



## Sahyog Facebook Training

### Best Practices

- Post every time something different (e.g. put not only pictures).
- Follow other organizations (check for interesting posts and articles that you can share).
- Put links to the website as often as possible to increase your website traffic.

### Different Activities

- Post albums of pictures.
- Share articles or posts from other organizations.
- Photo of the day / Quote of the day.
- Share links from the website (Picture Gallery, Annual Report, MSC Story etc.)

### Useful Links

- Reduce the size of and edit pictures on <https://www.befunky.com>
- Check spelling or use of words on [www.thesarus.com](http://www.thesarus.com)

### Weekly Schedule

Monday	Wednesday	Friday
<ul style="list-style-type: none"><li>• Photo(s) of the week and</li><li>• Quote/brief description</li></ul>	<ul style="list-style-type: none"><li>• News about upcoming events/activities</li><li>• If no upcoming event: Share article or post from other organization about education/women empowerment</li></ul>	<ul style="list-style-type: none"><li>• Photo album of an activity/session during the week</li><li>• Whenever possible links to the website (photo gallery, videos, job vacancies, volunteer opportunities, programmes etc.)</li></ul>

### Organizations to follow for articles or posts to be shared

- UN Women India
- UNFPA
- SayNO - UNiTE to End Violence Against Women
- Stop Crime against women
- Udaan India Foundation
- Paperseed Foundation
- Centre for Education Innovations
- Organization for Social Change Awareness and Responsibility (OSCAR)
- Ummeed: Child Development Center
- iVolunteer-Your Skills can change lives



- Zaya
- Pratham International
- ASER Centre
- UNDP in India
- Centre for Entrepreneurship Development (CED)
- Umang Charitable Trust
- Step Up Today
- The Caravan Magazine
- Tehelka
- Al Jazeera English
- 3.2.1 Education Foundation
- Dream A Dream
- Swaraj University
- Central Square Foundation
- Mahindra Spark the Rise
- Vidya
- Make A Difference
- Mimaansa
- Ketto
- Mumbai Mobile Creches
- Magic Bus
- Latika Roy Foundation
- Avanti Fellows
- Under the Mango Tree
- Oxfam India
- United Way
- Aasha Foundation
- Save the Children
- The Foundation for Mother & Child Health-FMCH
- UNICEF India
- Teach For India
- Ashoka India
- Dasra
- The Global Fund for Children
- Acumen
- Masoom Education Group
- UnLtd India
- Reality Gives
- Muktangan