UNIVERSITY OF THE PHILIPPINES
OPEN UNIVERSITY

MASTER OF DEVELOPMENT COMMUNICATION

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NON-PROFIT ORGANIZATION'S COMMUNICATIVE PRACTICES IN MOBILIZING SUPPORT FROM THE PUBLIC AT THE DIGITAL PLATFORM

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14 October 2026

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Acceptance Page

This paper prepared by **PAMELA B. MAUPOY** with the title: **"NON-PROFIT ORGANIZATION'S COMMUNICATIVE PRACTICES IN MOBILIZING SUPPORT FROM THE PUBLIC AT THE DIGITAL PLATFORM"** is hereby accepted by the Faculty of Information and Communication Studies, U.P. Open University, in partial fulfillment of the requirements for the degree, Master of Development Communication.

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Biographical Sketch

Pamela B. Maupoy, also known as Pam or Pammie to her family, friends, and acquaintances, is a graduate with a Bachelor of Arts in Mass Communication from New Era University and pursued a Master of Development Communication at the University of the Philippines Open University. She is a firm believer in lifelong learning and treats every opportunity and circumstance as an avenue to widen her knowledge and perspectives.

Pamela is devoted to nonprofit and development work and currently works as the Donor Care Officer at Save the Children Philippines. She previously worked with World Vision International Global Centre in Quality Assurance. Prior to shifting her career to nonprofit and development work, she used to work for one of the top publishing houses in the country, Rex Education, and a mass housing developer, Borland Development Corporation, wherein she held positions related to coordination, sales, and marketing.

Outside of her professional life. Pam is a fur parent to two ASPINS, namely Ice and Split; and an active supporter of local Animal Rescue Organizations. She loves being in nature and gardening, hence her personal pocket garden on the balcony of her room. She loves watching K-dramas, reading novels, and traveling to new places. In her spare time, she also practices yoga, enjoys journaling, and scrapbooking.

Acknowledgment

For I know the plans I have for you, declares the Lord, "plans to prosper you and not harm you, plans to give you hope and a future." Jeremiah 29:11

This bible verse has been my fight verse during the entire thesis journey. As I wrote this acknowledgement, I would like to, above all, earnestly give thanks and praise to God, who has been my rock and my anchor. From the beginning of this long journey, He equipped me with strength, wisdom, and perseverance to carry on in every stage, every challenge, and every chapter. There are no words to fully express my gratitude and appreciation for His unfailing love, grace, and guidance. To God be all the glory.

I would also like to express my deepest gratitude to my thesis adviser, Dr. Jean A. Saludadez, who accepted me from the very beginning, supporting and guiding me from the conception to completion of this study. Her patience, insights, and recommendations helped me to hone my skills, improve my study, and deepen my passion for Development Communication. I am equally grateful and blessed to have my thesis advisory committee members, Dr. Melinda Dela Peña Bandalaria and Dr. Serlie Barroga-Jamias, for accepting me and sharing their time, support, guidance and recommendations which helped improve this study. I'm profoundly grateful to have such a supportive, encouraging, and positive Advisory Committee, which inspired me to do better and believed that it can be done.

My sincere appreciation also goes to UP Open University, its faculty and staff, especially the Faculty of Information and Communication Studies, and MDC Support

for making my dream come true, equipping me with knowledge, learning, and opportunities to grow and know what and who I really wanted to be. I'm also particularly thankful to my classmates, especially Sir Kiko, Sir Mar, Sir TJ, Ms. Carmina, Ms. Sab, Ms. Lou, Ms. Joycie, Ms. Diane, Arnann, and others for creating such a collaborative and encouraging group. I'm so lucky to be your batchmate; you make my graduate school easier and more meaningful.

I am also grateful to my nonprofit family - Save the Children Philippines and World Vision International Global Centre Manila Office for making my dream of working for a nonprofit come true. The experiences, learnings, and perspectives I have gained through the work that we do have helped me gain valuable insights that help me navigate this study. May we continue to work for the greater purpose and mission.

To my family, especially to my parents - Papa Gle and Mama Chona, my brother Bryan, sister-in-law Nicole, our little Jaceyboy, my titos and titas, cousins, and my two boys Ice and Split. Thank you for being my source of strength, joy, and encouragement. Although our family is far from perfect, we created a safe place where love, respect, and support overflow, which led me to be more confident as I navigated this journey.

To my friends and colleagues, especially to Lorena, Eli, Julie, Clarisa, Dyesel, and others who supported me from the very start, your trust and confidence in me gave me so much courage to continue. To Cici, my personal psychologist, thank you for listening to my thoughts, outbursts, and rants. The advice and discernment you have shared with me put so much sense into my ever-emotional mind.

And to PCL, for inspiring me to dream big, to be brave, and to take risks - thank you.

Finally, I would like to acknowledge myself for believing that I could do this. Juggling school, work, life, and everything in between was never easy. There were millions of times when I almost gave up and let go, but through God, I was able to make it. Thank you, self, for keeping pushing despite the fears, uncertainties, doubts, and anxieties. Thank you for knowing when to rest; thank you for attending to your mental health when necessary; thank you for patience, resilience, and perseverance. This study is a product of your hard work, literally your blood, sweat, tears, and sleepless nights. This achievement reflects your dedication, passion, and dreams. Pagbati sa inyo pagsisikap na matupad ang iyong mga pangarap.

And to everyone who has been part of this journey - directly and indirectly- thank you. This milestone is for you.

Dedication

This thesis is dedicated to God, our Father and Creator, my number one supporter, biggest cheerleader, and greatest comforter, who stood by my side throughout the whole journey and continues to love, strengthen, and sustain me despite all the doubts, uncertainties, fears, and anxieties. His provisions made this all possible, and all the Glory and honor belong to Him alone.

I also dedicate this study to my family and friends, especially to my Papa Gle and Mama Chona. Early on in life, you instilled in me the importance of education; thank you for loving, supporting, and providing for us. In times of weakness, your love, encouragement, and values fueled me to keep going and believed that I could do it.

Lastly, this research is also dedicated to my classmates/ professors in UPOU, colleagues in the nonprofit sector, and the communities (children, adults, and families) that all nonprofit continues to serve across the world. It has been a great honor to work for something that makes a difference in the lives of others and to use communication to make this a better world for everyone.

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ABSTRACT

NON-PROFIT ORGANIZATION'S COMMUNICATIVE PRACTICES IN MOBILIZING SUPPORT FROM THE PUBLIC AT THE DIGITAL PLATFORM

This research analyzed the communicative practices of a Nonprofit Organization in mobilizing support from the public at the Digital Platform and distinguished the underlying Development Communication Perspectives of these practices. Through qualitative research, employed the lens of Ethnomethodology as the research framework, and the Conversation Analysis (Sequence) as analytical tool, the study examined the naturally occurring data obtained on the digital platform specifically in the Facebook page of the selected Nonprofit Organization, which includes infographics, reels, photos/ images, graphics related to its various initiatives, advocacies and programs.

Findings showed four (4) major communicative practices of the selected Nonprofit Organization namely: 1.) Risk, Crisis and Informational Communication 2.) Partnerships and Institutional Credibility 3.) Advocacy, Participation and Empowerment Communication. 4.) Resource Mobilization and Digital Engagement. These diverse communicative practices of the selected Nonprofit Organization reflected multiple underlying Development Communication Perspectives such as Participatory Communication, Empowerment and Right Based Perspective and Social Mobilization.

In general, the results revealed that communicative practices of the selected Nonprofit Organization demonstrated an organized interactional process in structuring their contents not only to mobilize support from the public but also built its credibility,

propagated their advocacy as well as marshalled collective action to bring forth progress and development in society.

Keywords: Nonprofit Organizations, Communicative Practices, Resource Mobilization, Digital Platforms, Development Communication

Chapter I

RATIONALE

The Changing Landscape of the Nonprofit Resource Mobilization

The recent years have been a challenging period for most Nonprofit Organizations. Barber (2025) noted that about 70% of organizations struggled to increase their revenues and individual donations. With the decreasing funding and rigorous resource mobilization landscape, Nonprofit organizations were compelled to make strategic moves to minimize expenses while at the same time, grow their funding streams. Befittingly, digital platforms offer an economical and practical way to communicate, advocate, and mobilize support from the public; allowing the Nonprofit organizations to allocate more of their funds towards programs than operations and increased funding source, which benefit more marginalized communities.

However, although existing literature centered on how Nonprofit Organizations thrived in the digital space, few studies focused on its sequencing of organizational communication aspects. It is the way Nonprofit Organizations organize their content online - a communicative practice that is often little known. Through Ethnomethodology, this research examined the routine sequencing of action of the selected Nonprofit organization. Through the Conversation Analysis (Sequencing) as the tool, the study analyzed the order, adjacency, and arrangement of digital contents which reflected the communicative practices and its underlying development communication perspectives.

It is fundamental to understand these communicative practices, as it can be a pivotal facet to strengthen and improve the digital communication strategies of

Nonprofit organizations, specifically in mobilizing support from the public. Furthermore, as digitalization continues to progress and develop, organizations like Nonprofit can harness the full potential of digital platforms to their advantage. According to Gibson (2024), digital platforms help to streamline processes and simplify complicated tasks; moreover, digital platforms lessen manual work, operating expenses, and even enhance asset management. Burton (2022) stated that nonprofit organizations can employ the power of digital communication for growth and sustainability. Undeniably, digital platforms offer a fortified upper hand that supports organizations to reach their fullest potentials.

Strategic Digital Communication for Nonprofits

The epoch of digitalization launched a transformative wave in our society, from the way we communicate to the way we build, organize, and mobilize people. Nowadays, organizations leveraged digital spaces to enhance their business and advocacy efforts. Agustian et al. (2023) affirmed that the digital revolution has essentially modified how organizations operate and compete in an increasingly competitive market. For Nonprofit organizations which focus on operating charitable and socially beneficial causes through various grants and donations, digital platforms have become a vital tool to strengthen their image, feature their advocacy, and ultimately mobilize support from the public.

In the Philippines, where 90.8 million or 78.0% of the population is on social media (Kemp, 2025), utilizing digital platforms pose a strong opportunity to feature their work, showcase their programs and advocacies, and appeal for public support. Especially in the current resource mobilization landscape, wherein most Nonprofit organizations struggle with aid cuts, limited funding and increasing operational cost.

Maximizing the potential of digital platforms, not only in creating content but also in organizing and sequencing it strategically, is a fundamental approach to marshaling public support.

Thus, while there is much research which studies Nonprofit organizations and digital platforms, there are few limited studies which focus on the communicative practices of Nonprofit organizations, specifically on how they organize and sequence their digital content, with the aim to mobilize support. Sequencing is the order or arrangements in which the content, such as images, posters, videos, etc., is posted on a digital platform. Hence, the study aimed to fill the gap through the assessment of the communicative practices of a selected Nonprofit organization based on how it structured, organized, and sequenced its content to mobilize support on digital platforms and see what these communicative practices reflect in terms of development communication perspectives.

SUBJECT POSITION AND REFLEXIVITY

As the researcher, I recognized that my own background, experiences, and positionality inevitably shaped how I viewed and interpreted this study. Coming from a background in the Nonprofit sector**,** I'm aware that this influences the way I understand the context, interpret and make meaning of the data. My professional and academic exposure to the NonProfit Sector has also framed my assumptions about the issue, especially in relation to Resource Mobilization, Marketing and Donor Relation.

Throughout the research process, I intentionally engaged in reflexivity to minimize bias and maintain transparency. This included pausing to question my own interpretations, acknowledging moments when my values and expectations surfaced,

and re-examining how my positionality might have affected the selection of materials, analysis of interactions, and framing of conclusions.

I also recognized that my involvement in the NonProfit Sector created both strengths and limitations. While it provided me with contextual familiarity that enriched the analysis, it may also predispose me to certain interpretations. To address this, I employed strategies such as using naturally occurring data to ensure that the findings remain credible and grounded.

By acknowledging these influences, this reflexive statement aimed to make transparent the lens through which I approached this study and to reinforce my commitment to producing rigorous, honest, and ethically mindful research.

Chapter II

REVIEW OF RELATED LITERATURE

This chapter is composed of related studies connected to the research topic which provided proper support for the research, its problem, methodology, theoretical framework, potential gaps, and the possibly feasible results of the study.

Non-Profit Organizations and Public Support

A Nonprofit organization focused on operating charitable and socially beneficial causes such as providing quality education, health services to the most vulnerable, livelihood programs, human rights and equality, etc., through various support, like sponsorship, fundraising, grants, and donations. Irvin (2025) defined NPO as an organization commonly committed to ensuring mission-oriented purpose through shared actions of people, which is not established and assembled to make a profit. In hindsight, Nonprofit organizations prioritized raising funds to develop and implement programs that help improve human and social development. Nonprofit organizations took part in crucial and varied roles in managing social issues, fostering equality, and making positive development in our society. The community development drive, healthcare endeavors, research, and resource mobilization, Nonprofit organizations mold a more inclusive and compassionate world. (Azhar, 2023)

To ensure the continuity of the missions, visions, advocacy, and programs of these Nonprofit organizations, sustainability heavily relies on the support from government and institutional grants, corporate partnerships and individual public donation from which funding usually comes. Catastrophically, the substantial decline in government funding and institutional grants challenges the landscape of NPO's

resource mobilization. In a study conducted by CCS Fundraising, 61% of nonprofits reported declines in government funding in 2025. This data was supported by another research conducted by National Survey of Nonprofit Trends and Impacts in 2025 which reported that about a third of NPOs experienced federal, state and local government support cuts (Tomasko et al., 2025). Consequently, these led most NPOs to look for alternative measures to counter these adversities. Wood (2026) asserted that NPOs are expected to depend more on individual public giving in lieu of government and institutional fundings.

The era of digitalization allowed Nonprofit organizations to explore more ways to reach the public in a much easier, economical, and faster way compared to the old media. Kyalo (2024) reiterated the transformative potential of digital platforms in magnifying reach and mobilizing support. This sheds light amidst the persisting financial difficulties of most Nonprofit organizations. A study conducted by Forvis Mazars revealed that approximately 47% of NPOs have insufficient funds to carry out all their programs and advocacy in 2025 (NonProfitPRO, 2025). Various factors, such as economic downturns, changing demographics, cuts in global financial aid, and ineffective communication strategies drove the decreasing funding over the previous years. Hence, the usage of digital platforms gave Nonprofit organizations a strong leverage to reach the public in a cost effective way, however, it is fundamental to note the competitive and rivalrous landscape of digital platforms in gaining the attention of the public, all the more to mobilize support from them. To negate and overcome these dilemmas, non-profit organizations were prompt to implement effective strategies to manage and increase the resources and funding through creative and practical ways.

Various empirical studies revealed that many facets in reaching out to the public in digital platforms, one of which is the content strategies which focused on the content plan, storytelling, videos showing impact of causes and other relevant content which entice the interest of the public. For instance, a study conducted by Mudzimba et al. (2023) revealed that in order to reach and engage the target audience, NPO needs to create compelling content that resonates to their audience. This study is supported by Jeswani (2023) which stated that the ability to share compelling stories and create diverse content empowers the brand which leads to brand advocacy and support. Communication strategies are a fundamental part of crafting these contents.

