Strategic Communication and Effectiveness Analysis of Non-profit Organizations in the New Media Era

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Abstract: *The new media era enables people to obtain information conveniently, and also brings a wider publicity platform to non-profit organizations. So how do non-profit organizations advertise through social networks? The purpose of this paper is to analyze the strategic communication of non-profit organizations based on the new media environment. To this end, a typical case in Malaysia is analyzed: the Green Ribbon Group, a non-profit organization for social utilities. The social movement profile of the nonprofit Green Ribbon Group is examined in the first section. We give the case study evidence in the second section.In this exploratory study, quantitative methods were chosen to gather public perceptions of the effectiveness of the communication strategies used by the "Green Ribbon Group" in its social campaigns from 50 respondents. This was done in light of the connections between strategic communication and the non-profit sector. This case study was specifically intended to show the kinds of communication tactics that a non-profit organisation could create. Reveals how nonprofits create and maintain a wide range of relationships between the organization and stakeholders through strategic communications.*

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1. Introduction

Non-profit organisations have emerged as key stakeholders who not only work to advance society and promote human welfare but also educate the public about potential risks and hazards. Successful marketing of a nonprofit requires not just a communications strategy, but real strategy, planning, and resources to view marketing and communications as an important and valuable function (Miller, 2021). Strategic communication is widely used in government departments, enterprises, and non-profit organizations. It refers to the organized and purposeful use of communication to accomplish missions (Hallahan et al, 2007). Its focus is on strategic planning and arrangement, focusing on all aspects communication management, and emphasize audience feedback research to evaluate and improve communication effectiveness. Nowadays, the development of social media and digital technology has made communication more convenient than ever, and the strategic communication of new media has attracted more and more attention from non-profit organizations. Ga´lvez Rodriguez et al. (2014), Powers (2016), Hume and Leonard (2014) discuss the application of communication strategies. The study by Ga´lvez-Rodriguez et al. (2014) discussing the adoption of Facebook as a communication strategy by Colombian nonprofits showed that the use of social media by nonprofits remains low (Laurett & Ferreira, 2018). Therefore, we still need a broader

understanding and reflection on the strategic use of nonprofit organizations to verify whether the communication model is suitable for the nonprofit sector.

Green Ribbon Group is a social enterprise in Malaysia that aims to empower stakeholders involved in raising mental health awareness through advocacy, fundraising and collaboration. Founded by Tengku Puteri Iman Afzan and her best friend Puteri Nor Ariane Yasmin in January 2021, it is considered as one of the stepping stone social platforms advocating and supporting the community to raise awareness on the importance of mental health issues. The Green Ribbon Group initiated and partnered with the Malaysian Mental Health Association (MMHA) to organize, promote and educate the public on mental health awareness issues through organizing events or programmes. The MMHA collaboration aims to unite and encourage multi-sectoral stakeholders to participate in this 56-year public awareness campaign to effectively communicate to the public on mental health-related issues to "Raise awareness. Break the stigma. Support those with lived experience." Thus, by analyzing the social movements, events, and projects organized by the organization, this research will be able to provide feedback and recommendations on the effectiveness of the communication strategies used by the organization in disseminating the event or project. Hold and discuss with the public the effectiveness of the communication strategies used or developed.

Laurett and Ferreira (2018) also recommend trying to verify the strategies adopted by nonprofits and whether the various actor stakeholders view these strategies in the same way. As a result, the main goal of this project is to: Outline the context of the organization and the strategic communication approach that the organization employs in communicating, educating and informing its stakeholders and society. Evaluate how the case Green Ribbon Group plans and utilizes its strategic communication channels to communicate mental health issues and agenda to stakeholders and provide insights. To analyze the effectiveness of the Green Ribbon Group's strategic communication channels in raising public awareness of mental health issues.

In terms of research methods, Laurett and Ferreira (2018) summarized four decades of research on nonprofit organizations and found that most of them were theoretical research and qualitative research, and only 19% of the literature used quantitative research. This study will use quantitative research methods to distribute and collect questionnaires from 50 respondents to determine the level of public awareness of mental health-related issues and to obtain public perceptions of the effectiveness of the communication strategies used by the Green Ribbon Group, specifically is in a social campaign. This study can contribute to health awareness campaigns as the results of this study can provide insights to analyze, provide recommendations and feedback to develop and improve the effectiveness of communication strategies to communicate to the public and expectantly related to mental health The problem is to realize its vision. Through this study, non-profit organizations will further realize the positive role of new media in strategic communication.

