

Working with Social Media

BLACK BOX OF ALGORITHMS



Co-funded by
the European Union



On Content...

"The thing I love about content is that it has the power to change people's lives for a second, a day, or forever. Great content creates space for people to pause and think, and that space is where transformation happens."

— *Jolie Miller*

"People will forget what you said, but they will never forget how you made them feel."

— *Maya Angelou*

"Our job is not to produce content. Our job is to change the world of the people who consume it"

— *Andrea Fryear*

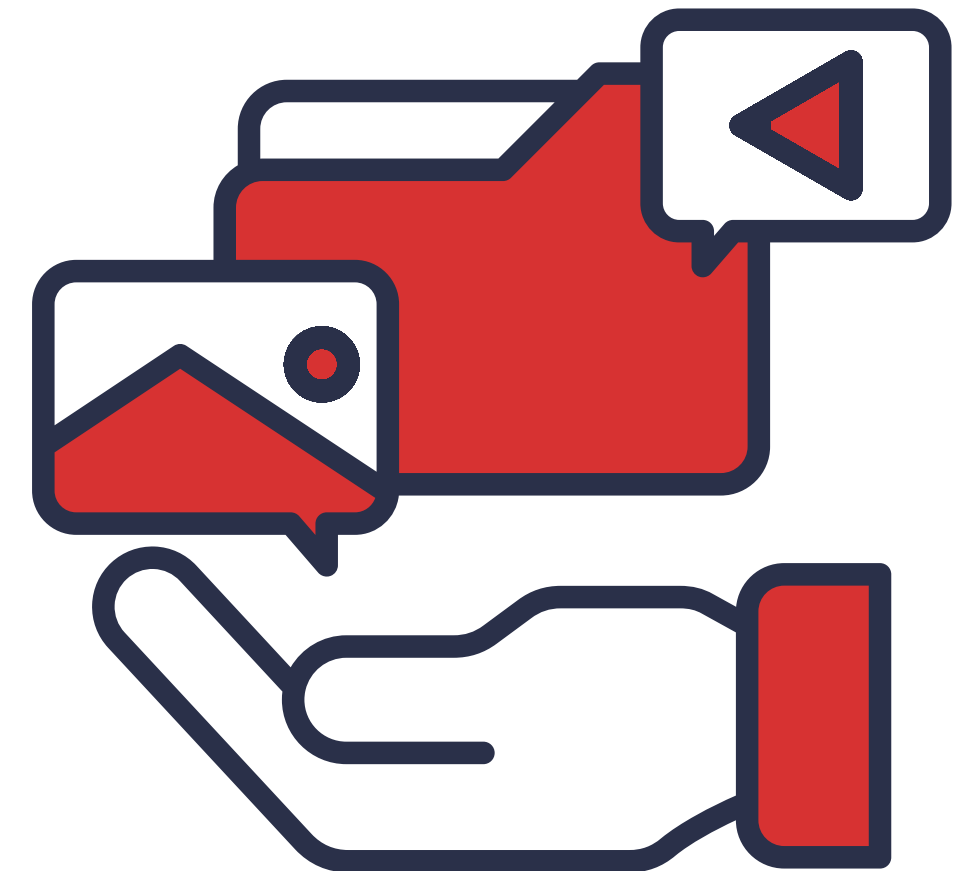
Digital Asset

Digital asset is defined as the power, usage rights, distribution rights, and the values these rights will bring, obtained based on numerical data.

Digital Content refers to qualified messages, data, and information in digital media formats, prepared for a targeted audience in line with determined goals.

Qualified content is content that:

- Has a specific goal.
- Is clear and easily understood by the target audience.
- Evokes emotion and curiosity.
- Initiates dialogue.
- Is produced in accordance with SEO.
- Can be published on multiple channels.
- Can have versions produced in different formats.



Digital Assets Classification



PAID

Google Adwords, Banner, Facebook, Instagram, LinkedIn, Twitter Ads, Video Ads, Native Ads, Advertorial, etc. (Target Audience: Potential target audience)



OWNED

Website, Blog, Product Site, Social Media, E-newsletters, Mobile Applications. (Target Audience: Followers, Visitors)



EARNED

Social Media Interactions, Search Engine Results, Shares, Instant Messaging groups, Blogs, Forums, Dictionaries, LinkedIn Groups, News, content, blog websites, etc. (Target Audience: Target Audience)

Digital Content Types



**Whitepaper, E-Book,
E-Magazine**



**Mobile Application
Content**



**Online Games,
Widgets**



E-Newsletter



**Video, Animation,
Slideshow**



Podcast, Audio Book



E-learning Modules



**Website, Blog, Vblog
Content**



**Promotion
(Advertising) Content**



**Webinar/Webcast,
Screencast**



Social Media Content



Wikis

Interaction-Oriented Contents

Live Broadcasts

Do Q&A broadcasts: Establish a more personal connection with users interested in what you have to say. Answer questions from your followers during the live broadcast.

Interview someone: Similar to Q&A, you can broadcast interviews with beneficiaries, colleagues, or experts.

Tell the background of the story: Talk to your followers about the background of a study, a report you prepared, or a field activity; take questions and direct your followers to the details of the work with a link in the description of the live video.

Organize a panel discussion: By going live during an event, you can make your audience hear your perspective on the subject.

Localize big stories: Analyze national and international events for your followers by going live and putting them into context.



Interaction-Oriented Contents

Animation, Comics, and Caricatures

Drawings always attract attention.

If you can express your messages with animations and caricatures, you will get more interaction.

Using animations and caricatures can help with subjects that are **difficult to explain with real videos**.

Animation videos are functional for giving information, explaining a process, or how a job is done.



