



**EXPLORING HOW ENVIRONMENTAL NONPROFITS IN GHANA USE DIGITAL
MEDIA TO COMMUNICATE ENVIRONMENTAL ADVOCACY**

BY

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DECLARATION BY STUDENT.

I, Obed Yaoseh hereby declare that this research is a result of my/our own original research and that, no part of it has been presented for another degree in this university or any other higher education institute. I further declare that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

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CERTIFICATION BY SUPERVISOR

This Dissertation has been prepared and presented under my supervision according to the guidelines for supervision and formatting of Dissertation laid down by the University of Media, Arts and Communication, UniMAC.

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Supervisor Signature Date

DEDICATION

This work is dedicated first to Almighty God, whose wisdom, strength, and grace have guided me through every stage of this academic journey.

It is also dedicated to my family whose unwavering support, encouragement, and sacrifices have been the foundation of my success. To my parents Mathias Kalakasu & Sussie Dumeloo, for their faith in the power of education, and to my siblings Sarah and Francis and loved ones, for their constant inspiration and belief in my potential this achievement is as much yours as it is mine.

Finally, I dedicate this thesis to all individuals and organizations committed to environmental sustainability in Ghana and beyond. May this work serve as a small contribution toward amplifying their voices and advancing green , blue and more just world.

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ABSTRACT

This study explores how Ghanaian environmental nonprofit organizations (ENGOS) utilize digital media as tools for environmental advocacy. Guided by social constructivism and a critical realist ontology, the research employed a qualitative design using semi-structured interviews with communication officers from three purposively selected ENGOS, A Rocha Ghana, Wacam, and the Strategic Youth Network for Development (SYND Ghana). The aim was to understand how these organizations conceptualize, implement, and evaluate digital advocacy within Ghana's environmental communication landscape. Findings reveal that ENGOS in Ghana strategically integrate digital platforms, particularly Facebook, X (Twitter), Instagram, and WhatsApp, as extensions of their offline advocacy efforts. Platform selection and content design are shaped by organizational identity, audience demographics, and communication capacity. Storytelling, visual content, and audience participation emerged as central strategies for framing environmental messages and sustaining engagement. However, the study also identified key constraints, including limited technical expertise, financial resources, and unstable internet connectivity, which restrict the reach and consistency of digital campaigns. The study concludes that while digital media have become indispensable for environmental advocacy in Ghana, their impact depends on institutional capacity, creative content strategies, and alignment between online and offline mobilization

LIST OF ABBREVIATIONS

ENGOs	Environmental Non-Governmental Organizations
NGO	Non-Governmental Organization
SYND	Strategic Youth Network for Development
WACAM	Wassa Association of Communities Affected by Mining
ICT	Information and Communication Technology
SDGs	Sustainable Development Goals
EPA	Environmental Protection Agency
CSOs	Civil Society Organizations

CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

In recent years, digital media has emerged as a vital tool in shaping public discourse, platform for mobilization and advocacy across various sectors and industries, including the environment. Environmental nonprofit organizations (ENPOs) in Ghana are increasingly adopting digital platforms such as Facebook, Twitter (X), Instagram, and websites to communicate pressing environmental concerns.

As traditional media channels increasingly face limitations in terms of reach, influence, and interactivity with audiences, digital tools and platforms are emerging as effective, accessible, and cost-effective alternatives for conducting advocacy efforts. These digital technologies offer organizations a unique opportunity to disseminate their messages to a wider and more diverse audience, while facilitating direct, real-time engagement with affected communities. Environmental nonprofits are fully leveraging the potential of digital technology to intensify their awareness campaigns. They are using social media platforms such as Twitter, Facebook, Instagram, and TikTok to spread impactful messages and launch online petitions to mobilize the public around environmental causes.

These digital tools not only allow them to make environmental issues visible, often ignored by traditional media, but also to create a sense of urgency and collective responsibility. Moreover, these platforms facilitate the creation of active and engaged virtual communities,

ready to relay messages, participate in campaigns, and exert pressure on political decision-makers to promote concrete changes in environmental policies.

Digital technology is profoundly transforming the communication and advocacy strategies of environmental NGOs providing and serving as a tool to educate, raise awareness, influence, and mobilize citizens around major environmental challenges. These platforms enable nonprofit organizations to engage, inform, and mobilize stakeholders around pressing environmental issues, including deforestation, plastic pollution, illegal mining (Galamsey), and climate change.

Several initiatives such as the Home Gardening Ghana (HGG) have leveraged Facebook to build huge online communities, inform and disseminate environmental knowledge, and lead the collective action for both food security and climate resilience (Adusei et al., 2025).

However, while there is clear evidence that these organizations are moving toward digital communication, the extent to which they are utilizing these platforms strategically and efficiently remains unclear. Previous studies have largely focused the exploration on broader nonprofit communication strategies or environmental education, with limited research specifically examining the digital advocacy techniques of Ghanaian environmental non-profit organizations (ENPOs).

Furthermore, the lack of empirical evaluations on the effectiveness of digital strategies such as message framing, audience engagement methods, and platform selection hinders a comprehensive understanding of how digital advocacy concretely contributes to environmental outcomes in Ghana. Although digital media offer unprecedented opportunities to amplify awareness campaigns, their strategic use by environmental nonprofit organizations in Ghana remains largely understudied and insufficiently documented. It is therefore essential to

understand which digital approaches in terms of content, format, platforms used, and modes of audience interaction that enable environmental NGOs to maximize their impact in an increasingly digital media ecosystem.

This study aims to fill this gap by exploring in depth how environmental organizations in Ghana integrate digital media into their communication and advocacy strategies.

1.1 Statement of the Problem

Despite the increasing accessibility and adoption of digital media platforms by nonprofit organizations across the globe, its effective usage for advocacy purposes particularly in the environmental sector remains uneven and underdeveloped in many developing countries, including Ghana. Environmental nonprofits in Ghana face a complex communication landscape. While platforms such as Facebook, Twitter (X), Instagram and others offer the opportunity to engage directly with diverse stakeholders, including policymakers, local communities, the media, and international audiences, many organizations lack the strategic frameworks, technical expertise, or financial resources necessary to maximize their impact through digital advocacy.

In theory, digital media platforms can serve as a democratizing force, enabling environmental nonprofits to bypass traditional gatekeepers and speak directly to the public about issues such as climate change, illegal mining (*galamsey*), plastic pollution, and deforestation. However, in practice, many nonprofits struggle with significant aspects of digital communication which deals with audience segmentation, content planning, storytelling, real-time engagement, and campaign message framing. As a result, the organization's digital efforts, mission and vision may fail to resonate with target audience or stimulate meaningful environmental action (Lovejoy & Saxton, 2012). Moreover, little knowledge is known about whether these organizations evaluate the

effectiveness or the efficiency of their digital strategies or adjust their messaging based on audience feedback or platform analytics.

The scarcity of scholarly research on the digital communication practices of environmental nonprofits in Ghana constitute this problem. Most existing studies on nonprofit communication tend to focus on global and western contexts or address general social advocacy without centering on environmental advocacy concerns. And therefore, there is a huge knowledge gap regarding how environmental nonprofits in Ghana select digital media platforms, engage audiences online and frame their messages.

This lack of factual evidence limits the ability of stakeholders such as policymakers, funders, and development partners to make quality informed decisions about supporting or regulating digital media advocacy in the environmental sector. This gap limits the understanding of policymakers and funders regarding the social impact of digital communication on environmental awareness and action in Ghana (Kyere & Kankam, 2025).

It also prevents nonprofits from learning from best practices or benchmarking their digital performance. Therefore, this study seeks to investigate how environmental nonprofit organizations in Ghana use digital media for advocacy, the platforms they prefer, and the communication strategies they employ to influence environmental awareness and behavior.

1.2 Research Objectives

The primary goal of this study is to explore how environmental nonprofits in Ghana use digital media to communicate environmental advocacy. The specific objectives are to:

- Examine how environmental nonprofits in Ghana use digital media to communicate environmental advocacy.
- Identify the digital platforms commonly used by these organizations.
- Analyze the types of messages, communication strategies, and audience engagement techniques employed.

1.3 Research Questions

In accordance with the objectives, this study seeks to answer the following research questions:

- How do nonprofits in Ghana use digital media to communicate environmental advocacy?
- What digital platforms are most used, and why?
- What content and message framing strategies are employed?

1.4 Significance of the Study

This study is essential for several reasons. First and foremost, it contributes to academic literature by providing data-driven insights into the digital media communication practices of environmental nonprofits in Ghana a largely under-researched area. Secondly, it gives practical recommendations for nonprofit organizations seeking to improve their digital media strategies for greater advocacy and impact. By identifying effective platforms, content types, and engagement techniques, the findings of this study can serve as a guide for institutional communication officers, managers and social media handlers (Saxton & Waters, 2014).

Thirdly, the study has policy relevance. The results or the findings can inform governmental agencies and policymakers about the role of civil society in environmental communication, particularly in how digital tools can be leveraged to promote environmental governance and public awareness campaigns.

Lastly, the research is useful for development partners, funders and donors interested in supporting digital advocacy interventions generally or specifically in the environmental sector. By highlighting best practices and common challenges, the study can guide funding and capacity-building efforts targeting environmental communication in Ghana.

1.5 Scope of the Study

The research will focus on three registered environmental nonprofit organizations in Ghana that actively use at least one digital media platform for advocacy campaigns on environmental issue.

Specifically, it will focus on three selected organizations addressing issues such as climate change, plastic waste, illegal mining (Galamsey), and deforestation in Ghana.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews existing literature related to how environmental nonprofit organizations use digital media for advocacy, with a focus on the Ghanaian context. The review starts with an overview of the nonprofit sector and its role in environmental advocacy. It then presents an empirical analysis structured from global, continental, and national viewpoints. Finally, the chapter wraps up with the theoretical and conceptual framework that underpins the study.

This framework will unveil the challenges and opportunities faced by these organizations in leveraging digital platforms effectively. By understanding these dynamics, the study aims to provide insights that can enhance the impact of environmental advocacy efforts in Ghana and similar contexts.

