WORKSHOP

Social media for CSOs

Connect

forus

18 JUNE 2025

ONLINE

CIVIL SOCIETY ORGANISATIONS MUST INCREASE THEIR VISIBILITY AND SHARPEN THEIR MESSAGING TO RAISE AWARENESS, AND DRIVE CHANGE IN AN INCREASINGLY CHALLENGING DIGITAL LANDSCAPE. BUT WITH SO MANY PLATFORMS, FORMATS, AND ALGORITHMS, HOW DO YOU KNOW WHAT TRULY DELIVERS RESULTS AND WHAT ARE WE USING DIGITAL PLATFORMS FOR?

WORKSHOP HIGHLIGHTS:

SOCIAL MEDIA STRATEGIES

NARRATIVES TRACKING

DIGITAL ACTIVISM

WELCOME

English/Français/ Español/Português

FOR MORE INFO: WWW.FORUS-INTERNATIONAL..ORG

This event will be **simultaneously interpreted** in **English, Spanish and French** by the following members of the Forus Interpreters and Translators Pool.Please click on the globe button 🌐 to select the language in which you would like to listen to this meeting.

Cet événement sera **interprété simultanément** en **français, anglais et espagnol** par les membres ci-dessous du Pool d'interprètes et de traducteurs de Forus. Veuillez cliquer sur le bouton en forme de globe 🌐 pour sélectionner la langue dans laquelle vous souhaitez écouter cette réunion.

Este evento será **interpretado simultáneamente** en **español, francés e inglés** por los siguientes miembros del Pool de Intérpretes y Traductores de Forus. Haga clic en el botón con forma de globo terráqueo 🌐 para seleccionar el idioma en el que desea escuchar esta reunión.

Carolina Valezzi
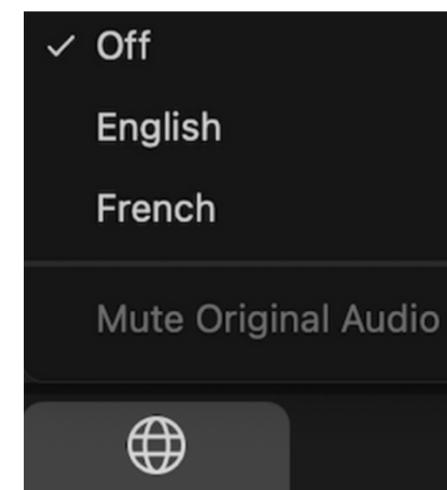English<>Français
Mexico City

Ruth Polo
English<>Français
Mexico City

Álvaro Martínez Bueno
English<>Español
Mexico City

Guillermo Casillas
English<>Español
Mexico City

✓ Off

English

French

Mute Original Audio

🌐

Data Confidentiality

During this Forus event, we will be using artificial intelligence to capture key points and next steps. If there are sensitive topics where you'd prefer to exclude AI capture, please inform the meeting host. Data collected will be exclusively used for creating the event summary and will not be shared with third parties or employed for any other purposes.

Confidentialité des données

Lors de cet événement, nous utiliserons l'intelligence artificielle pour capturer les points clés et les actions à venir. Si vous souhaitez exclure l'utilisation de l'IA sur des sujets sensibles, veuillez le signaler à l'animateur.ice. Les données collectées seront exclusivement utilisées pour créer le résumé de l'événement et ne seront pas partagées avec des tiers ou utilisées à d'autres fins.

Confidencialidad de datos

En este evento de Forus, utilizaremos inteligencia artificial para captar los puntos clave y los pasos a seguir. Si desea excluir el uso de inteligencia artificial en temas delicados, por favor, hágaselo saber al moderador/a. Los datos recopilados se utilizarán exclusivamente para crear el resumen del evento y no se compartirán con terceros ni se emplearán para otros fines.

Confidencialidade dos dados

Durante este evento Forus, utilizaremos a inteligência artificial para registar os pontos principais e os passos seguintes. Se houver tópicos sensíveis em que prefira excluir a captura de IA, informe o anfitrião da reunião. Os dados recolhidos serão utilizados exclusivamente para criar o resumo do evento e não serão partilhados com terceiros ou utilizados para quaisquer outros fins.

WORKSHOP
communications

forus

Presentation - Nfor Hanson Nchanji, Cameroon News Agency (CNA)
Group discussion
Presentation - Samuel Flores, Congcoop, Guatemala
Group discussion
Oksana Tarapatova, Democracy Reporting International **(DRI)**
Group discussion

WORKSHOP HIGHLIGHTS:

SOCIAL MEDIA

NARRATIVES TRACKING

DIGITAL ACTIVISM

Oksana Tarapatova

Democracy Reporting International

Nfor Hanson Nchanji

Cameroon News Agency

Samuel Flores

Congcoop, Guatemala

Some numbers

forus

- 🌍 73% of internet users globally use social media to engage with social or political issues. (Source: We Are Social, 2024)
- ❗ Only 1 in 4 CSOs have a documented digital strategy, yet over 80% use social media regularly. (Source: TechSoup/NGO Digital Resilience Report, 2023)
- 📉 Misinformation and digital manipulation are cited by 61% of CSOs as a "growing threat" to civic trust. (Source: CIVICUS Monitor, 2023)
- 📣 CSOs that post consistently (3–4 times per week) see a 2x higher growth rate in follower engagement. (Source: Global NGO Tech Report, 2023)

Group discussion

1. What was the last time a social media post made you take action for a cause? What was it about?"

2. What's your biggest frustration when it comes to social media for your organisation?"

3. Do you think misinformation affects your community's trust in civil society? Why or why not?

CNA

NFOR HANSON NCHANJI

Cameroon News Agency (CNA)

Nfor Hanson Nchanji, a committed human rights journalist and founder of the Cameroon News Agency, has dedicated his career to documenting and disseminating critical information on human rights abuses in Cameroon. He will share how social media can help civil society organisations connect with their communities, how to understand audiences and set goals.

