

ALR206 assignment 1

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INTRODUCTION

This report will explore the social use of two non-profit organisations named Doctors without Borders and Operation Smile. They are both medical charities that have a presence in developing countries, sending out doctors performing operations, and have a strong support system worldwide. The report will show figures and numbers comparing them to one another and illustrating the difference and similarities in the way they use photos, videos and language to reach their stakeholders and often to promote the organisation's event and donations. I will be using Keyhole, LikeAlyzer, and Foller to back up the Twitter and Facebook data.

THEIR SOCIAL MEDIA PROFILES

Doctors without borders and operation smiles adopted social media presence is first of all to connect with target public, says Johnson and Sheehan. This is what non-profit groups use the technology for, but also to reach out and claim new target publics (2014, page. 170). for non-profit organisations, it's also very important to streamline their functions, interact with volunteers, and donors, educate others about their programs and services (Waters, 2009, cited by Burnett, 2009 p. 103). By using social media, people can find organisations easier, and Information can be exchanged, collected, aggregated, and disseminated in a split second (White, 2016, p .2).

GROUND DATA

Doctors without borders twitter profile according to Foller has made 22,763 total posts, has 917, 854 followers as of 12/08/18 . By using Keyhole, we can see It has in average 28 likes, and 20 retweets. (keyhole)

Using Foller, we can determine what's inside a hundred tweets, to explore what strategic action the group prefers to use. Figure 1 illustrates the findings. (Foller)

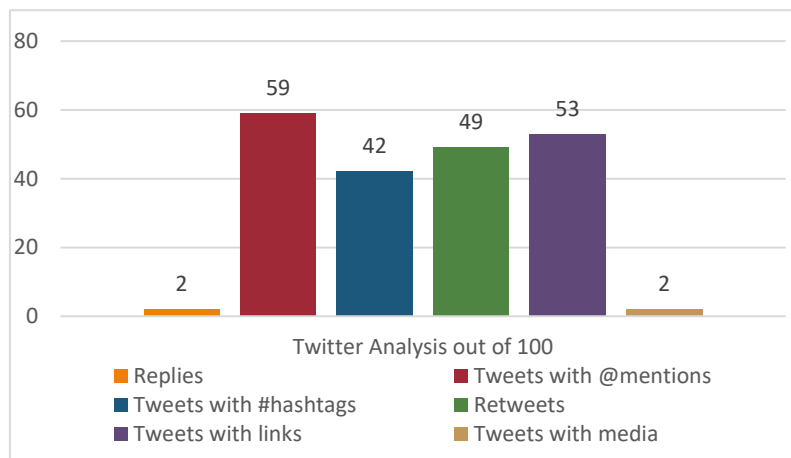
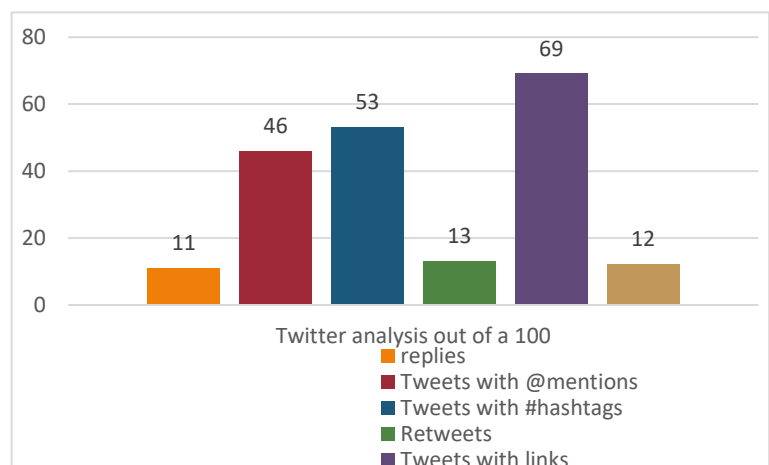


Figure 1: Doctors Without Borders.

Figure 2: Operation Smile.

