

Communication Strategy of NGO "Durmish Aslano"

2024-2025

1. Public discussion plan

The discussion plan with the public for the social networks of the **NGO "Durmish Aslano", Radio Romano Avazo** and **Nexhip Menekshe Theater** aims to ensure that the posts are **understandable and effective**, it is important to convey some points from the general guide, so that posts on social networks reach the goal of being understandable and effective.

1.1 Audience identification:

Audience demographics, interests, needs, and preferences must be understood. So this affects the posts to be made in a more relevant way for them.

To identify your audience in social networks is essential for creating effective and attractive content for the audience. Here are some key steps for identifying your social media audience:

- **Analyze your existing audience:** Start by taking a look at your followers and their current interactions on social media. Who are the people who are already liking, commenting and sharing your content across platforms? Pay attention to their demographics, interests and behaviors. This is how you will understand the level of your core followers.
- **Research:** Look for social media management company reports, surveys and other data sources that can provide insights into your target audience's social media habits and age distribution statistics across platforms. This will help you understand which age groups use which platforms, what kind of content they consume and how they interact with media.

- Use social media analytics tools: Most social media platforms offer built-in analytics tools that can provide you with valuable data about your audience. These tools can tell you things like your audience's age, gender, location, interests, and engagement levels.
- Monitor your competitors: Pay attention to your competitors' social media presence. Who are they targeting? What kind of content are they creating? How do they interact with their audience? This can give you some ideas on how to reach your target audience.
- Engage with your audience: Once you have a better understanding of your target audience, it's important to start engaging with them on social media. Answer questions and participate in conversations. This will help you build relationships with your audience and learn more about them.
- Use data to continuously improve strategy: Once you have a good understanding of your audience, you can use this data to refine your social media strategy. This includes creating content that resonates with your audience, using the right social media platforms, and targeting your ads effectively.
- Constantly monitor and adjust: Your target audience is constantly changing, so it's important to constantly monitor your social media data and adjust your strategy accordingly. This will help ensure that you are always reaching the right people with the right content.

By following these steps, you can effectively identify your target audience on social media and create a strategy that will help you achieve your goals.

1.2 Content and message

Creating effective social media content and messaging requires a strategic approach that takes into account your target audience, platform-specific guidelines, and overall communication goals. Some guidelines to create engaging and impactful social media content:

- The goals of social media posts should be determined. The goals of the post may be informative, entertaining, or discussion-promoting. Always making sure that the message should be clear and understandable.

- Understand platform guidelines: Each social media platform has its own unique format, audience and content expectations. Learn about platform best practices, content types, and recommended post times.
- Create a content calendar: Plan your social media content in advance to ensure consistency and avoid last-minute rushes. Use a content calendar to schedule posts, track performance, and maintain a cohesive content flow.
- Create Compelling Content: Focus on creating high-quality content that is relevant, informative and engaging. Use visuals like images, videos and infographics to grab attention and break up the text.
- Optimize for engagement: Encourage interaction by asking questions, running surveys, and running contests. Respond to comments and messages immediately to foster a sense of community.
- Use relevant hashtags: Research and use relevant hashtags to increase the visibility of your content and reach a wider audience.
- Adapt and experiment: Be open to trying new formats, content styles, and post times to see what works best for your audience and platform.
- Maintain a consistent brand voice: Make sure your social media content aligns with your overall brand identity and messaging. Keep your tone consistent across all platforms.
- Run targeted advertising: Consider using social media advertising to reach a specific audience with tailored messages and promotions.
- Stay up-to-date with social media trends: Keep abreast of emerging trends, challenges and features on various social media platforms to adapt your strategy accordingly.

Remember, effective social media content isn't just about posting; it's about building relationships, engaging your audience and achieving your business objectives. By following these guidelines, you can create compelling content and messages that resonate with your target audience and help you achieve your social media goals.

1.3 Calendar of posts

A posting calendar should be compiled, which helps with consistency, better organization for a richer social media environment. With the post calendar you plan and track your planned posts for a certain period. The calendar includes data such as post date and time, content type, social networks and other important elements for your social media management strategies.