The Power of Social Media for CSOs, NGOs and Media

The practical example of Cameroon News Agency, an award winning online news.

Presented by Executive Editor and founder: Nfor Hanson Nchanji

Brief history

Cameroon News Agency in an award winning news site, created in October 2014 with the aim of offering an authentic source of information far away from the spread fake news. The media started as a Facebook page then quickly rose to prominence in 2016 when it became one of the most trusted sources of information in the ongoing Anglophone conflict. Registered in 2017 as a newspaper, Cameroon News Agency, however observed the trend of news in Cameroon and decide to operate only online. Today the institution counts 349K Facebook Followers with monthly reach of 8M. Twitter(X) 24K followers, Instagram 6K followers, You Tube and Tik Tok have 1K each, Website visits of at least 47K monthly. Today, the company does not only offer news, but also social media manage services.

Connecting with Your Communities: Why Social Media Matters for CSOs

- Raising awareness about your cause.
- Mobilizing supporters and volunteers.
- Driving donations and funding.
- Holding power accountable.
- Building communities around shared values.

CAMEROON NEWS AGENCY EXAMPLE

Cameroon News Agency is not only a news site. In 2017, I was invited at the UN 10th Session on Minorities Issues. This was because during the early days of the crisis we used our platform to call for peace and respect of English speaking protesters while exposing abuses(So we held power accountable by raising awareness about the protests in Cameroon, thereby reaching diverse audience.

Connecting with Your Communities

Understanding your audience and goals- Who are you talking to?

Audience

- Who are you trying to reach? (e.g., youth, specific communities, policymakers, donors).
- What are their interests and online habits? (behavioral patterns)
- Where, When do they spend their time on social media, which platform?

Goals

- What do you want to achieve with your social media presence? (e.g., increase website traffic, grow membership, influence policy, change public perception). This has ot be specific and measurable.

Cameroon News Agency Example

Audience

- CNA targets a broad audience interested in news and current affairs in Cameroon, including citizens within the country and the diaspora, as well as international observers (Neighboring countries like Nigeria, Ghana, English speaking countries)

Goals

- CNA uses social media to drive traffic to our website for in-depth news reports.
- We provide real-time updates on breaking news.
- We engage in public discussion and gather diverse perspectives (while moderating for responsible dialogue).
- Build brand recognition as a reliable news source.
- To reach out to advertiser and get resources for mobilisation and continuity.

Now, tell your story and create engaging content that resonates with your mission

- **Variety is Key:** Mix text, images, videos, infographics, and live sessions.
- **Visual Appeal:** High-quality visuals grab attention.
- **Clear Messaging:** Keep your message concise and easy to understand.
- **Storytelling:** Share personal stories and impact narratives.
- **Call to Action:** Clearly tell people what you want them to do (e.g., sign a petition, donate, attend an event, share).

Tell your story. You are all alone until your story reaches your target audience

Cameroon News Agency Example

- **Text:** Concise news updates with links to full articles on the website. asking engaging questions to spark discussion. BUT there are times we post links in comment section because Facebook Algorithm for instance will not push the content forward. So we have to navigate such blocks.
- **Images:** We make sure to post at least high-resolution photos accompanying news stories, infographics summarizing key data or issues.
- **Videos:** We prioritize videos a lot especially short video clips of press conferences, on-the-ground reports (with ethical considerations for sensitive content) IN the past we used to post bloody videos to at least pass a message, but our page was at risk of deletion, so now and for ethical reasons, we post only videos that follow guidelines.
- **Call to Action:** "Read the full story on our website," "Share this article to raise awareness," "Follow us for the latest updates." Although we of this, Facebook sometimes does not like call to action. I will advise that you do not use in all your posts, skip some days.

As a CSO or NGO, where do you really want to be seen? Which channels fit your goals

- What you have to keep in mind is that noy all platforms are created equal.
- Consider where your target audience spends their time.
- Focus on quality over quantity – it's better to be effective on 2-3 platforms than spread thin across many. This is very important because you will strain the SMM working for you.
- You have to check statistics online to see which platform is mostly visit in your country of operation. You can decide to concerntrate on three platforms.

Cameroon News Agency Example

- **Facebook:** This is the number one platform in Cameroon. Stat Counter puts it at 90% of the social media users having an account. This has helped up reach 350K followers with monthly reach of at least 8M.
- **Twitter/X:** Real-time updates, engaging with other media outlets and public figures. Twitter is just for policy makers to see a post and take action.
- **WhatsApp:** We use this for sharing news updates with subscribers and within specific community groups. Also posting on status, etc
- We are considering Tik Tok with already an account having 1K followers.

