



Water is Life Kenya

Community Partner Report

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INTRODUCTION

The Maasai people say “*Enkare Enkishui*”
which means “*Water is Life*”

WILK operates on the grounds in Kenya, 7,000+ miles away at the business headquarters in Delaware, and now right here at Saint Joseph’s University in Beautiful Social. WILK is a non-profit organization that helps Kenyans survive and thrive through clean water, sanitation, and hygiene projects, as well as income generation programs such as Livestock As a Business (LAB), Beaded Handicrafts Division, and Hope for Widows Program.

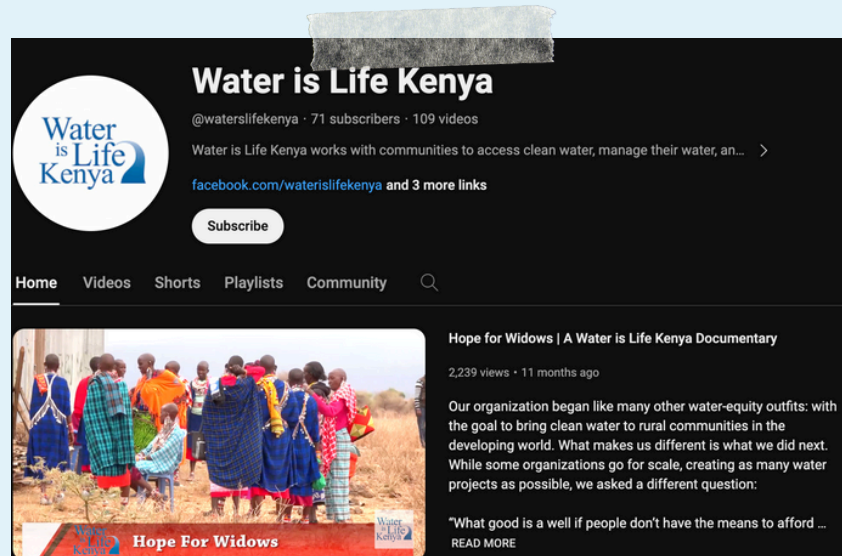
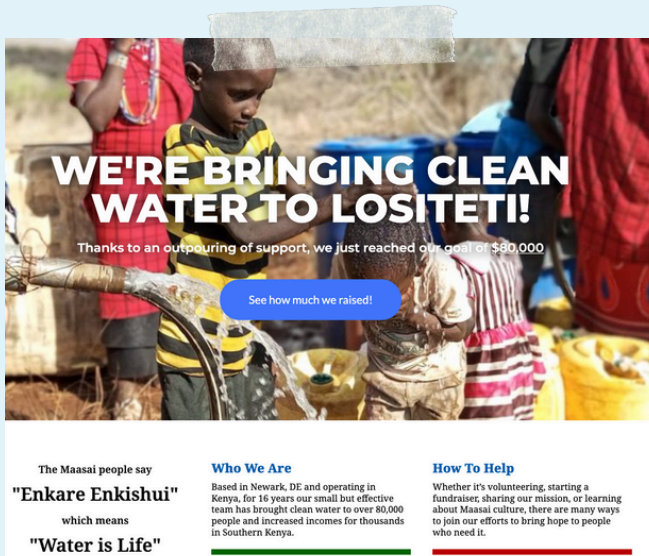
This report includes the work the WILK Social Media group has done throughout the Fall 2023 semester for @waterislifekenya on Instagram in order to generate a larger following, increase the awareness of WILK’s mission, steward longtime supporters, engage new supporters, and drive donations. Most importantly with our work, we mean to connect people to what is happening on the grounds in Kenya.



SUMMARY OF WEB PRESENCE

WEBSITE AND YOUTUBE

Prior to working with Beautiful Social, WILK had a strong media presence among various platforms. WILK's website is their general source of information, discussing a range of topics including their founding story, which culture they work with, and more specifically their work: Clean Water (WASH) Projects, Livestock As a Business Programs (LAB), Hope for Widows Program, and beaded handicrafts. Within, they include relevant videos featured on their Youtube, which has 71 subscribers and 109 videos. The Youtube channel features mini-vlogs, ranging from Maasai people's testimonials to information about a program offered through the non-profit for Kenyans. These videos are mostly taken on site in Kenya, and allow the viewers to gauge a better understanding of their culture and environment.



