Implementation

Peace Pod Events

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World Peace Foundation

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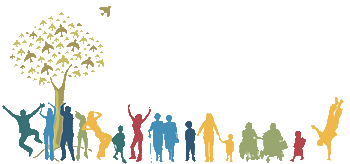


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# Introduction

This report is based up on the former report called “Peace Pod Events” by Anna Stam. The report Peace Pod Events is a research report which looks in to the possibilities and developments of the so called “Peace Pod Events”.

Peace Pod Events would be local events that support local communities and help them to spread peace. These events can involve any kind of content from volunteer project in Africa to stimulating a peace program in an university in Berlin. It should be designed to answer the question “What can I do to support world peace?” and is an initiative that would be for the people, off the people and by the people. The Peace Pod Events would be supported by a framework but should be further designed by self-driven people, furthermore one should not count on financial contribution from third parties and preferable be projects that could be carried out without spending any money or by obtaining money from local sponsors. The WPF wish to make use of the internet to be able to spread the awareness of the tool and reach people worldwide. They would like to create an active online community through an online platform where one can share their experiences, ideas and knowledge and where people can work on content developments and project execution together. Therefore the research report will provide advice on framework could look like for the initiative called Peace Pod Events.

This report includes the implementation phase based on the research that has been carried out and described in the other report and provides an example of what the framework of this initiative could look like. The framework exists out of several chapters including the guidelines of these events, the online platform, the social media around the platform and the business model. This has been done due the fact that these are the topics that have been discussed and research in the former report.

# Summary report Peace Pod Events

This research report should awnser the question what kind of elements should be included in the framework (online platform) of Peace Pod Events in order to stimulate communicaties organizations and individuals around the world to spread awareness for the world peace and to enable them to take action. Based up on this question four research questions have been developed:

1.What is the attitude of potential Peace Pod creators towards world peace and Peace Pod Events?

2.What are the most effective online marketing tools to spread awareness for Peace Pod Events?

3.What kind of elements do the best practices of online platforms include?

4What is the vision of potential stakeholders of Peace Pod Events towards the concept?

The first question provides insides into if people have a positive attitude towards the topic peace and towards the concept Peace Pod Events.

Desk research shows that two trends could be linked towards a positive attitude of individuals towards peace including the trend called “responsibility” people want to take responsibility towards the environment and community around them and the trend called “honesty and sustainability” which suggested to suit the initiative because they wanted to create a better world within a sustainable and honest way. Furthermore according to Maslow security needs are one of the top priorities to any individual and this could be linked to world peace since this would include a violent free environment. Furthermore social needs, the needs for belonging and affection can also be linked to world peace due the fact that contributing towards a good cause will include showing affection and belonging towards the online community. Additionally the initiative can be linked with the need for esteem since one would get social recognition of being a good person and estabilishing things for a greater cause.

The current situation according to the Think tank states that of the 162 countries only 11 countries are not involved in conflicts of one kind or another which therefore suggest there is a need to take action. Additionally looking at the numbers of volunteers in 2013 to 2014 a slight drop can be found and women are more likely to volunteer then man.

At last an online survey has been carried out which suggested that 65% of the people were unaware of current peace projects, 25% of the people had contributed towards charity or peace before and the most popular ways to contribute included volunteering, donating and sharing knowledge. About 24% was willing to take innitiatives. Furthermore 72% was curious about the concept or positive towards the concept and the expectations of support that was provided included clear guidelines, support from an online or offline community, clarity about what these Peace Pod Events were all about, sharing experiences and solutions that would include limited amount of time and cost . At last 17% of the respondents was willing to organize a Peace Pod in the future while 42% noted it would depend on the amount of support provided by the WPF.

The second research question included research up on the online marketing tools to spread awareness. First of all four trends were found including mychiatry (quick developments within technology), value creation, sharing from videos and visuals as most effective advertisement tool and storytelling. These trends support the assumption that an online platform could be usefull for this initiative to spread awareness since sharing visuals and videos can be done on an online platform as well as storytelling and the technology is present. Furthermore the value creation can be made by the content of world peace. Next to that looking 42% of the world population which are 3690,985,492 people make use of the internet, which means that many people can be reached by using an online platform.

Furthermore social media tools have been analyzed including Facebook, LinkedIn, Myspace, Instagram, Piinterest, twitter, Ning, Kickapps, Crowdvine, GoingOn, Joomla, Drupal, Go lightly, Vimeo, Youtube, Vine, Blogger and World Press. Research shows that based up on trust worthiness, most used, most shared and most likely to influence purhcases is Facebook followed by Youtube, Blogs and Google +. Although based up on the goal or objective the organization or business has one should pick a social media tool because each tool has a different strenghts and or weakness. Besides the succes of social media is measured by looking at activity a traffic on the website, number of likes, friends, folllowers, retweets/ shares and or comments. At last the reason why people are online and following businesses or organizations is often to keep up with activities, learn about the products/ services, find sweetakes and promotions, join communities of brand fans, provide helpful feedback, make purchases and or complain about the service and or product. Money within social media can be made by making use of banner advertising, text ads, producing brands sponsored content, sponsored product reviews, posting brand content, e commerce and subscription fees. In addition to social media, social media hypes also have been taken into account. Based up on the IBC media hypes can be succesful depending on many factors. Factors that can be distinguished include: social media, opportunity to grow fast, uniqueness, storytelling, visuals, location, time, satisfying general news values, contain a form of violiation of norms, suitable for public debates, possible to cover the topic from several perspectices, peer pressure, simplicity (easy for anyone to do/ use), time pressure, constand feeds and not provoking any axieties. Other factors that can influence the success are the involvement of celebrities, critics and authenticy of the stories. Besides these factors pitfalls have also been established including clear communication about the message/ goal of the organization/ action and provoking a long term commitment out of a social media hype.

The third question provides insides into the elements of the best practices of online platforms which includes an analysis of trends and developments, the goals of the organizatios, guidelines, business models and use of social media. The online platforms that have been analyzed include TEDX, Mijnbuurtje.nl, Threadless, Quirky, Cut On Your Bias, Open IDEO, Meetups and SPFF which is a mix of non profit and protibale organizations. Furthermore the business model that has been used to compare the business models of the co creative online platform is the Canvas business model.

First of the trend value creation can be linked to this question, by creating valueable content and opportunities within the online platform. Furthermore the analysis shows us that all the platforms have three thinsg in common. First of all they all need an online community around their platform to be able to function. Secondly all these platforms let individuals from all over the world contribute to whatever is produced. At last all platforms have some kind of guideline or framework on how individuals can contribute to their organizations. These guidelines often include a +/- 6 steps that communicated how to use the website and contribute and the purpose was often mentione above.

Overall the online platforms mostly provide simple steps that function as guidelines. Some platforms leave a lot of room for creativity while others don not and all platforms communite clearly on the main page what the purpose is of the platform. All platforms include some social media tools. All platforms have an account on Facebook, most of them on Twitter and some on Youtube, Instagram, Blogs, Pinterest, Google+ and LinkedIN which was used to communicate with one another and build up/ expand their online community. When looking at the business models all platforms made use of the online community and divded them into the key partners, suppliers and or customers. The online community could often contribute by either providing / sharing ideas, experiences, buying, voting and or designing products and or services. All platforms except for the SPFF made use of creativity and some linked this to entertainment like adapting a design. The services that were often provided from outside the company included mostly content like designs, financial support, network opportunities, material, expert like project managers and event managers, sharing knowledge, ideas and experiences while activities within the online platform were either functioning as a mediator, guide and or producer. By making use of the online community the products and or services could be considered to be personalized.