Digital Platforms in Non-profit Communication

The era of digitalization created a huge impact on the lives of many. Han (2024) noted that digital media radically modify the way we communicate, engage, and consume content. It transforms many of our old ways into systems and processes that we previously could not imagine. It creates a fast-paced experience of learning, communicating, and even interpreting thoughts, meanings, and perspectives. Moreover, it was influential and had a wide range that reached thousands to millions of people in a short span of time.

Given the benefits of the digital platforms, companies and organizations leveraged on them as a strategic tool to grow and expand their reach to the public and improve their performance and achieve goals, targets, and missions. Putro (2023) argued that fast exchange of information, structured coordination, lack of geographical barriers, rising involvement, and collaboration are the key advantages of digital communication, which play fundamental roles in improving organizational performance.

These assumptions can be validated in a study conducted by Shin (2024), which revealed that online donations (which is the bloodline of most NPOs) increased by 21%. This can also be attributed to the global pandemic, which has shifted almost everything to digital platforms. It highlights how digital fundraising campaigns have become an essential asset for most NPOs.

But what constitutes a digital platform? According to Harvard Business School Online's Business Insights Blog, digital platforms are business models that use online infrastructure to facilitate interactions between groups (Gibson, 2024). These include commercial platforms, learning management systems, streaming services, and the most popular one, social media, which includes content sharing and mixed media communication.

With the limitations and physical distancing that the Pandemic brought to humanity in 2020, intensified the power of digital platforms. As more people shift their daily routine digitally from shopping necessities, to watching movies, to meeting people led to an increasing potential of these platforms.

A study conducted in China about how digital platforms promote the role of Nonprofit Organizations during COVID-19 revealed that these digital platforms help NGOs through three different courses of action: lowering the transaction expense, alleviating information disproportion, and encouraging shared responsibility (Shen et al., 2024). The study further recommended utilizing digital platforms for a collaborative network, donor identification, and volunteer administration, which ultimately result in gaining public trust, enticing private resources, and attaining legitimacy.

The 2023 Asia-Pacific NGO Digital Capability Report, which interviewed 1589 organizations from Australia, India, Indonesia, Japan, Malaysia, New Zealand, the

Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam, found that about 91% of the surveyed NPOs have digital platforms such as a website and social media. 51% of these utilized social media as their primary marketing strategy. However, the study also indicated low digital maturity among NPOs and highlights that many of them are still in the developing stage of digital transformation. These were attributed to various causes such as lack of digital roadmaps, weak leadership awareness of digital transformation, a shortage of digital personnels and insufficient digital funding.

The road towards the holistic digital transformation of NPOs required a clear and concise digital roadmap patterned to the goals and mission of the organizations. Organizations must maximize the potential of digital platforms to remain relevant, strong, and resilient amidst the changing landscape, and to create this roadmap, NPOs must start looking first at their internal practices to see, assess, and validate where the necessary adjustments or change is needed, specifically to their Communicative Practices.

NPO Communicative Practices and Sequencing

The communicative practices were a pivotal factor that helped shape how an organization thrives. Communicative practices are habitual procedures in which an organization designs, orders, and presents communication. Orlikowski and Yates (1994) defined it as routine communicative actions that constitute organizing structures. Reiterating that communication is not distinct from organizing, as it is the predominant means through which organizing is achieved. The duo further highlighted the crucial role of understanding organized processes. Furthermore, Kazanskaia (2025) suggested that understanding these communicative practices builds clarity, fosters connections and mobilization; these intersect with social movement and

organizational effectiveness, which will then help the NPOs to achieve its vision and advocacies to promote societal development.

As the contemporary landscape steadily shifted towards the digital platforms, it is crucial to thoroughly analyze the non-profit organization's communicative practices there. In a NPO social media related study conducted by Lovejoy and Saxton (2012) found that information reflected to be the core activity to attract followers, the community focused message tends to bind the audience while action-oriented message inclines to resource mobilization aspect. A separate study by Denq (2024) highlighted how NPO have multifaceted tactics - reflecting triple-coded posts of information, community, action which demonstrate the complex and layered communicative practices of NPOs. Further empirical studies revealed common patterns across NPOs like the use of emotional storytelling, strong call to actions and consistent branding and messaging (Kiljan, 2023). Kendrick et al. (2020) proposed that sequencing exhibits patterns of cognitive and communication processes, which is essential to create the communication roadmap. It is fundamental to create a holistic approach in order to achieve the end goal of every organization.

However, there are still relatively few studies which solely focus on the communicative practices particularly on sequencing of non-profit organizations which leaves an important gap that this study aims to address. The sequencing entailed the adjacency and chronological arrangement of the content. It shows the message prioritization, ideas built upon previous content, communication is constructed to assemble coherence, and how the messaging developed over time. These revealed how NPOs structured advocacies to mobilize support from the public, which ultimately

showed how these practices reflect the underlying development communication perspectives.

Chapter III

RESEARCH FRAMEWORK

This chapter provided the research framework that guided the research and elucidated the theoretical and analytical standpoint utilized in analyzing the Non-Profit Organization's Communicative Practices in mobilizing support from the public at the Digital Platform. Through qualitative research, the study employed the lens of Ethnomethodology as the research framework, and the Conversation Analysis (Sequence) as analytical tool.

ETHNOMETHODOLOGY AS RESEARCH FRAMEWORK

The study applied a qualitative research design and was anchored in Ethnomethodology. Developed by Harold Garfinkel in the mid-1900s, Ethnomethodology is derived from the word “Ethnos,” which means a social or ethnic group. “Method,” which means the process of doing something. And “ology,” which means a subject of study. Ethnomethodology is essentially the study of how people create and maintain a sense of order in their everyday lives (Yardley, 2026). In essence, Garfinkel designed ethnomethodology as a method to the study of social orders which seek to perceive the process and system of common-sense reasoning through social conduct (Bolden, 2017). In relation, Lynch (2019) defined it as the so-called “people’s methodology” as it is a study of practices through which members of a society collectively organize and sustain their activities. Predominantly, ethnomethodology is centered on the everyday reality of people’s methods in shaping social orders. Its core idea highlighted the notion that social order is not an intrinsic structure put upon but instead a build up that people actively figure and strengthen

through their actions and interpretations. Hence, ethnomethodology underlines the changing and evolving nature of social phenomena.

In a review done by Cole (2005) about Paul ten Have's (2004) of Understanding Qualitative Research and Ethnomethodology, emphasized the three (3) key elements that have been identified as being central to ethnomethodology namely account, accountability and reflexivity. Accounts of social phenomena were the essence of social study. Accountability implied how social actors convey their actions understandable to others. Reflexivity indicates the apparent common ordinary actions which become the core of social life. The accounts found in the digital platform of the selected Nonprofit Organization such as social media posts and content served as the social product that reflects its communicative practices and its underlying development communication perspectives. In a study conducted by Trace (2016), she highlighted how these documents make people's actions meaningful to themselves and to others. Actions that become practices of the organization. Chalmers and Shaw (2017) emphasized that ethnomethodology focuses on what social actors do (the practices) rather than abstract theory.

As Ethnomethodology set out as the foundational conceptual framework of this research centered on social orders, it centered on the accountable orderliness of everyday life. Under this framework, Conversation Analysis (sequence) is applied as the analytical tool to investigate the communicative practices of the selected Nonprofit Organization in the digital platform, specifically its sequential organizations. To clarify, the conversation analysis was utilized as an analytic instrument within the bounds of Ethnomethodology instead of a different theoretical lens, as this enables in-depth analysis on the substance of the study, particularly in the sequencing of post and its

adjacency. Conversation Analysis was founded by Harvey Sacks, Emanuel Schegloff and Gail Jefferson in the early 1960s (Flick, 2014). It primarily focused on fundamental communication processes and explained how people accomplish and understand social actions through interaction (Bolden, 2017). However, Conversation Analysis wasn't confined to the "conversation" alone, it can also be applied to various kinds of engagement which grew massively especially in the digital age such as post, reels, videos, images etc. Thus, in the context of this research, it focused on how the selected Nonprofit Organization structures and organized their digital engagement content and the communicative practices it reflected. Goar (2021) asserted that conversation analysis riveted on the structures and patterns in the communication.

The researcher also utilized naturally occurring data that happened in the past on the active digital platforms particularly Facebook page of selected Nonprofit Organization. Cole (2005) described "Natural documents" as records available to portray social life in written text, drawings, photographs that are part of social records of events. In the age of digitalizations, digital contents and output can be seen as natural documents in the epoch of digital social phenomenon. Hence, through the lens of conversation analysis, specifically sequencing, the research analyzed the order in which the selected Nonprofit Organization launched its content such as posts, reels, and materials, and determined the underlying development communication perspective within these practices. Hence, this study aimed to answer the following research questions:

RESEARCH QUESTIONS:

1. What are the communicative practices of nonprofit organization in mobilizing support from the public through digital platforms?
2. What are the development communication perspectives that underlie the communicative practices?

Chapter IV

RESEARCH METHODOLOGY

To answer the research questions, the study assessed the routine sequencing of actions at digital platforms, specifically the Facebook page of the selected Nonprofit Organization (NPO) by examining how NPOs organized and sequenced their digital content. The study applied a qualitative research design and is anchored in Ethnomethodology using Conversation Analysis (CA), particularly sequencing in analyzing the naturally occurring data. Through CA, the study aimed to interpret the communicative practices of the selected NPO reflected in its content sequences, and the underlying development communication perspective it mirrored, to mobilize public support. Sequencing mirrored the mobilization and advocacy practices and is treated as a systematic organizational accomplishment.

The study focused on a selected Nonprofit organization based in the Philippines. The identification of the organization is anonymized to protect the rights and welfare of the organization and to adhere to the ethical considerations in research.

For Data Gathering, the study utilized publicly available, naturally occurring data posted in the digital platforms of the selected NPO, specifically in the organization's Facebook Page. These include, but are not limited to, videos, images, posters, reels, etc. A specific timeframe was identified for data collection to ensure a clear and systematic process. Consequently, below are the steps of data gathering:

1.) Determined the timeframe of data collection
2.) Collected all content within the prescribed timeframe from the active social media platform of the selected NPO
3.) Arranged the content collected sequentially

4.) Created a sequence map (what was posted first, what follows)

5.) Documented each content (what type and intention)

For Data Analysis, the study utilized Conversation Analysis, which focused on the sequencing.

Hence, below are the steps of data analysis

1.) Identified the sequential adjacency of content (What was posted first, what followed it).

2.) Explicated why the order was structured that way.

3.) Described what communicative practices the sequence reflects.

4.) Determine the underlying development communication perspective.

This study didn't analyze audience interaction, engagement, comments, shares, or likes. The analysis solely focused on the sequencing of the digital content publicly posted on the digital platform of the selected Non-profit Organization.

STUDY SITE: FACEBOOK PAGE

This segment focused on the Study Site, which is the Facebook page of the selected Non-profit Organization. The researcher selected Facebook as the study site since it has the largest number of followers compared to other digital platforms/ social media of the selected Non-profit Organization. As of January 2026, the selected NPO's Facebook Page has over 255,000 followers, followed by Instagram at 24,800, followed by LinkedIn at 10,000, followed by X (previously Twitter) at 9,455, and lastly YouTube at 5,005. On the other hand, as of writing, their TikTok account wasn't active.

Facebook, having the biggest number of followers across all the other digital platforms/ social media of the selected NPO, provided rich and relevant data for the

study, as it would be considered one of the main platforms of the selected NPO to mobilize public support. Facebook is known to be one of the common and used platforms for non-profits. Statista recorded 99% of non-profits using Facebook, followed by X 95%, Instagram 95%, LinkedIn 82%, and TikTok 30% (Frontier Marketing LLC, 2025). Given the number of non-profits that utilized Facebook, it was a good basis to analyze the communicative practices of the selected NPO. There is no doubt that Facebook has been used by almost all NPOs, considering that Facebook has around 3 billion active users, with 65% of it accessing the platform daily and spending an average of 40 mins per day (Newberry, 2026), which provides good reason to exploit it to mobilize support from the public.

TIME FRAME:

This segment focused on the Time Frame of the Data Collection. Given most of the data posted in Facebook, the researcher with the guidance of her adviser opted to stick to one month as the time frame of the Data Collection. In selecting in which month the data collection conducted, the researcher opted to pick November 2025 as it is the celebration of National Children's Month which is one of the key campaign periods of the selected NPO (an organization which focuses on building a better world for and with Children). Hence, the month of November is a firm foundation to analyze the communicative practices of the selected NPO, it also gives substantial and valuable insight to the study.

DATA COLLECTION:

Data Collection is considered one of the key phases in the research study. Taherdoost (2021) described it as the procedure of collecting data aiming to obtain insights about the research topic. Through the data collection, the researcher targets to answer the research questions and gives clarity to the research study. There are various and numerous forms of data collection and it's fundamental to select the suitable approach in order to achieve the research objective.

For the purpose of this study, a digital platform is the study site, but considering the multitude of different digital platforms and the limited time of the data collection, the researcher opted to focus on one type of digital platform which is the Social Media Platform. Liang and Zhu (2017) noted social media extensive information online and has become one of the primary data sources over the past decade. The study specifically utilized the Facebook page of the selected Non-profit Organization as the study site. To reiterate, Facebook having the biggest number of followers across all the other digital platforms/ social media of the selected NPO provides rich and relevant data for the study as it would be considered one of the main platforms of the selected NPO to mobilize public support.

The dataset consisted of various types of contents such as infographics, images, reels, graphic designs related to many endeavors of the selected NPO. Following the steps indicated in the research methodology. **First**, the researcher determined the timeframe of data collection, as mentioned in the previous discussion, the researcher with the guidance of her adviser opted to stick to one month as the time frame of the Data Collection which November 2025 as it is the celebration of National Children's Month which is one of the key campaign periods of the selected NPO. Once

the time frame has been confirmed, the researcher commenced the Data Collection Harvesting.

Second, the researcher collected all content within the prescribed timeframe from the Facebook Page of the selected NPO. The researcher took screenshots of all the posted content during the prescribed timeframe.

Third, the researcher arranged the content collected sequentially in an excel file. The sample raw content collected, arranged by what type of post, the actual caption, date and screenshot during the whole duration of timeframe. The researcher logged a total of 21 posts with 4 reposts/ reshares.

Fourth, the researcher created a sequence map (what was posted first, what follows, and the content connections). The chronological order of the social media posts made by the selected NPO during the month of November. The researcher indicated the date, what type of post and a small description of what the post is about. Furthermore, the researcher notes the Sequential adjacency as well as the posts that are connected to one another.

Fifth, the researcher documented each excerpt through the use of an Inductive approach to dissect each content. Inductive approach is a bottom up approach and usually begins with observations and expands towards concepts and patterns which enables in-depth analysis of the communicative practices of the selected NPO. The extracted content from the Facebook Page of the selected NPO as well as its corresponding codes, sub themes and themes.

