Word of Mouse:

NGO & Community Organisation Promotion Online

Background

Mental health & illness

- Traditionally been viewed as a private matter
- Linked to social isolation, exclusion and discrimination

Community orgs/ NGOs

- Budget?!
- Time?!

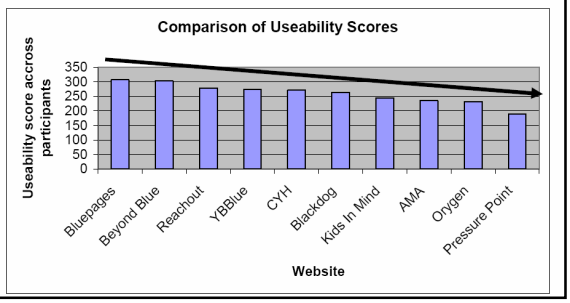
Internet communications

- Provides a privately accessible portal to a wide range of information
- Achieved with little or no financial expense
- Websites/ communications online can be quickly updated and distributed

So:

- What's out there in terms of websites about mental health?
- Websites, Facebook, Twitter, E-News-how can they be useful?

What is available online to those seeking help/info about depression?



Websites

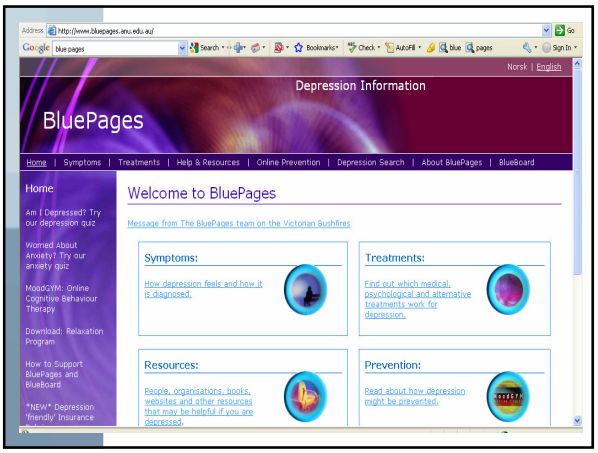
Most 'useable' sites among young people about depression:

- www.bluepages.anu.edu.au/
- www.beyondblue.org.au/
- http://au.reachout.com/

But what makes these sites more 'useable' than others?

What makes a good website?

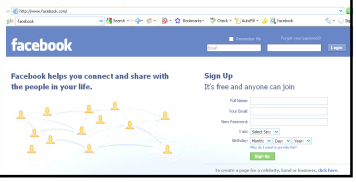
- Planning- know your audience and what you want to achieve through the site
- Consistency- colours, fonts and images
- Grouping- logical grouping of topics
- Language- meets your audience
- Imagery- relates to your other content, achieves its purpose
- Easy to read
- Interactive- give users opportunities to respond

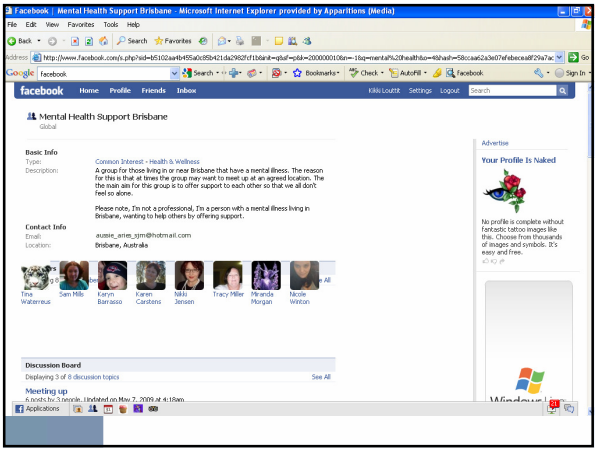


Facebook

www.facebook.com

- Easy to join (just email and username required)
- Event invitations
- Create groups of users
- Network
- Private email facility
- Each page now has its own URL (web address that you can send to anyone, even non facebook users).
- Load photos and share
- Petitions!

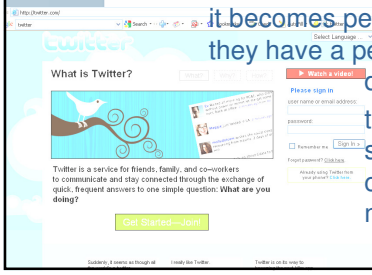




Twitter

http://twitter.com

With non-profit organisations, the cause or brand does not usually enter into someone's heart until it becomes personal for them: they have a personal experience directly related to the cause or someone in their circle of associates motivates them.



- Get personal and be real
- Identify and target
- Educate
- Motivate and reward
- Provoke
- Be newsworthy and make news

1. Set up your profile (photo, email)
2. Follow others
3. Respond- interact
4. Update daily
5. Don't just dump you organisation's website (spam)
6. Buzz- watch out for the latest
7. Help others
8. Contribute
9. Relationships
10. Promote your presence
11. Take the relationships further

E(lectronic)- News

- Modify the news you are currently putting out in hard copy- how can it meet different audiences through:

-email (short summary and contact)
-facebook (create an event? Post a link?)
-twitter (one line of text and a link)
-website

Cross promoting

- Connect with other organisations…

Like the Queensland Alliance!
-Website
-Newsletter

Karinya Louttit
karinya@qldalliance.org.au
3832 2600
www.qldalliance.org.au

Resources

- **www.community.net.nz/**

Selected resources cover a wide range of topics for groups; with guides, examples, checklists, templates and websites. Includes step by step guide to Facebook.

- **www.infoxchange.net.au/**

Cost effective websites and online resources for community organisations. See what could be possible!

- **www.communitydoor.org.au/management/marketing.html**

Marketing and promotion information and templates (eg. Media releases, marketing plans).