Social Media Editorial Calendar Template



Plan out and keep track of all your social media content across weeks and platforms. This social media content calendar template helps to keep all your social activity in one place.

Key Dates															
Day	1	2	2	3	3	4	5	5	6	6	6	8	9	9	10
Time	9:00	8:00	18:00	9:00	12:00	9:00	9:00	20:00	8:00	12:00	21:00	10:00	8:00	18:00	9:00
Facebook				1 post		1 post			1 post		1 post			1 post	
Twitter	1 post		1 post		1 post	1 post		1 post	1 post		1 post		1 post		1 post
LinkedIn	1 post			1 post		1 post			1 post		1 post		1 post		1 post
Instagram		1 post			1 post	1 post			1 post			1 post		1 post	

Photo 1.

1.4 Visualizations and Multimedia

- Photos and videos enable more powerful and understandable communication.

- You should use multimedia (photos, videos, graphics) to convey your message better. Photos and videos enable more powerful and understandable communication.
- Use relevant and relevant hashtags for your post. They help the audience find the post and connect with it more easily.

1.5 Interactivity

- Encourage the involvement of your audience by asking questions, asking for comments, reviews and their followers. Respond to comments and feedback on your posts to build strong relationships with your audience
- Monitoring and analysis.
- Make sure your posts bring value to your audience. Share knowledge and information that may be useful to them.

1.6 Be consistent in style and tone

- Use a consistent communication style in all your posts. This helps build a consistent and recognizable image for your brand.

2. Strategy for achieving effectiveness

To achieve effectiveness in your social media strategy, it is important to follow a structured plan and consider several key points. If your strategy is tailored to the needs of your business and audience, and is able to adapt to the times, you will have a better chance of achieving effectiveness on social networks.

2.1 Identify the specific goals you want to achieve on social media.

Do you need to grow followers, increase your brand awareness, destroy negative image, or drive sales? Setting clear goals is the first step of any effective strategy.

2.2 Identify your audience

Understand your target audience better. For this, you can use demographic and psychographic analysis to better understand the characteristics of your current and potential followers.

2.3 Create a strategy for posts and content

Plan the content you will post, ensuring it is of good quality and tailored to your audience. Include a variety of posts, including text, photos, videos, polls, and sharing content from your audience.

2.4 Be careful about the length and timing of posts

Determine the schedule and frequency of posts based on audience activity analysis. Use the time when your audience likes to use social networks the most.

2.5 Monitor and analyze performance

Use monitoring and analysis tools to evaluate the performance of your social media posts and strategy. Use feedback and data to improve your strategy. As well as respond to audience comments and feedback, engage your audience in conversations, and encourage sharing of your content.

2.6 Invest in promotion

In some cases, you will need to invest in advertising and promotion of your content to grow followers and reach a wider audience.

2.7 Network and collaborate

Share with other social networks and potential partners to reach a larger audience and benefit from their information and assistance.

2.8 Stay updated

Social networks are ever-changing, so you need to stay up-to-date with new developments, changes in algorithms, and the latest trends.

In addition to these points, take care of ethics and respect for your audience on social networks. Respecting your community and presenting a positive image is essential to achieving effectiveness on social networks.

3. Style and Tone

Use clear and understandable language: The writing style and narrative should be clear and understandable. Use short sentences and prepare the content so that it is easy to read and understand.

Take care of your image: Define a clear visual identity for your brand on social networks. Use colors, logos, and visual elements in a consistent manner throughout your content.

Raise awareness of important issues: Use social media to influence awareness of important social, environmental, or humanitarian issues.

3.1 Guidelines for the use of social networks

Plan the content:

Create a plan for the content of your posts. Include topics related to your NGO's mission and goals, and make sure posts are informative, inspiring, and helpful to your audience.

Share your successes and stories:

Use social media to share success stories, testimonials, and the positive changes your NGO has made. This can inspire and convince your followers to further support your mission.

3.2 Frequency of posts

A good social media posting strategy requires a careful alignment of certain factors. The ideal social media post frequency can vary depending on your audience, goals, and available resources. Some recommendations are:

Quality over quantity: It is important to have quality content over quantity. It is better to post quality and valuable posts than trying to post several times a day with poor content. Thus, the audience will be more interested in your posts. Ensure news content is curated, accurate and consistent. Use reliable sources for information and surround yourself with different journalistic standards.

