

HOW STORYTELLING APPROACH IN SOCIAL MEDIA SHAPES
EMOTIONAL CONNECTIONS BETWEEN AN NGO AND ITS AUDIENCE:
LEARNINGS FROM MY INTERNSHIP IN AMAL FOUNDATION

Amal Foundation

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Submitted in Partial Fulfilment of the Requirements for the Degree
Bachelor of Business Administration.



14 December 2025

Internship Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

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Term (Tick one) :

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(Please place a Tick)

☒ Approved

☐ Not Approved

☐ Partial Re-write

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Remarks (If Not Approved/Pretrial/Full Rewrite): Not Applicable

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Letter of Transmittal

14 December 2025.

Mr. Faisal Mohammad Shahriar
Internship Supervisor (Academic) & Assistant Professor, School of Business
University of Liberal Arts Bangladesh, Dhaka.

Subject: Submission of Internship Report.

Dear Sir,

Due to respect, I state that I have prepared my internship report on the topic of *'How Storytelling Approach in Social Media Shapes Emotional Connections between an NGO and its Audience: Learnings from My Internship in Amal Foundation'*. I hereby submit this internship report which I prepared based on my 12 weeks experience in the firm as an intern.

I have tried my best to follow your instructions and make the report as perfect as possible with a meaningful outcome within the targeted time. I have also tried my best to follow appropriate methods for the topic which I have found the most relevant and practical for my internship report. I would be glad to provide any clarifications, if required. I therefore submit it and hope that you would excuse the minor errors.

Sincerely Yours



Rock Joan Mitra
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Name: ROCK JOAN MITRA
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Signature: 
Date: 14 December 2025

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Part A

Chapter One: Internship Preparation

1.1 Motivation and expected learning from the internship.

As a Bachelor of Business Administration (BBA) student majoring in Marketing, I was eager to gain hands-on experience in marketing and communications. I chose to work with a non-governmental organization (NGO) because it allowed me to apply marketing knowledge in a social impact context. My motivation stemmed from a desire to understand how marketing strategies can be used to promote social welfare, raise awareness, and engage communities; a much more unique angle of marketing than corporate context.

Through this internship, I expected to learn how to create content, write captions that inspire action, manage multi-channel communication platforms, and understand how NGOs use storytelling to attract audiences and volunteers. I also aimed to enhance my skills in social media management, analytics, and digital campaign planning along with to boost my creative thinking skills.

However, my primary objective is to settle in a corporate culture. On the bright side, this internship has provided me with a headstart to comprehend the framework of a typical work-culture and preparation for the future journeys ahead; enabling me to transition gradually from a student era to a work professional.

1.2 Internship search process.

I began searching for internship opportunities a couple months before the last semester finals by exploring various online job portals, social media pages, and university career services (ULAB Career Service Office). My first and foremost preference was to join corporate but there were certain mismatches with my timing, location or even the job structure provided in the portals in the job listings in social media groups. I also prepared a plan on hand to grab an internship right after my semester finals end; so that I do not have to delay further for finding an internship i.e., having a seamless transition.

After shortlisting both corporate, NGO organizations and thorough searching days, I received a call from an NGO located in Lalmatia, Dhanmondi, Dhaka, inviting me for an initial online interview and then a written interview; for the position of Intern, Marketing & Social Media Communications. Thus, I joined the Amal Foundation.

1.3 Internship interview experience.

The initial, online interview was conducted by the Creative Officer and HR & Admin Coordinator of Amal Foundation. The interview was conducted via Google Meet. I attended the online interview at the University, as I had a class after an hour and a half. Surprisingly, the HR & Admin Coordinator of Amal Foundation recognized my location and was delighted. During the interview, they asked me about my

understanding of social media marketing, content creation, and how marketing can contribute to non-profit causes and tested my knowledge in technicalities regarding Google Suite and design tools i.e. Canva, Photoshop, Illustrator. I was also asked to share examples of creative ideas I could implement for awareness campaigns. I was later asked for a written test interview at a further date.

The written test however, was another form of experience. The test was conducted at their Head Office, Lalmatia. I was given questions aligned with the NGO's goals. That day, another interviewee was also present attending the written test. I was confident; that it is now or never. Either I am receiving this internship or staying unemployed.

A couple of days later, I received a call from the HR of Amal Foundation, to be apprised that I was confirmed and selected as the Intern of Amal Foundation as Marketing & Social Media Communications. The time when I received this good news was in the late-afternoon, almost close to evening. I was half-asleep and tired from morning classes, in disbelief but also relieved. My joining date was on September 7th, three days after my final examinations of the last semester ended in ULAB.

1.4 An overview of the internship organization

1.4.1 An overview of Amal Foundation: Amal Foundation is a Dhaka-based NGO founded in 2014, focused on uplifting marginalized communities in Bangladesh. Its name, meaning “hope,” reflects its mission to empower women, children, youth, and climate-vulnerable populations. In addition, Amal Foundation envisions a just, resilient Bangladesh where vulnerable communities access education, healthcare, and sustainable livelihoods. It works through education, healthcare, emergency support, skill development, entrepreneurship, and environmental initiatives. The organization has educated 8,000+ children, empowered 45,000+ women and youth, provided healthcare to 121,000 people, delivered emergency relief to 2.1 million, and planted 1,000+ trees. Amal Foundation welcomes donations, volunteering, and partnerships to expand its impact in Bangladesh.

