

The Effectiveness of Instagram as a Public Relations Tool for NGOs
Dissertation Report

partial fulfillment of the requirements for the award of the degree of

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Submitted by

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CERTIFICATE

I hereby certify that this project entitled "**he Effectiveness of Instagram as a Public Relations Tool for NGOs**" by **Kadeeja Siraj** is a record of bonafide work carried out by her under my supervision and guidance.

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DECLARATION

I do affirm that the project '**The Effectiveness of Instagram as a Public Relations Tool for NGOs**' submitted in partial fulfillment of the requirement for the award of the Master of Arts degree in Journalism and Mass Communication Studies has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title or recognition.

Ernakulam

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ABSTRACT

The widespread use of social media has led to an increased interest in understanding its potential as a public relations (PR) tool, particularly for non-governmental organizations (NGOs). The study aims to explore the use of Instagram as a powerful social media platform for public relations (PR) activities by non-government organizations (NGOs). With the increasing dependence of people on social media for information and education, it is necessary to understand the impact of social media on PR activities. The research focuses on two selected NGOs and analyzes their PR progress on Instagram to understand the methods used to reach the audience. This research provides valuable insights for NGOs and PR practitioners seeking to leverage social media for their PR campaigns. In conclusion, this study contributes to the growing body of literature on the use of social media in PR and the potential impact of Instagram on NGOs.

CHAPTER 1

INTRODUCTION

NGO

Non-government organizations - (NGOs) from India have a long history of working towards India's development. In the late 19th and early 20th centuries, some of the first nongovernmental organizations (NGOs) in India were founded to address concerns including poverty, education, and health. Indian NGOs have made significant contributions to the development of the nation ever since India gained its freedom in 1947. On different development projects, they have partnered with the government and worked with international NGOs (INGOs) and funders as well. (Kilby). In terms of a broad values base, Indian NGOs are about the existential amelioration of victim groups...[and] the creation of community solidarity [rather than the] achievement of political emancipation (Baxi 1997: 56). The majority of non-governmental organizations (NGOs) in India are primarily nonprofit institutions with the aim of resolving the nation's many social and economic problems. There are numerous NGOs in India that seek to promote topics including human rights, environmental preservation, women's rights, and the reduction of poverty. Many of these NGOs work closely with communities to address their unique needs at the local level. The Indian government is working to form partnerships and collaborations with NGOs in order to undertake various development programmes and initiatives. It has also acknowledged the significance of NGOs in fostering development. India has a long history of serving its community. They say that once India gained its independence,

Mahatma Gandhi also intended the Indian National Congress to become a public service organization. Despite the initial rejection of the plan, many dedicated Gandhians afterwards established several non-profit organizations around the nation to continue Gandhi's positive work.(Kumar and Kumar Sharma). Most notably, NGOs have been effective in getting governments to pass laws and policies that are favorable to development. Some examples of such legislation and policy include the Right to Information Act, the Integrated Child Development Scheme (ICDS), Integrated Child Protection Scheme (ICPS) ,National Rural Employment Guarantee Act (NREGA), the Juvenile Justice Act, the Nirmal Gram Initiative (NGI), the Rashtriya Swasthya Bima Yojana (RSBY), and numerous other policies aimed at empowering women and protecting the environment and those who are marginalized by human trafficking. (Sharma N.K et.at 2020).

In short, NGOs are motivated by principles like "social equality" and "human development," among others. There are currently about 25,000 NGOs operating in various parts of India. In conclusion, the NGOs function with more accountability, presenting alternative solutions to the development.

Social Media

Social media are media for social connections, using highly available and scalable publishing methods.Social media platforms are online intermediaries that enable user-generated content and allow for interactivity among users and direct engagement with the content (DeNardis & Hackl, 2015). Social media platforms are websites and applications that allow users to create and share content with other users. These platforms facilitate interaction and communication between individuals and groups in various ways, such as text, photos, videos and audio. Social media

platforms allow users to create and share content, interact with others, and build communities around shared interests. Social media platforms facilitate interaction and communication between users through features such as likes, shares, comments and direct messages. These features allow users to connect with each other in real time and create meaningful connections with others.

Social media platforms are online intermediaries that enable user-generated content and allow for interactivity among users and direct engagement with the content (DeNardis & Hackl, 2015). One of the defining characteristics of social media platforms is that they enable user-generated content. This means that the content of these platforms is created by the users themselves, not by the platform owners or administrators. Users can express themselves in many ways, for example by posting updates, comments, photos, videos and other types of content. Social media platforms also enable interaction between users. They allow users to connect with each other in real time and create meaningful connections with others. These platforms facilitate interaction and communication between users with features such as likes, shares, comments and direct messages. Channels for social media have the power to magnify messages and ideas, causing them to spread quickly and get viral.

