

Social Media Strategy For Panchayats

**-PRASUN DE
DIRECTOR , PANCHAYAT
TRIPURA**

Social Media

Chat

Share



Some Interesting Statistics



This figure is expected to jump to 600 crore by 2027 .

In 2023 as estimated 500 crore people use social media across the world .

The most used social media platform in the world is Facebook – with 300 crore monthly active user across the world .

Statistics for thought

1. India has the largest number of Facebook users of 44,80,00,000 making it highest in the world and it means one in every five Indian is there in Facebook .

2. In general 67.5% of all internet users in India in January , 2023 , regardless of age used at least one social media platform

Why should Panchayat be there actively in Social Media ?

- 1. More than half of the world now uses social media (62.6%)**
- 2. About 507 crore people around the world now use social Media , about 26 crore new users have come online within last year .**
- 3. The average daily time spent using social media is 2h 20m**

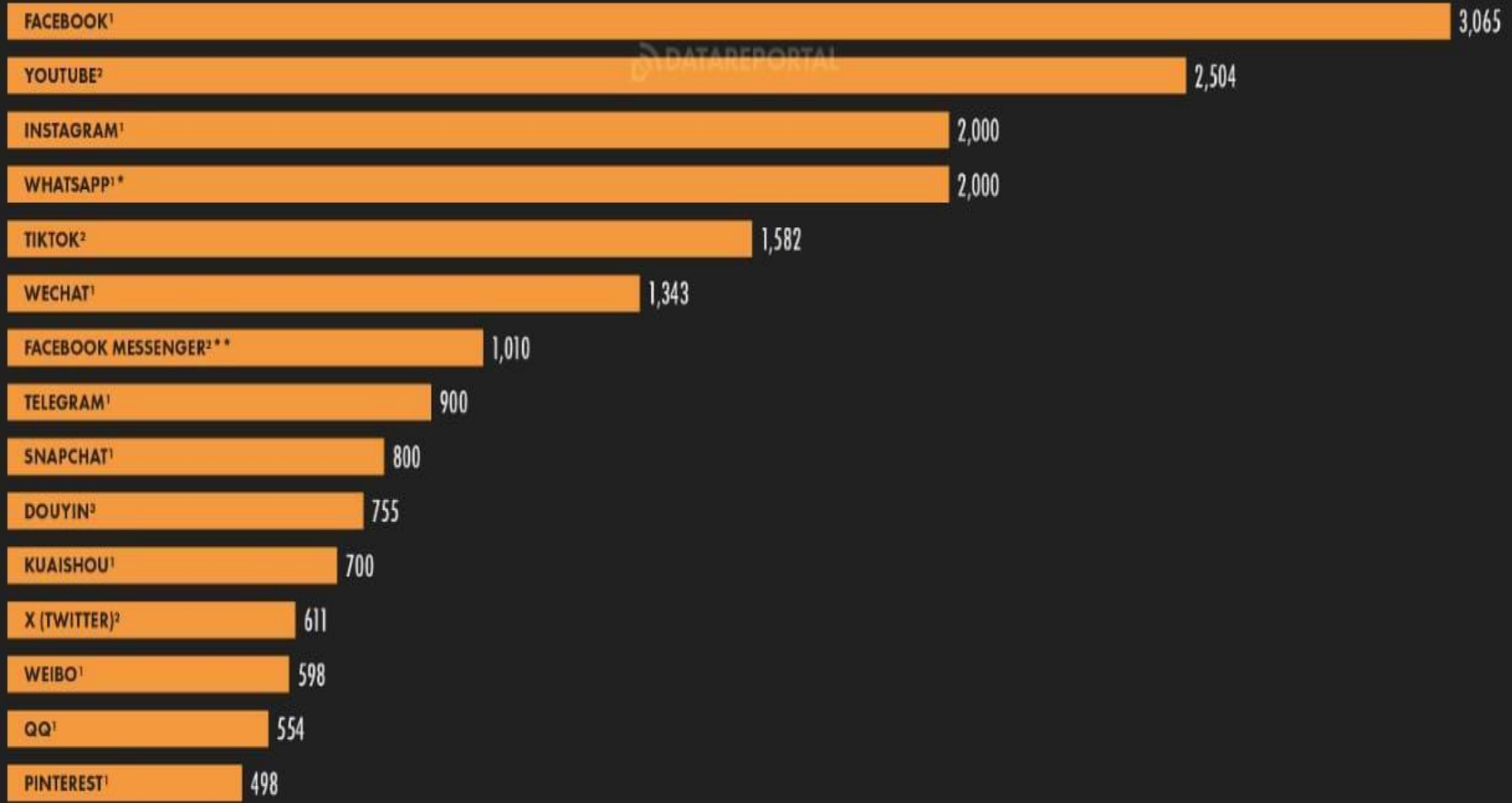
APR
2024

THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS) (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' ADVERTISING RESOURCES; (3) IIMEDIA. **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** (*) THESE PLATFORMS HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS REPRESENTATIVE. (**) SOME FACEBOOK MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN AUSTRALIA, CANADA, FRANCE, AND THE UNITED STATES, SO THE FIGURE SHOWN HERE MAY UNDER-REPRESENT THE PLATFORM'S OVERALL AUDIENCE. SEE [NOTES ON DATA](#).

Are our Panchayats there in Social Media ?

- 1. Yes we are there but our presence is very insignificant .**
- 2. We rarely be there actively .**
- 3. We are not taking this platform seriously .**
- 4. We are not properly connected with people .**
- 5. The Government Machinery does not find us as important entity in the Social Media .**
