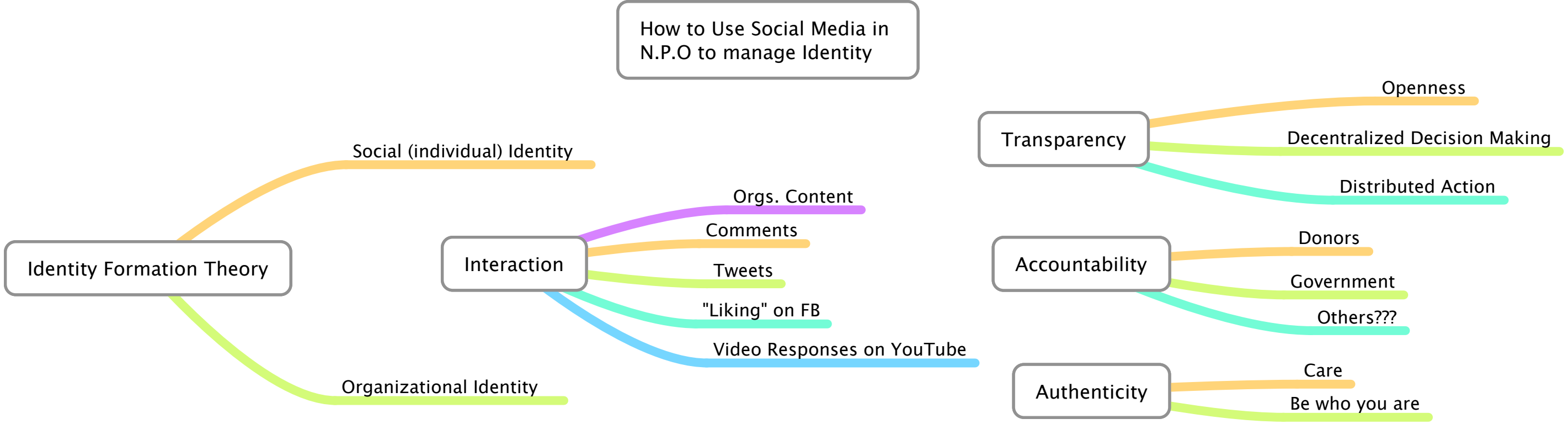


How to Use Social Media in N.P.O to manage Identity



Identity Formation Theory

Social (individual) Identity

Organizational Identity

Interaction

Orgs. Content

Comments

Tweets

"Liking" on FB

Video Responses on YouTube

Transparency

Openness

Decentralized Decision Making

Distributed Action

Accountability

Donors

Government

Others???

Authenticity

Care

Be who you are