2. Strategic communication of Green Ribbon Group

"Strategic communication" is used as an alternative term for the established discipline of public relations, where much research is devoted to audience behavior and the relationship between an organization and its stakeholders or public (Zerfass et al, 2020). The Green Ribbon Group hosts a number of campaigns and activities involving participation and engagement within the community, advocacy and raising awareness of mental health related issues. The organization introduces and utilizes various means and channels of communication for education and

delivery of information to ensure that the community is properly addressed and educated about mental health issues.

When analyzing the social activities carried out by the organization, it is necessary to set and analyze the goals and consider the factors that ensure the success of the activities. Business analysis models or tools are used to help organizations develop a communication strategy strategy to measure performance and set goals for the communication strategy to achieve. It includes SWOT, PESTLE, scenario planning, and Porter's Five Forces framework, many of which are examples of tools or models for measuring performance and setting goals. In this study, organizations extensively use SWOT analysis to formulate communication analysis strategies.

Combining the recommendations of Heide et al. (2018), Winkler and Etter (2018), Macnamara and Gregory (2018) and Van Ruler (2020), Laurett and Ferreira (2018), every communication activity of any member of an organization can be designated as strategic communications, these activities should be aligned with the goals and assessments of the organization and all its stakeholders. For example, in October 2021, the Green Ribbon Group collaborated with Suria KLCC Group, Malaysia's premier shopping destination, to organize a social event, jointly organizing the "Space Psychological Awareness Social Event" with the World Mental Health Organization. The communication strategies found in the study are shown in Table 1.

Table 1: Type of communication strategies used in Space Mental Awareness Social Campaign with Suria KLCC Group

No	Communication Strategy	Example
1	Strategic Organizational Partnership	Suria KLCC Group Astro Awan
2	Utilization of social media and medium of information	Facebook, Instagram, Official Page Website posting
3	Interactive Online Post	Live Online workshop on Instagram Live Sharing Session
4	Influential Spokespeople	The founder and president of The Green Ribbon Group The President of Malaysia Mental Health Association (MMHA) The Green Ribbon Group Supporter Artists such as "Harith Iskandar, Dr. Jezamine Lim, and Dato' Chevy Beh"
5	Attractive Visual Communication	Infographic Posters Design and Exhibitions Bright color spectrum
6	Engagement Activities	Activities such as workshops, talks, and panel discussions by Mental Health professionals will be held to enhance the level of knowledge among the public.
7	Bold Themes	"We Are With You"
8	Constructive Word Choice	Positive Language Supportive Slogan "Safe Space" "Kindness Matters"

Figure 1: The officiation of the 'Safe Space" @ Suria KLCC. The Safe Space is plastered with words of encouragement and highlights of mental health awareness.
https://risemalaysia.com.my/safe-space-klcc-mental-health/

2.1 Strategic Organizational Partnership

Partnership or affiliate marketing is working with other organizations to jointly promote a nonprofit cause or a specific product or service (Miller, 2021). Nonprofit-corporate partnerships have been extensively studied in business terms, but there is little understanding of how nonprofits engage in communication (Dong & Rim, 2019). We bring up cases like the Green Ribbon Group and the Suria KLCC Group to demonstrate the gap in the field. Strategic organizational and collaborative partnership between Suria KLCC Group with the Green Ribbon Group, share the same aim by empowering the other non-governmental organizations (NGOs) such as Malaysian Mental Health Association, Befrienders, and RELATE another example of how the Green Ribbon Group and Suria KLCC in keeping and promoting the conversations on mental health. In adjunct to their CSR program by Suria KLCC Group, they have collaboratively worked with the Green Ribbon Group, in building upon the World Mental Health Month on October 2021. Subsidiaries of the Suria KLCC group, which includes other malls such as Alamanda Shopping Center Putrajaya and Mesra Mall in Kemaman, have expanded the Target program by utilizing stores to educate users on the importance of mental health.