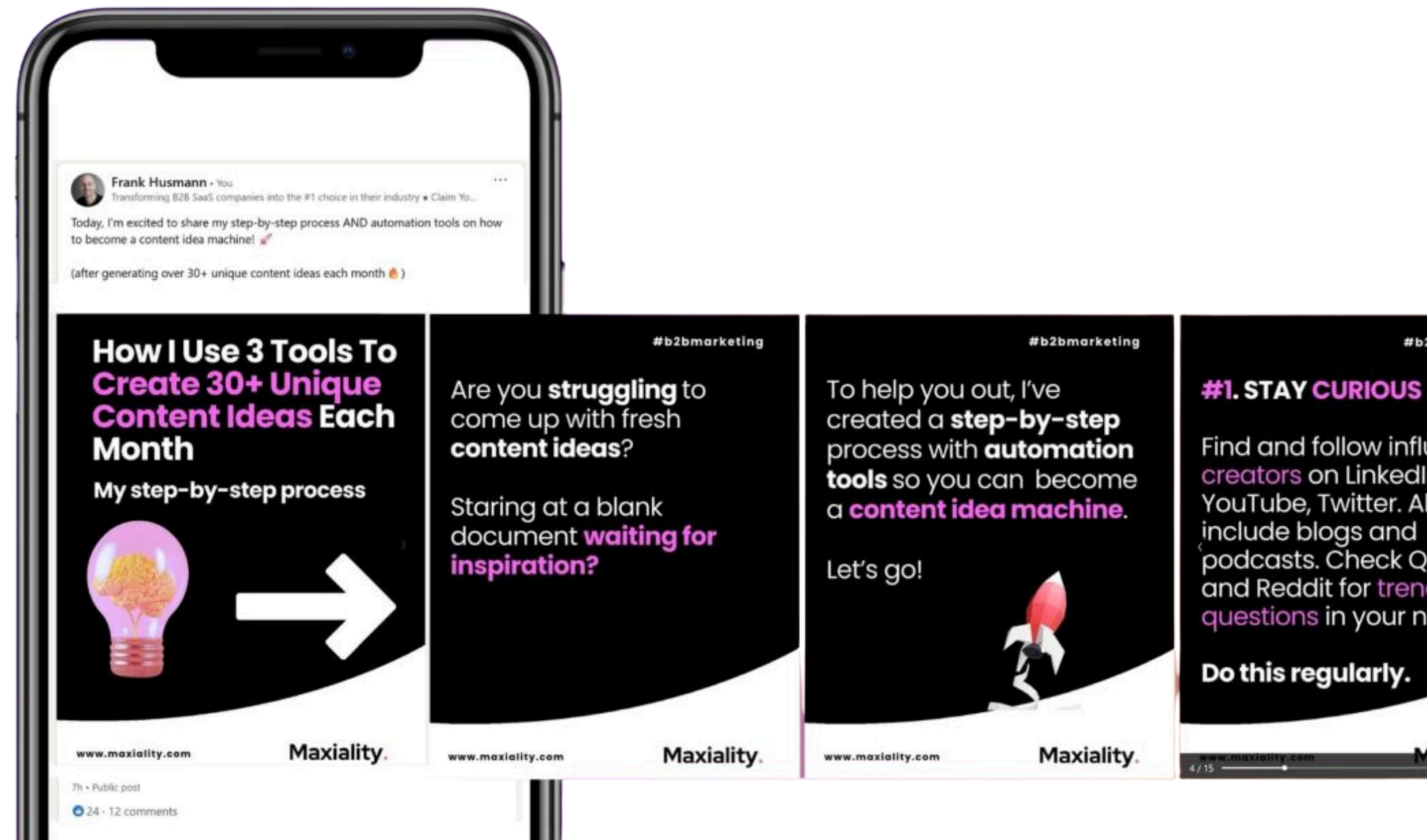
Interaction-Oriented Contents

Carousel Content

These are contents in carousel format created from **multiple** photos, videos, and graphics on Instagram.

You can tell a story with carousel visuals. It is also suitable for "**how-to**" style informative (tutorial) content.

Attractive content can also be created for promotions and sponsored posts.



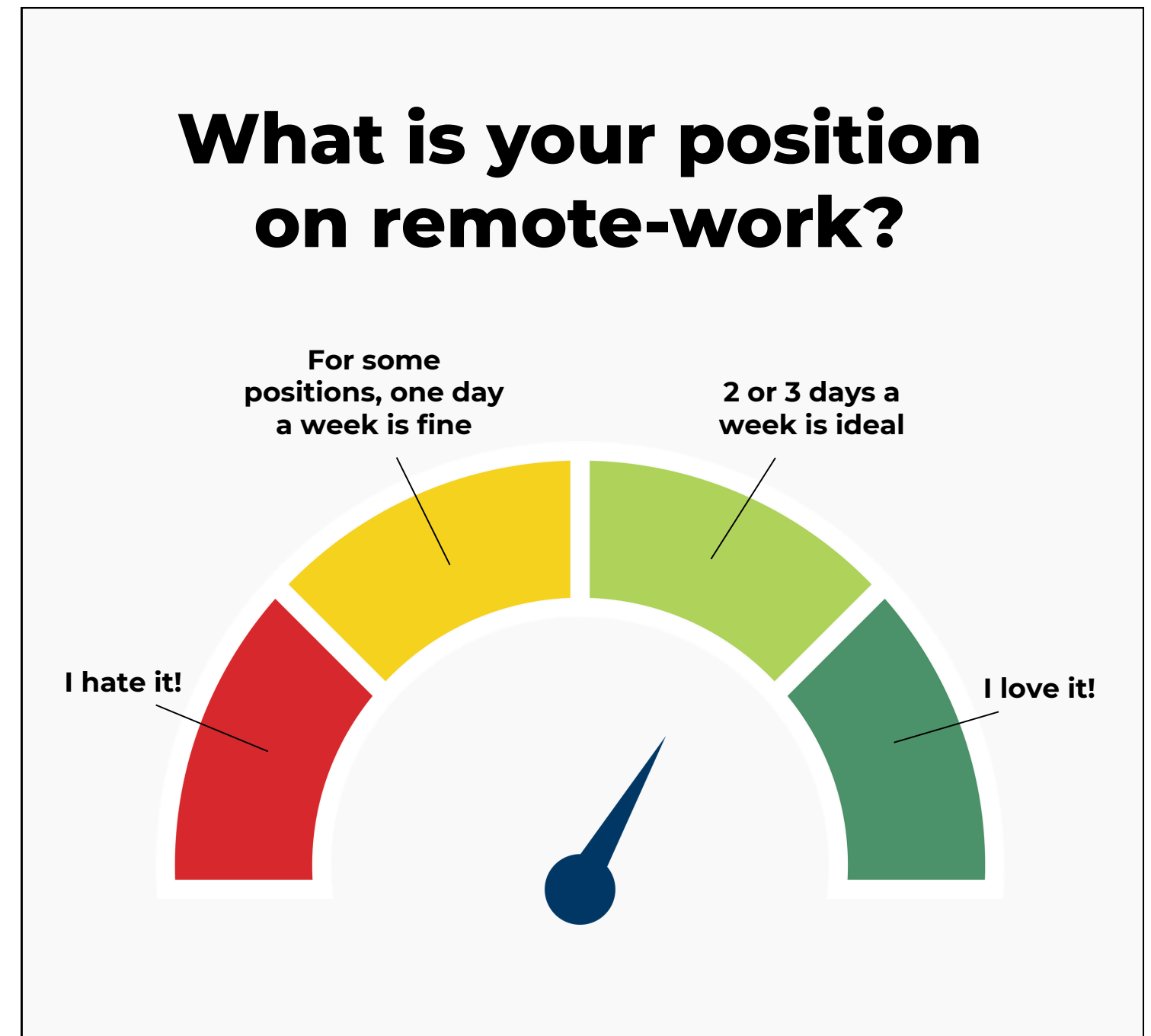
Interaction-Oriented Contents

“This or That?” Polls

Content used to see the **tendencies** of followers, to advocate for a specific subject, and to **get interaction**.

Followers are given a question and multiple options. Answers are requested to be written in the comments or as a reply.

The goal is **not to conduct a scientific study**. The results cannot be seen as scientific information; they can be turned into insights.



Interaction-Oriented Contents

User-Generated Content

You can request photos or videos from your followers or beneficiaries regarding a subject or concept. You can present the collected visual content in a specific format.

You can request your followers to share photos or videos related to a subject or concept using a #hashtag you have determined.



