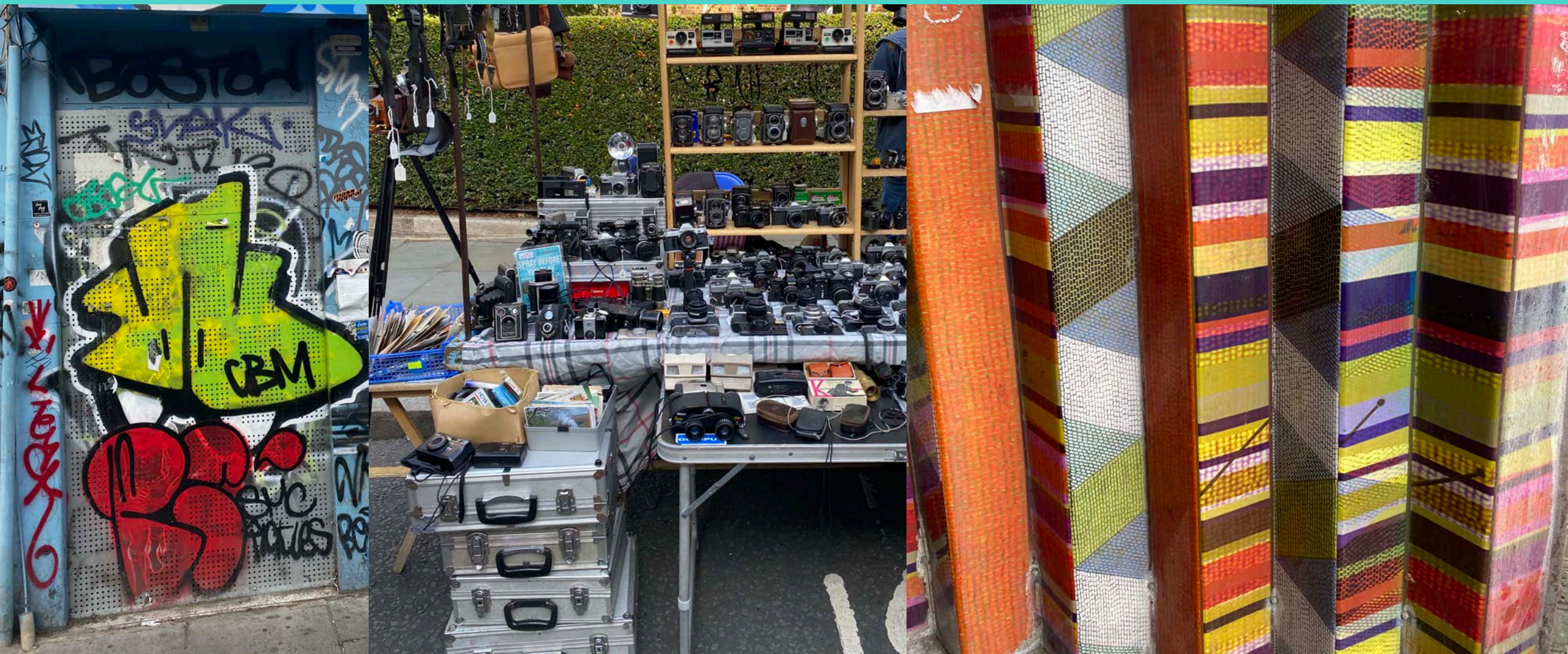


Introduction to Social Media for voluntary organisations



Welcome

- Today is designed to help you get up to speed on what you need to know and do to promote your community organisation on social media
- We will look at ways to create meaningful communication through social media for your events and campaigns

Your trainer



- *Eva Keogan, founder of Creativism C.I.C and Home of Social*
- *Highly experienced digital and social media marketer and campaigner*
- *Trustee of Headliners (UK) a media charity*
- *Former social media ambassador for Save the Children*
- *Awards: Santander for a community and Covid19 recovery idea*
- *Shortlisted: Guardian Megas, Great British High Street, Brilliance in Blogging*
- *Recently completed MA in Creative & Cultural Entrepreneurship*
- *RBKC resident*

About Creativism C.I.C.

- Creativism C.I.C. has a mission to use creativity to solve social problems with a positive outcome
- We are very new and bring our professional expertise to the benefit of people living in North Kensington and the surrounding areas
- Creativism C.I.C. aims to bring together creative, digital and mixed media projects with learning, skills development, experiences, events, and products for the benefit of the local community
- This is our first outreach project so we hope you benefit from our social media wisdom and knowledge!



Practical details



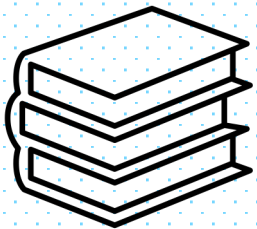
THE SESSION TODAY:

Start: 2Pm Finish: 4pm NO BREAKS



HOUSE RULES:

**To ensure the smooth running of the session please stay on mute unless directed
If you have any questions, please post them in the chat box here on Zoom
Please also add your name and the organisation you are representing today so we all
know who is here**



LEARNING:

**With two-hours jam packed with information, we start with a knowledge download. You
won't be talked at the whole time, We will work together in break out groups as well.
Please ensure you make the most of this by participating in the session and making a
contribution to the discussions**

Above all enjoy!

Agenda

- Getting the basics in place
- Promoting your events
- Campaigning
- Breakout activity
- Q&A
- Ends

Challenges and opportunities for charity and voluntary organisations today

- *We face a complex landscape today*
- *Since 2020 there has been a massive leap into digital and with it, digital skills*
- *In a post Covid world many charities are feeling the pinch*
- *Charitable donations fell off a cliff last year, totalling £4.3bn in 2022 – down £5bn on the 2021 figure of £9.3bn** but public trust is still high**
- *Cost of living crisis has made people look closer to home but people are supporting each other*
- **[Guardian](#) ** [Gov.uk](#)*

Being positive is the first step

- *Social media is a great tool for charity and voluntary organisations today*
- *Charities and voluntary organisations are expert at making use of creative and low cost communication while still managing to gain cut through*

BUT

- *According to the Hootsuite, only 20% of nonprofits feel ‘extremely confident’ that they’re maximizing their social media potential. That means 80% feel they could be doing even more with their social strategy*
- *While everywhere you look in the media, a social media pile on is being reported, these instances are rare and solid, strategic stakeholder communications is extremely powerful*

Social media is for all ages & abilities



**GETTING
THE BASICS
IN PLACE**

Choosing the right social media



YOU

*Are you using social media already
and if so, what? Is the right channel
or channels?*



YOUR
CUSTOMER

*Who are you trying to reach and who
is your customer?
What are the demographics; age,
location, interests?
What social media are they using?*

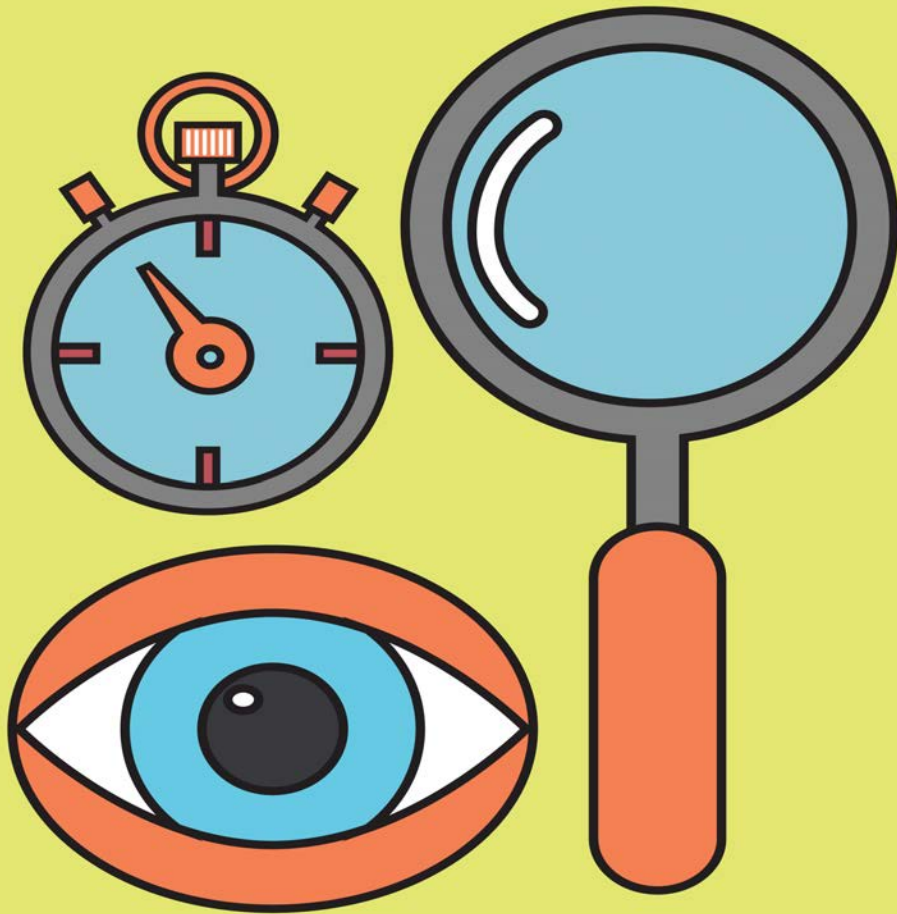


SOCIAL
MEDIA
CHANNELS

*Which social media suit your needs
and those of your customer?
What features are essential: video,
live links, events, reviews,
messaging?*

