
Case Study

Raising Women's Voices:
Social Media, Campaigns and Influencing

An-Nisa Society



Training delivered by:
Natalie Gyte,
Head of Communications

"I have been really happy and appreciative of WRC's help. It has been very empowering to finally have control over our digital media rather than having to rely on external web developers!"

- Khalida Khan (Director of An-Nisa Society)

An-Nisa Society

An-Nisa Society is a London-based organisation founded in 1985 which works for the welfare of Muslim families. Ms Khalida Khan is the director of An-Nisa Society. She attended the advanced level Raising Women's Voices: Social Media, Campaigning and Influencing at WRC in October 2012. She has also attended four one-to-one training sessions with the Natalie Gyte each lasting between 1 hour and 1 hour 30 minutes.



Aims for training

- Learn how to utilise social media more effectively
- Gain more control over the organisation's website
- Improve the layout and function of the website and to develop an integrated search function
- Use existing visual and video material to a greater effect
- Update An-Nisa Society's Facebook page and to separate it from Khalida's personal account
- Set up a Twitter and YouTube account for the organisation

Problems

- Lack of comprehensive knowledge of the workings of social and digital
- Reliance upon an external web developer for their website which was charging for each change or update
- The existing website did not fulfil the functions required by those using it, but the cost of re-developing the site using a web-developer was too expensive
- Felt this led to a lack of control and bad image for organisation

Action taken

Website support:

- A new hosting provider was recruited for a cheaper rate and more flexible customer service to provide more independence but continued access to support when needed
- The Content Management System was changed to WordPress, which offers greater flexibility in changing content
- Training in the use of WordPress was provided, as well as help on selecting and uploading the new website theme options. Training was also given on the creation of a site map to organise the content for the new website

Newsletter support:

- MailChimp was used to set up an regular e-newsletter

Facebook support:

- Training was given to explain the differences between a group page and a member page
- Further guidance was also provided on how to best reach people through Facebook.
- An An-Nisa Society fan page has been set up.

Further training

A further one-to-one session has been arranged for:

- Training in integrating MailChimp with the new website and Facebook page
- Assistance in setting up a Twitter and YouTube account
- Continued training on Wordpress and in laying out and adding content material