- 6. We do not have strategy for our presence in Social Media .**
- 7. We do not find the content what to share and how to share for our penetration in the society .**

Our existence in FB

Name of Block	Number of VC	No of VC having FB page / Profile	Name of VC having FB profile / Account
Damcherra	13	00	-----
Dasda	20	00	-----
Jampuihill	07	00	-----
Laljuri	13	00	-----
Pecharthal	16	01	Nalkata
Ganganagar	07	00	-----
Chawmanu	14	00	-----
Dumburnagar	19	00	-----

Our existence in FB

Name of Block	Number of VC	No of VC having FB page / Profile	Name of VC having FB profile / Account
Raishyabari	08	00	-----
Manu	31	01	Gainama
Mungiakami	14	00	-----
Padmabill	17	00	-----
Tulasikhar	23	01	Bidyabill
Belbari	15	03	Champabari , Jiraniakhola , Saidra ,

Our existence in FB

Name of Block	Number of VC	No of VC having FB page / Profile	Name of VC having FB profile / Account
Hezamara	21	00	-----
Lefunga	10	00	-----
Mandwai	26	01	Laxmipur
Jampuijala	31	00	-----
Ompi	22	00	-----
Killa	16	00	-----
Silachari	08	00	-----

Our existence in FB

Name of Block	Number of VC	No of VC having FB page / Profile	Name of VC having FB profile / Account
Karbook	22	01	Patichari
Rupaichari	18	00	-----

Activity Pattern in Social Media

Name of VC	Name of Block	Last activity on
Nalkata	Pecharthal	8.8.2023
Gainama	Manu	11.7.2024
Bidyabil	Tulasikhar	25.7.2024
Champabari	Belbari	1.10.2023
Jiraniakhola	Belbari	29.10.2022
Saidra	Belbari	21.9.2023
Laxmipur	Mandwai	12.4.2024
Patichari	Karbook	3.11.2017

Which Platforms should be targeted for our presence ?

1. Facebook
2. Youtube
3. X – Twitter

NB : It is not like that one Panchayat should have presence in only one platform ; presence should be ensured in all the above platforms . After making its presence it should be ensured that the Panchayat is active in all those platforms .

Why should Panchayat be there in Social Media ?

