e-Engagement Capacity Enhancement for NGOs

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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

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What have been done

- Workshops and symposium
- Training materials
- Case studies
- Research

- Project website
  - http://www.business.hku.hk/analytics/e-engagement/

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Events

- 4 workshops and 1 symposium were held for NGOs on the following topics
  - Online Social Interaction (Jun 2012)
  - Computer Skills for Web Site Browsing (Jul 2012)
  - How to Use Web and Web 2.0 Effectively to Reach the Community (Aug 2013)
  - How to Use Google Analytics for Better Online Promotion (Nov 2013)
  - Understanding Online Communities through Internet Tools (Jan 2014)
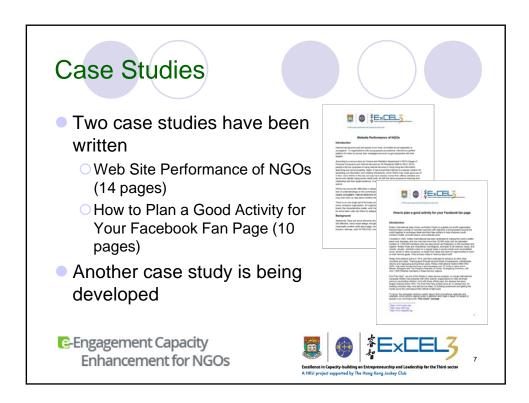
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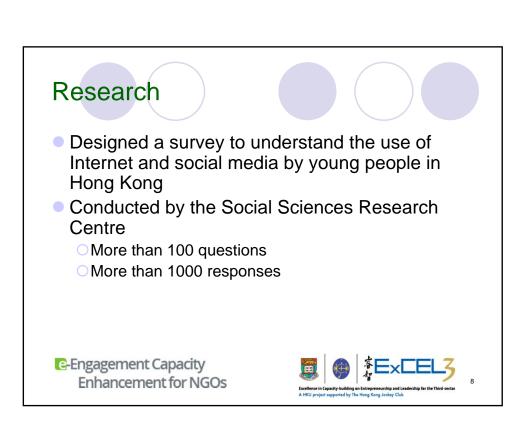e-Engagement Capacity Enhancement for NGOs

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Training Materials

- Four sets of self-learning materials have been developed and made available online
  - Web 2.0 and Web sites
  - How to make a Web site?
  - Edit Pictures with Free Software PhotoCap
  - Web 2.0 Testing and Marketing

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Case Studies

- Two case studies have been written
  - Web Site Performance of NGOs (14 pages)
  - How to Plan a Good Activity for Your Facebook Fan Page (10 pages)
- Another case study is being developed

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Research

- Designed a survey to understand the use of Internet and social media by young people in Hong Kong
- Conducted by the Social Sciences Research Centre
  - More than 100 questions
  - More than 1000 responses
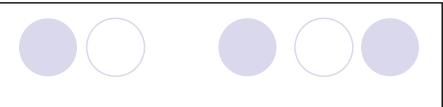
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Research

- Some interesting findings have been revealed in the data
- Research papers are being developed to report findings on several topics
  - E-engagement success factors
  - Youth social withdrawal
  - Internet addiction
  - Online help-seeking behaviors

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Thank you!

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