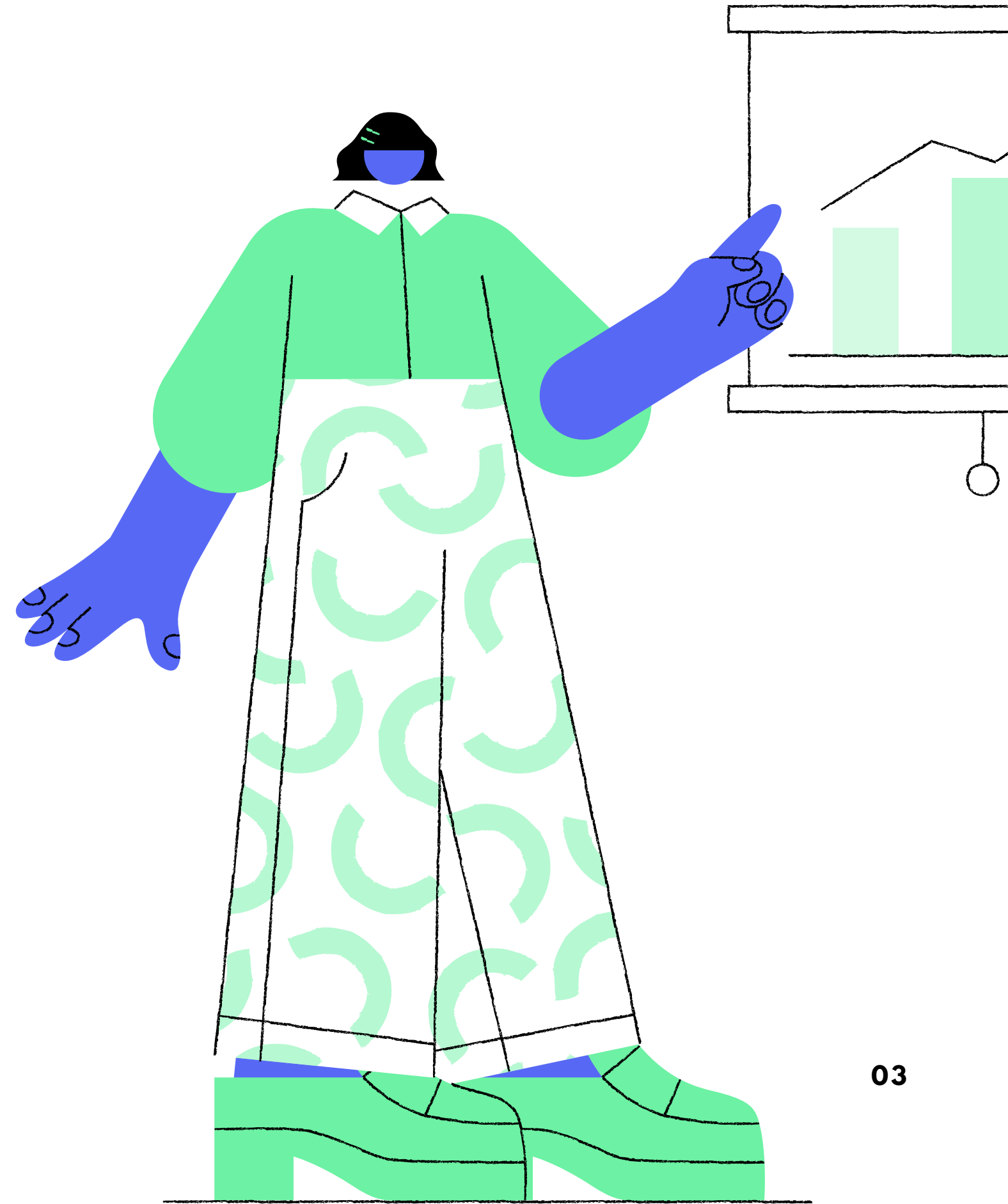


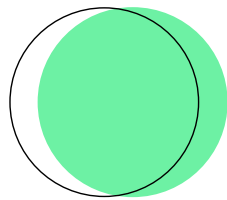
National Workshop on Information, Education and Communication (IEC)/Using Social Media

KUMAR MANISH | @kumarmanish9
C4D Consultant, CoE- CSBC, Gujarat
in partnership with UNICEF

"Social media — and edutainment — can help reduce frictions and barriers that are in the way of individual action."