Furthermore the value that these platforms often offered included problem sovling, networking, sharing ideas, knowledge and experience and offer support to one another. The relationships were often online and the organization often only provided automatic services unless there are specific problems and or questions. The organizations also made sure that the online platform benefit both the online community and the organization. The organizations had different ways to stand out but mostly included risk limitations, cost limitations, network opportunities, accessibility, user friendliness and personalize services or products. They sometimes made use of their brand and status and took over activities that people preferred not to do. Additonally the problems that were often solved on these platforms were to get people connected, from similar minded people till people who had completely different perspective and highly unlikely to talk in other situations. They also tend to promote people to work together and support each other. Moreover the channels that are used for all organizations include the online platform (website) and at least one social media tool.

Also the resources that these online platforms all need include human beings who sustain the website and offer online direct support and physical software. Next to that intellectual resources are also needed mostly offered by the online community who share their ideas, experiences and knowledge and at last finances also play an important role which can be done by selling tickets, services or products and by finding sponsors.

The last research question provided an inside into the view of possible stakeholders, with an expertise of either peace projects of technology, towards the concept. Four experts provided their vision who were located in several places like the Netherlands, India, Afirca and America.

First of all the experts agreed that the main challenges of this initiative would include communication. One could think of the communication between the online community itself and also between the online community and organization. Furthermore the online community should be pushed in the direction to listen to each other and build up on each other’s ideas. Additionally individuals who before the platform would never talk suddenly will interact which will need guidance since several perspectives will be included. Another point that was made that the people should be protected when they talk openly and share ideas or experiences. At last a conversation was not considered to be enough on the online platform but photo’s, movies and personal stories should be shared. Next to that they agreed that many people want to contribute but do not have the time, money, network, materials, experience or knowledge to do so. The online platform would be a great start but especially in less fortunate countries they advised us to look into the possibilities of the mobile phones. The guidelines according to the experts should be simple and fun. It should not be to specific since it would limit the opportunities and possibilities but should also be enough for an individual to get their initiative concrete and take action. They advised us to look into the business models and organization models of similar organizations. Furthermore most of them agreed that the initiative should be aimed at youngsters. They all agreed that the many things would depend on the audience we would target. Likewise promotion and spreading awareness were considered to be a challenge. Pilot would play an important role here and they agreed that several Peace Pods should be organized around the world and link them possibly back to universities. Next up it would be important to follow up and to create a sustainable initiative that would not fade away while the time passed by. At last they adviced us to innerline with other organizations and make use of their networks and establishments.

# Conclusions report Peace Pod Events

Overall most people have a positive attitude towards peace and the concept although many people are unaware of many projects that are currently happening and therefore a plan should be created to change this. More than half of the people is willing to take action and about 25% would be willing to start innitiatives. This means that the concept could work if the following elements would be in place.

Peace Pod Projects should include the following elements:

* Clear guidelines
  + Guidelines to start an initiative (including 6+/- steps)
  + Guidelines to join an innitiatve(including 6+/- steps)
  + Guidelines to support an initiative (including 6+/- steps)
* Clear message
* What is the aim / goal of this initiative
* Support from the online / offline community
* Opportunity for co creation
* Donation (money and or materials)
* Volunteer
* Sharing experienes
* Sharing knowledge
* Activities that are efficient and effective (limiting time and costs)
* Promotion strategy
* Social media strategy
* Social media hype strategy
* Online platform strategy
* Seminars at universities
* Business plan/ financial strategy
* Content elements
* Visuals
* Videos
* Personal stories
* Basic information
* Online community building strategy
* Sustainability strategy
* Follow up
* sustain the online platform
* sustain the relatsionship with the online community
* service elements
* personalized service/ automated service
* communication strategy
* sustain a positive atmosphere
* push people to listen to each other
* push people to build up on each others ideas
* communication between the online platform & the online community

Furthermore a brainstorm session for the target group specification and simple steps for the guidelines should be created. Addionally research should be done on the possibilities of mobile phones.

# Implementation

The implementation will exist out of the layout of the platform, the content including guidelines, basic information and rules / regulations, the business model of the online platform and an promotion plan.

Chapter 4.1 till 4.9 includes the lay out of the platform and the content including guidelines, basic information rules and regulations. 4.10 will look into the business model and chapter 4.11 will include the plan of promotion. Before the layout will be provided the name Peace Pod Events within this report has been changed to Peace Pod Projects with the reason that the word “events” might confuse people. One would not only be able to organize events but also be able start other projects; an event would only be one possibility.

## Main Page

Peace Pod Projects

Inspirational images of the month

The most active Peace Pod participant

The Peace Pod supporter of the month

Sponsors images

Social media tools

Picture

Text

Peace pod Project of the month

Link to guidelines

Vision & definition

Social media

Sponsors

Get inspired

Participate

Our Story

## The main page explanation

On the top of the page one can find the buttons: Our story, Participate, Get Inspired, Sponsors and icons of social media. The reason for each button can be found beneath more detailed information of what these buttons would include can be found in the following chapters of 1.1.

**Our story**

Our story will include a more detailed story about the organization and the initiative. It should provide the customer with a better understanding of why this initiative is of importance and why they should contribute.

**Participate**

The button participate is of importance since in order to gain a big online community it should be easy to participate, one should not need to search for this button.

**Get inspired**

Get inspired is a button that should motivate people to participate and take action and also inspire them and activate their imagination.

**Sponsors**

Since the WPF is a non-profit organization therefore sponsors are needed to sustain the online platform and possibly support certain Peace Pod Projects.

**Social media (icons)**

Social media is also of importance since this tool will provide the opportunity to grow the online community and promote the projects that are carried out.

**Vision, definition and guidelines**

The vision, definition and guidelines are of major importance when a customer arrives at the main page they should be able to tell right away what the WPF is trying to achieve and how this can be done.

**Extra:**

Peace Pod Project of the month, Peace Pod supporter of the month, the most active Peace Pod participant of the month and the most inspirational image of the month are motivators to show appreciation for the participants and the work they are delivering. The online community would vote for who and what should be nominated and this would be published. Furthermore it can function as inspiration for others and push them to get on the main page one day.

## Our Story

### Lay out

Peace Pod Project

Social media

Sponsors

Get inspired

Our story

Participate

Start a Peace Pod Porject

Join a Peace Pod Project

Our Story

Image

Text

Support Peace Pod Projects

Co create Peace Pod Projects

Vote for the best

Peace Pod Project

Peace Pod Projects

Image + Text

### Content

The World Peace Foundation has been looking at solutions to help people answer the question

“What can I do to support peace?”. This question has been asked by many individuals and is the reason why the WPF initiated an initiative called Peace Pod Project.

Vision:

The vision of the WPF is to let this website which is built around Peace Pod Projects function as a tool that will support communities, organizations and individuals from around the world to spread awareness for world peace and to enable them to take action.

