



**WATER IS
LIFE KENYA
COMMUNITY
PARTNER
REPORT**

FALL 2023 B.SOCIAL

Fellow: Hannah Madeya
Valery Andrickson, Carly Chmielewski,
Ashley Radell, & Eva Webb





TABLE OF CONTENTS

Introduction & New Angle to
Beautiful Social **3**

Summary of Web Presence **4**

Storytelling Strategy **5**

Golden Circle Analysis **7**

Comparative Media Analysis **9**

Conclusion **12**

Works Cited **13**

INTRODUCTION

Water is Life Kenya is a US-based charitable organization whose mission is to spark personal, economic, and community development in marginalized communities in Kenya, by providing clean water, sanitation and hygiene, empowering women, and equipping people to develop income through improved resource management.

A NEW ANGLE TO BEAUTIFUL SOCIAL

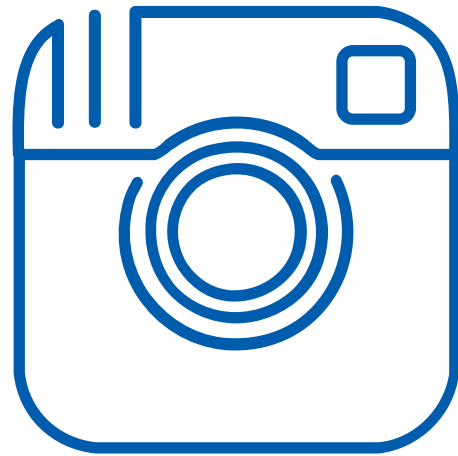
This semester was the first time Beautiful Social partnered with a non-profit focusing on an e-commerce initiative. Throughout the process, we developed different strategic plans to see what would lead to online products feeling more tangible through the screen. To do so, we first started with research. We looked into various other websites and conducted a media analysis to see what other non-profits are doing. We then further explored their e-commerce strategies and researched what was beneficial and what had little effect on success. We also talked to Dr. Lockridge, who is currently selling her own line of jewelry, to see what works for her and what does not. Some advice she gave us, is making sure you are posting 3-5 times a week. The posts can be both a mix of reels (which tend to get the most views due to appearing on explore pages) and regular informational posts that are still visually appealing. We took this advice and applied it to the designs we made for Water is Life Kenya and posted on their social media.



SUMMARY OF WEB PRESENCE

INSTAGRAM

Water is Life Beaded Handicrafts has an Instagram account with 649 followers and 345 posts. Their most recent post was from December 2022, and it displays a variety of their necklaces in order to promote their products for the holiday season. Since then, we have begun adding posts to their account as a way to contribute to their overall media presence.



TWITTER

There is a Twitter account for the main Water is Life Kenya organization, and it has had the most recent activity. Their Twitter has 408 followers and their most recent post was in June 2023 and is a thread where they shared information on the ecosystem of Amboseli.