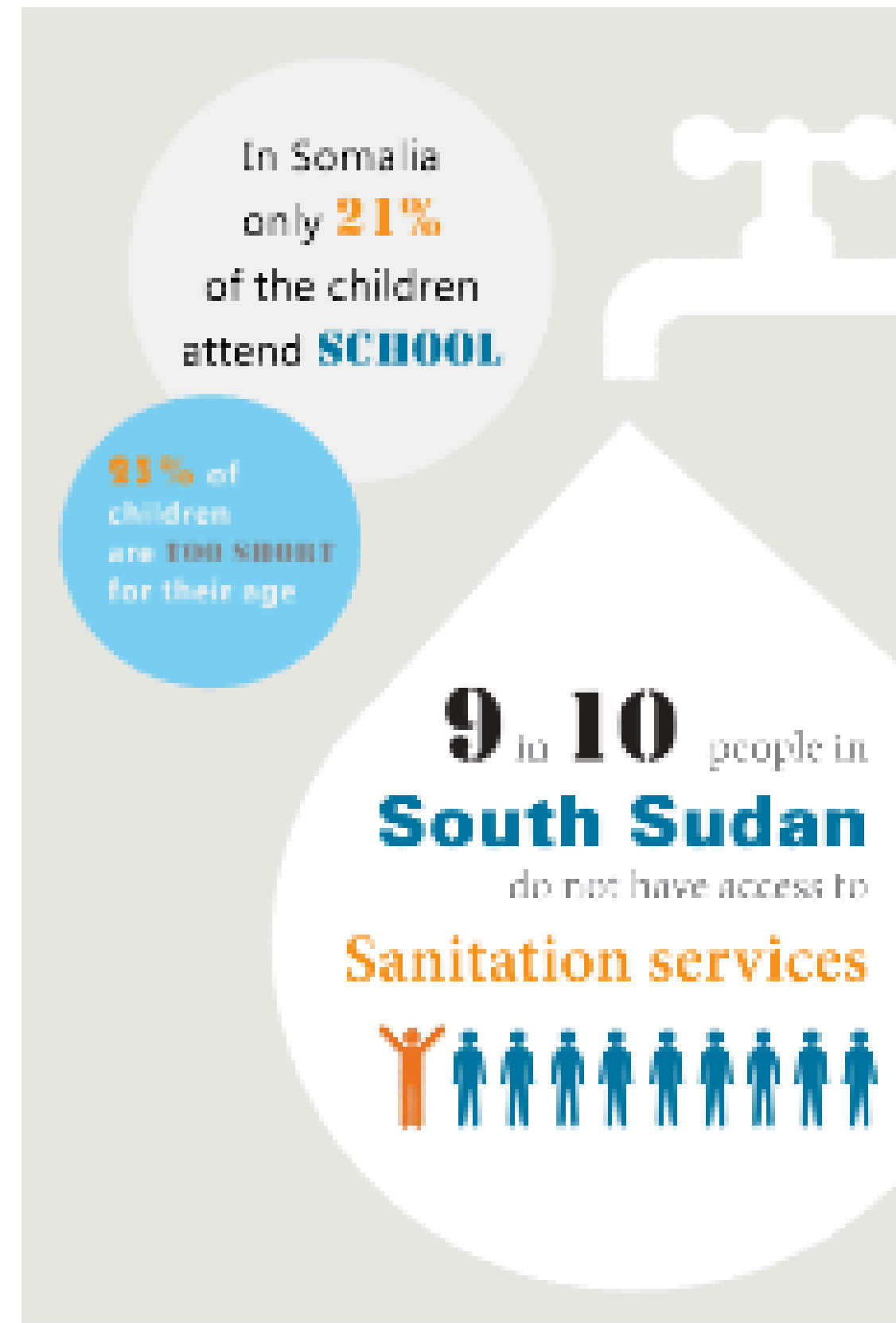
Interaction-Oriented Contents

Data Visualizations and Infographics

Data visualization is presenting data in a more attractive, understandable, and memorable way using visual elements such as graphics, icons, illustrations, photos, animations, etc.

Infographic is a graphic design method used to convey information. Infographics are designed to make information organized, easy to understand, and interesting.

Data visualization and infographics are used for data to be understood quickly and easily, to attract interest, and to stay in mind.



Interaction-Oriented Contents

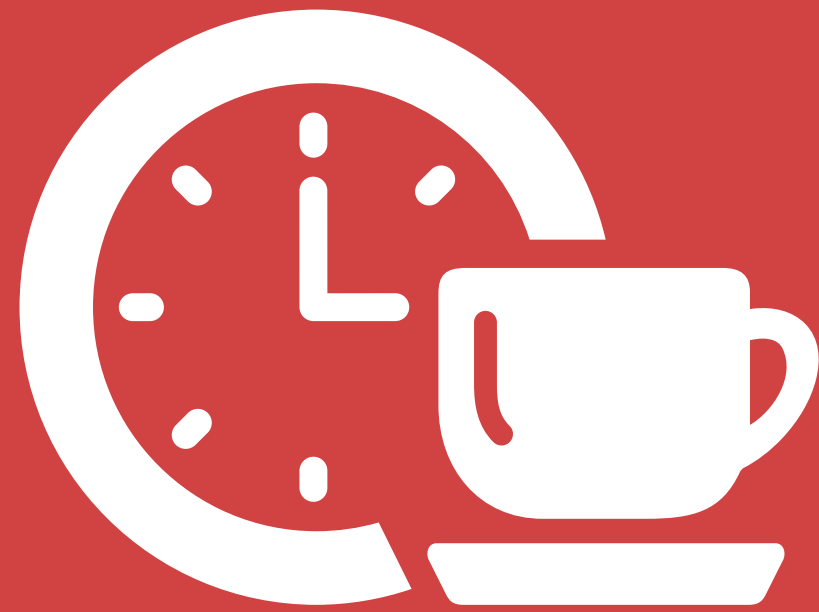
Lists, Quotes, Proverbs

Lists, quotes, and proverbs are contents that receive high interaction on social media.

You can publish lists related to your thematic area on your website and share them via social media.

You can publish book quotes and proverbs related to your thematic area via social media.





a break

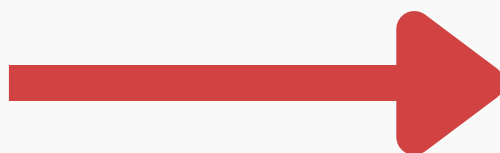
SM 2026: The Rules Have Changed

Together with 2025, we observed the impact of artificial intelligence integration on platform algorithms. It was the year of transition from social media to interest media (increasingly personalized). Platforms now show content not only to your followers but to everyone with the potential to be interested.

Megaphone



Chronological Feed



Personal Radio



Interest-focused Feed

Meaningful Human Interactions

Social media algorithms **prioritize** content that keeps people on the platform longer, adds value, and builds real connections.

Metrics such as watch time, save rate, and replays stand out; receiving likes is no longer a strong metric.

Sincere, unfiltered, and 'human' moments are rewarded by algorithms (behind the scenes, volunteer and beneficiary stories, etc.).