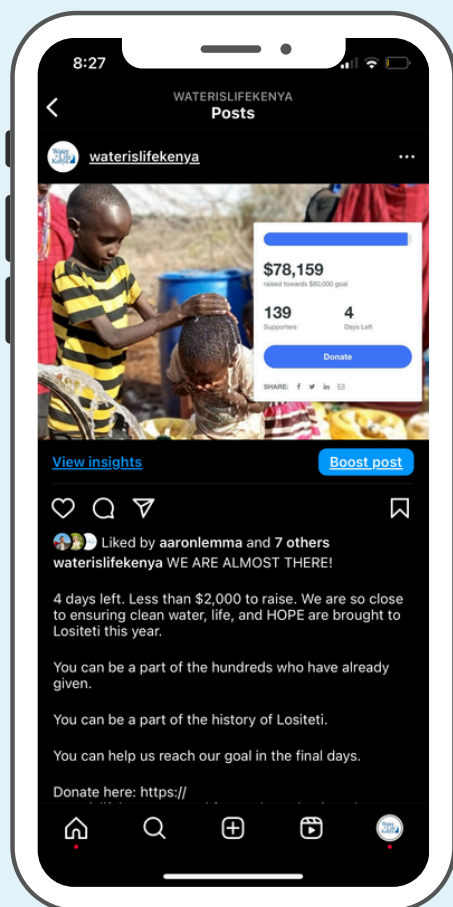
SUMMARY OF WEB PRESENCE

INSTAGRAM AND FACEBOOK

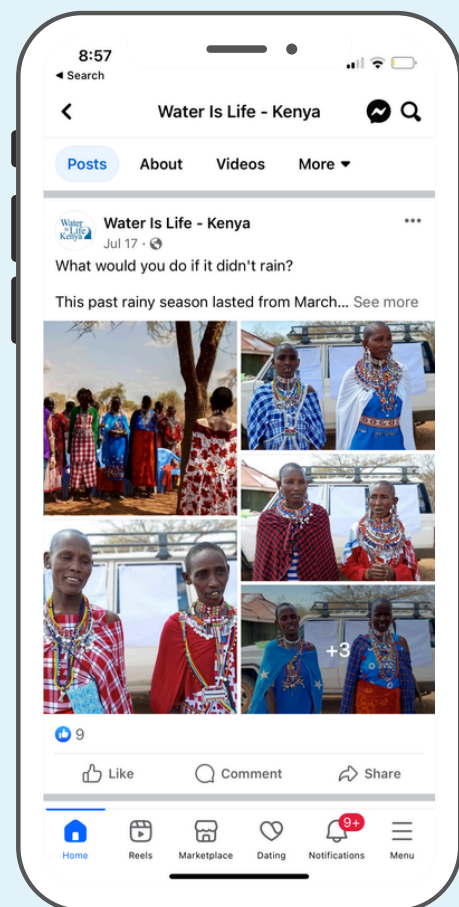
Prior to us taking over WILK's Instagram account, the account had 427 followers and 265 posts. These posts were mainly about program updates, campaign updates, and day-of events.

The Instagram account is used similarly to their Facebook account, engaging with a sum of 2.1k followers, and is used as a sort of journal that updates followers on what is happening on the grounds in Kenya.

Instagram Update - Lositeti Campaign



Facebook Update - Drought Recovery



SUMMARY OF WEB PRESENCE

BLOG AND NEWSLETTER

Water Is Life Kenya also has a monthly and weekly blog that updates long time supporters on their relevant work in Kenya. These blogs are posted online and are also mailed in order to fit the needs of both the older and younger generations who are willing to donate. Most recently, the blogs discusses program and project updates.



The Kitirua Women's Group taking part in a recent training session.

Livestock as a Business: Fall 2023 Update

COMPARATIVE MEDIA ANALYSIS

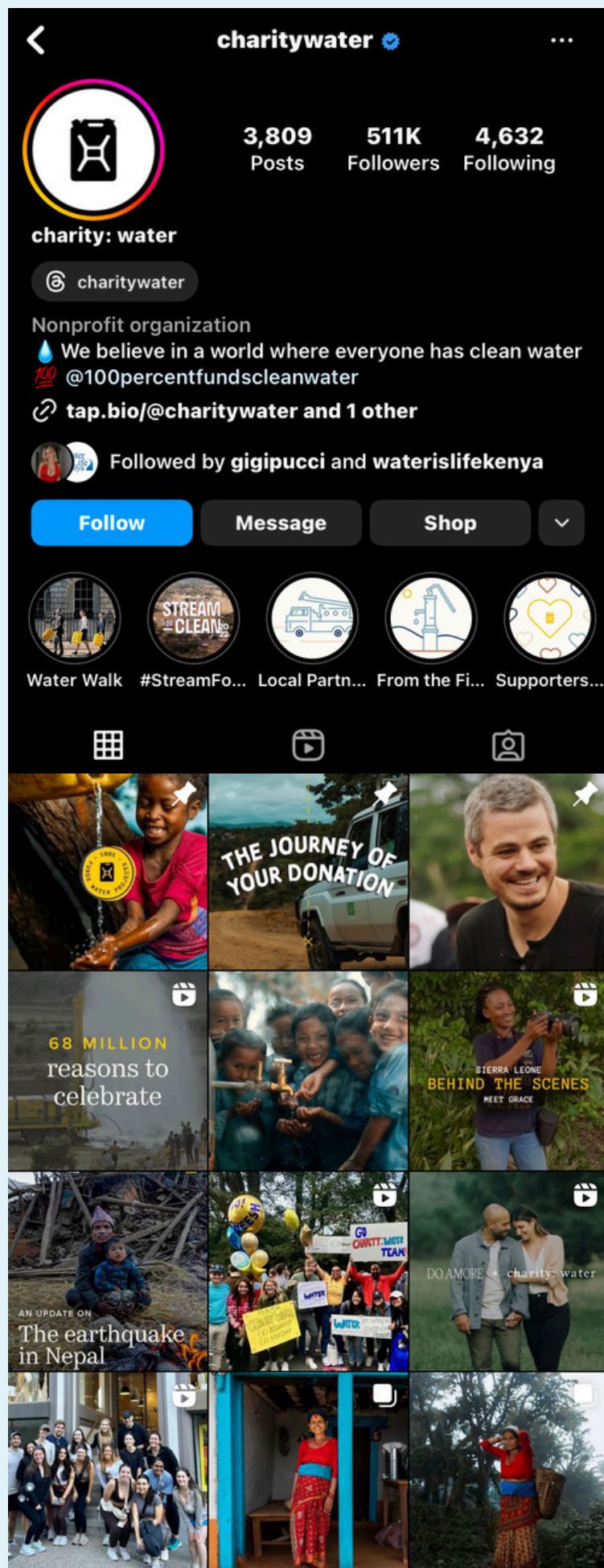
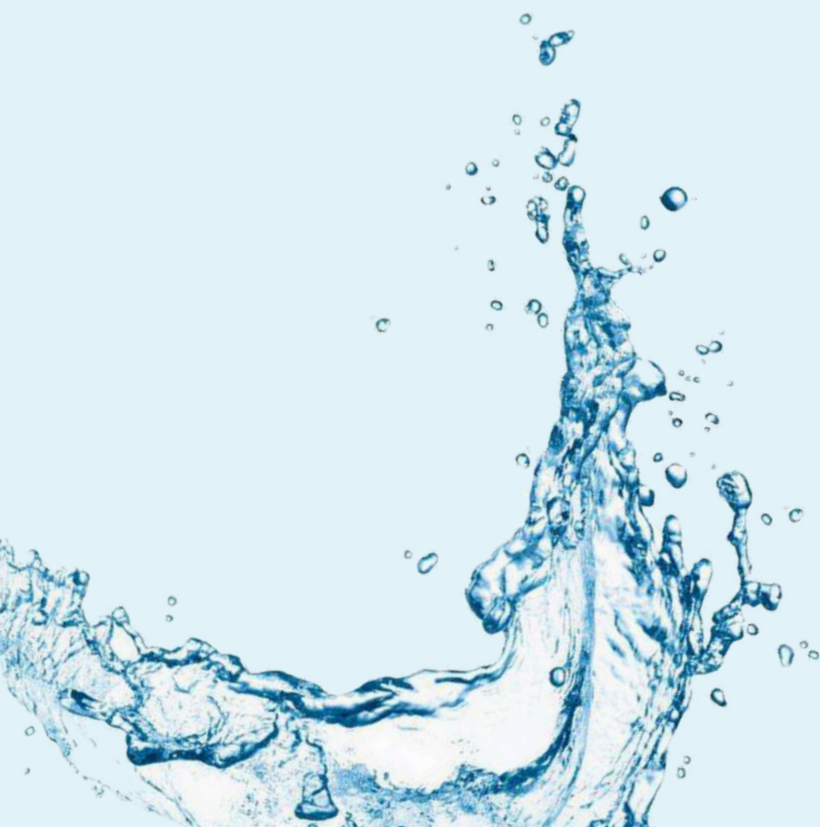
When researching what would allow us to expand WILK's social media presence, we narrowed down to three mentor accounts. The three accounts we chose are Charity Water, Thirst Project, and WaterAid UK.