Hallahan et al (2007) concluded that strategic communication focuses on the strategic application of communication and how an organization functions as a social actor to advance its mission. This study found that Green Ribbon Group's strategic organizational collaboration with Suria KLCC Group aimed at promoting the mall as a safe space for the public to visit at any time, as well as educating people on how to be widely promoted and reached in the community. Questions or news about mental health and how it can impact someone's life as we live through the Covid-19 pandemic. Strategic organizational partnerships are one of the strategic approaches to education on mental health issues, as campaigns to organize social events and spread awareness to the public about the importance of issues related to 'mental health'. During the hosting of the event, Astro Awani broadcast the launch of the event to attract more viewers to the event. Suria KLCC Group Executive Director Andrew Brien emphasized in the interview that creating and building safe spaces within the Suria KLCC community as a platform for gathering and discussing mental health aims to have a purposeful impact on the community.

In an excerpt from a verbatim meeting with Green Ribbon Group Founder and President YAM Tengku Puteri Raja Tengku Puteri Iman Afzan Al-Sultan Abdullah:

> *"We are delighted to see the success of this initiative by the Suria KLCC Group as it addresses a number of issues that are urgently needed during this pandemic and our recovery since. The Green Ribbon Group aims to champion a community approach to mental health, Suria This initiative by KLCC is a good example."*

The President of the Malaysian Mental Health Association and policy advisor to the Green Ribbon Group, Datuk Dr. Andrew Mohanraj said:

> *"Continued mental health education for Malaysians is very important as most people tend to stigmatize it. Proper education is very important in finding solutions to mental health problems and in this spirit, Suria KLCC Group Health's efforts to bring it to the forefront are highly commendable."*

Through this strategic organizational partnership, this study believes that this communication strategy will have an impact over time as the organization supports and promotes the impact and impact of the event through appropriate media coverage and broad public discussion. Contributions can reach millions of people across the country, raising public awareness of current mental health issues.

2.2 Utilization of Social Media
Participation in social media has greatly impacted how information, education and news are perceived, delivered and communicated. It has changed the way society shares ideas or exchanges information and knowledge through communication channels, in this case through mass media, social media dissemination of information has become part of our daily life. Easier and more convenient access and provision of information and exchange of ideas through social media. Social media enables users to actively participate and share common interests, exchange information by creating online discussions on the platform. As nonprofit organizations increasingly turn to social media to engage the public, it is critical that they develop effective strategies to better utilize their limited organizational resources and capabilities (Guo & Saxton, 2018).

The Green Ribbon Group uses social media as their next communication strategy. We can all agree that using social media has become a regular activity in today's culture. With 2.3 billion users, Facebook is the most popular social media platform today. YouTube, Instagram and WeChat follow with more than 1 billion users. The Green Ribbon Group has also created an Instagram page called "greenribbongroup.my" to promote a community approach to mental health. This page actively publishes their events, announcements and psychological related posts. In addition, the Green Ribbon organization posted 323 posts and had 18,000 followers. The partnership with Instagram also reaches people who appear to be searching for posts and hashtags. The group also spreads positive and helpful hashtags, which is a great way to spread mental health awareness. The Green Ribbon Group has also launched its own website https://greenribbongroup.com/, which contains the organization's goals, vision, and focus on explaining and educating the community about mental health issues. In addition, it contains a list of locations where mental health services are available, including 24-hour helplines and non-24-hour helplines in the public and private sectors. People with mental health issues can call the helpline for help and emotional support. Contacting a helpline can facilitate access to professional treatment and, more importantly, break down the mental health stigma that so

many suffer in secret. This strategy is effective in promoting and educating mental health advocacy activities, as social media enables organizations to publicize their ongoing events, programs, and have a significant impact on users and their organizers or partners to create dialogue and build substance within the community sexual relationships, and work together to advocate for mental health. Digital evolution continues to transform strategic communications by enhancing and expanding the ways in which organizations and stakeholders co-create and build relationships (Cone Communications, 2014; Shapiro, 2016; O'Connor & Shumate, 2020). More and more time is invested in online, and the risks are also increasing. Therefore, it is important to understand the factors of successful communication in this field (Guo & Saxton, 2018).