2.1 Background of the Study

Nonprofit organizations play a vital role in addressing social, economic, and environmental challenges worldwide. They serve as intermediaries between governments, citizens, and the private sector, advocating for policies and practices that advance public welfare (Anheier, 2005; Frumkin, 2002). Environmental nonprofits contribute to awareness creation, environmental education, and advocacy for sustainable development (Grant & Grooms, 2017). These organizations operate across diverse contexts, often depending on limited resources while engaging with communities and policymakers to influence change.

According to Anheier (2005), nonprofit organizations occupy the space between the market, state, and household sectors, and include entities such as charities, foundations, associations, and social enterprises. They exist primarily to serve public interest rather than to generate profit and are integral to civil society. Anheier argues that nonprofits provide a structure for civic participation, philanthropy, and collective action by addressing social and environmental needs that markets or governments often overlook. This view situates nonprofits as vital actors in fostering social trust, solidarity, and public accountability. While Frumkin (2002) similarly conceptualizes nonprofits as distinctive from both market and government institutions because they operate through voluntary participation and lack clear ownership or profit distribution. He identifies four major functions of nonprofits: civic and political engagement, service delivery, value expression, and social entrepreneurship. His argument emphasizes the necessity for nonprofits to balance their instrumental and expressive purposes, which involve providing services while also representing values and beliefs. Consequently, nonprofits serve as both agents of policy and reflections of a collective social identity.

Within the concept of environmental governance, Grant and Grooms (2017) emphasize that environmental nonprofits play a complementary and corrective role alongside government agencies. Their study found that these organizations monitor industrial compliance with environmental laws, raise awareness about pollution, and encourage sustainable practices. They argue that nonprofits act as informal regulators by filling monitoring and enforcement gaps, thus improving efficiency in environmental protection. This perspective extends the role of nonprofits beyond service delivery to include oversight and accountability in environmental policy implementation.

While we cannot study and leave Ghanaian perspective out of the context, Boateng (2022) shows that environmental NGOs contribute significantly to urban climate governance through advocacy, capacity building, and public engagement. His study demonstrates how organizations such as the Center for Indigenous Knowledge and Organisational Development (CIKOD) and the Green Africa Youth Organisation (GAYO) promote community participation in climate adaptation and waste management. Boateng argues that these NGOs strengthen local governance by bridging state and community efforts and by fostering partnerships for sustainable and urban resilience.

Taken together, these perspectives demonstrate that nonprofit organizations are mission-driven entities focused on promoting social and environmental change through advocacy, education, and collaboration. They provide opportunities for community involvement, mobilize resources for the public good, and uphold the principles of participation and accountability."

However, while their roles are expanding in scope, many nonprofits face challenges in using it effectively. These include limited technical capacity, inadequate funding, and difficulties in measuring advocacy outcomes (Boateng, 2022; Nartey & Yu, 2023). In developing countries such as Ghana, these challenges are often intensified by infrastructural and resource limitations.

2.2 Empirical Review

2.2.1 Global Context

Globally, environmental nonprofits have increasingly adopted digital media as a central tool for communication and advocacy. Studies show that these organizations use online platforms to promote environmental awareness, influence public opinion, and encourage policy reforms (Grant & Grooms, 2017; Ross, 2022). For example, nonprofits in the United States have

leveraged social media to encourage compliance with environmental laws and reduce pollution, complementing governmental monitoring and enforcement efforts (Grant & Grooms, 2017).

Digital media advocacy enhances visibility and interaction through strategies such as visual storytelling, hashtag campaigns, and participatory content (Saxton et al., 2015; Muhtar et al., 2024). According to Moreno and D'Angelo (2020), the interactive nature of digital platforms enables organizations to model behaviours and attitudes that foster environmental responsibility, reinforcing public learning and collective action. These findings suggest that social learning and engagement are central to digital environmental advocacy globally.

However, while the benefits of digital media are well-documented, several studies note persistent challenges in achieving consistent engagement and translating online support into tangible environmental outcomes (Hestres, 2015; Haddad, 2020). Many organizations struggle to maintain audience attention and to evaluate the effectiveness of their digital campaigns, underscoring the need for more context-specific research.

2.2.2 African Context

Across Africa, environmental advocacy through digital media is gradually gaining prominence, though research remains limited. Digital platforms provide cost-effective means for nonprofits to disseminate information, raise awareness, and mobilize local communities. Studies have shown that African advocacy organizations use online campaigns to promote civic engagement and accountability (Chiluwa, 2021; Nartey, 2022).

Environmental advocacy in Africa often intersects with broader social and political activism. Nonprofits use social media to highlight issues such as waste management, deforestation, and climate resilience (Ali et al., 2021). These initiatives are supported by storytelling, online

mobilization, and the use of culturally relevant language to engage audiences. Despite this progress, organizations face digital divides and infrastructural barriers that limit access, particularly in rural areas (Chiluwa, 2024; Dzisah et al., 2024).

Research across the continent also emphasizes the growing role of environmental education and innovation. For instance, Debrah, Vidal, and Dinis (2021) show how creative approaches to recycling and plastic management in Ghana have inspired similar initiatives across Africa. Yet, challenges persist in integrating digital advocacy into long-term environmental strategies, reflecting the need for capacity development and supportive policy environments.

2.2.3 Ghanaian Context

In Ghana, environmental nonprofits are central to environmental education, waste management, and climate governance. Studies highlight the important roles played by organizations such as the Center for Indigenous Knowledge and Organisational Development (CIKOD) and the Green Africa Youth Organisation (GAYO), which use advocacy, education, and community empowerment to address climate challenges (Boateng, 2022).

Digital media advocacy in Ghana has become increasingly visible in both environmental and social movements. Campaigns such as #StopGalamseyNow and #FixTheCountry illustrate how digital platforms facilitate civic engagement, collective voice, and public accountability (Nartey & Yu, 2023; Quainoo & Gyekye, 2024). Nonprofits use social media to communicate environmental messages, mobilize citizens, and attract attention from policymakers and the media (Darkwa et al., 2024).

Despite these efforts, research suggests that many Ghanaian environmental nonprofits lack clear digital strategies, technical skills, and resources to maximize online advocacy (Kyerem & Kankam,

2025). Limited evaluation mechanisms and inconsistent content planning reduce the effectiveness of digital communication campaigns. These findings confirm the need for systematic inquiry into how nonprofits in Ghana use digital media for environmental advocacy and audience engagement.

2.3 Theoretical and Conceptual Framework

2.3.1 Theoretical Framework

This study is guided by two interrelated theoretical perspectives: Social Learning Theory and Dialogic Communication Theory. These theories explain how environmental nonprofits use digital media to promote advocacy, build relationships, and influence environmental awareness and behavior.

Social Learning Theory

Social Learning Theory provides a useful explanation of how individuals and organizations learn, adopt, and model behavior through observation and interaction. In the context of digital media, it suggests that people and groups can learn environmental values, practices, and advocacy behaviors by observing others' actions and communications online (Moreno & D'Angelo, 2020). Digital platforms such as Twitter, Facebook, and YouTube offer opportunities for environmental nonprofits to model desirable environmental behavior, demonstrate sustainable practices, and engage audiences through visual and participatory content.

This theory aligns with the study's objective of understanding how environmental nonprofits in Ghana use digital media to communicate advocacy. It explains why digital storytelling, image sharing, and video content are central to effective advocacy communication. When audiences

observe consistent environmental messages, campaigns, or role models online, they can internalize these behaviors and replicate them within their communities. Through digital observation and repetition, environmental awareness becomes a learned and shared social process.

Dialogic Communication Theory

Dialogic Communication Theory emphasizes communication as a two-way, interactive process between organizations and their audiences. It proposes that effective advocacy depends on creating dialogue rather than one-sided information delivery (Bortree & Seltzer, 2009; Servaes & Malikhao, 2010). In digital advocacy, dialogue occurs when organizations use online platforms to invite feedback, respond to questions, and co-create meaning with their stakeholders.

Environmental nonprofits that use dialogic principles build stronger trust, credibility, and participation among followers. Dialogic communication supports the study's aim of identifying how Ghanaian environmental nonprofits use digital platforms to engage audiences. The theory highlights that genuine interaction through comments, retweets, live chats, and user-generated content encourages deeper emotional connection and social learning, making advocacy messages more impactful.

Together, Social Learning Theory and Dialogic Communication Theory provide a strong foundation for analyzing how nonprofits employ digital media to promote environmental causes. While Social Learning Theory explains how digital content influences behavior through observation and imitation, Dialogic Communication Theory focuses on how continuous interaction sustains relationships and fosters long-term engagement.

2.3.2 Conceptual Framework

The conceptual framework for this study illustrates how environmental nonprofits in Ghana use digital media to achieve effective environmental advocacy. It connects three main components: (1) digital media platforms, (2) communication strategies, and (3) audience engagement outcomes.

- **Digital Media Platforms:**

Environmental nonprofits use various digital platforms such as Facebook, Twitter (X), Instagram, and YouTube to share advocacy messages. These platforms differ in features and audience reach, influencing how organizations select and use them for campaigns (Nartey & Yu, 2023; Boateng, 2022). The choice of platform depends on the organization's goals, technical resources, and target audience.

- **Communication Strategies:**

Communication strategies include message framing, storytelling, and the use of visual and participatory content. Studies show that nonprofits employ a mix of informational, emotional, and motivational messages to attract attention and encourage action (Saxton et al., 2015; Muhtar et al., 2024). Effective digital advocacy also requires strategic content planning, use of local language, and responsiveness to public feedback (Nartey, 2022; Quainoo & Gyekye, 2024).

- **Audience Engagement and Advocacy Outcomes:**

The success of digital advocacy depends on how well audiences interact with and respond to nonprofit messages. Engagement is reflected through likes, shares, comments,

retweets, and participation in campaigns. According to Social Learning Theory, such engagement reinforces environmental knowledge and behavior. Similarly, Dialogic Communication Theory shows that sustained two-way interaction enhances audience trust and long-term support for advocacy initiatives (Bortree & Seltzer, 2009).

CHAPTER THREE

METHODOLOGY

3.0 Introduction

The methodological framework that directs the examination of Ghanaian environmental nonprofits' use of digital media for environmental advocacy is described in this chapter. The study's philosophical foundation in social constructivism is discussed first, followed by qualitative research design.