We can pull inspiration from Charity Waters storytelling strategies, Thirst Project's brand theme, as well as WaterAid UK's ability to reach a range of diverse demographics.

FIRST MENTOR ACCOUNT:

CHARITY WATER

@charitywater



CHARITY WATER

STRATEGY:

Charity Water emphasizes the importance of storytelling by dedicating various posts to the community members they are serving. These posts include direct quotes and anecdotes from their community members and allows viewers to fully connect with their mission. This organization also features various rows dedicated to specific projects/goals which adds a sense of cohesion when visiting the Instagram page.

Charity Water adds to this theme of cohesion by having a brand kit with their official colors, fonts, and personalized hashtags that contributors can follow. Their images are extremely impactful, beautifully edited, and high quality. Many of the images involve people with huge smiles, and testimonials/background on how people were helped/their lives changed. Their reels are extremely powerful and tell firsthand experiences among communities that have been helped through the organization, which is incredible storytelling; an aspect we want to highlight in Water Is Life Kenya.



CHARITY WATER

EFFECTIVENESS:

Charity Water is extremely effective in spreading their message and purpose. They have over 510K followers and 3,775 posts, appearing to post frequently; at least 3-4 times a week. Their content is beautifully curated and edited for easy visibility and understanding; showing that their work is changing lives and truly making a difference. They get thousands of views and likes on their posts and even have celebrity appearances/partnerships to help push their purpose & persuade people to donate!

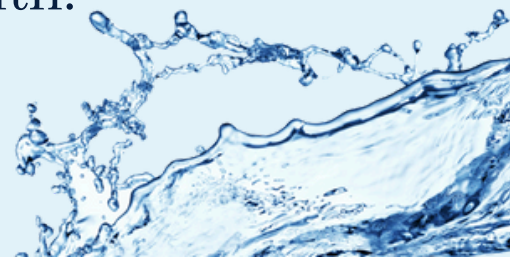


CHARITY WATER

SUMMARY:

Charity Water's method of storytelling can be helpful to Water is Life Kenya because it can allow our community partner to develop a clear way for their contributors to follow the organization's journey. By highlighting various Kenyan community members, we can provide ways for our contributors to connect and relate to our message.

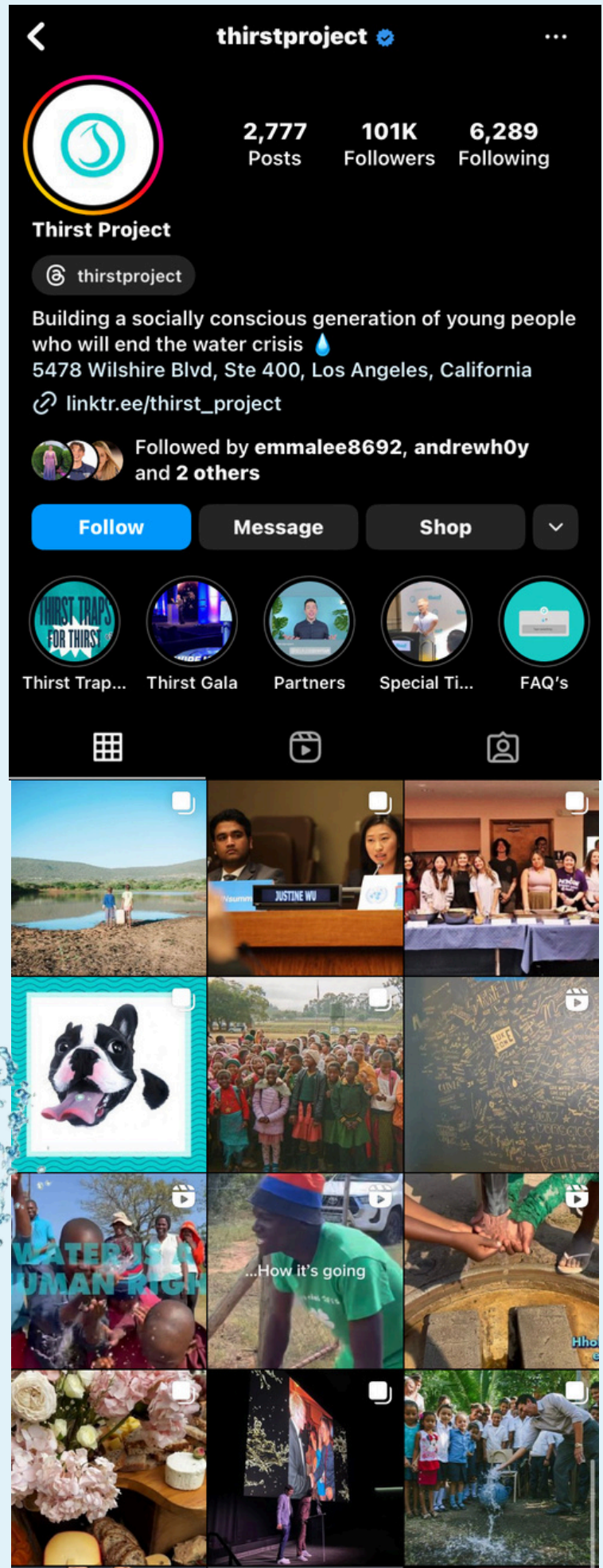
Charity Water adds to their theme of storytelling by creating "behind the scenes" reels that allow their contributors to have a closer look into their day to day. We believe that this would be helpful for Water is Life Kenya to incorporate because it would establish a voice within their brand. Charity Water also includes unique Instagram series such as "Tiny Heros" that are specific to their organization. Water is Life Kenya can use this as an inspiration and create a distinctive series that their contributors can engage with.