- 1. To ensure enhancement of Connection with people**
- 2. To ensure Communication with people**
- 3. To ensure proper sharing of Information**
- 4. To ensure pronouncement of achievements**
- 5. To ensure people friendly role**
- 6. To ensure strengthening of Governance**
- 7. To ensure enhancement of community welfare**
- 8. To ensure attainment of sustainable development**
- 9. To ensure strengthening of feedback mechanism**
- 10. To ensure participation of youth in the process of development**

20 point Strategy for Social Media

- 1. All the Panchayats should open their account in Facebook , X-Twitter , Youtube if not already opened .**
- 2. If opened special drive has to be taken to increase the friends / viewers / subscribers / followers so that the figure touches at least 500-1000 within the month of August , 2024 .**
- 3. The Social media platforms of all the important Personalities and the Offices should be followed / friend request should be sent (Prime Minister of India , Chief Minister of India , Ministry of Panchayatiraj –GOI , Directorate of Panchayat , PRTI – A D Nagar , PRTI – Ambasa , PRTI – Kumarghat , PRTI – Gomati .**

20 point Strategy for Social Media

- 4. All the above social media accounts should be checked on daily basis and all posts of all those accounts should be Shared . (If there remains any political post , it is not required to share)**
- 5. As a preliminary task all the videos as available in the website of the Directorate of the Panchayat should be downloaded and shared in the respective Facebook profile of the Panchayat and also in the Youtube Channel of the panchayat with simple heading .**

20 point Strategy for Social Media

- 6. The youtube channel of the Panchayat should be updated at least twice a month . The video should not be of more than three minutes . It can be arranged with the mobile also . The content of the video should be of any developmental issue of any scheme as going on in the Panchayat of any Department . It is not mandatory to edit the video with professionals . Simple video will serve the purpose . Any interview of any beneficiary may also be considered . The same Youtube video should be shared in the Facebook and X-Twitter .**

20 point Strategy for Social Media

- 7. The Facebook page / profile should be updated at least twice a week with specific content . The post should have content in writing , not maximum 120 words with relevant photographs (minimum one , maximum four) . So there should be minimum eight posts a month for each Panchayat and in addition to this for any special purposes relevant posts should be made . BUT UNDER ANY CIRCUMSTANCES REGULAR EIGHT POSTS SHOULD BE THERE .**

20 point Strategy for Social Media

8. The weekly two posts , i.e monthly eight posts will be of following types (giving example of twelve different topics) :
 - a. First Post : On rural housing
 - b. Second Post : On MGNREGS / SBM
 - c. Third Post : Why I am satisfied with my Panchayat
 - d. Fourth Post : From the desk of Panchayat
 - e. Fifth Post : The activities of ASHA didi
 - f. Sixth Post : The activities of AWC
 - g. Seventh Post : Development work of XVFC or PDF
 - h. Eighth Post : Beneficiary from Fishery Department / ARDD / Other Department
 - i. Ninth Post : Development of DW facility
 - j. Tenth Post : Problem solved through Amar Sarkar
 - k. Eleventh Post : Success of TRLM
 - l. Twelfth Post : Office work / activities / inspection of panchayat / Ration Shop / Health related issue etc .

20 point Strategy for Social Media

9. Now whatever is posted in the Facebook same should also be posted in the X-Twitter with minimum words but with all photographs .
10. Special post in the Facebook should be made during visit of any higher authority from Block , District and State . Same should also be reflected in the X-Twitter .
11. On various important days special post should be made available in the Facebook and Twitter and those important days are specified . Along with those posts if possible videos may be uploaded . Special photograph in relation to the concerned day may be developed and shared .