The WPF enable you to:

* Create a Peace pod Project
* Score Peace Pod Projects
* Promote Peace Pod Projects of your liking
* Network
* Gain social points (improve your CV/ Image)
* share ideas/ experiences
* share interesting related research, information in a project group (knowledge)

Peace Pod Projects can be initiated by anyone around the world and include local projects organized by local individuals and or communities to support a peaceful world. Peace Pod Projects can involve any type of projects from an event to raise money for the local charity till building houses till stimulating education about solving conflicts or supporting elderly care. As long as the project is for social good and to help and support the people around it can be considered to be Peace Pod Projects.

This online platform is developed to make is easy to support peace by either starting a Peace Pod Project or supporting one. It leaves you with a lot of freedom but does provide clear guidelines.

This website is designed to create an online community that will support each other to contribute towards a peaceful world. One can view a project and provide support in the way he / she prefers and or start a project their self. By join a project and or be part of this initiative one has to become a member in order to be able to provide support or start up a project, the reason for this is to avoid any negative input and one will be suspended from the website when they do.

## Participate

### Lay out

Peace Pod Project

Social media icons

Sponsors

Get inspired

participate

Our story

Start a Peace Pod

Join a Peace Pod

Support a Peace Pod

Independent

Topics

Text

Text

Text

Text

Promote

Image

Donate

Co creation

image

Share knowledge

image

Share ideas

Rules and regulations that need to be met

image

Volunteer

Social media icons

Sponsors

Get inspired

### Content

**Guidelines to start an initiative**

Independent

1. Sign up (link to sign up form, can be found on page 23)
2. Fill in the form (link Peace Pod form, can be found on page 22)
3. Promote your event on social media (please look at (link to guidelines of social media))
4. Take action
5. Any other question click on (can be found on page 23 for advice or feedback

Co create

1. Sign up (link to sign up form, can be found on page 23)
2. Post your problem / question (It should be like a newspaper headline and a call to action.
3. Promote your problem by sharing this on social media (please look at (link to guidelines of social media))
4. Enable anyone to share (stories, tools, case studies, images, quotes or anything that could possibly be used)
5. Enable people to start posting ideas.
6. Vote on the best responses
7. Show appreciation (give them an x amount of social points between 1 – 10)
8. Combine the best ideas (build up on each others ideas)
9. When you have an concrete idea please follow the guidelines of starting an innitiative independently
10. Any other question click on 23 for advice or feedback

**Guidelines to join an innitiatve (Volunteers only)**

1. Sign up (page 23)
2. Search by topic and find the Peace Pod Project you want to join
3. Read if there is a need for volunteers
4. Send them a message including why you want to join and how
5. Wait for acceptance or mail including reason for rejection.
6. Press join group
7. Join private conversation
8. Win Social points! And help others win social points by liking/ voting on their actions
9. Any other question click on (can be found on page 23 for advice or feedback

**Guidelines to support an initiative**

1. Sign up (page 23)
2. Find a project you want to support
3. Look what kind of support is needed
4. Choose how you want to support
5. Win Social points! And help others win social points by liking/ voting on their actions

## Get inspired

### Lay out

Peace Pod Projects

Social media icons

Get inspired

Sponsors

Participate

Our story

Support by inspiring others

Inspirational knowledge

Inspirational stories

Inspirational quotes

Inspirational Images

Demand for…………..

### Content

**Support by inspiring others**

Here one can find a link to the form beneath

…….………..

Upload document

Choose category

Image

Quote

Story

knowledge

Choose Peace Pod Project

**Inspirational images/ quotes/ stories and knowledge**

Can be shared and found here

**Demand for ….**

Demand for (…) is an opportunity for Peace Pod Organizers who are still searching for inspiration and are in need for a specific kind of inspiration or related to a specific topic. It is also a place where people who want to contribute by providing inspiration can see what kind of inspiration is in demand.

## Sponsors

### Lay out

Sponsor of the month

Sponsored products

Sponsors icons

Sponsor packages

Become a sponsor

### Content

### Content

**Sponsor products & icons**

Provides information about the sponsors and the amount of social points

**Sponsor of the month**

Sponsor with the highest number of social points will be mentioned again to gain the attention it deserves and motivate them to contribute.

**Sponsor packages**

*Only for Sponsors of the platform*

**Monthly donation**

Fill in the amount of money you like to donate each month

**Yearly donation**

Fill in the amount of money you like to donate each year

* *Please note that for a yearly donation one can ask to stop the donations any time before the two months one would donate. For the sponsors who donate monthly please note that one needs to ask to stop two months before hand.*

**How to become a sponsor**

*Sponsors projects*

1. Sign up
2. Find a Peace Pod Project
3. Choose the manner of sponsoring (donate materials, money donate, professional knowledge (books) or bring in volunteers)
4. Confirm and fill in the form (can be found on page 23)

*Sponsor the platform*

1. Sign up
2. Choose package
3. Fill in the form (Can be found on page 23)

## Social media (icons)

Please go to chapter …. For the detailed information about social media.

## Vision, mission and guidelines

The vision, definition and guidelines are of major importance when a customer arrives at the main page they should be able to tell right away what the WPF is trying to achieve and how this can be done.

### Vision

The vision of the WPF is to let this website which is built around Peace Pod Projects function as a tool that will support communities, organizations and individuals from around the world to spread awareness for world peace and to enable them to take action.

### Peace Pod Projects

Peace Pod Projects are designed to answer the question “what can I do to support world peace”. The Peace Pods are local projects that support local communities. Peace Pods can involve any type of projects from events to raise money for the local charities till building houses till stimulating education about solving conflicts or supporting elderly care. As long as the project is for social good and to help and support the people around you they can be considered to be Peace Pod Projects.

### Guidelines

Possible guidelines for Peace Pod Events

*Format*

* Peace Pod Projects should be organized with the intention to support the local community by organizing local projects that offer support.
* Peace Pod Projects cannot be used to sell something.
* Peace Pod organizers are not allowed to earn any money by organizing such a project
* Peace Pod Projects is not organized by or for special-interest political, religious or commercial groups.
* For each Peace Pod Project one will need to fill in a form which will provide specific information to the online community
* Peace Pod Projects will be very different from one to another therefore there are no limitations on the number of people involved, location an time.

*Diversity of topics*

There are no specific topics that need to be followed as long as the final goal will be to improve your local area which can be linked to many topics. The topic and why and how this will contribute and improve your area will also need to be mentioned.

*Content*

The content of a Peace Pod Project always needs to be content that is community driven and bias free and additionally should not be used to make profit.

*Examples of Peace Pod Events*

Project Title: Peace Education

Goal of my project: Make peace education part of the primary school program to prepare the youth and let them make a change.

My Project includes

Writing a peace education program that can be used by primary schools, approaching schools/ promotion, improving the program.

Start date: 2 – 2013

End Date

Location: Berling, Germany

End dat: 2 - 2014

Time line

Writing the peace education program: 2 – 2013 till 6 – 2013

Approaching primary schools/ promotion: 6 – 2013 till 8 - 2013

Improving the program: 8 – 2013 – 2 - 2014

Support needed

Inspiration: quotes, images, research

Volunteers: writers, teachers, sale persons, peace makers, inspirational people, school directors who can all help to write the program and promote.

Donations: possibly materials needed for the program.