SECOND MENTOR ACCOUNT:

THIRST PROJECT

@thirstproject



THIRST PROJECT

STRATEGY:

The Thirst Project attracts a younger audience through their partnerships with multiple schools across the United States. In their posts, they follow a specific brand theme - same colors, fonts, designs, etc. In some of their posts, they connect to their younger audience through memes and Tik-Toks. The reels that they post successfully tell their story to the audience in terms of why they run this organization.

Another strategy they follow is using specific days such as Earth Day or World Water Day in order to promote their organization.



THIRST PROJECT

EFFECTIVENESS:

The Thirst Project's specific brand identity differentiates them from other competitors. By sticking to a specific theme within their posts, they have built up trust with their supporters. There are a variety of different non-profit organizations with similar missions, so Thirst Project uses their brand identity to differentiate from all the others.

Another unique factor that goes into all this would be the various partnerships they have with student organizations (both high school and college), which has gained them more of a following. Something to take note of is that this organization does not post often. However, they have 102K followers, so they have a bit more flexibility with posting schedules. Their posting habits is not something that we will follow, because we are working towards posting more often on the WILK Instagram. Besides how often they post, what they post successfully tells a story to the audience, which is something we want to do as well.



THIRST PROJECT

SUMMARY:

ThirstProject focuses their charity on building a socially conscious generation of young people who will end the water crisis. This is exemplary because it encourages the younger generation to want to make a difference, act as role-models for other young people who wish to donate to an organization, and create a long lasting connection with the charity.

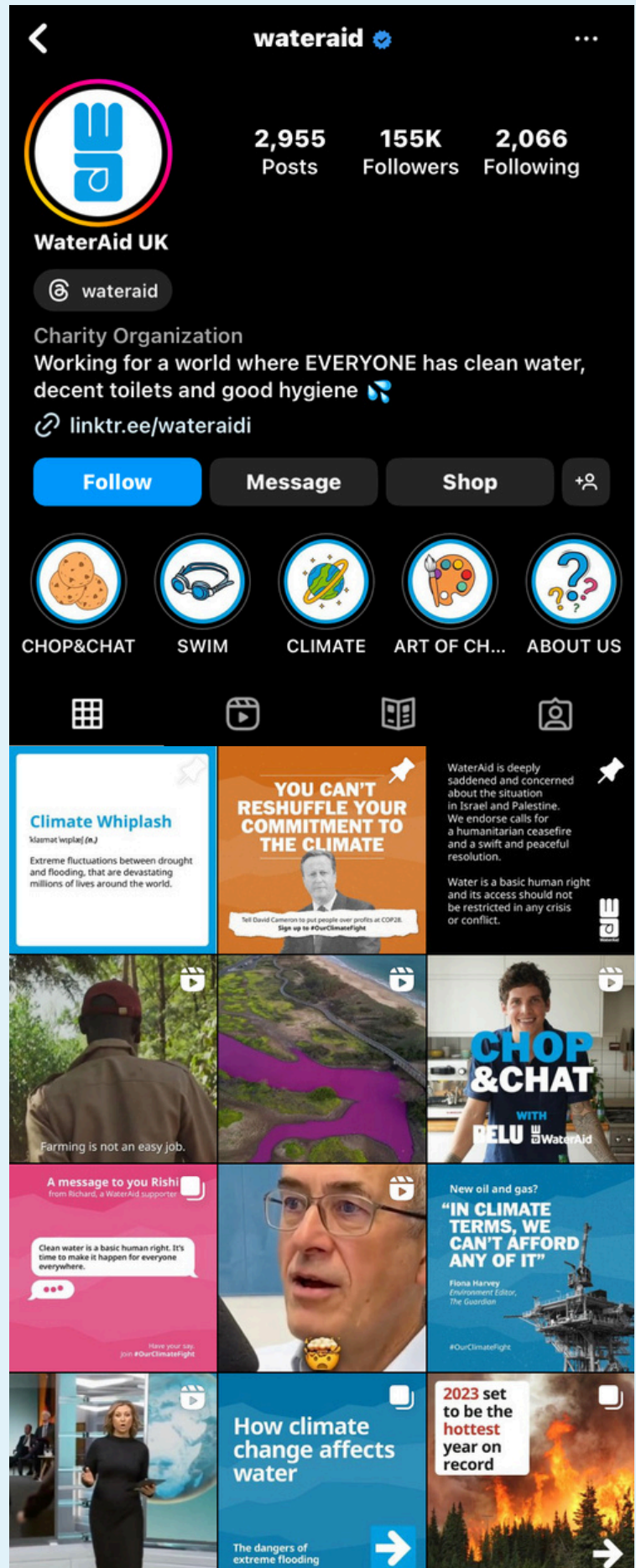
The main takeaway from The Thirst Project is brand identity. All of their posts are very specific to their main theme, therefore making our account cohesive in its own way will benefit us. Though the most different aspect of their organization is their partnerships with student organizations, that is not something we will pursue with Water is Life Kenya. However, they have successfully attracted a younger audience (high school and college students) through their trends. Since we are attempting to attract more people to support WILK, we can utilize some of the same tactics that Thirst Project has used in order to attract a newer, younger audience. By starting to follow a specific color theme as well as “fun” trends, we can generate more following to our Instagram account.



