Toolkit: Social Media-based Advocacy for TB Vaccines

Communications Team, IAVI

October 2022
IAVI gratefully acknowledges the generous support provided by the following major funders

Biomedical Advanced Research and Development Authority (BARDA) | Foundation for the National Institutes of Health | National Institute of Allergy and Infectious Diseases | amfAR, The Foundation for AIDS Research | Broadway Cares/Equity Fights AIDS | Cancer Research UK | The City of New York, Economic Development Corporation | Congressionally Directed Medical Research Program (DoD) | GSK | The Hearst Foundations | Keith Haring Foundation | Merck & Co., Inc., Kenilworth, NJ, USA (known as MSD outside the USA and Canada)

And many other generous individuals and partners around the world

As of April 2022
4-9  •  Who uses social media
10-18  •  Skills for social media-based advocacy
19  •  Differences between platforms
20  •  Key campaign elements
21  •  Setting the scene
22-24  •  A case study of an effective social media advocacy campaign
25-28  •  How to build an effective social media campaign
Who uses social media?
ESSENTIAL DIGITAL HEADLINES
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

TOTAL POPULATION
7.98 BILLION
57.0% URBANISATION

UNIQUE MOBILE PHONE USERS
5.34 BILLION
66.9% vs. POPULATION

INTERNET USERS
5.03 BILLION
63.1% vs. POPULATION

ACTIVE SOCIAL MEDIA USERS
4.70 BILLION
59.0% vs. POPULATION

Click here to explore the full report

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GIIW; EUROSTAT; CNNIC; APIS; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCIII; TECHRA; KEPIO ANALYSIS. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE AND BASE CHANGES. THE U.N. REVISED ITS POPULATION DATA SINCE OUR PREVIOUS REPORT, WHICH MAY AFFECT ALL VALUES THAT COMPARE DIGITAL ACTIVITY TO POPULATION, AND MAY RESULT IN APPARENT DECREASES IN DIGITAL ADOPTION. HOWEVER, WE ADVISE CAUTION WHEN INTERPRETING ANY CHANGES IN THESE COMPARATIVE FIGURES, AS ANY SUCH CHANGE MAY BE SOLELY THE RESULT OF REVISIONS TO POPULATION DATA.
THE WORLD’S MOST-USED SOCIAL PLATFORMS
RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)

1. Facebook - 2,936
2. YouTube - 2,476
3. WhatsApp - 2,000
4. Instagram - 1,440
5. WeChat - 1,288
6. TikTok - 1,023
7. Facebook Messenger - 1,000
8. Telegram - 700
9. Snapchat - 617
10. Douyin - 613
11. Kuaishou - 598
12. Sina Weibo - 582
13. QQ - 564
14. Twitter - 486
15. Pinterest - 433
16. Reddit - 430
17. Quora - 300

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHATSAPP</td>
<td>16.4%</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>15.0%</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>14.5%</td>
</tr>
<tr>
<td>WECHAT</td>
<td>11.8%</td>
</tr>
<tr>
<td>TIKTOK</td>
<td>5.4%</td>
</tr>
<tr>
<td>DOUYIN</td>
<td>5.3%</td>
</tr>
<tr>
<td>TWITTER</td>
<td>3.3%</td>
</tr>
<tr>
<td>FB MESSENGER</td>
<td>2.7%</td>
</tr>
<tr>
<td>TELEGRAM</td>
<td>2.0%</td>
</tr>
<tr>
<td>LINE</td>
<td>1.9%</td>
</tr>
<tr>
<td>KUAISHOU</td>
<td>1.7%</td>
</tr>
<tr>
<td>QQ</td>
<td>1.6%</td>
</tr>
<tr>
<td>PINTEREST</td>
<td>1.5%</td>
</tr>
<tr>
<td>SNAPCHAT</td>
<td>1.3%</td>
</tr>
<tr>
<td>IMESSAGE</td>
<td>1.0%</td>
</tr>
<tr>
<td>XIAOHONGSHU</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

SOURCE: GWI (Q1 2022). SEE GWI.COM FOR FULL DETAILS. NOTES: ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BITDANCE'S CORPORATE REPORTING. COMPARABILITY: VALUES NOW REPRESENT SHARE OF ACTIVE SOCIAL MEDIA USERS ONLY, RATHER THAN SHARE OF ALL INTERNET USERS. VERSIONS OF THIS CHART THAT FEATURED IN OUR PREVIOUS REPORTS DID NOT INCLUDE DATA FOR CHINA, SO VALUES ARE NOT COMPARABLE.
DataReportal Resources

- **Digital 2022: Local Country Headlines Report**
  - High-level digital trends by country listed in alphabetical order

- For deeper analysis in your country, browse the [complete report library](#)
  - Suggestion: Scroll down to find your region and click the + icon to access a full report of digital trends in your country
  - Reports reflect 2021 data at this time.