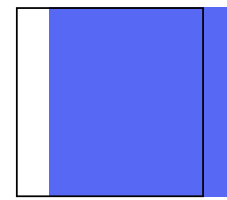


Social Media on Jal Jeevan Misison



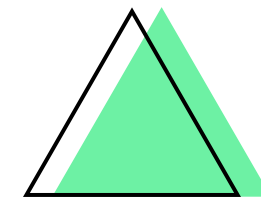
CREATE AWARENESS
ANNOUNCE YOUR PRESENCE

identify social media channels



PLAN ENGAGEMENT
GET PEOPLE INTERESTED

Design & plan content for SM chnannels




BUILD COMMUNITY
GET PEOPLE ENGAGED

Provide consistent & relevant JJM content
for the channel.

Popular Platforms




 IN

Search

+

9+


Freedom from drudgery

 **Jal Jeevan Mission**
3.57K subscribers

SUBSCRIBE

HOMEVIDEOSPLAYLISTSCOMMUNITYCHANNELSABOUT

Jal Jeevan Mission Programme Video-Ani...

 **Jal Jeevan Mission**
SUBSCRIBE

Jal Jeevan Mission Programme Video-Animation
390 views • 1 month ago
Jal Jeevan Mission:Har Ghar Jal launched by Hon'ble Prime Minister Shri @Narendra Modi from the red fort on August 15, 2019.

 **Jal Jeevan Mission**
Har Ghar Jal

 **Har Ghar Jal**
Assured tap water supply to every rural household by 2024

 **Har Ghar Jal**
Jal Jeevan Mission

...



Following

Jeevan Mission ✓
eevan_

official account of the Jal Jeevan Mission, Department of Drinking Water and sanitation, Ministry of Jal Shakti.
[Har Ghar Jal](#) by 2024.

[www.jjm.gov.in](#)  Joined June 2019

Following **16.9K** Followers



 **Har Ghar Jal**
Jal Jeevan Mission

Jal Jeevan Mission
Har Ghar Jal

Assured tap water supply to every rural household by 2024


 **Jal Jeevan Mission, India** ✓
@JalJeevanMissionIndia · Government organization

 Learn more

 [jjm.gov.in](#)

Instagram

Search

 **jaljeevanmission** ✓

Follow

...

244 posts 4,633 followers 26 following

Jal Jeevan Mission
Jal Jeevan Mission - Har Ghar Jal is a flagship programme of Govt. of India aimed to provide every rural household with tap water connection by 2024.
[www.jjm.gov.in](#)

Two Years ...

JJM Samv...

True Happ...

JJM Samv...

POSTS

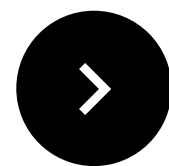
REELS

VIDEOS

TAGGED

eevanmission/

SocialMedia Management



Step 01

CREATE SOCIAL MEDIA ACCOUNT

Encourage officials, colleagues, friends and families to follow

Step 02

PLAN MONTHLY SOCIAL MEDIA CALENDAR

Look at key objectives of Jal Jeevan Mission and use it in your content plan

Step 03

POST CONTENT ON SOCIAL MEDIA

Twitter, Instagram, Facebook, Whatsapp, Telegram

Step 04

AMPLIFY CONTENT THROUGH MESSENGER CHANNELS

Whatsapp & Telegram

Step 05

MONITOR & ANALYSE

Likes, comment, retweets, mention, shares

SOCIAL MEDIA CALENDAR

January 2022



Jal Jeevan Mission

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
	Key Outcomes of JJM & Success stories	affirmative action for protection/conservation/ augmentation of drinking water	Women Empowerment or Water Wisdom	Water Management	Communities positive behaviours on water conservation & judicious use of water,	affirmative action for protection/conservation/ augmentation of drinking water sources and against misuse of water;	
	Photos		Photos		Photo	Photos	Platform 1 Platform 2 Platform 3 Platform 4 Platform 5
	Infographic	Article		Article	Photo Photos		
		Photo	Video	GIF		Infographics	
	Photo					Videos	
	Video			Article	GIF		



HOW TO USE TWITTER EFFECTIVELY

The 5 Phases



CREATE TWITTER BIO ,
USE JJM LOGO/ COVER
IMAGE



TWEET PHOTOS,
VIDEOS (MAX
2:20SEC), ARTICLE
LINKS, CALL ATI
ACTION LINKS



TAG THE OFFICIAL
HANDLES OF THE
MINISTRY AND THE
CAMPAIGN RELATED.