DATA ANALYSIS:

The research aimed to study the selected Non-profit Organization's Communicative Practices in mobilizing support from the public at the Digital Platform. Hence, the study utilized Conversation Analysis to examine the structures and patterns. Conversation Analysis is not restricted to conversation as discourse mode but involves any human activity that entails exchange of turns and other meaningful conduct. CA focuses on sequential, forward-feeding development (Conversation Analysis - UCLA Sociology, n.d.).

For data analysis. First, the researcher identified the sequential adjacency of contents publicly posted in the Facebook Page of the selected NPO. During the period of November 2025 which is the identified timeframe, as the selected NPO celebrated the National Children's Month. The period also coincided with multiple disasters occurring in our country such as the Typhoon Tino (Kalmaegi) and Super Typhoon Uwan (Fung-wong). Hence, adding more inputs on the communicative practices of the selected NPO. The researcher identified two (2) sequential adjacencies which are the Disaster Communication Flow and; Institutional Partnership and Policy Advocacy.

The first sequential adjacency of contents observed by the researcher is the Disaster Communication Flow, as the identified timeframe which is November 2025 coincides with multiple disasters occurring in our country such as the Typhoon Tino (Kalmaegi) and Super Typhoon Uwan (Fung-wong). The selected NPO initially posted a content (infographics) on November 3 about 9 Safety Tips to help children before, during and after a typhoon as the Typhoon Tino (Kalmaegi) is expected to make multiple landfalls the following days with Call to action for Donation. Following the 9 Safety Tips, the selected NPO posted a content (graphics) on November 6 about the

declaration of state of national calamity after Typhoon Tino (Kalmaegi) with impact to displaced families and Call to action for Donation. On the same day November 6, the selected NPO posted another content (images of impact of the typhoon as well as in evacuation area) about the impact assessment, urgent needs and call to action for Donation. It was then followed by a post (graphics) on November 8 about Impact Assessment of Typhoon Tino and Early Warning Sign of Super Typhoon Uwan (Fung-wong) with Call to Action for Donation. The following day on November 9, the selected NPO posted 2 contents (both infographics) about things to do before, during, and after a typhoon; and tips on how to help children cope during a disaster; with No Call to Action for Donation. On November 12, the selected NPO reposted (image in evacuation site) a post from Asia-Pacific Regional Network for Early Childhood (ARNEC) about the impact of disaster on children and urged the universal intensification of climate-related events. (ARNEC, 2025). The same day, the selected NPO posted content (images of impact of the typhoon) about their response to Typhoons Tino & Uwan particularly in ensuring the learning continuity by providing temporary learning spaces, psychosocial support, and replacement of school materials for affected learners and teachers. The following day Nov 12 which is the World Kindness Day, the selected NPO posted a content (images of relief distribution) through the generosity of the corporate foundation with the call to action for Corporate partnership and Donation. Dissecting the order in which the selected NPO structured the order of their Disaster Communication Flow. The selected NPO initiated their Disaster Communication Flow with an alert post using graphics about the upcoming Typhoon Tino (Kalmaegi) with safety tips before, during and after the typhoon prompting people to prepare for the upcoming disaster. The alert post was followed by an informed post using again the graphics about the severity of the Typhoon Tino

(Kalmaegi)'s impact resulting in the declaration of the National State of Calamity, implicating how massive and destructive the effect of the typhoon. It was then followed by a documentation post (images) which consists of a series of actual photos of the Typhoon affected communities which touches the emotional engagement to the people. And lastly the mobilized post using graphics which encourage donations from the public to help and assist those who are affected by the Typhoons, to emphasize the prior posts had already called to action for donation in the captions. This post is the major, highlighting content to call to action alone. Analyzing this particular flow and structure, the researcher noted the communicative practices of the selected NPO based on the sequence of structure it reflects. First, the selected NPO used graphics in the risk communication, without any actual photos on the ground, the selected NPO opted to use graphics to give early warning signs and safety tips to the public. Second, the selected NPO posted actual photos of the impact of the typhoon to build credibility, emotional engagement and empathetic validation to the public. Third, the selected NPO used both graphics and actual photos to show the need of the affected communities and moral positioning of the public as "supporters", instigating the call to action to donation. Hence, the researcher correlated the underlying development communication perspective based on this sequence as to be Social Mobilization Approach, considering that the selected NPO enabled the public to see the necessity through information sharing while emphasizing the need of affected communities and inviting collective actions to donate to support the people affected by the disasters.

The second sequential adjacency of contents observed by the researcher is the Institutional Partnership and Advocacy Policy which highlighted the selected NPO's core values in building a better world for and with children especially in November

wherein the National Children's Month is celebrated. The selected NPO kicked off the National Children's Month with a content (images) posted on November 5 about their partnership with DepEd to make schools safer, more inclusive, and responsive to every learner's needs. The alliances will focus on Foundational learning, Learning recovery, School health and nutrition, Child protection and participation, Climate change adaptation and disaster risk reduction and Humanitarian response and education in emergencies. Under the same event, the selected NPO reposted the post (images) of DepEd and Sec. Sonny Angara respectively on November 5 and 7, emphasizing and reiterating its shared commitment for children. In November 13, the selected NPO posted content (images) of a workshop in partnership with DSWD about the child rights against child marriage and unions. On November 17, the selected NPO changed their Facebook Page Banner Sign with a graphic in celebration of National Children's Month. The following day, November 18, the selected NPO posted a content (images) about the opening of National Children's Month in Congress wherein they shared their renewed legislative agenda for Child Rights. In November 21, the selected NPO posted a content (reels) Makeup metaphor (hidden struggles) of an LGBT child who experienced maltreatment, highlighting child right & protection with Call to Action for Donation. It was followed by a reshared post of Royal Norwegian Embassy post (Images) about PRIDE project (SOGIESC inclusion). On November 23, the selected NPO posted another content (reels) Child Pregnancy metaphor; promoting Children's Rights, with Call to Action for Donation. And to conclude the National Children's Month, the selected NPO posted a content (images) on November 25 about interactive session; seek to call for amending Republic Act 10821 or the Children's Emergency Relief and Protection Act and Mental wellness activity in partnership with a corporate donor. Dissecting the order in which the selected NPO

structured the order of their Institutional Partnership and Advocacy Policy. The selected NPO initiated their Institutional Partnership and Advocacy Policy strongly with partnership with the Department of Education various child protection and development facets. It was followed by two (2) separate repost content (photos) of Department of Education and Sec Sonny Angara, reiterating and solidifying the Memorandum of Understanding between the organization and the government institution. The selected NPO also marked another partnership with Department of Social Welfare and Development, Department of the Interior and Local Government, and Commission on Human Rights with a workshop against child marriage and unions. As the timeframe coincides with the National Children's Month, the selected NPO series of advocacy for child rights and protection - through photos of the opening of the National Children's Month in the Congress, lobbying stronger, improved and promoting laws for the welfare of Children. The selected NPO also posted two (2) reels with both metaphor of child protection against gender discrimination and teenage pregnancy. Concluding the National Children's Month, the selected NPO reiterate the empowerment of kids with post (photos) children leadership and mental wellness activity which equip the children to stand and enable themselves. Analyzing this particular flow and structure, the researcher noted the communicative practices of the selected NPO based on the sequence of structure it reflects. First, the selected NPO showcased their Institutional Performativity through different partnerships across the various government institutions. Second, aligning the policy to the needs of the Children. Third, narrative construction of children as right holders. And fourth, strategic timing as it is the National Children's Month. Hence, the researcher correlated the underlying development communication perspective based on this sequence as to be

Empowerment and Right Based Communication as it frames children as key stakeholders and active agents, policy advocacy and structural change discourse.

Table 1.

Analytical Framework/ Process Flow

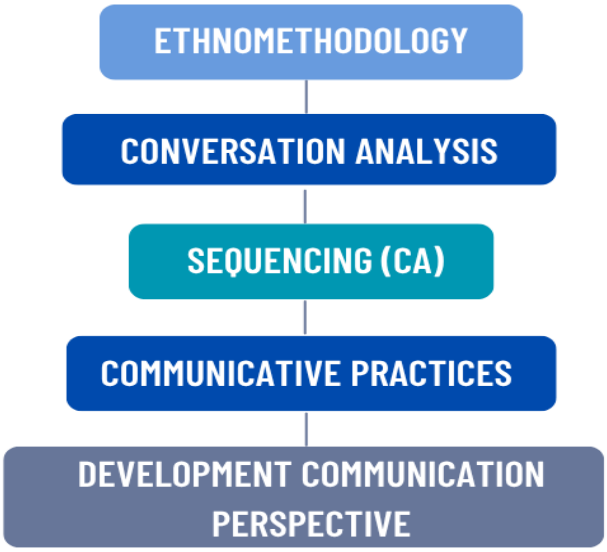


Table 2.

Analytical Table

Excerpt	Codes	Sub Themes	Theme
Post (infographics) about 9 Safety tips for children during typhoon Mag-ingat, mga bata at magulang! Papasok na sa bansa ang Tyhoon #TinoPH (#Kalmaegi), ang ika-20 tropical cyclone ng Pilipinas ngayong taon Apektado ang Visayas, ilang bahagi ng Mindanao, at Southern Luzon, na posibleng makaranas ng malalakas na ulan at hangin. Maaaring lumakas pa ito at maging Super Typhoon paglapit sa kalupaan mamayang gabi o bukas ng madaling-araw. Tulong-tulong tayo para sa mga batang maaapektuhan ng #TinoPH. Mag-donate sa https://donate.savethechildren.org.ph/ DSWD Solicitation Permit No.: DSWD-SB-PSP-S-2025-000227 #ForAndWithChildren	Preventive risk messaging	Using preventive and instructional messaging to promote disaster preparedness	Risk, Crisis, and Informational Communication
Post (Infographics) **about tips on how to help children cope during a disaster** Ang takot na nararamdaman dahil sa bagyo ay normal at valid Sa ganitong sitwasyon, mahalaga ang kaligtasan ng mga bata, pisikal man o emosyonal. Tulungan natin silang makaramdam ng seguridad, mapakinggan, at maalagaan. Basahin ang mga tips mula sa mga eksperto ng Save the Children sa pagtulong sa mga bata na ma-manage ang stress. I-click ang link sa comments section #ForAndWithChildren	Psychosocial guidance messaging		
Post (Infographics) **about things to do before, during, and after a typhoon** Tropical Cyclone Wind Signals are now raised in Luzon and parts of Visayas as Typhoon #UwanPH (#Fungwong) moves closer to the country. #UwanPH is expected to reach Super Typhoon category by Saturday night or Sunday morning, bringing very strong winds and heavy rainfall that may cause flooding and landslides. Stay alert and keep children and the whole family safe. #ForAndWithChildren	Instructional preparedness messaging		
Post (Graphic Image) about the declaration of the State of National Calamity The country is now under a state of national calamity after Typhoon #TinoPH (#Kalmaegi) brought strong winds and heavy rains across Central Philippines. More than half a million people have been displaced, and over a hundred lives have been lost, including children. Our teams are already on the ground in Cebu, and will move to Leyte and Palawan to assess the situation and respond based on the needs of affected families. Donate now: https://donate.savethechildren.org.ph/ DSWD Solicitation Permit No.: DSWD-SB-PSP-S-2025-000227 #ForAndWithChildren	Crisis contextualization	Framing crisis information through authoritative and contextualized messaging	
Post (Infographics) **Impact of the Typhoon: ask for support** As the country reels from the impact of Typhoon #TinoPH (#Kalmaegi) and braces for Typhoon #UwanPH (#Fungwong), thousands of children urgently need your help. Your donation can provide food packs, hygiene essentials, and family kits for those affected. Donate now: https://donate.savethechildren.org.ph/ DSWD Solicitation Permit No.: DSWD-SB-PSP-S-2025-000227 #ForAndWithChildren	Crisis update framing		
Repost ARNEC post (Images) about Disaster Challenges, especially to Children The past few months have been exceptionally challenging for the Philippines, marked by a series of disasters such as typhoons and earthquakes. As Super Typhoon Fung-wong devastates the central and eastern regions of the Philippines with unprecedented force, families are once again compelled to leave their homes and seek refuge in evacuation facilities. Young children are being repeatedly uprooted and displaced by storms that have grown larger and more destructive because of climate change, leading to the loss not only of lives and homes but also of the nurturing environments that every child requires to thrive. To the leaders gathered at COP30 Brazil, this crisis deserves a serious moment of reflection, especially in our commitment to safeguarding the most vulnerable young children. Read our full statement: https://arnec.net/.../ensure-safety-and-protection-young...	Issue awareness framing		