Create a routine: If you are able to create a routine for your posts, your audience will expect you and know when to expect your content.

Take care of audience fatigue: Adapt to your audience's needs. In some cases, multiple posts per day can bore the audience and cause “unfollow” or “mute”.

Test and experiment: There is no one-size-fits-all posting frequency for all pages. Experiment with post frequency and content and monitor what works best for your site.

3.4 How to make daily news posts

Identify your audience:

- Study the audience you want to engage and understand their interests, needs and preferences.
- Determine which topics will be most relevant to your audience, and develop content that fits their interests..

Create a regular schedule:

- Plan a regular schedule for publishing your news. In the beginning, it is good to determine a frequency of posts, for example, once a day or more often depending on the topics you cover.
- Adapt to the times that are most convenient for your audience, keeping in mind the time zone of your audience's dominance.
- Take care to use correct language and professional writing style.

Develop diversified content:

- Use a wide range of topics and genres, including breaking news, analysis, interviews, reportage, video, and other multimedia.
- Make sure the content is relevant to your audience and contains additional value.

Use technology and social networks:

- Use technology and social media tools to promote and share your content.
- Make sure your social media page is up-to-date and actively communicate with your audience.

Analyze and evaluate performance:

- Use analytics to monitor your portal's performance and learn from the data to improve your strategy.
- Adapt to audience feedback and change content and strategy when necessary.

Take care of the speed and security of the portal:

- Make sure your portal is optimized for load and has a high level of security to protect your information and your audience.

3.5 Posting deadlines

Social media post deadlines are when you plan to release your content to your audience. Determining the right time to post is a key element of your social media strategy and can have a huge impact on the engagement and impact of your posts. So you should act according to the calendar of posts in social networks.

3.6 How to have continuity in social networks

Continuity on social networks is an important part of social media strategy and requires constant focus and dedication. With a solid strategy and continued commitment, you will be able to ensure a strong and effective social media presence.

4. Posts based on social networks

- Language and the order of language during posts on social networks
- Using subtitles in videos
- How to use photos for posts
- Educating the audience about debates and their importance, to increase the viewership of debates

5.1.Facebook:

In order to create an attractive and informative interface at the same time on the Facebook platform, there are some specifications that must be implemented. The most attractive and important part that also gives identity to your profile is the cover photo. To design a successful cover you need to use the right dimensions, make sure it looks good and readable on the phone (fonts 18-26), personalize with your brand, add description and occasional tags or create a video - cover. Below are some of the steps that can be followed:

I. Know the specifics:

- The recommended size for a Facebook Cover is **820 pixels wide and 312 pixels tall**. This size works well on both desktop and mobile devices.
- You must use **JPG or PNG** photo format.
- Pay attention to how your Facebook Cover photo looks in relation to your profile photo, which is superimposed on the cover photo. Make sure your profile photo and cover photo work well together and don't create visual conflicts.
- Facebook has guidelines and content policies regarding what can appear in your cover photo. Make sure your cover photo adheres to these guidelines to avoid any issues.

II. Choose the Right Picture:

Facebook is a very visual medium, and the right image can make or break engagement and how users feel, so you should:

- Choose a photo or illustration of high quality and resolution.
- Look for something that is easy to "read" or understand, even if it is small on the screen.
- Choose an image that represents your brand and shows a person in action.
- Try to create an emotional connection with the image.

Make sure your photo is high quality and not low pixel. Facebook can sometimes compress images, so using a high-resolution image can help preserve quality.

III. Add a call to action button

- To help generate leads, calls or clicks to your site, think carefully about what users will see when they go to your profile. (A great photo can help drive participation.)
- The call to action (CTA) button is directly below the photo on the right. You can add or change information in this button; any site administrator, editor, moderator or advertiser can do this.