USE LOCAL & JJM
HASHTAGS, STATE OR
NATIONAL ONES (MAX
2 TO 3)
RE-TWEET FROM THE
OFFICIAL CHANNELS

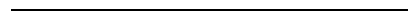


RETWEET & QUOTE
TWEETS RELATED TO
CONVERGENT AREAS,
LIKE HEALTH,
NUTRITION OF GOVT
CHANNELS



HOW TO USE FACEBOOK PAGE EFFECTIVELY

The 5 Phases



FILL THE DETAILS OF
ABOUT PAGE

USE IMAGES, PHOTOS,
VIDEOS, ARTICLES,
INFOGRAPHIC AND DO
MENTION LOCATIONS,
USE HASHATAG

TAG OFFICIAL HANDLE
PAGES, MINISTERS
AND KEY OFFICIALS FB
PAGE

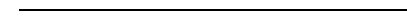
USE VARIETY OF
CONTENT -
INFORMATIVE,
EDUCATIVE,
INFOTAINMENT
REALTED TO JJM

USE FACEBOOK NOTE
FEATURE TO PUBLISH
PRESS RELEASES &
CASE STUDIES IN
BLOG FORMAT



HOW TO USE INSTAGRAM PAGE EFFECTIVELY

The 5 Phases



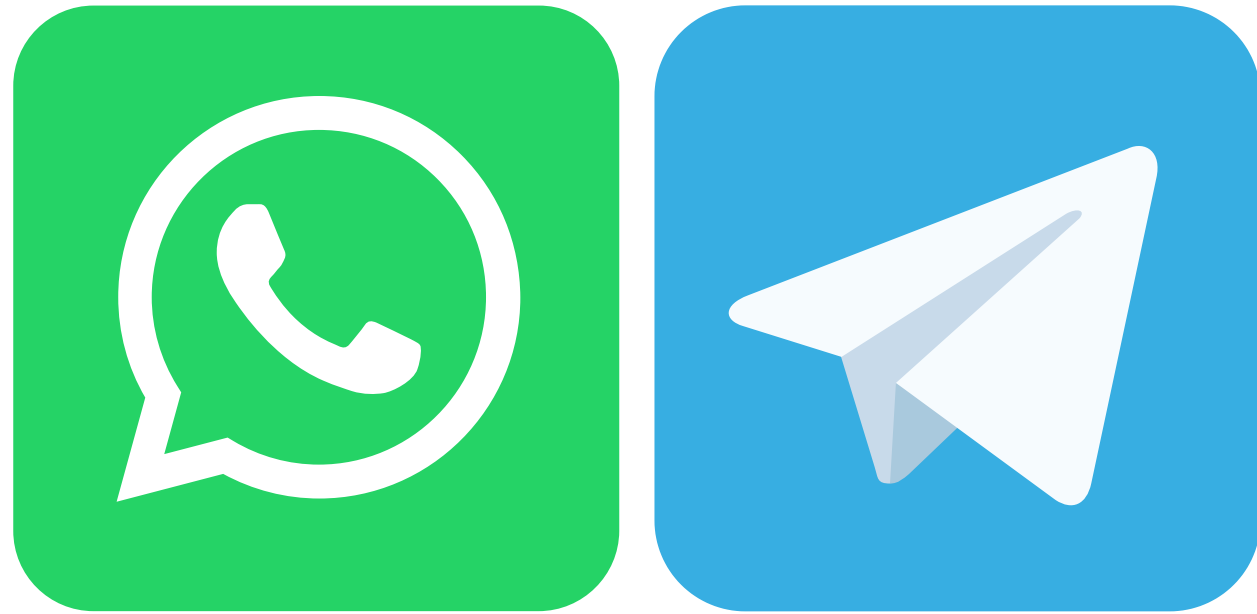
CREATE A BIO

USE PHOTOS, SHORT
VIDEOS, INFOGRAPHIC
& DO MENTION
LOCATIONS, USE
HASHATAG (MAX 30)

TAG OFFICIAL HANDLE
PAGES, MINISTERS
AND KEY OFFICIALS
INSTGRAM HANDLE

CONVERT POSTS INTO
INSTA STORIES & TAG
LOCAL COMMUNITY
INFLUNECERS

CREATE INSTA REELS
DEDICATED TO FOCUS
AREAS OF JJM. ONLY
EDUCATIVE &
AWARENESS CONTENT



HOW TO AMPLIFY SM CONTENT EFFECTIVELY

The 5 Phases



CREATE WHATSAPP
GROUP FOR CONTENT
PROMOTION / FOR
GETTING USER
GENERATED CONTENT
THROUGH FIELD



SHARE TWEET LINKS,
INSTAGRAM LINK, FB
LIVE LINKS AMONG
OTHERS IN THE
NETWORK FOR WDER
OUTREACH



PROMOTE TELEGRAM
LINK FOR PEOPLE TO
SUBSCRIBE FOR INFO
ON JJM & INVITE THEM
TO JOIN



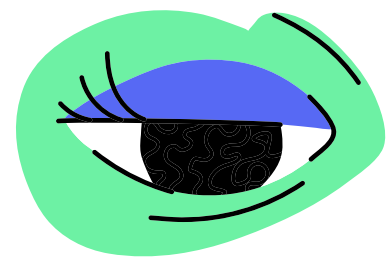
SHARE RELEVANT &
VERIFIED CONTENT



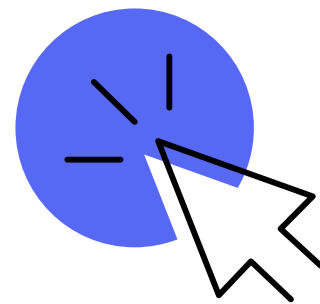
YOU CAN MAKE ADMIN
ONLY/ PRIVATE &
PUBLIC TOO