Theory

Network public theory is a framework that examines the ways in which social media platforms have changed the nature of audiences and their communication practices. This theory was proposed by Danah Boyd and is based on her ethnographic research on teenagers' use of social media platforms. She argues that teenagers, like other age groups, use social media platforms to participate in public life. But their communication and the platforms they use are different from adults. According to Boyd, teenagers often navigate complex social dynamics on

Facebook, Instagram, Snapchat and Twitter, where they connect, share information and participate in different communities. A central idea of the theory of online publics is that social media platforms have created new forms of publics that are online, public, and participatory. According to Boyd (2010), networked publics are "publics reorganized by network technologies, characterized by the blurring of public-private boundaries, and emergent and self-organizing."

Networked Publics theory emphasizes the importance of understanding the social dynamics and structures of online communities and the role of social media platforms in shaping these interactions. In particular, Boyd argues that social media platforms enable new forms of social interaction that blur the boundaries between public and private and create new opportunities for communication and expression. Several studies have used the theory of online audiences to examine how social media platforms shape audiences and their communication practices. For example, Bruns and Burgess (2015) used networked public theory to analyze the use of social media platforms in political campaigns. They found that social media platforms have enabled new forms of participatory politics, where individuals can participate in political campaigns and engage in public debate in ways that were not possible before.

Similarly, Marwick and Boyd (2014) used networked public theory to examine the use of social media platforms by marginalized communities. They found that social media platforms created new opportunities for these communities to connect with each other and challenge dominant narratives and power structures. Other studies have used the theory of online publics to examine the impact of social media platforms on privacy and surveillance. For example, van Dijck and Poell (2015) used the theory of online audiences to analyze the ways in which social

media platforms collect and use user data. They found that social media platforms have created new forms of surveillance and raise important questions about privacy and data security. The different ways that social media platforms are changing social relationships, political engagement, and privacy and surveillance practices have been made clear by networked public theory.

NGO and Instagram

Instagram has become a popular social media platform with over 1.2 billion users worldwide (Melody Nouri). Its focus on visual content, user-friendly interface and marketing potential have contributed to its popularity, while its challenges and controversies underscore the need for continued critical analysis of social media's impact on society. Instagram has also become an important marketing tool for businesses and influencers. The platform's visual focus and large user base make it an attractive platform for brands to promote their products and services, while influencers can use the platform to build their personal brands and promote sponsored content.

For NGOs Instagram is a visual platform. Instagram is a social media platform designed primarily for visual content. Unlike other social media platforms like Twitter or LinkedIn, Instagram's main focus is sharing photos and videos.

The platform's user interface is designed to present visual content, with photos and videos taking up most of the screen. Instagram users can upload photos and videos, use filters and editing tools to enhance them and share them with their followers.

In addition to sharing their own visual content, users can also interact with other users' visual content by liking, commenting and sharing their posts. It creates a highly visual and interactive experience for users, focusing on sharing and engagement with visually appealing content.

Instagram's emphasis on visual content has made it a popular platform for creative professionals like photographers, designers and artists to showcase their work and gain followers on the platform. It has also made Instagram a popular platform for brands and businesses to promote their products and services through visually engaging content.

NGOs can use Instagram to engage with their followers in a number of ways. Responding to comments and direct messages is a great way to build relationships with followers and show that your NGO is listening to their concerns and feedback. This can help build a sense of community and trust between the NGO and its followers.

Instagram surveys and polls can also be an effective way for NGOs to get feedback from their audience. Surveys and polls can be used to gather opinions on a specific topic, measure interest in a specific event or campaign, or receive feedback on an NGO's activities. Polls and surveys can also be used to encourage followers to engage and participate. By asking followers to share their opinion, the NGO can create a sense of participation and ownership in its followers.

In addition to surveys and polls, NGOs can also use Instagram to share information about their activities and events, and publicize their campaigns and initiatives. For example, Instagram stories allow NGOs to offer behind-the-scenes glimpses of their work and create a more personal connection with their followers.

LITERATURE REVIEW

This thesis titled *The effects of online public relations on NGOs' reputation* of 2014 edition concentrated on the public relations practices of NGOs, more on their online PR. The Internet and, more recently, new social media tools have opened up new possibilities for NGOs to communicate with the public. There has been a great deal of speculation about the effects of online communication and social media for organizations, including NGOs (*the Effects of*

Online Public Relations on NGOs). To name an example, Surman and Reilly (2003) highlight several possibilities as well as challenges that NGOs face when getting familiar with new media. They see online public relations potentially promoting inclusion and equity, and having great potential for collaboration and mobilization of publics (2003, pp. 11-13).

Using Instagram for Nonprofit Public Relations: A Study of Selected NGOs in India (2018) by Gupta (2018) aims to analyze the use of Instagram as a public relations tool by six selected Indian NGOs. The study used a qualitative research method that used content analysis and semi-structured interviews to collect data.