20 point Strategy for Social Media

12. The important days are as follows , on which special post has to be made in the Facebook and X-Twitter :

Sl No	Month	Day / Duration	Importance
1	January	10-16	Road Safety Week
2		12	National Youth Day
3		23	Birthday of Netaji
4		25	National Voters Day
5		26	Republic Day
6	February	28	Science Day

Sl No	Month	Day / Duration	Importance
7	March	8	International Women Day
8		15	Consumers Day
9		16	Immunization Day
10		22	World Water Day
11		24	World TB Day
12	April	7	World Health Day
13		14	Ambedkar Jayanti
14		22	Earth Day
15		23	World Book Day
16		24	National PR Day

Sl No	Month	Day / Duration	Importance
17	May	22	International Day for Biodiversity
18		28	Birthday of Vinayak Damodar Savarkar
19		31	World No tobacco Day
20	June	05	World Environment Day
21		21	World Yoga Day
22		26	International day against drug abuse and illicit trafficking
23	July	1	National Doctors Day
24		6	Birthday of Shyamaprasad Mukherjee
25		11	World Population Day
26		26	Kargil Vijay Diwas

Sl No	Month	Day / Duration	Importance
27	August	15	Independence Day
28		29	National Sports Day
29		23Aug – 6 th Sept	National Fortnight on eye donation
30	September	5	Teachers Day
31		15	Engineers Day
32		21	World Peace Day
33	October	1	National Voluntary Blood Donation Day
34		2	Gandhi Jayanti
35		13	International Day for Natural Disaster Reduction (IDNDR)
36		16	World Food Day
37		31	National Unity Day

Sl No	Month	Day / Duration	Importance
38	November	14	Childrens Day
39		26	Constitution Day
40	December	1	Worlds AIDS Day
41		3	International Day of persons with disabilities
42		14	National Conservation Day
43		23	National Farmers Day

20 point Strategy for Social Media

13. On some other important days which attract Bengali calendar like Birthday of Rabindranath Tagore , any other day of religious importance special posts in both Facebook and X-Twitter has to be ensured .
14. There should be one special post on second day of second week of every month with hashtag , #Whentheyspeak --- It is mandatory for all the Panchayats to follow the same without any deviation . This post will depict the views of villagers on developmental activities of the Panchayat (Preferably with a small video of one minute or relevant photographs) .

20 point Strategy for Social Media

- 15. After each meeting of the Panchayat one special post has to be made in both the Facebook and X-Twitter giving basic information of the concerned meeting .**
- 16. Before organizing Gram Sabha / Special Gram Sabha advance invitation has to be made through posts in both Facebook and X-Twitter at least for seven days continuously .**
- 17. While making posts in the Facebook and X-Twitter , the posts should be tagged with important institutions like the Directorate of Panchayat , all PRTIs , important personalities etc .**

20 point Strategy for Social Media

- 18. Special drive has to be made to increase the number of friends , followers , subscribers . Objective should be made to cover all the concerned villagers who are active in social media .**
- 19. The written content should always be crispy , to the point and free from unnecessary information .**
- 20. Special care has to be taken for security of the password and content should not be in the line to create any controversy and against the policy and decision of the Government ; no content should be shared which is having no importance for education and development aspect .**

Special Facebook Post on Sthapana Diwas

- **What is Sthapana Diwas ?**
- **Do we know which is the Sthapana Diwas of your VC ?**
- **What are the activities to be arranged on Sthapana Diwas ?**
- **It attracts special Social Media Post .**

How to write good content ?

1. The content should not be lengthy .
2. The content can be written in any official language like –Bengali , English etc
3. The word limit should be 120 .
4. The content should be appealing
5. The **5W1H** concept should be followed while writing

Common errors on writing a post ?

- 1. Sometimes we don't find words what to write though we know the matter .**
- 2. Sometimes we just can not express our idea in a organized manner .**
- 3. We write something but some important information remain missing .**
- 4. We try to write in English but it is not mandatory , we may express our views in Bengali too .**
- 5. We rarely share the story of villagers .**
- 6. We usually don't tag the friends .**
- 7. We are not consistent on our posts**

ড্রাগন ফ্ রটু খেলাম

আমি কী
খে... ?