- For even more: [Digital 2022 index page](#)
  - Complete listing of reports covering everything from individual platforms to broader trends in internet usage
Skills for social media-based advocacy
Key skills

Engaging messaging
• Is your messaging clear and understandable?
• Is your call to action relevant and easy to act on?

Eye-catching design
• Do your visual assets reflect your brand and messaging?
• Are they accessible, engaging, and shareable?

Planning ahead
• Do you have a clear and realistic timeline?
• What is your optimal posting schedule?

Tracking engagement
• What social media analytic tools do you have available?
• How will you reflect and learn from your campaigns?

#TeamWorkMakesTheDreamWork
• Who are key influencers/partners you could work with?
• What skills can your team bring to the table?
• How are you engaging with your audience?
Engaging messaging

“Given a limit of 140 characters, people consistently reaffirm that creativity is a renewable resource.” - Biz Stone, co-founder of Twitter and Medium

- Keep the message brief
- Ask questions to drive engagement
- Know your tone of voice
- Conversational style
- People-centered messaging
- Use ‘power’ words
- Easy to understand statistics
- Emojis for keywords (don’t overuse)
- Use relevant hashtags
- Links to key resources

Given a limit of 140 characters, people consistently reaffirm that creativity is a renewable resource. - Biz Stone, co-founder of Twitter and Medium
Eye-catching design

“Visuals and intentional use of graphics pulls your audience in and tells them more of a story.

- Stay true to the brand of the organization, project, or campaign
- Be creative, not complicated
- Create diverse assets, including graphics, gifs, and videos
- Think like a designer – proportions, spacing and alignment

Utilize white space – it adds balance to design and makes content more digestible
Easy-to-use drag-and-drop interface
Thousands of design elements, including graphics, photos, and videos
Free and premium versions
Free premium non-profit and educational plans available!
Planning ahead

“
It’s quality, not just quantity, that you should be striving for.
"

Scheduling

How often? Ideally, one to three times a day on Twitter to keep content fresh and active.

Best times? This varies by platform, let’s take a look:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Time (global timezones)</th>
<th>Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>9 AM – 2 PM</td>
<td>Tue, Wed, Thu</td>
</tr>
<tr>
<td>Instagram</td>
<td>12 PM – 1 PM</td>
<td>Mon-Fri</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>7:45 AM, 10:45 AM</td>
<td>Tue, Wed</td>
</tr>
<tr>
<td>Twitter</td>
<td>9 AM – 4 PM</td>
<td>Mon, Thu</td>
</tr>
</tbody>
</table>

Spacing out your posts

• Posting frequently is important to keep your content fresh and active on social media channels. But case studies have shown that not spacing out your social content and giving time for them to perform at different peak user times can lower engagement. Spacing out posts for 30 mins to an hour is best.

Be responsive

• Stay topical and within trends or global events. Join conversations that are already happening and create campaigns around major landmarks and events (i.e., World AIDs Day, World TB Day, Zero Discrimination Day, etc.).
Of course, you want to rack up your followers, but ultimately, the greatest measure of social media success is an engaged audience, not just a big one.

What metrics do you need to track to monitor and evaluate your content and campaigns? Are these available on Twitter or do you need another platform like Hootsuite?

How do these metrics relate to the goal of your campaign or organization?
- Do you have key performance indicators (KPIs)? These vary by organization but can help guide your growth and engagement.

How often will you conduct reporting?

How do you plan to learn from these findings?
- Schedule posts across different platforms at recommended times
- Track engagement and posts using streams
- Free and premium versions
- Non-profit discounts available!
Reciprocity is an important part of why people choose to follow and engage with you.

- **Reactive engagement** (answering direct messages, mentions etc.)

- **Proactive engagement** (initiate interactions):
  - Tag partners and target influencers in posts or replies
  - Retweet or quote tweet partners’ content to boost engagement

- Seek out opportunities to collaborate both inside and outside of your organization

- Share skills and resources with colleagues and partners
Differences between platforms

Twitter
• Short, quick, and concise content
• Conversational, accessible, & informative tone
• Visual assets: photos, Gifs, short videos, quotes
• Focus on current events, breaking news, and upcoming events

Facebook
• Content may be similar to both Twitter and LinkedIn but often more community oriented
• Similar tone to Twitter but more casual than LinkedIn, including more hashtags and emojis
• Posts are typically brief but may be longer

Instagram
• Focus on the visuals: high-res photos, multiple photos, short videos, long videos on IGTV
• Casual but informative tone
• Be active on stories in the work week
• Include a link in bio, such as Linkt.ree

LinkedIn
• More professional tone of voice
• Posts are typically brief but may be longer
• Industry news and events
• Researchers, decision-makers, thought leaders
Key campaign elements

**Audience**
- Who is my target audience, and **where** are they located?
- What platform are they on?
- Who are this audience’s key influencers?
- What inspires them?