Most used Social Media platforms in Cameroon
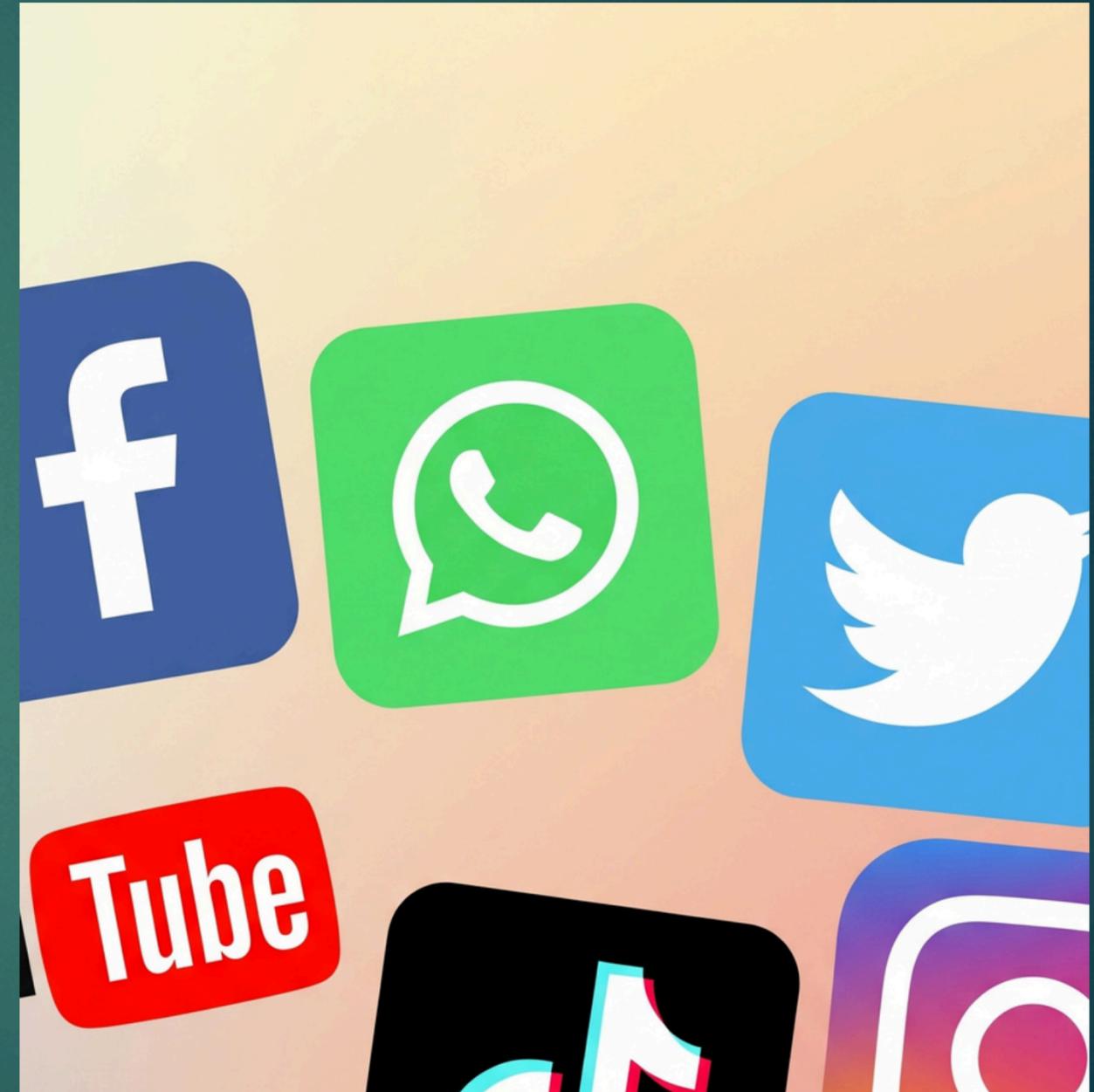
You can now engage with your community, audience

- You will need a SMM or Community Manager who will be ready to acknowledge comments and messages.
- The SMM pr CM has to be able to encourage interaction and feedback form audience like asking them to give review about your works or sending you worries inbox. Could be a course or community program you are dealing with.
- You can also increase engagement by gathering opinions of followers, going live to host a Q&A session, discussions, or event coverage. Of an event you are holding.
- CSOs can use this method to create groups who are dedicated to serve their communities and become focal points of the organisation.

Cameroon News Agency Example

- We hardly respond to comments because we are a news agency, if you want to respond to comments, which sometimes include insults, you will have headaches. But we do respond to some that are asking genuine question to have an understanding of a news item.
- Sometimes we post and ask, "What are your thoughts on this issue?" to encourage dialogue among readers.
- During this period of election, we intend to run polls on the candidates and topics that are close to hearts of Cameroonians.
- We do host live discussions with journalists or experts on key events , we have a permanent program called Africa Today. We are hoping to do more.

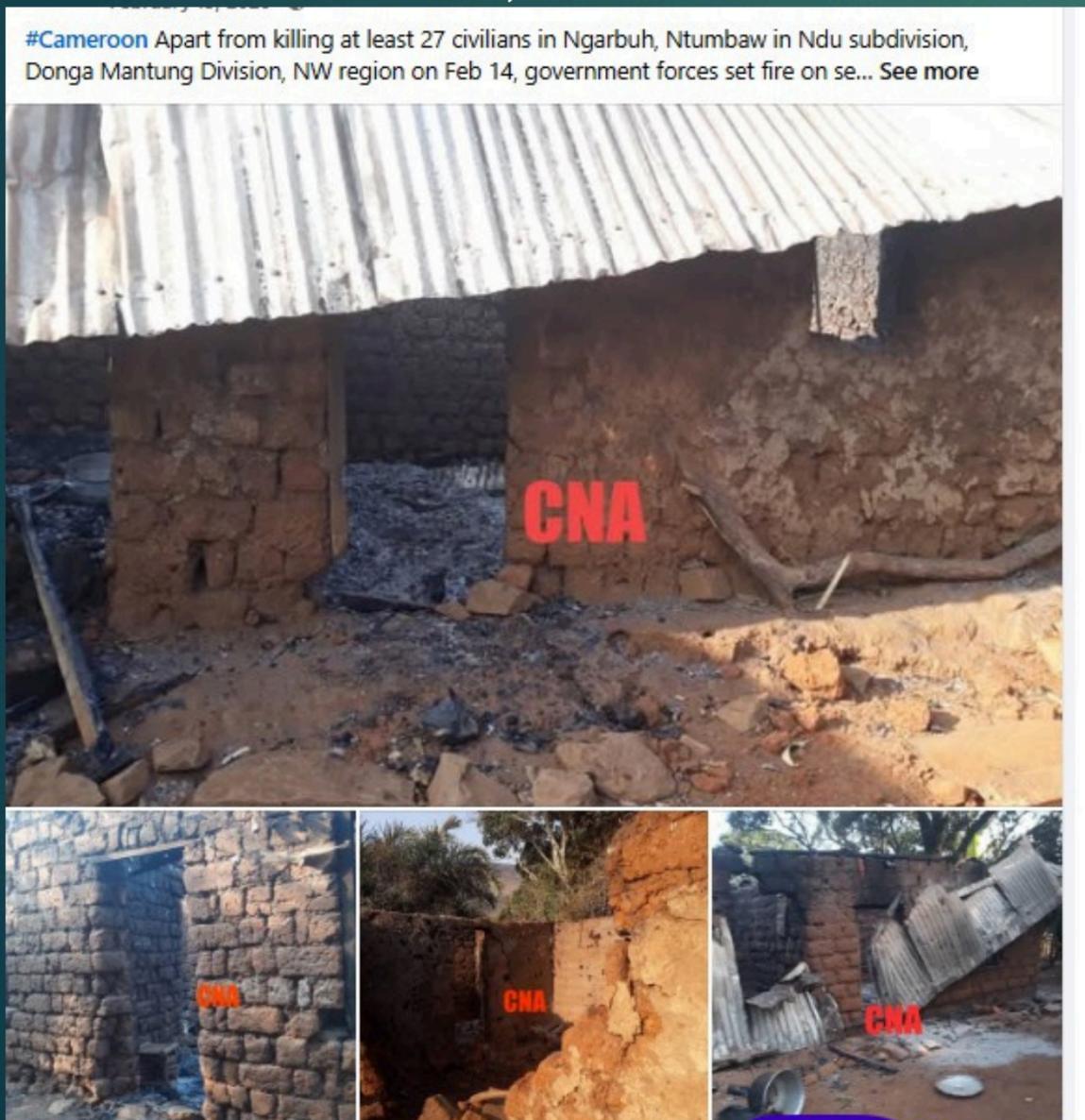# Now did your engagement work? Now you can track your impact