The results of the study revealed that Instagram was an effective tool for NGOs to increase public awareness, engagement and trust. The study found that NGOs used Instagram to promote their activities and events, promote their causes and communicate with supporters and volunteers. The study also found that Instagram allowed NGOs to engage with their followers in a more engaging and personal way using visual storytelling. The study identified several best practices for NGOs using Instagram for public relations, including using high-quality images, using relevant hashtags, and the importance of engaging with followers by responding to comments and messages.

Overall, the study highlights the potential of Instagram as a powerful PR tool for Indian NGOs, providing a platform to connect with supporters and volunteers, raise public awareness and advance their causes through visual storytelling.

“Using Instagram for Nonprofit Engagement: A Study of Selected NGOs in India”

(Gupta, 2018) – This study analyzed the use of Instagram by six selected Indian NGOs and found that Instagram is an effective tool for building public awareness, engagement and trust. . .

The study also found that NGOs used Instagram to promote their activities and events, promote their causes and communicate with supporters and volunteers.

The author Elisa Serafinelli in her 2018 edition book "Digital life on Instagram" showed that Instagram has changed social approaches through visual experiences. Instagram is used for social relationships, social media marketing, photo sharing etc. Instagram as a visual communication platform it has interpreted means to connect bridges among social, societies and visions. The relationship between visuality and the current development in research on The author Elisa Serafinelli in her 2018 edition book "Digital life on Instagram" showed that Instagram has changed social approaches through visual experiences. Instagram is used for social relationships, social media marketing, photo sharing etc. Instagram as a visual communication platform it has interpreted means to connect bridges among social, societies and visions. The relationship between visuality and the current development in research on social media is the focus of this, which envisions a large-scale discourse on photography and the practice of photo sharing which can stick people with each other for many purposes as formally or informally Instagram supports the practice of everyday social interactions (Serafinelli). Internet theories (Bolter & Grusin 1996; Granieri, 2005; Jenkins 2006; O'Reilly, 2004) discussed the potential that the connectivity of networks produce, setting the scene for further theorisations associated with the relation of human - technology. Instagram as a public relation tool has easy access to the internet and social media, smart mobile devices become endlessly online and constantly in use generating connections and practices. Instagram has a crucial role in shaping new ways of seeing and using visuals for different purposes. So here we are able to understand the importance of social media as a public relation tool in connecting people to communicate or interact with visual images which shows a great impact on the audience.

"Social Media for Social Good: Developing a Communication Strategy for Nonprofit Organizations" is a 2018 study by Alina Maria Ciocan and Mihaela Alexandra Istra. The study examines the use of social media by non-profit organizations. communication strategy to achieve social good.

The authors focus on Instagram as a visual platform that allows NGOs to communicate their mission, values and causes to their target audience. They argue that Instagram is a valuable tool for NGOs because it allows them to use visual storytelling to create emotional connections with their followers and communicate more effectively with them. The study also provides NGOs with a step-by-step guide to develop an Instagram communication strategy. The authors recommend that NGOs first define their target groups and communication goals. After that, they should create an Instagram account and develop a content plan that matches their communication goals and target audience. NGOs should also engage with their followers by responding to comments and direct messages, as well as using hashtags and user-generated content to promote their causes and build community.

Finally, the authors emphasize the importance of measuring the impact of the communication strategy on Instagram. They recommend that NGOs use analytical tools to monitor their performance and adjust their communication strategy accordingly.

A study on "Social Media Strategies for NGOs: An Indian Perspective" by Kumar et al. (2019) aims to examine the social media strategies of 21 Indian NGOs, focusing on their use of Facebook, Instagram, Twitter and YouTube. The study used a qualitative research method that used content analysis and semi-structured interviews to collect data.

The results of the survey revealed that Instagram was the second most popular social media platform after Facebook, with 62% of NGOs having an active Instagram account. The study

found that NGOs used Instagram to share stories, images and videos promoting their work and to promote events and campaigns. The study also found that Instagram was particularly effective in reaching younger audiences and increasing engagement.

The study highlighted several challenges that NGOs face when using Instagram, such as a lack of resources and expertise to create quality content, the need to consistently produce fresh and engaging content, and the difficulty of measuring Instagram's impact on their overall social media presence strategy

Overall, the study highlights the potential of Instagram as a valuable tool for NGOs in India as it provides a platform to showcase their work and engage with supporters and volunteers, especially with a younger audience. The study also indicates the challenges of non-governmental organizations in using Instagram effectively and the need for resources and expertise to create quality content and measure the effects of a social media strategy.

Tuna Ergun and Merve z did a study titled "Social Media Marketing: A Case Study of Non-Profit Organizations' Use of Facebook, Twitter, and Instagram" in 2019. The study looks at how non-profit organizations (NGOs) use social media sites like Facebook, Twitter, and Instagram for marketing. The authors center their attention on Instagram as a medium that NGOs can utilize to engage with their followers through visual material and attract younger audiences. In order to understand how three NGOs—WWF, UNICEF, and Amnesty International—use Instagram for social media marketing, the paper comprises case studies of each organization.

