

# Changing the world — one post at a time

A guide for non-profits looking to enthrall  
and engage audiences online



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# The power of **Social** — — **media**

01



There's no shortage of ways in which to make the case for social media. The most persuasive one yet is that **the average Indian spent nearly 2.5 hours on social media sites — just 30 mins short of the time spent on television.**

For NGOs, social media can be a catalyst that drastically expands the reach and impact of their work.

Considering the medium's immense potential, it's equally shocking that over

99% of India's NGOs aren't on any social media platform (that's not an exaggeration!).

And of the ones who are, few are doing it right.

**The social media efforts of most organisations lack direction and purpose.**

There's usually a brief surge of enthusiasm when organisations enter social platforms. When they don't see a clear RoI on their work, their efforts fade away.



Considering the medium's immense potential, it's equally shocking that

**over 99%**

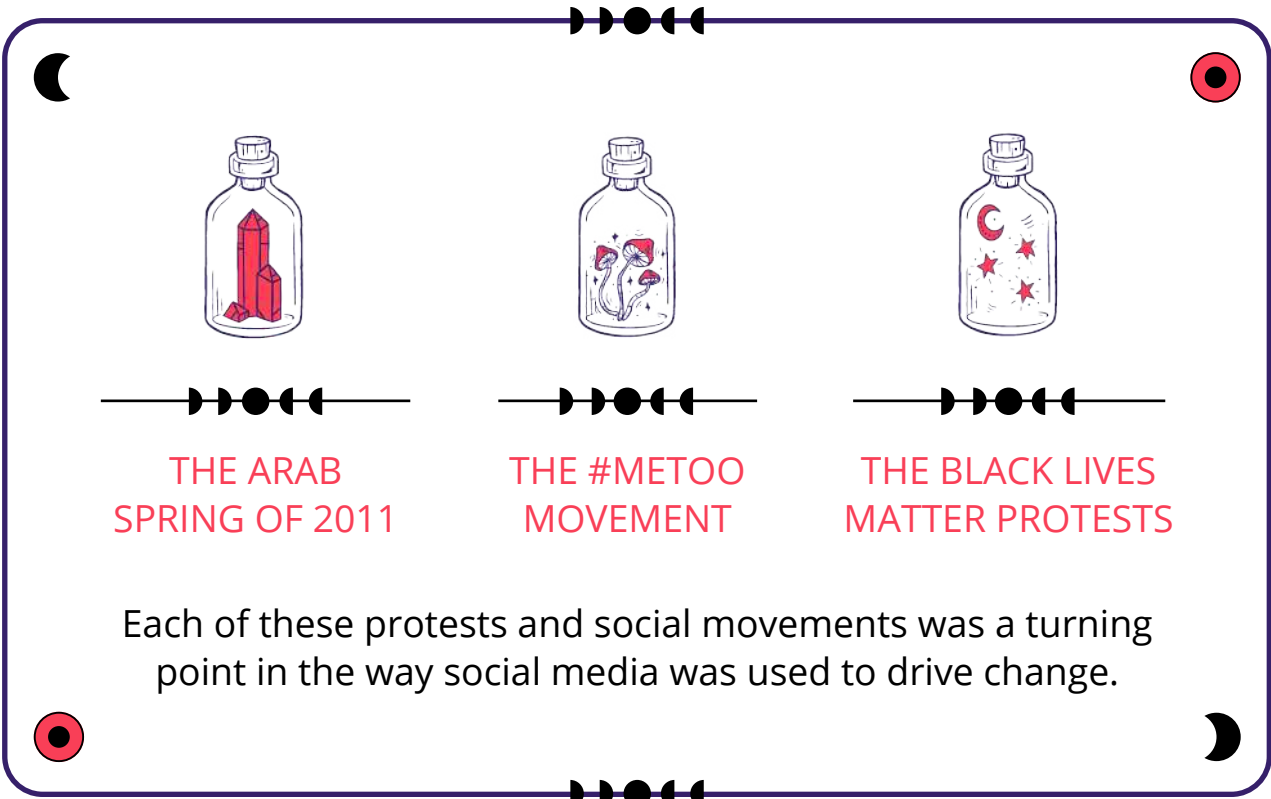
of India's NGOs aren't on any social media platform (that's not an exaggeration!).

# What are most NGOs missing?

The social media efforts of most social sector organisations lack direction and purpose. There's usually a brief surge of enthusiasm when organisations enter social platforms. When they don't see a clear RoI on their work, their efforts start to wane. **Most organisations don't leverage their social media presence to drive organisational outcomes.**

Done right, social media networks can scale an organisation's impact and be a vehicle of social change. **Social media has catalysed defining social movements** such as The Arab Spring of 2011, the #MeToo movement, and the Black Lives Matter protests.

In 2014, the wildly viral 'Ice bucket challenge' raised \$240 million in funding for 'Amyotrophic Lateral Sclerosis', a motor neuron disease. The challenge linked a fun, participatory activity to a serious cause. For social enterprises, it was an early glimpse into the medium's potential.

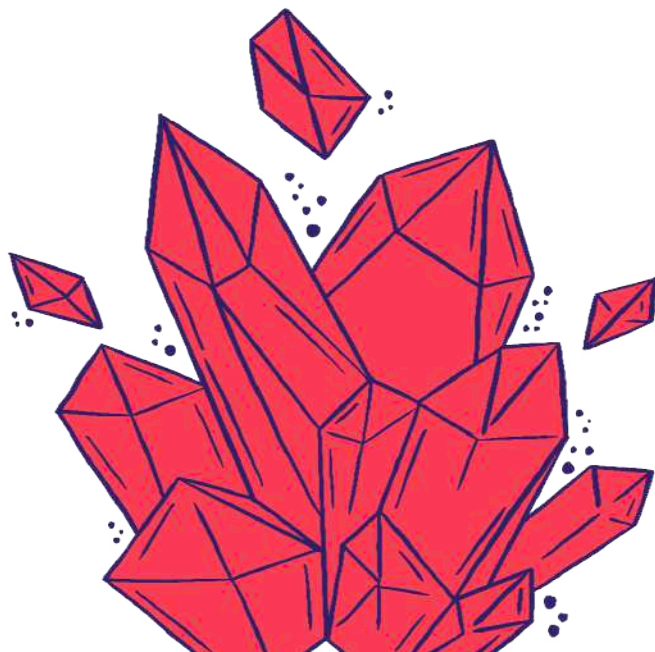




For NGOs and social sector organisations today, maintaining a social media presence is hardly a matter of choice.

To begin with, we are in the midst of a tectonic demographic shift. Young, digital natives interact and make sense of the world through their mobile phones (if you aren't reading this on a mobile phone or tablet, you are already the outlier).

**Social media remains a free platform** that allows you to directly reach and connect with a huge audience and drive meaningful conversations of change. **It's also cheaper than other traditional forms of communication**, making it a great choice for NGOs working with a shoestring budget.



## IN THIS GUIDE, WE WILL SHOW YOU:

- How social media channels can be used to drive specific outcomes for NGOs.
- Then we get into the specifics of making a good social media strategy:
  - Choosing the right message
  - Delivering the audience a Return on Engagement
  - Developing a unique voice
  - Picking the right social media channels
  - Building a content calendar and so on, all substantiated with examples
- We also clear up the common misconceptions that people have about social media platforms.
- Oh, and there's also a section on free social media resources for NGOs and a flipbook full of social media content that we admire!