Industry stats, research tools

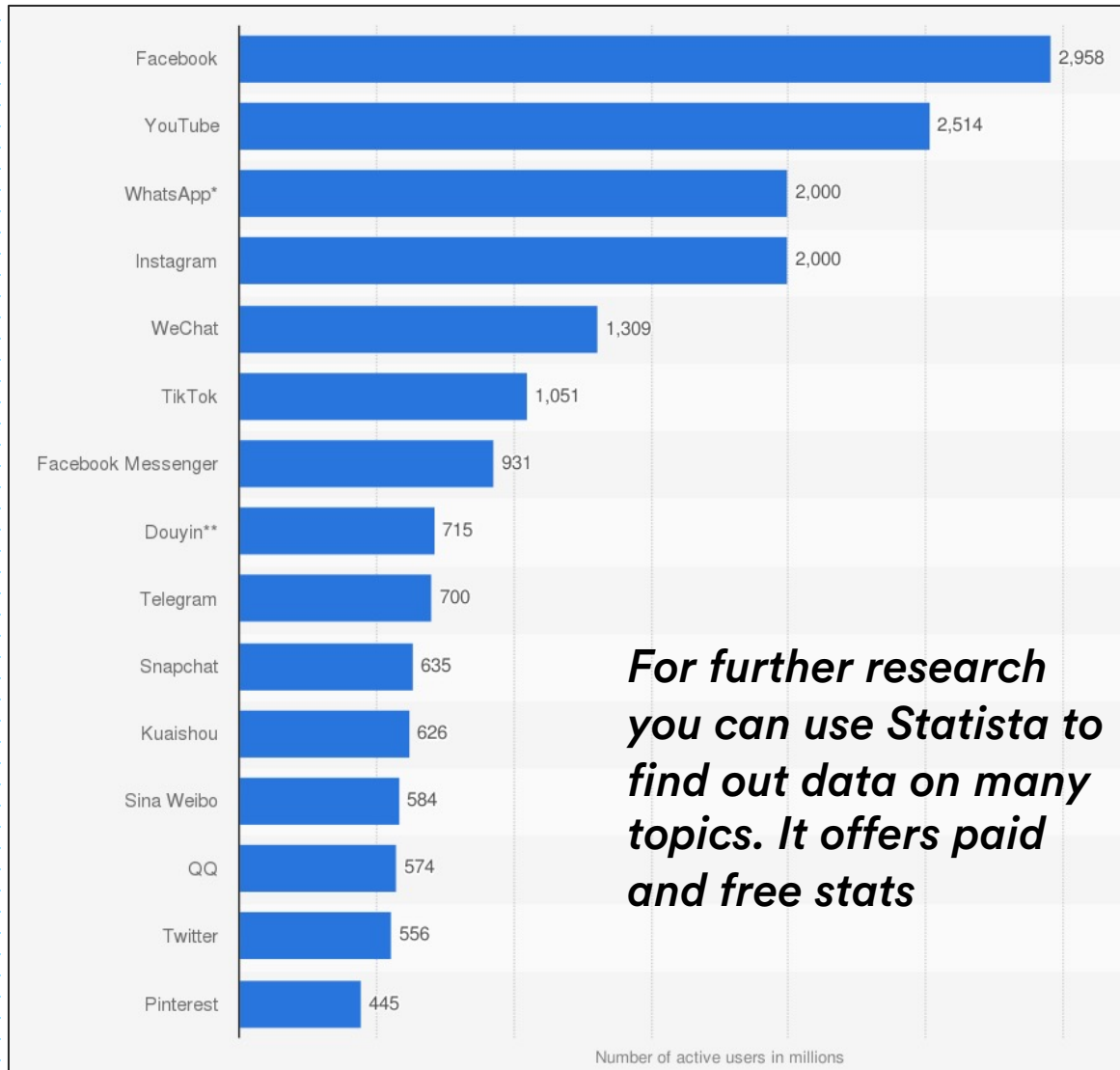
- Prepare for an information download!
- In these next few slides we look at the big picture of social media – and we are talking billions
- Then we will look at the UK numbers which are much smaller but not insubstantial
- Once we have done this you will be tasked with choosing the social media for your organisation according to demographic fit



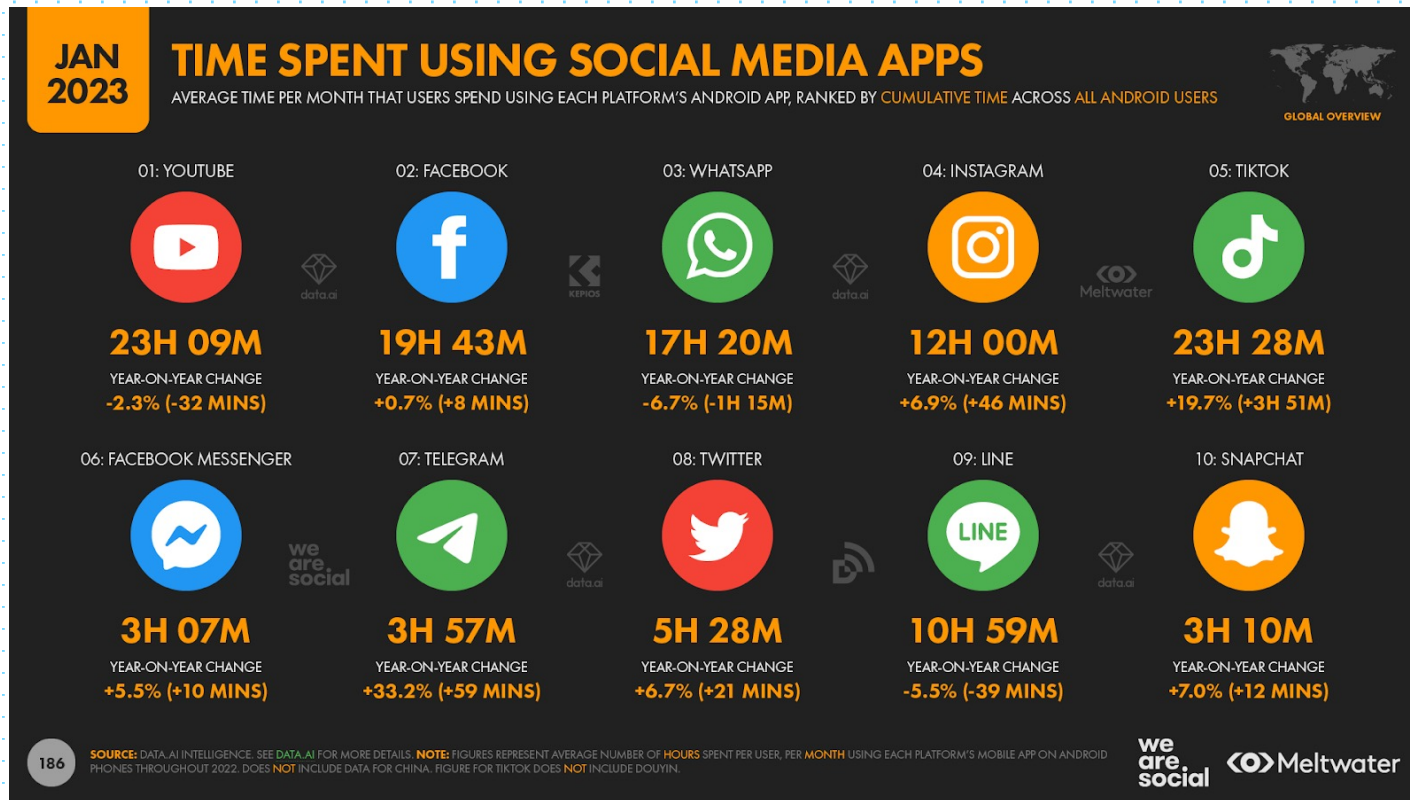
GETTING THE BASICS
IN PLACE

Most popular social networks worldwide

- There are billions of social media users worldwide and many global social networks now and these are just 15 of them
- Meta owns Facebook, WhatsApp, Instagram and Messenger while XYZ owns YouTube and Google
- *TikTok, a relative newcomer, is growing fast and has gained ground on Snapchat / Snapchat*
- *X (previously known as Twitter) has lost subscribers and popularity while Pinterest, though a small platform, is an excellent marketing tool as it is a place where people curate collections of links*