THIRD MENTOR ACCOUNT:

WATERAID UK

@wateraid



—— WATERAID UK ——

STRATEGY:

WaterAid UK took a different approach to grasping the audience's attention. As a group, we believe the primary age group that would be donating to nonprofits falls within late twenties/early thirties all the way to mid 80's. With that being said, WaterAid attempts to take the interests of several age groups into consideration. They used widely recognizable memes and trends in order to get the audience's attention. This makes their account stand out from others.



WATERAID UK

EFFECTIVENESS:

This practice is effective because they take a different approach than other accounts. They are using humor and popular culture references to capture the audience's attention. This definitely appeals to a younger/middle aged audience. Older people may not understand some of the references, but this is not too much of an issue due to the fact that most older individuals are not on Instagram. The theory that was used to define effectiveness and the evidence of this success was shown by their followers. The account has 155,000 followers. Also, the amount of comments and likes on each post shows that they have used an effective approach, and they have appealed to the audience. They have done a great job of storytelling through their various reels, infographics and images.



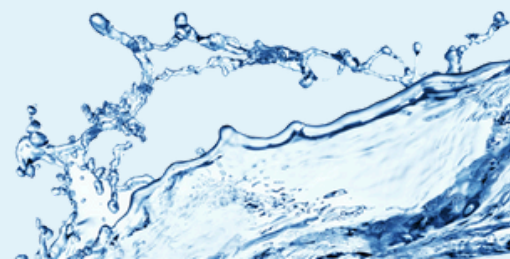
WATERAID UK

SUMMARY:

The approach that this account used was very unique.

We noticed that their reels captured the audience's attention based on views and likes. Although we might not be able to take the exact same approach, we can try to gain more attention through reels just like @wateraid did. We can show videos of the process of beadmaking because that is something interesting that the audience would care about. This account also has an Instagram highlight titled, "About." This is something we think Water is Life Kenya would benefit from: Having a general space for their founding story and mission.

WaterAid also follows a color scheme that remains consistent throughout all of their posts. They use light blue and white on almost all of their posts. This is something that we would like to do for Water is Life Kenya to emphasize the sense of professionalism.



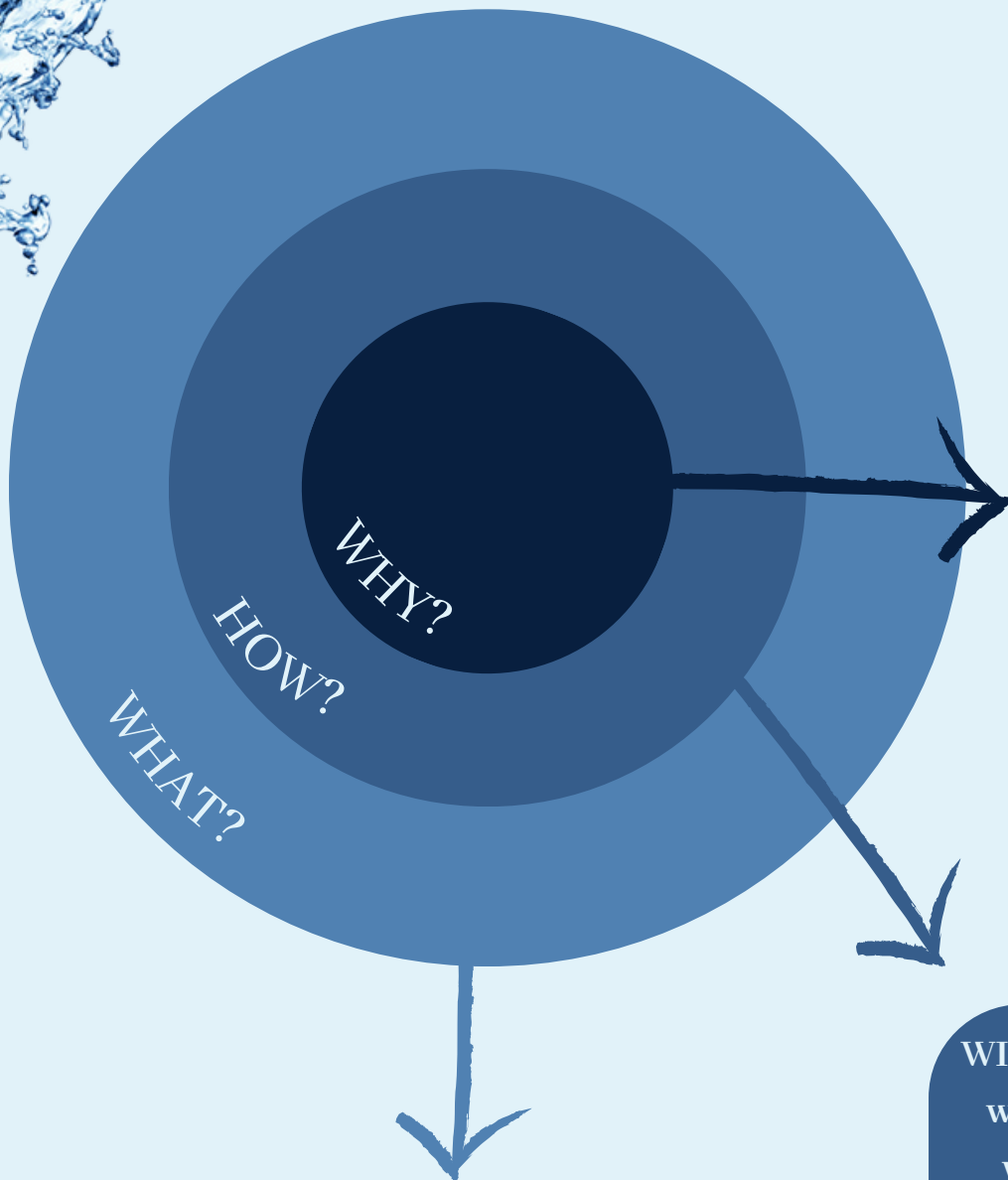
SUMMARY AND MISSION OF GOLDEN CIRCLE

Author and inspirational public speaker on business leadership, Simon Sinek, created the idea of the “Golden Circle”: an organizational template that advocates for determining the why behind an action or organization. Sineck says, “people don’t buy what you do, they buy why you do it.”