Financial overview (only when asking for donations)

Create an online account for your peace pod

Total amount needed:

Cost 1 (description .. cost) …upload document (receipt/ image of result)

Full name: Anna van Dijk

Date of birth: 13 – 12 - 1980

Email: annastam@...

Phone number: 06……

I agree (link to policy agreement)

**x**

Invite friends …. (social media link)

*How does it work?*

To become a member of the Peace Pod Project one simply has to fill in the form below.

As a member one can also gain points

* When your feedback is liked by others
* When your Peace Pod Projects is liked by others
* When your donation (money or materials) is liked by others
* When your knowledge is liked by others
* When your experience is liked by others
* When your ideas are liked by others
* When your inspiration is liked by others

For every … likes one will gain …. Points which will be visible on your profile and can also be linked to your LinkedIn and Facebook account. Furthermore the person, post and project with the highest number of liked will be mentioned on the main page and receive an nomination which can be linked back to your social media.

*Donations*

In order to make sure that the organization or Peace Pod Organizers do not make any profits on the initiatives the financials can be viewed publicly. Each Peace Pod organizer will have to create an new bank account where one can view the money that has been donated and the spending that are made. Furthermore with regards to the online platform one is also able to see the spending and incomes of the organizations and donators. Specific descriptions will be included with regards to the spending.

*How to communicate*

* When one likes to provide feedback to another member they have to provide a compliment, provide a tip and provide a compliment again to make sure that the atmosphere stays positive and the feedback is useful. Inappropriate languages is forbidden and the WPF is able to delete your account without any warning.
* When members misbehave the accounts will be deleted ASAP and the social points will disappear.
* Always answer people who want to contribute to your project, you are able to reject but you have to tell why or you can just press accept.

### Relevant knowledge

*Volunteers & Staff*

* How do I find staff/ volunteers & how to manage staff / volunteers

When you start a project sometimes it can be useful to have a supportive team build around you.

When this is the case please make use of the following steps

1. what are the tasks that need to be done
2. What kind of skills are required
3. Who is able and motivated to carry out this task
4. Finding volunteers (further explained beneath)
5. Dividing responsibilities (further explained beneath)
6. Motivating / managing volunteers. (further explained beneath)
7. Tips

*Finding personnel*

You can make use of your network but if you are also able to make use of this network.

* Just mention within the form provided what tasks need to be done, and what kind of skills are required and let people help you.
* Be aware of their motivation which will enable you to meet their needs as well as yours especially when people do this on a voluntary basis.
* Make use of the network of the team mates you have already gathered and let them help you to recruit others.
* Make sure that there are clear agreements of what, when and how things need to be done to prevent misunderstandings and other problems.
* When you decide to create a Peace Pod Project you do not need to do this all by yourself it can be either co created, or maybe you want to do this with your sister or friend and want to get some extra help from the online community. This is completely up to you.

*Responsibility*

* Licensee: The lead organizer is also the primary licensee. This person is also the point of contact for the WPF team and should know the rules and processes and everything it takes to put on a great Peace Pod Project.
* Although you might be co creating a project or developing a project together one person will need to be pointed out to be responsible for the project and meet the requirements/ needs.
* It is your responsibility to always be aware of the licenses and laws of your area and make sure you will meet the requirements that are needed to make the Peace Pod Projects legal activities. When you are not sure about certain rules or regulations you can either post it on the website and ask the online community (please make sure the sources are reliable) or email the WPF team.
* Your team should also be aware of all the [Peace Pod Project rules](http://www.ted.com/participate/organize-a-local-tedx-event/before-you-start/tedx-rules).

*Motivating / managing staff*

* Be aware of their motivation

When you take on volunteers we advise to not make this a personal but treat it like you are in business. Ask what their motivations are this way you will be able to understand what they expect or want to gain from it and they need to know your expectations and have a clear understanding of what you offer them and if this is meeting their needs.

[*Team Management*](http://www.ted.com/participate/organize-a-local-tedx-event/tedx-organizer-guide/volunteers-staff/team-management)

* Always ask the volunteers to sign a Volunteer Agreement that lists expectations of the volunteers over the course of the event planning process, including things like guidelines for communication etiquette, time commitment and deadlines, and understanding how to represent the WPF’s vision
* Prepare: What is your leadership style? How do you work best with people, and how might your team work most effectively together? Through weekly Skype calls, or in-person meetings? Is your group most dynamic in a casual setting, or best organized in a conference room? You’ll want to think about the most productive ways to engage your group, and how to bring out your very best leadership qualities. (listing to-do's provide an clear overview and help to work effectively)
* When working with a team it sometimes can be appreciated to do something else then only work on your project maybe go for a few drinks get to know each other preferable at an early phase.
* Create a project timeline/ make a planning which is visible for everyone.
* You’ll want to create a task list and timeline at the beginning of the planning process, with definitive deadlines.
* Schedule regular meetings and check ins to keep the whole team updated and involved. You can also take this moment to promote the process on social media.
* Dropbox or google drive are often considered to be great tools to share documents with your team.
* Keep things fun and consider organizing a team activities

*Conflicts:*

When conflicts arise you will be the one responsible therefor the following principles can be of use:

* Be both a mediator and governor, you are responsible to solve conflicts that may arise and be prepared to make executive decisions.
* Be flexible, often during projects things will change so be prepared to change your plans.
* Seek help within the online community, when problems arise the online community might be able to come up or inspire you with a great solution.
* Be aware that although you are the leader you might not always be right, listen to your staff
* If a project needs to be cancelled always make sure this is posted online and if possible reach out to the crowd in other ways.

*Tips:*

Finances:

* When it comes down to finances it can be useful to have a Sponsorships and budgets manager. This team member is responsible for raising money from sponsors for project expenses, and managing the project’s finances. They should be someone who has experience with fundraising and development, since this is one of the most important components of the project planning process.

Communication:

* It’s important to have a person on your team to create and manage a strong online presence of your project, including website content, a blog and social media. (think of making pictures/ videos of your project and the process, writing about the project and process, keeping the online community updated and involved)

Friends

* The WPF advices not to only invite your friends to be on your team. It is important that you have variety of individuals when it comes to your core team. If everyone is friends, that can often mean the event will be less interesting, more homogenous, and maybe even hold more potential conflict.

Backup plan

* Sometimes things do not go according to plan which is why it is always smart to have a backup plan and even a backup team which might need to be used when someone gets ill or is no longer motivated to be involved. The backup plan should always be made when making use of open areas with concerns to weather changes.

Paid staff or volunteers

* Some professional assistance can end up saving time, and elevate the quality of your event. The Peace Pod Project should not lead to any profits and if you want to hire professionals you would have to manage to get money. It is not required to only have volunteers working with you but when paid staff will be required think about a way how to earn the money which you will be paying them.

*Branding & promotion*

*Social media use*

You can use social media either to promote projects for others or a project of yourself and you can also use it to expand your social network.

*Tips:*

* Post photos/ videos of your project even if it is just a meeting or a new member, this way you will get the online community to be involved and you are promoting your project at the same time.
* Post texts with relevant information for people who like to be involved make use of blogs etc.
* Preferable don not post more than one picture / text or video a day, you might get on people’s nerve. There might be exceptions like the final result or event which makes you decide to post more than one message.
* Always post things in a positive way, nobody wants to hear about the complaints even if you have a struggle, make it sound like an exciting challenge they can help you out with.