- I am managing a Skin Care brand's social media and what we do is that we track the performance every week. AT the end of each month, we make a comprehensive follow up and see where we are lagging we track (reach, engagement rate, website clicks, follower growth).
- You can use platform analytics tools to monitor performance(All the platforms have these tools)
- Analyze what types of content perform best, how did the people react.
- You can now adjust your strategy based on data gotten. Are you going to post more of pictures or videos? And what topics does your community engage with the most?
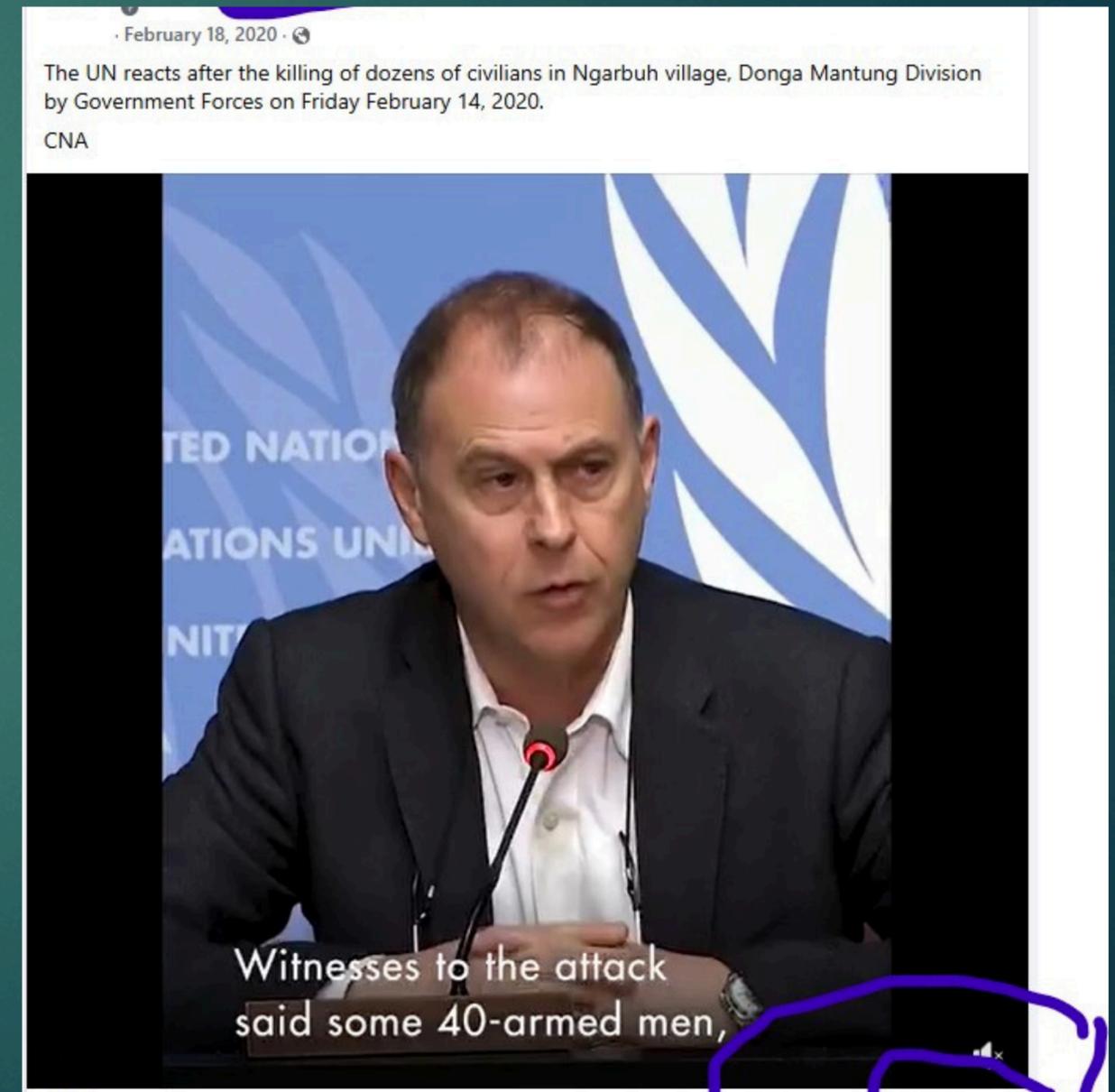
Cameroon News Agency Example