Semi-structured interviews are the study's primary method, and the chapter describes the sampling plan, interview protocols, data analysis methods, and safeguards against unethical behavior. To ensure alignment with its constructivist and interpretive goals, the methodology links the study's philosophical presumptions with useful techniques for gathering and analyzing interview data (Lincoln & Guba, 1985; Vincent & O'Mahoney, 2016).

3.1 Research Philosophy and Approach

The study uses a qualitative research methodology that is grounded in social constructivism and guided by an ontological perspective of critical realism. The findings of the research, environmental nonprofits' digital communication practices, are actual, observable activities from an ontological standpoint. However, the subjective experiences of organizational actors provide the best understanding of the meanings and implications of these practices (Vincent & O'Mahoney, 2016).

From an epistemological perspective, participants such as volunteers, campaign managers, or communication officers are consulted to co-create knowledge about digital advocacy. This illustrates how qualitative research is interpretive and participatory (Lloyd & Gifford, 2024). Despite the objective structures of digital media practices, nonprofit actors' understanding, negotiation, and application of these tools within organizational and cultural contexts shape their meaning (Vincent & O'Mahoney, 2016).

Social constructivism is therefore appropriate because it emphasizes that knowledge is shaped through social interaction and cultural context, making it suitable for exploring how Ghanaian environmental nonprofits use digital media in context-dependent ways (Hao-sheng, 2011). Although digital media are technological tools, their use in advocacy is shaped through social practices such as collaboration, interpretation, and audience engagement (Lovejoy & Saxton, 2012; Dellech et al., 2024).

A qualitative approach supports the study's aim of exploring how nonprofits use digital media, not only describing strategies but also examining the meanings, narratives, and contextual factors behind them (Lloyd & Gifford, 2024). Quantitative measures like likes and shares reveal only surface-level engagement and do not capture the relational and interpretive dimensions of communication (Lovejoy & Saxton, 2012; Brobbery et al., 2022). Interviews therefore provide deeper, more context-rich insights into how organizations interpret and use digital tools (Caggiano & Weber, 2023).

3.2 Research Design and Approach

The study uses a qualitative design centered on semi-structured interviews. This approach ensures depth and flexibility, allowing participants to describe their experiences while enabling

the researcher to probe for more detail. Before outlining the data source, the broader research population and sampling procedures are described.

3.2.1 Research Population

The study population includes Ghanaian environmental nonprofit organizations engaged in environmental advocacy and active in digital communication. These organizations represent diverse contexts, advocacy focuses, and communication practices.

3.2.2 Sampling Method

A purposive sampling method will be used to select three key organizations, A Rocha Ghana, Wacam, and SYND Ghana, based on their prominence, thematic diversity, and digital visibility. This theoretical sampling approach ensures that findings reflect a broad range of environmental advocacy strategies across conservation, extractives, and youth-led sectors (Caggiano & Weber, 2023; Dellech et al., 2024).

Profiles of Selected NGOs

- Arocha Ghana

A Rocha Ghana is a conservation-focused NGO committed to protecting Ghana's natural heritage. It operates at the intersection of biodiversity conservation, climate action, and community empowerment. With strong emphasis on place-based conservation, A Rocha integrates scientific research with public education and advocacy through both traditional and digital media platforms.

- Wacam

Wacam is a human rights and environmental advocacy organization that focuses on the mining and extractive industries in Ghana. Known for its grassroots mobilization and

community-based activism, Wacam uses advocacy, research, and capacity-building to promote environmental justice and hold corporations and policymakers accountable. Its digital media campaigns often address mining-related pollution, displacement, and regulatory reform.

- SYND Ghana

Strategic Youth Network for Development (SYND Ghana) is a youth-led nonprofit organization that advocates for sustainable development and environmental governance, particularly within the context of youth engagement and intergenerational equity. It operates in policy spaces related to climate change, energy, and biodiversity, and actively uses social media to mobilize youth and promote participatory governance. The study ensures representation across varied environmental sectors conservation, extractives, and youth-led advocacy, thereby enabling a more holistic understanding of digital media use in Ghanaian environmental advocacy.

3.2.3 Data Sources

The study uses one primary qualitative data source: which are Semi-structured interviews

3.3 Sampling Strategy

Purposive sampling will be used to select both the organizations and the interview participants. The three selected nonprofits, A Rocha Ghana, Wacam, and SYND Ghana, were chosen for their active involvement in environmental advocacy and their visible digital communication practices.

Between one and three participants will be interviewed, with no more than two from each organization. Participants will be individuals directly involved in communication, digital strategy,

or campaign design. Sampling will continue until thematic saturation is reached (Braun & Clarke, 2006).

3.4 Data Collection Methods

Semi-structured interviews will allow for flexibility and depth, enabling interviewees to share their experiences and perceptions while providing the researcher with opportunities to probe for details (Faseyi et al., 2023; Agyemang-Badu et al., 2023). The interview guide will be informed by key themes from the literature, including platform choice, message framing strategies, audience engagement, and organizational challenges (Brobbery et al., 2022; Dellech et al., 2024).

3.5 Data Analysis

Thematic analysis (Braun & Clarke, 2006) will be used to systematically code interview transcripts and identify patterns, meanings, and relationships in the data. Initial codes may draw from existing frameworks (Lovejoy & Saxton, 2012) but will be refined inductively to reflect the perspectives shared by respondents.

Both manifest content (what the respondent says directly) and latent content (underlying meanings and narratives) will be analyzed. This ensures a rich interpretive understanding of how environmental advocacy messages and digital practices are conceptualized by nonprofit actors.

3.6 Trustworthiness and Credibility

Credibility will be enhanced through strategies such as triangulation within interview data, member checking, and thick description (Lincoln & Guba, 1985). Reflexivity will be maintained throughout the study to account for researcher bias (Caggiano & Weber, 2023). An audit trail of

coding decisions and memos will be kept, and peer debriefing will strengthen the dependability of interpretations.

3.7 Ethical Considerations

Ethical approval will be sought from the university ethics committee where necessary. Participants will be informed of the study's purpose, procedures, and their right to withdraw at any time. Informed consent will be obtained before interviews begin. All data will be anonymized, securely stored, and accessible only to the researcher and supervisor, following institutional data protection guidelines (Agyemang-Badu et al., 2023; Caggiano & Weber, 2023).

3.8 Justification for the Qualitative Approach

The qualitative approach is justified by the need to explore the complex dynamics shaping how Ghanaian environmental nonprofits use digital media for advocacy. Prior research highlights the importance of moving beyond surface-level digital metrics to understand deeper interactions, interpretations, and lived experiences (Ballew et al., 2015; Brobbery et al., 2022). A qualitative, interview-based approach aligns with calls for context-specific research in African settings (Kim et al., 2023; Dellech et al., 2024). This approach enables the study to capture the meanings, strategies, and challenges that underpin digital advocacy work in Ghana.

CHAPTER 4

DATA ANALYSIS & DISCUSSION

4.0 Introduction

This chapter presents the findings of the study based on the thematic analysis conducted using interview data from three environmental nonprofit organizations in Ghana. The data were gathered exclusively through semi-structured interviews, which allowed participants to express their experiences, perceptions, and organizational practices in their own words. The interview process was iterative and conversational, allowing respondents to clarify issues and provide rich context illustrations of their digital advocacy practices.

4.1 Presentation of Findings

In all, four communications officers from the three organizations selected for the study were interviewed. All transcripts were coded systematically, moving from initial codes to axial categories and, finally, to selective themes that represent the deeper meaning patterns across the data set.

The four participants interviewed represented diverse communication-related roles across three major environmental nonprofits in Ghana. Their backgrounds reflect varying levels of institutional maturity and experience in environmental advocacy. Respondent 2 reported that Wacam has been engaged in advocacy for “Nearly 3 decades”, while Respondent 3 noted that A Rocha Ghana has operated “Since its inception 26 years ago”. Respondent 4 similarly stated that his organization has been active “At least for the past decade”. In contrast, Respondent 1

represented a youth-focused organization whose identity is tied not to longevity but to its constituency, describing it as “a youth-oriented organization”.

Participants also held distinct communication roles that shaped their involvement in digital advocacy. Respondent 1 served as a “Communication Assistant... assist[ing] with the day-to-day communication needs of the organization, both internally and externally”. Respondent 2 occupied a senior leadership role as “Programmes Officer and Director of Communications at Wacam”, while Respondent 3 introduced herself as “a Communications Officer” at A Rocha Ghana. Respondent 4 likewise contributed to communication efforts within respondents 1’s organization, framing his identity through his operational responsibilities.

Communication officers, whether assistants or program directors, play central roles in shaping online narratives, selecting platforms, and coordinating actions. Their positions, therefore, are critical to understanding how digital advocacy emerges and evolves within each organization.

After the three stages of thematic analysis, the data produced four main themes for presentation and discussion.

4.1.1 Theme One: Digital Platform Strategy and Communication Channels

The first major theme that emerged from the interviews concerns how organizations strategically select and use digital platforms to advance their advocacy goals. The interviews show that platform choice is neither accidental nor uniform; rather, organizations draw on their missions, audience profiles, and communication priorities to determine which platforms best support their work. Across all three nonprofits, social media emerged as a critical advocacy space, but each organization’s unique identity shapes the mix of channels it relies upon.

Participants described a wide range of platforms used in their work. For example, Respondent 1 explained that their organization employs “Facebook, X, LinkedIn and Instagram”, while Respondent 2 noted a similar spread, citing the use of “Website, Twitter, Facebook, Whatsapp”. Respondent 3 described an even broader digital footprint, stating that A Rocha Ghana engages audiences through “Facebook, X, Instagram, LinkedIn, YouTube and recently Tiktok”. In contrast, Respondent 4 indicated a more targeted approach, noting that their organization uses “More of X” because it supports agenda-setting and real-time engagement. These variations show that while all the organizations depend on digital platforms, the specific mix reflects their distinct communication strategies and target communities.