1.6.2 Products and Services of Amal Foundation: Amal’s programs are aligned with relevant Sustainable Development Goals (SDGs), ensuring a holistic and impact-driven approach to development. In the education sector, Amal supports access to quality learning by providing school meals, educational materials, and supplementary programs aimed at reducing dropout rates. Its healthcare initiatives include health camps and awareness campaigns targeting underserved populations to improve public health outcomes. The organization also empowers women and youth through skills training, livelihood support, and advocacy programs that promote economic independence and social inclusion. In addition, the organization’s environmental efforts address climate resilience and sustainability through campaigns on plastic pollution, sustainable agriculture, and community awareness. Amal Foundation plays a critical role in emergency response, delivering food, shelter, and medical aid to communities affected by natural disasters.

1.6.3 Key people of Amal Foundation: *Esrat Karim Eve (Founder & Director)* of Amal Foundation oversees the project activities and all other organizational responsibilities and ensures everything is in order. *Sarah Jabeen Kristy (Assistant Director)* aids the organization staff members, ensures a healthy workplace and is primarily the organizer and task handler on behalf of the Director. *Leya Nipa Biswas (HR & Admin Coordinator)* provides motivation, ensures security and assures collaborative work culture in every aspect. She ensures legal compliance of employees, monitors for any unethical activities, addresses operational activities and balances harmony in the organization. They are the heart of Amal Foundation and what drives the organization as a whole.

Chapter Two: About the Internship

2.1 Activities of the department

The Marketing and Communications team is responsible for promoting the NGO's activities, maintaining public relations, and managing all digital communication channels. The department handles content creation, campaign management, branding, and event promotion. It also collaborates closely with the Accounts and Operations teams to ensure that campaign messages align with organizational goals.

2.2 Work environment

Amal Foundation maintains a friendly, flexible and collaborative work environment. The office is located in Lalmatia, Dhanmondi, with open cubicle workstations that encourage communication and teamwork. All the employees maintain a strict balance between professionalism and compassion, given the social nature of their work. As I was an intern, I was treated as a team member and an employee, often encouraged to share creative ideas during team meetings and other activities.

The comfort in the office was top-notch. The work pace was situational; with priorities often shifting in response to real-world events or new opportunities. This honed my ability to adapt quickly, manage multiple tasks simultaneously, and maintain a clear focus on deliverables, even amidst change. While the primary driver was social impact, working in this setting revealed the universal importance of agility, clear communication, and ownership i.e., the necessary qualities I know are highly essential in any high-performing corporate team, especially how things are changing today.

2.3 Duties and responsibilities as an intern

As a Marketing & Social Media Communications Intern, my responsibilities in Amal Foundation (copied from my job description) included:

- Managing and creating content for social media platforms (Facebook, Instagram, LinkedIn).
- Developing new strategies for cross-channel marketing ideas and video content.
- Collaborating with the marketing team to align content with overall communication goals.
- Analysing social media metrics to measure engagement and improve future campaigns.
- Planning and executing digital marketing and fundraising initiatives.
- Responding to user messages and fostering community engagement.
- Supporting event promotion, designing flyers, newsletters, and other materials.
- Assisting in paid social media advertising and researching competitor strategies.

Other side duties consisted of assisting separate teams in editing or assisting in project activities or providing backup in logistics. Thankfully, the volunteering experiences earned from ULAB have aided me in this process, helping me to adapt to situations.

2.4 Learnings and acquired skills from the internship

I have honed a lot of soft skills in my time of internship. It was a deeply educational experience that taught me how to use storytelling and strategy to fuel a cause I truly believe in. I learned that in the non-profit world, every click, like, and share isn't just a metric; it is a potential step towards real-world impact. I learned to write captions that were not just informative, but inspiring, and to choose images that conveyed both the urgency of the challenges we face and the hope that our work provides.

In addition, I also gained a profound appreciation for the unique challenges and rewards of working in the non-profit sector. With a limited budget, I learned to be incredibly resourceful. We could not always rely on paid ads or “*boosting*”, so I tried and primarily focused on organic growth strategies, built relationships with people who believed in our cause, and repurposed existing content in new and creative ways to get the most out of everything we had. As an Intern, I did everything to assist, create and help the organization in any way I can.

In addition, I gained practical experience in crafting calls-to-action. Whether it was driving traffic to a donation page, encouraging people to sign a petition, or simply asking them to share our message, I learned how small changes in wording and design could significantly affect engagement.

2.5 How learnings from internship enhanced academic learnings

The internship bridged theory and practical scenarios in multiple ways such as:

- i. Classroom concepts where segmentation, targeting, and positioning were applied to real campaigns by defining target audiences and tailoring messages accordingly.
- ii. Concepts from courses on integrated marketing communications that I learnt were used to align social posts, email newsletters, and event promotions into cohesive campaigns.
- iii. The internship reinforced project planning, resource allocation, and cross-functional coordination lessons from management courses during my time in ULAB.

These experiences gave me a practical understanding; transitioning from classroom to a dynamic working world. Although I joined an NGO, I have an understanding of the context of how marketing works in practical cases; what it would be like in the corporate world and how I will further adapt to challenges and days to come.

Chapter Three: Self Reflection

3.1 Highlights the likings and disliking during internship

Oftentimes, I felt alone. This loneliness was like an abyss at times. There were times, the work felt like I had to do it alone and nobody was there despite having multiple people around. Sometimes, the tasks felt rushed and disruptive which could have been avoided if things were prepared beforehand.

But on the other hand, I particularly enjoyed the creative aspects of the internship, such as brainstorming social media ideas, designing visuals, and participating in campaign planning meetings. It was rewarding to see content that I assisted and created to drive meaningful engagement and awareness.

However, I sometimes found it challenging to meet content deadlines when multiple campaigns overlapped; in the worst-case scenario the deadlines never met. Additionally, coordinating with several departments for approvals occasionally delayed task completion, even when the tasks were simple. Lack of certain preparations in events made it difficult in certain situations.