Excerpt	Codes	Sub Themes	Theme
Reshare Royal Norwegian Embassy post (Images) about PRIDE project (SOGIESC inclusion) Children with diverse SOGIESC, their parents, and our partners took the stage to share how they help make every child's space safer, more inclusive, and more affirming 🏳️‍🌈 Their stories and lessons shaped the culmination of the PRIDE project, reminding everyone what real acceptance looks like in practice. Save the Children, together with Babaylanes, Inc., also introduced our newest learning tools, all accessible for free at https://www.balangaw.ph/ We are grateful for the generous support of FRI, the Norwegian Ministry of Foreign Affairs, and the presence of The Royal Norwegian Embassy in Manila Ambassador Christian Halaas Lyster. May we keep building spaces where children are not only safe, but supported to lead, grow, and shape the world they deserve. #ForAndWithChildren 	Global partnership signaling	Positioning global partnerships to strengthen advocacy and network authority	Partnerships and Institutional Credibility
Post (images) about DepEd & selected NPO partnership on Children Welfare DepEd Philippines and Save the Children join hands to make schools safer, more inclusive, and responsive to every learner's needs. "This partnership has existed long before many of us joined the department. We are happy to see it continue, and we will do what we can [...] to really make it meaningful for both of us," Education Secretary Juan Edgardo Sonny Angara said. Under a two-year Memorandum of Understanding signed by Sec. Angara and Save the Children Philippines Chief Executive Officer Atty. Alberto Muyot, the collaboration will focus on: ☑ Foundational learning ☑ Learning recovery ☑ School health and nutrition ☑ Child protection and participation ☑ Climate change adaptation and disaster risk reduction ☑ Humanitarian response and education in emergencies We thank DepEd and Sec. Angara for their trust and partnership. Together, we look forward to ensuring that no child is left behind because of discrimination, exclusion, or the growing risks from climate change—working side by side #ForAndWithChildren. #DepEdPhilippines #BagongPilipinas 	Institutional legitimacy signaling	Highlighting institutional partnerships to build legitimacy and public trust	
Repost DepEd post (images) about the MOA signing event/ partnership Pormal na lumagda sa isang Memorandum of Agreement (MOA) ang DepEd at Save the Children Philippines sa pangunguna nina Education Sec. Sonny Angara at Atty. Alberto Jesus T. Muyot, ngayong araw. Nakaayon sa hangarin ng Five-Point Reform Agenda ng DepEd, layunin ng kasunduan na pagtibayin ang hangarin ng dalawang institusyon para sa pagtataguyod ng mga reporma sa edukasyon, mga programang nakatuon sa early childhood, basic education, at learner wellbeing upang matiyak na walang batang maiiwan. #DepEdPhilippines #BagongPilipinas 			
Repost Sec Angara post (images) about MOA signing event/ partnership Happy to continue our partnership with Save the Children Philippines, led by my former law professor Atty. Alberto Muyot, through this MoU! Sa ilalim ng kasunduang ito, magtutulungan kami sa mga inisyatibang layong gawing mas ligtas, inklusibo, at de-kalidad ang edukasyon para sa bawat bata: ☑ Foundational learning ☑ Learning recovery ☑ Kalusugan at nutrisyon sa paaralan ☑ Child protection at participation ☑ Climate change adaptation at disaster risk reduction ☑ Humanitarian response at education in emergencies Ang mga ito ay kaakibat ng DepEd 5-Point Agenda at alinsunod sa direktiba ni Pangulong Bongbong Marcos na paangatin ang kalidad ng edukasyon sa bansa. Sa tulong ng Save the Children Philippines, sisikapin nating walang batang maiiwan dahil sa diskriminasyon, kakulangan, o mga panganib dulot ng pagbabago ng klima. #DepEdPhilippines #BagongPilipinas 			
Post (Images) **Workshop partnership with DSWD for Child Rights** Caloocan, Malabon, and Navotas are taking stronger action #ForAndWithChildren against child marriage and unions! Local councils from the three cities identified concrete priorities and actions to localize the implementation of Republic Act 11596, the law prohibiting child, early, and forced marriages and unions. These include promoting awareness of the law and integrating its provisions into their existing programs. The workshop, which supported this process, was facilitated by Save the Children Philippines and guided by the Department of Social Welfare and Development, Department of the Interior and Local Government, and Commission on Human Rights. Ma. Victoria Diaz, head of the Child Rights Center, highlighted the urgent need to strengthen efforts in preventing and responding to cases of child marriage, highlighting cohabitation in urban areas. "Local government units must break this cycle now. Ending child marriage is not merely a legal issue, it's a fundamental human rights imperative," she said. By using community data and children's insights, we are ensuring that local action plans reflect the voices and realities of children — a big step toward ending child marriage and cohabitations for good. #PowerUpGirls 	Multi-stakeholder engagement	Showcasing multi-stakeholder collaboration to reinforce credibility	

Excerpt	Codes	Sub Themes	Theme
Post (Graphics) National Children's Month Celebration of children Happy National Children's Month! ✨ PH Together with the Child Rights Network, Save the Children Philippines is excited to keep working #ForAndWithChildren as we push children's agenda in the 20th Congress. Let's turn that promise into action by passing comprehensive, responsive, and inclusive laws. #BataSaPusoNgBatas 	Advocacy campaign framing	Framing advocacy campaigns to promote policy action and public support for children's rights	Advocacy, Participation, and Empowerment Communication
Post (Images) Opening National Children's Month in Congress Children opened National Children's Month at the House of Representatives of the Philippines by telling lawmakers what action they want from them With the support of the Child Rights Network (CRN) Philippines, they shared their renewed legislative agenda for the next three years under the 20th Congress. This includes the passage of the Magna Carta of Children, a law that guarantees children's rights to survival, protection, development, and participation in decisions affecting their lives. "We must transform promises into policies, advocacy into legislation, and commitments into budget allocations that truly uplift children's lives," said House Committee on Welfare of Children Chair Richelle Louise Singson-Michael. Save the Children will help advance this by leading and co-leading work on preventing adolescent pregnancy, strengthening children's environmental rights, and promoting positive parenting. Link to the full list: https://www.facebook.com/CRNPhilippines/posts/pfbid033xgsjQSKavujmkqP3XrVyN7FncWtk5s5zaGkyBeoPEeCd7PMGP6PAU-1Y7G4xPWl #ForAndWithChildren #BataSaPusoNgBatas 	Participatory advocacy facilitation	Facilitating children's participation in policymaking to advocate for rights-based legislative action	
Post (Images) Batang Empowered leaders LOOK 👀: Children from the Batang Empowered and Resilient Team (BERT) of Bulihan High School showed lawmakers what real preparedness looks like. At the House of Representatives of the Philippines, 12 BERT members from Malolos, Bulacan, led an interactive session on staying safe before, during, and after a disaster while highlighting their rights as children. Together with Save the Children, they called for amending Republic Act 10821 or the Children's Emergency Relief and Protection Act to cover a wider range of emergencies and ensure the participation of children with disabilities, children with diverse SOGIESC, among others. Representatives Gisela Mary Maceda, Roman Romulo, and Rep. Jude Avorque Acidre affirmed their support and commitment to keeping children at the center of climate action. Thank you to BERT for bringing you advocacy straight to decision makers and making sure children's voices are part of every plan. We are also grateful to the House staff, as well as the students and teachers from Metro Manila and Rizal who joined the discussion. #ForAndWithChildren #NationalDayForYouthInClimateAction 	Youth empowerment representation	Highlighting youth participation to promote empowerment and inclusion	
Post (Reels) Makeup metaphor (hidden struggles) of an LGBT child There are some things that makeup can't conceal. Let children rise. Click here to donate www.savethechildren.org.ph Trigger warning: Graphic references to abuse and violence. Viewer discretion advised. 	Symbolic advocacy storytelling	Using storytelling and symbolic narratives to advocate for marginalized groups	
Post (Reels) Child Pregnancy metaphor; promoting Children's Rights From fit check to reality check real quick. Let the children rise. Click here to donate www.savethechildren.org.ph 			
Reshare Royal Norwegian Embassy post (Images) about PRIDE project (SOGIESC inclusion) Children with diverse SOGIESC, their parents, and our partners took the stage to share how they help make every child's space safer, more inclusive, and more affirming Their stories and lessons shaped the culmination of the PRIDE project, reminding everyone what real acceptance looks like in practice. Save the Children, together with Babaylanes, Inc., also introduced our newest learning tools, all accessible for free at https://www.balangaw.ph/ We are grateful for the generous support of FRI, the Norwegian Ministry of Foreign Affairs, and the presence of The Royal Norwegian Embassy in Manila Ambassador Christian Halaas Lyster. May we keep building spaces where children are not only safe, but supported to lead, grow, and shape the world they deserve. #ForAndWithChildren 	Rights-based issue framing	Showcasing stakeholder voices to promote participatory and rights-based communication	
Post (Images) about "One More Time with Feelings" mental wellness activity. Laughter, deep breaths, and stories filled the room as children from Pateros, Taguig, and Parañaque joined "One More Time with Feelings" mental wellness activity. With the support of caregivers, bioMérieux volunteers, and Save the Children, they explored breathing exercises, partner stretches, storytelling, and grounding activities that helped them express emotions in healthy ways. For corporate partnerships and donations, email us at corporateteam.ph@savethechildren.org. #ForAndWithChildren 	Psychosocial support communication	Communicating psychosocial support to address emotional and developmental needs	

Excerpt	Codes	Sub Themes	Theme
Post (infographics) about 9 Safety tips for children during typhoon Mag-ingat, mga bata at magulang! Papasok na sa bansa ang Tyhoon #TinoPH (#Kalmaegi), ang ika-20 tropical cyclone ng Pilipinas ngayong taon 😳 🌪️ Apektado ang Visayas, ilang bahagi ng Mindanao, at Southern Luzon, na posibleng makaranas ng malalakas na ulan at hangin. Maaaring lumakas pa ito at maging Super Typhoon pagdapit sa kalupaan mamayang gabi o bukas ng madaling-araw. Tulong-tulong tayo para sa mga batang maaapektuhan ng #TinoPH. Mag-donate sa https://donate.savethechildren.org.ph/ DSWD Solicitation Permit No.: DSWD-SB-PSP-S-2025-000227 #ForAndWithChildren	Integrated crisis fundraising messaging	Combining situational updates and urgency framing to drive public mobilization	Resource Mobilization and Digital Engagement
Post (Graphic Image) about the declaration of the State of National Calamity The country is now under a state of national calamity after Typhoon #TinoPH (#Kalmaegi) brought strong winds and heavy rains across Central Philippines. More than half a million people have been displaced, and over a hundred lives have been lost, including children. Our teams are already on the ground in Cebu, and will move to Leyte and Palawan to assess the situation and respond based on the needs of affected families. Donate now: https://donate.savethechildren.org.ph/ DSWD Solicitation Permit No.: DSWD-SB-PSP-S-2025-000227 #ForAndWithChildren	Urgency-based fundraising appeal		
Post (Images) Field presence in Cebu Evacuation IN PHOTOS: Our team is on the ground in Cebu, visiting evacuation centers to assess the immediate needs of children affected by Typhoon #TinoPH (#Kalmaegi). Families urgently need cooked food and additional rations, clothes, pillows, blankets, and potable water. Children we talked to said they need learning materials so they can continue studying. Classes remain suspended, and while some teachers are exploring online or modular learning, power outages, poor mobile signal, and lack of devices make this difficult. Many children are also showing signs of distress after losing loved ones or pets and seeing their homes destroyed. We are preparing to distribute essential supplies and provide psychological first aid in the coming days. Your support can help us reach more children with the aid. 👉 Donate now: https://donate.savethechildren.org.ph/ 📄 DSWD Solicitation Permit No.: DSWD-SB-PSP-S-2025-000227 📸 James Grecia and Rhoda Delos Santos #ForAndWithChildren	Empathy-driven visual storytelling	Using visual storytelling to humanize beneficiaries and evoke empathy	
Post (Infographics) Impact of the Typhoon; ask support As the country reels from the impact of Typhoon #TinoPH (#Kalmaegi) and braces for Typhoon #UwanPH (#Fungwong), thousands of children urgently need your help. Your donation can provide food packs, hygiene essentials, and family kits for those affected. 👉 Donate now: https://donate.savethechildren.org.ph/ 📄 DSWD Solicitation Permit No.: DSWD-SB-PSP-S-2025-000227 #ForAndWithChildren	Action-oriented crisis messaging	Providing real-time updates to sustain engagement and trust	
Post (Images) about Response to Typhoons Tino & Uwan, call for support In the wake of Typhoons #TinoPH and #UwanPH, over 16 million learners and 700,000 education personnel were affected by class suspensions across 12 regions. Save the Children, through EU Civil Protection & Humanitarian Aid 's ACCESS project, now work with our community partners in Aurora, Catanduanes, Leyte, and Cebu to assess damages in schools and communities. To help ensure learning continuity, we are preparing to provide Education in Emergencies (EiE) support such as temporary learning spaces, psychosocial support, and replacement of school materials for affected learners and teachers. 👉 Donate now: https://donate.savethechildren.org.ph/ 📄 DSWD Solicitation Permit No.: DSWD-SB-PSP-S-2025-000227 📸 James Grecia, Zoreen Agustin, and Jasper Sidlacan #ForAndWithChildren	Transparency-based engagement		
Post (Reels) Makeup metaphor (hidden struggles) of an LGBT child There are some things that makeup can't conceal. Let children rise. Click here to donate www.savethechildren.org.ph Trigger warning: Graphic references to abuse and violence. Viewer discretion advised. == **Post (Reels) Child Pregnancy metaphor; promoting Children's Rights** From fit check to reality check real quick. Let the children rise. Click here to donate www.savethechildren.org.ph	Emotionally disruptive storytelling	Using emotionally disruptive storytelling to prompt empathy and drive donation behavior	
Post (Images) **World Kindness Day** **feature donation from partner to people affected of Typhoons** This World Kindness Day, an act of care can help children and families meet their daily needs and bring smiles as they rebuild. With generous support from the QBE Foundation, 154 households in Infanta, Pangasinan, including indigenous Igorot communities (Cancana-ey and Buisa), received food and hygiene essentials after Typhoons #CrisingPH, #DantePH, and #EmongPH damaged their livelihoods. Each pack included rice, canned goods, monggo, cooking oil, sugar, and other items to help support children and their families for at least two weeks to a month. Kindness also extended to the local economy, with rice supplies sourced from community farmers affected by low buying prices. 💙 In these trying times, let's keep spreading kindness like the QBE Foundation and stand #ForAndWithChildren who need it most. For corporate partnerships and donations, email us at corporateteam.ph@savethechildren.org.	Donor recognition messaging	Recognizing donors to reinforce participation and social proof	
Post (Images) about "One More Time with Feelings" mental wellness activity. Laughter, deep breaths, and stories filled the room as children from Pateros, Taguig, and Parañaque joined "One More Time with Feelings" mental wellness activity. With the support of caregivers, bioMérieux volunteers, and Save the Children, they explored breathing exercises, partner stretches, storytelling, and grounding activities that helped them express emotions in healthy ways. For corporate partnerships and donations, email us at corporateteam.ph@savethechildren.org. #ForAndWithChildren			
Post (Infographics) **Game for a cause campaign** Game on for a cause! Every click for Save the Children Philippines in the Riot Games 2025 Charity Voting campaign helps kids level up their future. Whether you main LoL, ace Valorant, or just love making a difference, follow the guide to cast your support #ForAndWithChildren. ▶ https://charityvote.riotgames.com/	Gamified digital engagement	Using interactive and gamified campaigns to encourage digital participation	

Chapter V

RESULTS AND DISCUSSION

This chapter propounded the result and discussion of the study conducted in the social media page of the selected Nonprofit Organization to unmask its communicative practices in mobilizing support from the public. This part particularly discussed the ramification of the data collection and how it answered the research questions this study aimed to fulfilled which are:

1.) What are the communicative practices of nonprofit organization in mobilizing support from the public through digital platforms?
2.) What are the development communication perspectives that underlie the communicative practices?

Through the lens of ethnomethodology and conversation analysis (CA), the study focused on how the selected Nonprofit Organization's social media page digital contents were sequentially organized and how such sequencing formed the organizations' communicative practices and the underlying development communication perspective it reflected.

Grounded on the data extract from the social media page of the selected Nonprofit Organization within the prescribed timeframe and through meticulous data gathering, organizing, identifying and relating, the finding revealed that the selected Nonprofit Organization's social media page was organized through common codes, sub themes and theme which generally exposed it sequential adjacency which ultimately mirrored the communicative practices of the selected Nonprofit Organization in mobilizing support from the public through the use of digital platforms.

COMMUNICATIVE PRACTICES IN MOBILIZING SUPPORT IN DIGITAL PLATFORM

RQ1: *What are the communicative practices of nonprofit organization in mobilizing support from the public through digital platforms?*

Based on the data collected within the identified timeframe, meticulous data organizing and extensive data analysis and interpretation, the study determined four (4) major communicative practices of the selected Nonprofit organization in mobilizing support from the public through digital platforms. These are: Risk, Crisis and Informational Communication; Partnership and Institutional Credibility; Advocacy, Participation and Empowerment Communication; and lastly the Resource Mobilization and Digital Engagement. These four (4) major communicative practices are interrelated and multi-faceted key actions that informed, engaged, persuaded and mobilized the public to support the vital work of the selected Nonprofit organization.