The rationale behind platform choices also reveals deeper strategic thinking. Respondent 1 emphasized that their organization’s youth-centered mission determines the selected platforms, explaining that “most young people subscribe to these platforms; hence, our choices”. Respondent 2 similarly framed accessibility and reach as central considerations, describing their preferred platforms as “easily accessible and can reach a large audience”. Meanwhile, Respondent 3 connected platform selection to their commitment to inclusivity, noting that they adopt multiple channels because “We want to reach all and sundry and make sure no one is left behind. Basic for inclusion”. Respondent 4 provided an additional dimension by emphasizing the algorithmic advantage of X, explaining that “It has an algorithm that helps build conversations and set the agenda with the trends. It is an effective way of measuring a campaign’s performance as well”.

Taken together, these accounts illustrate that digital platform strategies are shaped by a blend of audience characteristics, technical affordances, and organizational communication goals. Youth-oriented organizations prioritize platforms that appeal to young people, while long-established

advocacy groups select channels that maximize public accessibility and reach. Organizations committed to inclusion strategically adopt multiple platforms to ensure no audience is excluded. At the same time, the perceived strengths of specific platforms, such as X's agenda-setting capacity or YouTube's storytelling potential influence where and how organizations invest their digital energy. Ultimately, these narratives show that platform strategy functions as a critical component of digital advocacy. It determines how messages are framed, who receives them, and how effectively organizations can mobilize public engagement around environmental issues.

4.1.2 Theme Two: Campaign Planning and Content Development

This section builds on the earlier themes by examining how the organizations plan, structure, and develop their digital advocacy campaigns. The findings presented here are derived from the thematic analysis of interview data, which were coded systematically from initial codes to axial categories and ultimately into selective themes.

The interview process generated rich descriptive accounts of how campaigns are conceptualized, the creative processes involved in message development, and the strategic considerations guiding content creation. The organizations' narratives reveal a multi-layered and deliberate approach to digital advocacy, beginning with planning and extending through message framing, storytelling, and visual communication.

The second theme highlights the internal processes by which Ghanaian environmental nonprofits plan, design, and craft their digital advocacy campaigns. Across all four organizations, participants described campaign development as a structured process that begins long before content is posted online. They consistently emphasized the importance of planning, goal identification, creative content production, and alignment with strategic communication needs.

Respondent 2 described campaign planning as a deliberate and sequential activity, noting that “We normally start with planning... identify a need of our target groups and design an activity to engage them on. Once it is done, we try to find out from them through a simple survey to test their understanding in whatever they have been taught. This description shows that campaign development is grounded in identifying community needs, crafting relevant interventions, evaluating and understanding an approach that integrates both digital and offline engagement.

Respondent 3 offered an even more detailed account of campaign structure at A Rocha Ghana. They explained that “Most of our campaign begins with clear goal setting and audience identification. We start by defining the issue we want to address... Measurable objectives are then set... Next, we craft key messages and develop creative content (videos, stories, and graphics) tailored for the most effective platform.” This narrative demonstrates a comprehensive, multi-step process involving issue definition, objective setting, message design, and platform-specific content development. Respondent 3 further noted that campaigns often align with global observances, explaining that “We would often plan our campaigns around strategic commemorative days, such as World Wetlands Day, World Migratory Bird Day... to leverage global attention.” This indicates how international environmental calendars shape digital advocacy timelines in Ghana.

Respondent 1 emphasized the notion of structured advocacy, highlighting that campaigns follow a research-driven flow, stating “It begins with research and concludes with a call to action.” This reinforces the idea that content is not produced spontaneously but instead follows a defined arc from information gathering to action-oriented messaging.

Content development itself emerged as a central part of campaign strategy, with all organizations emphasizing storytelling, visuals, and relatable messaging. Respondent 1 highlighted that their content relies heavily on strategic communication tools: “Our online contents are built on a mix [of] strategic communications tools... we rely on storytelling, data, and visuals.” Respondent 3 offered a more elaborate explanation of their storytelling approach, stating, “Our strategies include Storytelling. Use Stories, Not Just Science... We frame messages around issues that matter most to the audience... Use local champions and trusted voices.” Their description demonstrates how scientific information is translated into community-centered narratives, stressing local relevance.

Visual communication plays a significant role, with Respondent 3 explaining that the organization makes use of “great and impactful visuals, including photos, videos, flyers, infographic[s]”. This emphasis on visual storytelling appears across the dataset and reflects a broader trend in digital environmental communication where images and videos enhance understanding and engagement.

Respondent 4 provided insight into how the structural nature of campaigns varies depending on organizational goals, observing that “It depends on the goal(s) set... mostly that is set within the period set for a campaign.” Their comment shows that campaign pacing and structure are flexible and determined by strategic objectives rather than a universal template.

These accounts, however, show that content creation and campaign planning are very deliberate organizational processes. They start with methodical planning and research, move on to content production and message framing, and end with platform-specific distribution. Ghanaian environmental nonprofits approach digital advocacy with a solid methodological foundation, as

evidenced by their constant emphasis on storytelling, visuals, audience identification, and strategic timing. Campaigns are collections of posts and are thoughtfully planned communication interventions, intended to educate, uplift, and inspire people about environmental issues.

4.1.3 Theme Three: Audience Interaction and Campaign Effectiveness

The third theme that emerged from the thematic analysis focuses on how environmental nonprofits interpret audience engagement and evaluate the effectiveness of their digital advocacy campaigns. As with the previous themes, the findings shown here were developed through a systematic analysis of interview transcripts, moving from initial descriptive codes to axial categories and finally to the selective theme. The interview format encouraged detailed reflections from participants, allowing them to describe in their own words how audiences respond to their digital messages, what engagement means within their organizational contexts, and how they measure whether a campaign has achieved its intended outcomes. The insights shared highlight the diversity of perspectives across organizations and the shared understanding that engagement and evaluation are critical to meaningful digital advocacy.

How audiences react to online content and how these reactions are interpreted as success indicators is a key component of digital advocacy for all three organizations. Even though every organization functions differently, there is broad agreement from the interviews that audience engagement needs to reflect meaningful participation, awareness, and action rather than just surface-level metrics.

Respondent 1 defined engagement as a combination of education and action, noting that “Engagement means, people are being educated and are inspired to take action.” This understanding positions engagement as a transformative process in which audiences not only

receive information but also translate it into behavioral or civic action. Respondent 1 further emphasized that campaigns are only considered successful when “actions [are] taken by our audience (young people)”, underscoring the organization’s youth advocacy focus.

The other organizations offered broader interpretations of engagement. Respondent 2 also described engagement as direct interaction with their core community, explaining that “Engagement in our campaign means having a direct encounter with our target groups.” For Wacam, therefore, engagement represents relational contact and participatory dialogue, often extending beyond digital spaces into physical community interactions. Similarly, Respondent 4 described engagement as audience voice and contribution, stating that “engagement means seeing youth sharing their thoughts or adding their voices to comments... Sometimes we measure by their references to their campaigns.” This interpretation highlights engagement as an active process of dialogue and youth empowerment, reinforcing the organization’s identity as a youth-centered advocacy group.

Respondent 3, however, offered the most detailed and emotionally expressive definition of engagement, stating, “It means the world to us! ... For us, it is meaningful interaction and participation... how well people connect with our message, contribute their voices, and take action toward conservation goals.”. This description expands the concept of engagement to include emotional resonance, relational connection, and collective action, illustrating how environmental organizations depend on public participation and storytelling for campaign success.

In addition to engagement, participants described how they measure campaign effectiveness. Respondent 1 referred to “social media analytics” and actions taken as a key indicator of success,

demonstrating reliance on quantitative tools such as reach, impressions, and interaction counts. Respondent 2 also emphasized numerical measures, noting that effectiveness is assessed by “the number of readers who visit to read such digital advocacy campaigns”. They further explained that a campaign is considered successful “if the campaign triggers a positive action from the powers that be”, reflecting a policy-oriented evaluation approach.

Respondent 3 offered the most comprehensive perspective on evaluation, describing a mixed-method approach that incorporates both quantitative analytics and qualitative feedback, stating “We measure reach, engagement, and action through analytics such as impressions... [and] assess the tone of audience feedback, the level of stakeholder response, and the extent to which our messages inspire discussion or action.”. This approach also includes monitoring “media mentions, policy attention, and offline activities linked to our online advocacy”, demonstrating an integrated digital-to-offline evaluation strategy. Their account reveals a sophisticated understanding of advocacy effectiveness that acknowledges the limitations of numerical metrics and the value of community impact as a measure of success.

Across all organizations, the interviews reveal a shared recognition that engagement and effectiveness are not merely technical indicators but critical signs of whether advocacy efforts are reaching, resonating with, and mobilizing their intended audiences. Engagement is associated not just with visibility or algorithmic performance but with education, dialogue, community involvement, and concrete action. Effectiveness is similarly grounded in a mix of digital metrics, stakeholder responses, and real-world outcomes.

Taken together, these findings show that audience interaction and campaign evaluation are deeply intertwined in the digital advocacy practices of Ghanaian environmental nonprofits.

Engagement is valued not for its numerical value but for its potential to drive meaningful change, and evaluation is understood as a multidimensional process that must capture more than just digital impressions. These organizations therefore approach audience interaction as both a communicative and a relational process, crucial for sustaining effective environmental advocacy.

4.1.4 Theme Four: Enablers and Constraints of Digital Advocacy

This final theme presents an analysis of the factors that either support or constrain the effectiveness of digital advocacy among Ghanaian environmental nonprofits. The findings are based on a systematic thematic analysis of the interview transcripts, which were coded from initial statements into axial categories and finally synthesized into the overarching selective theme. As with previous themes, the interview structure encouraged participants to speak openly about the practical realities they face in their digital advocacy work specifically the structural, technical, financial, and human resource conditions that influence their success. This section highlights both the enabling factors that strengthen digital advocacy and the challenges that obstruct it, drawing on the accounts from participants to illustrate these lived experiences.

Whilst the interviews reveal that digital advocacy is widely regarded as essential and highly valuable across all organizations, the ability to fully leverage its potential is shaped by several enabling and constraining factors. Participants consistently described digital advocacy as critical to environmental communication, but they also highlighted structural and technological challenges that limit their ability to create, disseminate, and sustain influential content.

