

BRAND COMMUNICATION, SOCIAL MEDIA & DIGITAL PRESENCE

For NGOs

CONTENT

1	Brand Communication	Brand identity – who you are as a brand, what you stand for Brand voice – how you talk to your audience Visual branding – logo, colour palette, typography Brand style guide – how to use brand concepts in marketing and communication
2	Digital Presence	Digital presence – website, social media, Google business profile, WhatsApp Business How to audit your brand visibility on Google
3	Communication Strategy	Communication strategy Target audience – Who are you trying to reach Mobile communication strategy How to communicate your NGO message
4	Action Plan	Prepare an action plan to improve brand communication and digital presence Brand Communication Workbook

ACTION PLAN



1. Prepare your Brand Style Guide
2. Audit your current digital presence and take corrective steps:
 - - Website - Update
 - - Social Media – follow the best practices
 - - Google Business Profile - Setup
 - - WhatsApp Business - Setup
- Track your communication KPIs across all platforms
- Setup Google Analytics 4 to track website users



BECAUSE OPPORTUNITY BELONGS TO ALL

BRAND COMMUNICATION

BRAND IDENTITY

- **What it is:**

The tangible, visual elements that represent your brand. These include your logo, colour palette, typography, imagery, packaging, and website design.

- **Think of it as:**

The physical appearance and style of your brand.

BRAND VOICE

- **What it is:**

It is essentially the unique way your brand communicates with its audience - the words you use, the overall tone, personality, and style that comes through in your communications

- **Think of it as:**

How your brand speaks. This is the specific way you communicate with your audience.

BRAND IDENTITY – PERSONALITY - VOICE

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Imagine your brand as a person.

Your **brand identity** is the clothes, hairstyle, and physical appearance, while **personality** is humour, values, and how you interact with others, and **brand voice** is how you speak to your target audience.

All contribute to who you are and how others perceive you.

Remember that your **brand personality is the core**, and your **brand voice is the way you express it**.

Both are crucial for building a **strong brand identity** and connecting with your audience.

VISUAL BRANDING

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Visual branding is the visual language that communicates your brand identity and values without words.

Logo

It is the cornerstone of your visual identity.

Consider the emotions and message you want to convey with the logo's design and elements.

Colour Palette

Colours evoke powerful emotions and associations.

Choose a limited palette that reflects your brand personality and resonates with your target audience.

Typography

Fonts influence the perception of your brand.

Choose fonts that complement your logo and brand personality.

VISUAL BRANDING

Imagery

Using high-quality, relevant images can enhance your brand communication.

Consider using a consistent style of photography, illustration, or graphics

Layout & White Space

The way you arrange visual elements on a page or screen is important

Utilise white space strategically to create balance, readability, and emphasise important elements.

Consistency

Use the same logo, colours, fonts, and visual style consistently on your website, social media, marketing materials and on all communication.

Maintain consistency in font styles and sizes for headings, body text, and other elements.

GOOD BRANDING EXAMPLES

Brand: Amul

Personality: Fun, witty, relatable, Indian.

Voice: Informal, playful, uses humour, often references current events.

Identity: Iconic "Amul girl" mascot, bright yellow packaging, topical billboard campaigns.

Brand: Zomato

Personality: Young, trendy, tech-savvy, convenient.

Voice: Informal, friendly, uses emojis and slang, engages with customers on social media.

Identity: Vibrant logo and colour palette, user-friendly app, active social media presence.

BEST PRACTICES – USE OF BRAND STYLE GUIDE

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FIRST IMPACT

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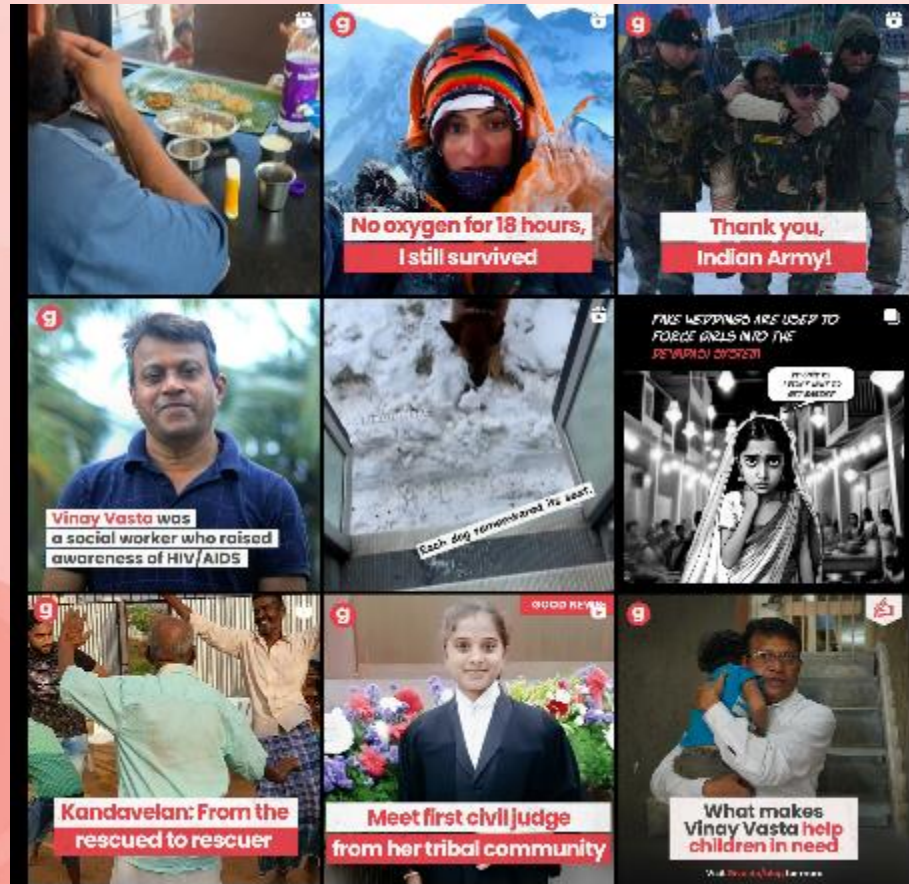
BEST PRACTICES – USE OF BRAND

STYLE GUIDE

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FIRST IMPACT

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DIGITAL PRESENCE

DIGITAL PRESENCE



Website

Provides 24/7 access to information – virtual office



Social Media

Creates visibility & interaction



Google Business Profile

Provides visibility on Google Maps and local searches



WhatsApp Business

Engage with your audience in real-time

AUDIT YOUR BRAND PRESENCE ON GOOGLE

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EXERCISE

How is your NGO presented when customers search online? Check on your **phone and laptop**

- Type your NGO name in the Google search bar
- Type any of the key services your NGO offers.
- Type your NGO phone number
- Type your NGO address in the search bar
- Note your social media profiles that appear in the search results

Note: Always keep your name, address, and phone number (NAP) updated in all the digital profiles.



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WEBSITE

A QUICK AUDIT OF YOUR WEBSITE

EXERCISE

1. Go to your website
2. On your home page, can you find the donate button without clicking any links?
3. Go to your donate page, review the content and payment options you offer
4. Check the pages on your mobile phone.

GET YOUR WEBSITE READY FOR DONORS

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- Have a convincing donation page. Show the donate links in prominent positions on the home page.
 - <https://www.giveindia.org/missions/mission-no-child-hungry>
- Use compelling content to attract donors. Show visual proofs – photos, videos, donor testimonials – to build credibility.
- Give various choices for donation – monthly, one-off, annual, choice to select the amount for donation etc.