According to the authors, NGOs can effectively target younger audiences on Instagram who are more likely to interact with visual content. According to the authors, NGOs can effectively target younger audiences on Instagram who are more likely to interact with visual

content. Additionally, they discovered that NGOs use Instagram to promote their causes, highlight their work, and cultivate relationships with their followers. The study emphasizes the significance of using a consistent visual aesthetic and hashtags to establish a recognisable brand on Instagram and boost follower engagement.

In order to foster a sense of community, the authors advise NGOs to concentrate on engaging with their followers by replying to comments and direct messages. The study emphasizes that NGOs must use analytics tools to evaluate the success of their social media marketing initiatives on Instagram. Kirstie L. Farrar and Joshua B. Barbour did a study titled "Nonprofit Communication on Instagram: An Analysis of Nonprofit Organisations' Use of Instagram for Public Relations" in 2021. The study looks at how non-profit organizations (NGOs) use Instagram for public relations. The authors examine 100 Instagram posts from 20 NGOs to discover recurring themes and communication techniques. They discovered that NGOs use Instagram to promote their goals and core principles, emphasize their impact, and develop bonds with their followers.

The survey also emphasizes how crucial Instagram visual storytelling is for NGOs looking to engage their followers on an emotional level and advance their objectives. According to the writers, NGOs should employ consistent visual branding and captions to successfully communicate their messages. According to the survey, NGOs must interact with their Instagram followers by leaving comments and answering direct messages, using hashtags, and sharing user-generated content. The authors contend that participation can aid NGOs in creating a feeling of neighborhood and fostering connections with their supporters.

Finally, the study emphasizes the significance of performance measurement for NGOs to assess the success of their Instagram communication. According to the authors, NGOs should

employ analytics tools to monitor their progress, pinpoint their areas for improvement, and modify their communication plans as necessary.

METHODOLOGY

NGOs often use social media platforms to connect with their target audience, raise awareness of causes and mobilize support. They engage in online advocacy, fundraising campaigns and community building through various social media. In this context, online public theory helps us understand how NGOs navigate the digital landscape and interact with their stakeholders.

The study aims to explore how Instagram is an effective PR tool for NGOs, specifically in reaching their target audience and maintaining their marketing strategies. To achieve this, two NGOs, Kites India and Mehac Foundation, will be analyzed based on the community services they provide such as child care, education, youth development, and healthcare. The study will focus on how social media platforms can enhance customer interactions, improve information accessibility, and reduce marketing and customer service costs for organizations.

To gather data, multiple methods will be employed such as interviews, surveys, and examination of social media activity on the NGOs' Instagram accounts. The study will analyze how the NGOs raise the number of their followers, the Instagram features used by the account handlers, and how promotions are carried out. The research will highlight the ways in which NGOs can effectively use Instagram as a PR tool to communicate with their audience and bring attention to their cause. The study will explore the use of visual storytelling, hashtags, influencer marketing, engaging with followers, and narrative as effective strategies for NGOs to promote their message and broaden their impact.

Overall, the study will contribute to the understanding of how NGOs can utilize social media platforms like Instagram to effectively reach their target audience and maintain their

marketing strategies. By highlighting the best practices and effective strategies employed by NGOs, the study will provide valuable insights for organizations looking to enhance their social media presence and engage with their audiences.

CHAPTER 2

NGO 1

KITES INDIA (Kerala Institute for Tourism and Travel Studies) is a youth-focused NGO based in Kerala, India. The organization works to empower young people by providing them with opportunities to learn new skills, grow as leaders, and get involved in community improvement. KITES INDIA's mission is to create a distinctive organizational functional model that can have a scalable social impact at the national and international levels. One of the ways KITES INDIA empowers youth is through its Youth-Led Development program, which focuses on harnessing the force of effective youth involvement on a variety of fronts. The program promotes locally sourced solutions to community-based issues and works with a variety of stakeholders, such as business, academia, civil society, and the government. The findings of Allen and Vargas (2018), KITES INDIA supports youth empowerment by providing guidance, instruction, and resources to young people. Through its various programs and initiatives, KITES INDIA helps youth develop leadership skills, gain knowledge about social issues, and learn practical skills that they can use to improve their communities. KITES INDIA also promotes young people's sense of action and civic duty by encouraging them to get involved in community development initiatives. For example, the organization's "Green Army" program engages young people in environmental conservation efforts, while its "Eco Club" program teaches students about sustainable living practices.

KITES INDIA is a youth-focused NGO that works to empower young people in Kerala, India. The organization's programs and initiatives focus on providing guidance, instruction, and resources to youth, as well as promoting their sense of action and civic duty. By working with a

variety of stakeholders, KITES INDIA aims to create scalable social impact at the national and international levels.