Across all organizations, digital advocacy is viewed as a powerful and indispensable tool. Respondent 3 captured this sentiment most strongly, stating that “Digital advocacy continues and remains one of the most powerful tools for conservation awareness, education, and public

engagement”. This illustrates a clear recognition of digital media as central to modern advocacy, enabling organizations to reach wider publics, increase visibility, and mobilize support. Respondent 4 echoed this importance indirectly, emphasizing that campaigns matter deeply to the organization because “youth that we serve are the decision-makers”, positioning digital engagement as a key channel for youth voice and participation. Similarly, Respondent 1 described engagement as “Very Important” to their organization’s advocacy aims.

However, despite this strong motivation to use digital media, nonprofits face significant constraints that affect their digital advocacy capacity. Respondent 1 drew attention to the challenge of online backlash and limited traction, noting difficulties with “counter campaigns, [and] less engagement”. These constraints reflect both external resistance and internal challenges of sustaining audience attention in competitive online environments.

Resource limitations were another major constraint cited across interviews. Respondent 3 described this challenge vividly, explaining that “Limited financial and technical resources sometimes restrict our ability to produce high-quality multimedia content or run paid promotional campaigns that can reach wider audiences”. Respondent 4 added that members of their target audience often face “network challenges and access to devices”, which hinder engagement and participation in campaigns. Respondent 2 identified a similar issue in the communities they serve, noting “Inadequate knowledge... in the use of smartphones” and the “cost of smartphones and other communication tools” as significant barriers to digital outreach.

In addition to material constraints, structural and technological shifts also pose challenges. Respondent 3 raised concerns about the rapidly changing digital landscape, stating that “the rapidly changing nature of digital platforms requires continuous learning, yet staff capacity and

time constraints make it difficult to keep up with evolving trends and algorithms”. This underscores a common challenge for nonprofits: maintaining digital relevance without sufficient resources for ongoing training and adaptation.

Despite these limitations, respondents also identified important enablers that support digital advocacy. One of the key enablers identified was organizational commitment to capacity-building and skill development. Respondent 3 expressed a personal need for enhanced skills in digital storytelling and analytics, emphasizing that “there is a need for more capacity building in digital storytelling, analytics, and content creation” and calling on organizations to “invest in affordable digital tools... needed to create mind-blowing pieces”. Their reflection points to an awareness that digital advocacy can thrive when organizations prioritize learning, invest in tools, and strengthen the competencies of communication teams.

Additionally, the interviews suggest that integrating digital advocacy with community-level action enhances both visibility and impact. Respondent 3 highlighted this synergy, noting that “we need to combine digital storytelling with community-level action for both visibility and transformation”. This suggests that hybrid models where digital content is reinforced by offline mobilization serve as important enablers of effective advocacy.

Overall, Theme Five demonstrates that while environmental nonprofits in Ghana recognize the centrality and transformative potential of digital advocacy, their ability to utilize these tools effectively is shaped by a combination of enabling conditions such as organizational prioritization, commitment to capacity-building, and hybrid digital-offline strategies and constraining factors including resource shortages, technological barriers, staff capacity

limitations, and external digital resistance. These factors collectively determine the extent to which nonprofits can sustain impactful or influential digital advocacy campaigns.

4.2 Discussion of findings

4.2.1 Introduction

This chapter offers a comprehensive discussion of the findings from Chapter Four, interpreting them in relation to the study's research questions, problem statement, and the theoretical and empirical literature reviewed in Chapters One and Two.

The purpose is not to restate the findings but to critically analyze their significance, showing how the results contribute to understanding how Ghanaian environmental nonprofits employ digital media for advocacy. The discussion positions the five emergent themes within broader scholarly conversations on nonprofit communication, environmental advocacy, digital media use, and civic engagement. Guided by Social Learning Theory and Dialogic Communication Theory, this chapter examines how the digital practices of these organizations reflect both global communication patterns and the local contextual dynamics that are unique to Ghana.

4.3 Discussion of Findings and Their Implications

4.3.1 Objective 1: How environmental nonprofits in Ghana use digital media to communicate environmental advocacy

The findings demonstrate that Ghanaian environmental nonprofits use digital media in ways that reflect their institutional histories, mission orientations, and communication capacities. Organizations with long operational histories, such as Wacam, which has been engaged in advocacy for “Nearly 3 decades,” and A Rocha Ghana, active “Since its inception 26 years ago,” draw on their longstanding community relationships and field experience to shape their digital

communication practices. Respondent 4's reference to being involved in advocacy "At least for the past decade" further reinforces the centrality of institutional memory in their digital transition. These histories appear to influence how confidently and intentionally these organizations integrate digital tools as extensions of existing advocacy structures. In contrast, the youth-led organization in the sample adopts a more identity-driven orientation, stating that it is "a youth-oriented organization," which shapes its content style, platform choices, and youth-centered messaging priorities.

This pattern is consistent with arguments in the literature suggesting that nonprofit communication strategies are shaped by organizational identity and mission (Anheier, 2005; Boateng, 2022). The presence of designated communication officers such as the "Communication Assistant... assist[ing] with the day-to-day communication needs," the "Programmes Officer and Director of Communications," and a "Communications Officer" further highlight that these organizations recognize digital communication as a specialized function central to their advocacy work. This finding aligns with Saxton and Waters' (2014) observation that nonprofits with formal communication structures tend to develop more deliberate and effective digital strategies.

From a theoretical standpoint, these findings reinforce a constructivist understanding that communication practices are shaped by institutional context, accumulated experience, and internal structures. The meaning and purpose of digital advocacy emerge from within these organizations as they interpret their communication needs, identities, and audiences. Practically, the results underscore the importance of communication capacity-building in the environmental nonprofit sector, as organizations with more established roles and structures appear better positioned to harness digital tools effectively.

4.3.2. Objective 2: Identify the digital platforms commonly used and the reasons for their selection

The study found that environmental nonprofits in Ghana adopt a diverse range of digital platforms based on accessibility, audience demographics, inclusivity goals, and platform-specific affordances. Respondent 1 explained that their organization uses “Facebook, X, LinkedIn and Instagram” because “most young people subscribe to these platforms,” highlighting a demographic-driven rationale. Respondent 2 emphasized accessibility, noting that their organization uses “Website, Twitter, Facebook, Whatsapp” because the platforms are “Easily accessible and can reach a large audience”. Respondent 3’s broader platform mix, including YouTube and TikTok, is motivated by the desire “to reach all and sundry and make sure no one is left behind. Basic for inclusion,” demonstrating a clear commitment to ensuring accessibility across demographic and digital literacy divides. Meanwhile, Respondent 4 foregrounded algorithmic advantages by stating that their organization focuses more on X because “It has an algorithm that helps build conversations and set the agenda,” illustrating an advanced understanding of platform-specific communication dynamics.

These results echo the literature showing that nonprofits leverage platforms according to communication goals, audience characteristics, and technological affordances (Lovejoy & Saxton, 2012; Moreno & D’Angelo, 2020). Ghanaian case studies, including civic and environmental advocacy movements documented by Nartey and Yu (2023), similarly reveal that platform selection is shaped by audience presence and perceived influence. The findings also affirm Dialogic Communication Theory, as the emphasis on interactivity, inclusivity, and agenda-setting reflects the central role of dialogic engagement in platform strategy. Practically, the findings indicate that environmental nonprofits need continued training and support to

navigate multi-platform communication landscapes effectively and to adjust to evolving algorithms and audience behaviors.

4.3.3 Objective 3: Analyze the messages, content strategies, and audience engagement techniques used

The results show that environmental nonprofits in Ghana approach content creation and campaign development as structured, intentional processes informed by research, planning, and audience analysis. Respondent 2 described a systematic approach: “We normally start with planning... identify a need of our target groups and design an activity... find out from them through a simple survey,” indicating a cyclical process of planning, execution, and feedback. Respondent 3 offered even deeper insight into organizational practice, explaining that “Most of our campaign begins with clear goal setting and audience identification... Measurable objectives are then set... craft key messages and develop creative content (videos, stories, and graphics),” and further noting that campaigns are often timed with environmental commemorative days to “leverage global attention”.

Content strategies heavily emphasize storytelling and visual communication. Respondent 3 highlighted that “Our strategies include Storytelling. Use Stories, Not Just Science... Use local champions and trusted voices,” while Respondent 1 similarly noted that their content relies on “storytelling, data, and visuals”. The strong use of visuals including “photos, videos, flyers, infographic[s]” supports findings in both global and Ghanaian literature that environmental communication relies on visual cues to foster comprehension and behavioral motivation (Ross, 2022; Adusei et al., 2025).

The results strongly align with Social Learning Theory, which posits that individuals learn through observation, modeling, and relatable narratives. By using community stories, local champions, and visual demonstrations, nonprofits create models of environmental action that audiences can emulate. Practically, these findings suggest that enhanced capacity-building in multimedia production and storytelling could significantly improve digital advocacy outcomes in Ghana's environmental sector.

4.3.4 Audience Interaction and Campaign Effectiveness

The findings indicate that audience engagement is understood not merely as numerical interaction but as a deeper, action-oriented, relational process. Respondent 1 described engagement as “people are being educated and are inspired to take action,” positioning engagement within an educational and motivational frame. Respondent 2 described engagement as “having a direct encounter with our target groups,” emphasizing relational communication, while Respondent 4 highlighted participation: “seeing youth sharing their thoughts or adding their voices to comments”. The most emotive interpretation came from Respondent 3, who said engagement “means the world to us! ... meaningful interaction and participation... how well people connect with our message, contribute their voices, and act”.

These perspectives reinforce Dialogic Communication Theory, particularly its emphasis on reciprocity, presence, and community-building. They also support social constructivist notions that communication meanings evolve through interaction between organizations and the public. Measures of effectiveness ranged from “social media analytics” (Respondent 1) to “the number of readers” (Respondent 2) and more nuanced forms involving “impressions... tone of audience feedback... stakeholder response... media mentions” (Respondent 3). This variation highlights earlier concerns mentioned in the problem statement regarding the absence of standardized

evaluation frameworks in nonprofits, a challenge that is also noted throughout nonprofit literature.