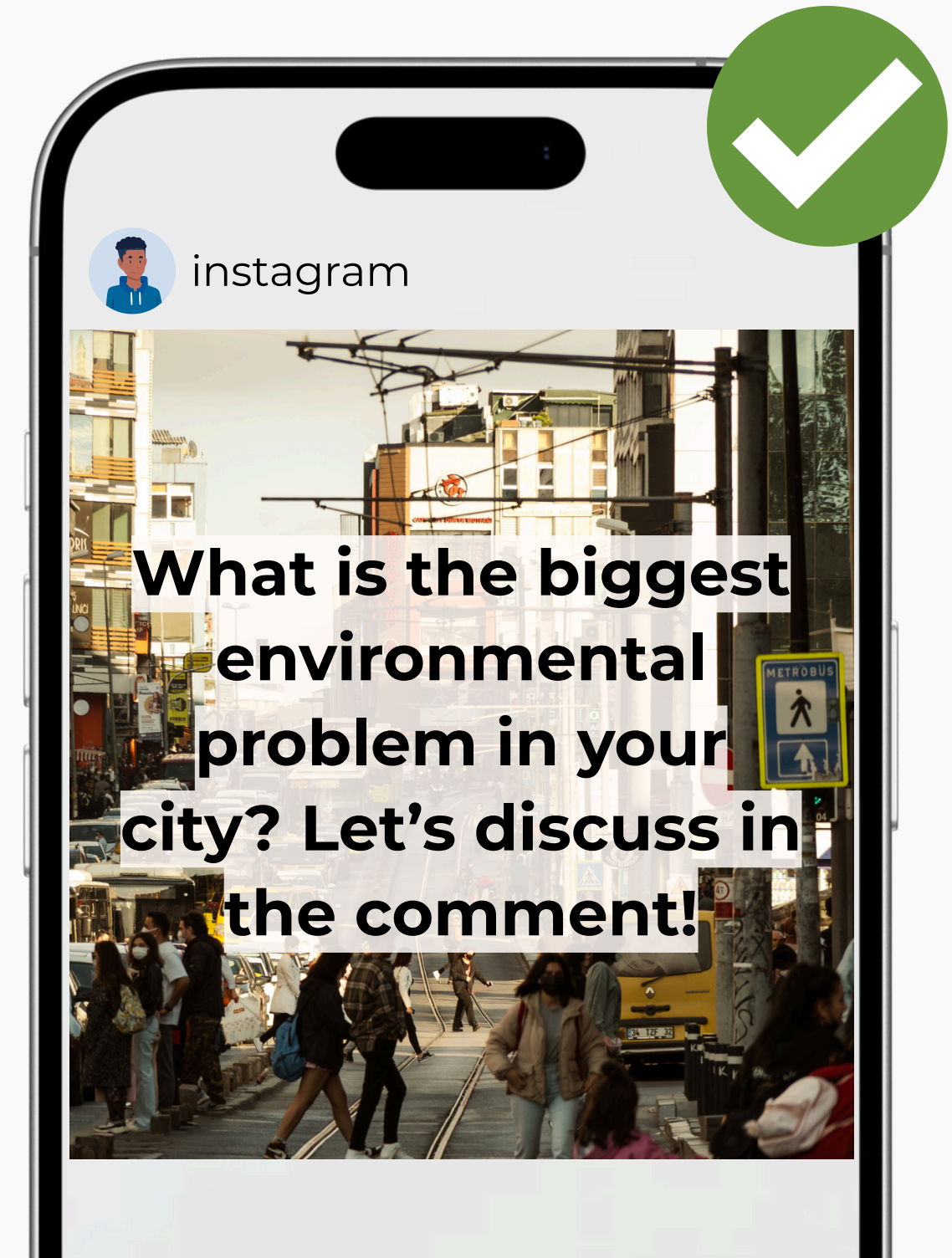
Asking Questions is The Easiest Start of a Conversation

Increase interaction by using Q&A, poll, and quiz stickers in Instagram stories.



Bad Post Example

“Click the link to read our annual report...”



The 3 Golden Keys of Algorithms



Quality Time

Watch Time and Saving



Authentic Story

Unfiltered and Real Moments



Real Community

Dialogue and Interaction

SM 2026 Trends: AI and SEO

1. AI-Powered "Discovery" Era (Discovery Engine)

Feeds now consist not just of those we follow, but of foreign content that artificial intelligence "predicts we will like." This is a great opportunity for NGOs to reach new audiences.

2. SEO (Search Engine Optimization) > Hashtags

Users use social media like Google. Instead of 30 random hashtags, being findable with the right keywords (in the profile, text, and video) is essential.

3. Video First

Short, vertical, and "fluid" videos (Reels, TikTok, Shorts) are the undisputed leaders.

SM 2026 Trends: Reach and Engagement

Reach = Awareness: How many unique people's screens your message falls on. The potential for your message to be heard.

Engagement = Action and Loyalty: The bond the audience builds with your message.

Vanity Metrics: Likes, View Counts (Makes us feel good).

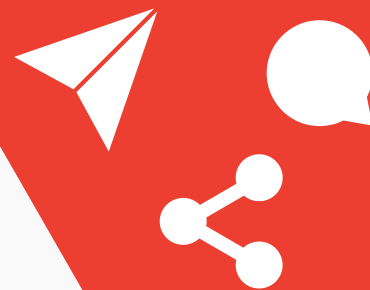
Impact Metrics: Share, Save, Link Clicks (Provides benefit to the organization). The process moves from Vanity Metrics (Likes, Shares, Followers) to Impact Metrics (Clicks, Conversions, Sales) and finally to Real World Action (Advocacy, Loyalty, Growth).