GET YOUR WEBSITE READY FOR DONORS

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- Make it easy to donate
 - <https://sharethemeal.org/campaigns/shecan1>
- Instead of saying Donate, say what the donation will be used for. E.g Feed a child, Educate a child
 - <https://www.giveindia.org/>
- Add an FAQ in your donation page to answer the possible questions a donor may have.
- Share your mission on social media with links to your website or donation page.

ACTION PLAN - WEBSITE

- Make an action plan with a checklist of things to do to improve your website and the donation page.
- Remember to check the changes on your mobile phone before making it live.
- Minimise the number of clicks needed to donate online.
- Ensure brand style guide is followed



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GOOGLE BUSINESS PROFILE

HOW DO PEOPLE SEARCH ONLINE

DIRECT SEARCH

When your NGO name is directly
typed in the search bar

INDIRECT SEARCH

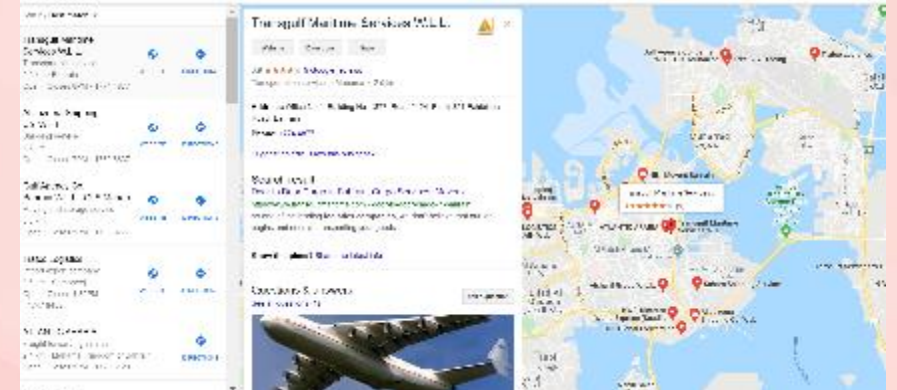
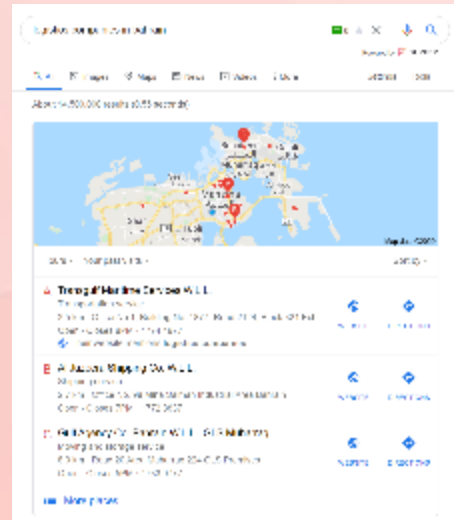
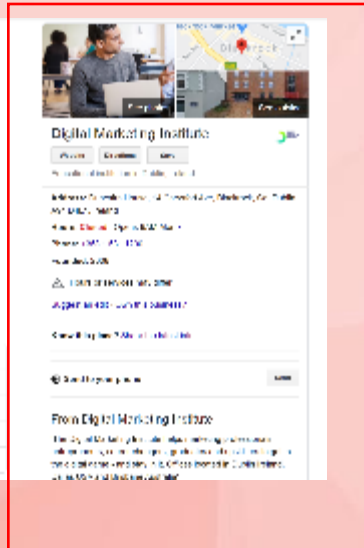
When people search using
keywords, phrases or questions.

3 WAYS PEOPLE CAN FIND YOU ON GOOGLE

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FIRST IMPACT

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1. Through Knowledge Graph / Panel

2. Google Map Panel

3. Google Map Search Results

VISIBILITY – WHY IS IT IMPORTANT

If your NGO doesn't show up when someone performs a search related to your service in Google, that's a huge missed opportunity.

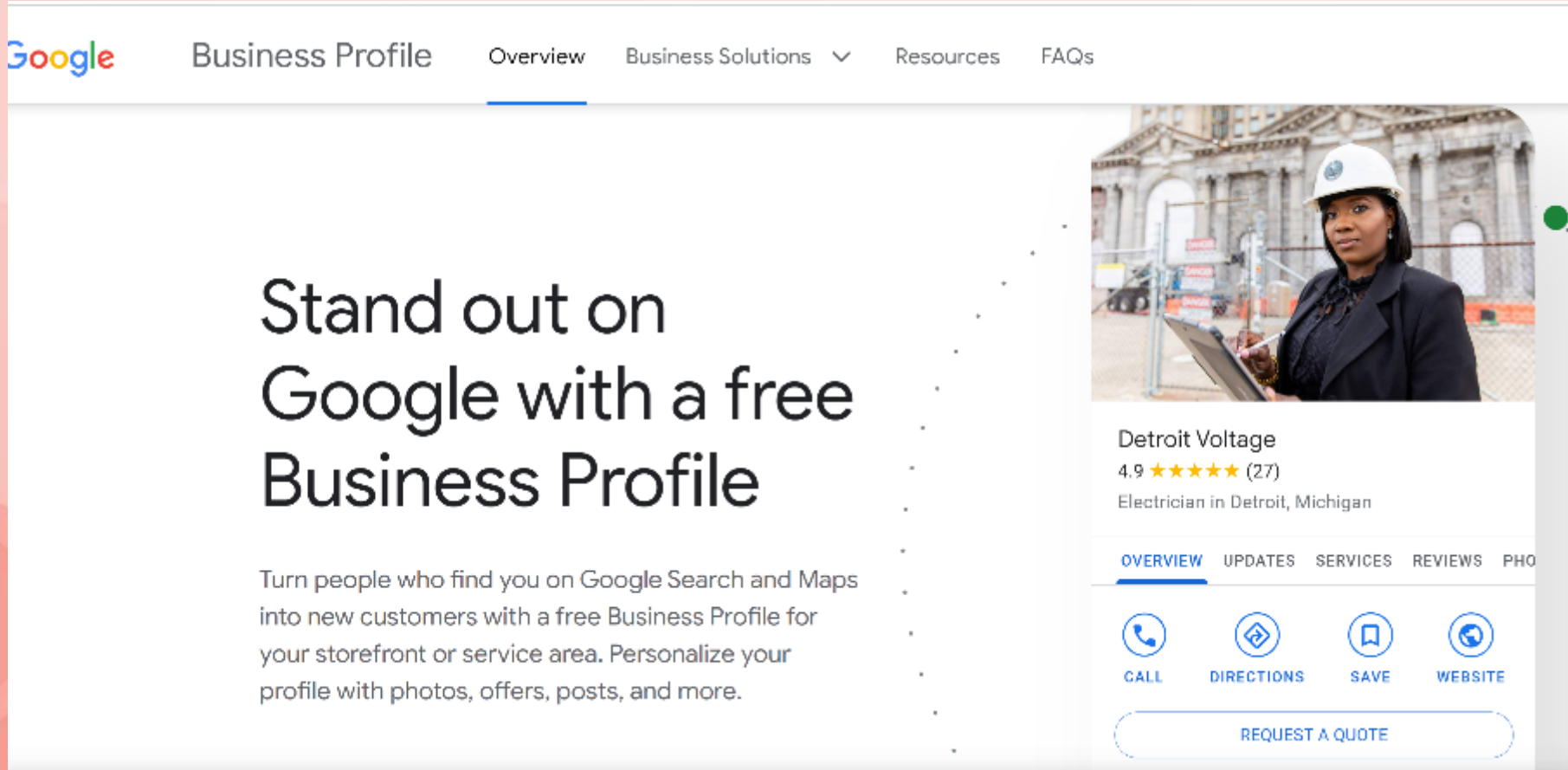
WHAT IS GOOGLE BUSINESS PROFILE?