KITES INDIA is an excellent example of an NGO that effectively utilizes social media channels like Instagram to showcase their work and campaigns to reach their target audience. With a significant media presence, KITES INDIA consistently uses Instagram to showcase their functioning and campaigns to reach out to their followers. One of the key strengths of this NGO is the youth who are involved in their programs and initiatives. KITES INDIA's programs focus on empowering young people, and their social media strategy reflects this. The organization showcases the work done by young people, highlighting their contributions and successes. With 576 posts on their Instagram account, KITES INDIA has made a concerted effort to build a strong social media presence. They have been using Instagram since March 2020 and have utilized hashtags like #kitesindia, #kitesfoundation, and #kiteskerala to increase their reach.

Furthermore, KITES INDIA has effectively used videos as a means to showcase their work and reach a wider audience. Videos allow the NGO to share stories about the impact of their programs and initiatives on individuals and communities. Another strength of KITES INDIA is their ability to gain support from people of different statuses, including politicians, celebrities, and other influencers. This support helps the organization to raise awareness about their work and attract more supporters. (“Kites Foundation”)

In conclusion, KITES INDIA is an NGO that effectively utilizes Instagram to showcase their work and reach their target audience. Their social media strategy reflects their focus on empowering young people, and their use of videos and hashtags has helped to increase their reach. With the support of individuals and communities, KITES INDIA is making significant strides in creating scalable social impact at the national and international levels.

Instagram post Analysis

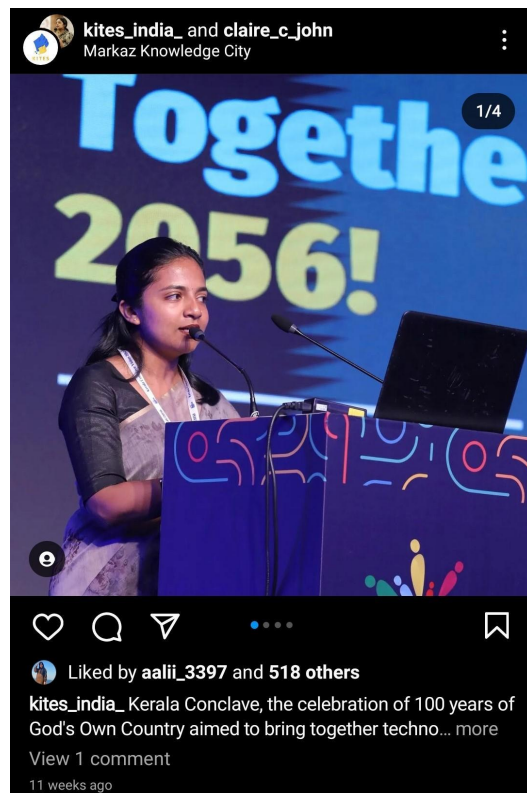


Figure 1



Figure 2



Figure 3

The 100th anniversary celebration of God's own nation, Kerala Conclave, aims to bring together technology, travel and tourism, the arts, sports, and more from Kerala. The youth society of India was represented by Kites India at the Kerala Conclave Vision 2050-'56. By the Kerala Conclave Vision 2050, Kites India was recognised as the best youth NGO in Kerala for 2023. Awarded the title of best NGO in Kerala, they are more likely to become more well-known and credible, bringing in more partners, funding, and supporters. Their efforts have been recognised with an award, which may encourage other youth-led organizations to adopt their model and strategy. Additionally, Kites India has the chance to expand their leadership position in the field of youth empowerment by imparting their knowledge and experience to others.

Figure 1 was posted on February 24, 2023, and received 518 likes; Figure 2 was made on February 23, 2023, and received 126; and Figure 3 was made on February 18, 2023, and received 104. The most frequently used hashtags were #kitesindia #kiteskerala #keralaconclave2023.

NGO 2

MEHAC FOUNDATION- their mission is to Develop a new model of long-term mental health care to help people with mental illness and their families live better lives by strengthening existing health systems and improving community engagement. Human relationships and the human relationships we continuously create are the main strengths of the Mehac Foundation. Since its establishment in 2008, Mehac Foundation is a non-profit organization dedicated to providing mental health treatment services and improving the lives of people with mental health problems and their families. The task of a multidisciplinary team of professionals is to provide comprehensive and long-term psychosocial support to achieve lasting positive results.

One of the important aspects of Mehac Foundation's work is its commitment to providing free, high-quality mental health services to low-income families. Over the past 12 years, they have

successfully reached over 3,000 people in six districts of Kerala, with an impressive 98 percent of beneficiaries coming from poor backgrounds. These statistics underscore the Foundation's commitment to breaking down financial barriers and ensuring that mental health care is accessible to those most in need without undue burden. Based on this impressive experience, the Care and Research Foundation partnered with the Mehac Foundation to adapt the principles of palliative care specifically to mental health. Palliative care traditionally focuses on improving the quality of life of the seriously ill, and the Mehac Foundation has ingeniously applied these principles to the field of mental health.