4.3.5 Enablers and Constraints of Digital Advocacy

Although nonprofits widely recognize the importance of digital advocacy, their efforts are significantly constrained by financial, technical, infrastructural, and capacity-related barriers. Respondent 3 highlighted that “Limited financial and technical resources sometimes restrict our ability to produce high-quality multimedia content,” while Respondent 4 pointed to community-level constraints such as “network challenges and access to devices.” Respondent 2 described “Inadequate knowledge... in the use of smartphones,” and Respondent 1 mentioned challenges related to “counter campaigns [and] less engagement.”

These challenges mirror the digital inequalities noted in Ghanaian scholarship, particularly around uneven access to technology, infrastructure, and digital literacy (Kyere & Kankam, 2025; Dzisah et al., 2024). They also reflect broader African patterns where digital advocacy is hindered by resource scarcity (Chiluwa, 2021). While constraints exist, enablers were also identified, especially the need for capacity-building. Respondent 3 emphasized the importance of “more capacity building in digital storytelling, analytics, and content creation,” highlighting a path forward for strengthening digital advocacy impact.

4.4 Synthesis of Key Insights

The cumulative findings show that Ghanaian environmental nonprofits are committed to using digital media as a strategic advocacy tool, supported by structured communication roles, platform-specific strategies, storytelling approaches, and meaningful audience engagement. Yet, these strategies operate within a context shaped by infrastructural challenges, financial

limitations, and technological inequalities. Overall, digital advocacy is emerging as a promising but unevenly resourced dimension of environmental activism in Ghana, reflecting both the potential and the constraints identified in the problem statement.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION & RECOMMENDATIONS

5.0 Introduction

This chapter provides a synthesis of the study's findings and the conclusions derived from analyzing how Ghanaian environmental nonprofit organizations (ENGOS) utilize digital media for environmental advocacy. It also offers recommendations based on the results and discusses implications for future research, practice, and policy. The chapter is organized to summarize the findings according to the three objectives outlined in Chapter One, demonstrate how these objectives were achieved, and propose actionable recommendations for environmental communication and nonprofit practice in Ghana.

5.1 Summary of the Findings

This study examined how Ghanaian environmental nonprofits use digital media to advocate for environmental advocacy. Using a qualitative approach guided by social constructivism and critical realism, semi-structured interviews were conducted with communication officers from three organizations: A Rocha Ghana, Wacam, and the Strategic Youth Network for Development (SYND Ghana). The findings revealed how these organizations interpret and operationalize digital advocacy within their institutional and cultural contexts.

Overall, Environmental Non-Governmental Organizations in Ghana have adopted digital media as a vital extension of their offline advocacy work. Their approaches are shaped by institutional histories, mission orientations, and internal communication structures. Organizations such as

Wacam and A Rocha Ghana, which have long-standing advocacy traditions, integrate digital tools to strengthen credibility and reinforce their relationships with communities. Youth-led organizations like SYND Ghana emphasize advocacy focused on inclusivity, creativity, and youth mobilization. The study established that ENGOs now treat communication as a strategic function, with designated communication officers managing content creation, digital campaigns, and audience engagement.

The findings further revealed how organizations use a range of digital platforms, including Facebook, X (Twitter), Instagram, LinkedIn, YouTube, and WhatsApp. The selection of platforms depends on accessibility, audience demographics, and the intended advocacy outcomes. Youth-focused organizations favor platforms frequented by younger users, while older organizations employ multi-platform strategies to engage diverse stakeholders. X (Twitter) was preferred for agenda-setting and interaction, while Facebook and WhatsApp were valued for reach and relational communication.

In terms of message development and content strategy, the study found that ENGOs in Ghana adopt deliberate and research-informed approaches. Campaigns typically begin with needs identification, goal setting, and audience analysis. Storytelling and the use of relatable local champions were emphasized as key to effective message delivery. Respondents stressed the importance of “using stories, not just science.” to make environmental issues emotionally resonant and culturally relevant. Visual communication through photos, infographics, and videos was widely used to increase audience understanding and participation. These findings align with broader literature on narrative and participatory communication, highlighting that people engage more deeply with emotionally grounded, human-centered messages than abstract technical explanations.

Audience engagement was perceived as a process of education, participation, and behavioral change, rather than mere online interaction metrics. Respondents described engagement as meaningful connection and how well people “connect with our message, contribute their voices, and take action.”

Evaluation practices varied across organizations, combining quantitative indicators such as likes, shares, and impressions with qualitative feedback from stakeholders and partner organizations.

Despite significant progress, challenges persist. ENGOs reported limited financial and technical resources, unreliable internet connectivity, and inadequate skills in advanced digital content creation and analytics. These constraints limit their ability to sustain consistent and high-quality digital advocacy.

Nevertheless, all organizations affirmed that digital media are indispensable for awareness creation, community mobilization, and environmental education. The findings confirm that the study successfully met all three research objectives outlined in Chapter One.

5.2 Conclusion

The study concludes that Ghanaian environmental nonprofits have effectively integrated digital media into their advocacy frameworks, albeit to varying degrees. Their digital engagement strategies are shaped by organizational identity, resource availability, and audience focus. Established organizations exhibit structured communication systems and formalized advocacy planning, while youth-led groups adopt participatory and dynamic approaches that resonate with younger audiences.

Digital advocacy, as practiced by these organizations, represents a socially constructed and context-dependent process. It is not merely about technology but about how organizations interpret, adapt, and use digital tools to achieve advocacy goals. Through narrative storytelling, community engagement, and visual expression, ENGOs humanize environmental challenges and mobilize public participation. However, the sustainability of these efforts depends on continued investment in digital infrastructure, technical capacity, and policy support.

The study affirms that Ghanaian ENGOs are leveraging digital platforms to amplify their advocacy, foster participation, and enhance environmental awareness. Yet, disparities in access to technology and digital literacy remain key limitations. Addressing these constraints is important for achieving more equitable and effective communication.

5.3 Environmental Recommendations

5.3.1 Practical Recommendations for Environmental Nonprofits

Environmental nonprofits should invest in continuous capacity-building for their communication staff, focusing on storytelling, digital content creation, and data analytics and should diversify digital engagement beyond Facebook and X which provides environmental nonprofits with strategic value by increasing advocacy reach, improving audience segmentation, and reducing platform dependency.

Emerging platforms such as Instagram, TikTok, and LinkedIn allow organizations to tailor content to distinct audiences, youth, professionals, and policymakers while leveraging visual storytelling and interactivity.

Integrating online and offline advocacy will help build trust and deepen community impact. Additionally, nonprofits should develop comprehensive frameworks for evaluating advocacy outcomes that go beyond surface-level digital metrics to measure behavioral and policy influence.

5.3.2 Recommendations Based on Methodological Limitations

This study's qualitative design provided deep insights but was limited in scope due to a small number of interview participants. Future studies should adopt mixed-methods or longitudinal design to measure the long-term effects of digital advocacy and explain how engagement practices evolve over time.

Such an approach would not only quantify the scale of advocacy outcomes but also capture patterns of adaptation, learning, and sustained impact that a single qualitative snapshot cannot reveal. Including more organizations from different regions of Ghana could provide a broader understanding of how local context shapes advocacy. Moreover, combining interviews with digital content analysis would strengthen triangulation and enhance the validity of findings.

5.3.3 Recommendations for Policy and Industry

Governmental and donor agencies should establish funding and training programs to enhance NGOs' digital capacity and infrastructure. Policymakers should promote frameworks that support collaborative advocacy networks, digital inclusion, and environmental communication literacy. Industry actors, particularly telecommunication and media companies, can partner with NGOs to improve access to digital tools and analytics support. Strengthening digital ecosystems will empower NGOs to communicate more effectively and engage wider audiences.

5.3.4 Recommendations for Future Research

Future research could compare Ghanaian ENGOs' digital strategies with those of similar organizations in other African countries to identify contextual best practices. Further studies could also explore the impact of artificial intelligence, data visualization, and algorithmic tools on advocacy reach and influence. Another promising direction would be to examine how digital storytelling drives behavioral change and influences environmental policymaking.

5.4 Overall Contribution of the Study

This study contributes to both theory and practice by offering an empirically grounded understanding of digital environmental advocacy in Ghana. It extends the application of Dialogic Communication Theory and Social Learning Theory to the nonprofit sector, illustrating how ENGOs use digital platforms to foster dialogue, learning, and civic participation. Practically, the research provides a framework for strengthening environmental communication strategies within resource-constrained contexts. The study emphasizes that effective digital advocacy depends not only on technology but also on institutional commitment, cultural relevance, and human connection.

5.5 Chapter Summary

This study examined how Ghanaian environmental nonprofit organizations (ENGOs) employ digital media as tools for environmental advocacy. Using a qualitative research design grounded in social constructivism and a critical realist perspective, the study explored the communication practices of three purposively selected ENGOs, A Rocha Ghana, Wacam, and the Strategic Youth Network for Development (SYND Ghana). Semi-structured interviews were conducted

with communication officers from these organizations to understand how they conceptualize, implement, and evaluate their digital advocacy strategies.

The findings revealed that ENGOs in Ghana integrate digital media as extensions of their traditional advocacy work, with each organization's approach reflecting its institutional history, mission, and target audience. Established organizations such as Wacam and A Rocha Ghana demonstrated structured communication systems and strategic use of digital tools to reinforce their credibility and community relationships. In contrast, SYND Ghana, a youth-led organization, adopted creative, participatory, and identity-driven approaches to mobilize younger audiences and encourage environmental engagement.

Across all cases, Facebook, X (Twitter), Instagram, and WhatsApp were identified as the most frequently used platforms. The choice of platform depended on accessibility, audience demographics, and the nature of campaigns. Storytelling, visuals, and audience participation emerged as central strategies for framing environmental messages, highlighting the role of emotions and community narratives in driving engagement. However, the study also found several constraints, including limited technical skills, inadequate funding, and inconsistent internet connectivity, which hindered the sustainability and reach of digital advocacy efforts.

The study concludes that digital media have become indispensable for environmental nonprofits in Ghana, enabling them to reach wider audiences, amplify their advocacy, and foster civic participation. Nevertheless, the full potential of digital advocacy remains constrained by infrastructural and capacity limitations. The research recommends continued investment in digital capacity-building, multi-platform engagement, and the integration of online and offline

advocacy to enhance visibility and impact. It also calls for supportive policy frameworks and collaborative networks to strengthen the digital communication capacity of Ghanaian ENGOs.

