

Social Media Platform For NGO

This Proposal is Predicated On The Social Media domain

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Abstract— Social media can be a useful tool in public relations in non-governmental organizations (NGOs). NGOs are aware of the potential that internet provides them to reach out to their stakeholders and they are trying to make use of this potential. This leads to the developing the platform for them so that this will remove the hassle work and save time.

Keywords: NGO, social media, NGO activities

I. INTRODUCTION

Non-governmental organizations (NGO) are organization are independent of government. These organizations are active in humanitarian or social areas. NGOs are a subgroup of all organizations founded by citizens, which include clubs and other associations that provide services, benefits, and premises only to members. The term is used as a synonym of "civil society organization" to refer to any association founded by citizens.

Social media for NGOs offers a great chance to present their work to the outside world and to get into contact with their supporters, their beneficiaries and other people interested in their work. It is important to use this social and interactive platform to engage with the audience and make them a part of the work.

Using this platform one can share pictures, activity to be held in NGO and short videos that give an insight of work done instantly. End users have the chance to get in contact with

people who want to know more and will get direct feedback for work. One can also network with others working in relevant area or with potential donors through relevant social media profiles. So, if NGO has the need to present the work to do outside, using social media channels makes a lot of sense to tap into the potential that lies here.

The aim of the platform is to get update of the activities that suppose to held by NGO and one can know the time date and venue of that activity.

The objectives of this platform is to build a platform which will eliminate all the hassle work for the NGO, also to build a system which can handle a bundles of users across the nation and making the platform stable and accessible for the global users.

II. PROBLEM STATEMENT

Sometimes the activity perform in the environment of the organization was not get notified to the interested candidate this lead to that Social activist will not get that much popularity as they are needed. So there is a need of the aggregated platform for the NGO which will track and inform the activity organized by them.

III. SURVEY

NGOs are formal or informal structured, flexible and mostly temporary and volunteer based non-profit organizations that work for the benefit of society. Nongovernmental organizations depend on their relationships with members,

donors and stakeholders for volunteer labour, financial support and advocacy muscle. NGO performs various activities these can be listed as:

- Providing information about the organization
- Continuing events and local event announcements
- Conveying thanks and contributions
- Responding to requests
- Donation announcements
- Promotion of organizational events
- Employee and volunteer search announcements
- Article and video sharing.

A. CURRENT SYSTEM

NGOs are formal or informal structured, flexible and mostly temporary and volunteer based non-profit organizations that work for the benefit of society. Nongovernmental organizations depend on their relationships with members, donors and stakeholders for volunteer labor, financial support and advocacy muscle. NGO performs various activities these can be listed as:

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B. CASE STUDY FOR CURRENT SCENARIO

User want to be a part of the activity conducted by the social activist and want to share the contribution but don't have any idea about.

- when the event is?
- what place it is being held?
- what actually the event was about?
- there is any news or any notification about the NGO activity one can miss the opportunity and was supposed to be part of activity.

C. GAPS IN EXISTING SYSTEM

With types of median used to reach target audience can lead to multiple gaps in current system. Listed are some of the important gaps in existing system.

- Propagation of information to intended or target users will be limited.
- As intended users are not reached out, so less or poor response for any event may occur.
- End User unaware about track records of NGO's. In current day there are numerous fake NGO.
- Pre-requisite of contacts in relevant network will always be in current system.
- Tracking of multiple events in a day will be manual.
- Limitation of completed information flow.
- Track of old events and its response and reviews are unknown to target users, as in current scenario, it will only provide information on current event or drive organized by the NGO.

To overcome this gap, social media platform is being developed. It will aggregate the need so that one can get the actual idea on their own account also one can share the review and can donate the fund to that NGO. Simple post can help one reach to several potential donors and social workers. Each post, image, video, or comment you share could be an opportunity for someone to react. Also pictures are powerful tool these days. Showcase the activities and work you do through images, graphics and cartoon. It instantly attracts attentions. one must be aware of the benefits of banner advertising and brand awareness. The same goes online too. This Social media allow adding an avatar, which is technically a brand mascot, logo or anything that describes the organization. When people will see updates on their timeline about NGO, it would enhance the brand awareness.

D. NEW APPLICATION

Social Media platform can be developed. Any users can be part of it. User can set preferences as per demographic area like choice of interest, location, role to be carried. In fact user can be any end user, organization or entity with group of people with similar interest. Ideas, innovations, reviews can be

shared. Event Organization with its complete schedule, planned meeting and its agenda, real time discussion and review can be gathered. This platform can act as an effective way to reach and communicate with all the stake holders. Reaching of potential donors and social workers will be easy. Credibility of NGO can be tracked.

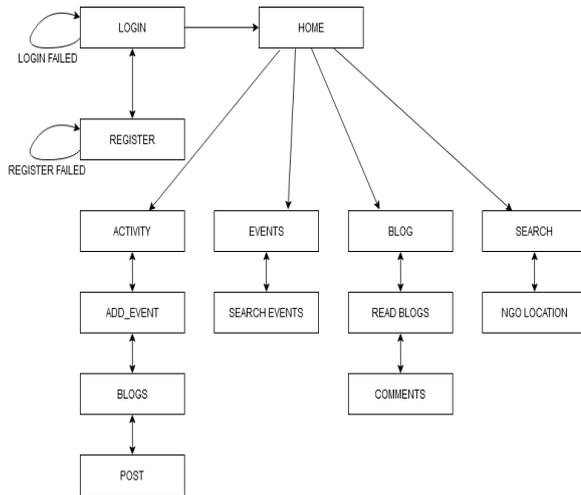


Fig. 1 Application flow

The user screen flow shows what a user of the community will see. After successfully logging on, the user will be given various links (such as search users, search boards, view mail, etc.), and be able to select options from there, or go back to their home. As shown in fig. 1 the overall application flow of the system such as the user has to register first then he/she can access system, without registration user cant login the system. As shown in the fig. 1 home section consist of the various pages search the events, can write the comments, can able to write the blogs. can able send messages.

- Hardware Requirements

Processor: Intel Pentium IV 2.0 GHz and above

RAM: 512 MB and above

Hard disk: 80GB and above

Monitor: CRT or LCD monitor

Keyboard: Normal or Multimedia

Mouse:: Compatible mouse

- Software Requirements

Front End: LAMP

Language: PHP

Back End: PHP MyAdmin

Operating System: Windows XP or above

Browser: Any latest browser

IV. CONCLUSION

Using this way, the system can be developed by making use of available tools, techniques and resources that would generate a proper system for SOCIAL MEDIA PLATFORM FOR NGO.

While making the system, an eye has been kept on making it as user-friendly. As such one may hope that the system will be acceptable to any user and will adequately meet his/her needs. The main thing is that the website is to reduce the advertisement cost for any organization and can help to increase the GDP of country.

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