*How to make use of the network*

* All participants who are signed up to the WPF are able to send a message to one another and get into contact
* All participants are also able to send a friend request or follow other participants on their social networks.
* All participants are able to give other participants social points with an description to make sure everyone gets the appreciation one deserves

*Sponsors & finances*

* how to find sponsors
* How to set up a finance overview
* How to manage / create a relationship with sponsors

*Post projects, renewal*

* Checklist

**From Start a Peace Pod Project**

Project title …………………………………

Goal of my project ……………………………………

My Project includes

…………………………………………………………………………………………………………………..

…………………………………………………………………………………………………………………..

End date

Start date

End Date

Location

Time line

Support needed

Inspiration (type of inspiration)

Volunteers (type of volunteers…..)

Donations (materials / money)

Financial overview (only when asking for donations)

Create an online account for your peace pod

Total Amount needed:

Cost 1 (description .. cost) …upload document (receipt/ image of result)

Cost 2 (description .. cost) …upload document (receipt/ image of result)

Cost 3 (description .. cost) …upload document (receipt/ image of result)

Cost 4 (description .. cost) …upload document (receipt/ image of result)

etc

Full name

Date of birth

Email

Phone number

I agree (link to policy agreement)

Invite friends …. (social media link)

Please note:

* Receipts need to be online and scanned in
* Results / pictures should be taken to prove where you are using it for
* The money donated will be managed by the WPF and only be given when the prove above has been shown, one has to pay him/herself and as soon as the prove is uploaded one can request to get the money ASAP in order to prevent taking advantage.

**Sponsor form**

Why do we sponsor

…………………………………………………………..

…………………………………………………………..

…………………………………………………………..

…………………………………………………………..

…………………………………………………………..

Name………………………………………………….

How do we sponsor

Social points

Product/ service

Who do we sponsor

…………………………………………………………..

…………………………………………………………..

…………………………………………………………..

…………………………………………………………..

……………………………………………………………

Link to website

Link to social media

Description of the organization

…………………………………………………………..

…………………………………………………………..

…………………………………………………………..

…………………………………………………………..…………………………………………………………..

Name of the company / organisation

…………………………………………………………..

**Sign up form**

Social media links

Who am I

Interest:

Reason for participating:

Email address

Full name

## Extra:

With regards to the Peace Pod Project of the month, Peace Pod supporter of the month, the most active Peace Pod participant of the month and the most inspirational image of the month the following layout can be used.

Date:…./……/…………

Name of member………………………

Picture/ quote, research , action:

………………………………………………….

………………………………………………….

………………………………………………….

………………………………………………….

………………………………………………….

Social points ….………………………………………………….……………………………………………

image

Social media links

Contact details

**Feedback form**

Topic:

* Customer service
* Online community
* Peace Pod co-creation
* Peace Pod organization
* Peace Pod support
* Donations
* Communication
* Other

**Feedback form**

Type

* Tip
* Complain
* Compliment
* Question

Title

…….…….…….…….…………….

Explanation

……………………………………………………………..………………..…………………….

………………………………………………….………………..………………..………………

………………………………………………….………………..………………..………………..

## Business models

The WPF is in need for a business model for the online platform. Although the WPf is a nonprofit organization a business model can provide an overview of the value that Peace Pods would provide and provide inside into how the online platform could be sustained financially. Based up on the canvas model all topics will be discussed beneath

### Key resources

*Who are our key partners?*

The platform of Mijnbuurtje involved the municipality. To involve the municipality can be helpful but it can also cause a lot of struggles because communication between inhabitants and municipality often is not a huge success, which is why I suggest not doing this for the Peace Pod Events.

The Peace Pod Events online platform should have the following partners:

* An online community existing out of:
* Sponsors (financial)
* Sponsors (material)
* Designers (independent organizers of Peace Pod Projects)
* Volunteers (supporters of Peace Pod Projects)
* Experts (providing knowledge)
* Others (providing ideas)
* Buyers (possibly for events, services or products)

*Who are our key suppliers?*

The whole online community is important to make the business model work but I guess the most important people within the online community are the Independent organizers of the Peace Pod Projects.

*Which resources do we get from our partners?*

Content, financial support, material support, ideas, knowledge, challenges, network, project initiatives & man power (volunteers).

*Which key activities do our partners preform?*

Providing content

Providing financial/ material support

Providing ideas, knowledge, challenges, advice, feedback

Providing networks

Providing project initiatives

Providing man power/ volunteer time

Providing acknowledgement

Implementing, organizing project initiatives

### Core activities

*Which activities do we need to preform to develop value?*

This business model would include problem solving, networking, promoting and production.

First of all the initiative would include “problem solving” because the online communities can co-create initiatives and therefore solve problems and support other Peace Pod Projects. Secondly “Networking” will play an important role because there will be an easy way to connect to people and promote your Peace Pod Project and get in contact with others. Additionally “production” will be part of this initiative because they design new initiatives for each particular situation & location.

*Distribution channels:*

For the future online platform the distribution channels will be the online platform which will include direct links to social media but also could include events and or mouth to mouth advertisement.

*Relation management:*

Within the initiative Peace Pod Projects a relation called “Strategic alliances” should be established which means a partnership between the online platform and the online community.

### Value proposition

*Which added value do we deliver to the customers?*

The Peace Pod Projects are new products since it enables all individuals around the world to contribute towards world peace by starting to support their own community and environment. People already are aware of their need to contribute towards their community and environment, although there were some tools available there still was something missing. There are many peace projects or initiatives one could create but this tool is meant to make it easier to contribute and join or start initiatives so one could say it is focused on performance. Furthermore this tool is a general tool but it is also customized because one can use it for very specific problem solving or projects and it is meant to be local but should also be appropriate for people located around the whole world. Furthermore it is taking over the networking and already provides a framework which makes it a lot easier for people to take action. Additionally individuals can make use of the brand of “Peace Pod Projects” in the future which should establish a well-known status and also provides some possibilities for cost limitation and risk limitation. It is accessible for anyone and meant to be user-friendly.

*Which problems do we help them solve?*

Peace Pods will help to solve social and communication problems. The WPF helps people to communicate/ build a network and therefore also support them to solve problems within their local community. Furthermore the tool helps them to come up with new initiatives, promotion and sharing ideas, experiences and knowledge. At last which is the main goal it helps people to contribute to a better world and therefore the main focus will lay on social problem solving.

*What do we offer for each customer segment?*

Independent project manager: Support to promote their projects, find sponsors/ supporters (network), risk and cost limitation, contribute to a better world, enabling them to take advantage of the status, support from others and gaining social appreciation.

Supporters: To support project in many different ways, networking, contribute to a better world and gaining social appreciation. Ways to support include: donations in money or material, volunteer, sharing ideas, knowledge and experience, co creating a project and promoting.

*Which need of our customers do we satisfy?*

The need to contribute to a better world/ make a difference

Need to socialize

Need for social appreciation

Need to share ideas, knowledge and experience

Need to support their local community / neighborhood and environment

### Customer relations

*Which relationships do we need to take on with our customers?*

Automated services > (guidelines/ rules) within the online platform

Personal support online > support from the online community

Personal support online > personal of the online platform who checks initiatives, comments manage memberships.