- We track which news articles receive the most clicks from social media, then know if we need to engage more in human interest and community stories than politics etc
- We also monitor engagement (likes, shares, comments) on different types of posts.
- CAN tries to identify the best times to post for maximum reach and Facebook makes us know that usually 6-7PM is cool. Also between 6:30 to 7:30AM is cool. Some people wake up, read news, then start their day.
- We also adapt content formats based on audience engagement- do they engage more with longer or shorter videos, pictures or slides etc

CNA coverage of Ngarbuh massacre Feb. 2020

57 comments, 141 shares

136 Comments 206 shares

#Cameroon Apart from killing at least 27 civilians in Ngarbuh, Ntumbaw in Ndu subdivision, Donga Mantung Division, NW region on Feb 14, government forces set fire on se... **See more**

CNA

· February 18, 2020 · 🌐

The UN reacts after the killing of dozens of civilians in Ngarbuh village, Donga Mantung Division by Government Forces on Friday February 14, 2020.

CNA

Witnesses to the attack said some 40-armed men,

Bonus: Tips for Success

- **Be Authentic:** Share your organization's voice and values.
- **Be Consistent:** Post regularly to keep your audience engaged.
- **Be Ethical:** Verify information before sharing and respect privacy.
- **Be Secure:** Protect your accounts and be mindful of online safety(Two steps verification) CSO that hits hard on government should be able to protect against hacking- so not click bait links anyhow in Messager or Whatsapp.
- **Collaborate:** Partner with other CSOs and organizations.
- **Stay Updated:** Social media trends and algorithms change – keep learning- Recruit a SMM or CM. You will love the work.

END

Contact: Cameroon News Agency
Info@cameroonnewsagency.com
WhatsApp: +237 679 700 696
www.cameroonnewsagency.com

Q & A

JOIN THE CONVERSATION!

REJOIGNEZ LA CONVERSATION !

¡ÚNASE A LA CONVERSACIÓN!

JUNTE-SE À CONVERSA!

OKSANA TARAPATOVA

- **Democracy Reporting International** (DRI)

Oksana is a Programme Coordinator at the DRI Digital Democracy programme and is responsible for coordination and providing oversight to the implementation of DRI's work to support civil society worldwide in defending and strengthening democracy and countering shrinking civic space. Democracy Reporting International (DRI) was founded in 2006 by an international group of experts on democratic governance and elections. She will share their methodology linked to Social Media Monitoring covering the impact of social media and its analysis, differentiating between fact-checking and social media monitoring, identifying various forms of manipulation and more!

DRI
Social Media Monitoring
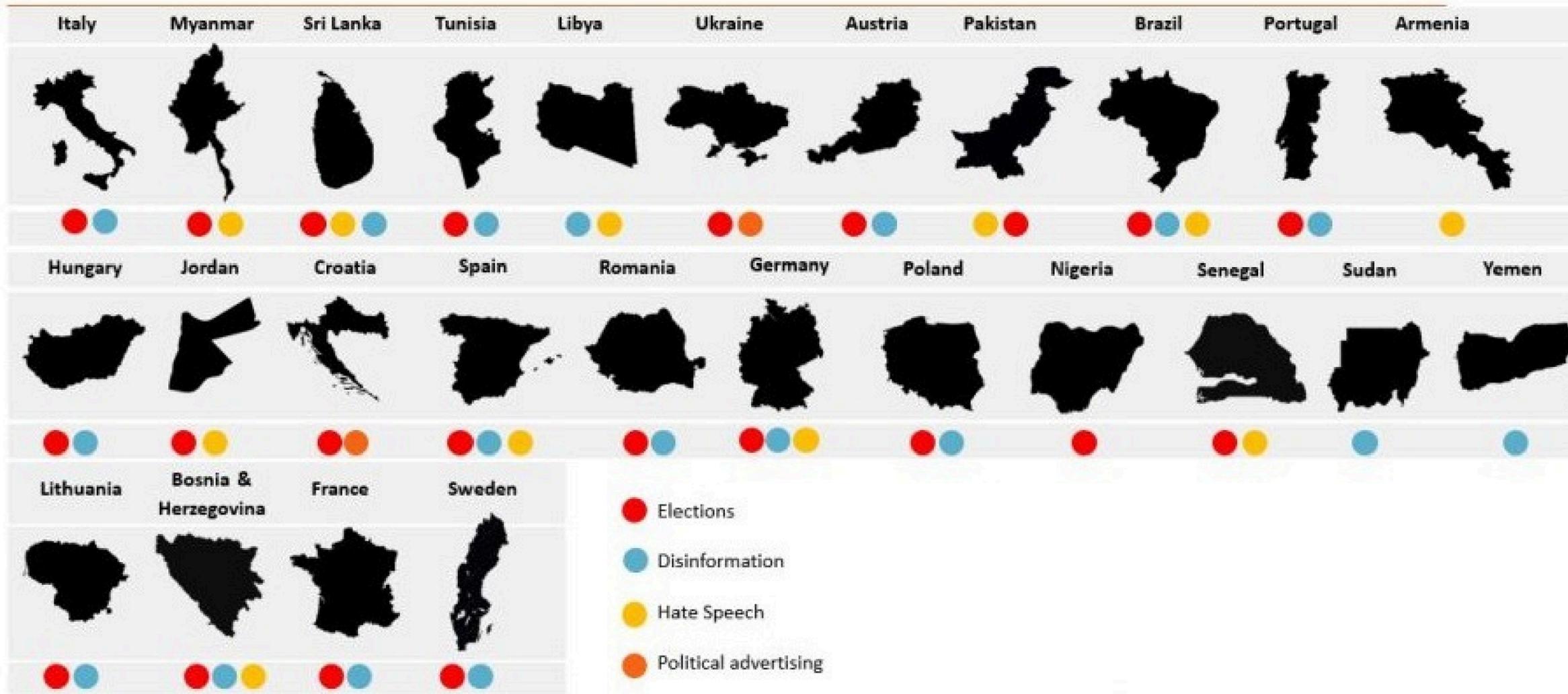
Berlin, 18 June 2025