Operation Smile has 15,293 tweets, and 55,712 followers as of 12/08/18. They have average likes of 30 likes and seven retweets(keyhole). The data from Foller tells us the analysis by looking at 100 tweets and what they contain to make figure 2(Foller).

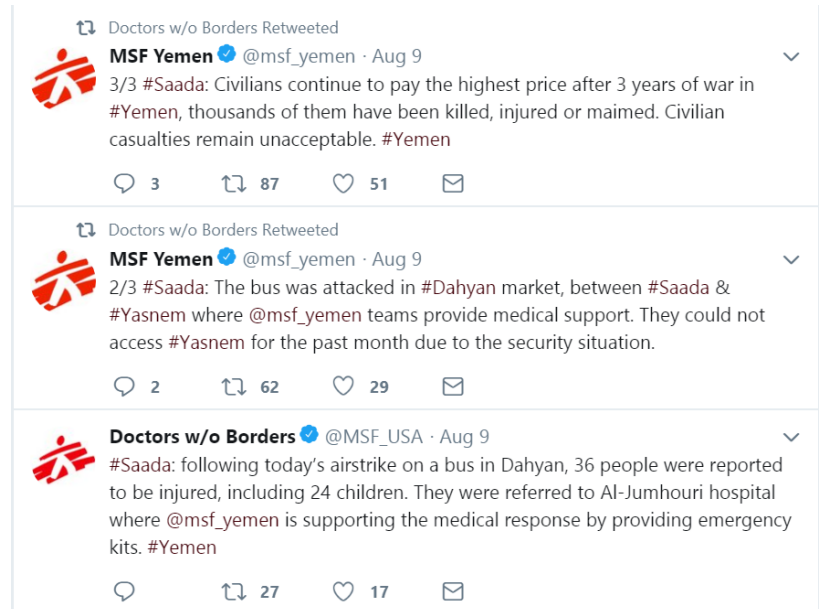


To analyse deeper the groups use of Twitter, Lovejoy and Saxton, during their studies of nonprofit organizations management of internet channels, suggests a good way of breaking down the tweets, by parting them into three functions: Information, Community, and Action (Lovejoy, Saxton, 2012, p. 341)

INFORMATION

Doctors without Borders

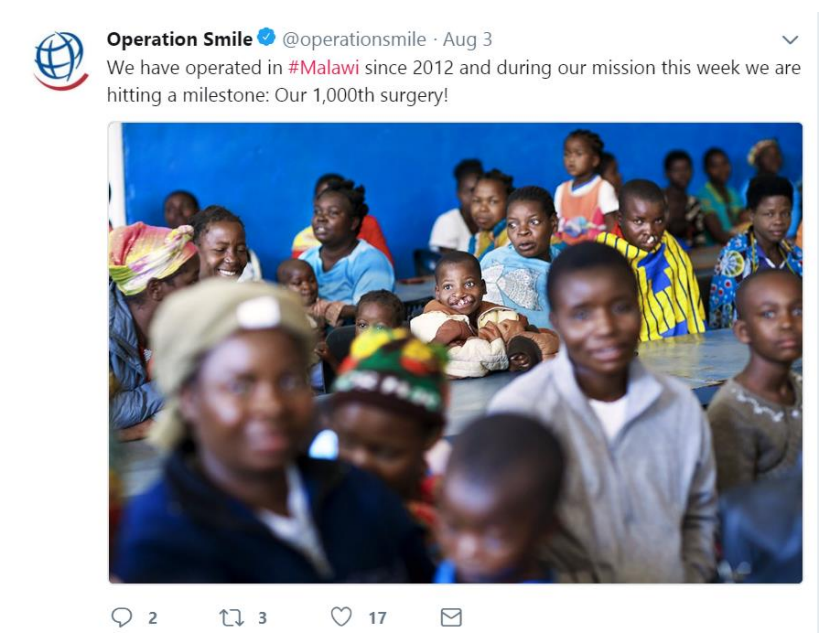
The screenshot to the right is them sharing news to what's happening in one of their areas, but no "donate" or hyperlink, videos or images are being used. Doctors without borders often put this out a lot to connect a broad array of stakeholders to its mission and help to boost accountability and public trust (Saxition, Lovejoy, 2012, p.343).