### Customer segments

*For whom do we add value?*

Multi sided platforms for people who want to contribute towards a better world including the independent organizers and several types of supporters and communities all over the world who now are able to gain the support that they need. They offer value for each segment project managers, donators, volunteers, individuals who want to share knowledge, ideas or content and project managers.

*Who are our most valued customers?*

The WPF does not really consider the people who make the business model work to be customers since it is a nonprofit organization but the online community as described earlier needs to be complete in order to make this tool work and therefore each and every one is appreciated but possibly the people who start projects would be the people who are the most valued.

### Channels

*Which channels do we use?*

Direct and indirect personal web support through the online platform and social media.

*How do our channels integrate?*

Since a lot of people are on the internet the WPF is able to reach out to almost half of the population worldwide and the platform in combination with the social media allows the community/network to grow fast.

*What are the best channels?*

Based up on the previous research one could say that the online platform in combination with social media would function as the best channels.

*What are the cheapest channels?*

Social media (free)

*Integration customers:*

The customer is integrated due the user friendliness of the tool, fulfilling their needs and because people all over the world need to be reached the internet will be the main channel.

### Key resources

*Which resources do we need for our proposition?*

Physical (software for the platform) humans (online community) and intellectual (independent initiatives) resources are needed to make the business model work.

### Cost structures

*Which costs are the biggest in our business?*

The biggest cost would be the people and software to sustain the website/ platform.

*Which resources are most expensive?*

Man power (people working on the website) & physical resources (software)

*Which activities are most expensive?*

Sustaining the website

### Income streams

*Where do we want to let our customers pay for?*

The customers should not pay for the website since they like to contribute to a better world which should be possible without payments. But businesses or people who are able to afford to donate can choose to promote their self at the same time by gaining social recognition (social points) and promotion on the website.

*How do they pay?*

The payment would need to be online because this would be most efficient and effective for both parties.

*How do they want to pay?*

Online.

## Promotion plan

### Social media strategy

To develop a social media strategy social media models can be used in order to find out which social media tools will or can be useful for a business. The online platform that could be created could take advantage of this knowledge and therefore the models are written out and suggestions are provided.

### Models for successful social media brand communication

There are three models by Johan Ronnestam that will guide a brand towards a successful social media strategy. These tree models together provide a concrete path on how to brand the organization or on this case the tool within social media. These models will be the guideline for which channels would be most appropriate to support the virtual platform for Peace Pod Projects.



**1.The Social Staircase**

The Social Staircase is a model that focuses on the overall process.

**2.The Social Tool Matrix**

This model helps to map the tools

**3.The Social Viral Spiral**

This is about speed of spreading.

**The Social Staircase**

There are 4 steps that make up the Social Staircase; Strategy, presence, tools and conversation. Image 2.0 (social media models)

*Strategy:* establish a strategy that supports your business

*Presence:* what value will you provide and where will your target audience find it.

*Tools:* which social media tools can you use to communicate your brand values.

*Conversation:* define a set of viral social spirals and initiate your conversation (Ronnestam, 2010)

**Step 1 -Strategy**  
*Establish a strategy that supports the business. Every business/ organization should have a strategy in place that supports them. This enables the organization / business to achieve their vision and making sure not to lose money while doing it. This also goes for social media; strive to measure results and revenues.* *The business strategy is the means by which it bests out to achieve its desired ends (objectives) it can simply be described as a long term business planning. Typically a business strategy will cover a period of about 3 – 5 years.* (Strategy theory)

**Strategy Peace Pod Projects**

*Vision Peace Pod Projects:*

*A tool that will support communities, organizations and individuals from around the world to spread awareness for world peace and to enable them to take action.*

This tool is based up on the assumption that Peace start with you. Individuals should take local initiatives and improve their community and that way function as an inspiration and motivation for others to do the same.

The main goals of this particular initiative of the WPF are the following

* People taking action to contribute towards peace.
* Spreading awareness

What are Peace Pod Projects?

Peace Pod Projects are local projects that support local communities and help them to contribute towards peace. Peace Pod Projects can involve any type of projects from an event to raise money for the local charity till building houses in Africa till stimulating education about solving conflicts or supporting elderly care. As long as the project is for social good and to help and support the people around you they can be considered to be Peace Pod Project. It is designed to answer the question “What can I do to support world peace?”.

**Services available and the costs**

**Specific sub goals of the Peace Pod Projects**

So what does this service enable you to do?

* Start up a Peace Pod Project
* individually
* Together with the online community
* Support a peace Pod Project
* Volunteer for a specific project in your neighbourhood
* Provide materials/ space needed
* Donate money
* Provide ideas
* Share knowledge
* Share experiences
* Support promotion by sharing and liking the project on social media or and by inviting your friends.
* Score projects
* Gain social points (improve your cv/ image online)
* Contribute towards a better world

The Peace Pod Projects are based around an **o**nline platform supported by social media where people can interact and guidelines are provided.

**Key resources**

Physical (software for the platform)

Humans (staff which supports the online platform and the online community providing initiatives, ideas, knowledge and experiences)

**Cost**

People can voluntary pay a certain amount of choice towards sustaining the website or Peace Pod Projects. (berry)

**SWOT analysis**

**Table 1.0 (Swot analysis)** (Lavinsky, 2013)

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **opportunities** | **Threads** |
| **Different offer from competition**  **Trend of taking responsibility**  **Network with celebrities**  **Network with regards to peace** | **Collecting money to sustain the website and initiatives**  **Offline communication** | **Making use of internet to reach out to a big part of the world**  **Simplify the way to contribute towards peace**  **New ways to contribute towards peace (individualization)** | **Motivating the people to take action**  **Copy the initiative** |

**Marketing analysis**

Generic strategy

* Internationalization

The generic strategy of the WPF for Peace Pod Events is internationalization. The WPF wants the whole world to use the tool eventually. Starting off with one project and testing the initiative and slowly stimulating to grow and promote these Peace Pod Events by social media.

Competitive advantage

* By differentiating your product from those of rivals (Strategy theory)

What the WPF wants to offer is not yet on the market. It simplifies the way people can contribute to peace directly within their environment. They can also choose in which way they like to contribute which does not need to cause a lot of time or money. The initiative can be copied but due the fact that the WPF has a network including celebrities and is a nonprofit organization for a good cause the chances are not high that this idea will be stolen by competitors.

**Current market situation**

Trends have shown that taking responsibility to contribute towards a better world is growing. Therefore this tool could become a huge success next to buying “responsible” products one can now make a change their self. Taking into account that the economic situation is not great at many places the tool does allow to contribute in different ways without spending money or too much valuable time. Furthermore it offers the opportunity for people to contribute by simply sharing an idea or posting an experience. The way they contribute is completely personalized.

**Communication channels:**

* **Online platform**
* **Social media**
* **Mouth to mouth advertisement**

The internet is a tool used all over the world and therefore the main communication tool for this project. In order to spread awareness and provide support needed to organize or take initiatives that are peace related the Peace Pod Projects could be supported by an online platform and therefore an online community. The online platform which is built around Peace Pod Projects will provide people with information, inspiration and network needed to organize the Peace Pod Projects. This online platform can be connected to social media which is another sub tool of the internet which has a big influence on the world today.