**DEMOCRACY
REPORTING
INTERNATIONAL**

DEMOCRACY
REPORTING
INTERNATIONAL

Germany
(headquarters)

Ukraine

European Union

Armenia

Lebanon

Jordan

Tunisia

Libya

Myanmar

Sri Lanka

Democratic
Republic of
Congo

Sub-Sahara
Africa

Brazil

DRI Digital Democracy Programme Unit

- **Combatting Mis/Disinformation & Hate Speech**

- **Promoting Accountability**

- **Building capacity globally**

DRI Social Media Monitoring

Italy · Myanmar · Sri Lanka · Tunisia · Libya · Ukraine · Austria · Pakistan · Brazil · Portugal · Armenia

Hungary · Jordan · Croatia · Spain · Romania · Germany · Poland · Nigeria · Senegal · Sudan · Yemen

Lithuania · Bosnia & Herzegovina · France · Sweden

- 🔴 Elections
- 🔵 Disinformation
- 🟡 Hate Speech
- 🟠 Political advertising

SOCIAL MEDIA Monitoring

Evidence-Based Messaging

Framing and Narrative Shaping

Accountability and Advocacy

Examined the proliferation of murky political accounts that violate TikTok rules in several elections.

We identified and flagged 231 murky accounts in total and published 8 reports with **policy recommendations**

Examined TikTok's Commercial Content Library and found 48 political ads in support of Romania's right-wing candidate

Leveraged EC's Rapid Response System to notify TikTok and the EC about our findings and demand change

What Changed as a Result

TikTok took action on 159 accounts for **impersonation and inauthentic behaviour** (68%)

system (boasting manipulation and far-right narratives) was affected — 1.500.000

TikTok **removed** all flagged political ads that violated the platform's policy

raised on the need for platforms to proactively and systematically act to apply their

WHY MONITOR SOCIAL MEDIA

Understand Online Discourse

Identify Online Threats

Understand Online Manipulation

FACT-CHECKING VS. SMM

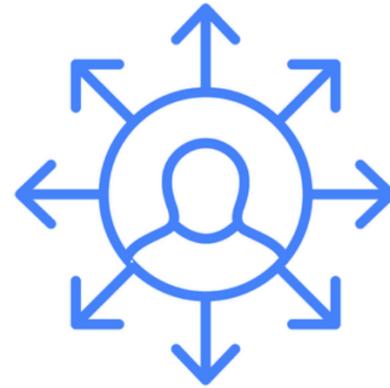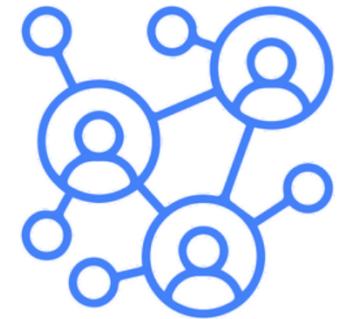|	Fact-Checking	Social Media Monitoring
OBJECTIVES	Ensure higher journalistic standards, correct false information and take action against disinformation online	Observe and report online trends from different actors that impact or are impacted by the online ecosystem
FOCUS OF THE MONITORING	Statements from politicians, false news that are spread and get viral, false pages	Social media posts made on pages of high level public figures, politicians, parties, news media pages, or any online discussion forum of interest
PERIOD	Can be focus on electoral periods, but it normally exists around the clock	Can be focus on electoral periods, but it normally exists around the clock
TYPE OF INTERVENTION	Aims at debunking false information and increase the quality of journalism	Aims at raising awareness and improving the quality of online discourse