Ultimately, this study contributes to environmental communication scholarship by situating digital advocacy within the Ghanaian nonprofit context and demonstrating how Dialogic Communication Theory and Social Learning Theory can be applied to understand the social and communicative dynamics of environmental activism in Africa.

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APENDIX

SEMI-STRUCTURED INTERVIEWS

2. INTERVIEW GUIDE

Semi-structured guide for interviews with communication officers/managers of environmental nonprofits in Ghana.

Section A: Background Information

1. Can you briefly introduce yourself and your role in this organization?
2. How long has your organization been involved in environmental advocacy?

Section B: Use of Digital Media

3. Which digital platforms (Facebook, Twitter/X, Instagram, websites, etc.) does your organization use for environmental advocacy?
4. What motivated the choice of these platforms?

Section C: Communication Strategies

5. What communication devices/strategies are the basis for your online content?
6. What is the basis for judging a successful campaign?
7. How do you measure or assess the effectiveness of your digital advocacy campaigns?

Section D: Audience Engagement

8. What does engagement mean?
How important is it to your organization?
9. How is it begun and concluded?

Section E: Challenges and Perceptions

10. What challenges does your organization face in using digital media for advocacy?

Section F: Closing

13. Do you have any additional thoughts or recommendations you'd like to share?

THEMATIC DATA ANALYSIS

Transcript	Initial codes
<p>Respondent 1 (R1)</p> <ul style="list-style-type: none"> • Can you briefly introduce yourself and your role in this organization? <p>Enoch Lanquaye Lamptey, Communication Assistant. I assist with the day-to-day communication needs of the organization (Internal and External).</p> <ul style="list-style-type: none"> • How long has your organization been involved in environmental advocacy? <p>6 years</p> <ul style="list-style-type: none"> • "Which digital platforms (Facebook, Twitter/X) does your organization use for environmental advocacy?" <p>"Facebook, X, LinkedIn and Instagram</p> <ul style="list-style-type: none"> • What motivated the choice of these platforms? <p>The organization is a youth-oriented organization, and most young people subscribe to these platforms; hence, our choices.</p> <ul style="list-style-type: none"> • "What communication devices / strategies are the basis for your online content?" 	<p>Roles of personnel and their tasks</p> <p>4 Social media use (Facebook, X, LinkedIn, Instagram)</p> <p>Youth-centered organisation motivated the choice of platforms use</p> <p>Online content strategies rely on storytelling, data, and visuals.</p> <p>Successful campaign is based on social media</p>

<p>Our online contents are built on a mix strategic communications tools and approaches because at the end of the day we want to inform, engage and inspire action among young people and our stakeholders. Importantly, we rely on storytelling, data, and visuals.</p> <ul style="list-style-type: none"> • What is the basis for judging a successful campaign? <p>Our social media analytics and actions taken by our audience (young people)</p> <ul style="list-style-type: none"> • How do you measure or assess the effectiveness of your digital advocacy campaigns? <p>N/A</p> <ul style="list-style-type: none"> • What does engagement mean to your campaign? <p>Engagement means, people are being educated and are inspired to take action</p> <ul style="list-style-type: none"> • How important is it to your organization ? <p>Very important</p> <ul style="list-style-type: none"> • How is it begun and concluded? <p>It begins with research and concludes with a call to action.</p> <ul style="list-style-type: none"> • What challenges does your organization face in using digital media for advocacy? 	<p>analytics and actions by the audience.</p> <p>.....</p> <p>Engagements means audience education and actions taken</p> <p>Very Important</p> <p>Research and call to action.</p> <p>Counter campaigns, less engagement</p> <p>.....</p>
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<p>Normally it has to do with counter campaigns or less engagement</p> <ul style="list-style-type: none"> • Do you have any additional thoughts or recommendations you'd like to share? <p>No</p>	
<p>Respondent 2 (R2)</p> <ul style="list-style-type: none"> • Can you briefly introduce yourself and your role in this organization? <p>My name is Dennis Auto Keelson. I am a Programmes Officer and Director of Communications at Wacam</p> <ul style="list-style-type: none"> • How long has your organization been involved in environmental advocacy? <p>Nearly 3 decades</p> <ul style="list-style-type: none"> • Which digital platforms (Facebook, Twitter/X) does your organization use for environmental advocacy? <p>Website, Twitter, Facebook, Whatsapp</p> <ul style="list-style-type: none"> • What motivated the choice of these platforms? <p>Easily accessible and can reach a large audience</p> <ul style="list-style-type: none"> • "What communication devices/strategies are the basis for your online content?" 	<p>Program officer and director of communications.</p> <p>3 decades of existence and work</p> <p>4 platforms usage (Website, Twitter, Facebook, Whatsapp)</p> <p>Accessibility and large audience reach</p> <p>Mobile phone and laptop for online content</p> <p>When the campaign triggers a positive action</p>

<p>Mobile phone, laptop</p> <ul style="list-style-type: none"> • What is the basis for judging a successful campaign? <p>If the campaign triggers a positive action from the powers that be. .</p> <ul style="list-style-type: none"> • How do you measure or assess the effectiveness of your digital advocacy campaigns? <p>For instance, we gauge the number of readers who visit to read such digital advocacy campaigns, which are most often posted on our website and other social media platforms.</p> <ul style="list-style-type: none"> • What does engagement mean to your campaign? <p>Engagement in our campaign means having a direct encounter with our target groups.</p> <ul style="list-style-type: none"> • How important is it to your organization ? <p>Very crucial because it is through that that the people we train can take action.</p> <ul style="list-style-type: none"> • How is it begun and concluded? <p>We normally start with planning. That is we to identify a need of our target groups and design an activity to engage them on. Once it is done we try to find out from them through a simple survey to test their understanding in whatever they have been taught.</p>	<p>Numbers reached on our platforms</p> <p>Direct contact with our target group means engagement.</p> <p>Very important because we want the audience to take action</p> <p>It starts with planning to identify the target group and ends with evaluation.</p> <p>Target audience knowledge of digital media and smartphone usage.</p>
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<ul style="list-style-type: none"> • What challenges does your organization face in using digital media for advocacy? <p>1. Inadequate knowledge by our target groups in the use of smartphones.</p> <p>2. Cost of smartphones and other communication tools</p> <ul style="list-style-type: none"> • Do you have any additional thoughts or recommendations you'd like to share? <p>No</p>	
<p>Respondent 3 (R3)</p> <ul style="list-style-type: none"> • Can you briefly introduce yourself and your role in this organization? <p>My name is Grace Sogbey and I work with A Rocha Ghana as a Communications Officer</p> <ul style="list-style-type: none"> • How long has your organization been involved in environmental advocacy? <p>Since its inception 26 years ago</p> <ul style="list-style-type: none"> • Which digital platforms (Facebook, Twitter/X) does your organization use for environmental advocacy? <p>Facebook, X, Instagram, LinkedIn, YouTube and recently Tiktok</p> <ul style="list-style-type: none"> • What motivated the choice of these platforms? <p>We want to reach all and sundry and make sure no one is left</p>	<p>Communications officer role</p> <p>26 years of advocacy work</p> <p>6 social media platform usages (Facebook, X, Instagram, LinkedIn, YouTube and recently Tiktok)</p> <p>Want to reach more audiences and specific on inclusion</p>

<p>behind. Basic for inclusion</p> <ul style="list-style-type: none"> • "What communication devices/strategies are the basis for your online content?" <p>Our strategies includes Storytelling. Use Stories, Not Just Science Share real stories of farmers, fishers, or communities who benefited from sustainable practices. We also make use of great and impactful visuals-including photos, videos, flyers, infographic etc. We like to start with People’s Priorities. So, we frame messages around issues that matter most to the audience (jobs, health, water, income, and food security). Example: Instead of “protecting trees for biodiversity,” say “these trees safeguard your farmlands from floods and drought.” Use Local Champions and Trusted Voices</p> <ul style="list-style-type: none"> • What is the basis for judging a successful campaign? <p>Getting people to understand what we are talking about, getting to react, getting them to care and getting them to hop on our CTAs</p> <ul style="list-style-type: none"> • How do you measure or assess the effectiveness of your digital advocacy campaigns? <p>We assess the effectiveness of our digital advocacy campaigns by tracking both quantitative and qualitative indicators. Quantitatively, we measure reach, engagement, and action through analytics such as impressions, interactions (likes, shares, comments), link clicks, and follower growth. Qualitatively, we assess the tone of audience feedback, the level of stakeholder response, and the extent to which our messages inspire discussion or action. We also monitor outcomes such as media mentions, policy attention, and offline activities linked to our online advocacy. Overall, effectiveness is determined by how well our digital efforts raise awareness and mobilize participation and influence</p>	<p>Storytelling strategies of beneficiaries.</p> <p>Share photos, videos, flyers, and graphics.</p> <p>Message framing around important issues that matter.</p> <p>Use of local champions and trusted voices in advocacy campaigns</p> <p>Campaign understanding and actions taken by the audience.</p> <p>They measure the effectiveness of the campaign by reach, engagement, and analytics by impressions.</p> <p>Feedback tone assessment, monitoring media mentions, policy attentions and offline activities</p>
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positive change.

- **What does engagement mean to your campaign?**

It means the World to us! Imagine posting something serious and getting no one to see or like it. But then for us, it goes beyond likes and shares. For us, it is meaningful interaction and participation. It reflects how well people connect with our message, contribute their voices, and take action toward conservation goals. Engagement includes online discussions that lead to sharing other personal experiences or stories and at a point you have people volunteering to be part of the campaign.

- **How important is it to your organization?**

Very important. It's given us visibility on many sides and helped formed alliances for shared visions

- **How is it begun and concluded?**

Most of our campaign begins with clear goal setting and audience identification. We start by defining the issue we want to address, for example, raising awareness about wetland degradation or promoting community-led reforestation. Measurable objectives are then set, such as increasing public understanding, inspiring policy attention, or driving youth participation. Next, we craft key messages and develop creative content (videos, stories, and graphics) tailored for the most effective platforms, whether Facebook, X, or Instagram. We would often plan our campaigns around strategic commemorative days, such as World Wetlands Day, World Migratory Bird Day etc., to leverage global attention. The campaign's conclusion is something most of the time we skip, but for a really big campaign, we analyse digital metrics such as reach, engagement, and click-through rates etc. Where possible, we also document actions inspired by the campaign, like a school wetland clean-up, a tree-planting initiative, or a media feature highlighting conservation efforts. If it is a major campaign, we do a major debriefing and prepare a summary report capturing results,

Engagement means the world to our campaign

How well people are able to connect with the campaign message and contribute their voice to the campaign.