Figure 1.

Communicative Practices of selected NPO



- **RISK, CRISIS AND INFORMATIONAL COMMUNICATION**

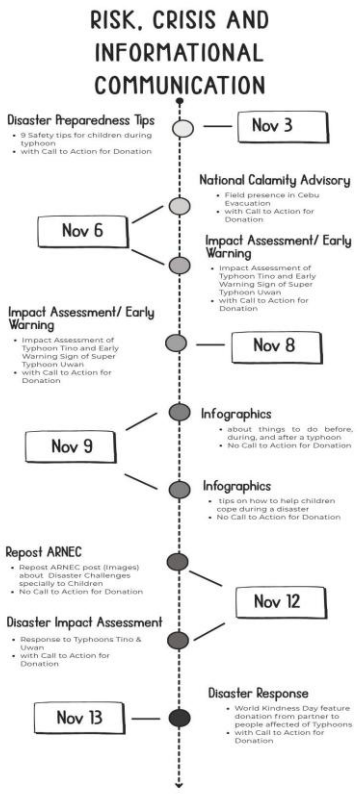
The first communicative practices identified from the set of data collected in the Facebook Page of the selected Nonprofit organization is the Risk, Crisis and Informational Communication. To provide contextual background, the data collected was set in November 2025 as the selected Nonprofit organization celebrated the National Children's Month (an annual celebration to protect children's right and promote their welfare) which gave rich and relevant data about its communicative practices. Coincidentally, a series of disasters struck our country such as typhoons which instigated the humanitarian efforts.

Risk, Crisis and Informational Communication as one of the communicative practices of the selected nonprofit organization was exhibited through the efforts of the organization in addressing the needs of the communities affected by the string of catastrophes experienced by our countrymen during that time such as the Super Typhoon Uwan and Typhoon Tino. For the identified sequence, the Risk, Crisis and Informational Communication began with preventive risk messaging with an infographics which discussed nine (9) safety tips for children during typhoons. It was then followed by a graphic post about the declaration of state of national calamity, followed by actual images of field presence in evacuation centers. It was succeeded by a post of impact assessment of the typhoon as well as risk awareness of the next typhoon. The nonprofit organization also issued another preventive risk message

about the incoming typhoon through an infographic of things to do before, during and after a typhoon and other infographics about tips on how to help children cope during a disaster. After that, the selected nonprofit organization reshared a post made by its partner - Asia-Pacific Regional Network for Early Childhood (ARNEC) about the effect of disasters on children. It was then followed by a post using actual images of their response to the calamities through the help of various partners. And lastly, a featured post about a donation made by one of their partners in support of the people affected by the typhoons. The figure below showed the actual sequence of the risk, crisis and informational communication.

Figure 2.

Risk, Crisis and Informational Communication Sequence



Scrutinizing the sequence of the Risk, Crisis and Informational Communication Practice of the selected Nonprofit Organization, it can be observed that instead of a sporadic style of disaster-related post, the sequence built an organized communication approach intended to gradually substantiate the authenticity of the humanitarian call. The selected Nonprofit Organization initially instilled awareness to the public through their “safety tips” preventive messaging **(Figure 3. Safety Tips)**, then corroborated the gravity of emergency through “national calamity” declaration **(Figure 4. National Calamity)**, prior to showing its on-the-ground operations through field documentations **(Figure 5. Field Operations)**. While the initial disaster-related posts of the selected Nonprofit Organization already included minimal call to action in the captions, only after the context of the situation was established, does the organization do a post specifically for mobilizing support **(Figure 6. Donation Appeals)**. This sequence and ordering indicated primarily the importance of building the awareness and consciousness of the public, establishing the legitimacy of the call and credibility of the organization before rallying support.

Figure 3.

Safety Tips



Figure 4.

National Calamity

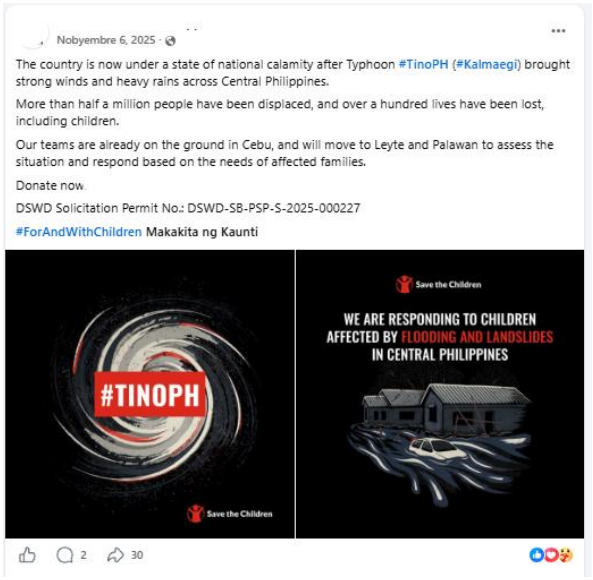


Figure 5.

Field Operations

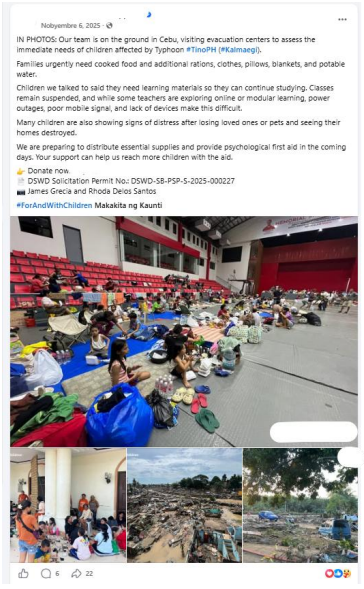
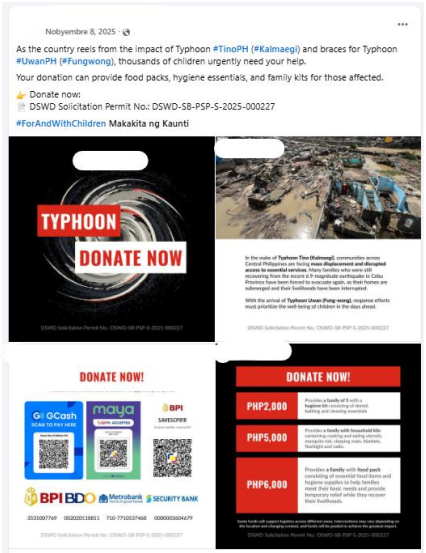


Figure 6.

Donation Appeals



Moving forward to the analysis of the visual communication forms utilized by selected Nonprofit Organization in their Risk, Crisis, Informational Communication which are commonly observed as *infographics, graphics and photos.* The usage of *infographics and graphics* is a simple and clear way for the public to understand the disaster information **(Figure 7 and 8. Tips and Things to Do)** Furthermore, it gave a creative representation that can entice the public specifically in the fast paced environment like digital platforms, it is fundamental that content remained captivating to capture the interest and attention of the public. Chandra (2023) noted that infographics have the capacity to attract attention, delivering simple explanations to complicated information which enhances discernment. On the other hand, the usage of the actual *photos* of the field operations helps authenticate the humanitarian effort of the organization while eradicating doubts and uncertainty of the public, it also further reinforced the credibility, dependability of the organization in delivering humanitarian aid. **(Figure 9. Actual Photos in Field)** Hence, visual communication became an avenue in the trust-building strategy of the organization particularly in mobilizing support.

Figure 7.

Tips and Things to Do

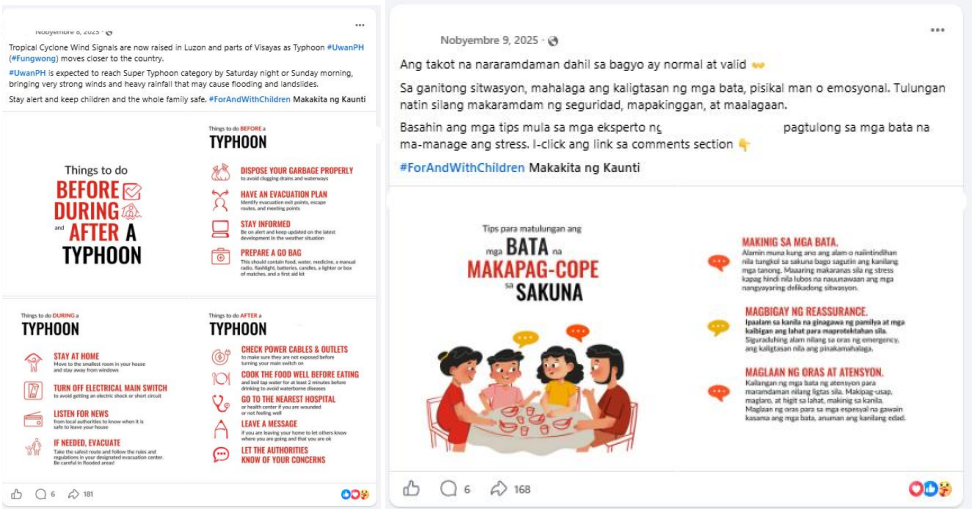
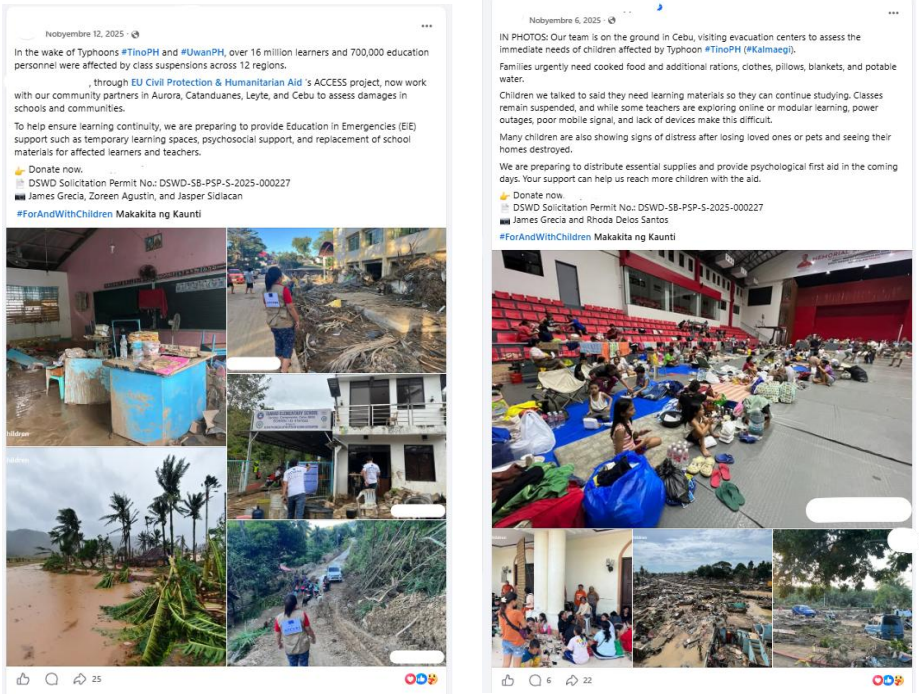


Figure 8.

Actual Photos in Field



Through this sequence, patterns were exhibited which consisted of codes and sub themes reflected during the analysis. The first sub theme is the usage of preventive and instructional messaging to promote disaster preparedness. It was observed that the selected nonprofit organization had multiple posts related to preventive risk, psychosocial guidance and instructional preparedness messaging which can be noticed through its shared tips on how to help children cope during disaster, things to do before, during and after a typhoon and safety tips during typhoons **(sample refer to Figure 5, 7 and 8).** By these preventive and instructional messages, the selected nonprofit organization was able to provide child-focused disaster preparedness, early warning risk as well as psychosocial support which mirrors the identity of the organization as a child-centered group. But more importantly, through these preventive and instruction messaging, the selected nonprofit organization was able to primarily establish the imminent danger and catastrophe of the disaster, the need to prepare and ultimately to support.

The second sub theme recognized is the framing of crisis information through authoritative contextualized messaging wherein the selected nonprofit organization posted a variety of contents such as public crisis information through declaration of state of national calamity, on the ground emergency response documentation, situational updates and crisis contextualization narratives **(sample refer to Figure 4 and 9).** Through this sub theme, the selected nonprofit organization was able to solidify the need - imposed in their initial actions from preparing the

public about the disaster to the actual happening to the impact of the event, which ultimately validated the need to support the relief efforts.

Consequently, these sequences and patterns observed in the digital content of the selected nonprofit organization indicated that the progression is prominent from alerting, informing and building the consciousness of the public about the disaster, to documenting, assessing and humanizing the actual stories on the ground, to mobilizing support from the public. This highlights the critical role of digital content sequencing in the digital communication effectiveness as well as in nonprofit's resource mobilization landscapes.

PARTNERSHIPS AND INSTITUTIONAL CREDIBILITY

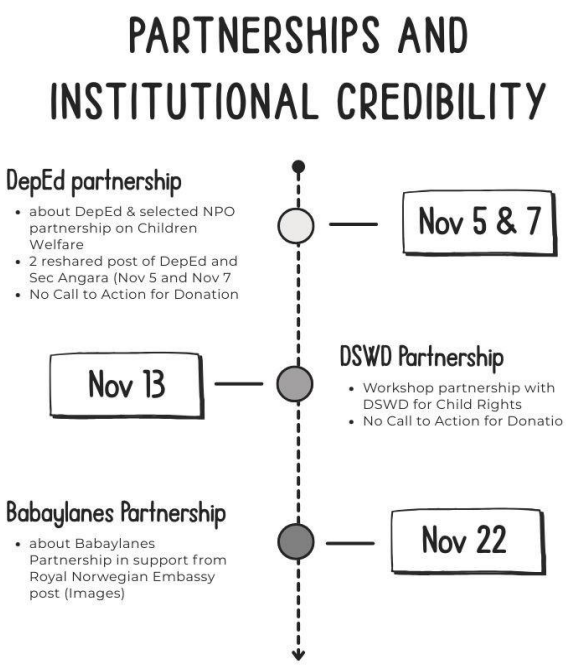
The second communicative practice identified from the set of data collected in the Facebook Page of the selected Nonprofit organization is the Partnership and Institutional Credibility which was exhibited through the different collaboration of the organization with various government agencies, resource center, consulate and institutions.