**Message**
- What information am I sharing with my audience (and why)?
- What’s the one piece of information I want them to remember when they walk away OR share with others?

**Action**
- What do I want people to do with the information I’m giving them?
  - Raise awareness? Build engagement? Something else?

**Measure**
- How am I defining success, and **how** will I measure it?
Setting the scene

Think SMART

Specific
• Is your call to action well defined, clear, and unambiguous?

Measurable
• How will you measure the impact or progress toward the goal?

Achievable
• Is it possible to reach your goal?

Realistic
• What can you do with the time, resources, and skills available?

Timebound
• What is the date and length of the campaign? The purpose is to create urgency.

Key components

Platform
• Facebook
• Instagram
• Twitter

Format
• Facebook/Instagram Live
• Twitter Takeover/Chat
• Photo campaign
• Info campaign

Assets
• Promotional graphics & messaging
• Campaign graphics
• Infographics
A case study of an effective social media advocacy campaign
Case study

World Health Day: World Health Organization

• World Health Day is a day dedicated to raising awareness and an understanding of universal health coverage.

• World Health Day is celebrated every year to mark the anniversary of the founding of WHO.

• Each year, a theme is selected to highlight a priority public health area of concern.

• Campaigns have been born from this major campaign, i.e., the Universal health coverage campaign, “Health for all”.

• This annual social media campaign is one of the largest and most successful global health campaigns to date.
Case study

World Health Day: World Health Organization

Why is this such a successful global campaign with high levels of social media engagement?

• Accessible pre-made materials & effective key messages
  o This campaign provides clear key messages, a fact sheet, infographics, downloadable social media squares and videos, and an official hashtag (good for tracking engagement and creating unity, e.g., #HealthForAll, #VaccinEquity)

  o This motivates people and organization to share at an individual or local level to reach an international audience (easy actions, assessable, clear messages)
    ▪ Having accessible, shareable content is crucial for a social media campaign to spread and gain credibility
    ▪ A simple and effective way for your audience to elevate the campaign messages is important
    ▪ Your messaging also needs to resonate enough with your audience to effectively motivate them to share it (This is why knowing your audience is important)
Developing a social media campaign

How to build an effective social media campaign
Developing a social media campaign

Campaign roadmap: from planning to execution

1. Campaign concept
   Description of the campaign. How will it help your overall strategy?

2. Campaign goal
   What is your call to action? What do you hope to achieve?

3. Audience & potential partners
   Who needs to see this campaign and why?

4. Messaging
   What are your key messages? What's the most important message to communicate to your audience?

5. Tone and imagery
   How should it look? What content do you need to support your messages?

6. Outreach efforts
   Targeted influencers, speakers, collaborators, partners

7. Campaign execution
   Detailed timeline, toolkit, social posts, supporting content

8. Reflect
   Lessons learned, next steps or actions

The many phases of a campaign –
Phase 1 (step 1-5) – Concept/planning/ideation
Phase 2 (step 6) – Outreach
Phase 3 (step 7) – Execution
Phase 4 (step 8) – Reflect and follow up
Developing a social media campaign

Campaign components

Campaign concept note
- Contains details on the following: project overview, campaign concept, goal, audience, potential partners or collaborators, key messages, campaign content, targeted influencers, timeline for deliverables

Messaging
- What are your key messages? Who is your audience and how can you frame your messaging to engage them?
- The human narrative and the power of storytelling

Supporting campaign content
- Develop campaign design concept for content: Share graphics, infographics, quotes, memes, GIFs, promotion graphics, blog post, 1-pager factsheet, webinar, toolkit, etc.

Toolkit
- A campaign toolkit is a great way to increase partner engagement and/or the general public in sharing your campaign and promoting your messages
Developing a social media campaign

Collaboration & engagement

 располагать с \new partners \via \social \media, especially \during \social \media \campaigns.

- Reach out within your networks to start and alert partners, advocates, global health \orgs \about the campaign

 располагать \target \social \influencers \you \can \involve \from \the \field?

 располагать \toolkit \with \partners, social \influencers, and \ask \them \to \use \and \continue \to \share \within \their \networks

 располагать \strategic \opportunities \to \time \your \campaign \around (e.g., World TB Day, global events, political events, conferences, etc.)
IAVI gratefully acknowledges the generous support provided by the following major funders:

Biomedical Advanced Research and Development Authority (BARDA) | Foundation for the National Institutes of Health | National Institute of Allergy and Infectious Diseases | amfAR, The Foundation for AIDS Research | Broadway Cares/Equity Fights AIDS | Cancer Research UK | The City of New York, Economic Development Corporation | Congressionally Directed Medical Research Program (DoD) | GSK | The Hearst Foundations | Keith Haring Foundation | Merck & Co., Inc., Kenilworth, NJ, USA (known as MSD outside the USA and Canada)

And many other generous individuals and partners around the world

As of April 2022