(Screenshot MSF_USA, twitter, retrieved 12/08/18)

Operation Smile

Operation Smile in this example tell their followers about the milestones the organisation has reached, and how far they have come. This is a good way of updating the stakeholders about their progress and how the money people have donated is used. Operation Smile tend to share news stories less than Doctors without borders and focus mostly on sharing stories regarding the people they help.



(screenshot from operationsmile, twitter, retrieved 12/08/18)

COMMUNITY

Doctors without Borders



(Screenshot from MFS_USA, twitter)

Doctors without borders tended to answer the stakeholders less, and get less replies from stakeholders, with 11 percent difference, as seen in figure 1 and 2. Doctors without Borders however, retweets 36% per 100 tweets more than Operation Smile, to show their support to other organisations or people. Operation smile seemed to thank its donators more, which is a nonprofit's most basic tenets (p. 334).

Operation smile

An example of Operation Smile's thanking its stakeholders and showing images of the children they help before the surgery. This Tweet also uses the "Action" sequence with the hyperlink and asking for help to reach more children.



ACTION

This is the most important part of the nonprofit organisations use of social media, as they need stakeholders support and donations to keep doing work (Lovejoy, Saxton, 2012, p. 345).

(Operationsmile, Twitter, retrieved 12/08/18)



Johnson and Sheehan point out that to get a more effective donation and awareness when *encouraging* active participation in campaign activities (2014, (p. 173). Operation Smile compared to Doctors without borders, used 11 percent more specific hashtags (Figure 1 and 2), which is a good technique to make it easier to find the campaign the group is organizing and

spreading it (Lovejoy, Waters, Saxton, 2012, p. 314). In the example above, they are promoting donations with their own hashtag.

Doctors without Borders regularly tweet call for volunteers and employers to join, more than Operation Smile, as the organisation is bigger and in need of more and more surgeons and volunteers.



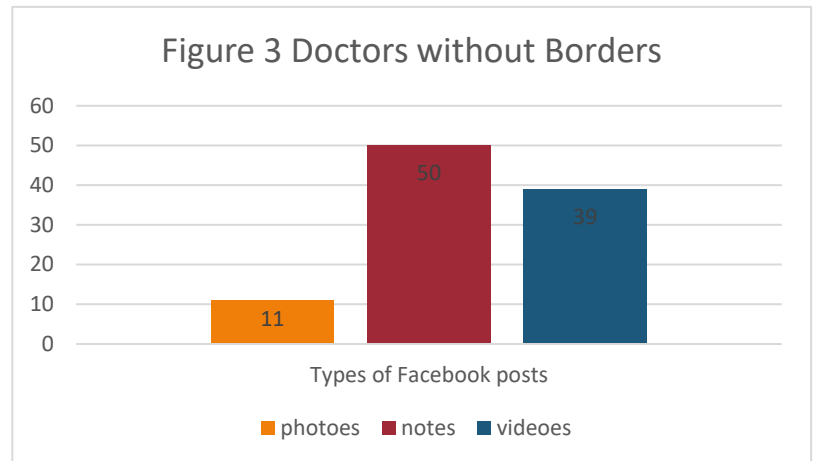
12/08/18)

(Doctors without Borders, Twitter, retrieved

FACEBOOK

White tells us that Twitter is more straightforward and quicker for warnings, which can be more useful for nonprofit organisations to get fast donations in a situation, however, having a Facebook profile is still a must for a modern organisation, and it's a good tool to bring together locals and people with similar interests (White, 2016, P. 88)

Their Facebook pages have more community driven PR activities and share more video, photos and answers more questions. This being the most common form of message dissemination (Carrera cited by Waters, Burnett, Lamm, Lucas, 2009, page 103) By using LikeAlyzer we can see the activity and make figure 3 and 4.