**Vanity
Metrics**



**Impact
Metrics**



**Real-life
Actions**

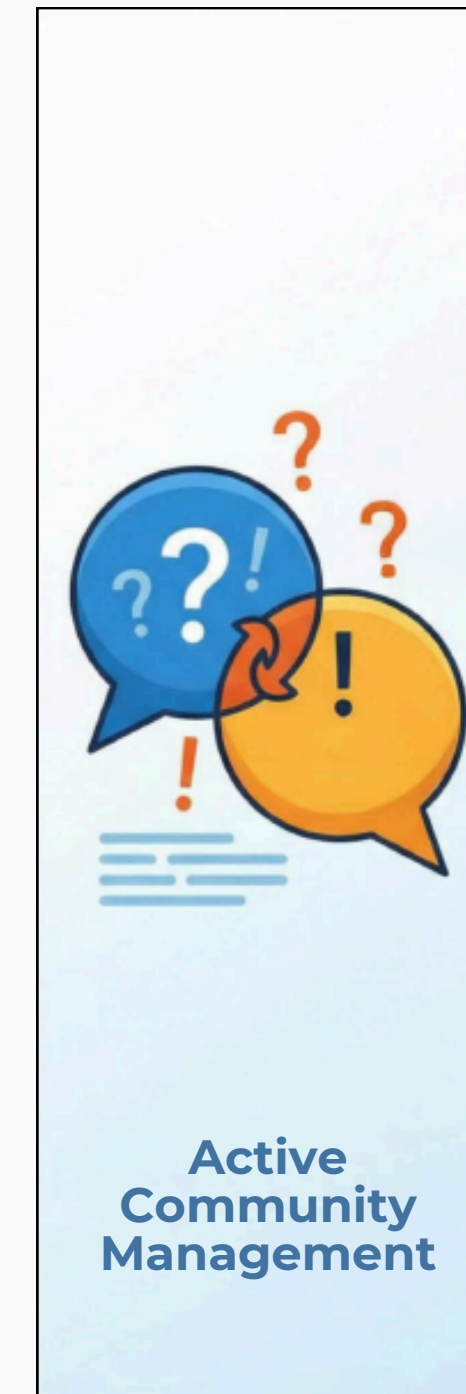
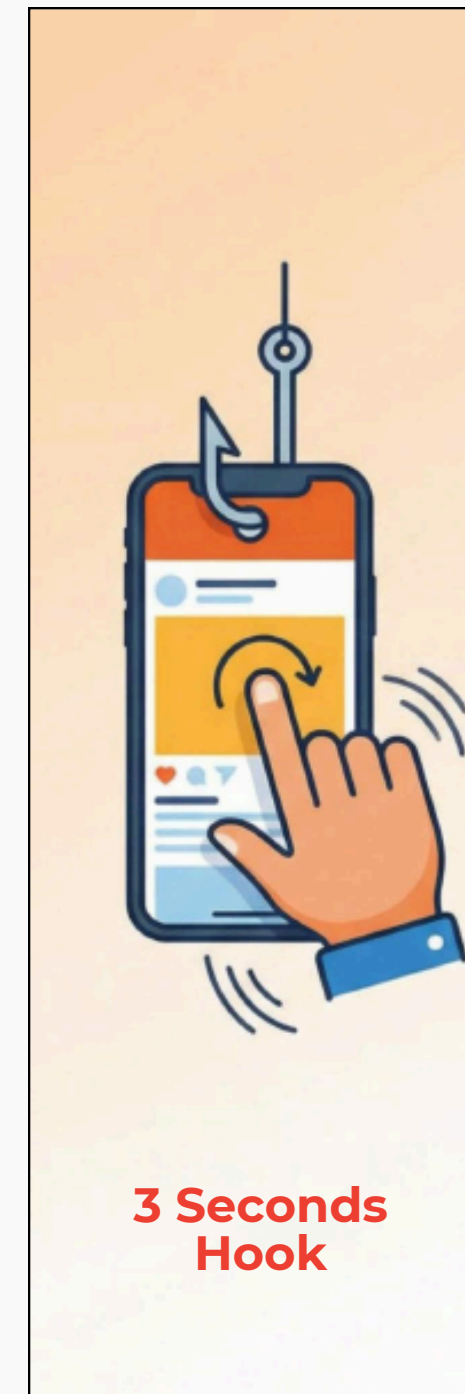


New Rules for Engagement

1. Attention Economy and "Hook": The first 3 seconds rule. Make a visual or verbal introduction that will stop the user from scrolling (E.g.: Instead of "We are doing a project," use "This project will change the lives of thousands of children.").

2. Active Community Management: There is no such thing as "I shared, it's over." Replies to comments are a "this content is worth discussing" signal for the algorithm. Prolong the discussion by asking questions.

3. Platform-Specific Language (Native Content): Do not copy-paste content everywhere. Instagram's language is visual aesthetics, LinkedIn's language is professional insight, and TikTok's language is sincerity.



SM 2026: Facebook Algorithm

MSI (Meaningful Social Interactions): The algorithm rewards active discussion (commenting) among friends/families or group members, not passive scrolling.

Link Clicks are in Decline: Links that take the user outside of Facebook (to your website) now receive less reach. Facebook wants the user to stay on its own platform.

Format Priority: Long-term videos (3min+), Live Streams, and posts in Facebook Groups are prioritized in the main feed.



Creating Impact on Facebook

Groups Strategy: The Corporate Page is the "Showcase," Groups are the "Kitchen." Establish thematic groups (E.g.: "Nature-Friendly Living Community"). Group notifications bypass the algorithm to reach users.

Event Module: Create digital or physical events. An automatic notification goes to everyone who says "I'm interested" as the event approaches (Free reminder).

Generation-Focused Content: Mostly Gen X (1965-1980) and the Boomer generation are active here. Donation calls and long, emotional stories resonate with this audience.



SM 2026: Instagram Algorithm

Reels (Explore): The best way to reach those who do not follow you. It is entertainment and information-oriented. *Goal: To gain new followers.*

Carousel / Post (Main Feed): Connects with your existing followers. It is information and value-oriented. *Goal: Engagement and Saving.*

Stories: The core audience that follows you most closely. It is sincerity-oriented. *Goal: Trust and Loyalty.*

Golden Metric: "Share." Instagram rewards content sent to a friend via DM (Direct Message).



Instagram Growth Tactics

Reels for "Lo-Fi" Approach: Not high-production commercials; phone-shot, shaky, sincere, "raw" images from the field are watched more.

Educational Carousels (Swipeable Post): Produce "Saveable" content like "Waste Sorting in 5 Steps" or "3 Items You Need to Know About Women's Rights."

Broadcast Channels: The newest way to bypass the algorithm. Send newsletters directly to your volunteers' DM boxes.

