:** What does PY offer that sets it apart from the competition? Consider your local expertise, tech-forward approach, or focus on specific issues.
- **How to Stand Out:** How can PY's content, voice, and branding be distinct from others?
- **Filling the Gaps:** Where are other organizations under-delivering, and how can PY address those audience needs better?

Example Table (You'll fill this with actual analysis):

Competitor	Strengths	Weaknesses	Lessons for PY
The Youth Forum	Strong community connection, authentic posts from youth leaders	Inconsistent posting, limited use of visuals	Emphasize PY's unique programs and showcase youth impact through storytelling
Empower Pakistan	High-quality video content, partnership promotion	Formal voice may lack youth appeal	Balance professionalism with a relatable and youth-centric tone
Sustainable Solutions Network	Informative posts on environmental issues, good use of data	Less emphasis on youth-led action	Highlight youth-driven sustainability projects led by PY

V. PLATFORM SELECTION

PRIORITIZATION

Based on our target audience analysis and common youth social media usage patterns in Pakistan, we recommend the following priority platforms:

1. **Facebook:** Boasts the widest reach across age groups in Pakistan, making it crucial for establishing broad awareness and connecting with diverse audiences, including potential partners and educators.
2. **Instagram:** Highly visual platform favored by younger demographics, ideal for showcasing success stories, highlighting events, and creating eye-catching content related to PY's programs.
3. **Twitter:** Platform for news, conversation, and real-time updates. Great for promoting PY's advocacy campaigns, sharing relevant news articles, and engaging with thought leaders on peace and social justice issues.

SECONDARY CONSIDERATION:

- **LinkedIn:** Potential secondary platform to connect with professionals in the field, potential donors, and partner organizations. Can be used to share organizational updates and job postings if PY expands.

PLATFORM-SPECIFIC STRATEGIES

- **Facebook:**
 - Mix of image, video, and text posts for a variety of updates, event promotion, and longer-form content.
 - Utilize Facebook Groups for focused community building (e.g., a group for alumni of PY's programs).
 - Consider targeted ads to reach specific demographics within the target audience during campaigns.
- **Instagram:**
 - Emphasis on high-quality visuals, inspiring imagery, and youth success stories.
 - Use Instagram Stories for behind-the-scenes looks, event coverage, and interactive content (polls, Q&As).
 - Utilize Instagram Reels to create short-form engaging videos that highlight program activities and key messages.
- **Twitter:**
 - Focus on real-time updates, news highlights, and opinion pieces relevant to PY's mission.
 - Engage in conversations with other organizations, use relevant hashtags to increase reach.
 - Use Twitter threads to share longer-form thought pieces on peacebuilding and related topics.

IMPORTANT CONSIDERATIONS:

- **Team Capacity:** Prioritize the platforms PY has the resources to manage consistently and effectively. It's better to do fewer platforms well than have a scattered and poorly maintained presence across many channels.
- **Data-Driven Approach** Monitor analytics regularly to evaluate engagement on each platform. If the target audience shifts their preference, PY's strategy may need adjustment.

VI. CONTENT STRATEGY

CONTENT PILLARS

1. **Project Updates and Impact Stories:**
 - Showcase the positive outcomes of PY's programs, featuring before-and-after stories, impact data, and personal testimonials.
 - Highlight youth participants and how their lives have been positively impacted (with their permission).
 - Aim: Build trust, inspire others to join, and attract potential supporters.
2. **Youth Voices and Testimonials:**
 - Spotlight the perspectives, ideas, and experiences of young people engaged in peacebuilding, community development, and sustainability efforts.
 - Formats: Short video interviews, written features, direct quotes in graphics.
 - Aim: Foster a sense of relatability, show diverse perspectives, and create a platform for youth to lead the conversation
3. **Educational Resources on Peace, Justice, and Sustainability:**
 - Share informative content, articles, infographics, and explainers on concepts related to PY's focus areas.
 - Curate resources from credible sources and partner organizations, adapting the information for social media.
 - Aim: Establish PY as a knowledge hub for youth, empower with information, and spark critical thinking.
4. **Inspirational Stories and Visuals:**
 - Highlight quotes, success stories from within Pakistan and globally that promote values of hope, resilience, and positive change.
 - Utilize a mix of powerful images, illustrations, or short videos designed for impact.
 - Aim: Motivate, inspire action, and cultivate a positive, solution-oriented mindset around PY's mission.
5. **Advocacy Campaigns and Calls to Action:**
 - Launch focused campaigns on specific issues relevant to youth, peacebuilding, and sustainability.
 - Utilize visuals, petitions (if applicable), and shareable resources that mobilize involvement.
 - Aim: Drive awareness, encourage participation, and channel online energy towards real-world action.