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FIRST IMPACT

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<https://www.google.com/business/>



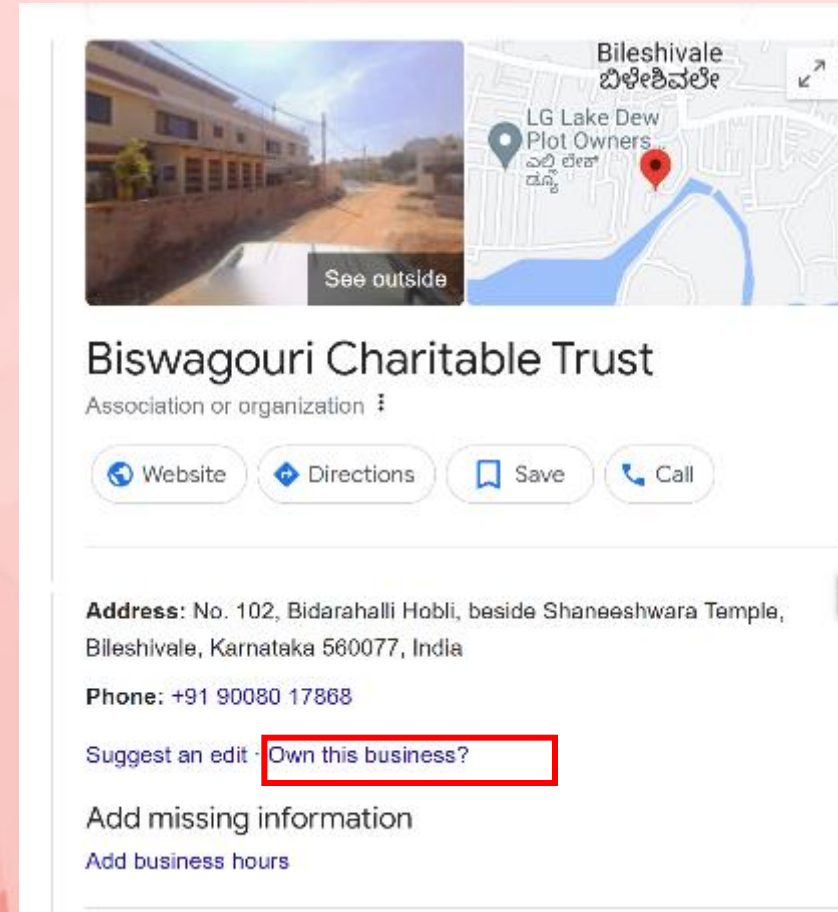
The screenshot displays the Google Business Profile homepage. At the top, the Google logo is on the left, and navigation links for 'Business Profile', 'Overview', 'Business Solutions', 'Resources', and 'FAQs' are on the right. The main heading reads 'Stand out on Google with a free Business Profile'. Below this, a paragraph states: 'Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.' To the right, a business listing for 'Detroit Voltage' is shown, featuring a photo of a woman in a hard hat, a 4.9-star rating from 27 reviews, and the location 'Electrician in Detroit, Michigan'. Below the listing are tabs for 'OVERVIEW', 'UPDATES', 'SERVICES', 'REVIEWS', and 'PHOTOS'. At the bottom of the listing are icons and labels for 'CALL', 'DIRECTIONS', 'SAVE', and 'WEBSITE', along with a 'REQUEST A QUOTE' button.

HOW DOES YOUR GOOGLE BUSINESS PROFILE LOOK

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WHY IS GOOGLE BUSINESS PROFILE IMPORTANT

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Use your free business profile in Google to start building visibility in Google Maps and Google Search in your local community

- Google business profile is more than just a listing
- It's a free business profile which helps you manage how your business appears on Google Search and Maps
- It helps you feature the best of your business
- It makes it easy to do business with you
- Customers can book services right from your profile
- Share your donation options, post photos of your projects
- Get the analytics to understand how customers find you

ACTION PLAN - SET UP GOOGLE BUSINESS PROFILE

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FIRST IMPACT

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Watch the video, claim your business profile and get it verified



[Click to View the Video](#)

- Lini Reghunath

Classification: [Internal](#) - [Vendor Shareable](#)



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SOCIAL MEDIA

It's all about storytelling!

COMMON FEATURES IN SOCIAL MEDIA

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1. Page Name / Account Name
2. Cover Photo
3. Profile Picture
4. About Section
5. Call-To-Action (CTA) Button



