



# Communication guide

This is a clear guide to communication and social media for multicultural organisations. In this guide, we answer the following questions:

- **What** are the benefits of communication for your organisation?
- **What** are the different social media channels used for?
- **How** are different social media channels used?

The guidelines in this guide are **suggestions**: we suggest using social media, but your organisation's staff know best what kind of communication is appropriate for your organisation.



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# Organisations communication

Social media is an important way to communicate the work of organisations and associations. It allows you to keep in touch with clients and partners and to participate in social debates.

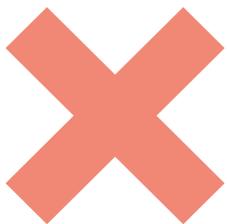
People are more likely to find your organisation if your organisation is active on social media.

## **Organisations share these issues on social media:**

- 1) The organisation explains why its work is needed
- 2) The organisation explains what it is doing to tackle the problem
- 3) The organisation explains the results of its work
- 4) The organisation talks about its day-to-day work
- 5) The organisation explains how the followers on social media can get involved in the work of the organisation (donations, volunteering...)

# Remember these:

- Consider which social media channels are best for your organisation and community, and your budget.
- Think about what types of posts and messages are clear and engaging for your followers.
- Consider what language is appropriate for your organisation's communication. Do you post only in your native language or also in Finnish or English? Do you use plain language in your communications?



We do not recommend using third sector jargon language, i.e. professional or specialized language!

- The key is to find your own way of communicating. Is your organisation's communication serious, relaxed or in between?



## **When you think about your organisation's communication, try to answer these questions:**

- Does your organisation have the resources (money, time, staff) to communicate?
- Who does your organisation's communication?
- What should people know about your organisation's work? basic message
- What kind of things should your association communicate about?
- What issues does the association take a stand on?
- How often do you communicate?
- Who should read your message? Do you have many different audiences?
- How do you communicate? Do your communications include social media, email, websites, press releases, personal relationships with the media, and newspaper articles.

## ② Facebook



Facebook is best known as a service that allows you to connect with your friends. Most associations and organisations in Finland use Facebook.

### **What do organisations use Facebook for?**

- To communicate with their own clients.
- They tell new people about their work and the results of their work and find more clients.
- They tell other organisations, associations and public authorities about their work and the results of their work.
- They look for new partners.
- They promote their own events, training courses, courses and shows.
- They raise money for the organisation through fundraising activities.
- They create a community on the organisation's page or in a separate group.



People interested in the same issues can discuss topics that are important to them.

## ② Facebook



### **Facebook is also an important service for multicultural organisations:**

- Facebook has a large number of members in your community. Interesting messages will spread even to those who are not on Facebook.
- There are many other associations, organisations, individuals and other actors on Facebook who may be interested in your organisation's activities.
- When you have followers and likes, your message can spread far and wide.
- On Facebook, you can reach people you can't reach in your everyday life/on the phone.

# ③ Instagram



Instagram is an app that lets you share photos and videos on a public account for everyone to see. With Instagram, visuals are important. Instagram's popularity in the third sector is growing all the time.

## **What do organisations use Instagram for?**

- To tell people about their work who are not on Facebook. Young people are using Facebook less and less.
- They are looking for new partners, including outside the third sector.
- They tell about their work, upcoming events and the results of their work in an interesting way: great pictures, stories, infographics, and visuals.

# ③ Instagram



## **Instagram can also be a useful service for multicultural organisations:**

- Through Instagram, you are closer to young people and young adults.
- When your Instagram account is public, anyone can find your organisation's account if you use #hashtags and make interesting posts.
- You can create a conversation and activate your followers with the Stories feature: ask questions, take polls, organise quizzes.
- On Instagram, you can give your organisation an approachable image. You can make fun, high-quality posts that are relevant to your organisation. It's important to strike a balance between providing information and great images.

# ④ Twitter



Twitter is a social media service where politicians and other decision-makers, social debaters, experts, journalists and other communication professionals are present in large numbers. Twitter messages, or 'tweets', are short, 280 characters long.

Twitter sends messages about news, events and situations that are happening right now.

Twitter is a good way to follow conversations that are relevant to your organisation's work. You can follow these conversations using the #hashtags.

If you follow others and tweet a lot of sensible things, your organisation can become an interesting social debater.

Consider whether using Twitter is a sensible use of time for your organisation.

# ④ Twitter



## **Twitter can be a useful service for multicultural organisations if:**

- The organisation wants its tweets to be read by politicians, journalists or social debaters.
- The organisation wants to actively discuss issues related to the work of the organisation.
- The organisation wants to be a social debater.
- The organisation wants to strengthen its advocacy work.

### **Remember these:**

The conversation on Twitter is sometimes hateful. Only tweet when you are calm and can respond politely.

Think many times before you tweet.

# ④ Twitter



## **Tips on how to use Twitter for organisations:**

- Feel free to follow different people, organisations and news sources. Follow Twitter users who are relevant to your organisation's activities.
- Be active and tweet! Only a small percentage of your followers will see your tweets because there are more and more tweets all the time. It is good to be active on Twitter to make it useful.
- Share other people's tweets, i.e. retweet. Retweets give you new followers. Only share tweets that are relevant to your organisation.
- If you want your organisation's voice to be heard, be an active participant in the conversation.

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## Final communication tips



### Use good hastags

Social media uses a lot of #hashtags to help users search for conversations and topics. Use popular, but relevant hashtags.



### Dare to experiment and work together

Finding your organisation's "voice" in communication can take time. Be brave and get other staff and volunteers involved in thinking about communication.

### How do you create interesting content?

Canva is a graphic design website. You can create posters, social media posts and presentations from scratch or using templates.



## Final communication tips

### **Think about using a personal profile!**

Send messages through your organisation's account or employee profiles. When you speak through your organisation, your privacy is better protected and you don't have to deal with problems in person.



- See examples from other organisations
- A good picture or an interesting video will attract attention
- Tell the most interesting thing first