# Catalysing

social change

02

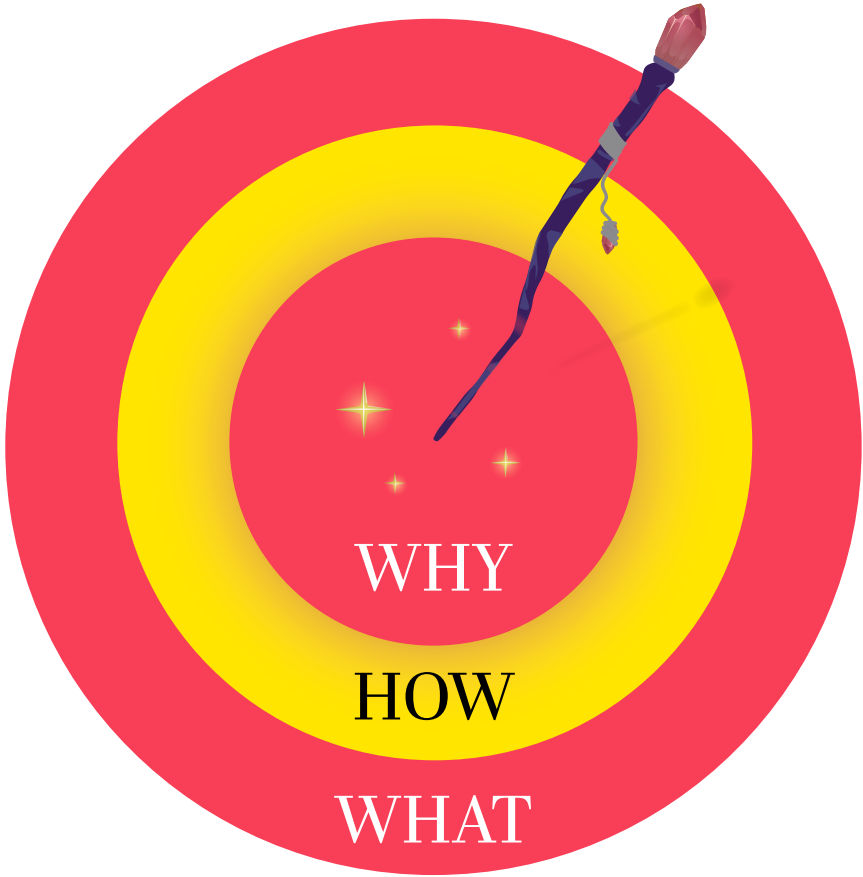
On social media, most NGOs are usually in a hurry to talk about what issue they are working on or how they are tackling it.

These NGOs shoot out posts like they are throwing darts in a bar after last call — it's great fun, but nobody is taking home any prizes.

Disjointed communication does little to communicate your purpose, your *why* — and social media is all about the *why*.

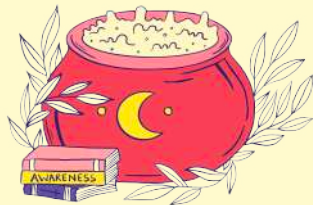
Communicating the *why* is about weaving your brand narrative into everything you put out. It's about making sure every post serves an overarching purpose and is linked to definite goals.

Even a small NGO working with a limited scope can use social media to inform the community and drive a shift.





A well-planned social media strategy helps achieve definite outcomes. You should aim to achieve *some* of these goals, instead of trying for all of them.



# Awareness

Awareness involves communicating information about a social cause.

For many NGOs, raising awareness about issues is a valuable outcome in itself. E.g. Pratham Education Foundation has consistently done a great job of raising awareness through their Annual Status of Education Report (ASER), which is widely shared on social media. ASER is now the benchmark for measuring the quality of public education in India. Childline India, another social organisation, has been successful in driving conversations about Child Rights through their social media presence.



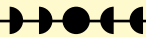
# Advocacy

Advocacy involves mobilising people with the aim of changing public policy and law.

For an organisation like the Humsafar Trust, which has been advocating for LGBTQ+ rights for the past three decades, mobilising public opinion is a major goal. In 2018, they were at the forefront of a social media campaign to decriminalise homosexuality, and were one of the NGOs who successfully petitioned the Supreme Court to scrap Section 377.



# Community-building

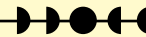


Community-building involves aggregating resources and bringing people together around a cause, usually through interventions at the grassroots.

Ashoka, the global network of social entrepreneurs, is an example of community-building that drives conversations of change. They show how social media can be used to bring like-minded people together.



# Fundraising



Fundraising involves mobilising funds through social media channels, websites, and a bevy of other marketing initiatives.

Most NGOs don't focus on fundraising through social media, because it's hard to pull off. On the other hand, crowdfunding sites like Ketto and Milaap have built their entire model around mobilising funds through social media. GiveIndia's annual 'Daan Utsav' is another successful model of fundraising for NGOs.

# Social media isn't a magic bullet



During the cold war, television had gained great popularity in the USA. There was rising fear that mass media could have a propagandistic effect. Today, there's similar hype about fake news and digital media.

**We feel that facts and lies can both spread faster than a forest fire in the digital world.** Sure, social media has changed the way information is disseminated — but a lie can put on its pants and dash out the room faster than the truth. Facts are usually less sensational.

The hype around the social media's seeming popularity leaves many NGOs with unreal hopes. **Social media isn't a substitute for your work on the ground.** It won't change minds or convert people to your cause overnight — in short, it isn't a magic bullet.

That said, it is one of many factors that influence people and the public discourse, and you should do your best to use it to your advantage.

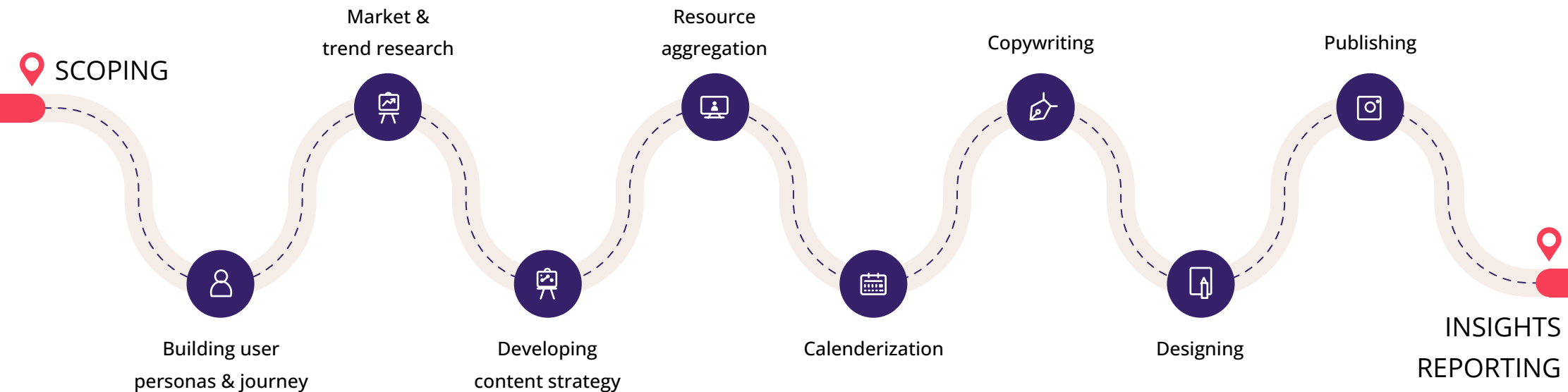
# Conjuring

— audience personas  
& journeys

03



# Are you where your audience is?



Like we saw earlier, most NGOs aren't using social media to drive definite outcomes or speak to their audience. Definite outcomes come from a definite process.