GETTING THE BASICS
IN PLACE

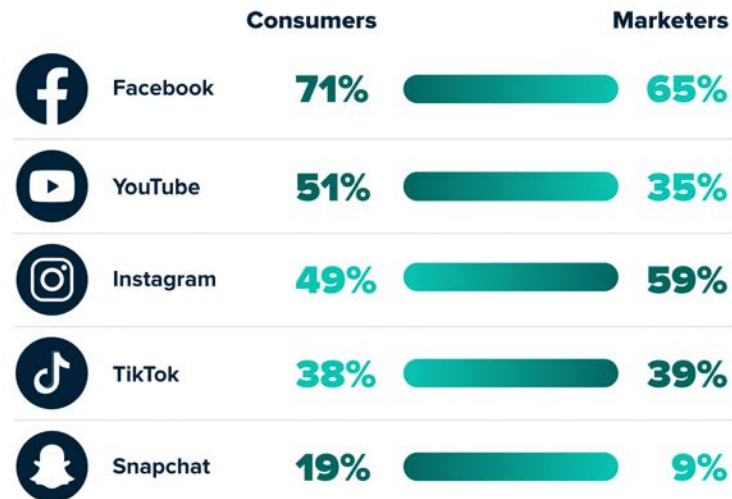


How we spend time on social media

- These global figures show how much time we spend every month on social media
- All *platforms* require content which is a mix of video, image and text and all different shapes and sizes – don't let this put you off
- If you are not familiar with all of the social networks in the top row, give yourself time to gen up and do some homework
- Choosing your channels can be a challenge. *Look* and learn from other players in your field to see what success they are having

GETTING THE BASICS
IN PLACE

The top platforms consumers and brands anticipate using most in the next 12 months







sproutsocial | The Sprout Social Index™ | US Forecast

2023 US predictions to adapt in the UK

- *For the purpose of today – the consumer is your target audience and you are the marketer*
- *With so much free data around it is worth doing some desktop research on social media trends to help you develop data based insight*
- *Facebook is the most popular platform for both and most likely the reason is its ease of use and broad appeal*
- *This is based on broad numbers but useful for guidance*

GETTING THE BASICS
IN PLACE

		Description	UK Users	Total Users	Useful information
	Facebook:	A social networking site that makes it easy to connect with family & friends online	55,986,400	2,960,000,000	Highest traffic occurs between 1-3pm, however more engagement can be found between 7-8pm It is the #1 social network in the world.
	YouTube:	YouTube is the foremost website for long-form video content	41,400,000	2,600,000,000	1 billion hours of YouTube is watched daily 35% of the UK population actively use the website.
	WhatsApp:	A chat application that supports photo and video sharing features additionally to text mess	30,100,000	2,260,000,000	Available in 60 languages. There are over 50 million WhatsApp Business users.
	Instagram:	A photo, video and live video sharing platform owned by Facebook	32,000,000	1,452,000,000	995 images are uploaded to Instagram every second. 33% of Instagram users are aged between 25 and 34.
	Twitter:	A Micro-blogging platform with a strict character count for posts	19,100,000	486,000,000	350,000 Tweets are posted every minute. PS: The blue bird is called 'Larry'.
	TikTok:	Video creation application allowing users to make 15-second long videos.	20,100,000	1,000,000,000	41% of TikTok users are aged between 16 and 24.
	LinkedIn:	B2B platform for networking.	34,000,000	810,000,000	Content creation on LinkedIn increases 60% year-on year. LinkedIn Livestreams increased by 437% over the last year.
	Snapchat:	Images and video sharing chat application with built in timers on posts.	20,650,000	589,000,000	73% of Gen Zers are on Snapchat. 63% of users open the Snapchat app every day.
	Tumblr:	A micro-blogging platform, especially popular amongst young adults and women.	7,000,000	675,000,000	Tumblr is most popular among young adults: 13% of 18- to-29-year-olds said they used the service.
	Reddit:	Karma-based social networking platform featuring entertainment, sports & political posts.	6,310,000	430,000,000	Reddit is the 18th most visited site in the world.
	Skype:	Telecommunications application that provides video & voice calls via the Internet.		300,000,000	The mobile app has been downloaded over 1 billion times
	Pinterest:	A visual discovery engine for finding ideas like recipes, home & style inspiration.	28,000,000	478,000,000	UK is ranked as the 5th country with an audience of 10.38 million users on Pinterest.

UK numbers to keep up with

- UK figures are *similar to the global ones but far from being the same – annoying not in any logical order either*
- *Of note: Pinterest is much more popular than TikTok, TikTok and Snapchat are on par for UK users but the latter has a much younger audience*
- *X/Twitter has lost subscribers while Pinterest, though a small platform, is an excellent marketing tool as it is a place where people curate collections of links*

**GETTING THE BASICS
IN PLACE**

[Try for yourself](#)
[Visit the website here](#)

The Most Popular Social Networks (Q4 2022)

Popularity is the % of people who have a positive opinion of a social network. [Find out more](#)

FILTERS

- ☒ All Adults
- ☐ Millennials
- ☐ Generation X
- ☐ Baby Boomers
- ☐ Men
- ☐ Women

Search

Fame ▾

Popularity ▾

1



Facebook

99%

55%

2



iMessage

73%

49%

3



Instagram

97%

48%

4



Pinterest

92%

39%

5



Twitter

99%

38%

RANKINGS IN TECHNOLOGY

Consumer Electronics Bran...

Phone Models

Video Games

Social Networks

Digital Services

Telecommunication Brands

OTHER DATA IN TECHNOLOGY

Trackers

Articles

Surveys

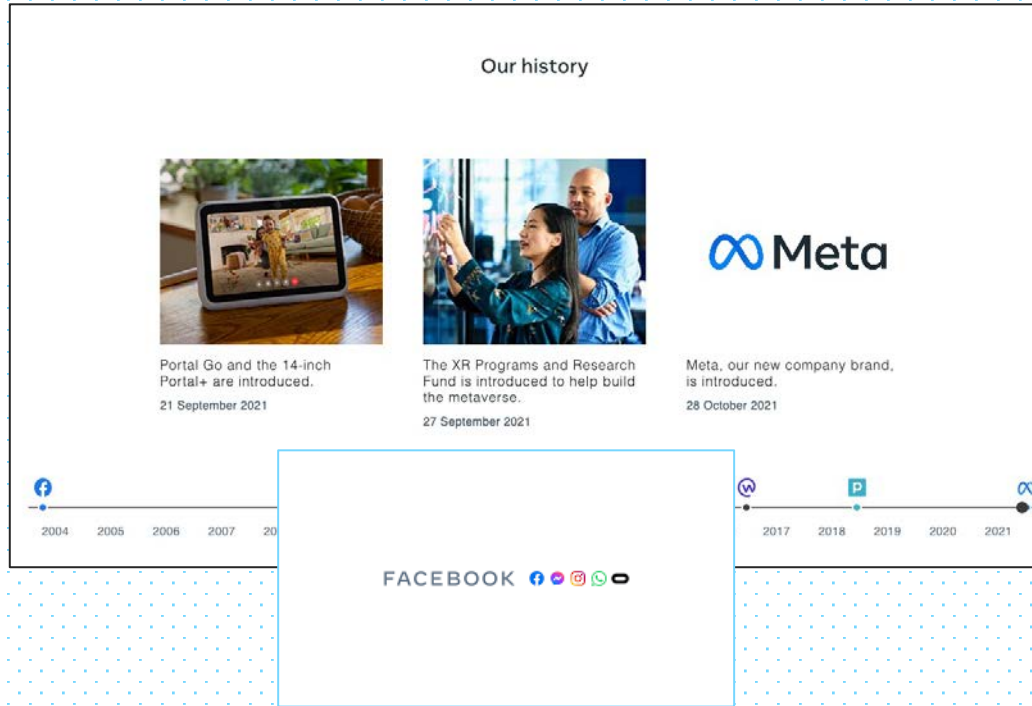
Free research tools

- There are many ways to find out how popular different social networks are in the UK
- This interactive YouGov tool combines popularity and demographics
- Always remember, no matter how large a platform is, it is the target audience you are after

GETTING THE BASICS
IN PLACE

[Try for yourself](#)
[Visit the website here](#)

Meta – what is it?