2.3 Influential Spokesperson

One of the communication strategies used by the Green Ribbon Group is the promotion of influential spokespersons. Influencer or ambassador marketing is about building a relationship with someone who has special influence, or a broader group of people who wish to reach out (Miller, 2021). The Green Ribbon Group was founded by Tengku Puteri Raja Tengku Puteri Iman Afzan Al-Sultan Abdullah, the eldest daughter of the King of Malaysia, who helped advance mental health in Malaysia. The Green Ribbon Group has actively and collaboratively worked with one of the non-profit organizations, Malaysia Mental Health Association (MMHA), and the President of the Malaysian Mental Health Association, as well as the policy advisor to the Green Ribbon Group, Datuk Dr. Andrew Mohanraj, was known and influential in advocating and promoting mental health awareness in Malaysia. The MMHA is one of the influential and foundational organizations that has been working to eliminate the stigma of mental health for 56 years and is still actively involved in educating the public. The Green Ribbon Group pledges voluntary support to MMHA and is keen to raise awareness and remove the stigma surrounding mental health issues. These initiatives are also one of the ways to build a strong foundational relationship with influential speakers who are properly educated and knowledgeable. Communication strategies to disseminate knowledge and information help educate the public by raising awareness across the country and gain through perception. their trust.

Influential spokesperson that has helped in the initiatives of the campaign, was Harith Iskandar, and Dato' Chevy Beh. Harith Iskandar with his wife, Dr. Jezamine Lim, has been advocated the importance of mental health issues through their means of social media platform as an initiative, has changed them to be more responsible people and understand an issue before attaching a particular view to it. The sharing of influential speakers will help to better engage with the public as they are the ones who educate and influence the public directly or indirectly due to established influencers in the eyes of society. Therefore, influential spokespersons are cultivated prominently as one of the communication strategies of social movements to help the movement achieve its goals. The involvement of more influential speakers can engage and actively motivate the public, helping to measure good results.

Figure 2: The Poster for social campaign design by Green Ribbon Group
https://risemalaysia.com.my/safe-space-klcc-mental-health/

Figure 3: The brochures with positive words while social campaign
https://www.suriaklcc.com.my/we-are-with-you-2021/

2.4 Visual Communication and Entertainment-Education Content

Visual communication is seen as part of the communication strategies used in social movements of spatial psycho-awareness. Visual communication typically combines data visualization and graphic design to create content designed to convey information in an accurate and compelling manner. It uses a variety of visual elements to develop the narrative and employs a variety of formats to engage the audience. Visual communications are executed with infographics and posters. As digitization advances, designs and silhouettes should be different, unique, and attractive so that users engage and remember when viewing. Social media messages with visual content can gain more audience attention (Guo & Saxton, 2018). As digitization evolves, and in order to adapt to the normalcy of the Covid-19 pandemic, attractive visual communications should be based online, and consumer trials should be conducted to determine which platform is best for reaching the public. When information is shared, visual communication can greatly improve the interpretation and information of the information to be shared effectively. According to E-Learning and the Science of Instruction by Dr. Ruth Colvin Clark and Dr. Richard E. Mayer, as compared with text alone, text that is combined with images increases comprehension by as much as 89%.

Visual communication imposes such infographics and posters with minimal information, however, the graphics do tell what to convey to the target audience. In marketing and advertising research, illustrations are considered to be the most important element in print advertisements for grabbing consumers' attention (Pieters & Wedel, 2004). Infographics and poster designs do affect the first impression the public has of seeing and reading the shared information. These designs are also developed with a color spectrum, attracting the attention of those who are ready to view and interpret the information further. The visual color spectrum for designing posters, advertisements and even posts on Instagram shows a combination of warm, neutral and calming colors, perfectly demonstrating the awareness and education that Green Ribbon Group hopes to convey to its target audience. They also focus more on images rather than long text, which reduces the time needed to evaluate information and enables the user's mental representation to capture important information. Great design has the potential to convey information and reduce misunderstanding and understanding. Today, visual communication is found to have less and less relevance to real imagery, areas that seem disturbing and mislead public perception. Visual communication between the general public

and the younger generation should also be different. The general public should be able to satisfy general preferences, as these materials will have a huge impact on the delivery of information.