This information applies to our work with Water is Life Kenya. WILK has a very powerful mission, so it is important, if not crucial, to spread their mission and their ‘why’ in order to gain a loyal audience and steward longtime supporters. We created a golden circle to clarify the why, how, and what Water is Life Kenya stands for.



WILK GOLDEN CIRCLE



WILK exists to spark personal, economic, and community development in marginalized communities; WILK believes in helping people (women specifically) prosper, building economic sustainability to improve their quality of life, and delivering access to a basic human right.

WILK operates through drilling wells, selling beaded jewelry which funds go back to the community and water access, and livestock as a business program. They also visit Kenya to establish personal relationships which is then reflected through their website as well as virtual campaigns, community outreach and e-commerce strategies.

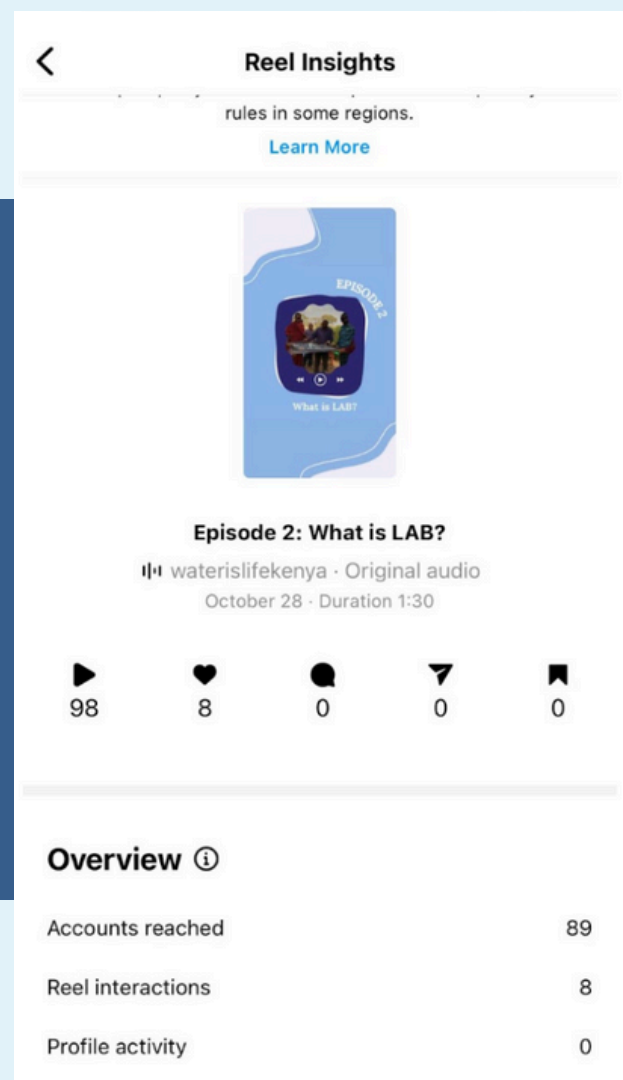
Water is Life Kenya delivers long-standing water access to areas without in Kenya.

ANALYSIS OF SOCIAL MEDIA & COMMUNITY ENGAGEMENT METRICS

In this analysis, we look into the performance of social media engagement metrics and community engagement strategies for Water is Life Kenya. Primary goals for this organization involve boosting engagement, enhancing accessibility, unifying aesthetics, following mentor accounts, promoting their mission, and driving donations. Furthermore, Water is Life Kenya aims to maintain a consistent posting schedule with a focus on LAB and Giving Tuesday campaigns.



Reel 1 Engagement

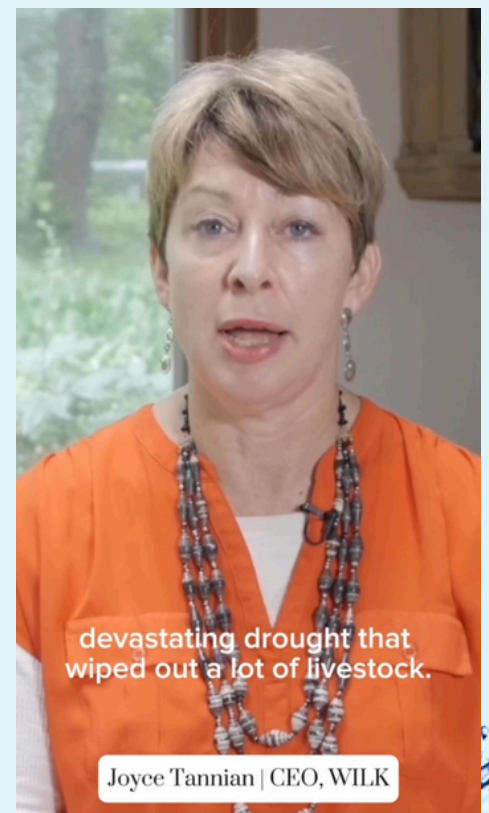


Reel 2 Engagement

ANALYSIS OF SOCIAL MEDIA & COMMUNITY ENGAGEMENT METRICS

In terms of boosting engagement, we have been creating and editing reels with relevant hashtags (such as #watermatters #waterislife #kenya) and captions. This strategy can improve the visibility of content and make it more discoverable by the target audience. Additionally, adding subtitles to the reels enhances accessibility, making the content more inclusive for a wider audience and those who may not be able to understand certain Maasai words or terminology.

Screenshots from our most recent reel about drought recovery



ANALYSIS OF SOCIAL MEDIA & COMMUNITY ENGAGEMENT METRICS

For the overall aesthetic and reel covers, we have recognized the importance of maintaining a unified aesthetic, and have started to do this in the choosing of design elements for posts and reels. This not only contributes to WILK's brand consistency but also makes their social media profile visually appealing, which can attract followers.

Instagram Reel Thumbnails



ANALYSIS OF SOCIAL MEDIA & COMMUNITY ENGAGEMENT METRICS

Another huge goal for their social media being to promote their mission and donations, it is crucial to build a loyal community of supporters. Encouraging donations is a measurable way to see the impact of our social media efforts.