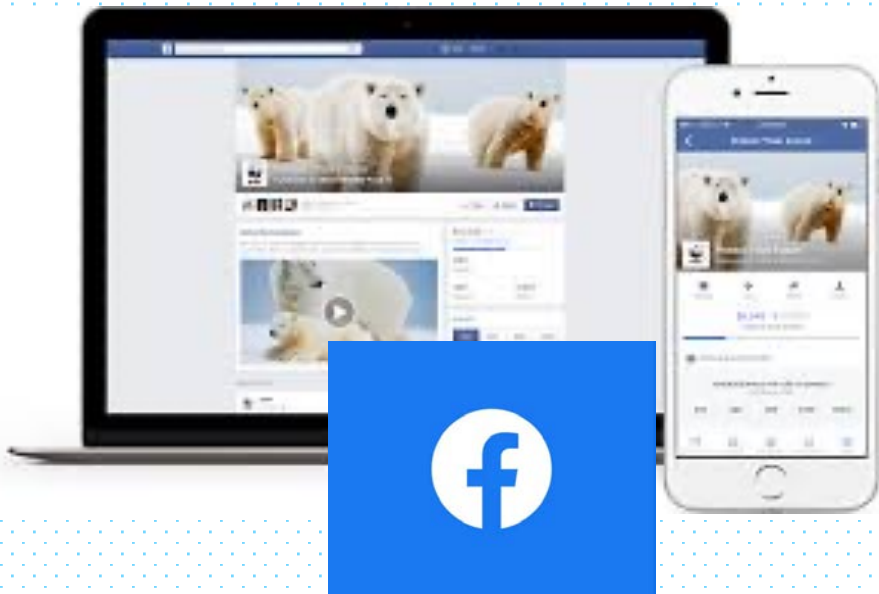
Meta is possibly the most powerful media organisation in the west with a portfolio of social media entities

- Facebook
- Messenger
- Instagram
- WhatsApp
- Oculus
- Workplace
- Portal
- Meta

[Check out Meta Technologies here](#)

GETTING THE BASICS
IN PLACE

Facebook – feature rich social platform



Key words: Posts, stories, groups, events, tools, management, scheduling, Meta, shop, ads, reels

- Facebook is the most feature rich social media owned. It helps people connect with one another and brands they care about. Formats available on Facebook include posts and stories. You can also create groups and host events to build your community.
- Using Meta Business Suite you can easily manage Facebook and Instagram pages in one place to draft and schedule posts, monitor inbound comments and messages, as well as access detailed analytics on the platform.
- Ad Manager is the place where you can set up Facebook and Instagram advertising. You can get training from a Meta representative and they will meet you on a video call and help you set up your advertising campaign with you.

[Check out Meta Business Suite here](#)

**GETTING THE BASICS
IN PLACE**

Instagram – picture and video sharing



Key words: Photos, video, stories, reels, highlights, influencers, branded content

Instagram is a vibrant community of people looking for inspiration and to discover things that they care about, including nonprofits.

You can tell your brand story on Instagram through photos and videos that you can edit with in-app tools and interactive stories and reels that you can share in real time.

Links on posts are not live but they can be on Stories.

Instagram business accounts give you access to the stats and analytic platform on the app. *If* you connect your account to your business Facebook page you can use Meta for Business to manage posts and analytics

[Learn about Instagram for Business](#)

**GETTING THE BASICS
IN PLACE**

WhatsApp – encrypted messaging



WhatsApp enables businesses to connect with audiences by secure messaging. There is no public feed like other social apps.

WhatsApp is free and secure. It helps small businesses engage audiences, accelerate sales and drive better customer support outcomes.

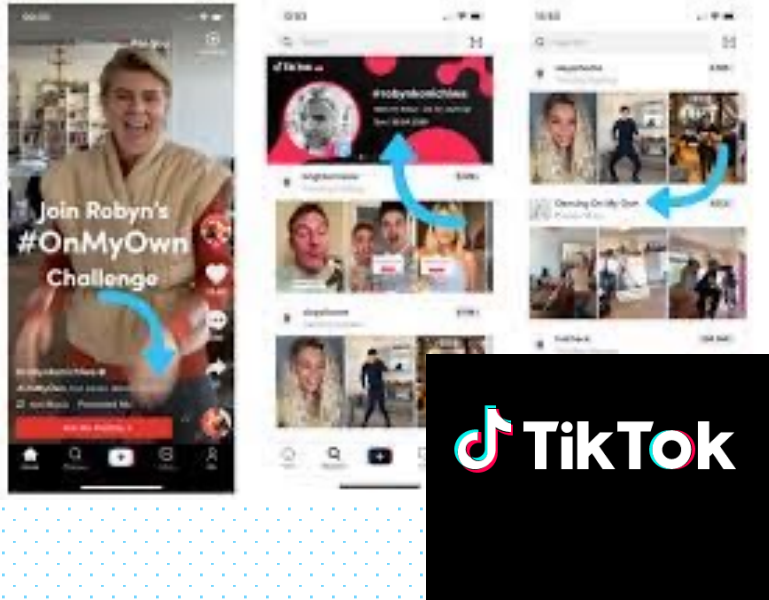
You can use WhatsApp to build a business presence, send people information and respond to customers. *Businesses* can manage ad campaigns from the Meta dashboard which makes it very appealing.

Key words: Text, SMS, photo, video, GIFs, encryption, community

[Learn about WhatsApp Business](#)

GETTING THE BASICS
IN PLACE

TikTok – short video



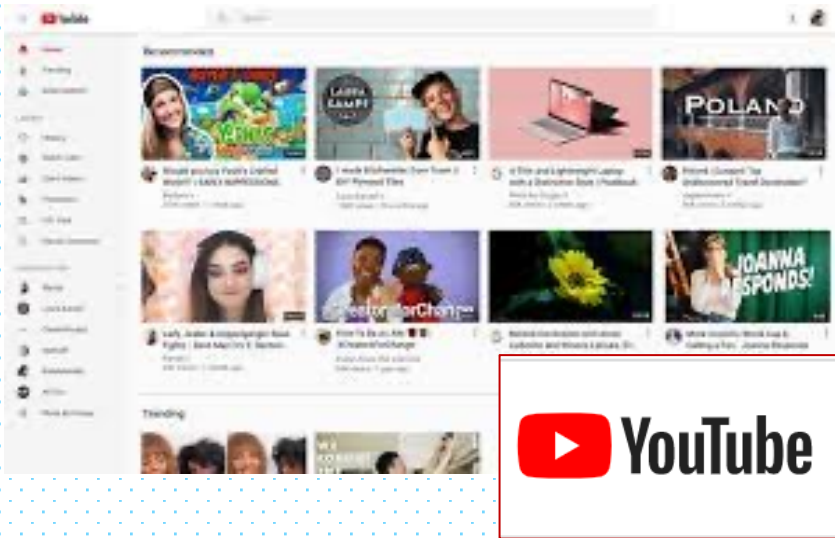
- *TikTok is the social network of the moment and everyone is talking about it. It is a leading destination for short-form mobile video. It hosts user-submitted (UGC) videos, which can range in duration from 3 seconds to 10 minutes.*
- *Features include live broadcasts which brands use for selling products and engaging with fans.*
- *TikTok has developed its own proprietary Creator Platform which means you can choose and book an influencer to work with you and your brand.*

Key words: Video, mobile, short-form
live, influencer, UGC,
memes, viral, trends

GETTING THE BASICS
IN PLACE

[Learn about TikTok
for Business](#)

YouTube - video



Key words: Video, Short video, vertical, square, search engine

- YouTube is a global online video sharing and social media platform. It is owned by Google, and is the second most visited website, after *Google Search*
- To compete with TikTok, it launched YouTube Shorts, a short-form section of the video-sharing website YouTube, with a focus on vertical videos at a maximum length of 60 seconds. Videos with a square aspect ratio are also accepted
- Once you have created your YouTube brand channel you will have access to the creator suite and also statistics

[Learn about YouTube for Business](#)

GETTING THE BASICS
IN PLACE

LinkedIn - business



LinkedIn is the world's largest professional network with more than 930 million members in more than 200 countries and territories worldwide.

