NGO NETWORKING

ERASMUS +

STEPS4LIFE   PROJECT

TRAINING FOR TRAINERS

FEBRUARY 23-MARCH 1,HA LONG, VIETNAM

TRAINING OBJECTIVES

Consider the value of building networks with NGOs and other stakeholders.

Learn how to develop effective networks.

TRAINING CONTENT

Why networking?

Strategic choices: pros and cons of networking

Multi-stakeholder networks

When to network?

Establishing and operating networks

WHY BUILD NETWORKS?

Building networking with other NGOs and stakeholders offers a range of advantages, such as:

Sharing information

Developing shared policy positions

Gaining perspective

Credibility (a.k.a. strength in numbers)

Pooling resources in negotiations

Pooling resources in implementation

Capacity building

Improved leverage and communication with official processes

PROS

A loosely knit network can come together as needed

High degree of flexibility

Keeps budget low and reduce load on individual organization

Ensures coherence of policy positions and approach from network members

Requires great deal of consultation and communication, can enrich your understanding of issues and create new opportunities for implementation

CONS:

Issues of accountability, responsibility

Less professionalism, consistency, continuity

Often relies on one or two leaders

Can limit efforts to lowest common denominator

Requires great deal of consultation and communication

Decision making requires much more time

Difficulties in the implementation process

MULTI STAKEHOLDER NETWORKS

A growing trend is to develop networks that include all kinds of non-governmental stakeholders.

The extent of differences between stakeholders can have a significant impact on how the network operates, for example whether it focuses on developing common positions, or simply on facilitating access so that a range of positions can be presented.

ESTABLISHING AND OPERATING NETWORKS

Principles of effective partnership:

1. Mutuality

2. Clearly defined expectations, rights and responsibilities

3. Accountability and transparency

underpinned by:

TRUST-RESPECT-INTEGRITY-CREDIBILITY-OWNERSHIP

ESTABLISHING AND OPERATING NETWORKS

Some key steps in establishing a network

Identify your own objectives. What do you want to achieve? How could networking assist this?

Identify potential network partners.

Organize a meeting or discussion with potential network partners to identify common objectives and how you might work together.

ESTABLISHING AND OPERATING NETWORKS

Some key steps in establishing a network

Pay as much attention to the questions of *how* as to the questions of *what.*

Prepare early.

Recognize what you can and cannot achieve through a network approach, and channel your efforts accordingly.

WHEN TO NETWORK

The months leading up to a meeting are when most of the work needs to be done.

A network pre-meeting in the weekend leading up to an intergovernmental meeting should be a strategic session to address:

Latest information updates

Review of priorities and game-plan for the meeting: allocating tasks, agreeing processes

Training for new participants

NETWORKING SUMMARY

Networking with other NGOs and stakeholders
offers a range of benefits, including:
sharing information and resources
developing shared policy positions
gaining new perspectives
establishing credibility and leverage with official
processes
capacity building

NETWORKING SUMMARY

Networking can also have disadvantages, particularly around the amount of time and effort they can require to be effective.

Multi-stakeholder networks are a growing trend.

The degree of difference between stakeholders can shape the nature of the network – whether for information, logistical support or developing common policy platforms.

NETWORKING SUMMARY

Effective networking takes time, and is best started well in advance. This is particularly the case if you plan to develop common policy positions – not something that can be done well the weekend before the meeting starts.

NETWORKING SUMMARY

In establishing or operating a network or coalition, it is important to ensure a sense of mutuality, clearly define expectations, rights and responsibilities and agree accountabilities and responsibilities.

NETWORKING SUMMARY

Take time to reflect on the objectives and structure of your networks. The appropriate level of definition will depend on your objectives for the network, the range of stakeholders involved, the level of consensus needs, and the accountabilities involved.

SOCIAL MEDIA NETWORKING

NGOs and charities have increasingly seen the role of social media in creating awareness among their donor publics and bringing the plight of their beneficiaries to a global audience in real time.

Trigger discussion on how we can use social media to communicate our common goals

WHAT IS SOCIAL MEDIA NETWORKING?

"Social Media Networking" is based on web 2.0 functionality; however, simply using web 2.0 functionality is not sufficient to develop social media networking

Social Media is composed of several web platforms that allow you to communicate instead of only informing Networking is a verb and therefore implies action.