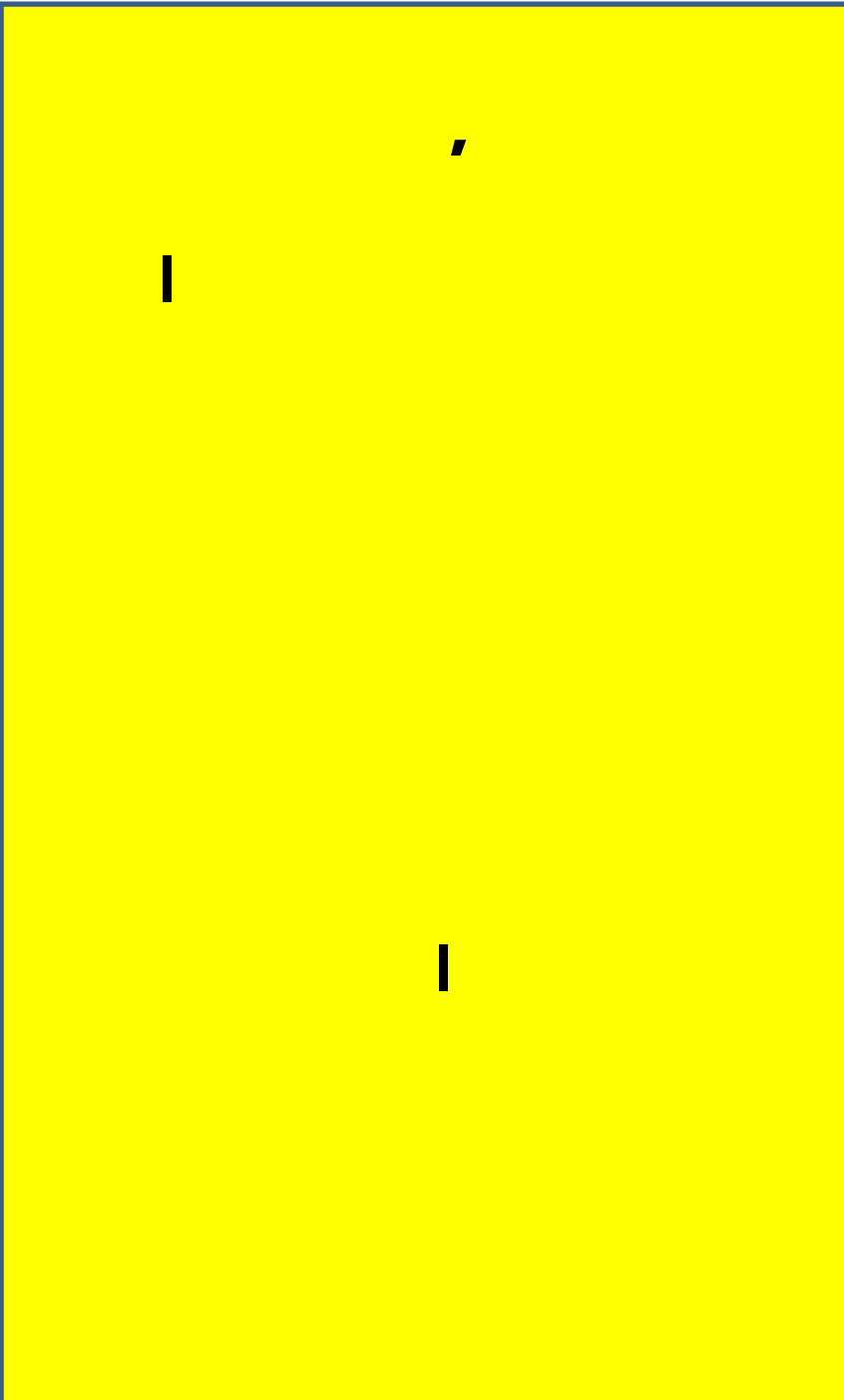
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আমি কী
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5W1H ?

W

• What ?

W

• Who ?

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• When ?

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• Where ?

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• Why ?

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Celebration of Independence Day

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- What ?