CONTENT CALENDAR

- *Develop a monthly calendar to plan posts in advance. Factor in flexibility for current events.
- *Consider holidays, important dates, and news events to align PY's content strategically.

Visuals

- **Emphasis on Quality:** Invest in good photography and video equipment/training if possible, as visuals are crucial for social media engagement.
- **Branding:** Use consistent colors, fonts, and a simple logo watermark to increase PY's brand recognition across content.
- **Infographics and Data:** Make complex information and statistics easy to digest with visually appealing infographics and charts.

VOICE AND TONE

- **Hopeful and Empowering:** Strike a balance between highlighting challenges and showcasing pathways to solutions.
- **Youth-Centric:** Avoid overly formal language. Aim for clarity but keep a relatable and conversational tone.

- **Informative yet Engaging:** Share facts and knowledge in a way that is both informative and inspiring for a young audience.

Additional Considerations

- **Accessibility:** Utilize alt text for images and add subtitles to videos to ensure inclusivity.
- **Cross-promotion:** Share content across all active platforms to increase reach.

VII. ENGAGEMENT STRATEGY

RESPONDING TO COMMENTS AND MESSAGES

- **Timeliness:** Aim to respond to public comments within 24 hours on weekdays, acknowledging the individual and showing appreciation for their engagement.
- **Direct Messages:** Respond to private messages promptly and professionally. Have a designated staff member or volunteer monitor the inbox.
- **Tone:** Maintain a friendly, helpful, and positive tone in all interactions. Show genuine enthusiasm for engaging with followers.
- **Difficult Questions:** For sensitive questions or criticism, draft pre-approved responses that acknowledge concerns and demonstrate a willingness to address the issues respectfully. If necessary, offer to take conversations to DM or email for more in-depth communication.

CONTESTS AND CAMPAIGNS

- **Types of Contests:**
 - Photo/Video Contests: Ask followers to share content related to PY's work or based on a specific theme (peace, environment, etc.), offering prizes or recognition.
 - Trivia & Quizzes: Create fun and informative quizzes related to PY's focus areas, rewarding correct answers with small prizes or shout-outs.
 - Caption Contests: Share an image and ask for creative captions, selecting the most inspiring or witty for recognition.
- **Campaign Ideas**
 - Hashtag Challenges: Develop a unique hashtag for a campaign, encouraging user-generated content on a specific topic (e.g., showcasing peacebuilding actions in their community).
 - Advocacy Drives: Center campaigns around petitions, pledges, or raising awareness for policy changes with clear actions for followers to take.

PARTNERSHIPS AND INFLUENCERS

- **Identifying Partners:** Seek out youth-led organizations, local businesses, or social media influencers whose values align with PY's mission.
- **Collaboration Types:**
 - Cross-promotion: Share each other's content to expand reach.
 - Joint Campaigns: Design collaborative campaigns for larger impact.
 - Influencer Takeovers: Invite relevant influencers to host a takeover on PY's Instagram Stories, offering a fresh perspective to your audience.

IMPORTANT CONSIDERATIONS:

- **Rules and Guidelines:** Clearly define rules, prizes, and timelines for contests to avoid confusion.
- **Moderation:** Actively monitor campaign comments and address any negativity or trolling promptly.
- **Tracking Results:** Track campaign-specific hashtags and analyze mentions to evaluate engagement and reach.

Let's Get Practical!

- **Do you have any tentative campaign ideas in mind?** We can brainstorm a social media campaign aligned with one of PY's upcoming programs or a key awareness-raising date.