It is personal and better used to tell stories, create dialogue and partnerships

PLATFORMS

Yes there are too many platforms out there!
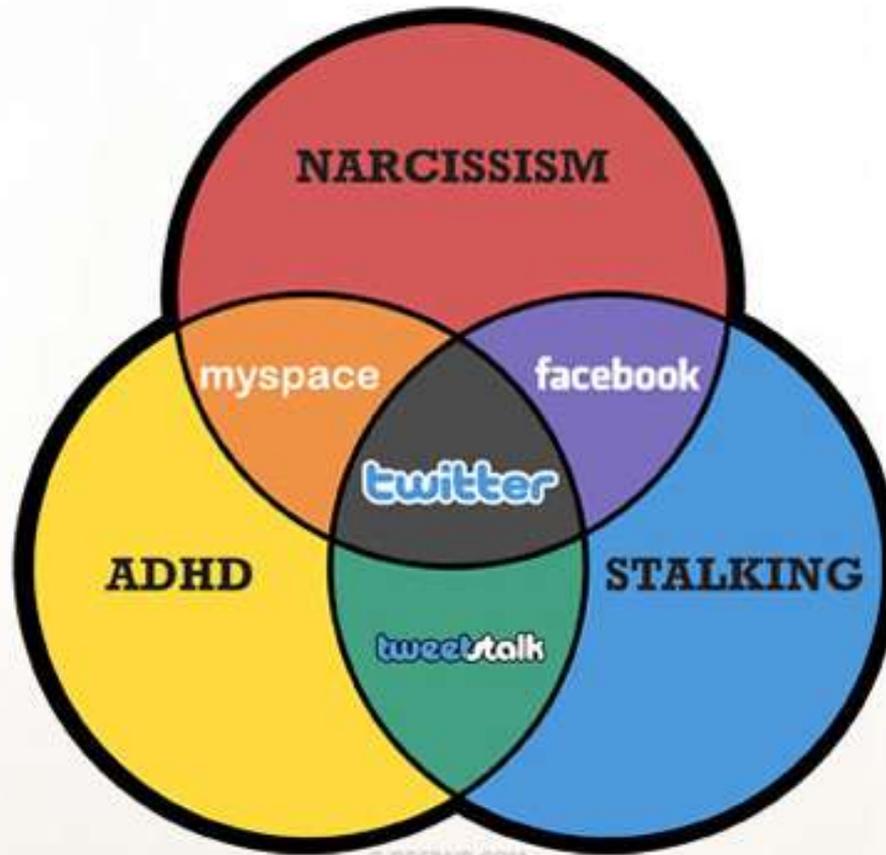
We need to understand:

How each one works?

Why are people interested in participating?

How we can benefit from each one?

LEAVE YOUR PREJUDICE BEHIND AND GET EDUCATED

VIRAL AND SUCCESSFUL

Viral:

Charlie bit my finger has been seen by more than 300.000,000 peoplehttp://en.wikipedia.org/wiki/Charlie_Bit_My_Finger

Successful:

However, for us quantity is not enough, quality is more important: 18 days in Egypt http://www.18daysinegypt.com/ Born HIV free – http://www.bornhivfree.org/f/#/en/learn

NOTE!

"Having social media presence is one thing, but having social media success is another.

It is about engaging, really taking into account what people are saying, listening, making changes.

It requires a lot of flexibility from the organization.

Claudia Gonzales – Head of Marketing, The Social Fund

ATTENTION!

Social media should be integrated into
the overall communications strategy
and not used as an isolated communications tool

SOCIAL MEDIA AS A PLAN OF YOUR COMMUNICATION PLAN

Trace your objectives

Define your audiences and understand what social media they use

Define specific tactics for each platform

Integrate approaches among all your communication actions

Measure

HOW TO USE IT?

Raising awareness

Promoting events

Prompting action

Strengthening relationships

GOOD PRACTICE

Be clear, honest and personal about your message

Make it about building relationships and not only being viral

Give simple actions for people to participate

Be aware that some people will not like you and that eventually you will be misunderstood; as long as you are honest and upfront with your answers you should be fine

CONCLUSIONS

Be open to investigate and learn about social media platforms.

Understand the psychology behind each platform.

Why people are participating and how.

Make it part of your overall communication strategy.