

Digital Communication and Promotion for NGOs

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With the advancement of digitalization, new ways of communication and promotion products and services are emerging for modern organization including NGOs. Successful promotion and positioning of an NGO on the Internet is the key to success of its activity. At the same time, the lack of information about a NGO on the Internet today can even lead to the loss of a regular donations and interaction with organization.

During the war in Ukraine NGOs have shown how to interact with people through digital channel effectively. Important innovative tools for NGOs became the social media: Facebook, Instagram, LinkedIn and messenger Telegram. The emergence and rapid development of social media is due to the fact that the modern person is losing confidence in traditional media and is ignoring them. The evolution of social media in the modern world has reached such a level that millions of people around the world create, disseminate and promote information about themselves, or about certain things.

In a broad sense, social media are an Internet service that is intended to disseminate certain information created by users, whereas any donator may be the author of a digital content. Social media have their own features that differentiate them from the rest of the media, and accordingly their methods of work are also different from traditional ones. The questions of the features of promotion on social media and the evaluation of its effectiveness are relevant and important for NGOs. Influencer are those people who have active social position and are well presented in social media. People trust to influencers so they are ready to donate to NGOs that are promoted by influencer.

We can make a conclusion that the presence of NGOs in social media can change the way of digital communication: publicity influences on the level of trust. Digital promotion is cheaper than other ways of promotion. Digital communication forms the circle of followers who are ready to promote NGO for free. Social media could be the effective tool for NGOs for communication and promotion with the people and businesses. That is the reasons why digital communication and promotion is extremely important to be used by NGOs.