Whether it is a tweet or a Facebook post, your social media content should be the outcome of a well-defined process, from 'Scoping to Reporting'.

Any marketing strategy is informed by the audience it is aimed at. A social media strategy is built on an understanding of marketing trends, the customer journey, aggregating resources, drawing up a content calendar, writing and designing posts. And all of it starts with the first step of building a persona.

**Just like the brief is integral to creative content, the persona is the linchpin of any branding and marketing strategy, including social media.**



BUILDING AN AUDIENCE PERSONA HELPS ANSWER SOME BASIC QUESTIONS —

What kind of content do you want to put out?

Do you go for a meme or a carousel post?

Are you focusing on Facebook or do you try Instagram?


Do you post twice a day or twice a week?

Are colloquialisms okay or do you maintain the stiff upper lip?

The answers to these questions emerge from the audience persona you define. The effort and time spent building out a persona is directly proportional to the clarity it gives your social media efforts down the line.

What goes into this foundational process? Well, here's what the broad strokes of persona building look like: **Demographic information (Age/Academic Qualification/Job designation/Experience), Personality traits & Psychological profile, Motivators, Demotivators, Topics of Interest, and Channels.**



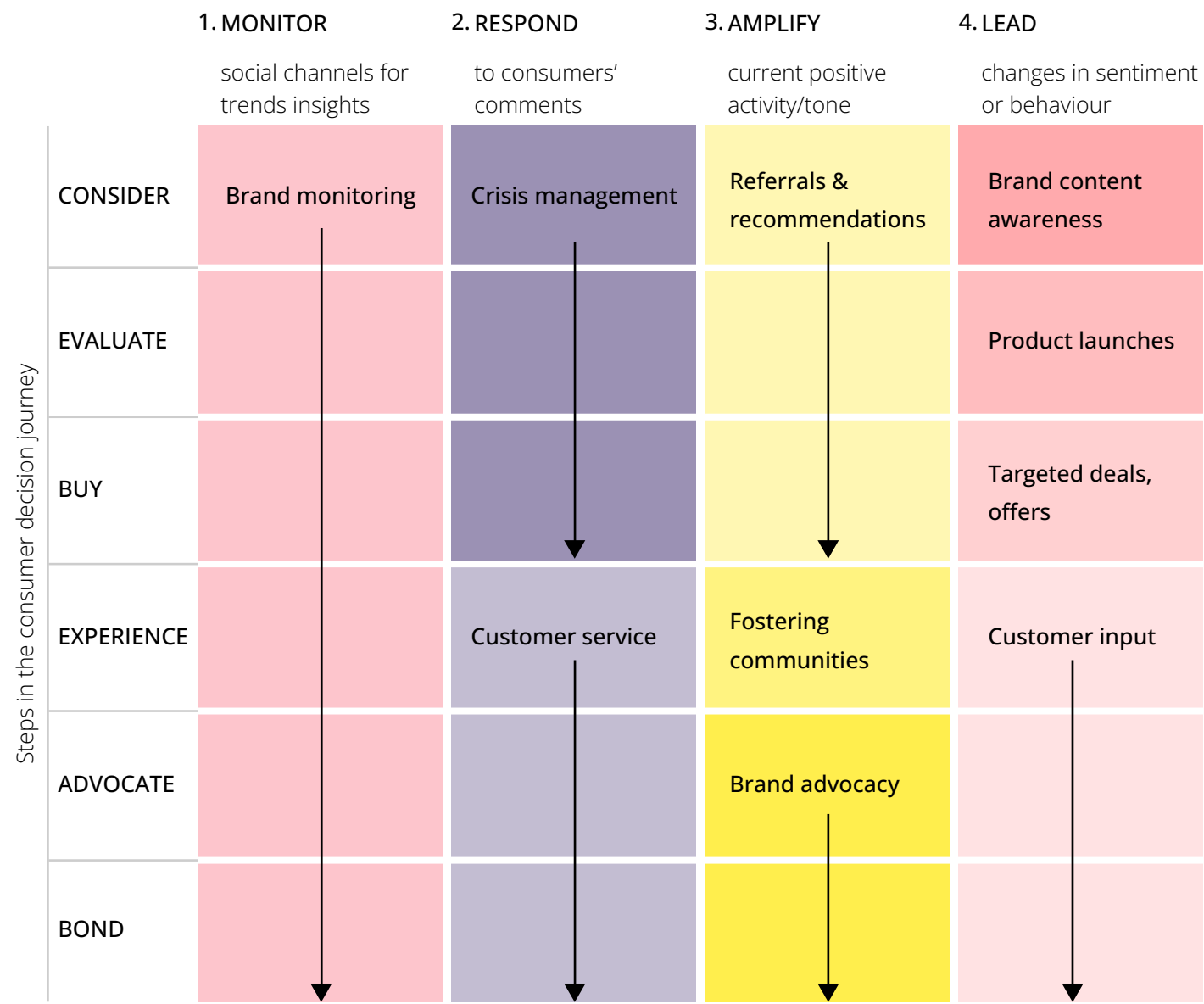
|   |  |
|---|--|
|  | ONLINE/OFFLINE TOOLS USED  |
|   | Social media platforms & utility tools they use  |
|   | MOTIVATORS   |
| NAME, AGE, LOCATION   | What compels them? What are their KPIs and KRAs  |
|   | DEMOTIVATORS   |
| ACADEMIC & PROFESSIONAL BACKGROUND  | What annoys/irritates them? Hurdles in achieving their KPIs & KRAs                       |
|   | COMMUNITY SPACES   |
| CHARACTERISTICS & PSYCHOLOGICAL BACKGROUND  | Blogs, magazines & online communities they can connect on with peers to share ideas      |
|   | INTERESTED SUBJECTS  |
| Details like personal strengths & weakness, social behaviour, skills & more       | Topics of webinars, conferences etc. that might interest them in a professional capacity |

# How do you arrive at a persona?

Building a persona is a process of primary and secondary research informed by marketing expertise. Put simply, it involves talking to people and getting insights into their likes and dislikes.

These insights, combined with data from the internet is used to arrive at the audience personas. Building out the persona also helps in the next stage: building your customer journey.





Source: Expert interviews; McKinsey analysis

Every champion or supporter you have goes through a journey — from when they first discover your brand, become aware of your work, consider supporting your mission, experience your impact and finally, champion your cause.

A customer journey helps you understand how people navigate information to find you. It shows the different ways they engage with your content.

For instance, social organisations are always investing in fundraising efforts. They don't stop to ask if their audience is even aware of them. On the other hand, people already invested in a cause might be looking for deeper ways of engagement.

Does your social media communication allow people to work more closely with you?



Brew —  
— your own magic

04

# 4.1 A delicate balance

## between message, audience, and medium

As we saw in the previous chapter, every social media strategy starts with an audience persona. Let's say our target persona is a woman. Let's say she has a decade of experience in the development sector, and her name is Sujata.

Sujata is likely to consume content that talks about institutional or sector-specific issues; she's likely to be comfortable consuming serious, text-heavy content.

### HOW WOULD YOU ENGAGE SUJATA THROUGH YOUR SOCIAL MEDIA EFFORTS?

Considering her age, you might choose Facebook or LinkedIn over image-first platforms like Instagram. You might decide to put out posts around social giving or corporate social responsibility. You might also put more long-form content than creative-heavy posts.