Audience offering to volunteer.

Very important to our organization. It helps in visibility

Planning stage, with goal setting and audience identification.

Craft key messages and develop creative content like videos, stories, and graphics tailored for the most effective platform.

We would often plan our campaigns around strategic commemorative days, such as World Wetlands Day, World Migratory Bird Day, etc., to leverage global attention.

The ending, we analyze digital metrics such as reach and click-through rates.

lessons learned, and recommendations for future campaigns.

- **What challenges does your organization face in using digital media for advocacy?**

1. For very critical campaigns one of the biggest challenges I would say is Counter Activism.
2. Limited financial and technical resources sometimes restrict our ability to produce high-quality multimedia content or run paid promotional campaigns that can reach wider audiences.
3. The rapidly changing nature of digital platforms requires continuous learning, yet staff capacity and time constraints make it difficult to keep up with evolving trends and algorithms.

- **Do you have any additional thoughts or recommendations you'd like to share?**

Digital advocacy continues and remains one of the most powerful tools for conservation awareness, education, and public engagement, but with the changing trends, a lot is needed to strengthen its impact. For storytellers like me, there is a need for more capacity building in digital storytelling, analytics, and content creation. Organizations must be willing to invest in affordable digital tools that are needed to create mind-blowing pieces. For your digital campaigns to be successful, we need to combine digital storytelling with community-level action. This will ensure that advocacy efforts are both visible and transformative.

Document actions inspired by the campaign, like a school wetland clean-up, a tree-planting initiative, or a media feature highlighting conservation efforts

Debrief and prepare a summary report with results, lessons and recommendations for future campaigns.

Counter-activism in campaigns

Limited resources, both technical and financial.

Continuous Evolving tech and digital platforms.

inadequate Staff capacity and time constraints

Change in digital platform algorithms

Digital advocacy is one powerful tool for conservation awareness, education and public engagement

I need more capacity-building training in digital storytelling, analytics and content creation.

Organisations must invest in affordable digital

	<p>media tools for advocacy</p> <p>We need to combine digital storytelling with community-level action for both visibility and transformation.</p>
<p>Respondent 4 (R4)</p> <ul style="list-style-type: none"> • Can you briefly introduce yourself and your role in this organization? <p>Samuel Swanzy-Baffoe</p> <ul style="list-style-type: none"> • How long has your organization been involved in environmental advocacy? <p>At least for the past decade</p> <ul style="list-style-type: none"> • Which digital platforms (Facebook, Twitter/X) does your organization use for environmental advocacy? <p>More of X</p> <ul style="list-style-type: none"> • What motivated the choice of these platforms? <p>It has an algorithm that helps build conversations and set the agenda with the trends. It is an effective way of measuring a campaign's performance as well</p> <ul style="list-style-type: none"> • "What communication devices / strategies are the basis for your online content?" 	<p>Organisational role</p> <p>In existence for about a decade now.</p> <p>Usage of twitter(X) more</p> <p>It helps with agenda setting</p> <p>Effective way to measure campaign</p> <p>The use of mobile device for online content</p> <p>Engagement are measured base on campaign goals</p>

<p>For campaigns, more of mobile devices.</p> <ul style="list-style-type: none"> • What is the basis for judging a successful campaign? <p>We normally measure engagements. That depends on the goals set for a campaign.</p> <ul style="list-style-type: none"> • How do you measure or assess the effectiveness of your digital advocacy campaigns? <p>N/A</p> <ul style="list-style-type: none"> • What does engagement mean to your campaign? <p>For us, engagement means seeing youth sharing their thoughts or adding their voices to comments. Sometimes we measure by their references to their campaigns.</p> <ul style="list-style-type: none"> • How important is it to your organization ? <p>At the heart of our organization is the participation of youth in decision-making at various levels. Campaigns offer that opportunity.</p> <ul style="list-style-type: none"> • How is it begun and concluded? <p>It depends on the goal(s) set. But mostly that is set within the period set for a campaign.</p> <ul style="list-style-type: none"> • What challenges does your organization's face in 	<p>When youth are sharing our content and adding their thoughts, it means engagement.</p> <p>Its at the heart of the organisation because youth that we serve are the decision-makers.</p> <p>It depends on the goal for the campaign to determining how it is begun and concluded</p> <p>Network challenges</p> <p>Limited access to devices for the campaign</p>
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<p>using digital media for advocacy?</p> <p>Mostly, it has to do with your team pushing the campaign. There are others like network challenges and access to devices for some.</p> <ul style="list-style-type: none"> • Do you have any additional thoughts or recommendations you'd like to share? <p>N/A</p>	
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Initial codes	Axial Codes
<p>3 decades of existence and work</p> <p>26 years of advocacy work</p> <p>In existence for about a decade now.</p> <p>Youth-centered organization motivated the choice of platforms use</p> <p>Want to reach more audiences and specific on inclusion</p> <p>Organisational role</p>	<p>Organizational Identity and Experience</p>
<p>4 Social media use (Facebook, X, LinkedIn, Instagram)</p> <p>4 platforms usage (Website, Twitter, Facebook, Whatsapp)</p> <p>6 social media platform usages (Facebook, X, Instagram, LinkedIn, YouTube and recently Tiktok)</p>	<p>Social Media Platform Use</p>
<p>Accessibility and large audience reach</p>	<p>Accessibility and rationale for selection.</p>

<p>Mobile phone and laptop for online content</p> <p>The use of mobile device for online content</p> <p>Continuous Evolving tech and digital platforms.</p>	
<p>It starts with planning to identify the target group and ends with evaluation.</p> <p>Planning stage, with goal setting and audience identification.</p> <p>Craft key messages and develop creative content like videos, stories, and graphics tailored for the most effective platform.</p> <p>We would often plan our campaigns around strategic commemorative days, such as World Wetlands Day, World Migratory Bird Day, etc., to leverage global attention.</p> <p>The ending, we analyze digital metrics such as reach and click-through rates.</p> <p>Document actions inspired by the campaign, like a school wetland clean-up, a tree-planting initiative, or a media feature highlighting conservation efforts</p> <p>Debrief and prepare a summary report with results, lessons and recommendations for future campaigns.</p> <p>It depends on the goal for the campaign to determining how it is begun and concluded</p>	<p>Stages and structure of campaign development, from planning to evaluation.</p>
<p>Online content strategies rely on storytelling, data, and visuals.</p> <p>Storytelling strategies of beneficiaries.</p> <p>Share photos, videos, flyers, and graphics.</p> <p>Message framing around important issues that matter.</p> <p>Use of local champions and trusted voices in advocacy campaigns</p> <p>We need to combine digital storytelling with community-level action for both visibility and transformation.</p>	<p>How organizations develop and frame their content for impact.</p>
<p>Engagements means audience education and actions taken</p> <p>Direct contact with our target group means engagement.</p> <p>When youth are sharing our content and adding their thoughts, it means engagement.</p>	<p>Audience Engagement and Interaction</p>

<p>Audience offering to volunteer.</p> <p>Engagement means the world to our campaign</p> <p>How well people are able to connect with the campaign message and contribute their voice to the campaign.</p> <p>Very important to our organization. It helps in visibility</p> <p>Its at the heart of the organisation because youth that we serve are the decision-makers.</p> <p>Target audience knowledge of digital media and smartphone usage.</p>	
<p>Successful campaign is based on social media analytics and actions by the audience.</p> <p>Numbers reached on our platforms</p> <p>They measure the effectiveness of the campaign by reach, engagement, and analytics by impressions.</p> <p>Feedback tone assessment, monitoring media mentions, policy attentions and offline activities</p> <p>Campaign undertanding and actions taken by the audience.</p> <p>When the campaign triggers a positive action</p> <p>It helps with agenda setting</p> <p>Effective way to measure campaign</p>	<p>Measurement, Analytics, and Evaluation</p>
<p>Counter campaigns, less engagement</p> <p>Limited resources, both technical and financial.</p> <p>inadequate Staff capacity and time constraints</p> <p>Change in digital platform algorithms</p> <p>Network challenges</p> <p>Limited access to devices for the campaign</p> <p>I need more capacity-building training in digital storytelling, analytics and content creation.</p>	<p>Challenges and Capacity Gaps</p>
<p>Very Important</p>	<p>Perceived Importance and</p>

<p>Very important because we want the audience to take action</p> <p>Engagement means the world to our campaign</p> <p>Very important to our organization. It helps in visibility</p> <p>Digital advocacy is one powerful tool for conservation awareness, education and public engagement</p> <p>Organisations must invest in affordable digital media tools for advocacy</p> <p>We need to combine digital storytelling with community-level action for both visibility and transformation.</p> <p>It helps with agenda setting</p> <p>Effective way to measure campaign</p>	<p>Motivations for Digital Advocacy</p>
<p>Program officer and director of communications.</p> <p>Communications officer role</p>	<p>Roles and Responsibilities of Personnel</p>

Axial code	Selective codes
<p>Organizational Identity and Experience</p> <p>Roles and Responsibilities of Personnel</p>	<p>Organizational Foundation and Structure</p>
<p>Social Media Platform Use</p> <p>Accessibility and rationale for selection.</p>	<p>Digital Platform Strategy and Communication Channels</p>
<p>Stages and structure of campaign development, from planning to evaluation.</p> <p>How organizations develop and frame their content for impact.</p>	<p>Campaign Planning and Content Development</p>
<p>Audience Engagement and Interaction</p> <p>Measurement, Analytics, and Evaluation</p>	<p>Audience Interaction and Campaign Effectiveness</p>
<p>Challenges and Capacity Gaps</p> <p>Perceived Importance and Motivations for Digital Advocacy</p>	<p>Enablers and Constraints of Digital Advocacy</p>