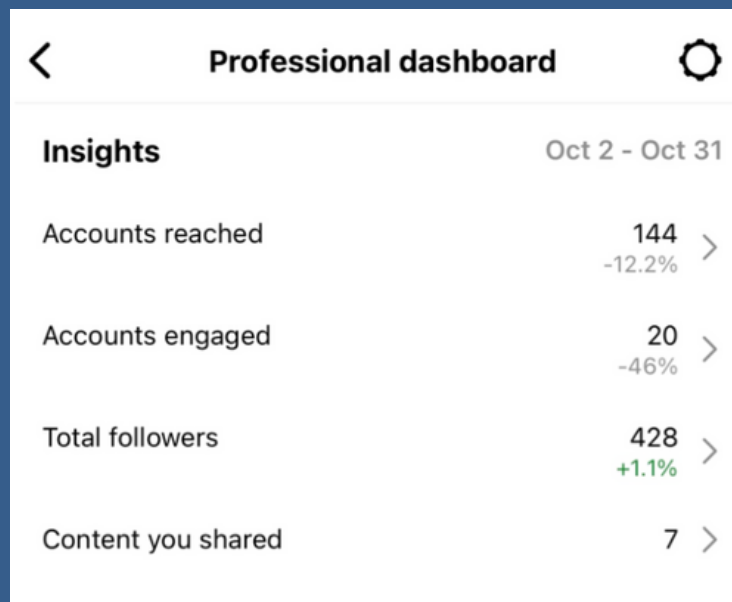
Frequent posting and sharing of WILK's campaigns (LAB and Giving Tuesday), ensures that the organization maintains an active and engaged presence on social media. These campaigns can be effective in encouraging the community's support around specific causes.



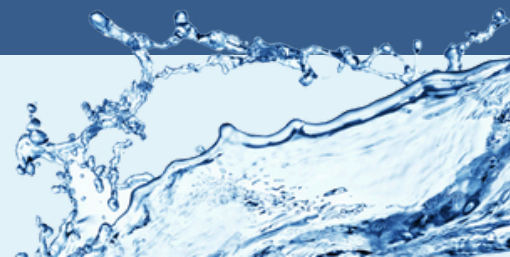
ANALYSIS OF SOCIAL MEDIA &

COMMUNITY ENGAGEMENT METRICS

In a performance overview of the account, we began posting reels on October 20th, and while they received a modest number of plays and likes, there was limited interaction in the form of comments, shares, and saves. It's important to note that in the first week of posting, the metrics are relatively low. This may be due to the initial phase of the campaign, and we can learn from this to continue to refine its approach. Followers increased by 1.1% in October, indicating a slow but steady growth in the audience. However, accounts reached and engaged dropped significantly by 12.2% and 46%, respectively. This suggests that when taking over the Instagram, we need to quickly gain consistency by effectively sharing posts and engaging with followers. We aim to adjust our strategy in reaching a broader audience by carrying out these strategies in order to show that WILK isn't stagnant.



@waterislifekenya
Professional Dashboard



STORYTELLING SUGGESTIONS

WILK is driven by a desire to aid those with a lack of resources for clean drinking water. In their work, one of their main causes is to help women who spend excessive amounts of time getting water for their families. In their mission to uphold education and water security within Kenyan communities, they fight drought, livestock death, and lack of economic resources.

WILK uses still group photos to illustrate this journey. Most of the photos posted are overviews of the particular initiative they are highlighting, so they rarely include names or personal anecdotes that could tie the viewers closer to their mission. In their captions, they dive deeper into the meanings of the pictures and people included in them. Many community members helped by WILK have extremely interesting stories - some marked by struggle and perseverance. The stories they tell reflect the organization's "Why" and they also invite the audience to consider the issues that they fight against.



STORYTELLING SUGGESTIONS

The problem we noticed was the method the organization was using to relay these stories to their audiences. Although these posts include interesting and important information, they often result in low engagement since WILK mostly posts still group photos. It's evident that the audience finds it difficult for their audience to feel connected to those on the grounds in Kenya.

The storytelling aspect was something that was communicated to us as being extremely important in their social media strategy, so we knew we had to revamp their approach. After observing other successful Instagram accounts belonging to non-profits, we concluded that unique and engaging reels dedicated to specific programs and initiatives, that truly showcase daily lives and responsibilities of the Maasai people, further bring their stories to life.



CONCLUSIONS

We have concluded that WILK would benefit the most from developing month-to-month content calendars, which can include what program, initiative, or campaign is relative for that month. Content calendars are super important tools for collaborative social media work, because they map out what is to be posted, when something is to be posted, respective captions, and general overviews of campaign dates all in an organized fashion. It is super helpful for all of this information to be in one place for all group members to stay consistent.

For the next group who works with WILK, it can be helpful to collaborate with Aaron in order to map out a content calendar early in the semester, that way there is a linear strategy to follow and there will be no miscommunication when it comes to creating relevant graphics and posting dates.

Content calendar shared with community partner and group members

October							
Week 7: Organizational Storytelling: Meet the Maasai Culture							
Platform	Posting Date		Content	Caption	Link	Approved	Comments/Improvements
	Monday	10/9				☐	
	Tuesday	10/10				☐	
	Wednesday	10/11				☐	
	Thursday	10/12				☐	
Instagram	Friday	10/13	FEED: PHOTO	Freeing women of "The problem we #water #watermat c design ...		☐	DRAFTED
Instagram	Saturday	10/14	FEED: REEL	Episode 1: Meet t Tune in to learn m #water #watermat final reel...		☒	Put captions on th
	Sunday	10/15				☐	POSTED

CONCLUSIONS

Aside from content calendars, we discussed that WILK could improve their social media presence by staying consistent with a brand kit.

For the next group who works with WILK or any non-profit seeking social media work, brand kits are super important as they contain all the aspects of a given brand's visual identity, including logos, templates, color palette, font, and other graphics. We have created a brand kit, and it will help WILK with how they want their brand to be presented to the public. WILK has an abundance of pictures and videos to post, they just need to start building on their brand in their own consistent way. By making this simple switch, WILK will become more recognizable and memorable to its viewers.

