

PROJECT PLAY: USE OF SOCIAL MEDIA

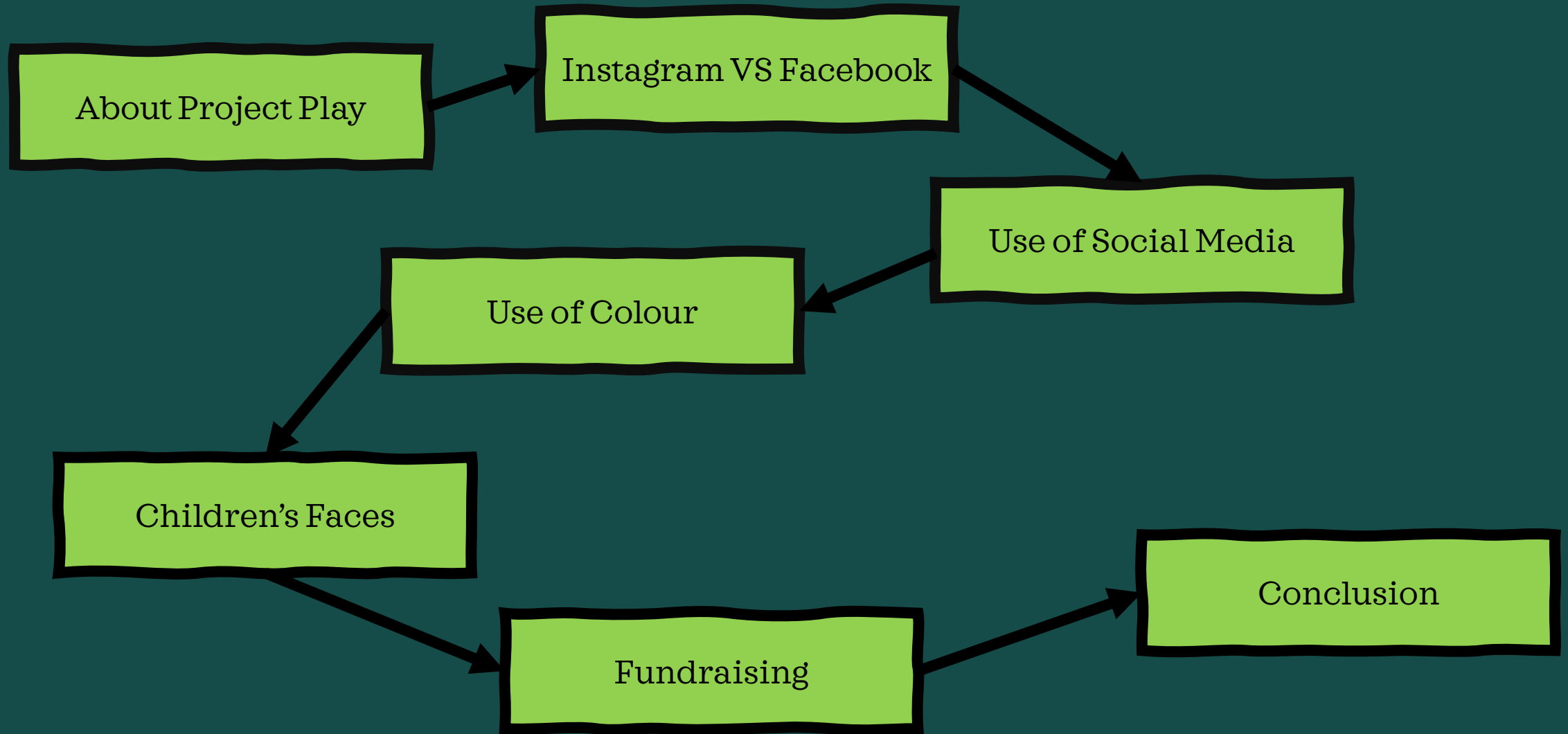
By Emily Baker



Introduction

- This presentation will analyse the use of social media by Project Play.
- Project Play is a charity in northern France, which provides play sessions and advocacy for children on the move.
- Project Play uses social media for a variety of different functions such as fundraising, advocacy and information sharing.
- This presentation will examine how effective Project Play is with its social media presence and the choices they have made.

Presentation Map



What do Project Play do?