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- Why ?

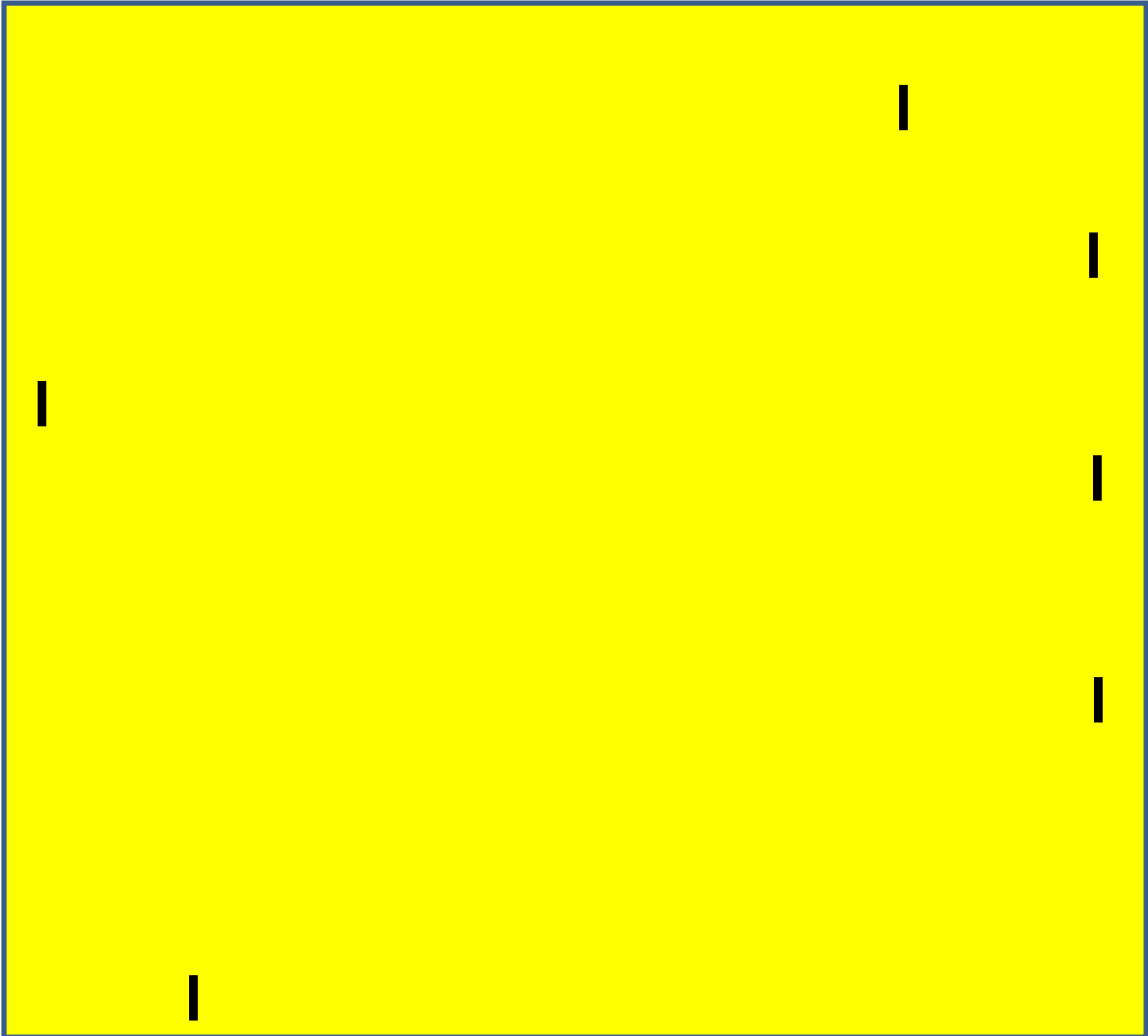
H

- How ?