Prioritizing improving access to community mental health, the Mehac Foundation is at the forefront of a transformative approach. They understand that mental health care should not be limited to clinical settings, but should extend to the communities where people live, work and interact. This emphasis on community mental health services ensures that mental health services are available and easily accessible to those in need, including in remote or underserved areas. The foundations work together to destigmatize mental health issues, raise awareness and promote early intervention. By providing free mental health care based on the principles of palliative care, they not only address the immediate needs of individuals, but also focus on their long-term well-being and overall quality of life. The Foundation's commitment to improving the lives of people suffering from mental illness, especially those from poor families, demonstrates their unwavering commitment to making a positive impact on mental health. Through their innovative approach and collaboration with organizations such as the Mehac Foundation, they contribute to the broader goal of creating a society where mental health support is available to all, regardless of socioeconomic status.

The Mehac Foundation has partnered with the National Health Mission, District Mental Health Program, Local Government, NGOs and Local Health Centers to provide inclusive mental health counseling to local communities in accessible areas. This collaboration gives us the infrastructure to run the clinics and helps us provide free medicines to the beneficiaries.- (“Ngo for Mental Health”)

On instagram Mehac Foundation has 347 followers 47 total posts. The first post of Mehac Foundation was on May 13, 2021 and the recent post was on January 21, 2023. They are not much active on social media but they are planning to be more constant and active. They have not done any campaigns that are to be noticed through instagram. They don't have a strong team to handle social media. To maximize the impact of their communications on Instagram, NGOs should create a consistent and aesthetically pleasing content strategy, include relevant hashtags and engage with their audience.

Instagram post Analysis

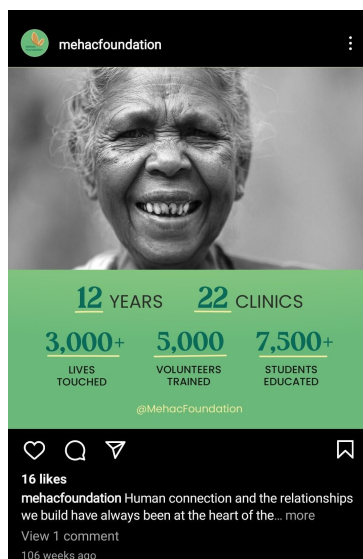


Figure 1



Figure 2

Figure 1 was posted 2 years ago and got 16 likes and used hashtags are #MehacFoundation #Community #Mehak Circle of Support. This picture focused on providing detailed information about the foundation. Mehac Foundation gives local communities the tools they need to provide the poor and underserved with free mental health care under the supervision and direction of qualified medical professionals. Figure 2 was posted 1 year ago and got 50 likes, hashtags used are #Mentalhealthawareness #Streetplay #Mehacfoundation #Mentalhealthmatters. This image depicts a street play intended to raise awareness of mental illness. Students from Amrita Vishwa Vidyapeetham, Jai Bharath College, and the Rajagiri College of Social Science performed the play. These pictures show how the Mehac Foundation is highly transparent and demonstrates their efforts for the people.

CHAPTER 3

ANALYSIS and FINDINGS

Analysis

To analyze the activity of NGO 1 and 2 when using Instagram to share content, several factors are noted - the frequency of posting content on Instagram can indicate the level of activity of the NGO. Analyzing the number of posts of NGOs 1 and 2 would give a preliminary idea of their commitment. A higher number of posts usually indicates more activity. The frequency with which content is published on Instagram is often considered a measure of an organization's level of activity on the platform. When an NGO posts more often, it shows that it is actively engaging with its audience and is constantly sharing updates, information and stories related to its cause. Regularly posting content on Instagram offers several benefits. First, it helps you maintain a consistent presence by keeping your NGO at the forefront of your followers and increasing your chances of getting noticed. It also shows that the NGO is actively engaged in its mission and is committed to informing and engaging its public.

Content diversity plays an important role in determining the level of NGO activity and engagement on Instagram. When NGOs share different types of content, it shows that they are actively exploring different formats and means to engage with their audience and deliver their message effectively. This is how the variety of content affects the level of activity of an NGO - Storytelling opportunities: Different types of content offer NGOs the opportunity to tell their stories in many different ways. For example, images can evoke emotion, videos can provide an

in-depth narrative, and stories can offer behind-the-scenes. By taking advantage of these storytelling opportunities, NGOs can create a more engaging and effective presence on Instagram.