BIO-LINK IN SOCIAL MEDIA

Use Linktree for your link in the bio
and share multiple links

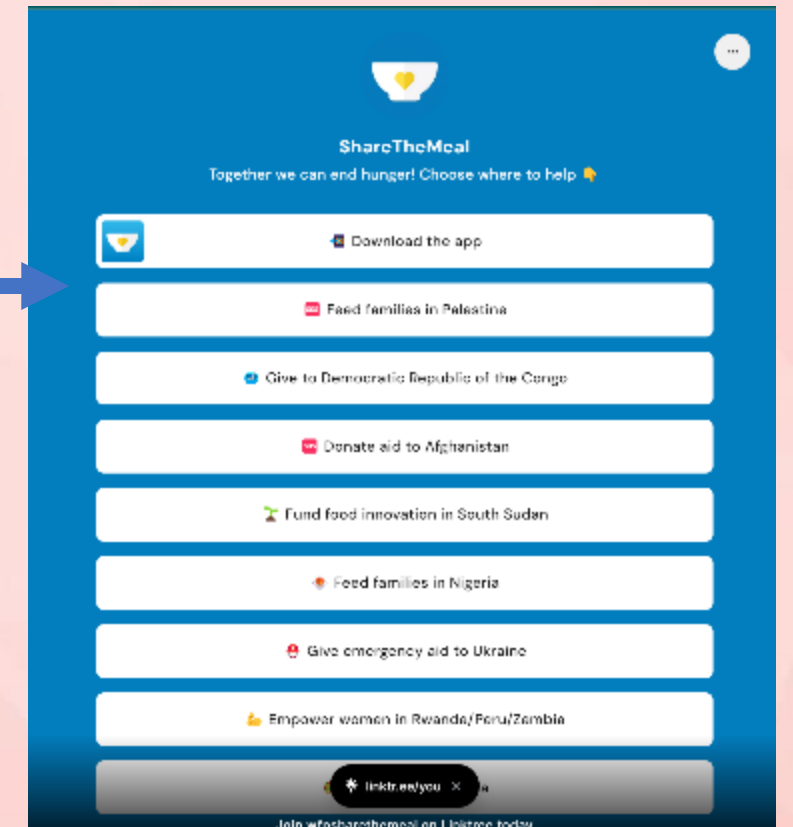
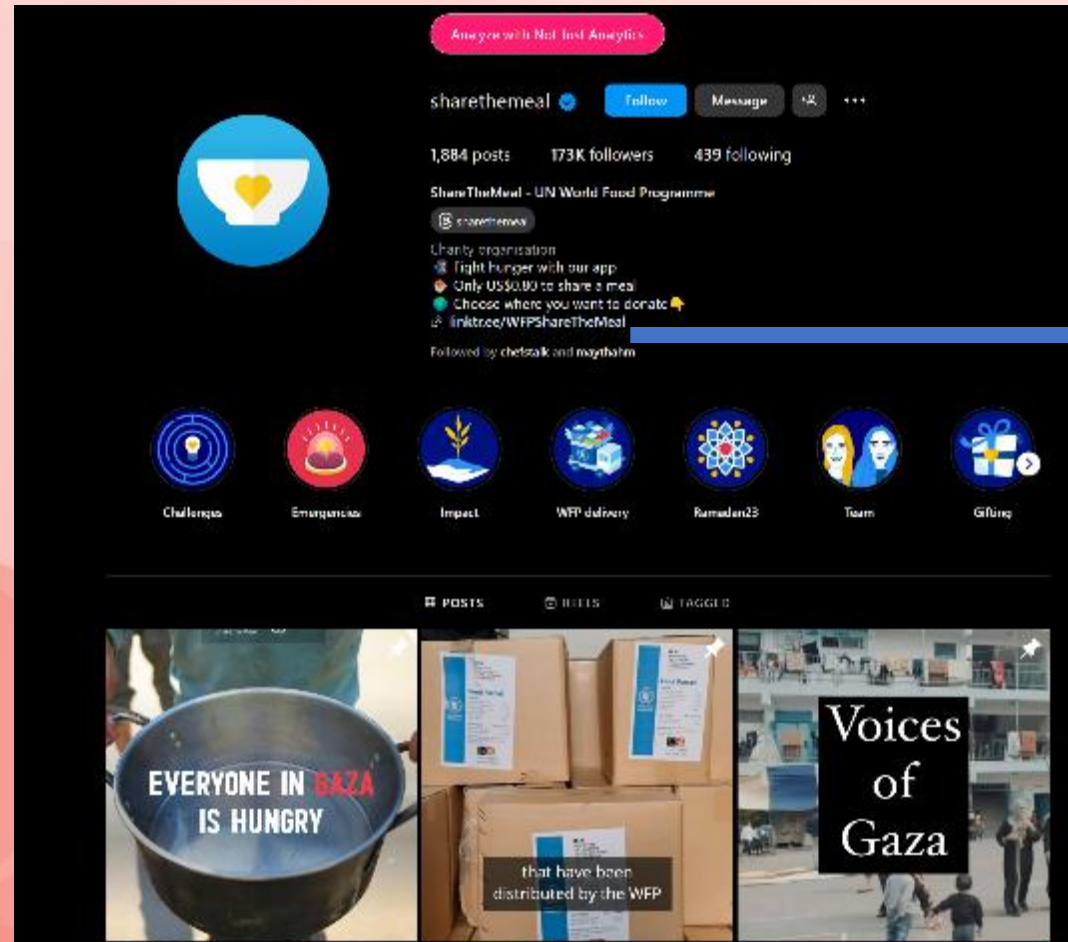
<https://linktr.ee/>

**Share your Linktree
from your Instagram,
TikTok, Twitter and
other bios**

Add your unique Linktree URL to all the platforms and places you find your audience. Then use your QR code to drive your offline traffic online.

Get started for free

BIO-LINK IN SOCIAL MEDIA



- Lini Reghunath

BEST PRACTICES

Facebook

- Tell a story through photos and videos. Show the impact of donations
- Write about one point in one post. Don't describe all the news and offers or whatever your NGO does in the same post.
- Write the key points or conclusion first, and details afterward.
- Use simple words.
- Don't write long sentences and paragraphs. Short and up-to-the-point notes are what you need..
- Always finish your post on a positive wave with a call to action.

BEST PRACTICES

Instagram

- Keep captions short. (Instagram caption cuts copy at 125 characters and readers have to click “more” to view the remaining text).
- Posts photos/videos of beautiful moments
- Try to use pictures with your logo visible on the photo
- Add emojis to your caption to add some colour and fun
- Use 6-7 relevant hashtags
- Include a CTA (call-to-action) to get a desired response from the audience
- Select a location to improve the visibility of your posts in the selected area.

BEST PRACTICES

Twitter

- Keep your tweet simple and to the point – max. 280 characters
- Use no more than 2 hashtags
- Have a clear CTA (call-to-action)
- Use rich media in your tweets – photos, GIFs, videos.
- Use link shorteners to maximize tweet space - <https://bitly.com/>
- Add a geolocation to your tweets where appropriate
- Engage in existing conversations
- Pay attention to everything that you tweet
- Use tweets for a quick poll, ask a question

BEST PRACTICES

LinkedIn

- The most effective way to start a conversation is posting your NGO updates which drives word of mouth, and engagement with your target audience
- To achieve higher engagement have short, catchy headlines, with clear CTAs and thoughtful questions.
- Posts with images, videos or documents
- Links to YouTube videos play directly in the LinkedIn feed.
- Use 3-4 relevant hashtags at the bottom of the post.

WHATSAPP BUSINESS

Private Messaging

WHATSAPP BUSINESS

<https://business.whatsapp.com/>

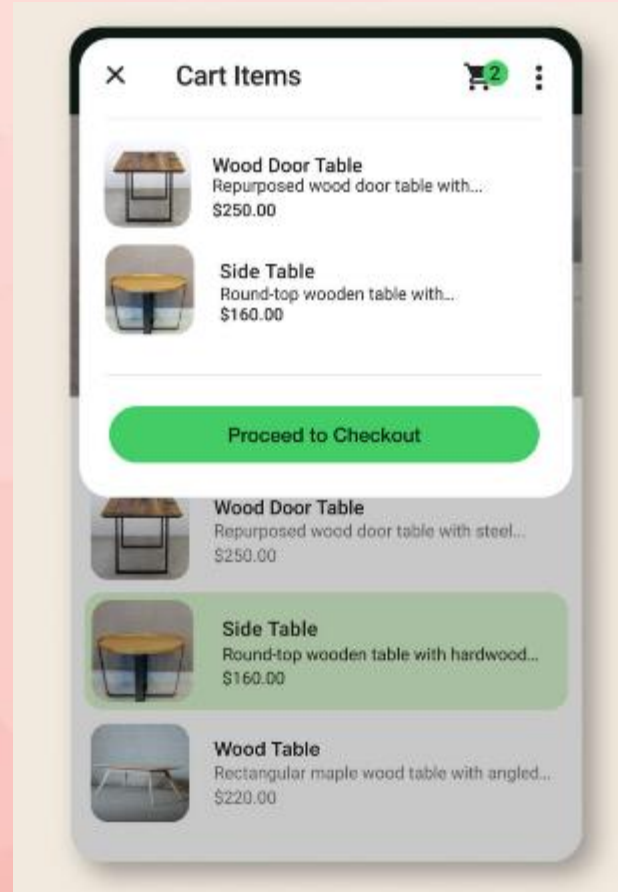
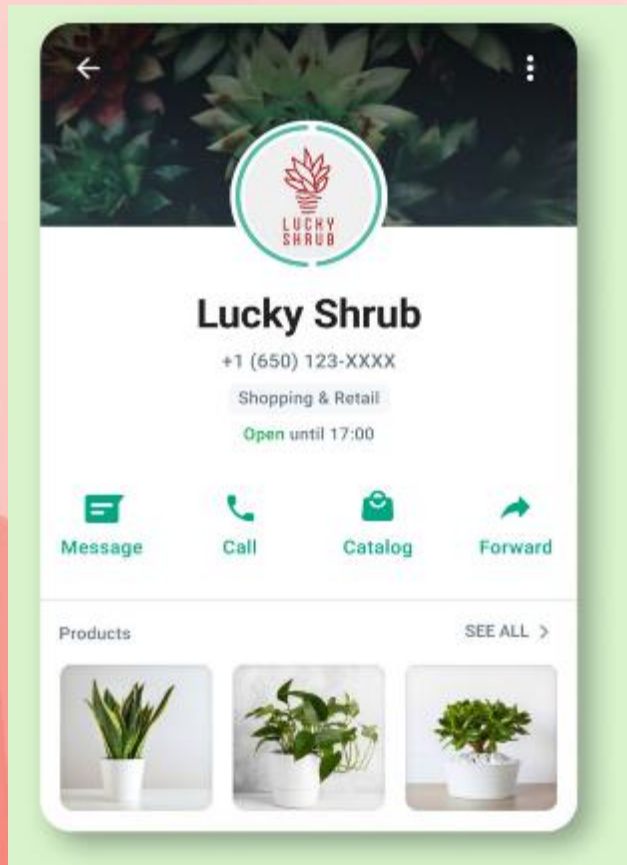
The screenshot shows the WhatsApp Business website. The header includes the WhatsApp Business logo, navigation links for Products, Resources, Blog, Developers, and Partners, a language selector set to EN, and a 'Learn more' button. The main content area features the headline 'Transform your business' in green, followed by the text 'Engage audiences, accelerate sales and drive better customer support outcomes on the platform with more than 2 billion users around the world.' Below this is a green button labeled 'Choose your product'. To the right, there is a preview of the WhatsApp Business app interface on a smartphone, showing a chat with 'Endomoto' and a 'Message Templates' management screen in the background. The 'Message Templates' screen includes a table with columns for Category, Quality, and Preview, listing various 'Account Update' templates.