- NGO in Northern France
- Play sessions for displaced children
- Every child has the right to play – learning, mitigation of stress, building self-esteem
- Volunteer run
- Advocacy
- Fundraising



Image and text from Project Play (2020a)

What does it mean to be a 'displaced child'?

NOUN

1. a person who is forced to leave their home country because of war or persecution; a refugee.

traveller rambler hiker wayfarer migrant

globetrotter roamer rover itinerant ▾

(Oxford Languages,
2024)



(Project Play, 2020b)

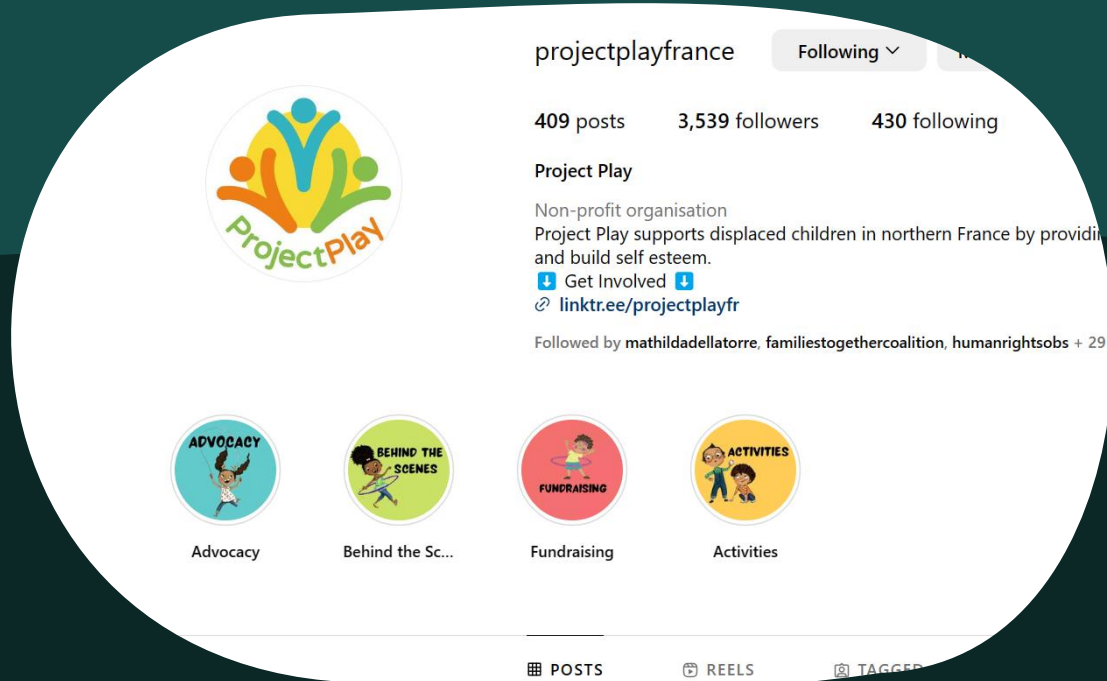


(Project Play, 2023a)



(Project Play, 2021)

What social media does Project Play have?



(Instagram, 2024)



(Facebook, 2024)

How can social media be used by charities?

- Inexpensive way to connect with public (Seelig et. al., 2019; Guo and Saxton, 2014) ✓
- Advocacy (Guo and Saxton, 2014) ✓
- Way to express/spread opinions (Seelig, et. al., 2019) ✓
- Brings attention to issues ignored by traditional media (Guo and Saxton, 2014) ✓
- Distribute petitions (Seelig, et. al., 2019) ✓
- Fundraising (Seelig, et. al., 2019; Vlaicu, 2017) ✓
- Recruiting volunteers (Seelig, et. al., 2019) ✓
- Share their research (Guo and Saxton, 2014) ✓
- Share events (Vlaicu, 2017) ✓

Use of colour

- Attention grabbing material = people stay longer (Bilgin and Kethuda, 2022)
- Vivid images work well (Tsdiras and Nerantzidou, 2019)
- Brighter, more saturated images (Banerjee, 2018)
- Content should be easy to navigate (Tsdiras and Nerantzidou, 2019)



(Project Play, 2024)



(Project Play, 2023b)

Showing children's faces

- Project Play have chosen to show images of children, but never their faces...
- Why?