Network Public Theory emphasizes the role of digital platforms in shaping public discourse and engagement. NGOs that use Instagram as a platform to share content can be considered participating in a networked public. By actively posting content and interacting with their audience on Instagram, NGOs use the public network to reach and engage with their target audience. According to network public theory, visibility and involvement are key factors in online publics. By publishing content frequently on Instagram, NGOs increase their visibility among the platform's online audience. This visibility helps them gain attention, gain followers and reach a wider audience. Additionally, consistent posting and diverse content increase engagement with the public as they have more opportunities to engage and respond to the NGO's messages. Online Public Theory also emphasizes the flow of information in an online public. NGOs that regularly publish diverse content on Instagram actively participate in the information flow of their networks. They share updates, stories and information related to their topic, helping to spread their message and raise awareness among their followers and a wider online audience. Network Public Theory identifies network effects in networked publics. When NGOs consistently post content on Instagram, it creates a cumulative effect that increases their presence and influence over time. By interacting with their audience and sharing rich content, they can attract more followers, increase engagement and potentially inspire others to join their cause or support their initiatives. This strengthening of the NGO's message and influence is consistent with the network effects described in the theory. In short, the frequency of posts and the diversity of content on NGO Instagram are consistent with the principles of Network Public Theory,

emphasizing visibility, engagement, information flow and network effects in online audiences. By actively participating in this dynamic, NGOs can increase their activity and engagement on Instagram, which furthers their mission and goals.

Findings

It is discovered in the research that active interaction is necessary for social media growth and expansion. Here, we can see how ngo differ from one another in terms of how they use and make use of social media. NGOs No. 1 actively utilize Instagram to share content and they do have a large number of followers, but Ngo No. 2 hara supportive and engaged community. When an NGO actively engages with their followers, it increases the likelihood that their content will be shared and reach a wider audience. By responding to comments and encouraging dialogue, an organization can generate discussion about its topic, raise awareness and draw more attention to its mission and activities. Active participation on Instagram makes the NGO add personality to its PR activities. By responding to comments and holding discussions, an organization shows that there are real people behind the organization who really care. This helps to create a disproportional and accessible image that can strengthen the credibility and connection of the NGO with the audience. Active communication with followers gives the NGO the opportunity to gather valuable feedback and insights.

Limitations

Instagram's caption character limit is so small, it can be difficult to convey complex information. Instagram's scrolling feed makes it more probable that users will swiftly scan material rather than reading lengthy passages of text. Instagram's algorithms prioritize viral or interesting material, so users may not see posts with lengthy captions or in-depth remarks as often. Users may find it

difficult to successfully communicate complex or detailed messages through text alone as a result of this. Anyone can comment on public posts on Instagram thanks to its open commenting system, which makes it simple and quick for unfavorable feedback to spread. Negative comments or feedback can harm the reputation of brands or people utilizing Instagram for PR, which can be a drawback. A brand's or a person's reputation can be significantly impacted by negative feedback or criticism since it can damage credibility and trust. This is particularly true on Instagram, where users could be more prone to believe what other users or influencers have to say.

CHAPTER 4

CONCLUSION

Conclusion

Visual nature and capacity to engage followers, Instagram has grown to be a popular social media channel for NGOs to employ as a PR tool. To help their audience better understand their message and impact, the website enables NGOs to exhibit their work and campaigns through photographs and videos. Additionally, Instagram's various features, like Instagram Stories and IGTV, give NGOs the chance to produce more dynamic and interactive content that can help them develop a deeper connection with their audience. NGOs can also utilize hashtags and influencer marketing to reach a larger audience and spread the word about their cause. NGOs can effectively engage with their audience, spread their message, and broaden their impact on Instagram. It has consequently evolved into a crucial PR tool for many NGOs today. The NGO

might try to launch effective Instagram campaigns to raise interest in and awareness of their cause or objective. Instagram provides a number of features and tools that can help NGOs develop successful campaigns that connect with their audience, including visual storytelling, influencer marketing, hashtags, and more. NGOs can potentially reach a larger audience by using Instagram as a campaign platform, especially younger generations who are more likely to use social media. Additionally, Instagram gives non-profit organizations a platform to share the results of their efforts through visual content, which can be effective in spreading the word about them and gaining support for their cause. Overall, by strengthening the power of Instagram for campaigns, NGOs can increase their visibility and impact, and ultimately achieve their goals more effectively.

Instagram is a visual platform that enables businesses to communicate with their stakeholders about their values, vision, and mission using images, videos, and stories. Organizations may build an emotional connection with their followers as well as a sense of trust and transparency by providing photographs and videos that support their objective. An NGO that specializes in environmental conservation, for instance, may use Instagram to highlight its initiatives to lower its carbon footprint, clean up contaminated areas, and inform the public about environmental protection. The organization can successfully convey its ideals and goals to its followers and motivate them to take action for environmental protection by posting aesthetically pleasing photographs and videos that document their activities.

