



E-engagement Capacity Enhancement for NGOs

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Background

- People, especially youths, spend a lot time on the Internet
- It is possible for NGOs to reach them through Web and social media, such as
 - online social networks (e.g., Facebook)
 - videos (e.g., Youtube)
 - blogs (e.g., Yahoo blog, Xanga)
 - microblogs (e.g., Twitter, Sina Weibo)
 - forums (e.g., hkgolden.com)



Objectives

- Explore end users' online needs and preferences
- Syndicate relevant basic web and social media engagement information, research, and strategies to create a series of training materials and workshops



Workshops

- Workshops are provided to NGOs who are planning or already have on-going online initiatives.
- The training will help these organizations
 - engage or retain their target audience
 - manage their online channels
 - maximize their resources on web initiatives.



Current Progress

- Two workshops organized with Hong Kong PHAB Association
 - June 2012 and July 2012
 - 50 participants



Current Progress

- One full-time RA hired
- Designed a survey to understanding the use of Internet and social media by young people in Hong Kong
- Reviewing NGO websites to identify best practices (e.g., Caritas, HKFYG) and to write case studies



Current Progress

- Planning for more workshops
- Developed contents for two workshops
 - Web 2.0 Basics for NGOs
 - Web 2.0 Testing and Marketing



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e-Engagement