THAT SAID, HERE'S SOME BROAD PITFALLS TO AVOID WITH A SOCIAL MEDIA STRATEGY.

• • • • •

DON'T SPREAD YOURSELF TOO THIN.

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Each channel suits a certain audience. It's better to have a deep presence on one platform than have a superficial presence on all of them.

• • • • •

• • • • •

BEWARE OF THE ECHO CHAMBER.

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It's easy to get stuck in the loop of empty engagement. While likes and shares are good, check if your Sujata is among those who're engaging with you.

• • • • •

• • • • •

AVOID MIXED SIGNALS.

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Don't say something that's drastically different from your organisation's work. Each post and message on your social media should build up to the larger theme of your work.

• • • • •



# Choosing your return on engagement

Why should someone engage with your post? When people engage with your message, they're investing time and energy. Naturally, they expect some value in return — **this is the return on engagement (RoE).**

## The Furrow Magazine



One of the best examples of value in content marketing is **The Furrow Magazine** started by the John Deere company in 1895. It started out as a handbook for American farmers, with relevant information about various agricultural issues. And over more than 130 years, The Furrow has turned out to be a marketing superhit for its parent company.

Despite being a sponsored trade magazine, **The Furrow has more than 500,000+ readers**, most of them farmers in North America. And **more than 40% of its readership reads the magazine end-to-end** —gement numbers that elude even the best news publications.

Furrow's current editor says their exceptional success is also because the management was convinced the magazine's "content shouldn't be about John Deere equipment". The magazine also has a small but exceptional roster of agricultural journalists with editorial independence. **All of this translates to solid value for its readers**, many of whom also happen to be John Deere's customers.

The lesson here is that **people will only share, amplify, and champion your content when they see real value in it.** And figuring out the RoE is the first step towards making that happen.

# Types of

## 4.2 return on engagement (RoE)

Broadly, there are **five basic types of RoE** available to you. Ideally, you should **aim for one or two main types** of RoE as the mainstay of your social media strategy.

|  |  |  |   |   |
|--|--|--|---|---|
|   |   |    |    |    |
| SOCIAL<br>VALUE  | COMMUNITY<br>VALUE   | INFORMATION<br>VALUE   | ENTERTAINMENT<br>VALUE  | INSPIRATIONAL<br>VALUE  |
| <p>Social value is when we cater to the desire to belong to a social movement or cause. It allows a person to signal and broadcast their own beliefs to their network. Some instances of this are NGOs that advocate change for a particular cause, whether in human rights, conservation or against discrimination.</p> | <p>Community value satisfies a desire to connect with like-minded people. People are looking to belong to a group that stands for a cause they believe in. Some examples are volunteer-driven activities, like a beach cleanup or fundraising events to construct a new school in a village.</p> | <p>Information value is educating people about a cause or solving their pain point. For instance, people might approach an organisation advocating for diversity because they want to learn about diversity. Smaller NGOs might look for thought leadership articles from larger organisations to bolster their own efforts on the ground.</p> | <p>Entertainment value is satisfying the need to be informed and entertained. The humour section of the India Development Review is a great example of content that is entertaining, yet informative. Light-hearted team updates or glimpses into life on the field fall under this category.</p> | <p>Inspirational value is content that rouses or motivates people. It is content that has a high aspirational value. Work that showcases personal stories of change or transformation at the grassroots — anything that sets an example for others — falls under this category.</p> |

It is always ideal to **pick an RoE that is aligned with your work** to get the best results.

For instance, choosing community value if you are a volunteer-driven organisation, or picking information value if you work in the public policy space.

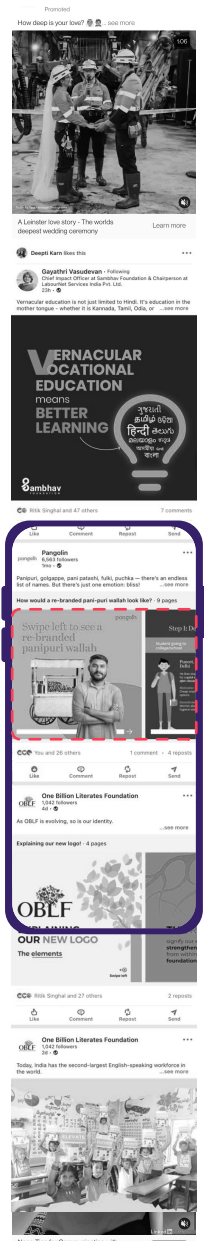
Now, take **Sujata** — what's she looking for from a social media channel? She's likely looking for information and social value. She's already working in the social sector, so the appeal of community and inspirational value is minimal.

She might not be on LinkedIn for fun (there might be a personal account for memes, you never know) but just to nominally keep in touch with colleagues, so entertainment value is not very strong too.

Once you know the RoE mix that **Sujata** — your audience — is looking for, deciding on the content you need becomes much easier.



# Developing a 4.3 unique voice



◀ THIS IS ALL THE SPACE YOU HAVE!

The social media landscape today is a loud, colourful wasteland of noise. Your social media posts are part of a thousand other pieces of content jostling for the audience's attention.

Given this brief window of relevance, how you speak on social media matters. Do you speak with authority? Do your messages have political undertones? What voice would speak to Sujata?






As the head of an organisation, **Sujata** would probably look for voices that speak strategy, with a solution-focused approach. On the other hand, a language of outright activism with an explicit call to action might not appeal to her, but will attract a much younger audience.

Finding a voice that reaches your intended audience is an iterative process — it's a key part of your brand identity, so keep trying until something clicks.

# 4.4 Picking the right social media channels

The 'content treadmill' goes both ways. The algorithm on social media platforms doesn't just work to keep people logged on. It also rewards organisations who post regularly and frequently, while throttling those who are infrequent.

So choose a platform based on the bandwidth of your team and how much content they can consistently put out each week.

| PLATFORM             |   |                                      |    |   |   |
|----------------------|--|---|---|--|--|
| REACH                | 2 billion active users   | 330 million active monthly users  | 2 billion active monthly users  | Professional platform for networking 610 million active users  | 2 billion monthly users  |
| WHAT IS IT GOOD FOR? | Facebook is good for building strong engagement, <b>engaging a slightly older audience.</b> It has high community value. | Twitter allows for quick hot takes and commentary on social value. <b>Its social and entertainment value is high.</b> | Instagram is primarily a visual-driven medium geared towards the younger generation. <b>The audience is &lt; 34 years. It is high in inspirational value.</b> | LinkedIn has a wide audience, but most interactions are formal. <b>It is good for inspirational and informational value.</b> | YouTube is a versatile medium, but requires a lot of effort. Videos can be <b>good for informational, inspirational or even entertainment value.</b> |



# Building a

## 4.5 content calendar

Building a content calendar serves two purposes: it helps you plan your content in advance, so there is little ad-hocism involved. **Calendarisation also allows you to align your content to customer personas.**

**Sujata**, for instance, might not care much for festivals but will look forward to celebrating Women's Day or other international observances. Your calendar allows you to plan ahead and put out quality content that gets people's attention.