Category	Quality	Preview
Account Update	High	{1} is your Faceb
Account Update	Unavailable	If you're looking fo
Account Update	High	{1} is your {2} p
Account Update	Unavailable	{1} is your {2} p
Account Update	Unavailable	{1} is your {2} h
Account Update	Unavailable	{1} is your {2} o
Account Update	Unavailable	Get back on Facet
Account Update	Unavailable	{1} is your Facet
Account Update	High	{1} is your Facet
Account Update	Unavailable	Your code is: {1}

WHATSAPP BUSINESS

FIRST IMPACT

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<https://business.whatsapp.com/>

- WhatsApp Business profile
- Browse donation options
- Broadcast

Links WhatsApp business to Facebook & Instagram



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COMMUNICATION STRATEGY

TARGET AUDIENCE

Individual Donors

List the donor demographics – age, gender location, job and family status, and interests.

Communicate in the tone and language that connects with them.

Institutional Donors

How your NGO can be part of the CSR activity

3 CATEGORIES OF DONORS

DONORS fall into 3 categories:

COLD – those who are not aware or just beginning to be aware of your NGO

WARM – those who are aware and might like some more information before being ready to donate

HOT – those who are ready to convert and become your donor

You need to have content that communicates with all the 3 categories.

MOBILE COMMUNICATION STRATEGY



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ALWAYS THINK MOBILE FIRST

'Mobile First' habits of consumers – **ALWAYS ON, ALWAYS NEAR**

Micro-moments with the mobile phone deliver content marketing opportunities like :

I-WANT-TO-KNOW: to know about your NGO

I-WANT-TO-GO: to direct interested people to your NGO office

I-WANT-TO-DO: to guide donors on different options for donation and how to help

I-WANT-TO-BUY: to convert donors with easy payment options to donate

Smartphone users check mobiles 150 times a day

Source:

<https://economictimes.indiatimes.com/tech/hardware/smartphone-users-check-mobiles-150-times-a-day-study/articleshow/18443780.cms>

HOW TO COMMUNICATE YOUR NGO MESSAGE

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- What is the objective of your communication?
- Who is the target audience?
- What is the key message of your communication?
- What is the call-to-action you require? – Donate, enquire, volunteer etc.
- Which platforms are you using for the communication?
- Which content formats are most suitable according to the chosen platform? – Image, video, email, brochure etc.
- Refer to the brand style guide to ensure consistency in visual branding
- Prepare and publish the message.

COMMUNICATION STRATEGY

FUNDRAISING GOALS

TARGET AUDIENCE

CONTENT OBJECTIVES

PLATFORMS

TIMINGS

TONE

NARRATIVE

CONTENT FORMAT PLAN

DIGITAL COMMUNICATION

KEY PERFORMANCE INDICATORS (KPIs)

KEY KPIs TO MONITOR

Social Media

Total Reach

Number of unique users who have seen your content

Total Impressions

The number of times your content was displayed on a screen. One user can have multiple impressions

Engagement

The number of interactions users had with your content – comments, replies, likes, shares, saves etc.