It ranks highly in search which makes it a great place for individuals and organisations to have a permanent profile to build a professional community around

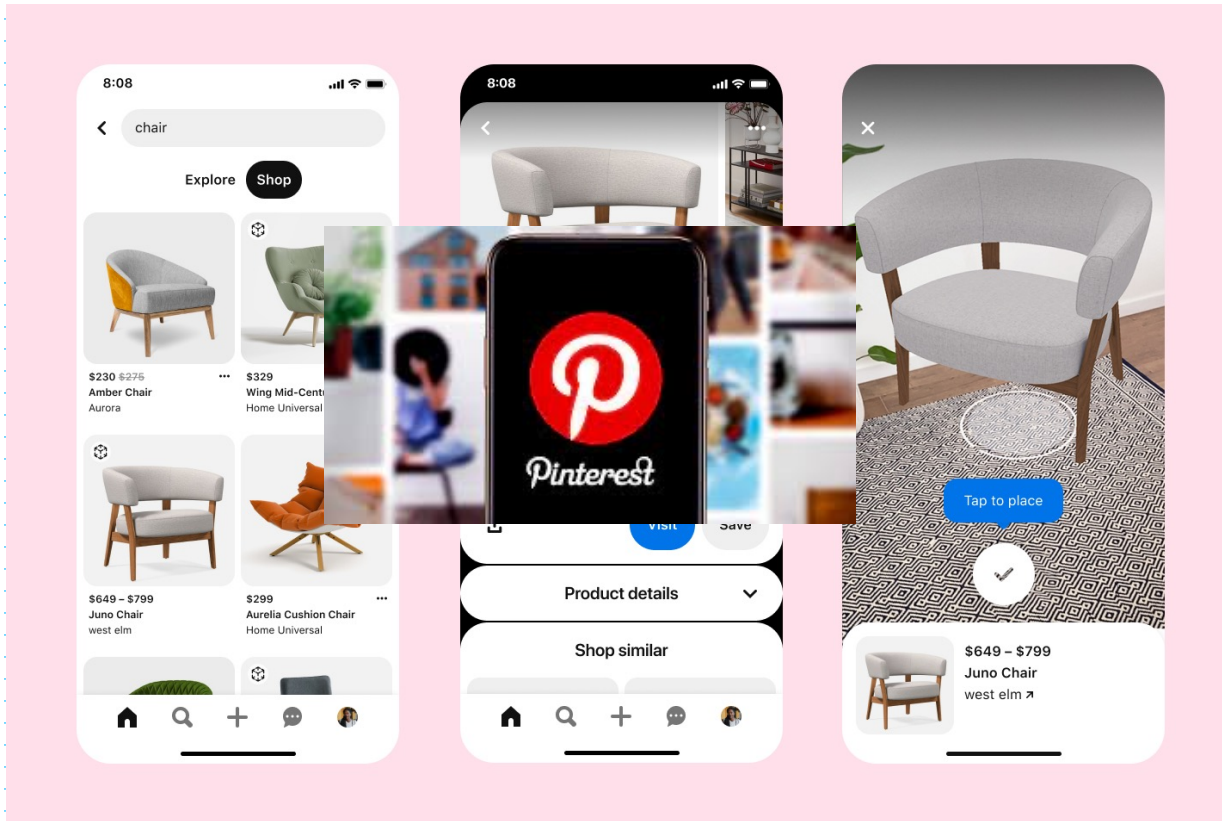
Make sure you create a page for your organisation and ask employees to share content

Key words: Professional, business, social, CV, search, photo, video

Learn about [LinkedIn](#) for Business

GETTING THE BASICS
IN PLACE

Pinterest - curation

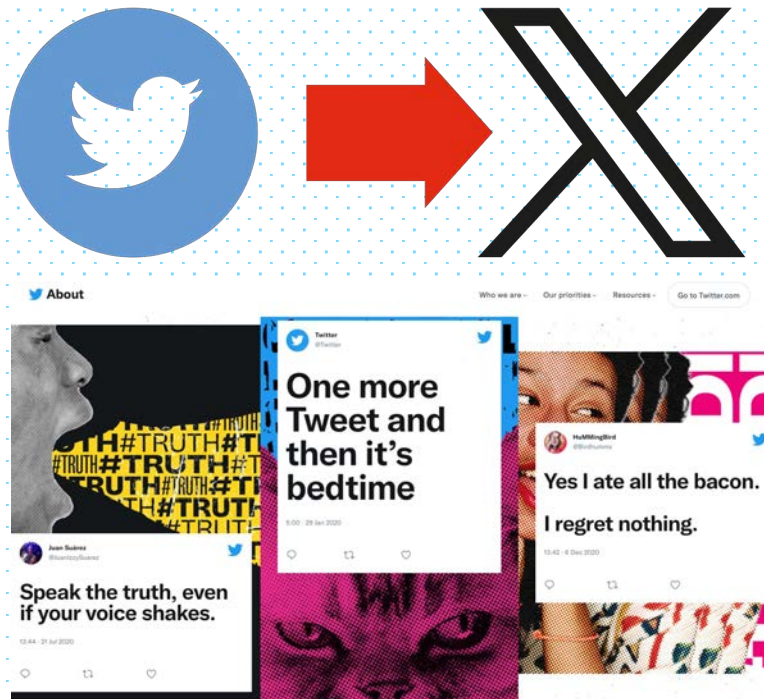


- Pinterest is a visual discovery engine and bookmarking platform for ideas like recipes, home and style inspiration, and more
- With billions of Pins on Pinterest, it exists to help people find ideas to spark inspiration.
- Pins saved to boards to keep your ideas organised and easy to find are useful for consumers and businesses. Creative businesses often use Pinterest for research and creating mood boards or product collections

Learn about [Pinterest](#)
for Business

GETTING THE BASICS
IN PLACE

X formerly known as Twitter - conversation



X/Twitter is the short messaging social media platform favoured by journalists, writers, bloggers, influencers and politicians. It is undergoing radical change yet still remains a valuable place for campaign discourse

Learn about [Twitter](#) for Business

Key words: short form, hashtag, replies, @mentions, trending, retweets

GETTING THE BASICS
IN PLACE

Threads from Meta - conversation



- *Threads is Instagram's text-based conversation app and a rival for Twitter*
- *After a strong start, it is not growing*
- *Threads is where communities come together to discuss everything from the topics you care about today to what'll be trending tomorrow*
- *Whatever it is you're interested in, you can follow and connect directly with your favorite creators and others who love the same things — or build a loyal following of your own to share your ideas, opinions and creativity with the world.*

Choosing your platforms - demographics

- Choosing the right social platforms should not be guess work - demographic data is helpful
- Understand your public first and platforms second so you can easily create your own data by running a survey asking people about their social media habits
- Most social networks split between two genders. You can read more about this here nonbinary.wiki and find a list of **websites and social networks** and their [recognition](#) of [nonbinary gender identity](#) in their user forms too

demographic

adjective

UK  /,dem.ə'græf.ɪk/ US  /,dem.ə'græf.ɪk/

Add to word list 

relating to demography (= the study of populations and the different groups that make them up):

- *There have been monumental social and demographic changes in the country.*
- *current demographic **trends***

GETTING THE BASICS
IN PLACE

Using demographics to choose your platforms

JAN
2023

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	12.3%	13.3%	15.4%	16.4%	20.3%
INSTAGRAM	23.1%	17.6%	13.2%	10.6%	7.6%
FACEBOOK	6.9%	13.5%	14.7%	16.9%	18.9%
WECHAT	8.0%	13.4%	15.0%	13.1%	11.7%
TIKTOK	12.0%	7.5%	5.5%	4.6%	3.2%
DOUYIN	4.7%	6.8%	7.6%	6.3%	3.6%
TWITTER	5.0%	2.6%	2.1%	2.1%	1.9%
FB MESSENGER	2.1%	2.5%	2.7%	2.9%	3.3%
TELEGRAM	2.0%	1.6%	1.6%	1.9%	1.8%
LINE	1.0%	1.4%	2.2%	3.4%	4.6%

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	15.5%	15.4%	17.1%	18.5%	19.5%
INSTAGRAM	21.3%	14.6%	9.4%	7.0%	4.9%
FACEBOOK	10.5%	15.7%	17.1%	16.8%	18.4%
WECHAT	8.4%	12.1%	13.8%	14.1%	15.0%
TIKTOK	7.7%	5.1%	4.4%	4.1%	2.2%
DOUYIN	4.1%	6.0%	6.7%	5.3%	4.7%
TWITTER	4.2%	3.9%	3.8%	3.8%	3.5%
FB MESSENGER	2.1%	2.8%	2.8%	2.6%	2.7%
TELEGRAM	3.0%	2.8%	2.3%	2.4%	2.3%
LINE	0.8%	1.3%	1.9%	2.9%	3.7%

GETTING THE BASICS
IN PLACE

Top tip: Set up your social media as nonprofit

- *Most social media platforms offer special tools for nonprofit organizations, so make sure to register your accounts with nonprofit status*
- *[Hootsuite offers a special discount for nonprofits](#) with its Hootgiving program*
- *Sign up for [Facebook and Instagram nonprofit fundraising tools](#)*
- *The [‘TikTok’ For Good program](#) offers account management assistance, advanced analytics, and support for hashtag campaigns*
- *[Youtube’s Nonprofit Partner program](#) has special optimization features designed specifically for nonprofits*
- *There are free [Pinterest Academy](#) courses as well*
- *You can augment your activity with Google ad grants spend <https://www.google.com/nonprofits/eligibility/>*

Exercise



Use the next 15 minutes to access the links in the chat box do some desktop research

GETTING THE BASICS
IN PLACE

You must cover these three areas: come back with recommendations based on your research & data



YOU

What social media you are using?
What functions do you need it to perform?
What kind of content do you share?