Additionally, I have learned that the NGO field does not align much with my preferred work style. I prefer more openness, with little limitations in budgeting. I have also witnessed that my resonance goes well with product/service marketing; where NGOs face a certain limitation in this aspect. To me, Amal Foundation is a breakthrough of how a work-culture functions and has provided me with a learning opportunity with necessary flexibility.

I have this feeling that I have a lot more to learn, to experience, to immerse myself and most importantly, a lot to explore. Amal Foundation is merely the beginning; a breakthrough. The more I know, the more I realise, there is a lot to learn.

3.2 How could the internship experience be improved

The first few days were a bit “slow”, exciting but also a little overwhelming, trying to learn about the organization's many ongoing projects. I wonder if there was a more structured onboarding path or a dedicated "first week" plan that could help future interns hit the ground running. Having this foundation early on might have helped me feel confident to contribute my ideas a bit sooner. Clarity and further clear communication of certain aspects in projects may have further given a strong insight in my work.

While I did enjoy the work I was doing, I was also curious about the other amazing projects happening at the NGO. Sometimes, tasks would come to me in bits and pieces, and I would be focused on the “what” aspect without fully understanding the “why”. The workflow in a non-profit can be unpredictable; from a chill day to a very rush-hour. But having a small, self-directed project to assist during the time would

have been easier for me (and for the future interns).

In addition, understanding the "on-the-ground" reality even more would have given me a richer context for the stories I was helping to deliver, making my work even more authentic and powerful. Introducing weekly feedback sessions would have helped me and also help future interns track their progress and identify learning opportunities.

3.3 Suggestions for the organization and future plans

Since this is an NGO, I suggest that Amal Foundation should invest a little more in digital marketing tools and training to enhance campaign performance tracking. Marketing aspects in an NGO are challenging since this service or product is intangible and is heavily integrated in purpose. For budgets, NGOs are heavily reliant on funding and donor decisions, thus making it extremely thoughtful to plan out the next strategic decision in investing.

In the future, I plan to pursue a career in digital marketing based on corporate framework, and brand storytelling; and anything related to products, customers and tangible services.

Chapter Four: Personal Development Plan

4.1 Plans for further learning and career

After completing this internship, I aim to deepen my knowledge of marketing analytics, SEO knowledge, and paid advertising. I also plan to pursue professional certifications such as Digital Marketing and Meta Blueprint to strengthen my technical expertise. My long-term goal is to work in marketing communications for “corporate” organizations, marketing agencies that are dynamic and align with corporate business strategies. In addition, budgeting strength of an organisation helps deliver content and enables further flexibility in all aspects, whether it’s an event or marketing strategy.

My internship was an invaluable lesson in the power of communication; a skill that is inevitable in today’s world, but it also clarified and provided a path to my career ambitions. I discovered that I am deeply motivated by data-driven, results-oriented environments, open and flexible budgeting and that I want to build a career in the corporate sector. My plan is to leverage the foundational skills I gained here and sharpen them further in my upcoming corporate days and future marketing agencies.

4.2 Technical and interpersonal skills to develop to secure employment/career.

To successfully transition into a corporate marketing career, I am proactively focusing on building the following skills such as advanced data analytics, graphic design tools (Adobe Creative Suite), MS Excel and honing interpersonal skills such as leadership, teamwork, time management, and communication with diverse stakeholders.

Part B

Chapter One: Introduction

1.1 Research title

How Storytelling Approach in Social Media Shapes Emotional Connections between an NGO and its Audience: Learnings from My Internship in Amal Foundation.

1.2 Research objective

The study aims to identify how Amal Foundation integrates storytelling approaches in its social media content to elicit favorable emotional and behavioral responses from its audience. To provide recommendations for NGOs on how to strengthen their communication strategies through storytelling.

1.3 Background of the study

In recent years, social media has become the beating heart of how organizations communicate with the world. For NGOs, platforms like Facebook, Instagram, and YouTube are no longer just places to post updates; they are digital stages where stories of compassion, struggle, and transformation unfold every day.

But, unlike corporate brands that focus on selling products, NGOs must deliver hope, trust, and purpose. Their success depends not only on what they do on the ground but also on how convincingly they narrate their activities to the world. Through emotionally charged storytelling, NGOs can humanize their mission, help audiences visualize the impact of their work, and create lasting emotional bonds with supporters.

Amal Foundation, the organization where I completed my internship, provides a meaningful example of this shift. It uses storytelling to bridge the gap between its work in the field and its growing online community. Whether it's a video portraying the distribution of relief packages after a flood or a photograph of a child returning to school with Amal's help, each post carries a subtle emotional rhythm; an attempt to inspire, to connect, and to move hearts into action.

However, the effectiveness of such storytelling in sustaining emotional engagement remains underexplored. Many NGOs implement similar techniques, but few pause to ask: "Do these stories truly foster a connection, or are they just fleeting moments of empathy?" This study attempts to answer that question by examining how storytelling; particularly on social media, shapes emotional connections between Amal Foundation and its audience.

1.4 Research questions

1. How does Amal Foundation utilize storytelling approaches in its social media communication?
2. What are the key storytelling elements: tone, visuals, and emotional appeal - that synchronizes most with audiences?
3. How do these stories influence emotional engagement and audience behavior (e.g., reactions, shares, volunteering, donating)?

Chapter Two: Methodology

2.1 Type of research

The nature of this study is strictly, “qualitative” and “descriptive”. It focuses on understanding emotions, narratives, and communication strategies rather than measuring statistical relationships. The aim is to interpret how and why storytelling elicits emotional engagement.