IV. Use Your Branding

- Cover photos should be consistent with your overall branding. Use the same style of images, colors and symbols that you will use in all other communications.
- All elements should have a consistent look and feel, so that when the cover photo is displayed - whether as a change in user notifications or from a visit to your Facebook page - there is no doubt that the image does not belong to you.

V. Try a Video:

- There should not be a photo on the Facebook cover. Also, you can upload videos by paying attention to the specifications.
- Add a video cover photo in the same way as a photo, keeping these details in mind:
 - The video must be 820 pixels wide by 312 pixels high, but 820 x 462 pixels is recommended.
 - Video should be 20 to 90 seconds.

VI. Don't forget the plan on mobile (safe zone):

The cover photo is displayed at 820 pixels x 312 pixels on desktop screens (almost the entire view), the mobile image is slightly more square and requires automatic flattening of a part of it below and on top of the image. Although you cannot upload a separate image for mobile users, but the image is known to display 640 pixels x 360 pixels. Since the majority of users of this platform use smartphones it is a good idea to test the cover photo to make sure it looks good on both desktop and mobile screens.

VII. Make it shareable (share):

A great photo on social media should be shared. Think about images and elements that will prompt users to share your cover photo in the same way as any other Facebook post. Create an image that contains emotion or action that is relevant to your audience. Include the hashtag or a short description to inspire action.

VIII. Keep things simple:

Most users will see the cover photo in small dimensions, so trying to give too much information in a photo and using too many details can create the opposite effect. So just a great photo flattened to the right specs will do.

IX. Keep Text to a Minimum:

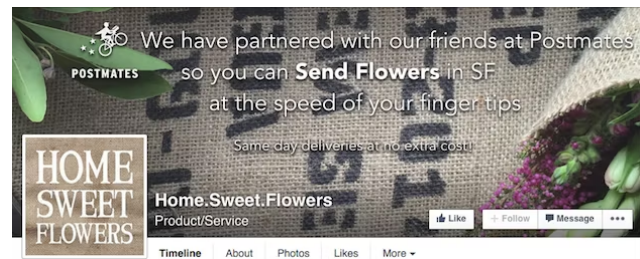
The most complicated element when creating a Facebook cover photo design is the text. Therefore, the two available planes - desktop and mobile - and the size that will be displayed to users should be considered. Every time you create and upload a new Facebook cover photo, your followers get a notification in their news feed. Make changes and time them with intention. To encourage audience engagement you can ask questions in the description asking for answers in the comments.

Consider changing your cover photo at the start of events or every time you offer a new training or service. This simple refresh can keep your profile looking fresh and creates an easy-to-share piece of content.

5.1.1 Facebook Cover Strategy

Since there is a flurry of activity in your organization then Facebook is the perfect platform to promote anything new and exciting that is happening with your organization, whether it is a promotion, event or some kind of award you have received.

Example 1: announcing a new partnership, program, project or event.



Example 2: promote events, shows, concerts and activities that are coming



Example 3: Show recent awards and achievements



5.1.2 Profile picture

In terms of design, all the above steps are also valid in designing the profile picture. Although, it is preferred and looks more professional to place only the logo of the organization in the most simplified way possible. To stay with the trend, filters or backgrounds with colors representative of annual events can be used, such as the pink background in honor of Pink Month for breast cancer awareness in October.

5.2 YouTube:

The first step on your way to getting new subscribers is figuring out the most effective way to showcase what you have to offer through video. One or more of these techniques may be used:

I. Style “Selfie”

It can be used when you want to deliver an important or exciting news, when you announce a change in your organization or present your certain achievements by creating connections with your audience and conveying your message in the most sincere way. It can be suitable style for YT Shorts.

All you need: Ring Light, microphone, tripod and a camera or smartphone.

II. Simple background/backroung

Use a flat, monochrome background to show a person speaking on the screen. This simple filming technique can help reduce background distractions and create a sleek look for your video. Through this shooting style the viewers focus on the speaker's message and it gives them a good impression. It can be the right style for different campaigns.

Items you need: Paper or fabric background, tape or pins, ring light, microphone and camera

III. User impression

Name one or several personas who reflect your audience and how they benefit from your work. Whether you're filming testimonials or impressions, how you present your video can play a big role in how your audience feels. It can be a suitable style when promoting your programs or trainings (Example) or the beneficiaries of your programs or trainings (Example).