Instagram offers NGOs a platform to engage with potential contributors and reach a wider audience, making it an effective tool for fundraising for NGOs. Instagram gives non-profit organizations the chance to share their mission, tell their narrative, and highlight their effect

through visually stimulating content that can emotionally connect with people. Users may donate or support the organization's cause as a result of this emotional connection.

Through posts, stories, and advertisements, NGOs can use Instagram to start fundraising campaigns. It is also possible to use Instagram's tools, such as donation stickers, swipe-up links, and call-to-action buttons, to make the donation process simple and straightforward. NGOs can also work together with partners or influencers to increase their fundraising efforts and reach more people. NGOs have utilized Instagram to raise money through effective crowdfunding campaigns. NGOs can use social proof to their advantage by showing how much money has been raised and how many people have already donated, which may inspire more people to do the same. In conclusion, since Instagram can be used for fundraising, it may be a potent PR and marketing tool for NGOs of all sizes.

Instagram has a wide range of tools and functions that NGOs can use to engage with their audience and make a big difference for their cause. For instance, NGOs can promote their work, share the tales of the people they assist, and exhibit the results of their projects by using Instagram's visual storytelling tool. This aids in establishing an emotional bond with the audience and increases the NGO's credibility and trust. Additionally, NGOs can use Instagram's hashtag functionality to connect with more people and raise their profile there. The NGO can draw followers interested in the same cause and boost interaction with their material by adding pertinent hashtags linked to their cause. NGOs can use Instagram's influencer marketing function to broaden their audience and boost their stature. They can use the influencer's following and broaden their own reach and impact by collaborating with influencers who share their beliefs and interests.

Last but not least, NGOs can use Instagram's interactive features, such polls, quizzes, and interactive stories, to establish a two-way dialogue with their audience and gather insightful feedback on their efforts and also how network public theory is connected to the research. Network Publics Theory recognizes the importance of engagement with local communities and grassroots organizations. NGOs can work closely with community groups, mobilize local resources, and empower community members to actively participate in decision-making processes and program implementation.

Information networks and scientific collaboration: NGOs can participate in information networks and scientific collaboration that bring together researchers, practitioners and experts in a certain field. By participating in these networks, NGOs can promote evidence-based practices, collaborate on research projects and strengthen the knowledge base in the field.

Data Mining and Analysis: The vast amount of Instagram user-generated content provides a rich source of data for research purposes. In the future, advanced data mining and analysis tools can be developed to extract valuable information from Instagram posts, comments and profiles. NGOs can use this information to understand public opinion, identify trends and gather information relevant to their research objectives.

Instagram can be used for social listening to track and analyze conversations and trends around specific topics or keywords. In the future, Instagram may offer advanced social listening tools that allow NGOs to monitor conversations, opinions and emerging issues related to their interests. This research can help NGOs refine their message, understand their target audience and effectively design their PR strategies. Instagram can be a platform for monitoring and evaluating the impact of NGO programs and initiatives. In the future, advanced analytics capabilities may allow NGOs to track engagement metrics, measure the reach and effectiveness of their

campaigns, and assess the social and behavioral changes that result from their work. This information can inform program improvement, demonstrate accountability, and support evidence-based decision making.

Instagram features such as polls, question stickers and interactive elements can be used to conduct surveys and gather feedback from users. In the future, Instagram may introduce more powerful survey tools that allow NGOs to collect quantitative and qualitative data directly from their followers. This feedback can provide useful information for research, gauge public opinion and guide the development of more targeted PR campaigns. Instagram's collaborative capabilities can extend to research networks and partnerships. In the future, NGOs and researchers will be able to come together to create collaborative networks on Instagram, sharing results, methods and data. This can lead to interdisciplinary research collaborations, sharing and research promotion in various areas related to the work of NGOs. In the future, NGOs will be able to use and analyze Instagram's long-term data to identify patterns, track changes over time and gain insights into changing perceptions and behaviors of their target audience. This research can inform strategic planning, advocacy and program development.

APPENDIX

- How important is social media, and specifically Instagram, in your organization's PR strategy?
- Can you describe any successful PR campaigns that your organization has run on Instagram?
- How do you measure the success of your PR campaigns on Instagram? What metrics do you track?
- Have you noticed any differences in engagement or reach between Instagram and other social media platforms that you use for PR?
- Have you faced any challenges or limitations in using Instagram for PR, and how have you addressed them?
- What types of content do you find most effective on Instagram for your organization's PR goals?
- Do you use any Instagram features, such as Stories or Reels, to promote your organization's PR messages? If so, how have they performed?
- How do you tailor your PR messaging to the unique features and audience of Instagram compared to other platforms?
- Have you seen any changes in the effectiveness of Instagram as a PR tool over time? If so, can you describe these changes and the factors that influenced them?
- How do you see the role of Instagram evolving as a PR tool for NGOs in the future?

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