A descriptive format allows to convey the patterns in communication through social media, while the qualitative format makes space for interpretation, depth, and meaning. This combination is ideal for analyzing social media storytelling, where emotion and perception play central roles in NGO.

2.2 Research design

The study will be centering on Amal Foundation as the primary subject. To broaden the perspective, a few comparative observations from 2 to 3 other NGOs will be included. This comparison will help identify what makes Amal Foundation’s storytelling distinct and whether certain patterns are common across the nonprofit sector.

The research design integrates both secondary data (social media posts and website content) and limited primary insights (informal interviews or reflective discussions with the NGO’s communication staff). This blend ensures that both intention and audience interpretation are captured.

2.3 Study design

2.3.1 Sampling technique:

The study employs purposive sampling; an appropriate choice of content and participants relevant to the objectives. A few social media posts by Amal Foundation along with posts of similar NGOs, will be analyzed. For a comparative insight, 2 to 3 similar NGOs will be “briefly” reviewed to understand common storytelling patterns in nonprofit communication.

2.3.2 Data collection technique:

Primary Data: The primary data has been collected through a short, informal interview i.e., a reflective discussion with Amal Foundation’s members. These interactions aim to understand the purpose behind storytelling, the emotional goals of each campaign, and how they perceive audience reactions.

Secondary Data: The secondary data is derived from Amal Foundation’s websites and social media pages, primarily Facebook (as it is their default media of communications). The content includes captions, visuals, short videos, and audience engagement metrics (likes, comments, shares). In addition, a few posts from other NGOs will be reviewed for contrast, highlighting shared practices and unique storytelling traits. Compare narrative elements with engagement outcomes to identify patterns in the post.

2.3.3 Data analysis technique:

The data collected will be analyzed through content and narrative analysis. The processes includes:

- i) Categorizing stories by theme (e.g., empowerment, hope, compassion).
- ii) Examining emotional tone and visuals, such as imagery, color, and language.
- iii) Observing audience engagement patterns, focusing on reactions, comments, and shares.
- iv) Interpreting an interview to uncover the intentional use of emotion in storytelling.

Themes such as hope, inspiration, empowerment, and human compassion will be explored to reveal how NGOs craft narratives that touch hearts and inspire action among individuals.

Chapter Three: Findings and Discussion

3.1. Introduction to the Thematic Analysis (Secondary Data)

3.1.1 Analysis Breakthrough:

This section presents an analysis of the Amal Foundation's use of storytelling approaches in its social media content over a three-month period. The findings are evaluated against the dual objectives of eliciting favourable emotional responses (measured through engagement metrics like likes, shares, and compassionate comments). The discussion interprets these findings within the framework of narrative transportation theory, which suggests that individuals immersed in a story are more likely to adopt its attitudes and intentions. The list of NGOs includes Ambala Foundation and FootSteps Bangladesh. These NGOs are considered top competitors of Amal Foundation

3.1.2 A General Insight of Facebook Posts of Amal Foundation:

The content from Amal Foundation's Facebook and website was systematically categorized into three dominant, interlinked themes: "Hope, Empowerment, and Compassion". The majority of static posts, and short-form videos i.e. reels on Facebook, are framed around hope.

The images below; the narrative seamlessly shifts to empowerment. Posts in this category focus on skills, education, and self-sufficiency such as Amal IT Training and Amal Tailoring Centre classes. A Facebook photo showcases women in Bogura having stitching machines from Amal Tailoring Centre is a prime example. The writing used in the posters indicate hope and self-dependence. The visuals are clean and open, with bold Bengali fonts and featuring the people in the posts making direct eye contact with the camera, symbolizing confidence and happiness.



In addition, the theme of compassion in the thematic analysis is evoked mostly through stories that highlight vulnerability paired with a clear, actionable solution. An annual report of Amal Foundation featured a story of children (Ucchash School in Bogura), accompanied by close-up, cinematic photographs. The narrative focused on empathy, framing the achievement as an act of shared humanity.

3.1.3 Amal Foundation Logo and Brand Colours

Amal Foundation's core brand colours are primarily orange (with black mostly as their background or outlines in graphics and posters). All their posts and reels strongly revolve around their brand colours. The brand font Amal Foundation uses is "Montserrat"; a clean, modern and formal San-serif font that is elegant.



3.1.4 Post and Colour Comparison of two NGOS: Ambala Foundation with Amal Foundation

Ambala Foundation's posts are mostly based on pictures without additional graphics or touches. In contrast, Amal Foundation emphasizes the slight graphical touches and visuals that amplify the emotions in the pictures of the post. Additional posts on global and local public holidays such as World Heart Day, Durga Puja, International Day of the Girl Child; Amal Foundation attempts to deliver the fullest based on their brand colours while retaining the meaning of the day as well.

The comparison of posts below between Amal and Ambala Foundation show the distinct differences of graphic use in their posts.



Amal Foundation with visual characteristics



Ambala Foundation with little to no visual characteristics

The posts of Ambala Foundation are kind of irregular. But they lack the visual hook that Amal carries. One prime example of "visually appealing" can be the Durga Puja post and World Heart Day design by Amal Foundation where the graphical efforts are emphasized. Further, the recent posts by Amal Foundation such as "quotes" of the speakers, have greater emphasis on design and lighter colours, while also focusing on their brand colours. Other project posts on social media posted by Amal Foundation have their brand colours integrated at all times. The colour factor and touches of the posts of Ambala Foundation are low to minimum.