EXAMINE ONLINE DISCOURSE

Public Opinion
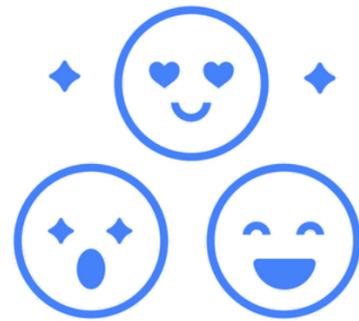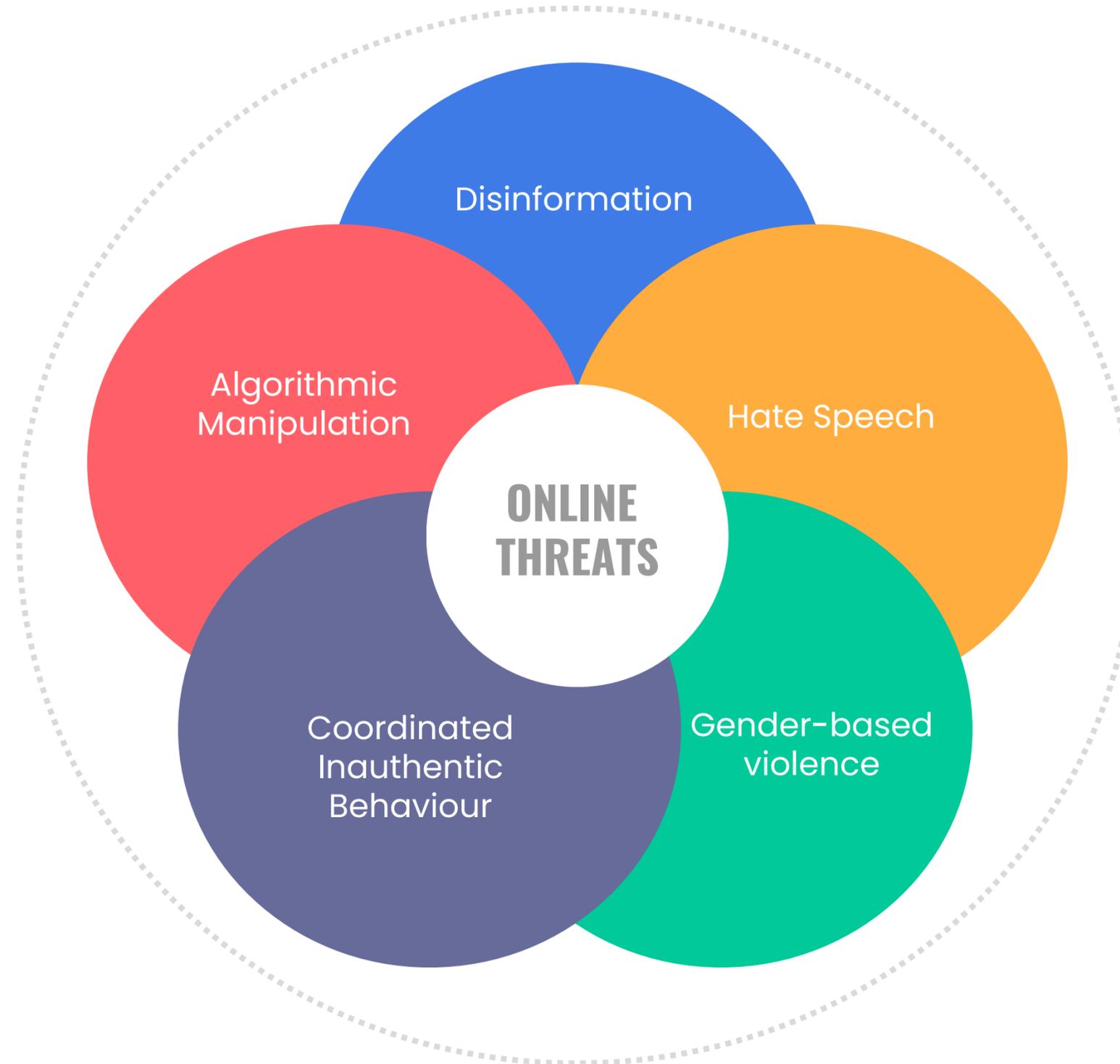
Social Media Engagement

Behaviour of Key Actors

Public Sentiment

Identify Influencers

IDENTIFY ONLINE THREATS

SOCIAL MEDIA MONITORING ROADMAP

Research question + methodology

Data collection through the platforms API

Data analysis

Presentation + reporting
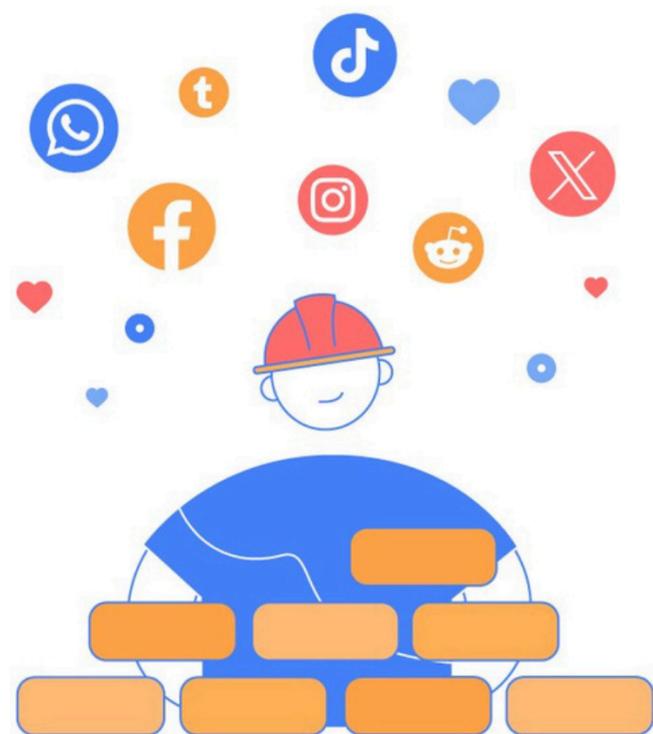
DRI Social Media Monitoring

Social Media Monitor Toolkit

Foundations course 'Democracy in the Digital Age: The Role of Social Media'

Social Medial Monitoring online training (4 Modules)

Social Media Monitor Toolkit

The EU Election Observation and Democracy Support (EODS) project uses our methodology for their official election observation missions worldwide.

FOUNDATIONS COURSE

DEMOCRACY REPORTING INTERNATIONAL

Democracy in the Digital Age: The Role of Social Media
Form: Online course
Duration: 3–4 hours
Group size: Limited to 16 participants to ensure an interactive learning experience

What You will Learn
- Social Media and Democracy
- Behind the Feed: How Social Media Works
- Threats of Social Media (Disinformation, Hate Speech, etc.)
- Artificial Intelligence and Generative AI
- Policy and Regulation of Social Media

SMM Training Overview

"Honestly, I can't recall any online course in recent years that has captivated my interest and engagement to such a significant extent."

Researcher from All for Rights Foundation, Armenia

The Learn package includes:

- ✔ Four comprehensive modules with 12 hours of content on social media analysis, ethical and legal understanding, and research design
- ✔ A Learner Guidebook complete with exercises and homework
- ✔ 'Office hours' (up to 4 hours) to ask questions about the material or consult on your research project
- ✔ An opportunity to engage with peers on social media monitoring and online discourse
- ✔ Active participation, interactive and varied activities, and exercises
- ✔ **Duration:** 2-4 weeks

SMM Training Success Stories

Feb.–July 2024

SMM in Armenia: monitoring hate speech online Facebook and YouTube, especially against female public figures.