2.5 Constructive Word Choice and Theme

In terms of diction, this study argues that the Space Psychological Awareness Social Movement focuses on constructive elements such as positive language, supportive slogans, and calls to action. The first element is positive language, which can be seen in most of their messages, such as "We are with you" and "Remember, one act of kindness multiplied by millions can change the world. Let's Brothers and sisters facing the double whammy of COVID-19 and HIV bring a smile." By choosing this positive language, the public can feel the energy of the world and feel that good things are going to happen if they contribute to supporting the campaign occur. Among other things, the campaign has used supportive slogans such as "Stop the stigma, raise awareness together" and "Kindness matters". This study argues that by using the slogan, the public will be able to develop positive attitudes towards the sport, despite the fact that mental health related issues seem to be perceived as controversial and negative among the general public.

The Space Mental Awareness social movement has adopted different bold themes such as "Take Care of Yourself", "The Stigma of Mental Health Issues", "Kindness Matters". The aim of the theme is to raise public awareness of the importance of mental health, the impact it can have on individuals, and to provide support to vulnerable groups in overcoming mental health problems. This study argues that addressing bold themes is especially important for young people, as bold themes can grab their attention and because such content is uncommon, strategies using bold themes can spark awareness among young people and build relationships with audiences Relationship activity is being resolved.

Finally, the campaign used calls-to-action in most of its messages, such as "Your mental health matters" and "Mental health is everyone's responsibility," with calls-to-action such as "Breaking the stigma" or "We stand with you. "Being with" can also be seen as a clickable button on its website or an eye-catching button on a poster. This study argues that this strategy is important and effective because it guides and encourages the public to take immediate action. It creates a a sense of urgency, solidarity, and instilling in the community those who look forward to joining the campaign to join hands in a collective call to action, and provide ideas on how to access the site without feeling intimidated or ashamed. So, it is a A convincing call to action can increase the conversion rate of those who attend the campaign.

3. Methodology

Using a quantitative research approach, this study distributed and collected questionnaires from 50 respondents to determine the level of public awareness of mental health-related issues and to understand public perceptions of the effectiveness of the communication strategies used by the "Green Ribbon Group" in social campaign. In this task, the public was determined to consist of individuals aged 20 to 50. The survey was conducted among Malaysians residing in Malaysia and participating in the social activities of the group. The main Respondents were screened and recruited based on fixed inclusion and exclusion criteria. The questionnaire employed a well-structured set of questionnaires to collect multiple Perceptions and perceptions of implementation effectiveness. The organization's Ribbon Group social campaign. The questionnaire was divided into five sections, namely Demographics, Information Sources, Media Preferences, Public Awareness, and Public Perception. Data were analyzed using IBM SPSS Statistics 25. Then, the results are presented as frequencies and

percentages for categorical variables, and as frequencies and percentages for continuous and categorical variables.

4. Analysis

In this section, the collected data will be statistically analyzed and presented in various forms and presented in the form of data lists. Questions and results based on this study are grouped according to the research objectives to be extrapolated.

Section A: Demographic Characteristics of the respondents (Question 1-8)

For the demographic characteristics, the highlight questions are encompassed from questions 1-8. It is discussed in detail the respondents' gender, age, level of education, occupation, area of residence is are discussed following table below.
Distribution of respondents.

Table 2: Summaryof Respondents' Demographics (n=50)

Profile	Frequency	Percentage (%)
Gender		
Male	14	28
Female	36	72
Age		
20 to 24	16	32
25 to 29	20	40
30 to 34	6	12
35 to 39	4	8
40 to 44	2	4
45 to 49	1	2
50 and above	1	2
Ethnic group		
Malay	40	80
Chinese	7	14
Indian	2	4
Others	1	2
Language		
Malay	30	60
English	18	36
Chinese	2	4
Tamil	1	2
Others	1	2
Highest educational attainment		
High School	6	12
Degree	35	70
Masters	5	10
Doctorate	4	8
Current employment status		
Government sector employee	11	22
Private sector employee	19	38
Self-employee	2	4
Unemployed	3	6
Student		

Others	14	28
	1	2
Religion		
Buddhism	14	28
Christianity	1	2
Islam	26	52
No Religion	9	18
Current residence		
Urban (Kuala Lumpur)	32	64
Rural	15	30
Unwilling to disclose	3	6

The demographic characteristics focus in the study are eight attributes which are gender, age, ethnic group, spoken language, highest educational attainment, current employment status, religion, and place of resides.