Social Media Do's

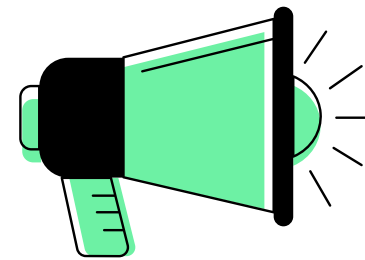
Tips



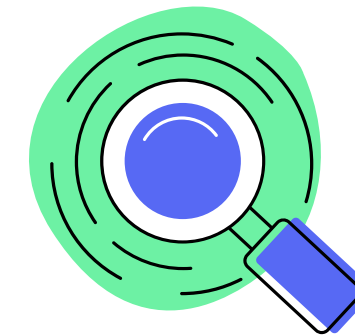
**Share
success
stories of
JJM, case
studies,
articles**



**Provide
regular
content
align to JJM
objectives
from the
state**



**Amplify field
stories, water
management
&
conservation,
sustainability
and others**



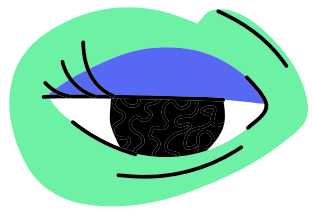
**Focus on
women &
children
empowerment
&
improvement
at local level**



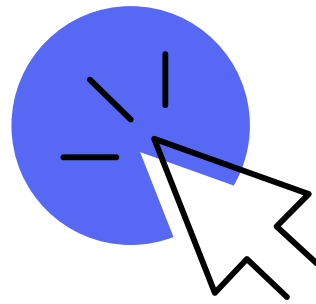
**Facilitate
JJM
information
reaches to
ground level**

Social Media Don'ts

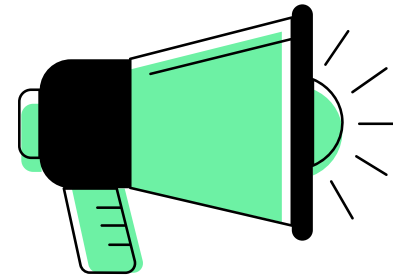
Be wary of FAKE NEWS, Misinformation & disinformation



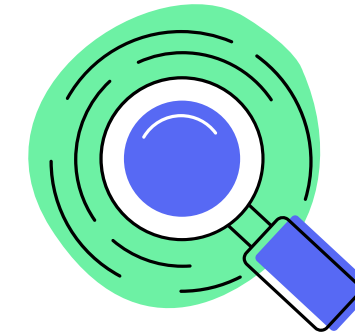
Don't post individual views or photos that might hurt.



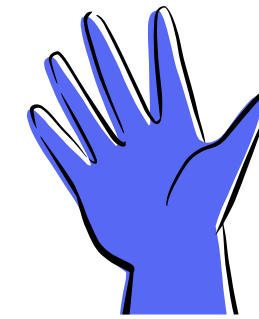
Avoid sharing unverified content



Avoid commenting negatively & or in abusive manner



Doubly cross check before sharing any key data on SM channels



When in doubt, don't post anything

Tools & Tricks



GOOGLE DRIVE



DESIGNS



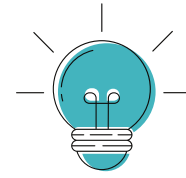
FB BUSINESS SUITE



TWITTER MANAGEMENT

TweetDeck

JJM Social Media in nutshell



CREATE SM HANDLES



POST RELEVANT CONTENT BASED ON JJM
OBJECTIVE CONSISTENTLY



CREATE, CURATE AND COMPILE CONENT FROM
FIELDS AND USERS



KEEP THE FOCUS ON BEHAVIOURAL CHANGE,
SUSTAINABILITY AND ACESS TO CLEAN DRINKING
WATER AMONG OTHER JJM GOALS



BUILD COMUNITY ONLINE AND OFFLINE TO
ACHIEFE THE JJM GOALS

Questions, please :)

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@kumarmanish9