Total Followers

The total number of followers of your account

New Followers

The number of new followers you received in a month

KEY KPIs TO MONITOR

Website

Users

Total number of unique visitors to your website

Sessions

The number of times users visit your website

Engagement - Pages

The most visited pages on your website

Demographics

Countries from where users are visiting your website

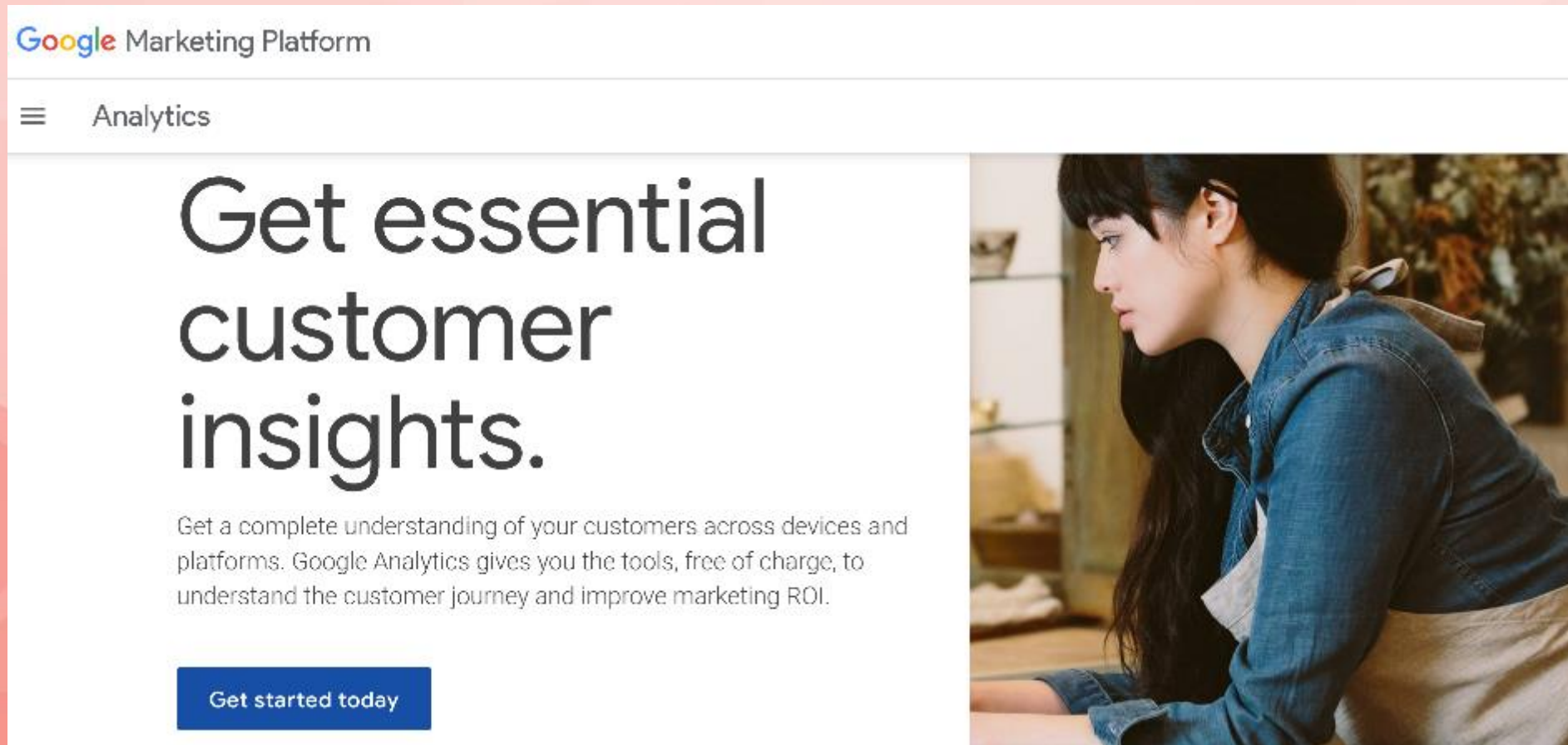
Age and gender of visitors

Technology

Devices used to access the website

GOOGLE ANALYTICS 4

<https://analytics.google.com/analytics/web/?authuser=0#/provision/SignUp>

A screenshot of the Google Analytics sign-up page. The header shows the 'Google Marketing Platform' logo and a navigation menu with 'Analytics' selected. The main content area features the heading 'Get essential customer insights.' followed by a paragraph: 'Get a complete understanding of your customers across devices and platforms. Google Analytics gives you the tools, free of charge, to understand the customer journey and improve marketing ROI.' Below this is a blue button labeled 'Get started today'. To the right of the text is a photograph of a woman with long dark hair, wearing a denim shirt and a light-colored apron, looking down at a surface, possibly a counter or a table, in what appears to be a kitchen or workshop setting.

Google Marketing Platform

Analytics

Get essential customer insights.

Get a complete understanding of your customers across devices and platforms. Google Analytics gives you the tools, free of charge, to understand the customer journey and improve marketing ROI.

[Get started today](#)

HOW TO SETUP GOOGLE ANALYTICS 4

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ACTION PLAN

Brand Communication Workbook

ACTION PLAN



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 - - WhatsApp Business - Setup
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- Setup Google Analytics 4 to track website users



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ANNEXURE

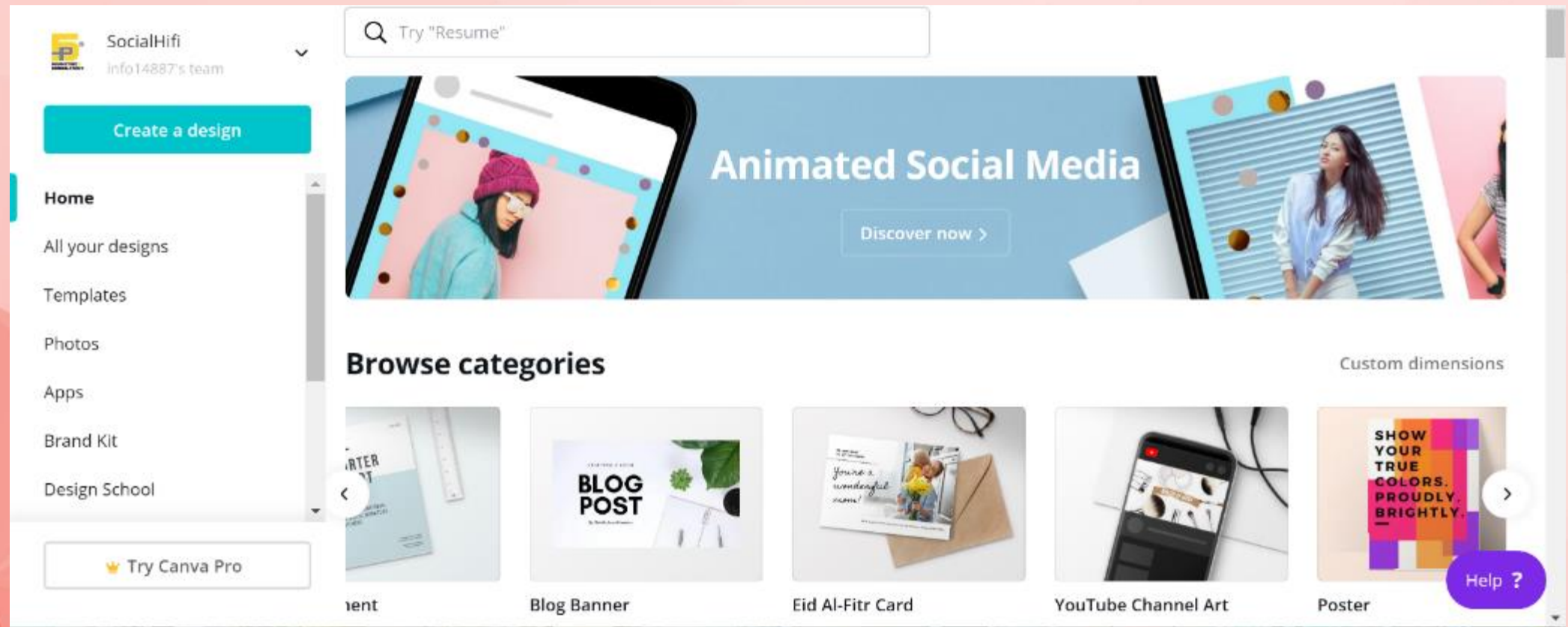
DIGITAL TOOLS & APPS

DESIGN WITH CANVA

FIRST IMPACT

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[WWW.CANVA.COM](https://www.canva.com) | DOWNLOAD CANVA MOBILE APP