For the identified sequence, the selected nonprofit organization commenced by posting *photos* of its two (2) year Memorandum of Understanding with the Department of Education which is the primary government office who manages and is responsible for the country's basic education system. The partnership focused on making schools more safer, inclusive and responsive to every student's needs. In this partnership, it can be observed that the selected nonprofit organization has its own post but also reshare the post of the Department of

Education's Facebook Page as well as the post of SirSonny Angara's Facebook Page who is the current secretary of the Department of Education. With this, the selected nonprofit organization was able to affirm the solid relationship and alliances with that specific government agency. It was then followed with collaboration post *(photos)* with Department of Social Welfare and Development, Department of the Interior and Local Government, Commission on Human Rights; and the Child Right Centers to take stronger actions againts child marriage and unions, which showcase the wide network of the selected nonprofit organization to tap multi stakeholder cooperations. Furthermore, it also built and supported the credibility of the organization as one of the leading child welfare agencies. The next post *(photos)* featured the partnership of the selected nonprofit organization with a resource center called Babaylanes Inc, through the generous support of the Norwegian Ministry of Foreign Affairs and The Royal Norwegian Embassy. The partnership built a learning tool accessible to everyone, which served as a digital portal to all Filipino LGBTQI stories and studies. The collaboration was dedicated to ensuring that children are supported to lead, grow, and shape the world they deserved; and building space for children to thrive and prosper. Moreover, the diplomatic cooperation with the consulate to promote children's welfare reflected the selected NPO's position in global partnership which strengthened advocacy and network authority. The figure below showed the actual sequence of the Partnership and Institutional Credibility.

Figure 9.

Partnership and Institutional Credibility Sequence



Through this sequence, patterns were exhibited which consisted of codes and sub themes reflected during the analysis. The first sub theme is highlighting institutional partnerships to build legitimacy and public trust which was reflected through the various partnerships of the selected nonprofit organization. Through these partnerships, the standing of the selected nonprofit organization was solidified, adding more authenticity and confidence to the organization **(Figure 10. Institutional Partnership)**. The second sub theme is showcasing multi-stakeholder collaboration to reinforce credibility. One partnership might strengthen the reputation of an organization but multi stakeholder alliances demonstrate the reach, authority and capacity of the organization to create comprehensive and inclusive alliances across

stakeholders. This partnership does not only validate the credibility and legitimacy of the selected nonprofit organization but rather it builds the competence and reliability of the organization **(Figure 11. Multi stakeholder Collaboration)**. The third sub theme is the positioning of global partnership to strengthen advocacy and network authority. Local partnerships are often common across organizations but global collaboration tells more about the endeavor of the organization to tap international partners **(Figure 12. Global Partnership)**. Buchanan (2018) asserted that institutional legitimization explained how the legitimacy of an organization can be improved through collaborations with multilateral institutions. Following the various partnerships of the selected nonprofit organization, it reflected its proactive measures to not only validate its position in societal development but also its role in upholding and protecting the welfare of the children.

Figure 10.

Institutional Partnership

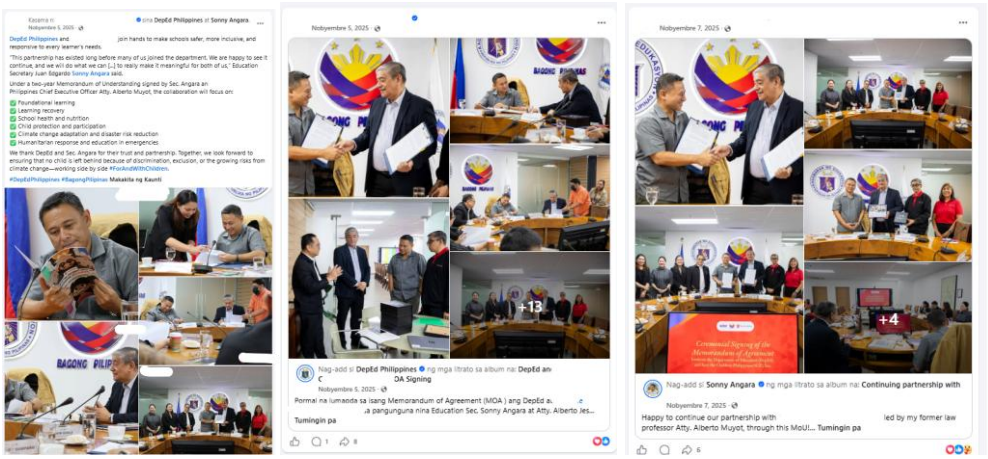


Figure 11.

Multi stakeholder Collaboration

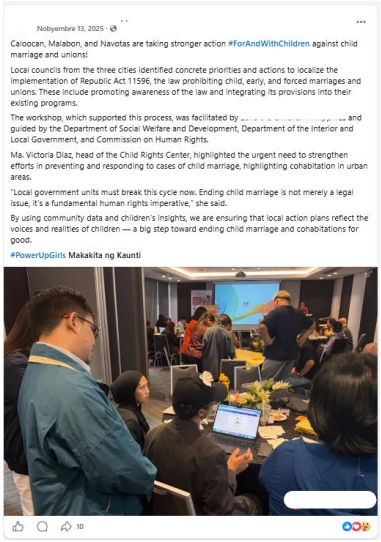


Figure 12.

Global Partnership



Through these sequences and patterns observed in the digital content of the selected nonprofit organization for its partnership and institutional credibility. This focused more on the efforts to build a legitimate and

credible image to the public, while it can be observed that there is no call to action to mobilize support from the public in these posts. Through the various partnerships and collaborations of the organization with respected and reputable government agencies, local government units and international stakeholders, the selected nonprofit organization was able to validate and authenticate its reputation to the public, making the future fundraising appeals appear more credible, accountable and trustworthy.

- **ADVOCACY, PARTICIPATION AND EMPOWERMENT COMMUNICATION**

  The third communicative practice identified from the set of data collected in the Facebook Page of the selected nonprofit organization is the Advocacy, Participation and Empowerment Communication which demonstrated through the different programs, projects and activities of the organization to build a better world for and with children. In addition, the selected nonprofit organization celebrated the National Children's Month during the data collection timeframe which gave rich and relevant data about its program and advocacy.

  For the identified sequence, the selected nonprofit organization kicked off with a banner post *(graphics)* in celebration of the National Children's Month. It was followed by a post *(photos)* of the opening ceremony of the celebration in congress with a call to protect children's right to survival, protection, development and participation. It was followed by a post *(reel)* called *Let the Children Rise*, campaigning for gender equality

and child protection about the hidden struggles of an LGBT child who experienced maltreatment and rejections. Following that, was a post *(photos)* of their advocacy for Sexual Orientation, Gender Identity, Expression, and Sex Characteristics (SOGIECS inclusion) in partnership with Babaylanes, a resource center, in support of The Royal Norwegian Embassy. After that, the selected nonprofit organization launched another installment of *Let the Children Rise* campaign *(reel)* focusing on teenage pregnancy and promoting children's right against bullying and harassment. It was then followed by a post *(photos)* about Batang Empowered and Resilient which focuses on child protection during times of emergency, primarily campaigning to amend the Children's Emergency Relief and Protection Act or Republic Act 10821 to cover a wider range. After that, the selected nonprofit organization posted a mental wellness activity with their corporate partner called "One More Time with Feeling" which focused on the psychosocial support for children through interactive activities such as breathing exercises, partner stretches, storytelling to express their emotions in a healthy way. The figure below showed the actual sequence of the Advocacy, Participation and Empowerment Communication.

Figure 13.

Advocacy, Participation and Empowerment Communication Sequence



This sequence exhibited various patterns - consisting of codes and sub themes reflected during the analysis. The first sub theme is framing advocacy campaigns to promote policy action and public support for children's rights which was reflected on the initial post for the celebration of the National Children's Month, strongly asserting to take action to lobby relevant laws for children **(Figure 13. Advocacy Campaign)**. The second sub theme is facilitating children's participation in policymaking to advocate for rights-based legislative action which is manifested

through the activities conducted by the selected nonprofit organization with active participation from the children, one example of it - is inviting children during the opening ceremony of national children's month in congress and involving them in interactive sessions **(Figure 14. Children Participation)** which led to the third sub theme which is highlighting youth participation to promote empowerment and inclusion. The fourth sub theme observed is the usage of storytelling and symbolic narratives to advocate for marginalized groups, through the *Let the Children Rise Campaign Reels* which depicts the struggle of children due to gender inequality and teenage pregnancy. Through these reels and creative interpretation, the selected nonprofit organization was able to convey their advocacy to help protect children in all forms of abuse, furthermore, it can be observed that these two (2) reels has the call to action to donate, an indication of the need to support the programs to ensure that more children are protected against any harm **(Figure 15. Let the Children Campaign)**. The fifth sub theme is showcasing stakeholder voices to promote participatory and rights-based communication which was echoed in the collaborations made by the selected nonprofit organization with the resource center and international partners to promote gender parity. And the last sub theme is communicating psychosocial support to address emotional and developmental needs which was manifested through the activities made by the selected nonprofit organization to protect and support the mental well being of the children **(Figure 16. Psychosocial Support)**

Figure 14.

Advocacy Campaign



Figure 15.

Children Participation

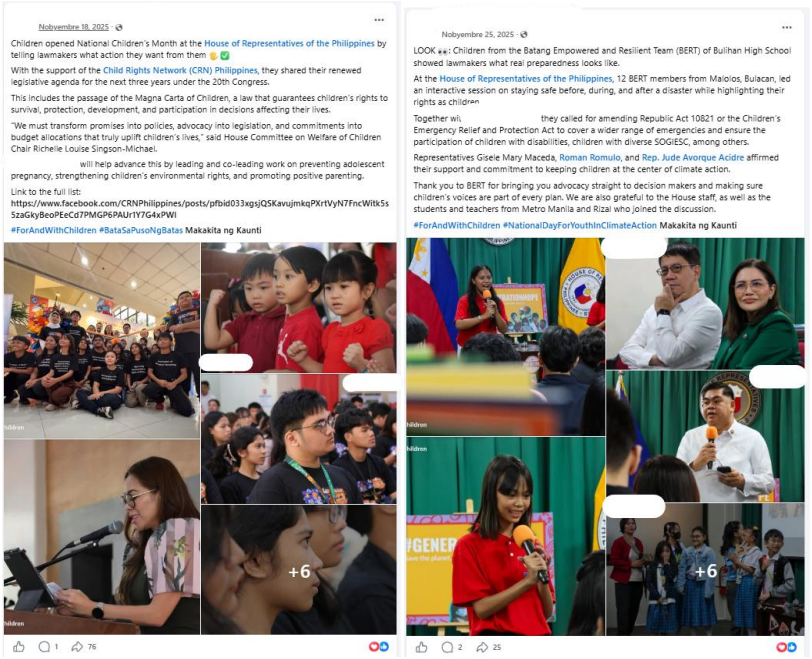


Figure 16.

Let the Children Campaign

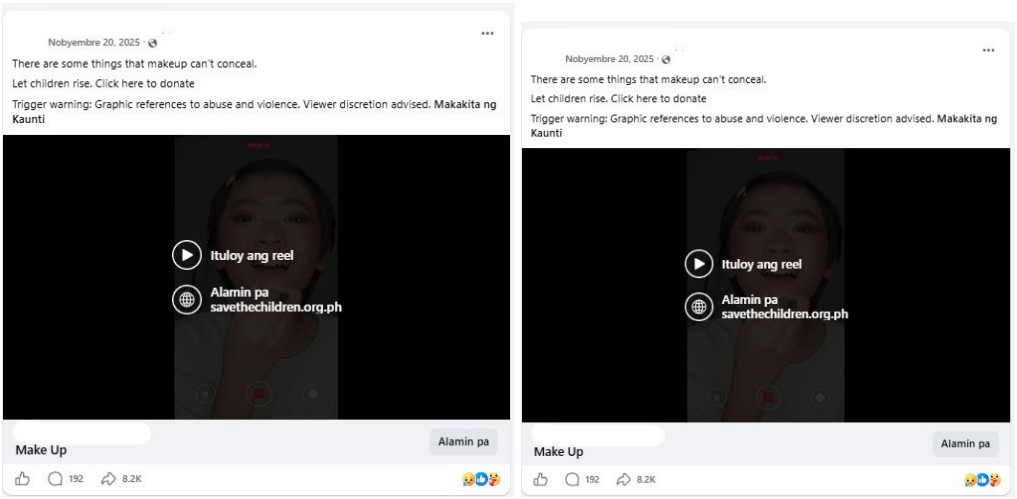
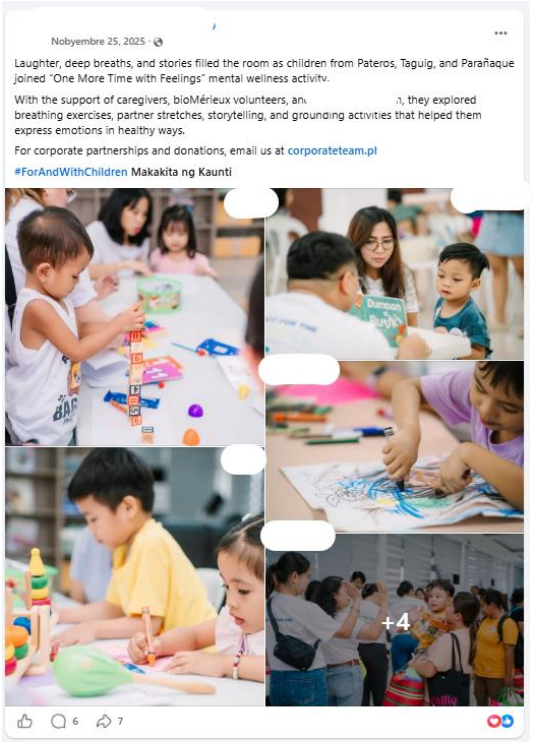


Figure 17.

Psychosocial Support



The key practices reflected from the data shows that the selected nonprofit organization is framing the advocacy campaigns to promote policy action and public support for children's rights. As mentioned earlier, the selected nonprofit organization celebrated the National Children's Month during the identified timeframe of data collection. Hence, there is stronger advocacy launched by the selected nonprofit organization in line with the celebration. Through various activities, the selected nonprofit organization also facilitated children's participation in policy making to advocate right-based legislative actions and youth participation to promote empowerment and inclusion. Furthermore, the selected nonprofit organization through reels use storytelling and symbolic narratives to advocate for marginalized groups and promote right-based communication. In addition, the selected nonprofit organization shared content which focuses on psychosocial support for children to address emotional and developmental needs.

Through these sequences and patterns carefully crafted and manifested by the selected nonprofit organization for its advocacy, participation and empowerment communication highlighted the core values of the organization in promoting children welfare. Through their advocacies, programs and activities, the selected nonprofit organization was able to convey to the public the work that they do for and with children. It can be observed that in these sequences, only two (2) contents have the call to action to donate which emphasized the context that while the organization mobilized for public support, the organization also prioritized and highlighted the plans, initiatives and strategies on how to

utilize these funds to create a better world for children. In this way, the public has a clear view of how their support was being used to create efforts to support children across the country. Furthermore, through these communicative practices, the selected nonprofit organization emphasized how they value the insights and opinion of children in drafting actions to improve their welfare; it asserted the role of the children as an active agent of change rather than mere receipt of change.

- **RESOURCE MOBILIZATION AND DIGITAL ENGAGEMENT**

The fourth and the last communicative practice identified from the set of data collected in the Facebook Page of the selected nonprofit organization is the Resource Mobilization and Digital Engagement which is embedded and observed among the other communicative practices. It is fundamental to point out the strategic way how the selected nonprofit organization ingrained their resource mobilization in each communicative practice.