Table 2's findings revealed that out of the 50 respondents, the majority were female. This may be because, in accordance with the Malaysian Ministry of Health, women are more likely than males to comprehend and be aware of mental health issues. They may be particularly interested in this subject because ladies find it to be highly sensitive, therefore they want to hear their opinions by taking part in this study.The bulk of responses (40%) were between the ages of 25 and 29. This was followed by the age groups of 20 to 24 (32%) and 30 to 34 (12%). The lowest percentage of responses (2% each) were between the ages of 45 and 49 and 50 and older. This explains why young adults between the ages of 20 and 30 made up the majority of the study's respondents. This is also in line with a 2017 report by the Malaysian Ministry of Health that this group is the age group with the most reported mental health problems in Malaysia. These groups are particularly vulnerable to mental health issues and struggle to deal with them. As adolescents are the target population for raising awareness about mental health-related issues in the current context of the pandemic occurring globally, this would therefore provide good feedback for this study. Malays made up 80% of the respondents, followed by Chinese (14%), and Indians (4%). Others (2%) because they don't reveal themselves as frequently. According to a 2017 survey by the Ministry of Health, Malays are the ethnic group that reports the most mental health issues in Malaysia. The Malay community has been more negatively impacted as a result, and their opinions and perceptions are crucial for enhancing this movement's communication strategy. Malay (60%) and English (36%), respectively, were identified as the primary spoken languages. The preferred spoken language is Malay because most of the respondents are Malay.

In terms of spoken language, Malay (60%) was chosen as the main language, followed by English (36%). Since most of the respondents are Malay, the spoken language of choice is Malay. Historically, the respondents had a bachelor's degree, accounting for 70%. This explains degree holders who have some knowledge of mental health issues but struggle with mental health issues. Finally, judging by the current employment situation, the majority are private sector employees (38%), which may be due to the fact that this year the event has partnered with many corporate organizations and NGOs. The second largest group was students at 28%, which may have something to do with the high volume of mental health awareness messages students receive at universities and colleges. From the place of residence of the participants, more than half of them live in cities, and 30% of the participants live in rural areas.

Section B: Information Sources (Question 9 – 10)

For sources of information, key questions include questions 9-10. Table 3 and Table 3.1 discusses the findings regarding organizational information sources.

Q 9: Through what medium do you get to know about the Green Ribbon Group campaign?

The respondents were asked to identify the channel via which they learned about the Green Ribbon Group Campaign. The outcomes are given in Table 3.

Table 3: Information Sources (1) (n=50)

Medium	Frequency	Percentage (%)
Social media	31	62
Word of mouth	2	4
Advertisement	8	16
News	5	10
Company website	4	8

As shown in Table 3, the platform medium most preferred by respondents is social media, accounting for 62%, followed by advertising, accounting for 15%. This may be because the majority of our respondents were young adults, the group who use social media the most. Obviously, social media is the biggest platform for getting information because it provides convenience and is considered to be readily accessible to all. This is followed by 15% of advertising, possibly due to its relevance, especially the poster's posts on social media and other platforms. It is worth noting that the proportion of word-of-mouth communication is the lowest. It seems that organizations should think about how to improve the rate of information dissemination among the public through word-of-mouth.

Social media is used for a variety of strategic purposes, but the achievement of each depends on the public's attention to what an organization says. Therefore, a key direct resource of the organization and a measure of the effectiveness of its work on social media is the level of public attention to its messages (Guo & Saxton, 2018). The results of this table are quite interesting, most of the respondents prefer better access and acquisition of information from social media platforms as they feel that the information is more accessible and readable for comprehensive information. Thus, these results inform the study that although the Green Ribbon Group campaign utilizes social media platforms as part of its communication strategy to spread information about and raise awareness about mental health issues, most respondents may not realize that they can contribute to the MMHA or any other NGO social media pages for information on mental health related issues. Therefore, based on this result, it is recommended that the Green Ribbon Organization, in cooperation with other NGOs, utilize social media platforms effectively and engage and present on all social media platforms, especially on Facebook and Instagram, to make the public aware that they can Get information on mental health-related issues, support mental health-related events, and even interact directly with the organizers through social media platforms.

The organization uses social media in its communication strategy, it shows the efficiency and effectiveness of developing social media strategies such as social listening, social stories, and social posting, social media platforms where they can track their mentions and conversation navigation, Create stories and tell stories related to mental health-related events. This helps to raise awareness of the event and increase visibility among social media users, providing an opportunity to track, analyze and respond to conversations about the event on social media.

