

Platform Roles Framework

Not all platforms serve the same purpose. Use each one strategically.

LinkedIn

Authority & Credibility

Goal: Build trust and positioning

- Share insights and reflections
- Show impact, data, learnings
- Speak to partners & donors

Best angles: Impact · Transformation

Style: Thoughtful · Clear · Insight-driven

WHO: Donors · Partners · NGO professionals · Government · Board members

Instagram

Emotion & Community

Goal: Build connection and engagement

- Show stories and people
- Visual storytelling
- Create conversation

Best angles: Transformation · Community · Family

Style: Human · Visual · Relatable

WHO: Young adults 18–35 · Volunteers · Individual donors · Beneficiaries · Advocates

TikTok

Reach & Discovery

Goal: Get attention and expand reach

- Fast storytelling
- Hooks in first 3 seconds
- Simple, engaging ideas

Best angles: Identity · Family · Rebellion

Style: Dynamic · Direct · Hook-driven

WHO: Youth 13–25 · Gen Z · Future beneficiaries · Grassroots supporters

YouTube

Depth & Impact

Goal: Show depth and build long-term trust

- Full stories
- Program explanation
- Real impact

Best angles: Transformation · Impact

Style: Narrative · Documentary · In-depth · Interview style

WHO: All ages · Researchers · Media · Long-term supporters

Same story. Different roles. Different expressions.