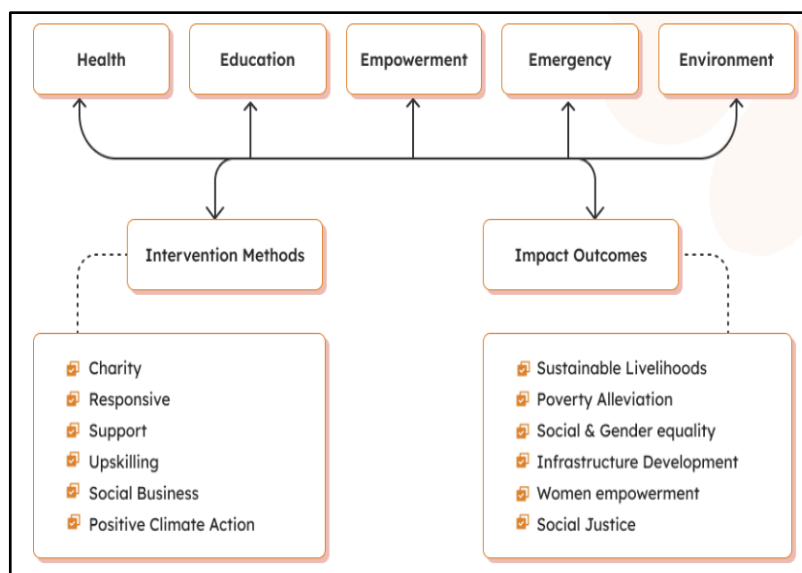


Amal Foundation Post colours | Public Holidays
Clean, creative, minimalistic

Ambala Foundation Post colours | Public Holidays
Blank, Destructive, flashy colours

3.1.5 Comparison of Ambala Foundation, Amal Foundation and Footsteps Bangladesh

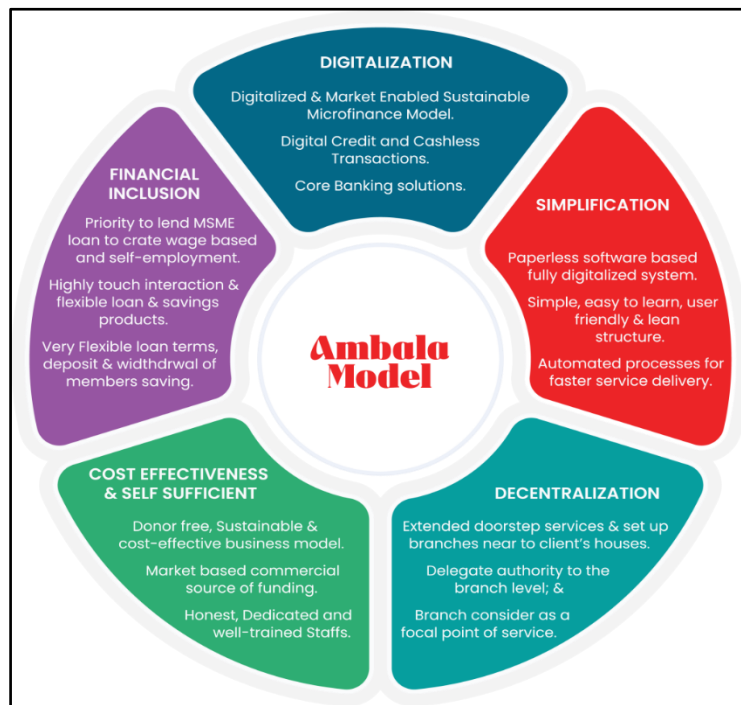
Amal Foundation: Amal Foundation's work is deeply rooted mostly in “hope” and in action. Their mission is clear and organized around their custom 5 pillars of need: Education, Emergency Response, Empowerment, Environment, and Healthcare which are all aligned with global sustainable development goals (SDGs). They tell their story powerfully through "Stories of Hope," which put the experiences of the people they serve at the heart of their message. This focus on hope, combined with clear pathways to get involved and support their work, builds a strong, empathetic connection with their audience.



Amal Foundation’s 5 Pillar Model. Source: <https://amalbangladesh.org/>

However, to deepen the trust they have built since 2014, highlighting the tangible impact of their programs from time to time, the actual number of lives touched, would powerfully complement their already inspiring stories and show the full picture of their incredible work throughout the years.

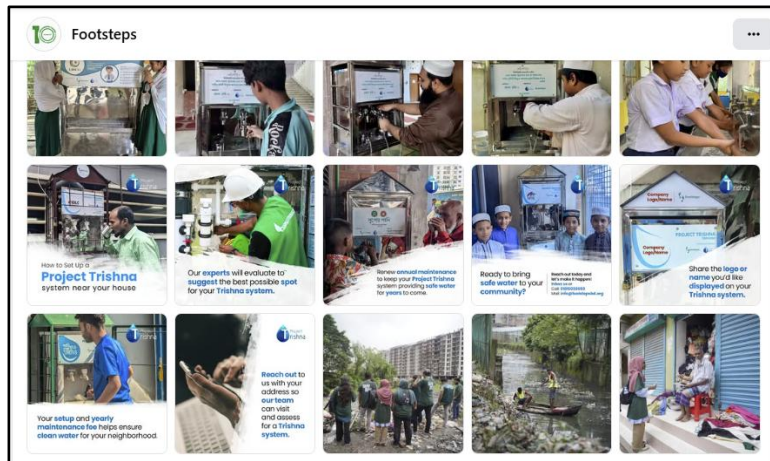
Ambala Foundation: Ambala Foundation tells a story of transformation built on visible results. Their narrative is one of empowerment, showcasing a wide array of programs, especially microcredit to scholarships that create real, measurable change in communities. The Executive Director's message sets a visionary tone and the overall impression is a highly effective organization that carries a powerful mission with proven impact.