Q 10: Were you able to relate to any of the content or information that was shared about mental health through the Green Ribbon Group campaign?
The study went further to determine the extent to which the respondents were able to relate to the mental health information offered via the Green Ribbon Group.

Table 4: Information Sources (2) (n=50)

Level	Frequency	Percentage (%)
High	29	58
Medium	18	36
Low	3	6

A majority of respondents, 29 respondents (58%), strongly agreed that after conducting social activities, they were able to understand the message provided by the Green Ribbon Group. Followed by medium and low frequency, the total number of respondents is 18 and 3, and the frequency is 36% and 6% respectively. In this question, we can conclude from the ongoing social activities of the organization that along with the content of information shared with the public, public awareness of mental health related issues is being perceived and accepted. In this context, it is effective for organizations to share educational or informational content with the public, from the reasoning behind the problems that have occurred to the impact and consequences, through social media, official websites and media groups, newspapers, television, interviews, etc. Develop a communication strategy for information.

Section C: Public Awareness
For public awareness, the highlighted questions are encompassed from questions 11-13. The findings are being discussed under Tables 11-13 in detail of the social campaign organized by the Green Ribbon Group in creating public awareness.

Q 11: To what extent the campaign was able to encourage you to take care of your mental health?

Table 5: Public Awareness (1) (n=50)

Level	Frequency	Percentage (%)
To some extent	32	64
To a greater extent	4	8
To no extent	14	28

Q 12: Was the campaign able to change your perceptions about the mental health of your friends, family, and yourself?

Table 6: Public Awareness (2) (n=50)

Level	Frequency	Percentage (%)
Strongly Disagree	4	8
Disagree	2	4
Neither agree nor disagree	14	28
Agree	27	54
Strongly Agree	3	6

The study sought to assess whether the campaign was successful in changing respondents' perceptions of their friends, family and their own mental health through various channels of communication. The results show that more than half of the people agree that the social movement of the Green Ribbon Group has changed their views on mental health, and 28% of the people remain neutral about the impact or effect of the activity. Only 12% of respondents

felt that their views on mental health had not changed. Such results prove that the content promoted by the Green Ribbon Group has certain validity.

Q 13: Was the campaign successfully able to convey the message associated with mental health?

Table 7: Public Awareness (3) (n=50)

Level	Frequency	Percentage (%)
Strongly Disagree	2	4
Disagree	3	6
Neither agree nor disagree	10	20
Agree	11	22
Strongly Agree	24	48

The study also sought to assess the campaign's efficacy in providing mental health information. The survey results showed that 70% of the respondents agreed that the campaign successfully conveyed information related to mental health, and only 10% believed that the disseminated information could not achieve the corresponding effect. 20% of people have no special opinion on the effect of communication and are in a neutral attitude. These findings demonstrate the effectiveness of the Green Ribbon Group's content to a certain level, but leaders must continue to consider the best ways to strategically communicate in order to increase the awareness of the material's effectiveness.

Section D: Public Perception
Q 14: In your opinion, what made the message conveyed by the campaign about mental health more effective and influential?

Table 8: Public Perception (1) (n=50)

Item	Frequency	Percentages (%)
Graphical description of the issue	4	8
Statistical data associated with mental health	9	18
Logical statements and facts displayed through social media	32	64
Emotional message regarding taking care of your loved ones	5	10

The table above summarizes public perceptions of the effectiveness of the communication strategies used by the Green Ribbon Group in its social activities. According to Table 4, the responses of 32 respondents (64.0%) to the ongoing campaign were the logical statements and factual key messages presented via social media that had a significant impact on the campaign being launched and portrayed by the Green Ribbon Group. This was followed by statistics on mental health related issues, with a total of 9 respondents (18.0%). The results were followed by emotionally critical information about caring for a loved one, with 5 respondents (10.0%), and when it was related to mental health, a corresponding graphic description of the issue, with 4 respondents (8.0%). From the research survey it can be deduced how logical statements and facts shown in social media have a significant influence and validity on how society or community perceives social activities carried out by an organization. From this it can be concluded that the public is interested in knowledge, creation and raising of public and community awareness of the organization's activities on issues related to mental health.