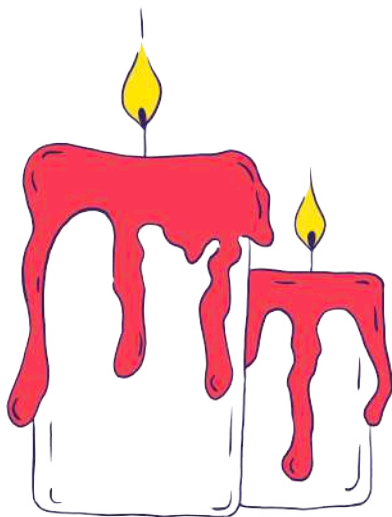
| WEEK   | DATE       | TO PUBLISH/WRITE | CONTENT THEME                              | POST TYPE   | TITLE                          | BRIEF  |
|--------|------------|------------------|--|-------------|--------------------------------|--|
| Week 1 | 14/11/2022 | To Publish       | Observance                                 | Reel        | Happy Children's Day           | Showcasing how education, public health awareness and empowerment can build a better future for children   |
|        | 16/11/2022 | To Design        | Pangolin Ponders                           | Carousel    | Rebranding a Pani Puri Wallah  | Describing a 8 step process of branding exercises done by a branding consultancy but or a humble pani puri vendor  |
|        | 18/11/2022 | To Publish       | Hiring Post                                | Static Post | Hiring a UI designer           | A interesting post showing how an UI designer can fix the links between two parts of a sitemap   |
| Week 2 | 21/11/2022 | To Write         | Visual storytelling for social enterprises | GIF         | Strategy: Building credibility | Showing a before and after scenario depicting how the introduction of visual; storytelling can build credibility for social enterprises  |
|        | 23/11/2022 | To Publish       | Case Study                                 | Reel        | Client Stories                 | A video representation to show the before and after for a client. This includes their background, problems identifies, solutions applied and results. End with a quote from the client |
|        | 26/11/2022 | To Design        | Employee Feature                           | Static Post | About the team                 | A short and quirky introduction to a team member including their background, strengths and skills  |

## Drafting bespoke, 4.6 quality content

A good social media post is the culmination of the processes — drafting audience personas and RoE — that we have seen in the earlier chapters. **A good rule of thumb, however, is to create posts that you will want to engage with yourself.**

That said, there are three broad steps that go into creating social media posts, with close parallels with boxing.

It helps to think of your social media post in the ring, sparring and fighting for your audience's attention.



### IMAGE/JAB

A jab is used to surprise opponents, and is usually first in a volley of punches. **An arresting visual or creative, like a good jab, should surprise and stop your opponent in their tracks.**

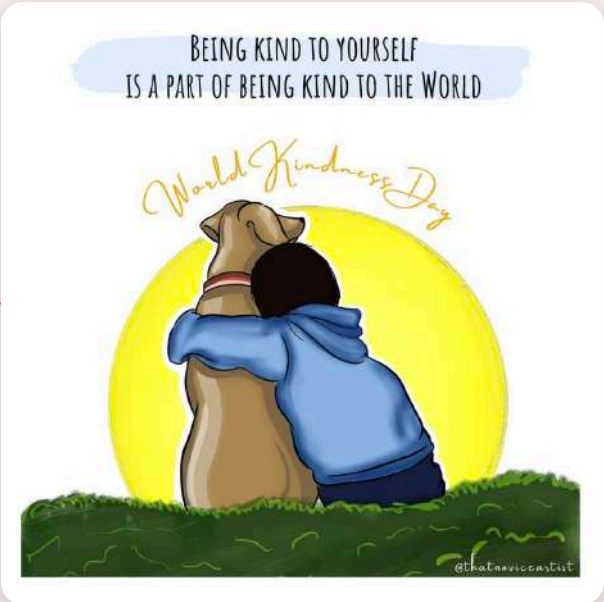
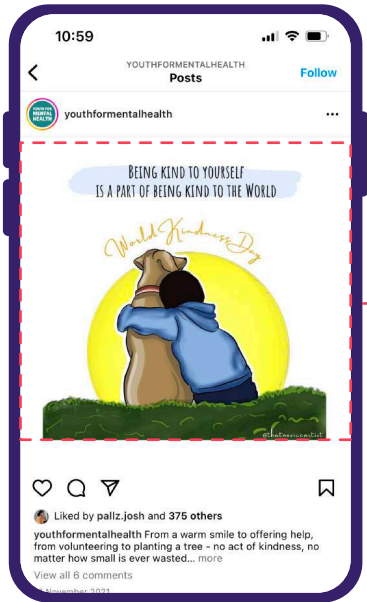
### COPY/CROSS

Muhammad Ali liked to follow up his dancing jabs with a right cross that sent opponents reeling — **well-written copy should have that effect on people.**

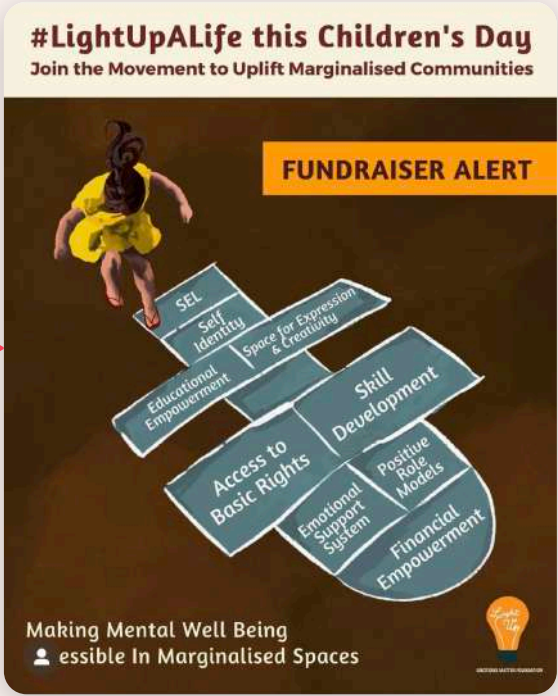
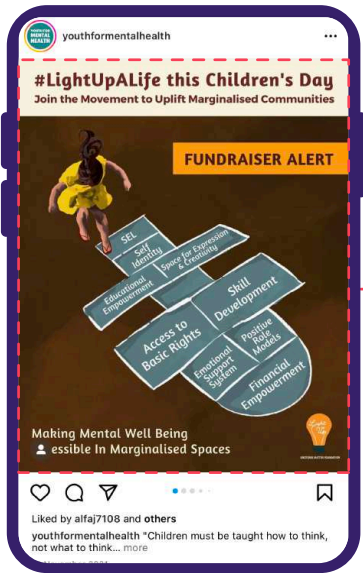
### CAPTION/HOOK

The left hook is often last in a punch combo, and usually lays people out. Once you have the audience's attention with a good image and copy combo, let the caption deliver your message. And like its counterpart in boxing, **a well-written caption always has an element of surprise.**

# Image/Jab



# Copy/Cross



# Caption/Hook



wildlifesos Caption this picture!

In frame: We caught Kashi, our resident Sloth bear at BBRC, preparing to catch forty winks during the day time.

#slothbear #bear #wildlife #wildlifesosindia #wildlifesos #wildlife #wildanimal #animal #animals #saveanimals #wildlifeconservation #conservation #nature #animallovers #india #rescuedanimals #bannerghattabearrescuecentre #captionthis



wildlifesos One of the most recognisable insects, Honey bees are small, yellow and black striped, winged creatures. Closely related to wasps, hornets, ants, and sawflies, they are often feared because of their painful stings.

Each year on 20th August, we celebrate World Honey Bee Day to remind ourselves of how significant these buzzing beauties are. Here, we bring you some more fascinating facts about Honey bees!

Swipe to learn about the various Honey bee species, their ecological and economic importance, and the fondness that Sloth bears have with honey!