Ambala Foundation Model Source: <https://ambalafoundation.org/>

Footsteps Bangladesh: Footsteps Bangladesh portrays a deep compassion in how its programs are thoughtfully designed, always pivoting on the specific needs and fabric of the communities it serves. Their form of approach results in a website that strikes a remarkable balance. It plants its mission in credible, quantitative results that build trust, while also inspires visitors with a strategic and ambitious vision for lasting social change.

Thus, it can be concluded that, Amal Foundation is story based, alignment with SDGs, Amal's custom 5 pillars framework and Donations. Ambala is data-centric, testimonial and institutional based, has a structured model, while FootSteps Bangladesh is more community and resilient-focused. **Footsteps Bangladesh does not have a structured model like the other two organizations.**



Footsteps BD posts have little minimal design.

All three organizations reflect the interconnected values of hope, empowerment, and compassion, albeit via different communicative styles.

3.1.6 Thematic Analysis of the listed NGOs:

Hope: Amal Foundation places the idea of hope at the very forefront of its message. This is clear not just in the naming of its "Stories of Hope," but also in the uplifting visuals that showcase personal transformation. Ambala, on the other hand, allows hope to shine through in a more subtle way. Their focus on "Facilitating Happiness Together" and the powerful, real-life stories from communities serve as a quiet message to the positive changes they help create. Footsteps portray hope through resilience and practicality where overcoming social challenges uncovers one's true potential.

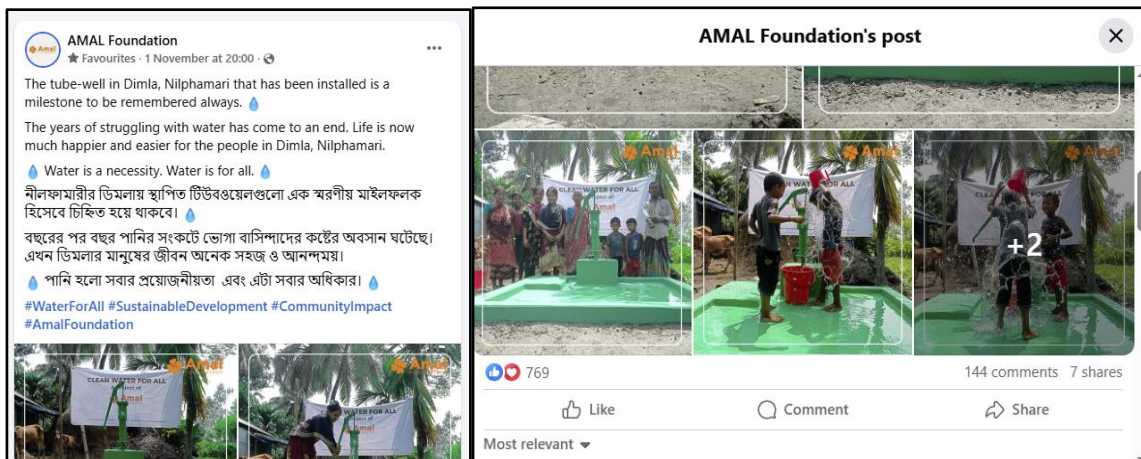
Empowerment: While both Amal and Ambala Foundation hold empowerment as a core value, they approach it from different angles. For Amal, empowerment is a heartfelt social and personal journey, with a special emphasis on fostering independence and agency for women. Ambala's approach is more practical and economic, channelling empowerment through concrete tools like microcredit loans, vocational skills training, and technology education. Footsteps centres empowerment through capacity building, social ventures, skill development and programs such as "Changemaker Development".

Compassion: Amal's compassion is felt directly through the empathetic tone of its communications and its focus on essential humanitarian support in areas like crisis relief and healthcare. In contrast, Ambala Foundation expresses its compassion by building it into the framework of its long-term programs, such as funding education through scholarships, protecting vulnerable children, and fostering community connection through local radio, all backed by the voices of those they have helped. On the other hand,

Footsteps embeds compassion in its community-resilience work, environmental justice campaigns and enabling marginalized communities to act rather than merely receive support.

3.1.7 Narrative Elements That Appear to Drive Engagement in Social Media

- 1) Portraying them as the heroes of their own stories in social media posts. By implementing stories this way, people are more likely to comment and share to show their support.
- 2) Conveying the NGO's message through the project activities synchronizing precise graphic elements and visuals. For example, Amal Foundation's brand colours are orange (with white and black mostly used for contrast/adjustments). All their posts revolve around these colours, while altogether conveying the message of the story.
- 3) A specific, small request; a text such as "Click share to help us reach our goal" is more effective than a blank one, particularly in reels, because people can immediately see how their simple action can make a difference.
- 4) Using effective hashtags to enhance organic reach and observing rival NGOs regarding their social media activity. An effective example would be Amal Foundation's Dimla Nilphamari, Tubewell Project post tagged with "*#SustainableDevelopment* and *#CommunityImpact*" receives higher share rates.



Tubewell Project Post of Amal Foundation with highest engagements.

3.1.8 Suggestions revolving around Thematic Analysis.

It can be determined that the element “hope”, is strongest when it’s anchored to an identifiable person, place or innovation. Amal’s open “*Stories of Hope*” approach is effective in this case, but it has to be highlighted often in social media. Footsteps’ use of productized solutions (Dreamwater) makes the hope factor concrete. On the other hand, Ambala Foundation could boost individual journeys alongside its scale figures to diversify the hope narrative. It can be deduced that the concept of hope is slightly different from Amal and Footsteps Bangladesh.

3.1.9 Amal Foundation Facebook Page Status [Based on Aug- Oct]



The images above show the categorized data of the audiences interacting with Amal Foundation' Facebook Page, based from August to October. The better number of engagements was seen to be with reels and stories, with having higher visibility and more engagement rate.