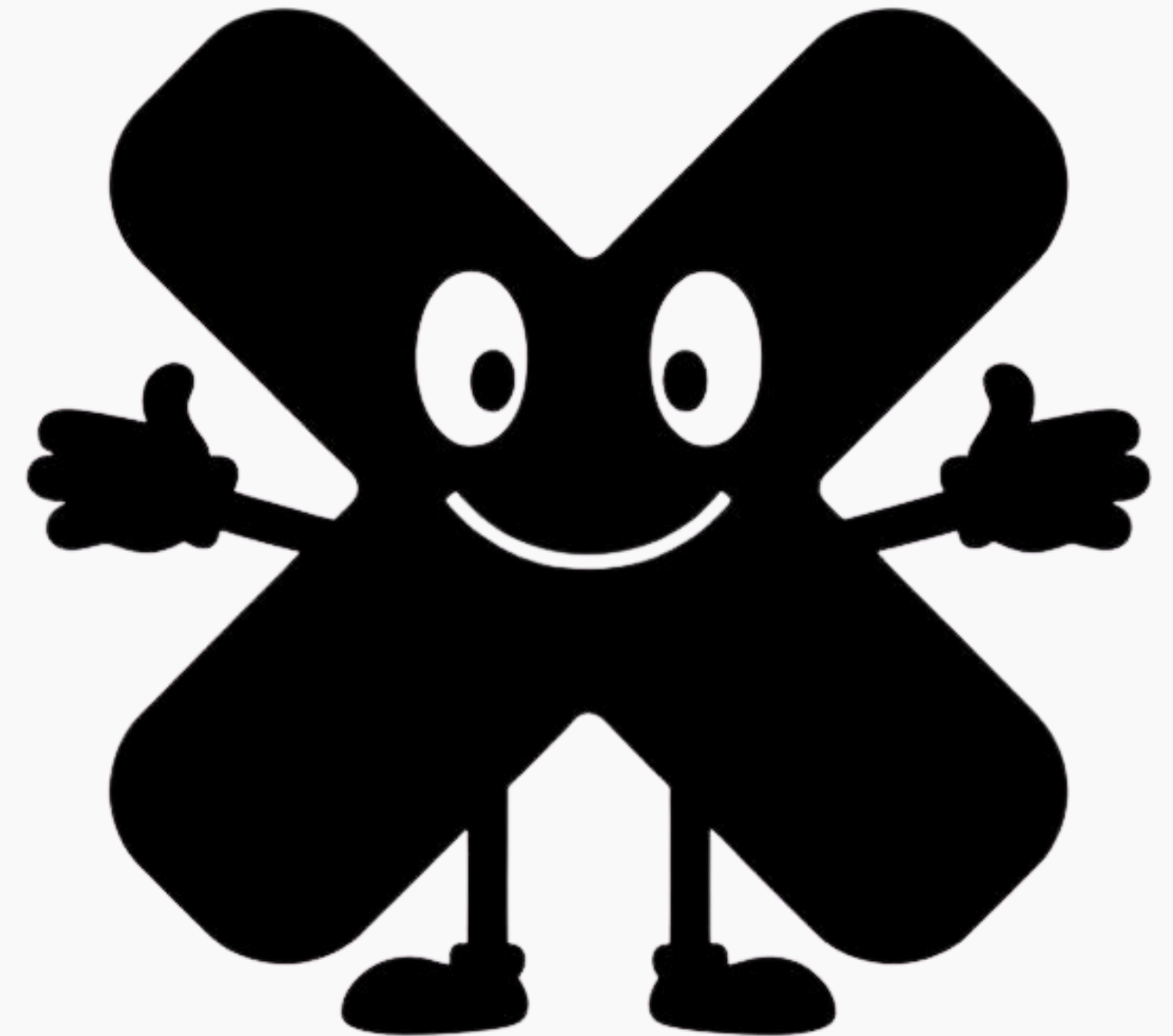


SM 2026: X (Twitter) Algorithm

'For You' Dominance: More than 50% of the feed consists of accounts not followed. Content is presented according to interest.

Importance of Time Spent (Dwell Time): Did someone pause to read your tweet? Did they open the tweet and look at the details? This is the biggest signal for the algorithm.

External Link: If there is a link in the tweet going to another site, visibility is reduced (Link should be in a comment or at the end of a Thread).



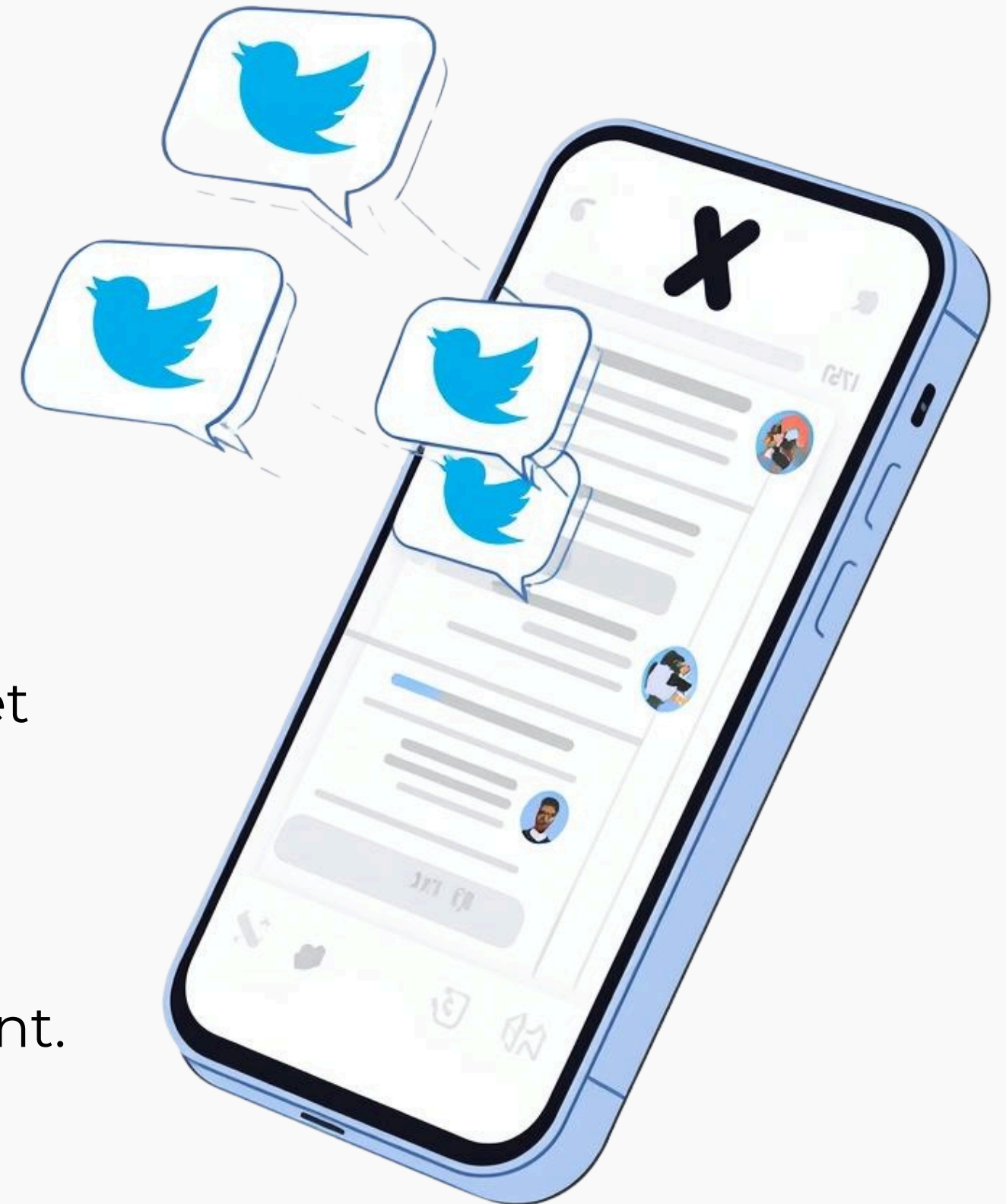
Advocacy on X

Flood / Thread (Chain): Make reports or long stories into chains.

- First Tweet: Should be striking like a news headline (e.g., "What you know is wrong...").
- Last Tweet: Call to action (Link should be given here).

Visual/Video Required: Tweets containing only text get lost in the crowd. Video tweets increase reach by 30%.

Strategic Tagging: Tagging unrelated celebrities is considered "Spam" and lowers the quality of the account.

