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# **Section A: Website analysis**

## Overview of the website

The Nature Society (Singapore) or NSS is a non-government, non-profit organization dedicated to the appreciation, conservation, study and enjoyment of the natural heritage in Singapore, Malaysia and the surrounding region. (nss.org.sg, 2017)

NSS is formed after separated from Malayan Nature Society ('MNS') in 1991. Thereafter its continue to focus on create social awareness of natural in Asia region especially Singapore. NSS runs by volunteers and funded by its members and organization. All the volunteers and members is working together and created social group to attract general public to understand the importance of natural environment, as well as push for natural reserve area in order to keep our nation green.

NSS’s website, which as a tool helps NSS to achieve its goal, provides complete information to introduce NSS to the public. On the main page, it’s clearly shows on going event, recent news, projects, forum discussion, member’s photo, and significate red banner encourage public to contribute and donate to NSS. The top link provides a channel for people who may interested to NSS with more information, such as its history, background, organization structure of NSS, current interest group, forums etc. This will help public to understand the motivation and benefit behind what NSS has done and trying to work on. People may easily join interest group to participate in protecting and appreciate the nature.

As NSS runs by volunteers (directory), the society depends on financial contributions from its members as well as companies, institutions and individuals. The more important thing for this website is that: it provides an easy access channel for public to contribute and donate to the organization to maintains operation and improve its sustainability.

## Analysis of website aims and objectives

NSS is focus to create awareness of natural to general public, and help to improvement our environmental condition to make our life easy and heather. The website here is to provide necessary information and act like an advertisement to promote NSS. General public will be able to understand the importance and benefit by loving and caring our environment by viewing through the website.

The number of hobby group also will attract general public to participate in to support NSS’s objective. This will make more people to join in NSS as member to contribute. While more people involved on NSS’s activity and event to improve our environment, better public image NSS will have. This will make NSS’s project easier to proceed without much blockage by public. All these will help NSS to achieve its objective.

Another website’s objective is to get more funding from peoples. As NSS is NPO, the sustainability is purely depending on member and public donation. Therefore, the website uses lots of information on environmental problem, project, activity to create more public awareness. This will be a good way to let general public know and understand NSS, which to help on rising donation from members and publics, or get more donation source.

## Analysis of website message/call to action

On front page of NSS’s website, its clearly stated and highlighted: “HELP US ACHIEVE OUR NATURE CONSERVATION AND APPRECIATION GOALS” which is the main goal of NSS. At the same time, the red banner is seeking help from general public to help NSS by donation.

On top of the main page, it’s showing the direct message on NSS’s introduction, NSS’s achieve and current project, news, a lot of attractive picture. From these contents stated, general public will be able to know who is NSS, what its objective, how it’s connect to our living environment, and help general public to understand importance of our environment. The news and project stated will make audience realize that the environment not only far in forest, but also near our home. It’s encourage more people to join NSS and contribute, in order to promote nature appreciation, protect endanger species and able to teach other people or our next generation how important our environment is, and we need to protect them from loose of natural environment caused by urbanization.

Serval channel are given to general public which include cheque, credit card, paypal, and shop for NSS’s product. This make general public easy to donate to NSS.

## Analysis of stakeholders, publics and audiences

The main stakeholders and member of NSS is a group of volunteers that full of passion to help general public to understand and appreciate nature. These people are mainly Singapore local-born who’s watching the changes of our environment over years, and the impact of these changes to our sociality. Therefore, they are more sense of crisis and became a more vigorous and vocal campaigner for nature conservation.

Publics is referring to Singapore residence, who are lives on the island. NSS trying to educate and influence the general public by making island wide event, work with government to gain more visibility. To set up a good image to help public understand what NSS is trying to do. Publics is important to NSS to carry on its activities, the most support from publics, the easier that NSS able to carry out projects and activities smoothly.

The audiences of NSS have mainly 2 part, NSS’s member, companies and organizations that helping NSS by providing resources. NSS held member together by holding different activity that all member able to join and enjoy. NSS’s member is the main task force who help NSS to educate and influence general public, and possibly develop new member to NSS in order to make NSS grow bigger and do better. Another audience are company and organizations that willing to help NSS to make our environment better. They are the main donating source who’s is monitoring NSS’s progress. They need their donation to be use correctly and efficiently. As after all, a better environment will in directly benefit the company and organization.