#wildlifesosindia #wildlifesos #wildlife #wildanimal #animal #animals #saveanimals #wildlifeconservation #conservation #nature #animallovers #india #illustration #animalillustration #infographic #art #animalart #honeybees #honeybeeday #bees #slothbear

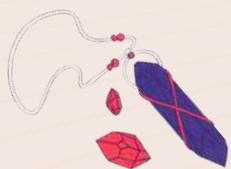


## 4.7 Avoid FOMO, trust the process

Tell us if this sounds familiar: you sit down to brainstorm and come up with content for your social media calendar, when someone brings up a latest trend or the social media posts of a competitor that are all glitter and seemingly do better than your own.

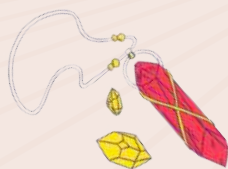
In business, but especially **in the business of social media, the Fear Of Missing Out (FOMO) is real!** Constantly 'trend hopping' or feeling like you are missing out on some magic ingredient can bring down your social media strategy — simply because you lose sight of the long-term goal.

### HERE'S A SHORT CHECKLIST TO KEEP YOUR FOMO IN CHECK



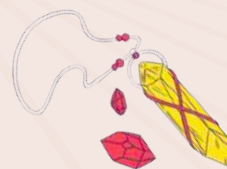
#### NOT ALL NEEDS ARE THE SAME

Comparing your own social media feeds with others is similar to a comparison of chalk and cheese. What matters is that you utilise your own to your best advantage.



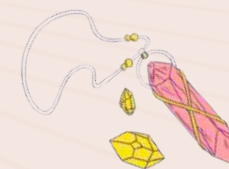
#### EVALUATE YOURSELF OBJECTIVELY

Sometimes, the light of others' success can blind to your own. When evaluating a competitor, understand their needs are different. Go by data-driven insights, not shiny likes and shares.



#### CHANGE IS INCREMENTAL

Even if there is a better way of doing social media, introduce incremental changes to make it stick.

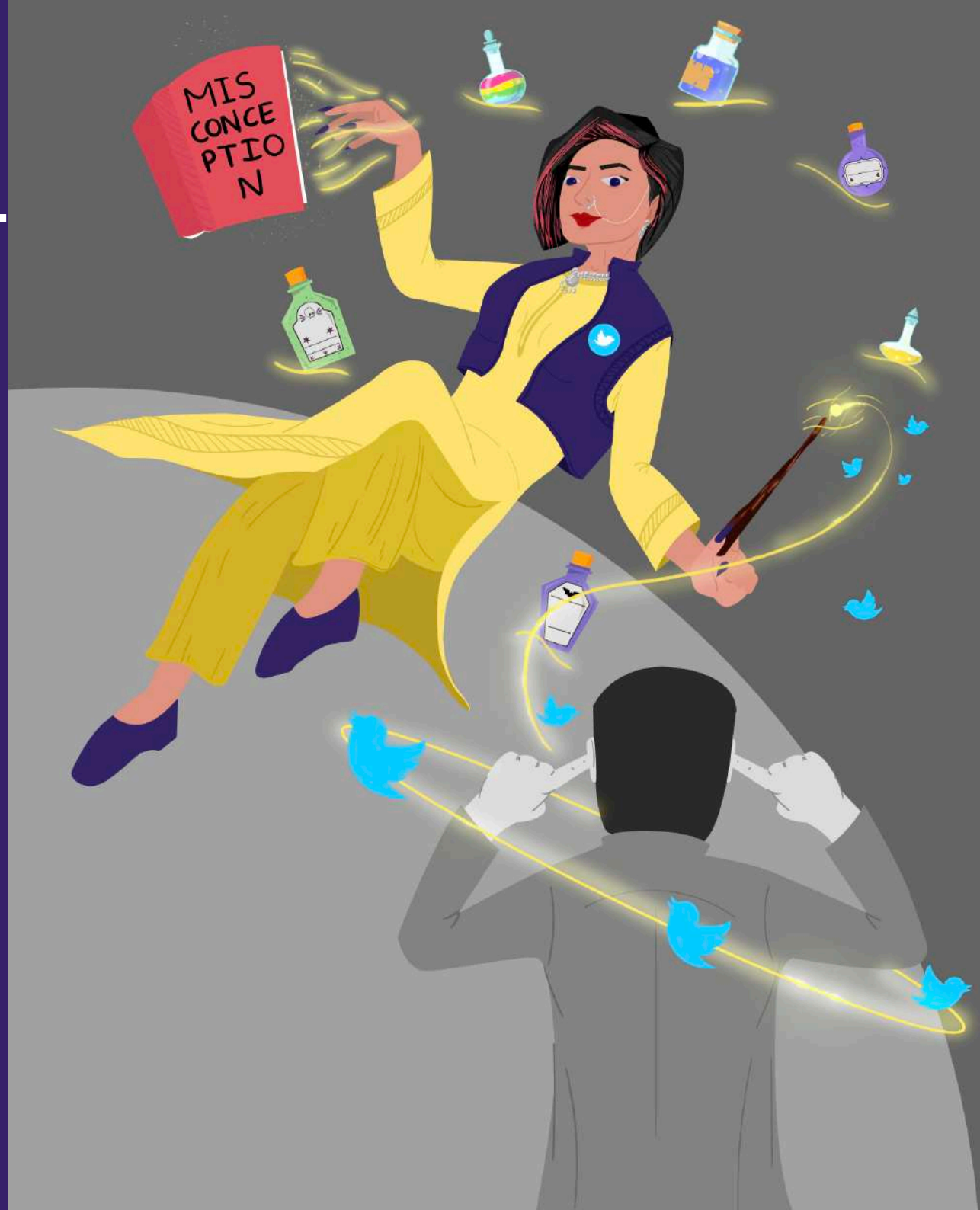


#### BE PATIENT, TRUST YOUR DECISIONS

Social media strategies take a while to bear fruit. Stick to your existing plan and change course only after you analyse/evaluate your results.

# Misconceptions about social media

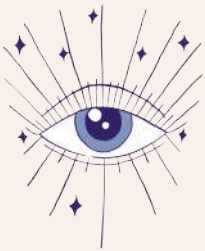
05





## SOCIAL MEDIA IS UNAFFORDABLE

It's increasingly difficult to get traction purely through organic reach — and digital ad costs are growing every year. That said, digital marketing is still far more affordable than traditional marketing. There's also a huge online audience looking to associate with social causes. So the right social media strategy can be effective and affordable.



## SOCIAL MEDIA IS FOR 'YOUNG PEOPLE'

Teenagers are just quick to adapt to new platforms. In truth, the audience changes based on platforms. Facebook, for instance, skews a lot older than many people think. If your audience isn't on a particular platform, then your organisation doesn't need to be there either.



## ONLY YOUNG EMPLOYEES CAN DO SOCIAL MEDIA PLANNING

Youth is no substitute for skills. Or experience. A good social media manager and digital marketing specialist continuously runs campaigns and mobilises communities. It's a serious job. And social enterprises serious about their digital marketing efforts would do well to hire experienced professionals — it makes all the difference.



### EVERY PLATFORM IS THE SAME

Different audiences engage differently on different platforms. This will change the type of content you share and the messages you write. Whether you are on Facebook, LinkedIn, Twitter, or Instagram, each should have its own strategy.



### OUR SUPPORTERS AREN'T ON SOCIAL MEDIA

There are now 206 million users on Twitter, 2.89 billion on Facebook, 1.386 billion on Instagram and 660 million on LinkedIn. Almost half of all Indians are on the internet, and close to one-third are on social media. If your supporters aren't on social media today, they will be soon.



