LCRM – Legal Resources Centre from Moldova

Good practices and useful communication tips on social networks for NGOs

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What are the rules that non-governmental organizations (NGOs) must follow when communicating on social networks? What communication formula should the non-profit adopt in this "virtual noise"? A series of answers to these questions and useful tips are offered in the "Guide for the use of social networks for NGOs" developed by the Legal Resources Centre from Moldova.

The Guide explains the steps to be taken in creating an effective communication strategy on social networks and the specific of the social platforms (Facebook, Ok.ru, Instagram, Youtube etc.) that need to be taken in consideration. At the same time, the guide presents the benchmarks for digital communication and rules of conduct that will increase the number of followers online and serve as examples of good practices for other actors of the society promoting social welfare.

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