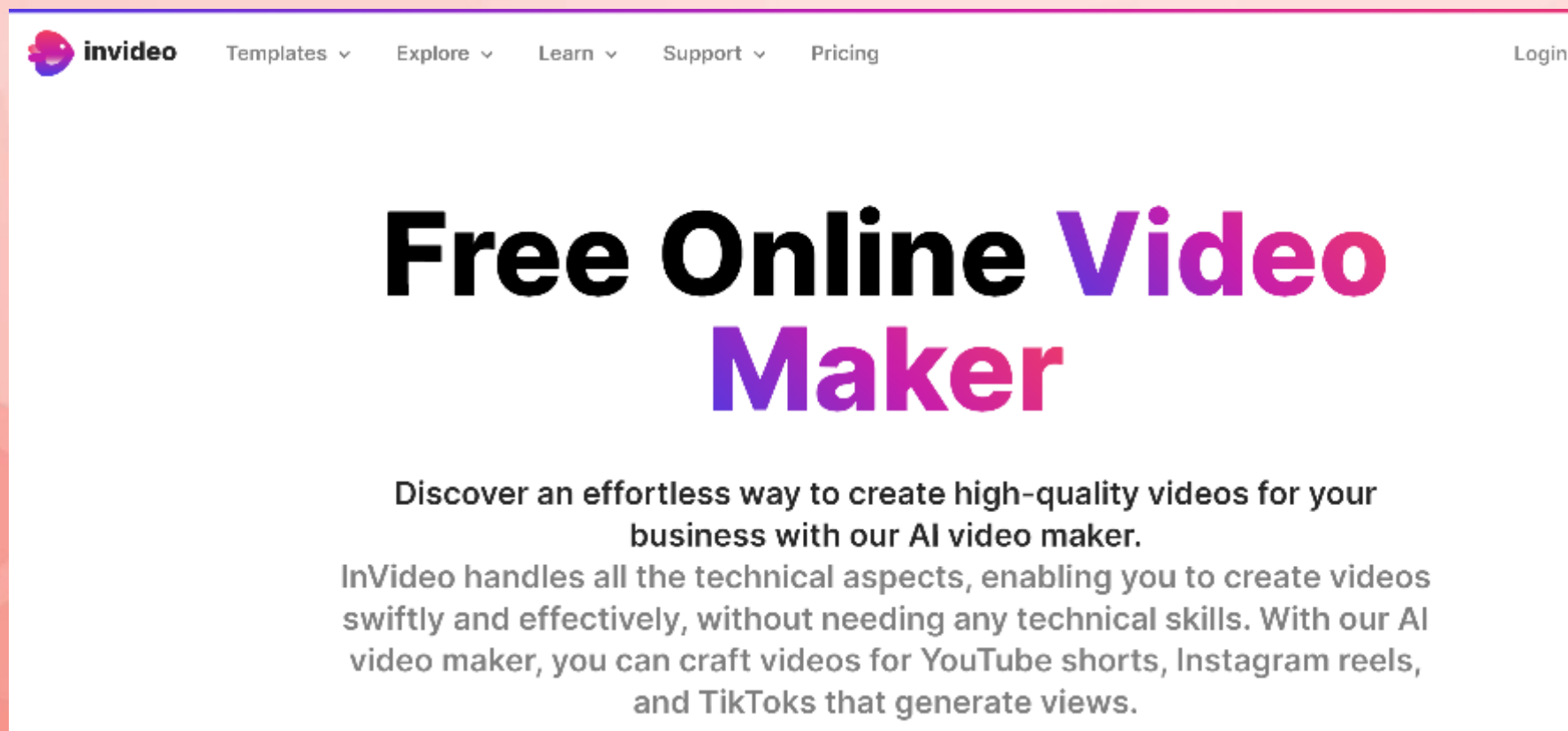
ONLINE VIDEO MAKER

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FIRST IMPACT

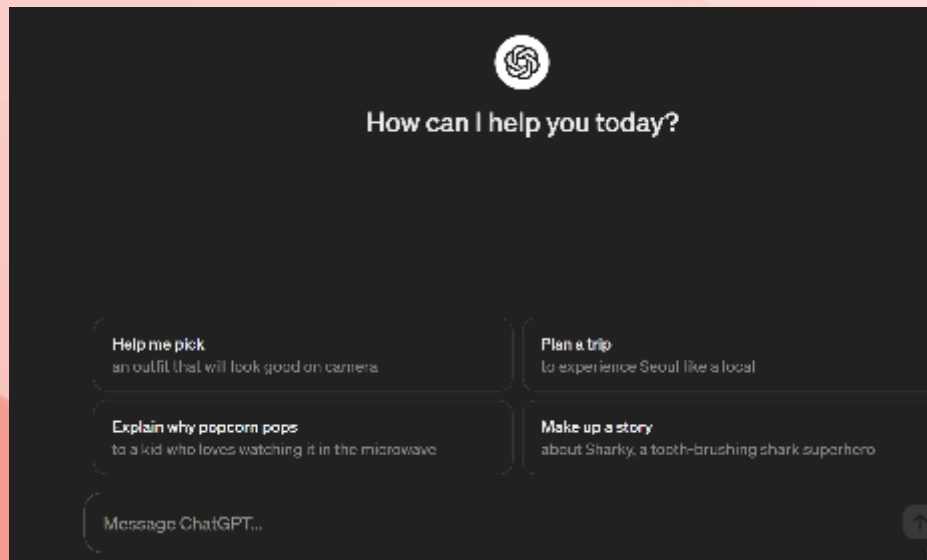
BECAUSE OPPORTUNITY BELONGS TO ALL

<https://invideo.io/make/video-maker/>



The screenshot shows the InVideo website homepage. At the top, there is a navigation bar with the InVideo logo on the left and links for Templates, Explore, Learn, Support, and Pricing in the center. A Login link is on the right. The main heading is 'Free Online Video Maker', with 'Free Online' in black and 'Video Maker' in a large, bold, purple font. Below the heading, there is a paragraph: 'Discover an effortless way to create high-quality videos for your business with our AI video maker.' This is followed by another paragraph: 'InVideo handles all the technical aspects, enabling you to create videos swiftly and effectively, without needing any technical skills. With our AI video maker, you can craft videos for YouTube shorts, Instagram reels, and TikToks that generate views.'

CONTENT WRITING & EDITING



<https://gemini.google.com/>

<https://openai.com/blog/chatgpt>

<https://app.grammarly.com/>

EMAIL SIGNATURE

Gmail Signature | Outlook Signature

<https://webapp.wisestamp.com/editor>

The screenshot shows the WiseStamp 'Free email signature generator' web application. On the left is a dark blue sidebar with icons and labels for 'Details', 'Images', 'Social', 'Template', 'Design', and 'Apps'. The 'Details' section is active, showing a 'SIGNATURE DETAILS' form with input fields for Name, Title, Company, Phone, Mobile, and Website. To the right of these fields is an 'Upload image' button with a camera icon. The main content area on the right displays a preview of the generated email signature. The preview includes a handwritten-style signature 'Kind regards,', a profile picture of Jason Erickson, his name 'Jason Erickson', title 'Online marketer, JE marketing', contact information (212-931-0000, www.je-marketing.com, Jason@je-marketing.com), address (1937 Fieldcrest Road, NY 10011), and social media icons for Facebook, LinkedIn, Twitter, and Instagram. Below the preview is a dashed box labeled 'Add an app here (disclaimer, banner...)' and a link to 'Create your own email signature'.

WiseStamp Free email signature generator [Try WiseStamp for Teams](#) [★ Upgrade Now](#) [Login](#)

SIGNATURE DETAILS

Details

Name

Title

Company

Phone

Mobile

Website

Upload image

Kind regards,

Jason Erickson
Online marketer, JE marketing
212-931-0000 | www.je-marketing.com | Jason@je-marketing.com
1937 Fieldcrest Road, NY 10011

f in t i

Add an app here (disclaimer, banner...)

Create your own [email signature](#)

MARKETING EMAILS | NEWSLETTER

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<https://mailchimp.com/>

Save 75% for 12 months - limited time offer. [Get started today](#)

 Solutions and Services ▾ Resources ▾ Pricing   EN [Log In](#) Sales: +1 (800) 315-5939 [Sign Up](#)

Turn Emails into Revenue

Win new customers with the #1 email marketing and automations brand* that recommends ways to get more opens, clicks, and sales.

