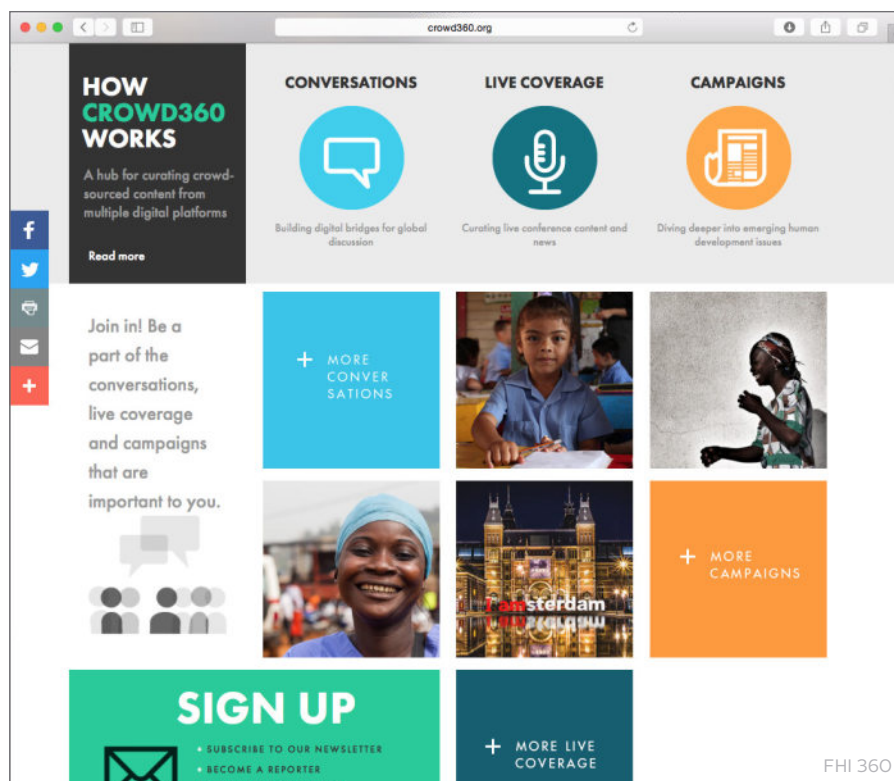
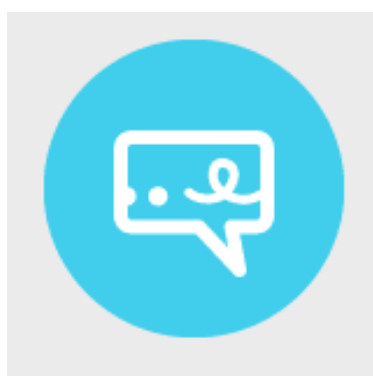


Digital Engagement



CROWD 360

Our proprietary, crowd-sourced web platform enables us to **curate conversations, provide live coverage** of global events and discussions, and **conduct campaigns** that address pressing social issues affecting the global community

FHI 360 offers digital content strategy and web-enabled, crowd-sourced communications services that identify and engage target audiences in international health and development issues. Focusing on strategic communication and collaborative partnerships, we foster meaningful digital conversations through Crowd 360, our proprietary, crowd-sourced web platform. Crowd 360 enables us to curate conversations, provide live coverage of global events and discussions, and conduct campaigns that address pressing social issues affecting the global community.

Our technical experts provide a suite of digital engagement services and include:

- Strategic communication managers
- Digital campaign producers
- Social media reporters
- Bloggers
- Photographers
- Videographers

FHI 360 SERVICES

Digital engagement is a growing component of major communication initiatives, including social media campaigns and conferences within the international development and global health sectors. FHI 360 provides services that enrich these engagements and expand global audiences by building digital bridges that link individuals across the world.

About FHI 360: FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. Our staff includes experts in health, education, nutrition, environment, economic development, civil society, gender, youth, research, technology, communication and social marketing — creating a unique mix of capabilities to address today's interrelated development challenges. FHI 360 serves more than 70 countries and all U.S. states and territories.

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WEB ENGAGEMENT PLATFORMS



Conversations are multi-media pieces that are crafted to incorporate different perspectives of an event or digital conversation. They include multiple voices and platforms including video, social media posts, audio and media articles.



Live Coverage is a suite of activities that can be implemented at conferences and events to better engage both conference participants and remote stakeholders. These activities include photography, videography, live blogging, live tweeting, digital media curation through a crowd-sourced microsite known as a digital hub, and daily emails to participants and stakeholders summarizing digital coverage.



Crowd 360 Campaigns dive deeper into emerging human development issues. Campaigns link conversations, live coverage and other initiatives to advance the discussion on a variety of human development topics. Each campaign has a dedicated microsite known as the “Campaign Hub” that organizes all related content in an easy-to-access location.



Digital activations are social media events that occur entirely online. Free and accessible to everyone with internet access, digital activations are an innovative solution to increase attendance and audience engagement for both those present at the event and remote stakeholders who are unable to attend in person. Types of digital activations include:

- **Facebook Live And Youtube Live Events:** FHI 360's videographers produce and film live discussions that are streamed and shared across multiple social media platforms, enabling viewers to tune into an event as it is happening.
- **Twitter Chats:** FHI 360 identifies co-hosts, topics and questions to engage a Twitter audience. Our Twitter Chats have reached over 14 million impressions in less than two hours.
- **Linked-In Resource Share:** FHI 360 leverages our 70,000-person audience on LinkedIn to share resources, white papers and concept notes.
- **Instagram Photojournalism Series:** FHI 360 solicits, curates and share photos on Instagram. Posts can be promoted to quickly reach over 10,000 viewers.

Metrics provide an informed understanding of online engagement. Reports include website google analytics, hashtag reach, impression and engagement, social media platform insights, and email distribution click and open rates.

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