(Project Play, 2023c)



(Project Play, 2023d)

Images



PROS

- Emotive pictures increase chance of donations (Bennett, 2016)
- Story-telling increases engagement with content (Wallace et. al., 2017)

CONS

- Pictures can be saved and used by people who may want to harm the child or gain sexual gratification from the picture (Manotipya and Ghazinour, 2020)
- Can lead to bullying (Korajilija, 2020)
- Child cannot give informed consent (Alderson, 2007)
- Can identify the child's location (Korajilija, 2020)

Humanising or dehumanising?

Dangers of revealing child's location

- Children may become vulnerable to abuse, if untrustworthy people know their location (Korajilija, 2020)
- Confusion around Article 31 of the refugee convention (House of Commons, 2021)





(Project Play, 2021)

Humanising or dehumanising?

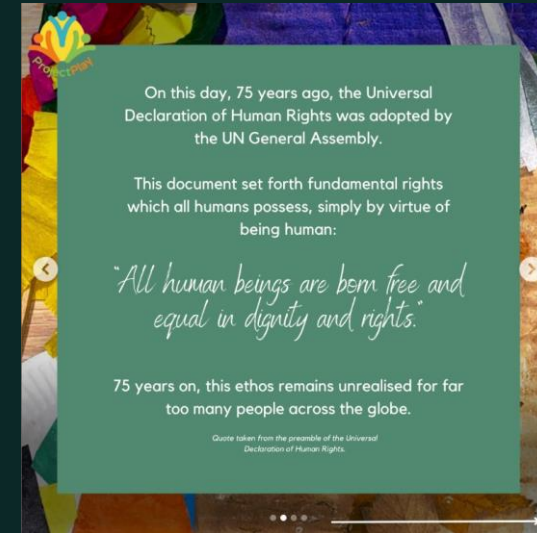
- Some may argue that images of children help tell a story and evoke empathy (Bennett, 2016; Wallace et. al., 2017)
- However,
- Repeated exposure to images can negatively impact a person's compassion, as they become aware of how little they can do to put an end to their suffering - compassion fatigue (Azevedo et. al., 2021; Aldamen, 2023)
- May actually reduce donations and volunteering numbers (Aldamen, 2023)
- No photos of children in living spaces...

Fundraising - what Project play does well

It's important to provide comprehensive and accurate information about the charity's activities - promotes credibility and trustworthiness (Bilgin and Kethuda, 2022)

Fake news will reduce the trust in charities (Kvalnes, 2020)

Information uploaded must be updated in a timely manner (Bilgin and Kethuda, 2022)



(Project Play, 2023b)



(Project Play, 2023e)



(Project Play, 2020c)

- By demonstrating where the money is going, PP may increase donations, as the individual feels more of a personal connection with the charity and believe the donation has a direct impact on others (Wallace et. al., 2017; Bilgin and Kethuda, 2022)

- Tsadiras and Nerantzidou (2019) tested a number of campaign methods and found that lotteries were preferred by the public, as people were incentivised by the opportunity to win a prize.



To say thank you, we are having a Winter Raffle, exclusively for monthly donors! You could be in with the chance of winning these amazing prizes. Each £1 you give a month is another raffle ticket!



Sew Bella



Mr Wood



Housmans Gift Card
60 years of books and activism

What else could Project Play do?

- PP could host question and answer sessions. This may help increase donations and interest in volunteering, by allowing individuals to have their questions addressed and connect with the charity on a personal level (Bilgin and Kethuda, 2022)
- Creating a symbol or hashtag to state that you have donated could lead to more donations, as people will want to impress their friends and it will motivate others who see it to donate (Wallace et. al., 2017)
- PP could increase donations by linking up with an organisation which will match donations (Wallace et. al., 2017)
- Explicitly asking people to share posts online may increase donations, as people are more likely to donate when specifically asked to by family and friends (Dean, 2020)

Conclusion

- Project Play is a charity in northern France which provides play sessions for displaced children.
- Project Play has both Instagram and Facebook and makes use of both these platforms to fundraise and spread awareness.
- Project Play does not show faces of children to help protect their safety and privacy
- Project Play fundraises through raffles and by creating brand trust through posting regular, timely, accurate content.
- Project Play could improve their fundraising through social media by linking up with organisations that will match funding and using hashtags.

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