This also gives an insight as feedback on where to focus and make room for improvements and how visibility and engagement of the Page can be increased. It is suggested that Amal Foundation should focus on working on platforms; Instagram and X (formerly known as Twitter) as multi-channels to diversify audience reach.

Here is a synopsis where the analytics of the page portray an account with a large and growing audience, generating over a million views within the 3-month period. The statistics and the overall performance is characterized by:

- **Strong Growth:** Here, nearly all the key metrics i.e., Views, Reach, Interactions show a positive and often a double-digit percentage growth.
- **Paid Ads (Boosting):** A significant portion of the viewership is driven by advertising expenses. However, budgeting plays a key role here, as paid ads work effectively “only” when implemented for a short period of time.

- **Effective Video Content:** There is a substantial increase in short-term view retention which suggests that video content is successfully capturing audience interest quickly. To add, the reels often have a plenty but significant number of views.
- **Peak and Stabilization:** The viewership peaked in the middle of the period before steadily settling into a lower, but still elevated level compared to the beginning.

3.2. Interview Session in Amal Foundation (Primary Data).

3.2.1 Interview Details

Date: 13th November 2025.

Location: Amal Foundation Head Office, Lalmatia, Dhanmondi, Dhaka.

Interview Type: Informal interview and reflective discussion.

Duration: Approximately 1 hour.

Participants:

Md. Al-Raihan Ferdous, Creative Officer, Amal Foundation.

Lamia Maisha, Operations Assistant Officer, Amal Foundation.

Interviewer:

Rock Joan Mitra, Intern at Amal Foundation, University of Liberal Arts Bangladesh, BBA Department.

3.2.2 Purpose of the Interview Session

This interview session was conducted to collect an unfiltered, first-hand insight into Amal Foundation's storytelling approach and the communication strategies used in the awareness and fundraising campaigns. The discussion primarily focused on understanding the emotional narrative that Amal Foundation tries to build through its media content and how Amal's members in general perceive the audience's engagement with these stories on social media.

3.2.3 Summary of the Interview Session

The session took place in the meeting room at Amal Foundation's head office in Lalmatia. Mr. Raihan began by explaining that most of Amal Foundation's campaigns emerge from the real stories of beneficiaries in rural and semi-urban areas. He mentioned that the team tries to keep the tone "hopeful" in every aspect rather than sorrowful, as it is believed positivity draws more engagement and trust from supporters in social media.

He stated that storytelling is more of an "engine" which complements Amal's communication strategy, not just only for fundraising, but because it shows transparency. He described that each campaign begins with identifying one or two "faces," individuals whose experiences carry the broader mission of the project. He

also added, “People in general, remember faces, not figures. So, we try to focus on the personal journeys where someone’s life actually changed, rather than just listing what Amal Foundation did. To put it in a simpler way, we want to inspire empathy. We want to convey the message of harsh realities via social media and digital platforms, where issues such as poverty, health, and women’s empowerment feel distant or abstract”.

When asked about the emotional intent, Ms Lamia emphasized the importance of balancing empathy with dignity. “We never want to portray someone as a victim. We even have mental unease using the word, “beneficiary”, at times does not sound good. Our aim is we want people to see courage and possibilities, not pity them.” Ms. Lamia also noted, “To emphasize the format of story-telling, our visuals and copywriting go through several layers of review from each member of Amal’s team to ensure they reflect resilience and true emotion, not just another static post or a reel for upload.”

We discussed audience engagement patterns on Facebook, observing that stories shared through short videos i.e., reels tend to perform better on Facebook compared to static posts. We also discussed the certain trends revolving around NGO topics, which is a support for story-telling and sending the message. According to Ms Lamia, she concluded that emotional responses; the comments expressing support or sharing the post are treated as key indicators of a campaign’s success.

In the end, Mr. Raihan mentioned, “Understanding and using graphics, the right colours, setting the right tone is the challenge and a thoughtful process that requires time to align both the organization theme and the campaign’s story.”

3.2.4 Intern’s Reflection

After the interview session, it was known that Amal Foundation places a special emphasis on ethical storytelling and emotional authenticity. The communication team views storytelling not merely as a marketing tool, but as a way to build long-term trust with the audience and the wider community. During the interview, what stood out was their sensible effort to protect the dignity of the beneficiaries while still creating emotionally resonant content for the audience of social media.

Overall, the interview provided meaningful perception into how Amal Foundation values both emotional connection and ethical communication. It also highlighted the practical challenges faced by NGOs in balancing empathy, accuracy, and audience engagement in the digital space.

3.2.5 Interview's Final Takeaways:

Conducting this interview as an intern of Amal Foundation, these are my understandings that captures Amal Foundation's storytelling strategy, which has multiple deductions:

- I. Engaging audiences emotionally to encourage action.
- II. Gathering audience interactions i.e., the feedback as a soft form of impact evaluation.
- III. Balancing ethical considerations while crafting emotionally resonant narratives.

3.3. Further Analysis of NGO's Storytelling through web-based sources.

Here are some findings that are parallel with the Thematic Content Analysis and how storytelling is an important factor in the NGO Sector:

i) Storytelling naturally improves engagement and fundraising.

- According to Nonprofit Tech (Chamberlin, 2023), it is stated that storytelling-focused campaigns show higher retention of audiences and can build trust long term. This is a fundamental claim across the materials and underpins the argument to prioritize narrative approaches.

ii) The core story design of a campaign is the same in all places, in all stories.