For the identified sequence which crisscrossed to other communicative practices such as the risk, crisis and informational communication; and the advocacy, participation and empowerment communication. The selected nonprofit organization started with preventive risk messaging with an infographics discussing nine (9) safety tips for children during typhoons. It was then followed by a graphic post about the declaration of state of national calamity, followed by actual images of field presence in evacuation centers. It was succeeded by a post of impact assessment

of the typhoon as well as risk awareness of the next typhoon. It was then followed by a post using actual images of their response to the calamities through the help of various partners. After that, a featured post about a donation made by one of their partners in support of the people affected by the typhoons. The selected nonprofit organization has also posted a special content *(graphics)* about digital gamified charity voting campaigns. After that, the selected nonprofit organization launched their Let the Children Thrive Campaign with two (2) *reels,* both metaphor of child protection against gender discrimination and teenage pregnancy. And lastly, a featured post about an employee engagement made by one of their corporate partners in support of mental wellness and psychosocial support for children.

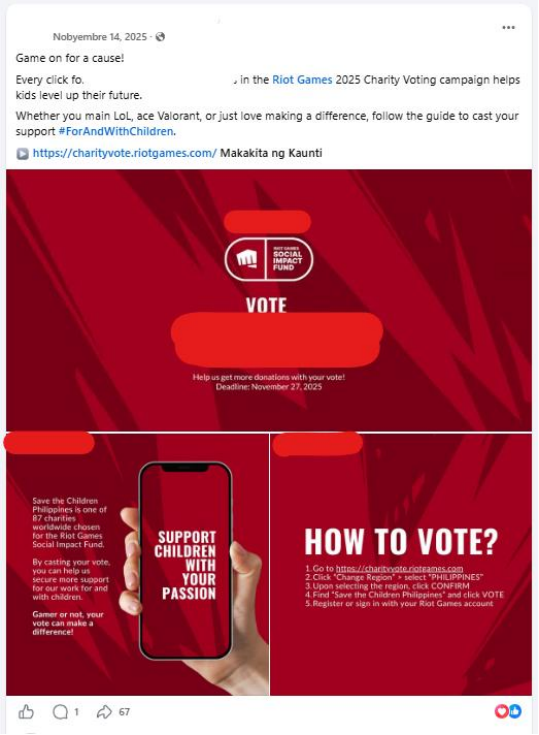
This sequence exhibited patterns which consisted of codes and sub themes reflected during the analysis. The first sub theme is combining situational updates and urgency framing to drive public mobilization which was evidently apparent in the risk, crisis and informational communicative practice of the selected nonprofit organization through their integrated crisis messaging and urgent-based appeal. It can be observed that the selected nonprofit organization established the evidence of need for support through early warning signs, disaster preparedness tips, situational and field update which catch up the attention of the public **(sample refer to Figure 3, 4, 5, 6, 7, 8 & 9)**. The second sub theme is using visual storytelling to humanize beneficiaries and evoke empathy. It can be noticed that the selected nonprofit

organization uses actual on the ground *photos* which showcase the real life situations of the communities they seek to help, through these they are able to create the awareness of the public about the disaster and calamity, the need and its response operation which validates the authenticity of fundraising. The third sub theme is providing real-time updates to sustain engagement and trust. Aside from the use of actual photos, the selected nonprofit organization posted continuous updates about their ground work and operations to assist the affected communities, through this action, they are able to build transparency and accountability at the same time, keeping the momentum of engagement and encouraging more support **(sample refer to Figure 9).** The fourth sub theme is using emotionally disruptive storytelling to prompt empathy and drive donation behavior which was manifested through the Let the Children Thrive Campaign of the selected nonprofit organization that uses challenging narrative to depict the struggles of children and the need to promote and protect their welfare **(sample refer to Figure 15)**. The fifth sub theme is recognizing donors to reinforce participation and social proof which is evident for the corporate partnership fundraising initiatives of the selected nonprofit organization, through post dedicated to highlight the support from corporate partners, this not only encourage participation and support from other corporate companies but also serve as social indication of the organization's stewardship of support and funding **(sample refer to Figure 16)**. And the last sub theme is using interactive and gamified campaigns to encourage digital participation wherein the selected nonprofit organization joined an online voting

campaign with the aim to receive the grants from an online e-games platform which showcase the openness of the selected nonprofit organization to mobilize support from different avenues specially in the digital ecosystem

Figure 18.

Gamified Digital Fundraising



Through these sequences and patterns carefully crafted and manifested by the selected nonprofit organization for its resource mobilization and digital engagement proved that it cut across the other communicative practices. Resource mobilization is considered the lifeblood of a nonprofit organization, without it, programs will not be implemented and sustained but resource mobilization is more than asking support from the public, it entailed comprehensive and multilayer approaches considering

the changing and evolving landscape. Through the resource mobilization and digital engagement of the selected nonprofit organization, it can be noticed that while the call to action to donate are incorporated in most of the post, the selected nonprofit organization also tailored the appropriateness of each appeal to the post, some contents don't even have call to action at all and just focused on the programs and advocacy; partnerships and collaborations which gave off a good balance of rally support while showcasing advocacy and programs; while highlighting strategic alliances among other stakeholders. Hence, the resource mobilization was integrated through the whole communication process, it is not treated as a separate stage but rather an important element that cut across the overarching communication process. In this way, the selected nonprofit organization was also able to exhibit their capacity, strength, reliability, accountability and advocacy to help the children and its communities which ultimately validates the mobilization of the support from the public.

Therefore, findings indicated that rather than independent and separate fundraising campaigns, the resource mobilization was strategically integrated across communicative practices, functioning into a comprehensive development narrative. With these sequences, the selected nonprofit organization was able to frame the fundraising appeal as a meaningful collective effort to address social needs rather than just simple, mere monetary support.

DEVELOPMENT COMMUNICATION PERSPECTIVE REFLECTED

RQ2: *What are the development communication perspectives that underlie the communicative practices?*

Throughout the entirety of research, the findings exhibited how the communicative practices of the selected nonprofit organization reflected multiple yet recognizable development communication perspectives, which indicated the integrated approach of the organization in achieving its missions and goals. It also highlighted how the communication strategy of the selected nonprofit organization adapted to the different needs, circumstances and frameworks. In addition, it also understands that the road towards development and social change is an intricate journey with different levels and considerations. A holistic and strategic approach towards growth. Based on the identified communicative practices of the selected nonprofit organization, the study determined three (3) development communication perspectives underlie these communicative practices namely the: participatory communication perspective, empowerment and right-based perspective and social mobilization perspective.

- **PARTICIPATORY COMMUNICATION**

  Participatory Communication perspective is the first development communication perspective reflected both in the Partnership and Institutional Credibility Communicative practice and the Advocacy, Participation and Empowerment Communicative Practice of the selected nonprofit organization. The Participatory Communication perspective centered on an approach based on dialogue that allows

information, perceptions and knowledge exchange among the various stakeholders to promote social change. (Thomas Tufte, 2009). Furthermore, it actively involved the communities in recognizing their own problems, mapping solutions and assessing outcomes. (Kumar, 2026)

The selected nonprofit organization Partnership and Institutional Credibility Communicative Practice echoed participatory communication as it regularly collaborated with different government agencies, institutions, civic groups to create programs and initiatives that enhance and develop the welfare of children and our society. It highlighted that development wasn't the sole responsibility of a single organization but rather a shared accountability, responsibility and cooperation among multiple stakeholders which embodied participatory communication.

Furthermore, the selected nonprofit organization also reflected participatory communication in their Advocacy, Participation and Empowerment Communicative Practice as they actively work and involve children in creating action plans that protect and promote their own welfare. The selected nonprofit organization’s core values of working for and with children, emphasized its initiative to not only work for children but also with children, integrating their idea, concept, sentiment and voices. Dickson (2014) explained that in participatory representation, stakeholders are encouraged to engage and involved in making important policy decisions.

With these, the selected nonprofit organization clearly echoed Participatory Communication, as it involved - partners and collaborated with various stakeholders to achieve its missions. In addition, these practices reflected transparency, accountability and credibility of the organization in its endeavor, solidifying the public trust and support which is essential in sustaining the support from the public.

- **EMPOWERMENT AND RIGHT BASED**

Empowerment and Right based perspective is the second development communication perspective reflected in the Advocacy, Participation and Empowerment Communicative Practice of the selected nonprofit organization. Empowerment perspective focused on community initiation and participation characterized the communication process of empowerment in the development process which leads the community to a condition of a better quality of life (Nuridayati & Hasan, 2021). While Right based Perspective centered on the protection and realization of human rights. Rather than pushing for action as part of a development project, a right based approach leads to action such as legislative demand on government or institution. It is aimed at the most marginalized in society and changes the situation of a beneficiary from passive recipient to right-holders. (Symington, 2002)

The selected nonprofit organization Advocacy, Participation and Empowerment Communicative Practice resonated Empowerment and Right based perspective as they consistently reiterated working for and with children, highlighting the role of children not just the mere

beneficiaries of support but rather participants, contributors and active co-creators of initiatives that would improve their own welfare. Furthermore, through the stories, campaigns and advocacy of the selected nonprofit organization exhibited strong effort in lobbying and influencing policies, agencies, institutions for the interest and welfare of their work to build a better world for and with children.

Therefore, this emphasized how the selected nonprofit organization values the insights and opinion of children in drafting actions to improve their welfare, it asserted the role of the children as an active agent of change rather than mere receipt of change which reflected participatory communication and empowerment approach, as well as right based approach.

- **SOCIAL MOBILIZATION**

Social Mobilization is the third and the last development communication perspective reflected in the Resource Mobilization and Digital Engagement Communicative Practice of the selected nonprofit organization. Social mobilization riveted on organizing the members of the community to take group action by sharing problems and searching for solutions and polling own resources to bring about positive change and development (Sudan, 2019)

The selected nonprofit organization tactically integrated donation petitions, corporate appeals, and public support call across its digital communication may it be disaster response, advocacy campaigns, child protection programs and stakeholder collaboration hence the resource

mobilization strategy of the selected nonprofit organization is visible and ingrained across all its communicative practices. While some of the digital contents don't have donation appeals, it still supported and contributed to the legitimacy and validity of the other fundraising contents. Moreover, through the orderly sequencing of the digital content, starting with providing proof of community needs, organizational actions and collaborative campaigns, the selected nonprofit organization established a strategic pathway to mobilize support from the public. With these, findings validated how the resource mobilization was not treated as an independent activity but rather interlaced across the overall communication system of the selected nonprofit organization. They were able to engage with the public to act together supporting common goals. These goals are making a difference to the lives of the people their program, advocacy and project is assisting through collective efforts to mobilize the public to donate. This illustrated how communication drives toward development through resources, participation and collaborations.

In general, the finding of the study demonstrated how the underlying development communicative perspectives of the selected nonprofit organization's communicative practices function as complementary theoretical lenses rather than independent and contradictory sets. The Risk, Crisis and Informational Communication echoed Social Mobilization through its collective call for humanitarian aid. The Partnerships and Institutional Credibility which reflected Participatory Communication by highlighting the shared responsibility of multiple stakeholders for progress and development. The Advocacy, Participation and Empowerment which

mirrored both Participatory Communication and Empowerment and Right based by involving and enabling children as active co-creators and right-holders of development. And the Resource Mobilization and Digital Engagement which embodied Social Mobilization by instigating collection action through mobilizing support toward social development and progress.

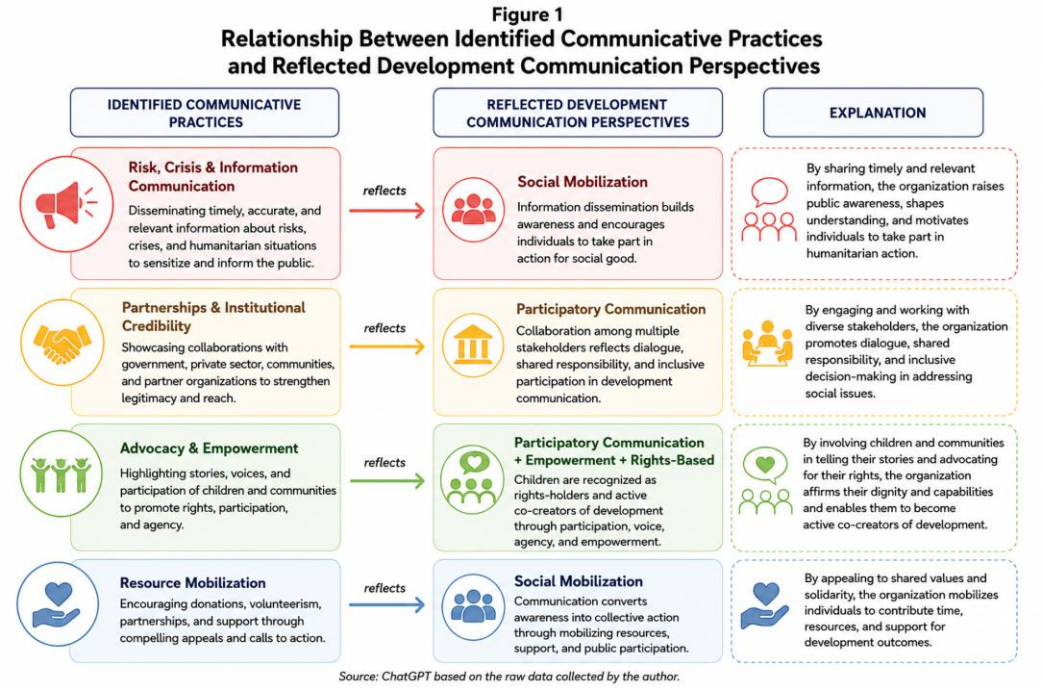
These development communication perspectives intersected across the digital communication of the selected nonprofit organization which implied how the current nonprofit digital communication fostered hybrid development communication methods. Moreover, as the communicative practices of the selected nonprofit organization reflected a distinct but diverse and interrelated development communication perspective showed how the selected nonprofit organization strategically utilized various approaches aligned to the context and the goal of the circumstances. Through its multifaceted proposition, the selected nonprofit organization was able to holistically encompass components that are necessary for them to not only mobilize the public but also realize their mission and strengthen their identity.

In the lens of ethnomethodology and conversation analysis, the relationship between the communicative practices and the development communication perspective lies on the strategic sequencing of the digital contents. The selected nonprofit organization's systematic way of communication from informing, legitimizing, humanizing, and mobilizing exhibited how digital communication doesn't just function as mere information dissemination but also a mechanism to construct social meaning and awareness, public trust and spark collective efforts. Hence, this study conferred to the Development Communication how the deliberated order sequencing of digital

contents allowed nonprofit organizations to work around multiple development communication perspectives concurrent to its resource mobilization.

Figure 19.

Relationship between identified Communicative Practices and the reflected Development Communication Perspective



DISCUSSION OF FINDINGS:

Discussed below are findings which were reflected from the result of the study vis-a-vis the review of related literature.