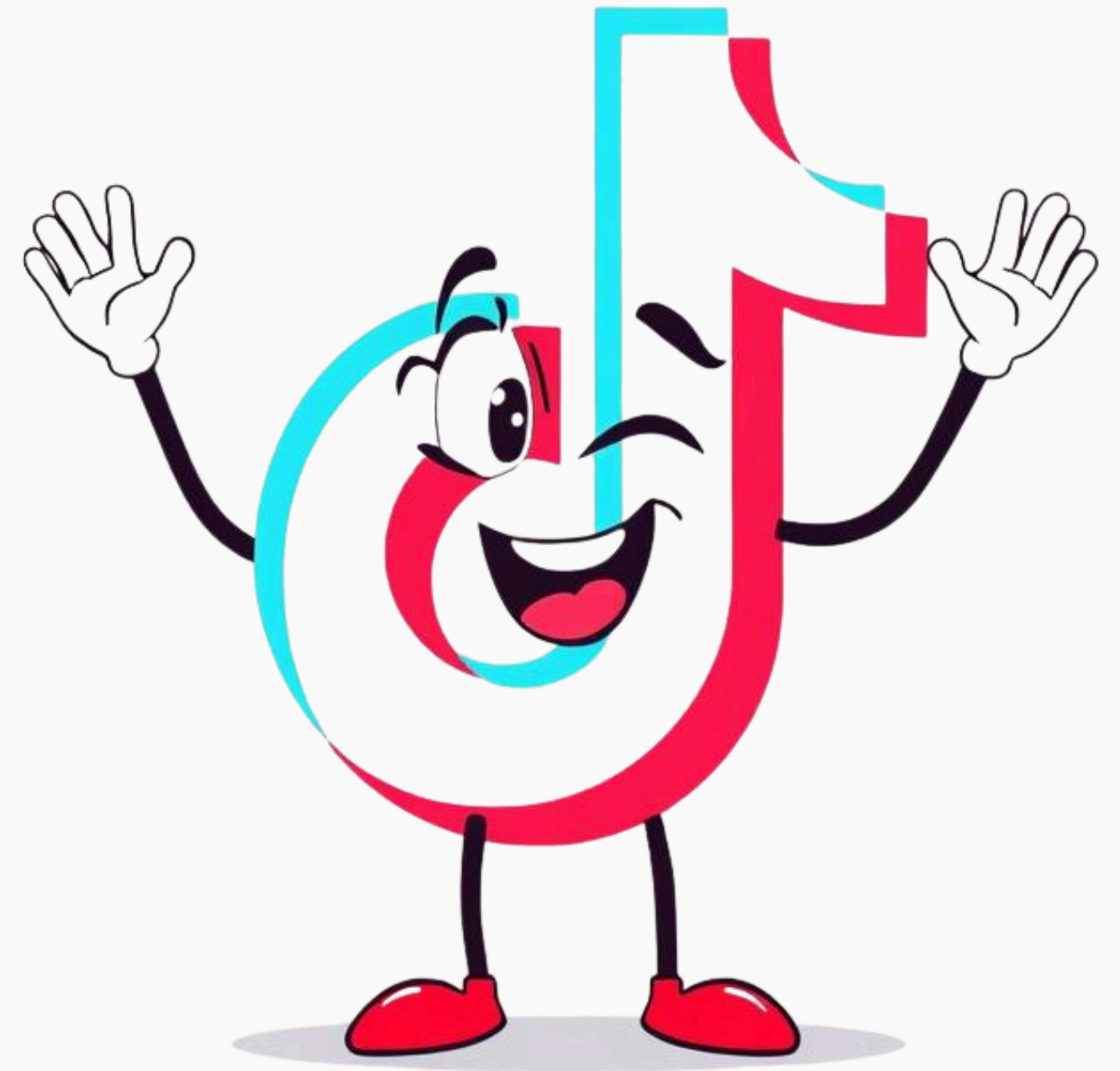


SM 2026: TikTok Algorithm

Interest Graph: TikTok shows you not what your friends shared, but what you enjoy watching.

Every Video is a New Chance: You can be watched 1 million times while having 100 followers. Your past performance does not affect the future.

TikTok SEO: Google searches have shifted to TikTok. The texts you write on the video, descriptions, and the words you say (voice analysis) determine who the video will be shown to.

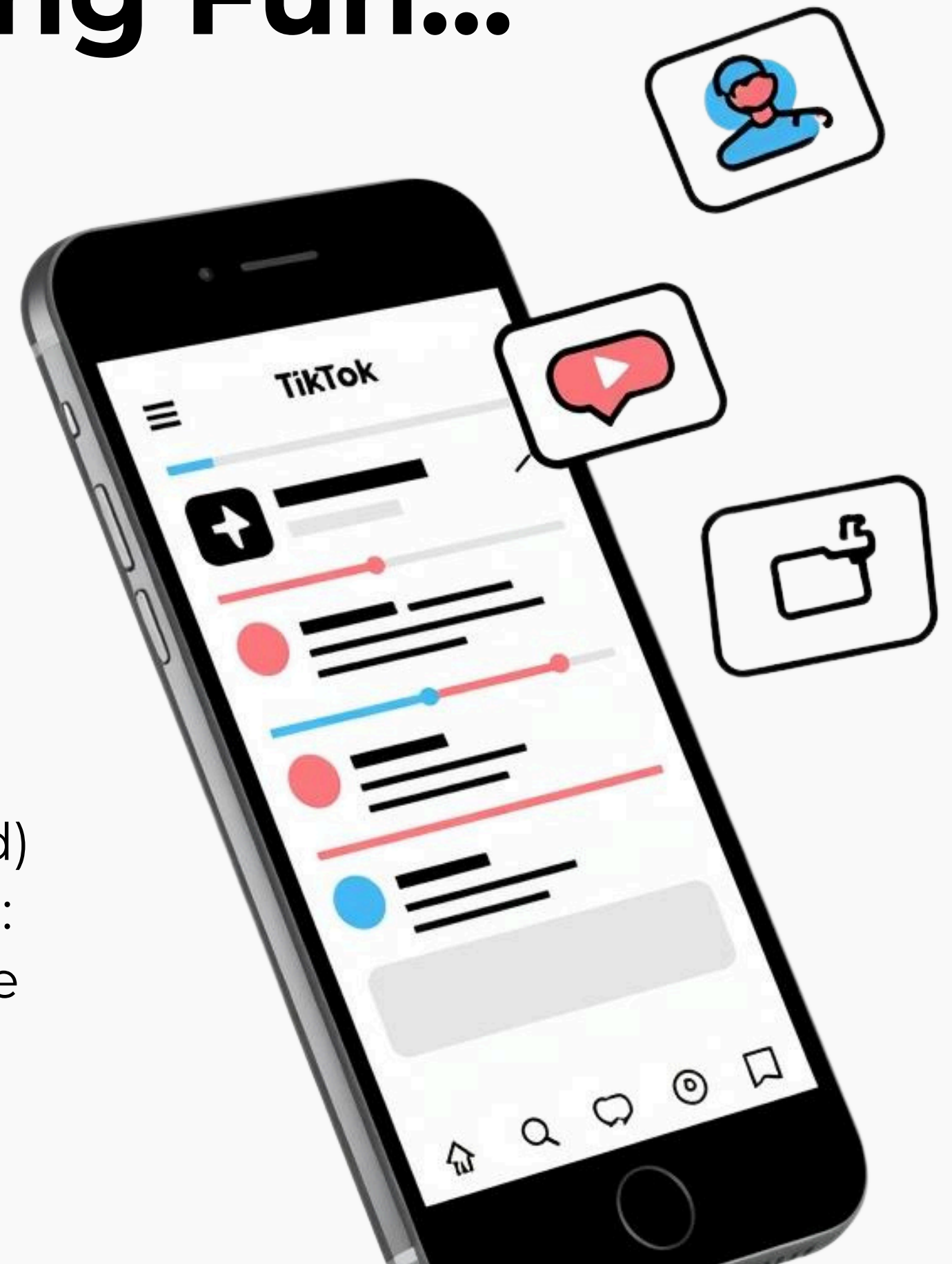


Young People are Having Fun...

Edutainment (Entertaining Education): Explain serious issues (law, environment, health) with non-boring, dynamic edits, perhaps accompanied by popular music.