- Every story carries the same pattern: "A Character to conflict; A Change to CTA (Call to Action)". The four sources then rendezvous in a three-act format i.e., setup, confrontation and resolution. In every story, typically there is a single central character, a clear conflict, a proven result, and a donor-centred call to action. (Madison, 2025)

iii) "Authenticity" and "Diversity" brings credibility to story-telling to life.

- Authenticity, where real voices of the beneficiaries and inclusion of diverse voices are presented as inevitable. According to Civic Champs (Wang, G.), storytelling should be emphasized on inclusive voice selection and honest emotional content. On the other hand, Neon One argues about ethical consent and avoiding the saviour narratives that will negatively impact the organization. (Smith, 2025)

iv) Ethical considerations must be prioritized at all times in any storytelling.

- According to (Smith, 2025) in the Neon One article, an ethical storytelling listing warns against ill-framing and "saviourism." In this case, consent, context and the dignity of the people's stories are repeatedly called out are essential. This is not an optional factor because this is what protects the beneficiaries and the organization's reputation.

In the end, visuals such as photos, short videos draw and improve emotional engagement; sharing posts in social media and repurposing content across email, social events thus, extend the reach and help audiences to remember.

When a good story is shared, scientific research shows our brains connect to storytelling can have on us:

- **Stories are remembered 22x more easily than data, facts, and stats**
- **Our neural activity increases 5X when listening to a story**
- **Storytelling engages our sensory cortex in the brain, allowing the listener to feel, hear, taste, and even smell the story**

Storytelling can offer many benefits to your organization. It can:

- **Make your organization more memorable – stories are proven to be more easily remembered than stats and facts!**
- **Create stronger relationships, build bonds, and increase loyalty**
- **Cut through bias by communicating various perspectives and voices**
- **Prompt action from your audience**

Examples of effective nonprofit storytelling in action

As mentioned above, there are many channels in which you can share your stories, including:

- Email campaigns
- Social media posts
- Newsletters
- Direct mail
- Over coffee meetings
- At special events

Source: Bloomerang <https://url-shortener.me/9L08>

The images above collected from Bloomerang website, clearly portray the medical evidence about how effective story-telling works and help audiences remember a brand, a fact or an organization, respectively.

Chapter Four: Recommendations

From an intern's point of view, these are some of my recommendations that Amal Foundation may implement and improve the organization further.

- 1) Ensuring that all communications (website, social media, reports) consistently communicate who they are, what they do, and why it matters. This is primarily important as anchoring a website to all forms of digital channels keeps it organized and relevant. In other words, this also helps bring a good brand value for the organization with good first-impressions as well.
- 2) Story-telling is unavoidable. Therefore, training Amal Foundation's executives further in this aspect can be a start to collect and share powerful human-interest stories. Stories are more memorable than statistics alone. Leveraging storytelling as a tool can take Amal Foundation a long way.
- 3) Optimizing the website, compressing the photos and developing a cleaner user interface will draw more attention and provide a better experience for the audience. Publicizing the changes to the website is also highly suggested, for example: "Amal with a brand-new look".
- 4) The "Blog" section of Amal Foundation website has further work potential and requires frequent updates and subsections that will help draw readers and audiences. For example, a rotating "Story of the Month" section would keep the content fresh and engaging for visitors. With this, it must also be shared in social media as post and in the "reels" section to keep engaged.
- 5) Shifting to the phrase "Partners of Change" rather than using the word "beneficiary", since the word may provide a different meaning to each individual. During the collection of primary data, Ms Lamia, Operations Assistant Officer of Amal mentioned the exact same aspect which is believed to be a solid recommendation in changing the perspective for the audience.
- 6) Lastly, Amal Foundation should step forward to introducing "volunteers" in their current and future projects. This will not only help "story-telling", but rather improve networking, branding and marketing of the organization, naturally. Amal Foundation has a clear lack of volunteerism and volunteering activities. Building a volunteering community of Amal Foundation is guaranteed to go a long way in organic branding with diverse activities. This will also improve reach and balance the conflict between paid ad-runs and organic posts.

The depth of the connection to the community is the NGO's superpower. These recommendations can leverage that superpower to its full potential.

Chapter Five: Conclusion

Storytelling is not just only sharing information; it is about creating a heartfelt connection between your mission and the people you serve. By sewing together creative narratives, digital campaigns, and genuine stories from volunteers and donors, an NGO can deeply move emotionally and amplify its impact.

Amal Foundation already has a good brand value. Adapting to modern marketing strategies, understanding trends and addressing the necessary changes will help maintain the position.

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Appendix:



CS003

INTERNSHIP PROPOSAL FORM

Name:	Rock Joan Mitra
ID:	212011007
Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Faisal Mohammad Shahriar
Organization Name:	Amal Foundation
Internship Title:	How Storytelling Approach in Social Media Shapes Emotional Connections between an NGO and its Audience: Learnings from My Internship in Amal Foundation

Student's signature & date
14 December 2025

Supervisor's signature & date
14 December 2025

Internship Confirmation Letter



Joining Letter

September 7, 2025

To,
The HR department
Amal Foundation
2/16, Block-B, Lalmatia, Dhaka-1205

Sub: Letter for Joining as a **"Intern"**

Dear Respective Concern,

With reference to your appointment letter, I am pleased to inform you that I am willing to join as an **"Intern"** in your organization from September 7, 2025 and have also agreed to the terms and conditions as mentioned in the appointment letter.

I am committed to efficiently carrying out my duties and responsibilities, and I assure you that I will fully comply with all the rules and regulations of your organization.

I therefore hope, that you would be kind enough to grant my joining letter.

Yours Faithfully,

A handwritten signature in black ink, appearing to read "Rock Joan Mitra", written over a horizontal line.

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