In addition to these opportunities, there are other methods to make an impact with filming videos on YT. eg the use of video-animations revealing a personal experience connects the audience emotionally and prompts them to create empathy, in awareness campaigns or spots.

YouTube partners with Google Ads when it comes to promotion. Within the Google Ads Asset Library are video creation tools that enable YouTube-optimized advertising and promotion. Just upload your brand assets (logo, slogan, etc.) and select templates from the catalog and start creating your ad.

Tip: NodeXL software can be used to identify the geography and other data of your audience.

5.2.3 YouTube Banner, profile picture and thumbnails

YT Banner - The ideal YouTube banner size is 2560 x 1440 pixels, but you can use minimum banner dimensions of 2048 x 1152 pixels. The same advice applies as for the Cover photo of Facebook, a simple image, without loaded details, information with little text and minimalism.

YT profile picture - The ideal YouTube profile picture size is 800 x 800 pixels (a 1:1 ratio). JPG, PNG, GIF and BMP formats are supported and the profile picture must not exceed 2MB. Here too, a simplified logo of the organization is preferred.

Thumbnails - YouTube thumbnails are small preview images used to represent videos. Their job is to grab people's attention and convince them to watch the video. Although it says "Don't judge a lib by its cover", in reality most people do and the same goes for YouTube thumbnails. This means that small images can make or break your videos. A good thumbnails can garner thousands of views and one bad one will ensure that your video remains unseen, so to avoid this these specifics should be considered before designing this image:

- The perfect size of YouTube video thumbnails is 1280 pixels by 720 pixels.
- These dimensions use an aspect ratio of 16:9.
- Make sure the thumbnail size is at least 640 pixels wide.
- Images must be under 2MB.
- Image formats are JPG, GIF or PNG.

Although YT offers 3 thumbnails automatically selected from the video, manually designing this image has more impact and is more attractive to viewers.

5.3 Instagram

Instagram has a unified interface for all users. The **profile photo** is accepted with dimensions of 1080x1080px and a minimum of 800x800px, i.e. with a ratio of 1:1. There are no cover photos, but there are "**Highlights**". By placing stories in highlights, the option of automatic photo for the highlight cover can be selected or designed manually with the same technical specifications as the profile photo. Depending on how the highlights will be managed, a pleasant and user-friendly design can be created. Stories with the same character are preferred to be collected

under one highlight in order not to overdo their creation because it can result in user annoyance, lack of information and professionalism.

Instagram also has the option "**Bio**" where informative text and "mentions" can be placed, it can be attractive that the text placed in the bio is accompanied by icons/emojis. If you put links from other platforms in your bio, use link shortening websites and if you have more than one link, use LinkTree.

Instagram Story dimensions are 1080 x 1920px, which is an aspect ratio of 9:16 (portrait). This means that your IG Story video or photo will need to be 1080 pixels wide by 1920 pixels high. Depending on the character of your post, you can use GIF, Mention, Link, emoji, Count Down, Music, etc. from the story dropdown menu to increase the effect on your followers. Posting continuously and at least 2-3 times a week on Instagram reduces the risk of disconnecting the audience from your profile.

5. SEO optimization

Search Engine Optimization is the process of improving the quality and quantity of internet web traffic to a website or a website from search engines. SEO targets unpaid traffic and not direct traffic or paid traffic.

Photo.

Using the right language and dialect

naturally brings you to the top of the list in the search engine, so researching the most used dialect and the keywords that will be used in your descriptions will have a direct impact on the traffic of your pages. By testing which "keywords" are used the most in posts that have interactivity with your audience, you can enrich the list of keywords and optimize your descriptions.