Human Face: Do not film videos with the corporate logo. Use a spokesperson talking to the camera, a young volunteer, or an expert. Eye contact creates trust.

Trend Adaptation: Adapt a sound or movement (trend) that is popular at that moment to your own cause (E.g.: Turning the "A day at the office" trend into "A day in the field").



SM 2026: LinkedIn Algorithm

Information-Focused Algorithm: The LinkedIn algorithm has been updated; it now highlights content that provides "sectoral knowledge and insight" instead of "personal dramas written to go viral."

Comment Quality: Short comments like "Congratulations" are not counted as interaction. Long comments expressing opinions make the post soar.

Dwell Time: The reading time of PDF documents or long texts increases reach.



LinkedIn Content Strategy

PDF Carousel (Slide): Upload your activity reports and infographics as PDFs. As users turn pages, "engagement" and "time" increase.

Employee Advocacy: People trust people, not logos. Your team sharing with their own sentences, tagging the institution in their own profiles, is 10 times more effective than a Corporate Page post.

CSR (Corporate Social Responsibility) Showcase: Present the projects you do with companies here with data.



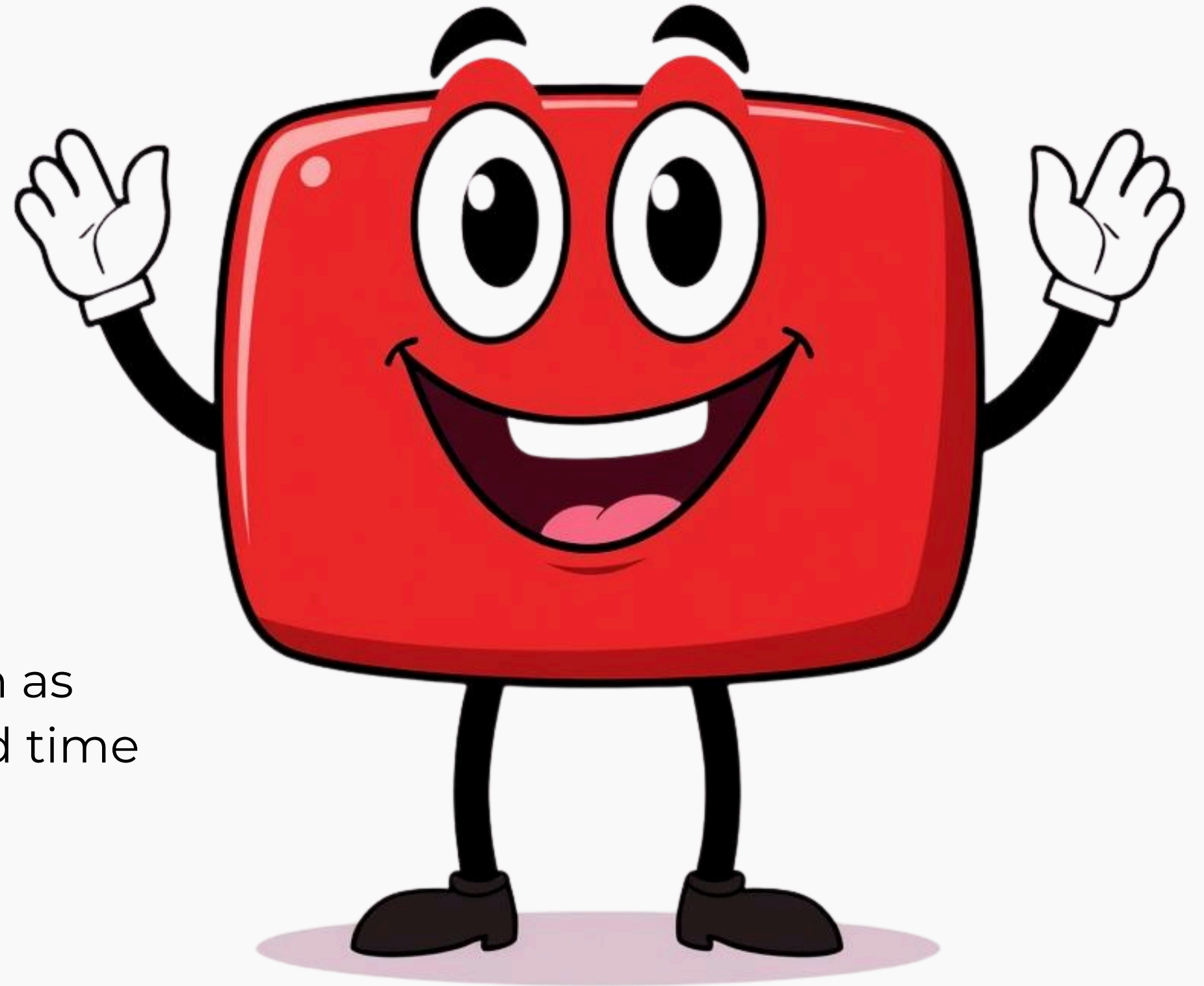
SM 2026: YouTube

2.6 Billion+

54% of users are male, 46% are female, and the age range is almost the same as internet users.

Search Engine and Video Medium: It is the world's second-largest search engine.

Videos are ranked according to factors such as the videos and genres YouTube users spend time on, different videos similar users like, liking, commenting, and re-watching.



SM 2026: YouTube Algorithm

Watch Time & Retention: It's not just about the click; it's about how long they stay. High retention signals quality to the algorithm.

Click-Through Rate (CTR): Your Thumbnail + Title is the "packaging." If people don't click, the content remains invisible.

Engagement Signals: Likes, comments, and especially "Subscriptions" tell YouTube the content and the channel are valuable.

Personalization: YouTube follows the audience, not the video. It looks at the user's history to recommend your video.

Consistency Rewards: The algorithm rewards channels that upload regularly (weekly/bi-weekly) with better reach over time.

Suggestions for Reach and Interaction for YouTube

Write good video descriptions. Use keywords in video descriptions

Timestamps. Especially if you have a long video, show the parts using timestamps

Continuous and frequent sharing is rewarded by YouTube with more reach



The keyword users will search for should be in the Title

Encourage interaction. Encourage channel subscription, likes, and comments

You can use a **maximum of three hashtags**

Suggestions for Reach and Interaction for YouTube

Analyzing statistics will help you focus on your target audience and determine what kind of content you get better interaction with.

Enrich the thumbnails you add to videos with text

Shorts and Podcast formats allow you to catch different users

Don't Neglect Live Streams. Live streams allow you to interact with users via live chat, and live streamers are rewarded.

Use Community. Community is one of the primary places on YouTube where you can interact with users

LinkedIn Content Strategy

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SM 2026: What's on the Horizon?



Hyper-Personalization

Every user's feed will be completely unique to them. The value of niche and authentic content will increase even more.



AI Algorithms

Algorithms will try to decide what users want before they search.



Segmentation

A single message that fits every follower will completely end. Producing authentic content specific to target audiences will be more important than ever.

One Idea, Four Platforms Strategy



A 5-minute, inspiring video version of the interview.



A carousel post featuring the 3 strongest sentences + a behind-the-scenes Reels video.



An article on the effects of volunteering on professional development.



A 15-second snippet where the volunteer tells the most impressive part.



Core Content: A detailed interview with a volunteer in the field



the presentation is over

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