**YOUR
AUDIENCE**

Demographic: who are you trying to reach?
What social media are they using?
How much are they using it?



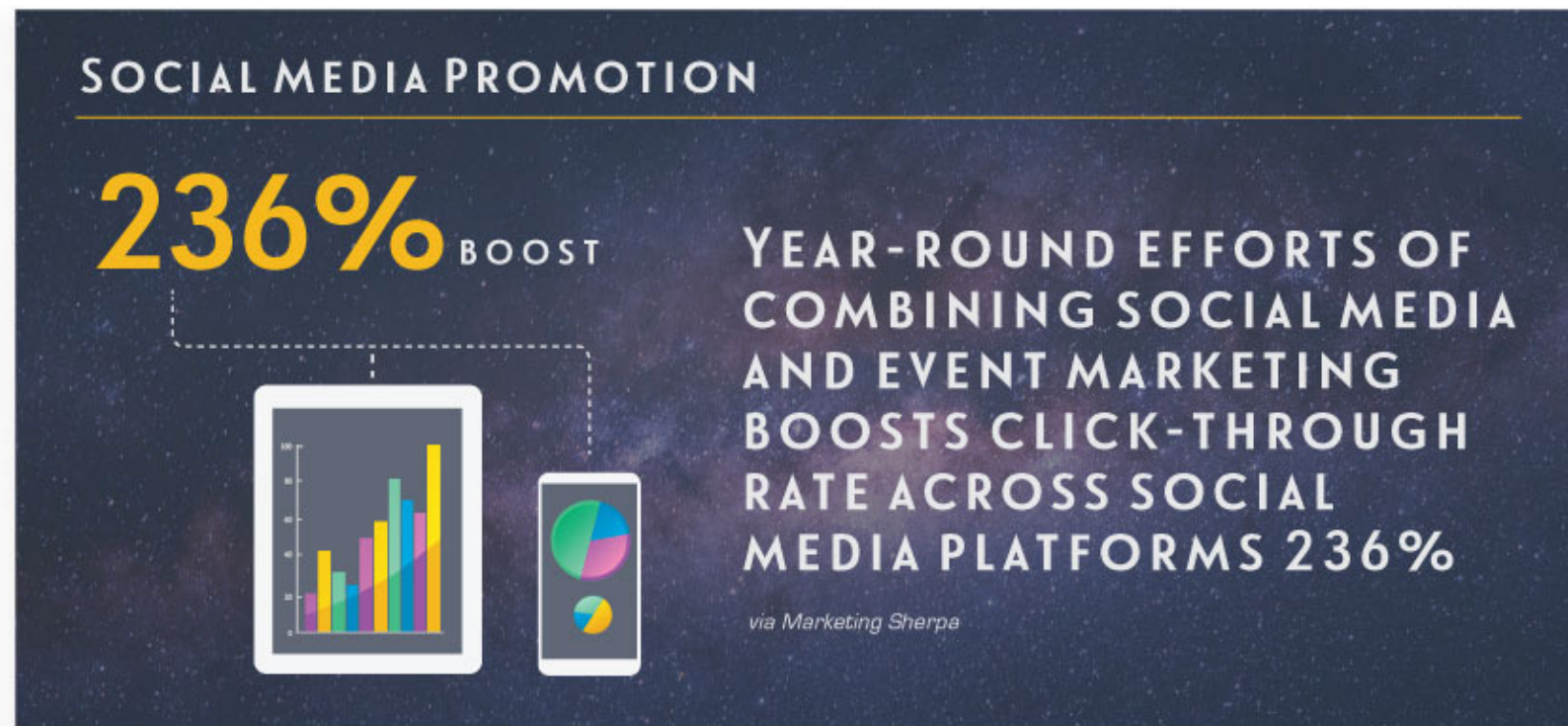
**SOCIAL
CHANNELS**

Which social media are right for you and your audience?
How will you prioritise the channels?
What will use the channels for?

**GETTING THE BASICS
IN PLACE**

PROMOTING
YOUR
EVENTS

Whether your event is a one off, series, in person, online or hybrid, pre-promotion is key. Social media is an excellent way to do this



PROMOTING
YOUR
EVENTS

Whether your event is a one off or a series of events, in person, online or hybrid, it is important to pre-promote and social media is an excellent way to do this

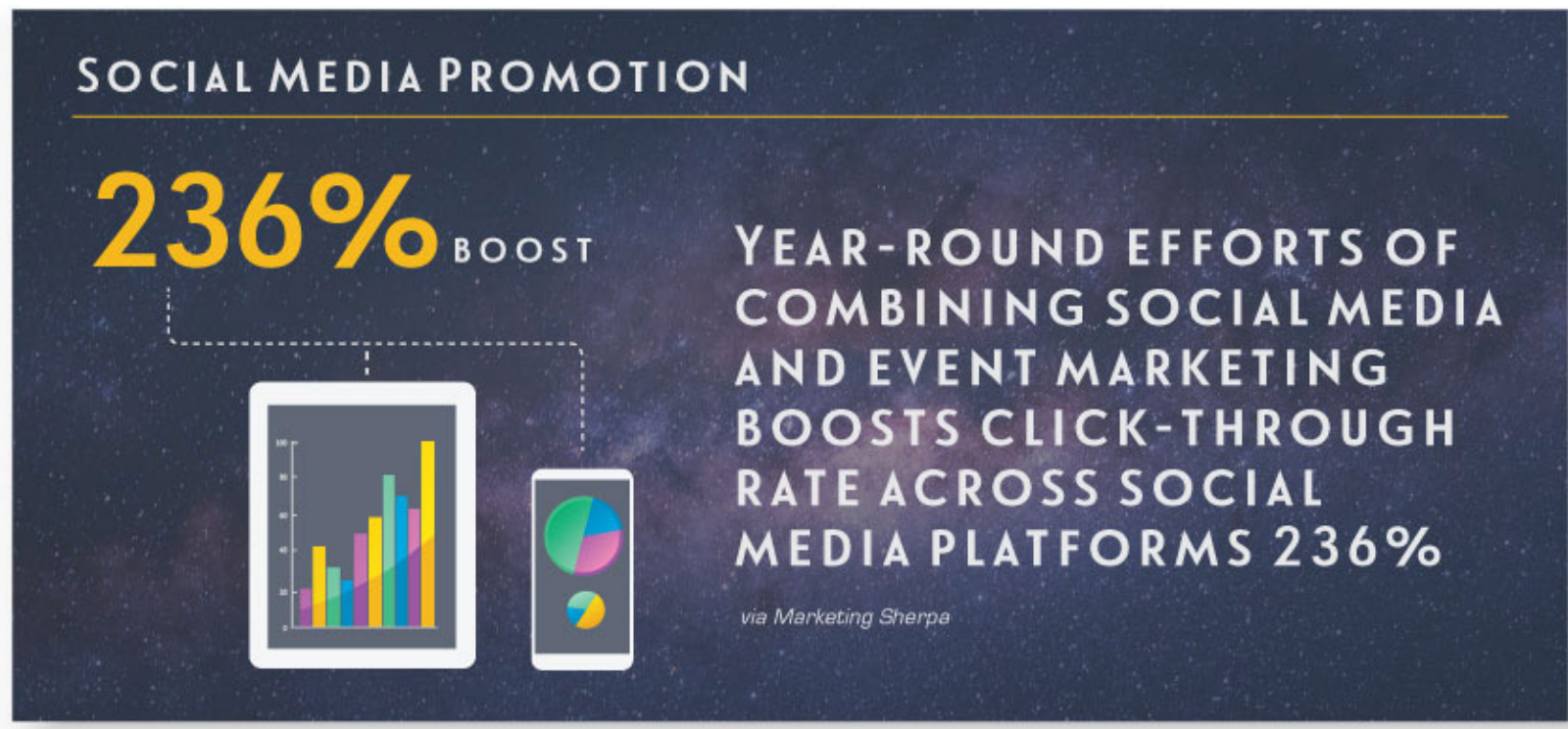
Create
an event for people to book into their
Generate a viral effect among local community

