

## MY ORGANISATION'S ONLINE IDENTITY

Name of organisation and country:

### 1. Does your organisation has website or blog? If yes:

- How often do you use it (every day/few times per week/when its needed)
- For what do you use it?
- What does it contain in terms of categories and information? (e.g. Activities summaries, About us section, call for partners/participants, contact information etc...)

### 2. Does your organisation has Facebook page/group? If yes:

- How often do you post on it?
- For what do you use it mostly?
- Does your Facebook page/group has all information (description, contact info, mission, links to other online platforms) filled in the "About" section?
- Does your Facebook page/group has pictures from activities and photo albums?
- How many fans/likes/members does your page/group has?

### 3. Does your organisation has Twitter account? If yes:

- How often do you tweet from it?
- For what do you use it mostly?
- Does your Twitter account has short description in "Bio" section and links to other online platforms?
- How many followers you have and how many you are following?

### 4. Does your organisation has Youtube channel? If yes:

- How often do you post videos on your channel? How many videos you have so far?
- What kind of videos are you posting on the channel?
- Does your Youtube channel has description and information in the "About" section?
- How many subscribers your channel has and how many views your videos have?

### 5. Does your organisation has LinkedIn profile? If yes:

- How often do you post on it?
- For what do you use it mostly?
- Does your LinkedIn profile has all information (description, contact info, mission, links to other online platforms) filled in?
- Do you use your LinkedIn profile to make or search connections with partner organisations, local stakeholders, young people or others?
- Do you use your LinkedIn profile to search for volunteers or staff for your activities?

### 6. Does your organisation has Google+ account? If yes:

- How often do you post from it?
- For what do you use it mostly?
- Does your Google+ account has information in "About" section and links to other online platforms?
- How many people are following you (in their circles) and how many you are following?

**STRENGTHS – What is good?**

**WEAKNESSES – What is missing?**

**TO IMPROVE – What could be better? Suggestions for improvement**