
18 December 2014

Dear Friends,

We live in a world where many ideas and pieces of information are exchanged through social media. How can small non-governmental organizations and community-based organizations harness the power of social media? In this week's Newsflash, we share with you some resources on using social media to strengthen your work and network with others.

Sincerely,

The Firelight Team

(Resource) Two presentations on how NGOs can use social media

(Resource) How to ask and answer questions with Quora

(Resource) Using Social Media to Enhance NGO Impact

(Resource) Social Media for Social Change: Using the Internet to Tackle Intolerance

(Accepting for Applications) The David & Lucile Packard Foundation Population and Reproductive Health Grants to South Asia & Sub-Saharan Africa

(Resource) Two presentations on how NGOs can use social media

(A) How NGOs can use social media to create impact & eradicate poverty

This presentation was delivered to the United Nations by J.D. Lasica and Shonali Burke from SocialBrite in 2012. They describe that social media and mobile technology can be used to:

- Raise public awareness of your cause
- Raise funds for your cause
- Reach new constituents & supporters
- Build a community of passionate champions
- Get people to take real-world actions
- Enhance existing communications programs
- Advance your organization's mission

The presentation describes considerations before you start using social media. They present five major ideas, and provide examples of each:

- Your NGO is a media outlet

- Build your community
- Use multimedia storytelling
- Chunk it out: The rise of 1-to-1 giving
- Use mobile & text2give

See the full presentation along with additional resources here: <http://bit.ly/1pZmDoj>

(B) How NGOs can use Social Media

This presentation by Farra Trompeter was presented to the UN in 2010. The presenter shares what social media is and isn't, and ideas for participating. Participating includes listening as well as engaging, initiating and creating. Helpful strategies and examples are also offered in the presentation.

See the full presentation here: <http://bit.ly/1AotNmM>

(Resource) How to ask and answer questions with Quora

Quora (quora.com) can be a powerful way to gather collective knowledge. It's a question-and-answer site where people give fairly thoughtful and helpful responses. This article guides new users through the process of setting up a profile, finding relevant topics, asking questions, and sharing your own expertise.

Read the article here: <http://bit.ly/1AoucG0>

(Resource) Using Social Media to Enhance NGO Impact

This four-page document, published by FHI 360, describes the range of social media technologies available to NGOs, why social media matters, guiding principles for success, common pitfalls, and suggestions on how to get started. Here are some highlights:

- "Social media is the democratization of information, transforming people from content readers into publishers."
- "Be open, honest and authentic in everything you say and do. You cannot spin the truth with social media."
- "It is important not to become sidetracked by the hype, where excitement about tools drives their usage, rather than what people can do with them. "

Read the document here: <http://1.usa.gov/1ySoUT1>

(Resource) Social Media for Social Change: Using the Internet to Tackle Intolerance

Social media can be an effective platform to effect change through advocacy. This report reviews how social media can be used for social good, describing background research, findings from a series of expert workshops, and an experimental social media campaign aimed at tackling homophobia. This experimental campaign is used as a starting point to consider effective ways in which social media can be used to tackle intolerance.

View the full report here: <http://bit.ly/1tMPoB0>

(Accepting for Applications) The David & Lucile Packard Foundation Population and Reproductive Health Grants to South Asia & Sub-Saharan Africa

Deadline: Ongoing

The David & Lucile Packard Foundation accept grant applications from organizations in South Asia & Sub-Saharan Africa for the Population and Reproductive Health program. The Foundation is committed to promoting reproductive health and rights and stabilizing population growth. The program invests in new ideas that explore a range of innovative approaches to advance sexual reproductive health and rights.

In Sub-Saharan Africa, the Foundation focuses on increasing access to quality reproductive health information and services, including safe abortion and post-abortion care, for women and girls, and to advancing political and financial support for quality family planning and reproductive health. The Sub-Saharan Africa subprogram investments at the national level and in Oromia, Ethiopia and makes targeted investments in Kenya, Rwanda and Kinshasa, Democratic Republic of Congo (DRC) and in regional advocacy efforts.

Who can submit applications? Nongovernmental organizations and networks that allow the Foundation to partner with government and donors are highly encouraged to apply for grants. The Foundation does not fund governmental institutions or direct services.

Interested grant-seekers may submit an email inquiry (one page) to population@packard.org. Only inquiries that clearly support a particular subprogram strategy and fall within the subprogram's geographic priorities will be considered. The inquiries will be responded within 4-6 weeks.

Source: FundsForNGOs (<http://bit.ly/1BiqQaP>)

For more information, please visit The D & L Packard Foundation: <http://bit.ly/1pZnsgQ>

As part of the Firelight Foundation's Capacity Building Program, Firelight provides "Newsflashes" to share relevant resources and information with our active grantees-

partners via weekly emails and via post on a monthly basis. We hope that by facilitating access to information for grassroots, community-focused organizations, programming for children and families, as well as organizational development, is enhanced. Past editions of the Firelight Newsflash can be found on our website:

<http://www.firelightfoundation.org/resources/newsflash>

We welcome your comments, feedback and ideas for upcoming Newsflashes at newsletter@firelightfoundation.org

For more information contact:

Firelight Foundation
740 Front Street, Suite 380
Santa Cruz, CA 95060 USA
www.firelightfoundation.org
+1 831-429- 8750