Use local social media including

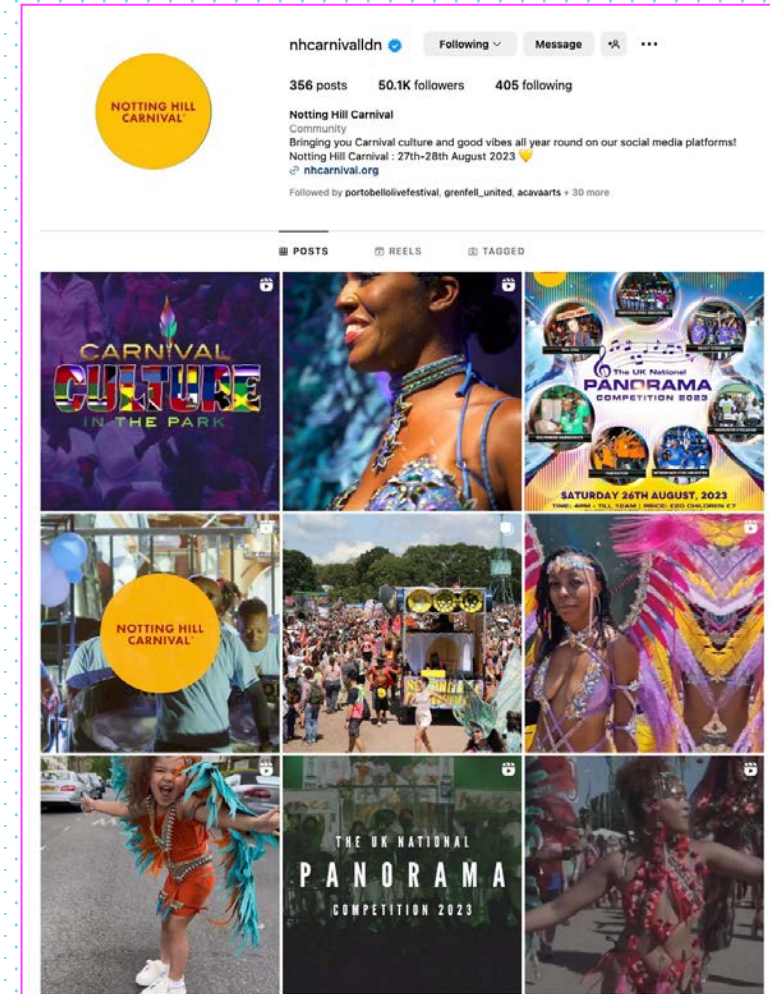
Nextdoor – the social network

Facebook – join groups and communities

**PROMOTING
YOUR
EVENTS**



Case study: Notting Hill Carnival & Panorama



PROMOTING
YOUR
EVENTS



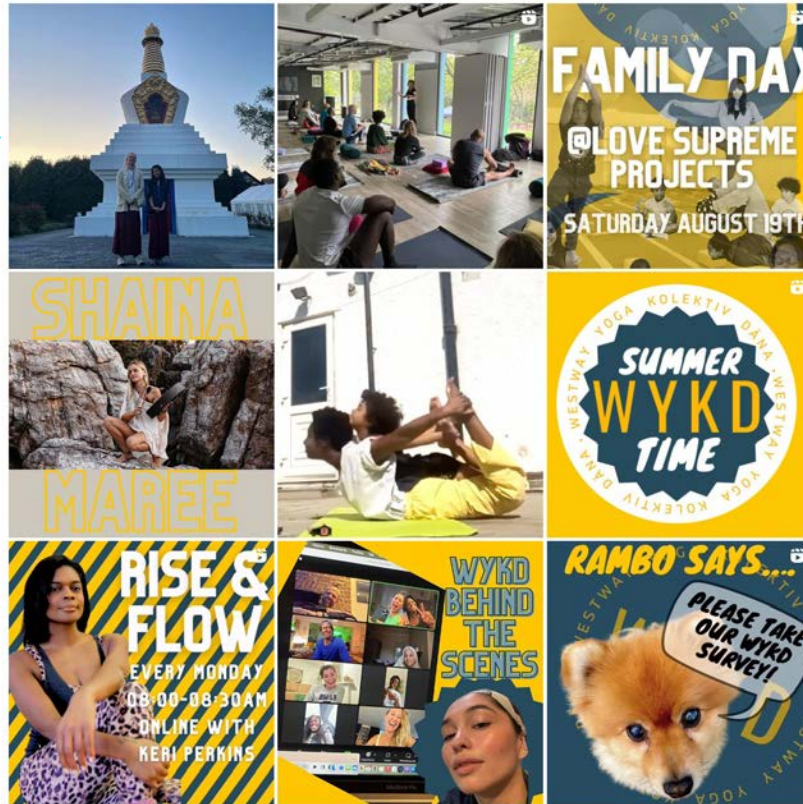
Social partnership: Notting Hill Carnival & Spotify

Social platforms include music streaming such as Spotify, Soundcloud and Resident Advisor are also great ways to promote your events

Playlists along with photos and video are great features for sharing and going viral

PROMOTING
YOUR
EVENTS

Case study: WYKD



PROMOTING
YOUR
EVENTS

Case study: Westway Trust Food banks



PROMOTING
YOUR
EVENTS

BEST PRACTICE: Event promotion digital and social touch points

SET UP OF THE EVENT

*DETAILS OF EVENT TO BE
CONFIRMED: TIME, DATE,
LOCATION, FORMAT, TITLE,
CONTENT, PRICE*

*AGREE TARGET AUDIENCE,
STAKEHOLDERS, AMBASSADORS*

SET BUSINESS OBJECTIVES, KPIS

*AGREE TEAM HOURS, BUDGETS,
RESOURCE*

SET UP EVENT ON DIGITAL

*CHOOSE YOUR TICKETING
PLATFORM; EVENTBRITE DESIGN
MY NIGHT, TICKET TAILOR*

*DEVELOP YOUR ASSETS INCLUDING
TRACKING LINKS TO MEASURE*

*START YOUR DIGITAL MARKETING;
WEBSITE, BLOG, EMAIL, ONLINE PR*

SOCIAL MEDIA MARKETING

*CREATE SOCIAL MEDIA EVENT
MARKETING PLAN – INCLUDE
TEASERS, TRAILERS, ENGAGING
CONTENT*

*SET UP SOCIAL MEDIA
ADVERTISING PROGRAMME*

CREATE AN EVENT HASHTAG

*ASK INFLUENCERS &
STAKEHOLDERS TO SHARE ON
SOCIAL MEDIA*

*RUN PROMOTIONAL ACTIVITY:
TAKE OVERS, GIVE AWAYS,
COLLABORATIONS*

**PROMOTING
YOUR
EVENTS**

Reciprocals

Remember the power is in the network!

With around 226 local and voluntary organisations in the borough who are members of Kensington & Chelsea Social Council, it's safe to say we have a lot of commitment to good works and good will in the borough

Instead of seeing each other as competition, it's important to feel you are part of a close-knit affinity group which means you will help each other

Campaign development and management

- A campaign is a short, timed burst of activity with a call to action and a clear set of objectives
- For charity and voluntary organisations these are often important for raising awareness, attracting supporters and volunteers and essential funds
- In many cases, campaigns will have a political flavour and will be aimed at influencing government to change or reverse key decisions

C A M P A I G N S

Case study: Holy Island Fishermen

How Whitehall's eco-zealots are threatening the livelihoods of families who have fished off Holy Island for 1,000 years

- Fisherman on Holy Island play a significant role in the local community
- Parish church is even decorated with fishing nets, sea birds and scallop shells
- They are now in peril of Government's marine protection plans to ban fishing

C A M P A I G N S

Daily Mail, January 6, 2203

The issue

- A leaked story appeared in The Guardian in August 2022 listing Holy Island as one of five pilot sites for a Highly Protect Marine Area
- Assumptions had been made the island fisherman were either using small pots and / or were trawling and ruining the seabed and its ecology
- 13 fishermen faced losing their livelihoods in a tradition going back thousands of years

C A M P A I G N S

How the news landed

Blindsided by the news leak with no warning, community in shock

Crisis scenario – consensus is unmitigated disaster

Worst possible outcome

*August 2022
Issue appears
as a bolt out of
the blue*

*Group of 13
fisherman
vulnerable & at
risk*

*Knock on effect
put the
community of all
160 islanders in
peril*

*Financial impact of job losses of fishermen /
several million UK £*

*Families at risk through loss of income / may
leave island altogether*

*School would close / no next generation living on
the island*

*Tourism and hospitality would lose employees
risking viability*

Sustainability of the community at risk

*Island could
potentially become
just a museum with
no community left*

C A M P A I G N S

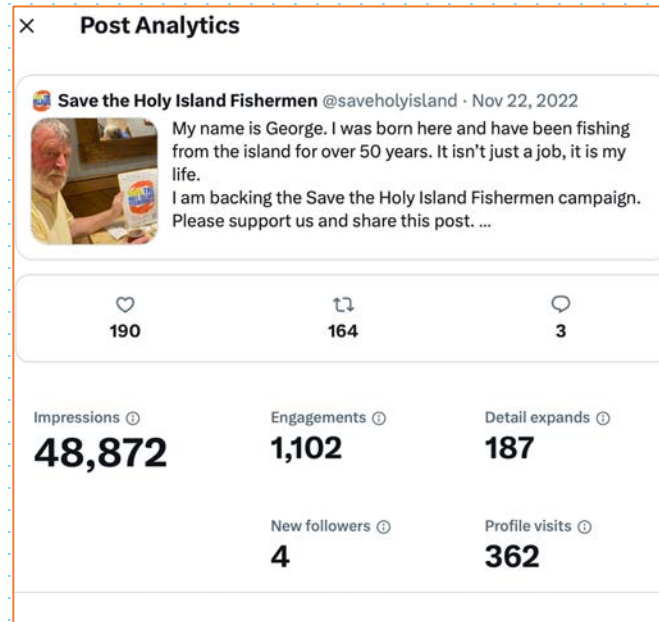
Campaign launch materials

- A simple analogue and digital toolkit included:
- Laminated poster with social accounts and QR linking to the full statement from the community with directions on how to support the campaign
- Logo to use on social media images

C A M P A I G N S



Twitter & Instagram



C A M P A I G N S

The story grew...