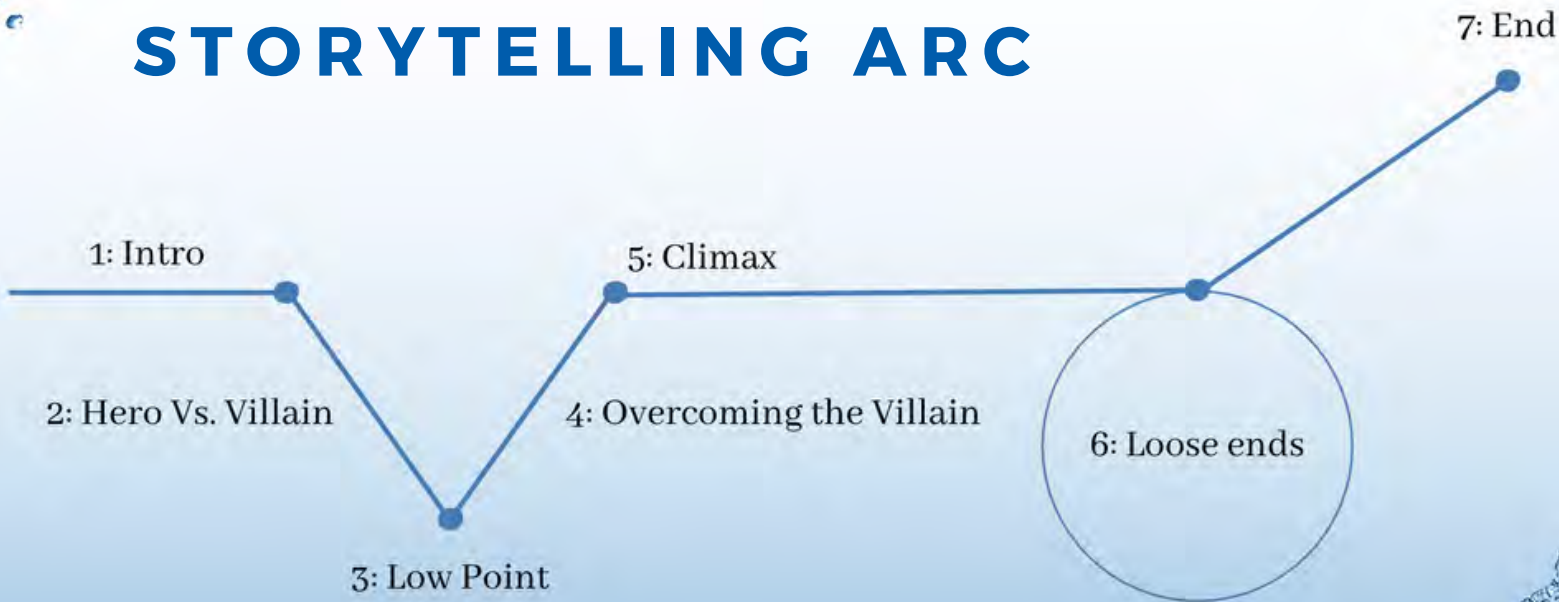
STORYTELLING STRATEGY

In terms of web presence, Water is Life Kenya does a good job at story telling, both through their primary website, waterislifekenya.org, and through their online shop. They share their mission, who they are (including the makers of the beads), and do a good job of storytelling. WILK includes their mission, who they are, and their results.

Focusing on just the beads, they tell the story of how their beads are made. They use the methods of a combination of words and videos to visually display their message. Most of their storytelling is done on their main website, and the website that sells the beads focuses on those who make them.

One suggestion we have, is showcasing more emotional content by showing how they live their lives and the effects of making the beads. Including videos of the beaders talking and explaining the process could allow consumers to have a better understanding on the process behind the art. Their current content does a great job displaying authenticity and showing the behind the scenes.

STORYTELLING ARC



1) INTRO

- Lack of resources for clean drinking water
- Excessive amount of time spent by women getting water for families

2) HERO VS. VILLAIN

- Hero:
 - Women
 - Education
- Villain:
 - Lack of clean drinking water
 - Environmental problems

3) LOW POINT

- Drought
- Livestock dying
- Inability to access education
- Lack of economic resources/management

4) OVERCOMING THE VILLAIN

- Livestock As a Business
- Campaigns
 - Cows and Goats
 - Giving Tuesday
- Fundings of beaded handicrafts

5) CLIMAX

- People learning how to manage their resources correctly, preventing livestock from dying
- Beaded jewelry provides people with a stable income
- Wells
 - Direct access to clean water saves women hours, allowing them to go to school, become beading entrepreneurs, and become more involved in the neighborhood

6) LOOSE ENDS

- E-commerce:
 - Revamp the beaded jewelry page to increase sales
 - Update @waterislifebeads to increase online presence
 - Generate funds through e-commerce to support the overall mission
- Social Media:
 - Creating episodes in order to promote storytelling
 - Connect the user to the grounds of Kenya

7) END

- Healthy living
- Promote the importance and need for clean drinking water

GOLDEN CIRCLE ANALYSIS

The Golden Circle is a useful analysis tool to discover the greater mission behind an organization. According to Simon Sinek, the creator of the Golden Circle, it is a tool to help us as people or organizations “understand why we do what we do” and is a “guide to guide to vastly improve every aspect of [a] business or organization- from leadership and hiring, to product development, sales, and marketing” (Sinek, 1). The Golden Circle works from the outside in, moving from easiest to identify to most difficult to identify. It takes a 3 prong approach, looking at the 3 following aspects of the organization:

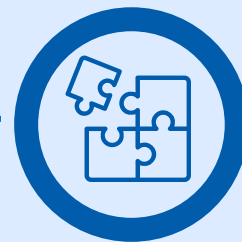


WHAT

What an organization does/the operations of an organization

HOW

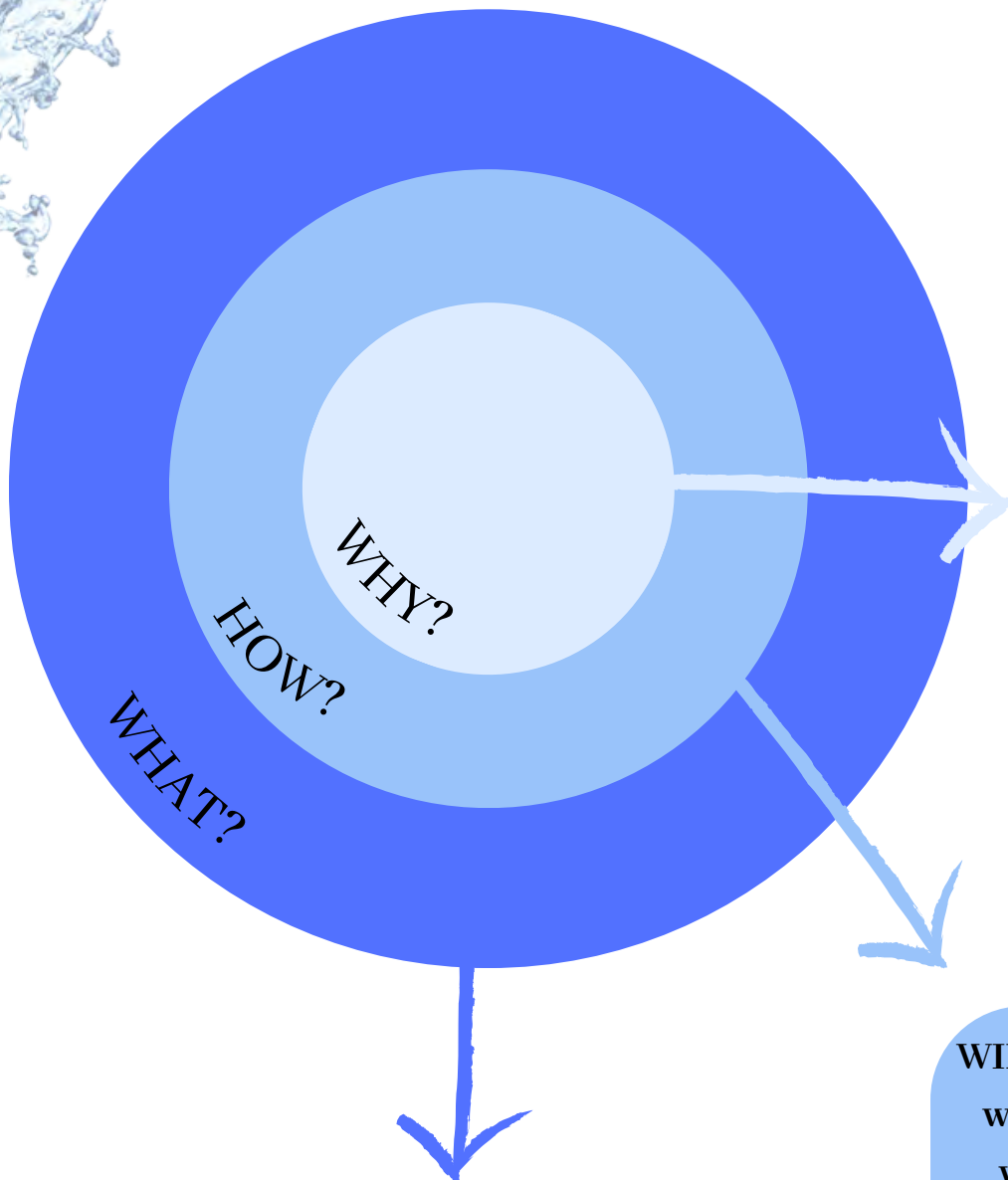
How an organization does what they do



WHY

The purpose, or cause of belief behind an organization

WILK'S 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.

COMPARATIVE MEDIA ANALYSIS

The top three organizations similar to Water is Life Kenya are Water for People, CharityWater, and Water.org. These organizations are using social media most effectively by using highlights and reels on Instagram to display the importance of giving water as well as helping communities and countries in need of water and resources.

		
 @waterforpeople (14.5k)	 @water (580k)	 @charity water (511k)
 @waterforpeople (59k)	 @water.org (182k)	 @charity: water (535k)

These organizations deliberately incorporate certain photos and strategies in their platforms to strengthen their media presence. These strategies include statistical posts to quantify their projects, as well as documenting the people they directly impact through photographs of them receiving water. Each organization has the goal of helping communities around the world receive access to resources they currently lack. These organization use social media is a tool used to effectively spread their mission with others; because they have so effectively, their strategies can be adopted by WILK to increase their online presence success.

WATER FOR PEOPLE

Strategy:

The Water for People Instagram utilizes inspiring photos of people their work directly impacts. This strategy has been effective for Water for People, as their posts get high amounts of engagement and their page overall has lots of followers (over 14k). As noted in the picture below, they highlight the individuals to personify the work they to entice donators (and prospective donors they are looking to appeal to) to see firsthand where their help is going.



Effectiveness:

The Water for People Instagram utilizes inspiring photos of people their work directly impacts. This strategy has been effective for Water for People, as their posts get high amounts of engagement and their page overall has lots of followers (over 14k). As noted in the picture below, they highlight the individuals to personify the work they to entice donators (and prospective donors they are looking to appeal to) to see firsthand where their help is going.