Keyhole tells us that the Facebook page of Doctors without borders has 856 Average likes, 47 average comments and 342 average shares.

Example of their more community engaging posts is this quiz. Where they also reply the stakeholder's guess.

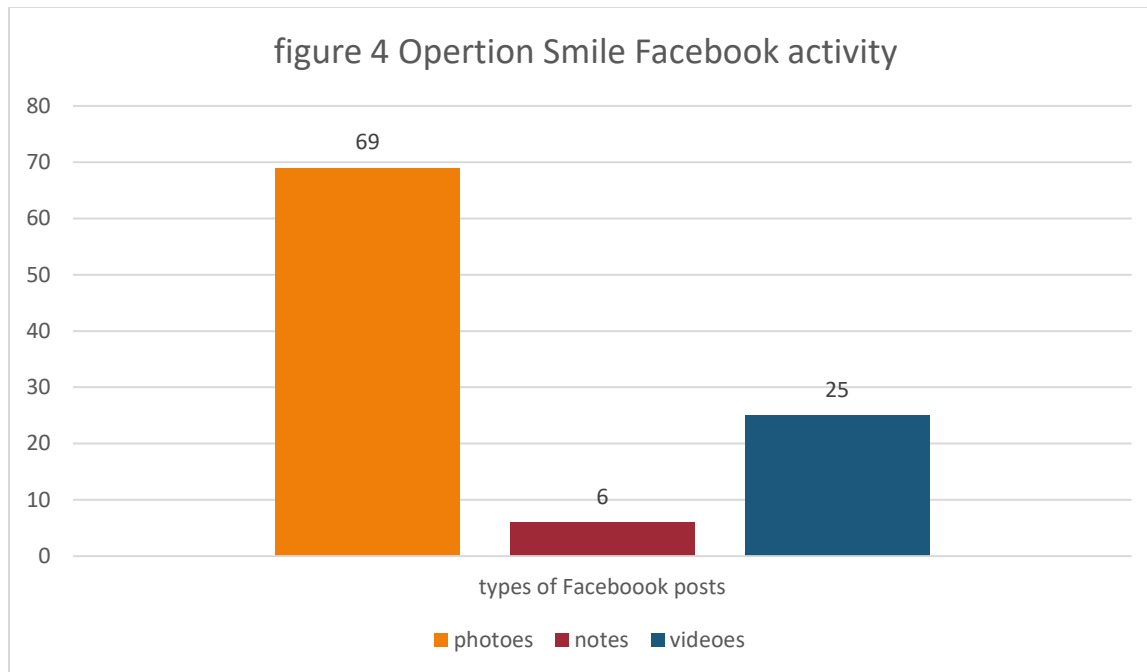


AVG

(screenshot from Doctors without Borders, Facebook, retrieved 12/08/18)

Operation Smile's Facebook

Figure 4 shows the activity using the data from LikeAlyzer, showing they posts more pictures than Doctors without Borders. They have 209 average likes, 7 average comments and 33 average shares.



Operation Smile posts much of the same as they do on twitter, but with the Facebook no character limit, makes it a better recipient for human stories. They put the entire story, along with the photos, all in one post, making it simpler for stakeholders to read, share and comment. Whereas on twitter, the group had to split a patient story up in three parts, making it clumsy to read. Like Doctors without Borders, Operation Smile also answers their stakeholder's questions more on Facebook, and thanking them for their support and help, making it better for growing the community and raising awareness for their cases.

(Screenshot from Operation Smile, Facebook, retrieved 12/08/18



CONCLUSION

operation smile has more human stories, showing more pictures on both Twitter and Facebook of the people's result of the surgery. This is a very useful technique, as it brings us closer to the people who need the help, and to see the direct changes, compared to doctors without borders, that perform surgeries as well, but does not show the patients direct change after the operations.

Doctors without borders have more news like stories about what is happening in countries they are in, and what their organisation is doing to help. Both organisations has a big presence on Facebook, and both organisations do better on community and event building there than twitter, but Twitter is still very useful to quickly share updates and get traction for them.

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