Feature	Variants	Distribution
Abstract nominal marker	-ipen -ipe -imos	north of Great Divide south of Great Divide Romania, Moldova and Ukraine
Consonant Prothesis	-j- None	north of Great Divide south of Great Divide
Vowel Prothesis	a- None	Romania, Moldova and Ukraine, out-migrant Vlax other
2SG.PERF marker	-al -an	western and central Europe, Finland other
Copula root	h- s-	Sinti-Manouche, some dialects of Transylvania, Macedonia, (all persons); central Europe, Finland, Balkans (third person) other
Intrusion in copula	-ij-/-in- None	southern Europe elsewhere
Subjunctive copula	ov- av-	Balkans, Romungro elsewhere; Vlax
Demonstrative pronouns	kada, kava, kado, akava, ada, kadava, etc.	Dialect specific

6. Sponsorships in social networks

With 3 billion users on social networks, "organic reach" is becoming more and more difficult every day with the presence of content competition across networks, so as a solution, creating

content with attractive graphics can be combined with content sponsorship for a post with number of satisfactory reach. Although the sponsorship procedure is not difficult, there are some steps that must be followed. Instagram posts are done like this:

1. Click the "Boost post" button at the bottom of your post
2. Choose the purpose of the boost. Instagram will ask you if you want to attract more profile visits, website traffic or views.
3. Choose your audience.
 - Automatic - Instagram targets people who are just like your followers.
 - Lokal - ju lejon të synoni njerëz në një lokacion specifik.
 - Manual - allows you to target specific people, places or interests.

7. Romano Truyi Podcast

Mission

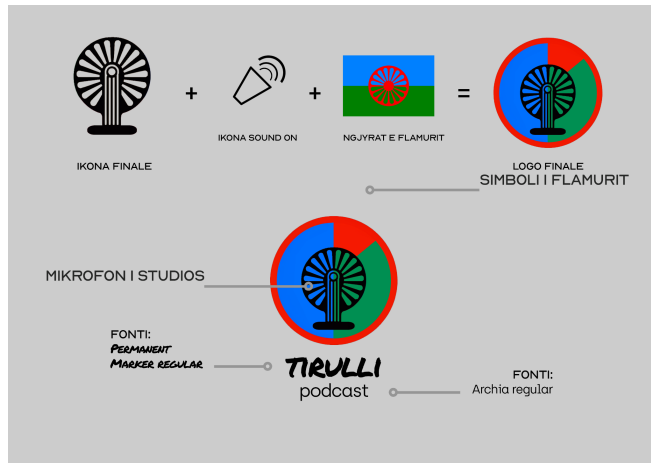
To present and promote the different personalities of the city of Prizren. We aim to convey stories, share knowledge and inspire the community by presenting the most diverse voices that contribute to the development of our city.

Vision

Aims

- Promoting awareness of the contributions of Prizren's personalities to the development of the community.
- Promotion of the culture and history of the city of Prizren through personal stories.
- Raising the level of community interest and support.
- Engaging the audience in conversations and discussions.

Logo



8. Canva

Data shows that visual content is better received by users, creating aesthetically pleasing designs to attract followers can consume a lot of your time. To use the time in the best possible way, making efficient designs Canva is a right platform.

Graphic design for Instagram, Facebook, Twitter, etc. is infinitely easier with this drag and drop tool. To help you appreciate how Canva can help grow your social media profile, here are some ways Canva can help you manage and create your social media videos and graphics.

- Canva has thousands of free **Facebook Cover** templates that are professionally designed and ready to customize with a few clicks. They are already the right dimensions, so you will definitely get the right design.



- It is estimated that Instagram has over 1 billion monthly active users with 500 million of them using Instagram Stories every day, when it comes to engaging with your potential audience, it is worth investing your time in Instagram Stories.
- With hundreds of **Instagram Stories templates** to choose from, using templates makes it easier to give your marketing efforts a strategic impact. Using templates will also save you time on Instagram as well.



In conclusion, a template can be created for any platform and can be customized according to the event, based on the above-proposed points for good thread design: simplicity, information with little text, impressive photos or videos and appropriate description. Reminder: templates can be shared via e-mail with team members or Canva team membership can be paid for about \$30 per month with the possibility of using pro elements.

Adobe Podcast

Translation of broadcasts

On October 21, 2023, at the Assembly of the "Durmish Aslano" Organization, the "Durmish Aslano" Communication Strategy for the period 2022-2023 was approved, including changes and new arrangements for the operation of the organization.