WATER.ORG

Strategy:

Water.org optimizes the various features that Instagram offers, such as reels and highlights. In their highlights, they share images from the different locations that they have worked in, such as India and Cambodia displayed below. On their feed, they upload various infographics that are very minimalistic, as well as photos of people that they have helped. With 581,000 followers, Water.org needs to ensure that their posts are able to reach all of their followers' feeds. One of their most popular posts, with over 8,000 views, is a reel featuring Matt Damon, who is the co-founder of Water.org. Their feed is very cohesive, and a lot of the content fits together nicely, which makes it more visually appealing to its audiences.



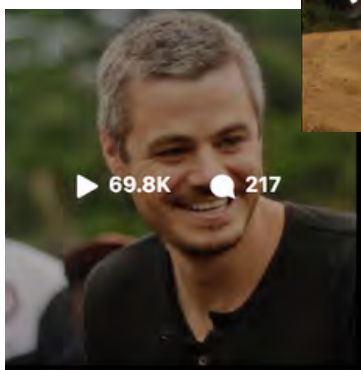
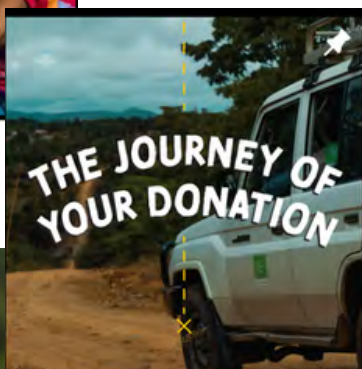
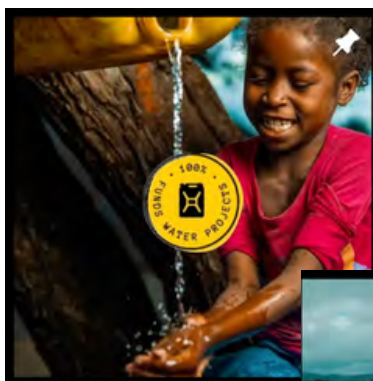
Effectiveness:

Highlights are easy to click through on profiles, making it easier to interact with these kinds of posts, and it allows for people to refer back to and organize on their profile. Posting minimal infographics are a great way to simplify any sort of difficult or hard to understand information. The images of people that they have helped allow for the audience to connect with those impacted on an emotional level, as it evokes feelings.

CHARITY WATER

Strategy:

On the Charity Water Instagram, they are verified and have three pin posts at the top of their page. The pin posts have the most likes and interactions seen below. Every post has a call to action, either to go to their website (the place to donate or “start your own fundraiser”) or drop an emoji in the comments and they’ll DM you details. When you scroll down the page, all you see are smiles. They show the impacts of clean water and the people drink it. They have a few images of how people get and use the water. In addition, they post “Behind the Scenes” videos with the topics and majority are from Sierra Leone. Created another page 100percentfundscleanwater to show that 100% of the proceeds go to the clean water projects.



Effectiveness:

Being Verified gives the account an authentic presence. This plays on the ethos, making them more trustworthy. The calls to action are effective because it makes it clear what a person that is interested in this charity to do. This gets rid of the chances of them figuring out what to do and changing their minds. It shows who is interested in them. The videos feel like you're immersing yourself into them. The BTS gives the effect of seeing the process, understanding, and the impact of having clean water. Their use of images and captions explains the cause and effect of helping.

CONCLUSION

Based on our analysis, we believe that Water is Life Kenya Beaded Handicrafts can improve certain aspects of their content and web presence by:

USING OUTSIDE RESOURCES FOR CONTENT CREATION

Water is Life Kenya Beaded Handicrafts can keep up to date with current posting trends by using outside resources to create content. For example, Canva for templates or TikTok for videos could help with the amount of impressions the accounts receive.

PROMOTIONAL ACTIVITY

Having people promote the account more, which might include offering a discount code to anyone who posts something on their account after purchasing and tagging, would reach different people.

UTILIZING ALL OF THE IN-APP FEATURES

Using hashtags under each post can also help boost the account and the chances of a post appearing on someone's feed. Posting reels, highlights, and stories can improve the account's overall presence.

Overall, the accounts could use a minor clean-up, but seeing a small business with a genuine background knowing that a purchase could help in different ways is something that many would want to support.



WORKS CITED

Sinek, Simon. The Golden Circle, simonsinek.com/golden-circle . Accessed 1 Nov. 2023.

ACKNOWLEDGMENTS

This report was conducted by the Beautiful Social Research Collaborative.

Authors: Valery Andrickson, Carly Chmielewski, Ashley Radell, & Eva Webb

Foley Fellow: Hannah Madeya

Community Partner: Water is Life Kenya

Focus: E-Commerce Strategy

Community Partner Contact: Aaron Lemma