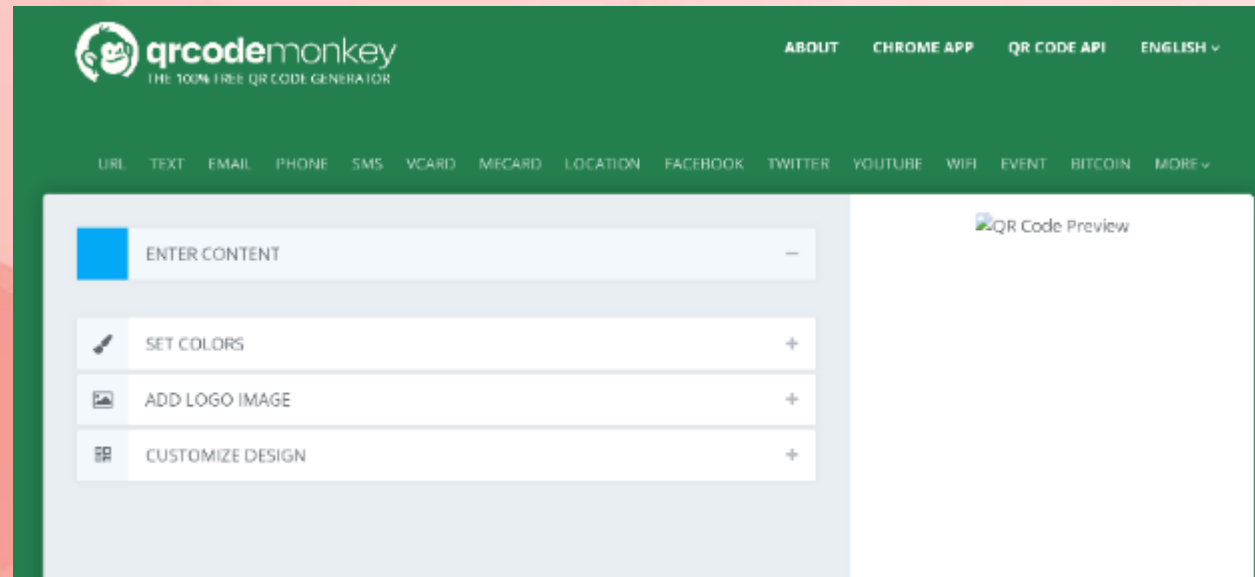
[Sign Up](#)

[Feedback](#)

Free plan up to 500 emails

CREATE QR CODE

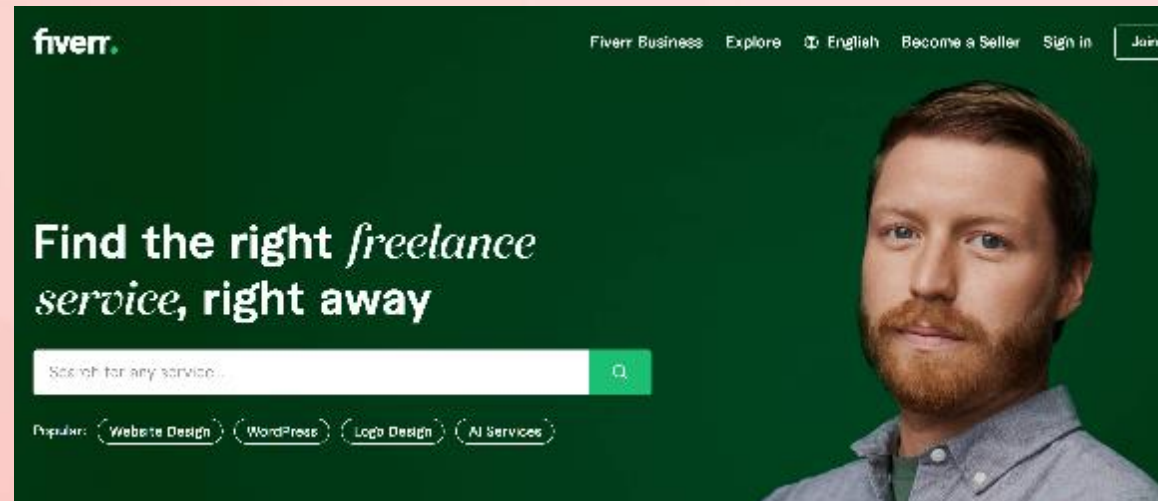
<https://www.qrcode-monkey.com/>
<https://bitly.com/>



Connect your physical marketing materials with a QR code to your website and other digital presence.

SOURCE FREELANCERS

<https://www.fiverr.com/>

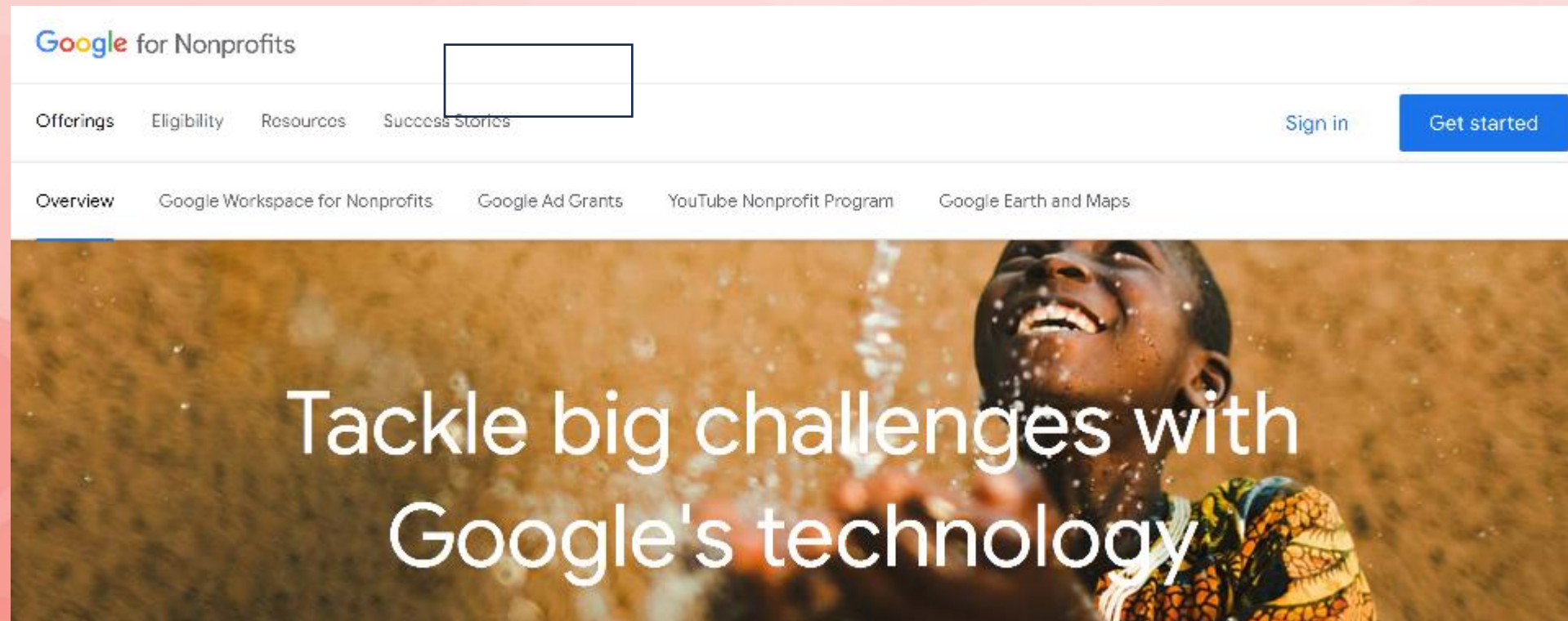


Check the reviews before you finalise

			
Alesha Level 2	Amna Level 1	Vladyslav Top Rated	Designer DavlD Top Rated
I will design social media posts and canva templates	I will design 60 social media posts graphics, social media post design	I will design a canva templates for your social media posts	I will do creative social media design, post, banner ads
★ 5.0 (701)	★ 4.9 (53)	★ 5.0 (895)	★ 5.0 (1k+)
From US\$10	From US\$40	From US\$25	From US\$25

GOOGLE FOR NONPROFITS

<https://www.google.com/nonprofits/>





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