Q 15: In the near future, do you wish to engage with the content and information that will be shared and promoted by Green Ribbon Group through similar campaigns?

Table 9: Public Perception (2) (n=50)

Level	Frequency	Percentages (%)
Strongly Disagree	1	2
Disagree	1	2
Neither agree nor disagree	10	20
Agree	30	60
Strongly Agree	8	16

(Note: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly Agree)

Based on the table above, tabulate the results to understand the level of community interest in the content and information that the Green Ribbon Group will provide and promote through similar events in the near future. Measured using a Likert scale, the majority of respondents agree with and are likely to participate in the activities and information that the Green Ribbon Group will share. However, 2 respondents disagreed, accounting for 4% of the total number of respondents, and expressed that they did not want to be exposed to the content and information promoted by the Green Ribbon Group, and 10 respondents (20.00%) were neutral. That is to say, most people are interested in the content disseminated by the Green Ribbon Group and are willing to continue to receive relevant information. This may also be because the content provided by the organization has certain value and strategically selects the communication channels that the public likes.

5. Discussion

Green Ribbon Group can formulate a variety of communication strategies for different groups to improve communication effects. Through the questionnaire survey, we found that people pay different attention to social movements. Women pay more attention to mental health social movements than men, which may be due to women's more emotional sensitivity. Similarly, younger groups pay more attention to the Green Ribbon social movement than older groups. Perhaps we can guess that young people suffer from more stress or mental health difficulties than older groups, making them more eager to find information or platforms to solve problems. Urban residents pay more attention to Green Ribbon activities than rural residents. Congestion, noise, pollution, and work intensity in the city will make people feel stressed, and because of the superior living environment, urban residents can more easily obtain mental health information. For this situation, non-profit organizers need to formulate strategies according to different groups. Spread content.

In modern society, people often learn all kinds of information through social media, Green Ribbon Group can actively use social media to spread mental health knowledge. Social media has the characteristics of high transmission efficiency, and its transmission method is "radiative transmission" among users. In addition, the communication content of social media is short, and people can obtain information and judge whether the information is valuable in a short time. However, it seems that Green Ribbon Group should strengthen the use of word-of-mouth communication. People have their own social circles, and social movements can spread through conversations among friends, which can increase the loyalty and recognition of supporters to a certain extent. As mentioned above, most of the public learn about social movements through social media. They can record and share activities based on social media platforms, thereby attracting friends and more people to pay attention to the Green Ribbon activities. Such sharing will have a huge snowball effect, which will generate huge Word-of-mouth spread at scale.

We tested the effectiveness of the Green Ribbon Group in strategic communication and its effects through a questionnaire survey, and the results showed that the Green Ribbon social movement played a certain role in improving the mental health of the public. Non-profit organizers should pay more attention to people's feedback and collect their opinions to test the effectiveness of activities, plan more effective activities, and let people get more information. Two-way communication is achieved through feedback and communication in the communication process.

6. Conclusion

Two-way communication can be achieved through feedback in the communication process. Effective communication further builds the relationship between the organizer and the public. The case of the reputation organization Green Ribbon Group makes it clear that organizations must consider the rights and foundations of education on mental health-related issues, as they are seen as one of the foundations of mental health-related education. The result of this investigation and research is that due to differences in biological age, living environment, and living conditions, people pay different attention to health, especially young people and urban residents pay more attention to the organization activities and publicity of the Green Ribbon Group. By developing an effective communication strategy, a nonprofit's social activities can better educate and raise awareness. Non-profit organizations can take social responsibility through digital communication, such as guiding and establishing social media platforms, so that social media can play an important role in popularizing knowledge. In the post-COVID-19 era, on the one hand, non-profit organizations can release information and news through traditional media and new media to update the organization's current activities and connect them with real-life experiences. On the other hand, it can also increase offline social movements, thereby increasing popularity and attention. Nonprofit leaders should pay more attention to people's feedback and collect their opinions to test the effectiveness of activities, plan more effective activities, and let people get more relevant information. This study can provide reference and reference for non-profit organizations on communication, but there are still some limitations. This study only takes Malaysia's non-profit organizations as an example, and the data collected has geographical limitations. In future research, it can be further expanded to non-profit organizations in other countries and regions.

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