### YOUR WORK SPEAKS FOR ITSELF

Not really. This might be hard to hear, but NGOs overestimate the reach of their work. An organisation's social media handles are an important benchmark by which NGOs are evaluated by big donors, foundations and government officials — not just the general public.

Social media

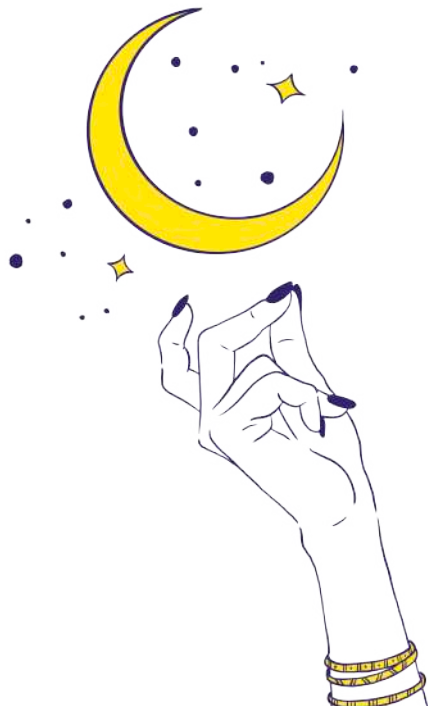
# book of charms



06

There are a number of resources available online for NGOs to get their social media efforts off the ground. We've aggregated some free resources to accelerate your social media efforts (much like this eBook!).

# Happy posting!



## f FACEBOOK

**Facebook Fundraising:** Fundraisers are a dedicated Page where you can tell people about your mission and rally around a fundraising goal with a deadline.

**Facebook Charitable Giving Tools:** There are two avenues to collect donations using Facebook charitable giving tools:

- Charities can collect donations through their charity, Facebook Page.
- Supporters collect donations on a charity's behalf.

## ▶ YOUTUBE

**YouTube's Nonprofits Program:**

The YouTube Nonprofit Program helps nonprofits connect with supporters, volunteers, and donors. For many causes, video is a new but essential format for storytelling. With one billion viewers on YouTube every month, nonprofits of all sizes can use YouTube videos to share their stories with a global audience.

## 📷 INSTAGRAM

**Donate buttons:** Two easy ways for you to ask for donations. Create a post and then choose to add the donate button, select your charity as the beneficiary and post. Or add a donate button CTA to your Instagram Page bio.

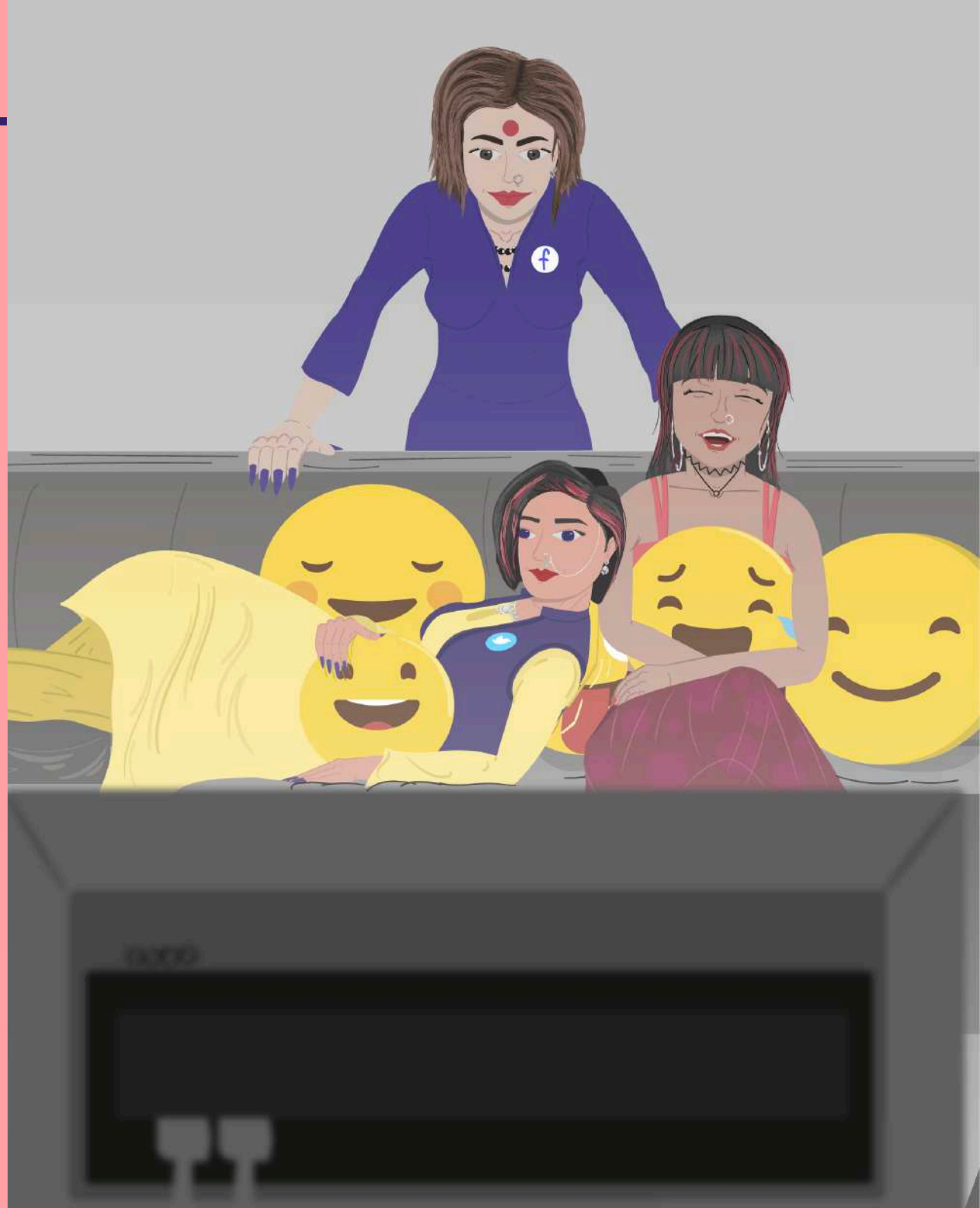
## 🎵 TIKTOK

**TikTok For Good:** TikTok offers 3 specific avenues through which organisations and individuals can use their presence on the application to raise awareness and donations. These are account management, advanced analytics, an promoted hashtags.



Some \_\_\_\_\_  
spellbinding  
\_\_\_\_\_ content

07





Sambhav

Sambhav Foundation

905 followers

1yr •

+ Follow

...

Dussehra celebrates the victory of good over evil. But, it's too early to celebrate. COVID-19, the new face of evil, still looms over us. Our fearless health workers face dangers every day to keep us safe and continue the fight. Let's not forget their good work, let's celebrate this auspicious festival, safely and responsibly.

#ImpactAtScale #GoodvsEvil #HealthcareWorkers #StaySafe  
#CelebrateResponsibly #Dussehra #India #Festival



Evil wears many faces  
but always loses to good.  
Don't hesitate to vaccinate.

Happy Dussehra  
15<sup>th</sup> Oct 2021

Sambhav

by Labournet

Avani Nagwani and 13 others


cry\_india

India

...

