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Strategic Communication for Civil Society Organizations

Module 5

Assessment Exercise



Read each statement carefully and mark the correct answer

Assessment duration: 10 minutes

1. What is the CWRP model?
 - a. A practice maturity model that aids non-profits in engaging their communication methods to achieve strategic objectives
 - b. A fitness training program
 - c. A project management framework

Answer: a. A practice maturity model that aids non-profits in engaging their communication methods to achieve strategic objectives

Explanation: The CWRP model, as a practice maturity model for non-profits, is designed to help organizations enhance their communication methods strategically. By following the stages of crawl, walk, run, and fly, non-profits can systematically improve their communication practices and achieve their strategic objectives. This model encourages a progressive and intentional approach to communication, ensuring that organizations effectively engage with their target audience and maximize their impact.

2. It is not necessary to invest in formulating a well-crafted message to promote an organization's objectives as long as an online presence is maintained.
 - a. TRUE
 - b. FALSE

Answer: b. FALSE

Explanation: It is not enough to solely maintain an online presence without investing in a well-crafted message to promote an organization's objectives. While having an online presence is important for visibility, it is the quality and effectiveness of the message that drives engagement and influences audiences. A well-crafted message ensures clarity, consistency, and relevance, enabling organizations to effectively communicate their goals, values, and offerings to their target audience, ultimately helping to achieve their objectives.

3. What are the benefits of applying KPIS?
 - a. Increase of revenue
 - b. Providing a structured framework for measuring progress and achieving strategic objectives
 - c. Enhancement of employee morale

Answer: b. Providing a structured framework for measuring progress and achieving strategic objectives

Explanation: The correct answer is that applying KPIs provides a structured framework for measuring progress and achieving strategic objectives. KPIs play a crucial role in tracking performance and

enabling data-driven decision-making. By setting and monitoring relevant KPIs, organizations gain valuable insights, identify areas of success or improvement, and ensure alignment with their goals.

4. What does 'M' stand for in the SMART goal framework?
- Mindset
 - Measurable
 - Management

Answer: b. Measurable

Explanation: The right answer is 'Measurable'. In the SMART goal framework, setting measurable goals allows for objective evaluation and tracking of progress. By establishing specific criteria or metrics, it becomes possible to assess whether the goal has been achieved or how much progress has been made. Measurable goals provide clarity, enable effective monitoring, and facilitate data-driven decision-making.

5. What is an engagement indicator for social media?
- Profile picture
 - Bio
 - Number of subscribers gained

Answer: c. Number of subscribers gained

Explanation: Number of subscribers gained is an engagement indicator for social media. It refers to the total number of new users who have subscribed or followed a social media account during a specific period of time. It signifies the growth and reach of the account and indicates the level of interest and engagement from the audience.

6. Why is incorporating social media into your strategic communication plan highly recommended?
- Social media use guarantees instant success and viral reach
 - Social media use allows for widespread reach, real time engagement and targeted audience segmentation
 - Social media use is a low cost solution with little effort

Answer: b. Social media use allows for widespread reach, real time engagement and targeted audience segmentation

Explanation: The correct answer is that incorporating social media into your strategic communication plan is highly recommended because it allows for widespread reach, real-time engagement, and targeted audience segmentation. Social media is essential in reaching a broader audience, facilitating direct engagement, and enabling tailored messaging for specific target groups. By leveraging the power of social media strategically, organizations can enhance their communication efforts, establish brand authority, and foster meaningful connections with their audience.

7. Which are the most relevant social media platforms?

- a. Instagram, Snapchat, Twitch
- b. Facebook, Tumblr, Pinterest
- c. Facebook, Instagram, Twitter

Answer: c. Facebook, Instagram, Twitter

Explanation: Facebook's widespread adoption and comprehensive features make it a staple for organizations, while Instagram's visual focus and engagement opportunities attract younger audiences. Twitter's real-time updates and conversation-driven nature provide a unique space for connecting with trends and engaging with news. By leveraging these platforms, organizations can tap into large user bases, engage with diverse audiences, and effectively communicate their messages.

8. What is should NOT be part of a social media checklist?

- a. Update your social media ads
- b. Check your email regularly
- c. Reply to everyone

Answer: b. Check your email regularly

Explanation: Checking your email regularly should not be part of a social media checklist. While it is important to monitor and respond to messages and comments on social media platforms, checking email falls outside the scope of social media management. The focus of a social media checklist is specifically on tasks related to maintaining and engaging with social media channels.

9. How can you measure most effectively success on social media?

- a. Number of Followers
- b. Number of Likes
- c. KPIs

Answer: c. KPIs

Explanation: The correct answer is measuring success on social media through Key Performance Indicators (KPIs) - emphasizing on the importance of aligning social media goals with specific metrics that reflect the desired outcomes. By setting clear KPIs, organizations can track and measure the impact of their social media efforts in a meaningful way. KPIs provide actionable insights, allowing organizations to evaluate their strategies, identify areas for improvement, and optimize their social media performance.

10. What is a tool for monitoring, planning and sharing content on social media?

- a. Word processing software
- b. Graphic design software
- c. Hootsuite

Answer: c. Hootsuite

Explanation: The correct answer is Hootsuite. This social media management platform offers a comprehensive suite of features to monitor, plan, and share content across various social media platforms. Hootsuite's user-friendly interface, scheduling capabilities, and analytics tools make it a valuable tool for businesses to efficiently manage their social media presence. By using Hootsuite, organizations can save time, improve consistency, and gain actionable insights to enhance their social media strategies.



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