## Analysis of website strategy

NSS is trying to broadcast its message to public and attract more people to join the organization. Therefore, there are many attractive contents shown in main page to attract general public.

One of the area website covers is member activities and event. Those activities host by NSS is mainly located in local Singapore that easy for general public to join. And the constant update on new event shows NSS’s member is very active. it will give general public a more attractive and easy going impression.

Another area website convers is projects. All the ongoing projects shown in main page to let general public know what NSS is contributing to Singapore environment. As most of the project is nearby us – since Singapore is such a small country, yet have so many different nature places that for everyone to enjoy and appreciate nature. it will set up a good image for NSS whom are helping not only the group but also indirectly the whole nation. A trust will be set up to encourage more people to join without fear.

Moreover, it’s also shown NSS’s forum discussion. People will be able to register into forum and search or public any topic that possibly will get an answer. More people connect to forum will provide potential member group which will help NSS’s growth.

Once user attached to the website, they will able to understand more detail of NSS. such as history, structure, pass project, activities etc. it will guide user step by step and eventually more member will join NSS to contribute.

## Analysis of other campaign online channels and tactics

There are many different channel besides website that NSS is using, Such as Facebook and YouTube.

NSS’s Facebook is more updated with all the event that can be easily shared with public. Public is also able to post comments on its Facebook page. As compare to website, Facebook able to share not only static text and picture, but also video and useful articles that might not directly have related to NSS. the number of great contents and beautiful video will easily draw public’s attention. With general public’s involvement. Facebook will be one of the good tools to help NSS achieve its objective.

Another cannel is NSS’s YouTube channel. The YouTube channel shows some of the good documentary video clip for public to understand the impact to our nature environment. As these video contains more information on specific case study, it will be an essential part to complement on NSS’s website objectives. People will have a deep understanding on what and especially why NSS is spending all these efforts to protect environment. Those video will lead public to NSS and possibly became a member.

# **Section B: Strategic recommendations based on the above analysis**

By understand NSS’s aims and objectives, there are serval improvement need to be made in order to achieve its goal.

The website contains a lot of information on its main page, which is good for user to view all the shown information at a glance. However, this also lead to loss its focus on the website’s objective. A lot of text and picture with similar size and text description is not a good practice to highlight what’s important. It’s usual cause distraction. It will be the best to redo website’s layout in order to make the key information standout.

Although NSS has put a red banner in the main page to show its objective, it’s still not that clear and complete. The banner only indicated to help NSS to achieve the goal but not clearly explained what is NSS’s goal. NSS should spend more words to explain its objective, or create some short and simple slogan, which can be easily understand by general public, to make NSS’s aim and objectives outstand from other contents.

The website more like an information website at a glance, it’s too implicit on NSS’s aim and call to action. It’s more like influence rather than direct message. User must read all words to understand the meaning behind it. There are not enough direct words to encourage general public to join NSS and make some donation. To solve this problem, NSS should make some floating button to remind user to join as member or donate, at the same time, some information on its benefit should be shown together.

NSS’s stakeholders does not shown in the main page, instead, general public only can get the information in other page. This may cause unnecessary suspicious from general public. To improve on this point, NSS should put some words to let public know it’s NPO, to gain more trust.

NSS’s website strategy is to use event, project and it’s benefit to attract general public to contribute. However, in its main page, those on going event and project does not draw much attention due text layout. There are a lot of project and event listed with same format. This gave public a wrong impression that all project and event are equally important. However, some project or even might be in a very large scale that possibly benefit more people when its success. NSS should user some better layout to highlight those important projects and event to immediately draw user’s attention when first visiting the website.

As for NSS’s other campaign online channels, such as YouTube and Facebook, the link very difficult to find or even not exist for YouTube channel. As these two channel has the largest user base globally, it’s a waste that user not able to immediate link to it. NSS did a pretty good job on its Facebook page, a lot of information and public involvement in it. To further enhance this channel, it always the best to link user and information from both platforms together increase both user base with its advantage – Facebook is good at user collaboration, YouTube is good at video documentary, and website is good at static information.

At last, in current web 2.0 era, to enable user involvement and communication on its website is always good to bring more member. General public will feel more attached to NSS by seeing their own words on website.