I (Add additional information)

Panchyat Inspection By BDO

- W • What ?
- W • Who ?
- W • When ?
- W • Where ?
- W • Why ?
- H • How ?



**Some Facebook Posts – What do it
reflect ??**



Khasiamangal Gram Panchayat



1 Oct 2023 · 🌐

Mass Cleanliness Drive(Ek Tarikh Ek Ghanta Ek Saath) at Khasiamangal GP under Teliamura RD Block



👍 4

2 shares

What is / are the problems of this post ?



Khasiamangal Gram Panchayat

12 Aug 2023 · 🌐

"Mera Mati Mera Desh" কর্মসূচির অঙ্গ হিসাবে আজ ১২/০৮/২০২৩ ইং খাসিয়ামঙ্গল গ্রাম পঞ্চায়েতের পক্ষ থেকে অবসর প্রাপ্ত সৈনিক এবং শহীদ পরিবারের সদস্যকে সম্বর্ধনা এবং বিদ্যালয়ের শিক্ষক - শিক্ষিকা ও ছাত্রছাত্রীদের শপথ গ্রহন সহ বৃক্ষরোপণ করা হয়।



What is / are the problems of this post ?



Jagannathbari Gram Panchayat



2 Oct 2023 · 🌐



গান্ধী জয়ন্তী উদযাপন উপলক্ষ্যে বিশেষ গ্রাম সভা
Jagannath Bari GP, Teliamura RD Block



Ranatosh Kumar Deb and 5 others

What is / are the problems of this post ?



Jagannathbari Gram Panchayat



1 Oct 2023 · 🌐

Mass Cleaning Drive at Rail Chowmuni,
Trishabari, Teliamura
Organised by Jagannath Bari Gram Panchayat



👍 Ranatosh Kumar Deb and 13 others

1 comment

What is / are the problems of this post ?



Maiganga Gram Panchayat

24 Jan · 🌐



মাইগঙ্গা গ্রাম পঞ্চায়েত বাল সভা অনুষ্ঠিত হয়েছে এর কিছু ছবি শেয়ার করার হল।



What is / are the problems of this post ?



Maiganga Gram Panchayat



23 Jan · 🌐

128th Day Birthday Anniversary Celebration
Netaji Subhas Chandra Bose. **Maiganga Gram
Panchayat** under Teliamura R.D.Block, Khowai
Tripura.



Like



Comment



Send



Share

What is / are the problems of this post ?



Mainganga Gram Panchayat



5 Jul · 🌐

Today 05-07-2024

Mainganga Gram Panchayat office



What is / are the problems of this post ?

Some interesting facts

- 1. Throughout the world 77% businesses use social media to reach customers .**
- 2. It is found 90% users follow at least one brand on social media .**
- 3. About 76% social media users have purchased something they saw on social media .**
- 4. Among 76% about 11% are buying immediately , 44% are going for online purchase later and 21% opting to buy in store .**

Are these facts helpful for us ? If Yes , How ?

Another interesting fact

The most engaging type of content on Social Media is short form of videos --- typically less than a minute in length capturing the attention of 66% of customers .

How does this fact helpful for us ?

One TASK !!!



Duration : 15 Minutes

Let us THINK

Thoda Hatke !!

Accept --



We are not regular in social media and moreover we don't get satisfactory number of reactions / Likes



We rarely tag friends / people – rarely share important posts



If we do not take the Social Media seriously the performance of the Panchayat and my credibility will be under scanner



We need to be serious to prove that my Panchayat is active in the Social Media so that My Panchayat can be a front runner in coming days

Resolution --



The social media pages should be kept out of static inertia



Will get engaged with friends , will tag more villagers , special drive will be taken to make friends with important personalities , youth of the area



Shall follow the guideline of keeping my Panchayat active in Social Media



Advance step / planning should be made to identify the posts .

Special Initiative



01

Make a visit of a family who are blessed with a baby and give small gift of a tree , take photographs and make a sweet post --- tag the members of that family . It will be a News item in the News Paper .