**Customer relations**

The customers will be supported by an automated service (the online platform) which will include clear guidelines on how to use the platform and how to create or support Peace Pod Projects. Furthermore online personal support will be provided by the online community and the staff which will sustain the online platform.

The online platform develops value for everyone since it will eventually contribute towards a better world. Individuals can decide in which way they like to contribute and benefit from the support around the tool and if also free of charge.

The customers have a large influence on what the final result will be because it will all depend up on their support. They will take the initiatives, support by executing, organizing and promoting the initiatives and the platform will only be a mediator between the people who want to take responsibility.

**Channels**

Currently the Peace Pod Projects is built around the internet and offline communication is not yet taken into account. The reason for this is that internet does not caused a lot of money and reaches people all over the world in a quick and effective way and allows people to interact with one another.

The channels that are currently used are:

* Several social media platforms
* Online platform (website of Peace Pod Events)

**Value and motivation** (berry)

The Peace Pod Projects are not new since it does not develop or fulfill needs that were not already there or people were not yet aware off. There are many peace projects or initiatives one could create but this tool is meant to make it easier and take away boundaries so that anyone could contribute. The tool allows people to easily built up and or sustain a network and includes a guidelines/ framework for the creation of Peace Pod Projects which makes it a lot easier for people to take action. One could say this tool would stand out due the focus on performance. Extra value is created due the networking opportunities and the diver’s way one can contribute. When all of this is in place and people can view who is taking action to contribute towards a better world there would be an opportunity to create social pressure. Furthermore although the tool can be used by anyone the tool is also customized because one can use it for very specific problem solving or projects. Additionally individuals can make use of the brand of “Peace Pod Projects” in the future which should establish a well-known status and also provides some possibilities for cost limitation and risk limitation. It is accessible for anyone and meant to be user-friendly.

**Key Performance Indicators (KPIs)**

The KPI make sure that a company knows how the business is performing and can adjust as needed.

1) Number of visitors on website

2) Number of visitors who take initiatives

3) Number of visitors who provide knowledge

4) Number of visitors who share ideas

5) Number of visitors who share experiences

6) Number of people promoting their Peace Pod Projects on social media.

8) Number of people who volunteer for Peace Pod Projects

9) Number of people who donate money towards Peace Pod Projects

10) Number of people who donate material towards Peace Pod Projects

11) Number of memberships

The Key performance indicators for social media can be found on page 38, table 5.0 “measures”.

**Target Customers**

Up until now the target group has not yet been identified since the WPF wants to reach as many people as possible. With regards to the target group I advise to listen to the experts an focus on youngsters who are well aware of all the opportunities on the internet and able to make a change and see the change happen. Furthermore I would start off with focusing on students within schools and universities and let them organize the first Peace Pods. The reason for this is that universities and schools are easier to be approached than youngsters on their own.

**Competitive Analysis & Advantage** (Lavinsky, 2013)

As mentioned in the report Peace Pod Events one can conclude that the WPF has an advantage by making peace projects, projects anyone around the world can organize and join. Furthermore it has the advantage of the internet which has not been actively and or successful been used by other organizations. There are many peace organizations who want to do something similar and I think here one should not try to compete but work together and approach organizations so that they can benefit and help to promote this new initiative.

**Strategy and implementation summary**

The WPF as mentioned before enables people around the world to take action and start, join or support local Peace Projects. The projects will be personalized to a certain area and therefore might become more attractive to support. Furthermore the customer base will be sustained by the results and opportunities that it provides and the appreciation that will be gained by promotion on the website and social points.

[**Management Summary**](http://articles.bplans.com/writing-a-business-plan/the-people-behind-the-plan/38)

This initiative will be carried out by the people, for the people and off the people therefore the WPF will only be in need for a team that manages the website. The key members will be the online community that exists out of Peace Pod project organizers, supporters and sponsors.

[**Financial Plan**](http://articles.bplans.com/writing-a-business-plan/the-financials/52) (berry)

**Financially spoken the WPF depends on the sponsors who will support the website. A worry of respondents of the survey that were willing to donate included the trustworthiness. The respondents were afraid that their money would not be used for the right purposes. Therefore I suggest creating a bank account which will be openly showed on the website and where one can see the amount of money that has been donated and by who and also by who it is spend and what for.**

**Step 2 – Presence**  
The mother of all conversions is content. What value can this business / organization provide people with and in what format? Think about Blogs, Video, Photos, Podcasts, Livestreams, Advisory, Games, and Knowledge etc.

Table 2.0 (former research result)

|  |  |  |
| --- | --- | --- |
| Format | Contribute value by sharing: | Function |
| Text | **Knowledge, ideas, experiences, updates.** | **Providing detailed information** |
| Pictures & videos. | **Inspiration, sharing experiences/ideas and trustworthiness.** | **Communicating with the online community within an effective and efficient way either to inspire, show the money, materials or manpower is actually used in the way one has stated and or sharing ideas and experiences.** |

**Text:**

**Text can be useful when sharing valuable information about a specific subject or ideas one might have. It is also a great way to share experiences and explain the relevance of these particular experiences and to update the online community and keep people interested. A long text is mostly a turn of for most internet users and therefore should not have the focus but can provide some extra and more detailed information.**

**Pictures & videos:**

**Pictures and videos are a lot more popular in comparison to text on the internet. Pictures and videos can be used to share inspiration, ideas and experiences in an effective and efficient way although text might be needed for the people who really like to get involved. The great thing about pictures and video’s as well is that it has the power to make things more real for people, it can function as prove that for instance the money did go to that football they needed for their project and how much the help is appreciated by the people from that particular neighbourhood.**

**Step 3 – Tools**  
There are many social media tools like Facebook, Twitter, Slide share, WordPress, LinkedIn, Scribd, Google Buzz and many more slightly less known tools. An extensive research has been done up on the social media tools that exist and what these tools are used for. There is something for everyone and everything out there; depending on the type of content or network around it one can identify which tools are relevant to their business.

Table 3.0 (Results former research)

|  |  |  |  |
| --- | --- | --- | --- |
| Social media tool | Category | Used for | Yes/No |
| Facebook | Networking platform | Promotion / involving others, social pressure  (big social network opportunity) | Yes |
| LinkedIn | Networking platform | creating social pressure by showing off your level of responsibility in your professional environment and networking  (business oriented network) | Yes |
| Myspace | Networking platform | similar to fb less affective due the smaller network (less users) | No |
| Instagram | Networking platform | Promotion / involving customers  (visuals + networking) | Yes |
| Pinterest | Networking platform | (used to share images that are on website/ blogs not needed) | No |
| Twitter | Networking platform | Promotion / involving customers and social pressure.  (Short content+ big network) | Yes |
| Vimeo | Video sharing | Similar to Youtube and less known | No |
| YouTube | Video sharing | Sharing videos can be used for process  (advantage: no time limit) | Yes |
| Vine | Video sharing | Short movie (made on phone) of six seconds. [viewable](http://webtrends.about.com/od/prof4/a/View-Instagram-On-The-Web-Online.htm) directly in Twitter’s timeline or embedded into a [web page](http://websearch.about.com/od/w/g/page.htm). | Yes |
| Blogger (google) | Blogging | (risk: no user right belongs to google) similar to WordPress | No |
| WordPress | Blogging | Can be great for long term projects to show processes and get other involved or up to date. (advantage offers many opportunities) | yes |