“Feelings towards the proposed HPMA are running high on Lindisfarne, and opposition to the scheme has united the islanders”

The Guardian,
6 Feb, 2023



CAMPAIGNS

How the community came together

INITIAL REACTION & STRATEGY

Fishermen decide to launch a challenge to the pilot to save their jobs

Fishermen asked the Vicar and Parish Councillor to be their spokespeople

Official statement released and issue tackled by going to the media with successful gains in the next two months while decision awaited in early 2023

STEPPING UP A GEAR WITH SOCIAL MEDIA

Social media strategy agreed – use of Facebook, Twitter, Instagram plus Podcast

Island community mobilised for launch event. Photos of guests used. Social media tool kit created

Outreach to stakeholders to spread the word through social media. Press coverage shared

Ongoing social media activity across multiple platforms; podcasts with fishermen, fishermen's wives and families, vicar, politicians, residents, archeologist,

Social media campaign used as evidence of community support against the HPMA

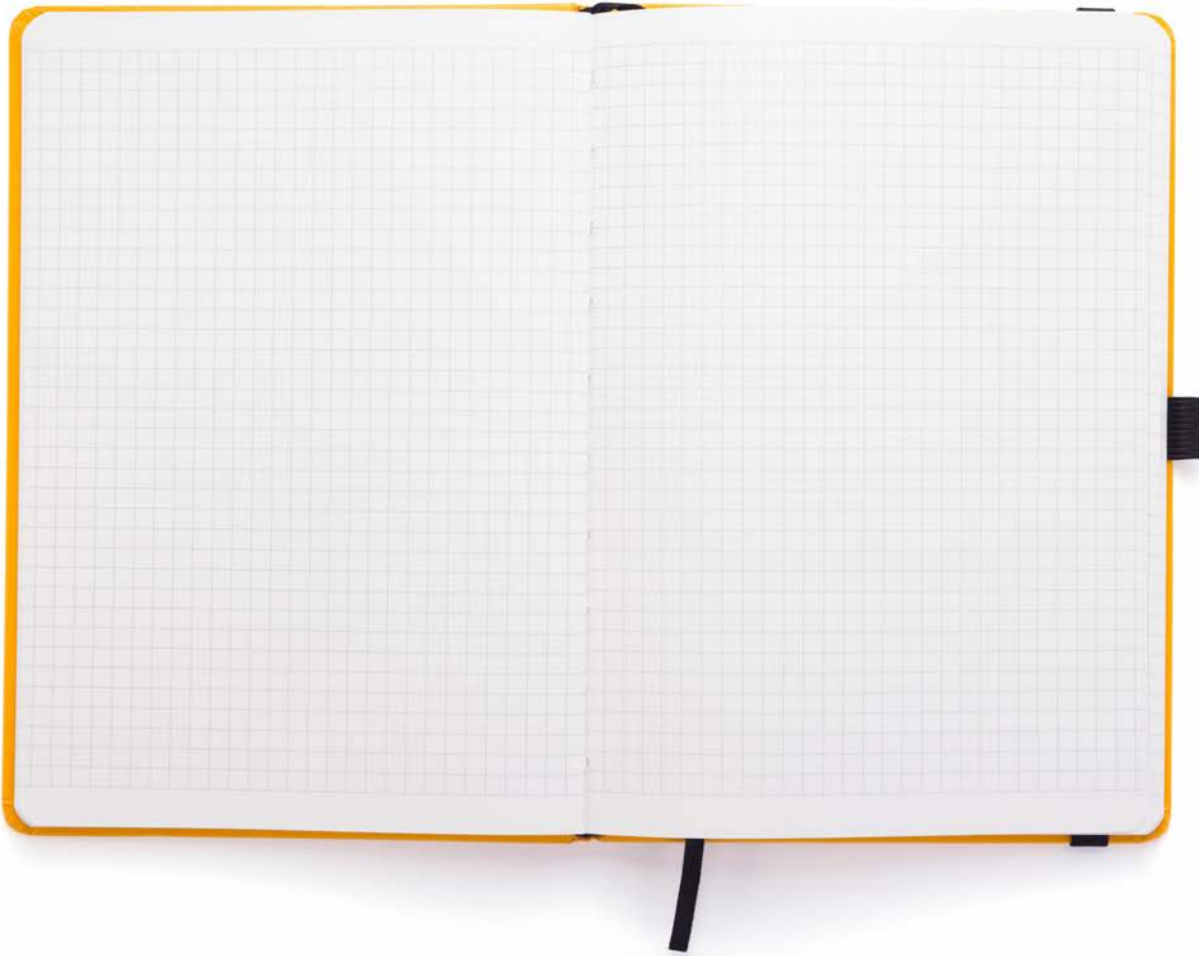
OUTCOMES

*Defra decide there is a strong enough argument to not go ahead
Holy Island is removed from the HPMA pilot proposed list*

*Massive sense of relief once it was announced the pilot would not go ahead
Community cohesion in the face of disaster
tCelebration of success for everyone*

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BREAKOUT GROUPS



**BREAKOUT
GROUPS**

For your breakout groups

- Make sure you have a timekeeper and note taker
- These are totally made up briefs and ideas so let your imagination fly!
- Come up with creative ideas and themes for your events and campaigns
- Develop a plan to include social networks, content, timings.
- Also include any call to action, any individuals or organisations you wish to partner with
- Give an idea of what you expect the results of the activities to be

Event marketing brief

Event 1: Exhibition Road Hallowe'en Parade

Event 2: RBKC Book Day celebration across all libraries

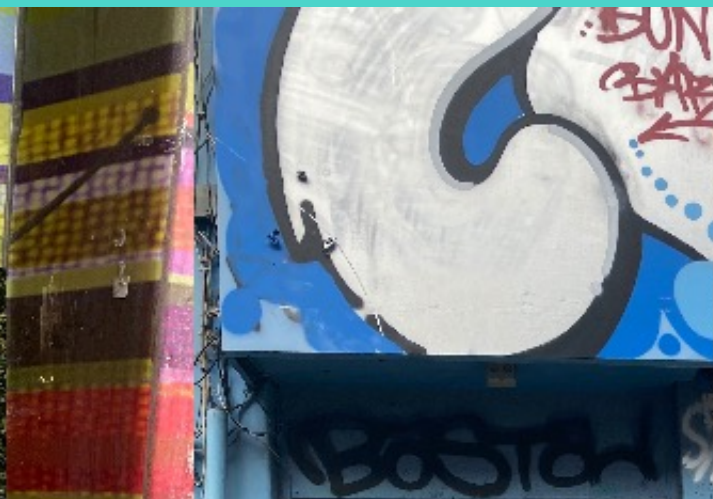
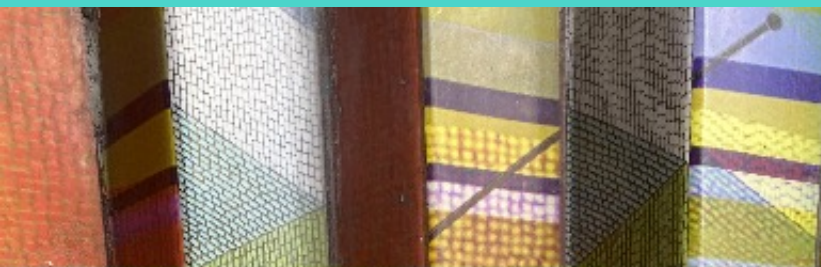
Social justice brief

Campaign 1: Stop Portobello Market Closing for good

Campaign 2: Increase volume of foodbanks and support for young families

Q & A

THANK YOU & GOOD
LUCK IN
YOUR SOCIAL
MEDIA ENDEAVOURS



CREATIVISM
C.I.C.