# Pad-hattan

The Period-Friendly Town



ANTI DISCRIMINATION GARDEN  
TOILETS FOR GIRLS  
SUPPORT CIRCLE CLUB  
FREE PADS ACCESS UNIT  
MYTH BUSTING CENTRES  
PAIN RELIEF PARK  
ANTI SHAME TOWN  
SHREDDER MACHINE  
STIGMA

RESTRICT THE RESTRICTIONS HIGHWAY

COV CHILD RIGHTS AND YOU

♡

💬


📌

750 likes

cry\_india Could you imagine a period-friendly town for young girls - how would it look?

Here's how we imagine a world where young girls can be free of period stigma, myths, and shame.

To celebrate #InternationalGirlChildDay, let's pledge to let young girls know that periods are normal and that they can talk openly about them. Make a pledge at [cry.org/ltap](https://cry.org/ltap)

youthformentalhealth

DEAR MEN, IT'S OKAY TO

wear make up


express emotions

be a homemaker

seek therapy

indulge in self-care




wear any colour



YOUTH FOR MENTAL HEALTH

INTERNATIONAL MEN'S DAY 2021

CHANGE STARTS YOUNG



1,132 likes


youthformentalhealth


This International Men's Day, we intend to recognize men's mental health and well-being.

As we strive towards mental healthcare for all, we hope that men too find safe spaces breaking the societal norms to express themselves, their feelings and their emotions.

We hope that when men go through low times and feel the need of help, they are able to reach out for support and work towards their mental well-being.






savethechildren\_india

Save the Children

A CHILDHOOD OF POSSIBILITIES

|   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|
| G | F | N | U | T | R | I | T | I | O | N |
| G | F | G | A | C | G | O | A | L | Y | R |
| G | F | G | S | C | H | O | O | L | Y | R |
| L | E | A | R | N | I | N | G | B | G | O |
| I | A | O | R | B | O | H | O | T | V | T |
| Q | G | F | I | A | D | T | B | R | J | Y |
| V | A | C | C | I | N | A | T | I | O | N |
| G | E | D | U | C | A | T | I | O | N | T |
| U | E | X | L | V | B | N | C | O | E | S |
| Z | D | G | E | Q | U | A | L | I | T | Y |

WE ARE BAL RAJAKHA BHARAT




11,884 likes

savethechildren\_india

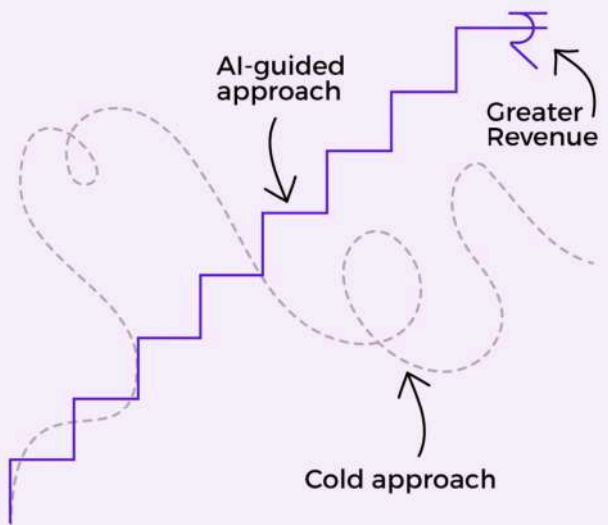
We envision a childhood of possibilities for every child.

How can we ensure that? Help us find the elements in this puzzle.

Drop your answers in the comments 📌



MITIBASE



AI-guided approach

Greater Revenue

Cold approach

Liked by avaninagwann and 24 others

mitibase Close more deals faster with relationship alerts and AI-guided touch base... more

18 July

MITIBASE

mitibase

Sambhav Foundation

904 followers

11mo ·

+ Follow

Vaccination is essential for a speedy 'return to normal'!

Here's a quick rundown of our vaccination drive in Palghar. We faced a record number of consultations in Palghar and Jawhar. While we have a long way to go, we are taking a pause to acknowledge our progress.

It's the small towns and villages where the trenches must be dug if we want to keep the battle away from urban centers.

To know more about our work in immunization, visit our website.

#ImpactAtScale #Livelihoods #Vaccines #VaccinationDrive #HealthcareForAll #Medicine #Community #Development #SocialImpact

How Sambhav's November vaccination drive went




| Category                                      | Value |
|---|-------|
| Patients availed teleconsultations at Jawhar  | 150   |
| Patients availed teleconsultations at Palghar | 267   |
| Health check-ups at Jawhar Center             | 150   |
| Health check-ups at Palghar Center            | 327   |


894 patients benefitted from our vaccination drive

Avani Nagwann and 15 others

2 comments




cry\_india








I'm a shawl, made of colourful threads,  
woven delicate and soft. The longer I  
become, I notice how small the boy is  
who's making me.

Smaller still as he sits hunched over  
weaving me in the cold. And I'm not  
even allowed to wrap around him to  
keep him warm.

I wonder what he'd look like  
upright, not bowing to anything.  
Where I can keep out the cold  
as this little one succeeds  
through life.





122 likes

**cry\_india** Children everywhere deserve a childhood filled with happy, warm feelings, but this doesn't happen very often for many children.

It's time to act now to protect the children of India from child labour and give them the childhood they deserve - full of hope, safety and creativity.

You can pledge your support by visiting [cry.org/letchildrenbechildren](https://cry.org/letchildrenbechildren) or by donating.

cry\_india



Childhoods should be made of  
**toys, not tools.**




314 likes

**cry\_india** #LetChildrenBeChildren


We need your help in the fight against child labour. You can pledge your support at [cry.org/letchildrenbechildren](https://cry.org/letchildrenbechildren), donate towards our cause by clicking on the link in our bio, or simply take a screenshot of any of the images above, share it on your story, and tag us.





Together, let's protect the childhoods of India's children.

#ForOurChildren #worlddayagainstdchildlabour




savethechildren\_india



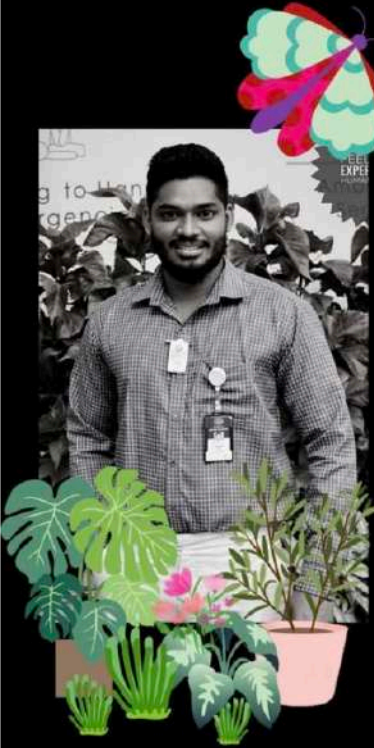


584 views

savethechildren\_india We so agree! Every child has limitless potential. All they need are the right opportunities in life. And this is what we do at Save the Children, day in an day out, we help children get a real shot at a fulfilling childhood and thus a brighter future. Join the movement: [www.savethechildren.in](http://www.savethechildren.in)







makeadiffindia



Samuel

*"Never been more excited than today to update where I am in life."*

MAD Youth Vellore and Bangalore



186 likes

makeadiffindia SAMUEL

Our youth touch the sky, and you might get to be there with them.

Volunteer applications are open!



# Pangolin

## Wizarding Services

### *Pangolin Marketing*

is a branding and marketing agency built for the development sector. We work with tech and non-tech solutions that create equitable, affordable access to healthcare, education, and livelihood opportunities, and partner with social enterprises, non-profits, impact investors, and foundations.