STRATEGIC CONTENT SEQUENCING AS COMMUNICATIVE PRACTICE

One of the most pivotal findings of this study is how the selected nonprofit organization's communicative practices in the digital landscape weren't detached and isolated but rather strategically integrated and connected. They are organized in sequential flows, from leading its audience

through different levels of information sharing, to building awareness and understanding, to using emotional engagement through humanizing stories and mobilizing support from the public. Rather than scattered and erratic digital posting, the selected nonprofit organization carefully weaved its digital contents in such a way that would develop and build the consciousness of the public, legitimize the appeals and rally support. The strategic sequencing is crucial to craft the awareness of the public, reduce doubts and legitimacy of the fundraising appeal. By informing and educating the public about the circumstances and context, they were able to discern and understand the situation. Strategic Content Sequencing as a communicative practice served as an essential element in the sphere of digital spaces which was often undervalued as focus remained in content and form, this study highlighted how the succession of communicative actions set the stage and; create meaning and understanding.

Moreover, to analyze deeper, it can be observed that the usage of infographics is a simple and clear way for the public to understand the disaster information. Furthermore, it gave a creative representation that can entice the public. In the fast paced environment like digital platforms, it is fundamental that content remains captivating to capture the interest of the public. Chandra (2023) noted that infographics have the capacity to attract attention, delivering simple explanations to complicated information which enhances discernment from the public. Furthermore, narrative humanization is also apparent which is distinct in humanitarian response of the selected NPO wherein they incorporate stories of the actual happening in the affected communities, setting the emotional framing highlights. Keith (2024) argued that storytelling is a crucial element in

crisis communication, as it enables organizations to humanize and earn trust, it also cultivates ties with the audience/ public. Through the use of humanized stories, the initial information was able to be actualized in the public, augmenting and validating the resource mobilization.

Through the prism of ethnomethodology and conversation analysis, this finding reflected how the interrelated digital content of the selected Non-profit organization has been an avenue that shapes public response and construct meaning. Among the identified communicative practices of the selected Non-profit organization, this finding is apparent in the risk, crisis and information communication; and the resource mobilization and digital engagement, wherein initial digital contents such as disaster preparedness and advisories, followed by situational updates and impact assessments with visual images of actual affected communities established the necessity to support and donate. This finding aligned with Mudzimba et al. (2023) and Jeswani (2023) which stated that NPO needs compelling stories and create diverse content to engage their audience and ultimately rally support. Through the information sharing and on-the-ground reports, stories and updates, the selected Non-profit organization was able to engage its public, establish the need and appeal for aid. Furthermore, this finding also aligned with Lovejoy and Saxton (2012) which stated that information reflected to be the core activity to attract followers, the community focused message tends to bind the audience while action-oriented message is inclined to resource mobilization aspect. In terms of the strategic sequencing of the selected Non-profit organization, this finding is likewise parallel to Kendrick et al. (2020) who highlighted that sequencing exhibits patterns of cognitive and communication processes, which is essential to create

the communication roadmap. Clearly, the selected Non-profit organization's communicative practices showed the build up of persuasive momentum which underscores that an effective non-profit communication strategy lies not only in the content itself but also in its timing, arrangement and sequence, specifically in the fast paced environment like digital platform.

Therefore, this study suggests that the strategic digital content sequencing embodies communicative practices in the nonprofit digital communication. It is not a mere content but rather a sequence built of organized digital contents and framing.

DIGITAL PLATFORM IN BUILDING TRUST, LEGITIMACY & STEWARDSHIP

Another critical finding of the study is how the selected Non-profit organization utilized its digital platform particularly its facebook page in building trust, legitimacy and stewardship to the public and its supporters. Throughout the duration of the identified timeframe, the selected Non-profit organization consistently posted contents about its partnership with institutions, government bodies, international stakeholders which strengthen and validate the organization's credibility and legitimacy. Furthermore, aside from its multi-stakeholder engagement, the selected Non-profit organization also regularly posted contents about its programs and advocacies, field operations specifically during the emergencies as well as donor-related events and commendations, through these communicative practices, the selected Non-profit organization was able to substantiate accountability and stewardship which eventually build trust and confidence of the public in continuously support the organization. It also served as a way for the selected non-profit organization

to report back how they were able to utilize and spend the fund/ support in response to society's and children's needs. Thus, through its digital content, the selected non-profit organization was not merely informing the public and maintaining the relationship but rather also reporting back to its supporters how their support was able to provide and help the children and communities. One of the examples is the post of the selected nonprofit organization which features one of their partner QBE Foundation in celebration of World Kindness Day, wherein they distributed hygiene essentials and food to the typhoon affected communities (*See figure below for the actual post*).

Figure 20.

Donor Related Activities

Post (Images)
World Kindness Day
feature donation from partner to people affected of Typhoons

This World Kindness Day, an act of care can help children and families meet their daily needs and bring smiles as they rebuild.
With generous support from the QBE Foundation, 154 households in Infanta, Pangasinan, including indigenous Igorot communities (Cancana-ey and Ibaloi), received food and hygiene essentials after Typhoons #CrisingPH, #DantePH, and #EmongPH damaged their livelihoods.
Each pack included rice, canned goods, monggo, cooking oil, sugar, and other items to help support children and their families for at least two weeks to a month.
Kindness also extended to the local economy, with rice supplies sourced from community farmers affected by low buying prices.
In these trying times, let's keep spreading kindness like the QBE Foundation and stand #ForAndWithChildren who need it most.
For corporate partnerships and donations, email us at corporateteam.ph@savethechildren.org.



This type of post showed not only what the selected non-profit organization is doing but also served as testimony of its accountability and transparency on how they employed the support. For a Non-profit organization, trust and legitimacy are considered key anchors for sustainability and development specifically in the changing resource mobilization landscape and

in the digital environment wherein the relationship with the public is built on remote interactions. This mirrored the finding of Burton (2022) wherein he stated that non-profit organizations can employ the power of digital communication for growth and sustainability. These practices of regularly sharing partnerships, booth-on-the-ground stories, field operations, social campaigns allowed the public to see and confirm the legitimacy of the organizations. Through these efforts, the selected Non-profit organization reduced doubts, uncertainties and questions from the public, ultimately strengthening its reliability to truly mobilize support from the public. This finding supported Shen et al., (2024) which stated that utilizing digital platforms for a collaborative network, donor identification, and volunteer administration ultimately result in gaining public trust, enticing private resources, and attaining legitimacy.

NONPROFIT'S HYBRID DEVELOPMENT COMMUNICATION PERSPECTIVES A& ATTRIBUTES

Another essential finding of the research is how the selected nonprofit organization didn't function under one development communication perspective but rather shifted depending on the communication goal and sometimes even amalgamated with different perspectives. For example, the advocacy, participation and empowerment communicative practices, the selected nonprofit organization mirrored both participatory communication and empowerment and right based perspective as they involve children's participation and leadership in advocating for their welfare and protection. The selected nonprofit organization's core values of working for and with children,

emphasized its initiative to not only work for children but also with children, integrating their idea, concept, sentiment and voices.

Through these focus and integration, the study affirmed that development communication is not fixed but rather adaptive in nature, specifically in the digital landscape where it allowed organizations to synthesize diverse development communication perspectives concurrently. As many other frameworks exhibited these perspectives independently, this study showed that the current digital landscape allows nonprofit communication to incorporate various development communication perspectives in the digital content communication which enriched the growing and ever-changing setting of Development Communication.

Furthermore, apart from the hybrid development communication perspectives. The study also showed how development communication attributes are inherent in the communicative practices of the selected Nonprofit Organization. From factuality, relevances, timeliness, usage of appropriate communication materials such as infographics, reels, photos. These attributes showed how the selected Nonprofit Organization conscientiously crafted and layered each content based on the context and exigency of the situation, rooted in factual happening and relevance of the issues. To cite an example, the selected Nonprofit Organization predominantly uses actual photographs to document their activities related to crisis situation updates, advocacies campaigns, partnerships and collaborations which attested the authenticity of initiatives. Aside from actual images, the selected Nonprofit Organizations also utilized other communication materials like infographics and graphics specially

on the tips and reminders which are usually wordy and lengthy to read, hence the usage of infographics will create easy to read materials with creative design to catch the attention of the public. In the fast paced environment like digital platforms, it's essential to catch the attention of the users right away. Moreover, the selected Nonprofit Organization also employed the power of reels (short videos) particularly in their advocacy campaigns which highlighted children rights, an appropriate move to earn the attention of the public for something that might be perceived as controversial and sensitive issues. Thus, the selected Nonprofit Organization was able to leverage the affordances of the digital platform which allowed the different communicative function to each content based on its need and the goal.

THEORETICAL IMPLICATION AND CONTRIBUTION

The findings of this research yield multiple theoretical implications and contributions to the discipline of Development Communication specifically on how the nonprofit organizations strategically organized and sequenced their content in digital platforms to mobile support from the public.

In the realm of development communication wherein perspective is often seen independently, the present study exhibited that these perspectives were not beared independently in the digital landscape but rather was strategically integrated through sequential organization of digital content which enables each communication to progress based on its objective and context. Different development communication perspectives emerged such as social mobilization, participatory communication; empowerment and rights-based communication which intersected with one another across the different

communicative practices, manifested how development communication persists, adapt and continue to thrive to the changing landscapes and contexts.

Furthermore, recognizing strategic content sequencing as an essential communicative practice in digital communication has become another significant contribution of the study. Within the framework of ethnomethodology and conversation analysis, finding showed that organization communication is more than the individual social media content, it also includes the sequential arrangement. The emerging sequence of Inform → Engage → Persuade → Mobilize is reflected how the selected nonprofit organization constantly organized its digital content by primarily building awareness through informative content, to providing situational and humanizing content through on the ground updates and stories, and rallying support through donation calls and appeals. Furthermore, the study revealed that resource mobilization is not the typical final phase of the communication, rather it was strategically incorporated across the identified communicative practice such in the risk, crisis and informational communication, partnerships and institutional credibility; advocacy, participation and empowerment communication. This illustrates the interrelated nature of communication of the nonprofit organization in the digital landscape.

Overall, this research provided insights to the growing essence of Development Communication literature by exhibiting how the digital platform didn't only function as a channel of sharing information but also interactional landscape where communicative practices are strategically organized and sequenced to build authenticity, credibility, initiate participation, advocate and mobilize collective actions. Therefore, the future theorization of Development

Communication should focus on growing awareness about the role of digital content sequencing, interactional organization and amalgamation of various development communication perspectives in the community of nonprofit organizations, particularly in its resource mobilization efforts.

Chapter VI

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presented the summary of the findings corresponding to the research aim and research questions. It also set out the conclusions drawn from the findings, as well as the recommendations to related stakeholders and future research endeavors.

SUMMARY

This research examined the communicative practices of the selected Nonprofit organization through its Facebook page post using ethnomethodology and conversational analysis, this study particularly explored how their posts were structured and ordered; and the underlying development communication perspectives, these communicative practices reflected.

The study collated one month of the selected Nonprofit organization Facebook page post as naturally occurring data. With these, the finding revealed that the selected nonprofit organization's structure of content follows a pattern of ordering, in which it guides the public through various stages to achieve its mission of building a better world for and with children.

There are four (4) major communicative practices identified which are Risk, Crisis and Informational Communication, Partnerships and Institutional Credibility; Advocacy, Participation and Empowerment Communication; and the Resource Mobilization and Digital Engagement. Each communicative practice mirrored diverse development communication perspectives such as the Participatory Communication, Empowerment and Right-based and Social Mobilization.

The findings proved an organized interactional process of the selected Nonprofit organization in structuring their contents not only to mobilize support from the public but also bring about positive change to our society.

CONCLUSIONS

This study primarily focused on the communicative practices of a Nonprofit Organization in a digital platform to mobilize support from the public. Through Ethnomethology and Conversion Analysis through Sequence, this research concluded that the selected Nonprofit Organization's digital communication wasn't isolated and separated, although each digital content carried different informations and motives which reflected various communicative practices such as risk, crisis and informational communication; partnerships and institutional credibility; advocacy, participation and empowerment communication; and the resource mobilization and digital engagement. These digital content was found to be strategically organized which built an integrated digital communication which built the knowledge and understanding of the public, ultimately mobilizing support from them. The finding highlighted the importance of sequence which created a holistic perception of the public towards the selected Nonprofit Organization. The sequences allowed the public to fathom the essential work of the organization and how they can contribute in their own way. Through the information sharing, situational updates, field presence, impact assessment, established partnerships and collaborations, different programs update, featured advocacies and engagement which comprises the integrated digital communicative practices of the selected Nonprofit Organization has built the strong and robust substantiation to mobilize support from the public. Hence, the

study further inferred that resource mobilization isn't necessarily the final stage of the communication; rather it can be deliberately fused across the different communicative practices such as the crisis and field updates, partnership news, advocacy campaign. This exhibited the interwoven communicative practices of the selected Nonprofit Organization in the digital landscape.

Moreover, there are other multiple conclusions that have been drawn. First, the strategic way of utilizing various formats such as graphics, images (visual documentation of field activities), reels and infographics indicates the profound understanding of the selected nonprofit organization on not only how to capture the attention of the public but how to mobilize them to support their cause. It also boosts the credibility, accountability and transparency of the organization while developing the emotional engagement with the public.

The second conclusion extracted showed that the communicative practices of the selected nonprofit organizations reflects varied yet striking perspectives of Development Communication such as the Empowerment and Right-based; and Social Mobilization Perspective. This highlighted how the selected nonprofit organization implemented their actions in a blending and divergent approach to achieve its objectives and mission.

The third conclusion inferred is the pivotal role of the digital platform, specially social media in the development sector, as it facilitates fast, accessible ties between the organization and the public. It also offers a multitude of formats and mechanisms which helps the organizations to appropriately plot their content based on the necessities. In addition, with increasing capabilities and possibilities of digitalization, non profit organizations can leverage it to mobilize

people to support their work through digital fundraising. Given the current difficulties in resource mobilization due to international aid cuts and declining support, digital platforms offer affordable and accessible funding streams.

RECOMMENDATIONS

Based on the result of the study, various recommendations has been suggested to the following stakeholders:

For Future Research

As the current study focused solely on the Facebook Page of the selected nonprofit organization, future studies may explore other digital platforms or other social media entities. Future studies may also involve actual audience engagement between the public and the nonprofit organizations which might require longitudinal and meticulous data gathering and analysis.

Non-Profit Organizations

As digitalization continues to transcend its reach, development organizations such as non-profit organizations should capitalize on this capacity to not only mobilize the public for support but also campaign their advocacies and programs. The non-profit organizations may also continue to design, structure and organize their social media contents that underscore logical sequencing of building awareness to understanding to mobilization which will boost the fundraising efforts and digital campaigns.

Development Communication Practitioners

Practitioners should explore the other possibilities of ethnomethodology and conversation analysis, specifically the message sequencing in the digital landscape. Considering that digitalization proliferates, constant discernment will help refine the communicative strategies endeavored to development.

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