

Management 'Facebook' Page

Organization: Kolzchut organization
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“Kolzchut” is a non-profit organization aiming to create an accessible and free database of citizens' rights, in all areas of life. The challenge was to widen the exposure of the website to citizens.

Since the organization has limited resources the marketing solutions available were limited in scope. The chosen tool was to establish a marketing 'Facebook' page, in the framework of the practicum.

The working method was based on three main sources:

- › Kol Zchut's content system responsible for publishing content on the website
- › Date-indicator, which provides information on national holidays. The Date-indicator assisted in choosing the relevant time to publish certain content
- › News events affecting daily life, which assisted in defining the relevant contents for publication vis-à-vis the public discourse.

During the first two months of the process, I published content on a daily basis, but the exposure of the page did not increase significantly. Following this, I changed my approach and focused of quality over quantity.

This method proved to be efficient and within six months we reached our goal of 3,000 subscribed members. This large subscriber base constitutes an achievement in making citizen rights information available to the population.

My main recommendations are:

Quality of posts is more important than the quantity, especially when coupled with visual attachments.

The contribution of this work to the field of Information and Knowledge Management is by improving the flow of information from the organization to consumers, and may also improve the organization's service due to increased feedback and exposure.