Facebook is a social media networking platform that is used by many people which is why this is a great tool to enable the online community to grow and use this for goals like promotion and adding your friends towards certain projects it possibly could also be used to create social pressure and show off the amount of social points one has gained. When looking at LinkedIn which has less users but is more business oriented one could use this tool not only to network in a more professional way but also link this towards the social points and try to create a hype for whoever has the most social points within LinkedIn. It should motivate people to connect to LinkedIn because it will improve their image. Instagram is a very different social media tool and can be used to get people excited about a project and therefore be linked towards promotion of Peace Pod Projects. One can post pictures of the projects and in that way visualize the developments. Pinterest will not be used because one will only be able to share images through website which can be done through Instagram in a more personalized way which is why Instagram will be enough to cover this part of the promotion. Twitter

will be used to promote Peace Pod Projects by updating people with short messages and possibly pictures, furthermore it can be used to grow the online community and show of your social points. YouTube and Vine are platforms where videos can be shared while YouTube allows you to show long video’s Vine limits the person to six seconds which is both great for promotion. Vimeo is very similar to YouTube and Vine also an online platform where video sharing takes place but will not add anything which is why Vimeo will not be used. At last one could choose or decide to go for blogging websites like either Blogger or WordPress. Due the fact that Blogger does not provide any rights towards the individual who uses it and the fact that WordPress offers many opportunities and can become as professional as one might like there has been chosen for WordPress. Blogging can be used for promotion as well, not to only gain more supporters but also to keep supporters up to date and keep everyone involved.

Table 4.0 (former research results)

|  |  |  |  |
| --- | --- | --- | --- |
| Social media tool | Category | Used for | Yes/No |
| *Ning* | *Online platform* | *Simple (create own social network website)* | *No* |
| *Kick apps* | *Online platform* | *KickApps (bit more difficult to create but more opportunities/ options)* | *No* |
| *CrowdVine* | *Online platform* | *Basic/ simple all about connecting people not about sharing self-expression. (not particularly pretty) member profiles, blogs, messaging but no rich media sharing capabilities (photos and video’s)* | *No* |
| *GoingOn* | *Online platform* | *Build interactive communities around their initiatives. Unlike Ning, it explicitly plans to take advantage of this shared authentication system by providing networks within networks.* | *Yes* |
| *Joomla!* | *Content management system & community platform* | *Open source used for everything, most widely used content. Inc usual page posting, discussions, blogs, polls etc.* | *Yes* |
| *Go Lightly* | *community platform* | *Provides communication and collaboration solutions for community-minded organizations.* | *Yes* |

The table above shows that there are several online platforms where one can create social networks up on based up on specific needs. Ning is an online platform where one can very easily create their page while KickApps which is very similar is slightly more difficult this has to do with the amount of options since KickApps is created for professionals and Ning for people who have not had any experience. They are both not great for networking which is why I advise not to use them. When looking at CrowdVine and GoingOn the online platforms are focused on networking which is more appropriate for this initiative although CrowdVine does not look very professional. Therefor GoingOn could be appropriate but CrowdVine is not advisable. Furthermore Joomla! Is used for widely used content like blogs or discussions which is great for co creation and is therefore also an possibility.

At last Go Lightly can be used since it provides communication and collaboration solutions for community minded organizations which suits perfectly to what the WPF is trying to do. Since I am not an expert with regards to creating websites I leave this open to the website creator.

**Step 4 – Conversation**  
To be able to create valuable content and once it is out in the open make sure you listen and learn from your audience on how you can improve. This can be done by the feedback one provides the WPF with and by looking at the key performance indicators.Furthermore the tool can be adapted after the pilot phase has taken place and the results and feedback has been provided.

**What content goes where – Outline the tactical tools with a Social Tool Matrix**

Every tool has its own advantages; the Social Tool Matrix basically makes sure that the organization analyses and chooses a set of social tools that can deliver on strategy. While entering information into the matrix following questions need to the answered:

**Which tools will be used to fulfill the strategy?**

Facebook, LinkedIn, Instagram, Twitter, YouTube, Vine, WordPress.

**What strategy and what presence should you support?**

The social media tools need to create network opportunities and promotion opportunities to enable the online community to grow fast, communicate effective and efficiently, involve the online communities in Peace Pod Projects and improve people’s image.

**Why use this tool?**  
Facebook: offer great networking opportunities and also provides some promotion opportunities.

LinkedIn: offers great professional network opportunities

Instagram: offers great promotion opportunities

Twitter: offer great networking opportunities and also provides some promotion opportunities.

YouTube: offers great promotion opportunities

Vine: offers great promotion opportunities

WordPress: offers great promotion opportunities

**Who should be responsible for the updates?**

**Peace Pod Organizers**

**What is the naming / domain convention?**

* The post needs to be positive

**When can there be stated that it has been successful?**  
Make use of the measurements mentioned in table 5.0 and create goals.

**Measurements & tasks**

**Table 5.0 (social media)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tool** | **Who** | **Naming** | **Sources measures** | **Social Spiral** |
| Website |  | X | Amount of views  Amount of donations  Amount of inspiration  Amount of volunteers  Amount of comments  Amount of members  Amount of initiatives  Amount of social points | Slow / operations  & Medium/ value |
| Facebook |  | X | Amount of likes  Amount of post  Amount of Shares  Amount of friends  Amount of followers | Fast/ buzz  & Medium/ value |
| LinkedIn |  | X | Amount of social points  Amount of Post  Amount of comments | Fast/ buzz  & Medium/ value |
| Twitter |  | X | Amount of Tweets  Amount of Retweets  Amount of followers | Fast/ buzz |
| Instagram |  | X | Amount of likes  Amount of post  Amount of comments | Fast/ buzz |
| YouTube |  | X | Amount of likes  Amount of post  Amount of views | Medium/ value |
| Vine |  | X | Amount of likes  Amount of post  Amount of shares  Amount of views | Fast/ buzz |
| Wordpress |  | X | Amount of likes  Amount of post  Amount of views  Amount of comments | Medium/ value |

**This model will be the basis for the next stage. Now it is time to look into the** social spirals who are explained beneath. Keep in mind every time you activate a tool, remember what and what the effects are.

**Get viral with the Social Viral Spiral**

Intensity ….. Vs…. Time

This information beneath can be provided towards the members of the WPF who are taking care of the social media.

*Social media guideline*

What the Social Spiral does is basically define where, what, how and when they should seed the content into the social web. Triggering conversations online must start somewhere and then continue over a series of social networks and tools depending on what the purpose is. A brand or company can have as many spirals as they want but generally aim for 3 or 4 depending on what kind of product and services the brand produces. The purpose of these spirals differs depending on a set of factors and will probably have to be adjusted over time.

Type of spirals

* Slow / operations
* Medium/ value
* Fast/ buzz

As mentioned in the above each social media tool has a different goal, will be measured in a different ways and is includes a different type of spiral. To be able to give advice to the users (Peace Pod Organizers and supporters) one has to think about the following factors which influence the speed and intensity of the spiral:

* Type of content
* Time zones
* Time of actual publishing
* Internet behavioural patterns
* How unique is the content that is intended to be promoted
* What brand does it represent?
* Purpose

(Ronnestam, 2010)

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