Mar. – Dec. 2025

SMM Sri Lanka:
Supporting Electoral Commission in combatting disinformation ahead of local authorities' election 2025

SMM Moldova:
supporting local CSOs in SMM disinformation before parliamentary elections 2025

Jan.–Sep. 2025

SMM Training: Foundational, Learn and Practice

Power Your Research with Social Media Monitoring training

Democracy Reporting International (DRI) is a civil society leader in social media monitoring. Now, you can leverage our expertise for your own research.

We offer three packages:

Monitor online conversations
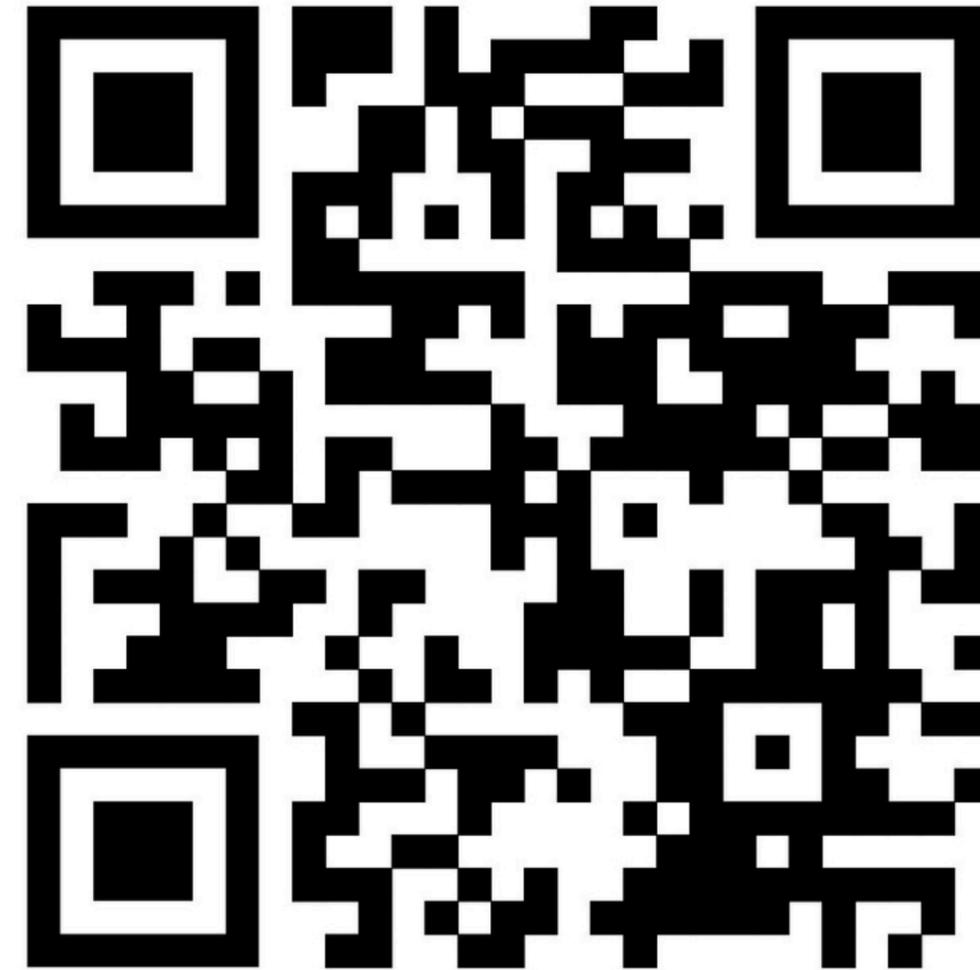Track hate speech, disinformation and other threats in your community.

Inform advocacy efforts
Gain actionable insights to strengthen your campaigns.

Build digital skills
Learn data collection, analysis, and reporting skills.

Scan QR code for more information

smmtraining@democracy-reporting.org

Congcoop

SAMUEL FLORES

Congcoop

Samuel is the institutional communications coordinator at the Coordination of NGOs and Cooperatives (Congcoop), which was created in late 1992. Congcoop is a coalition of NGOs and cooperatives, strengthened in their internal coordination as a social actor that contributes to the construction of a country where the four peoples (Maya, Garifuna, Xinca, and Mestizo), women, and the popular and social movement take on a positive, dynamic, and collective role in building a society where collective and individual human rights are respected and dignified living conditions prevail.

forus

Solutions & strategies

LET'S DISCUSS ALL TOGETHER

What's one action you'll take after today to strengthen your organisation's digital voice?

Your opinion is very important for us!
¡Su opinión es muy importante para nosotros!
Votre avis est très important pour nous !

forus

Please take **20 seconds** to **tell us how satisfied you are** with today's meeting! **Scan the QR code** or **click on the link in the chat box**

Your feedback enables us to continuously plan and adapt our activities in accordance with the opinions of our members and partners, ensuring that they align with their needs and expectations.

Merci de donner votre avis sur la réunion **en 20 secondes !**
Scannez le Code QR ou **cliquez sur le lien dans la chat box**

Vos retours nous permettent de planifier et d'ajuster nos activités en continu, en tenant compte des avis de nos membres et partenaires, afin de répondre à leurs besoins et attentes.

Por favor, ¡tómese **20 segundos** para indicarnos su nivel de satisfacción con la reunión!
Escanee el código QR o **haga clic en el enlace en el cuadro de diálogo**

Su opinión nos permite planificar y adaptar continuamente nuestras actividades de acuerdo con las opiniones de nuestros miembros y socios, asegurándonos de que se ajusten a sus necesidades y expectativas.

Thank you for your participation!
Merci de votre participation !
¡Gracias por su participación!

Thanks to the interpreters for enabling effective multilingual communication & dialogue within the Forus network.

Consult upcoming Forus events
Consulte los próximos eventos de Forus
Consultez les prochains événements de Forus
https://www.forus-international.org/events

www.forus-international.org
contact@forus-international.org