VIII. ADVERTISING (OPTIONAL)

STRATEGIC APPROACH

- **Initial Focus:** We recommend first maximizing organic reach (non-paid) through consistently excellent content and engagement strategies.
- **Assess Needs:** If budget allows and organic reach plateaus, advertising offers a way to expand PY's visibility and achieve specific goals with greater precision.

CONSIDERATIONS IF USING ADVERTISING

- **Budget:** Start with a small, experimental budget and closely monitor results. Adjust budget allocation based on performance.
- **Advertising Goals:** Clearly define what each ad campaign aims to achieve. Examples:
 - **Boosting Reach:** Promoting specific posts to a wider audience within a targeted demographic.
 - **Website Traffic:** Drive clicks to PY's main website, specific landing pages, or registration forms.
 - **Event Promotion:** Focus on generating awareness and sign-ups for PY's upcoming programs or events.

TARGET AUDIENCE

- **Leverage Platform Tools:** Utilize Facebook, Instagram, and Twitter's ad targeting options for precision based on:
 - Location: Target specific cities, regions, or even hyper-locally around PY's project areas
 - Demographics: Age, gender, educational status
 - Interests: Social justice, peacebuilding, sustainability, technology, etc.
 - Behaviors: Engagement with similar organizations or content

AD BEST PRACTICES

- **Visuals:** Design eye-catching ads using high-quality images or short videos.
- **Compelling Copy:** Utilize clear, concise text and a strong call-to-action (e.g., "Learn More," "Register Now," "Donate")
- **A/B Testing:** Run variations of ads with slightly different visuals or text to determine what performs best.
- **Measure Results:** Track key metrics like reach, clicks, conversions, and cost-per-click to assess the effectiveness of your ad campaigns.

Note: Social media ad platforms involve constant updates. It's essential to stay informed about recent features and algorithm changes for optimal results.

IX. MEASUREMENT AND ANALYTICS

KEY METRICS

Prioritize metrics that directly align with the goals defined in Section II of your strategy. Here's a breakdown of common metrics and their relevance:

- **Awareness Metrics**
 - Reach: The total number of people who have seen your content.
 - Impressions: The number of times your content has been displayed.
 - Follower Growth: The change in follower count over a specific period.
- **Engagement Metrics**
 - Engagement Rate: The percentage of people who interacted with your posts (likes, shares, comments) relative to your reach.
 - Comments: Track the volume and nature of comments. Are they positive, asking questions, etc.?
 - Shares: Track how often your content is shared, indicating its resonance with your audience.
- **Website Traffic Metrics**

- Website Clicks: Measure how many clicks your social media posts generate to PY's website.
- Conversion Rates: Track conversion on specific goals, like event sign-ups or donations, if applicable.
- **Campaign-Specific Metrics**
 - Hashtag Usage: Track the usage and reach of campaign-specific hashtags.
 - Participants: For contests or challenges, track the number of people who participate.

TRACKING TOOLS

- **Platform Analytics:** Each social platform provides its own built-in analytics dashboard. These offer insights on post performance, audience demographics, and more.
- **Google Analytics:** Install Google Analytics on your website to track traffic sources with social media referrals.
- **Social Media Management Tools:** Platforms like Hootsuite or Sprout Social offer centralized dashboards for managing multiple platforms and provide more robust analytics reports.
- **URL Shorteners:** Use services like Bitly to create trackable links, helpful for measuring clicks on specific campaigns or posts.

REPORTING

- **Frequency:** Establish a regular reporting schedule (e.g., weekly or monthly) to analyze performance and track progress toward your goals.
- **Report Structure:** Create a simple report template that includes key metrics, comparisons to previous periods, and insights that inform your strategy.
- **Data-Driven Decisions:** Use analytics to identify high-performing content, spot trends, and refine your strategy over time.

EXAMPLE INSIGHTS:

- A specific post type consistently gets high engagement rates → Create more of that type of content.
- Your Instagram audience is primarily located in Karachi → Tailor content or consider events in that area.
- Website traffic spikes during advocacy campaigns → Consider more campaigns to boost website engagement.

Tips

- **Don't get overwhelmed:** Start with a few key metrics and gradually expand your tracking as you gain familiarity.
- **Benchmarks:** Research industry benchmarks for NGOs to understand how your social media performance compares.