Special Initiative



02

Make a visit of a family where new marriage was held ; give one small gift , take photographs , make a post , tag the family members . It will be a news item too .

Special Initiative



03

Make a visit of a family which is having senior citizen ; collect the information of birth day --- celebrate with a cake ; make a post .

Special Initiative



04

Make a visit of a family – celebrate the marriage anniversary of the senior citizen of the family . Make a post .

Special Initiative



05

Before Madhyamik / HS exam visit the houses of all candidates ; boost up their moral , express good wishes , give small gifts like pen , fruits , sweet etc ; take all the photographs --- it will be a nice post .

Special Initiative



06

Make a hoarding like , ‘ I love MyVC’ ; arrange a campaign putting a signboard to take a selfie and share it with the Panchayat and in every month the best photograph will be awarded .

Special Initiative

Create a campaign for Best Toilet in the VC --- Tag all the villagers as far as possible and make this campaign successful , giving three months time . It will definitely create some impact . Similarly other campaign cum competition like best garden in the house , best PMGAY house can be initiated .



07

Special Initiative



08

Meet any senior citizen / Govt employee / Educated youth / Retired personality of the VC and request them to give their views for development of the VC – make a video of 1-2 minutes , share it tag him / her .

Special Initiative

Contact with one prominent vlogger of the Block area or outside ; invite him / her ; request him to make a video of your Panchayat and let it be posted from his / her page and also share it from the Facebook page of the Panchayat , tag him / her ; it will definitely create some impact .



09

Special Initiative



10

Create posts showcasing local artisans , small business – highlight their contributions and achievements .

Special Initiative



Share posts on local festivals , Melas , cultural events and traditional practices , including photos and videos .

11

Special Initiative



12

Post informative content about health , education , agriculture and other allied topics – provide valuable information to the community .

Special Initiative

At the end of each month create a recap post highlighting the major activities , achievements and events that took place within the Panchayat .



13

Special Initiative

Use Facebook live to cover important events , meetings etc in real time , allowing the community to participate virtually .



14

Special Initiative



15

**Make a post
about successful
students in their
exams or in any
other sector .**

Let us develop a text – post for FB

Name of Block	Task
Damcherra	Celebration of Children Day
Dasda	Organizing Bal Sabha
Laljuri	TRLM product
Jampui Hill	Birthday of one Senior Citizen
Pecharthal	Born of a baby and visit of Panchayat functionaries
Ganganagar	What are the works to be taken up under XVFC
Chawmanu	Importance of Amar Sarkar

Let us develop a text – post for FB

Name of Block	Task
Dumburnagar	Peace meeting
Raishyabari	Glimpses of market day
Manu	World Environment Day
Mungiakami	Functionality of FP Shop
Padmabill	Budhu Laxmi Debbarma , our health warrior
Tulasikhar	Functionality of AWC
Hezamara	Engagement of one PTPO of LI Scheme
Rupaichari	Your choice

Let us develop a text – post for FB

Name of Block	Task
Belbari	Our BDO
Lefunga	Our BAC chairman and his views for development
Mandwai	Five Objective of development
Jampuijala	Drinking water situation and future plan
Karbook	Success Story of a road
Killa	What shall we do from PDF during this year ?
Ompi	Why will u participate in Gram Sabha ?
Silachari	Important statistics of our VC

The Three Types of Employees

1

ENGAGED , employees work with passion feel a profound connection to their organization . They drive innovation and move the organization forward

2

NOT-ENGAGED , employees are essentially ‘checked out ‘ . They are sleepwalking through their workday , putting time –but not energy or passion --- into their work

3

ACTIVELY DISENGAGED , employees are not just unhappy at work ; they are busy acting out their unhappiness . Everyday these employees undermine what their engaged coworkers accomplish .

Let Us Do One
Activity ...

Follow the Instruction and Do It !!

'By failing to prepare , you are preparing to fail' --- Benjamin Franklin

'A goal without a plan is just a wish' – Antonie de Saint .

Thank You