Font

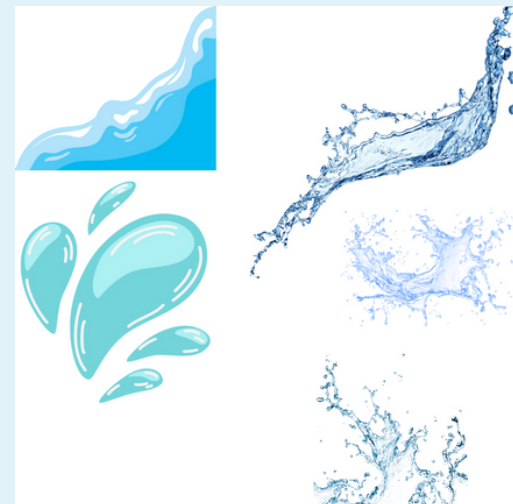
FONT STYLES

Abhaya Libre
Poppins
Times New Roman
Lora
Catchy Mager

Color



Graphics



CONCLUSIONS

The last aspect we believe WILK could improve their social media presence is by developing media initiatives. In doing so, they would develop brand recognition so contributors and/or supporters that are not on the ground in Kenya can feel more connected to their mission. For example, a media initiative that we suggested are Instagram reel ‘episodes’ that feature different WILK programs and initiatives, and/or personal anecdotes so new viewers and previous donors can truly understand what WILK is doing to help, and how the Maasai culture responds to this help. This would give contributors a way to engage with the Instagram page; Each time an episode is posted, they can “tune in” like they are watching an actual show, and stay updated with what is going on on the ground in Kenya.

The cover posts for these reels follow a distinctive theme in our brand kit with colors, fonts, and graphics alike.

Reel covers can be seen on page 22 in the Analysis of Social Media & Community Engagement Metrics section

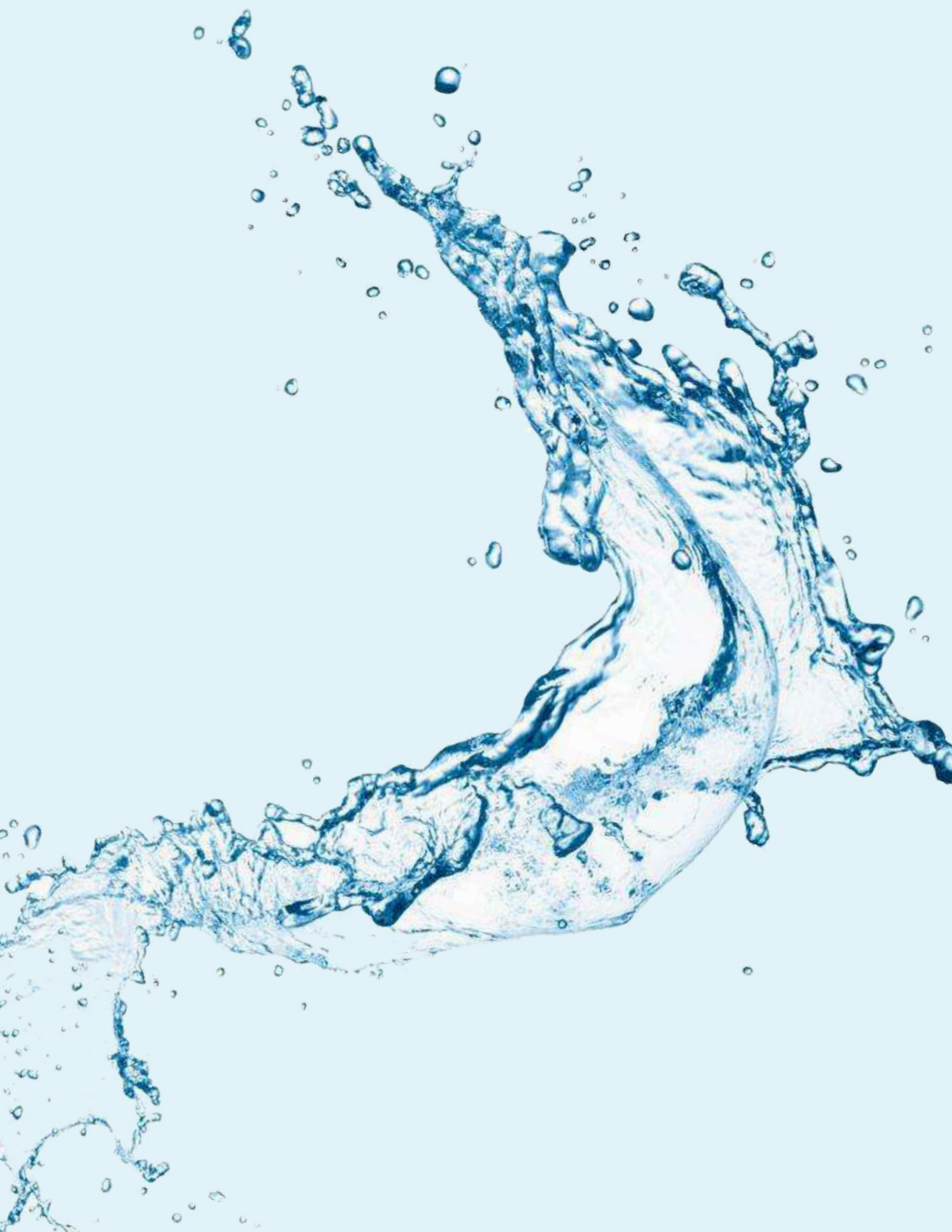


SUGGESTIONS

As for overall suggestions, we suggest emailing Aaron at the beginning of every week to keep him up to date with relevant in-class assignments, as well as content updates.

Another aspect we suggest is to truly focus on the collaborative aspect of this project, and perhaps stay away from creating anything that is hard to work on together. While the reels we made effectively communicate stories about the Maasai culture and WILK's impact, they can take a long time to make and can be hard to create as a group. Perhaps creating more graphics, logos, or captions will not only hit that collaborative aspect harder, but will also be quicker and easier to create and upload onto WILK's social media. Social media is about quality and quantity. So perhaps producing 3-4 strong graphics a week would be a better strategy, in comparison to posting 1 strong reel only once a week.





Water
is Life
Kenya

