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

PEPFAR

USAID
FROM THE AMERICAN PEOPLE

BILL & MELINDA
GATES foundation

THE WORLD BANK

Funded by the
European Union

Ministry of Foreign Affairs of the
Netherlands

UKaid
from the British people

From
the People of Japan

सत्यमेव जयते
Ministry of Science & Technology
Government of India

E D C T P

CEPI | New vaccines
for a safer world

MINISTRY OF FOREIGN AFFAIRS OF DENMARK
DANIDA | INTERNATIONAL
DEVELOPMENT COOPERATION

W
wellcome

SERUM INSTITUTE
OF INDIA
Cyrus Poonawalla Group

The Research Council
of Norway

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

Contents

iavi

Who uses social media?

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

GLOBAL OVERVIEW

Platform	Percentage
WHATSAPP	16.4%
INSTAGRAM	15.0%
FACEBOOK	14.5%
WECHAT	11.8%
TIKTOK	5.4%
DOUYIN	5.3%
TWITTER	3.3%
FB MESSENGER	2.7%
TELEGRAM	2.0%
LINE	1.9%
KUAISHOU	1.7%
QQ	1.6%
PINTEREST	1.5%
SNAPCHAT	1.3%
IMESSAGE	1.0%
XIAOHONGSHU	1.0%

we are social

Hootsuite®

DataReportal Resources

- [Digital 2022: Local Country Headlines Report](#)
  - o High-level digital trends by country listed in alphabetical order

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

- For even more: [Digital 2022 index page](#)
  - o Complete listing of reports covering everything from individual platforms to broader trends in internet usage

Skills for social media-based advocacy

Key skills

iavi

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

iavi

> "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

Eye-catching design

iavi

" 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
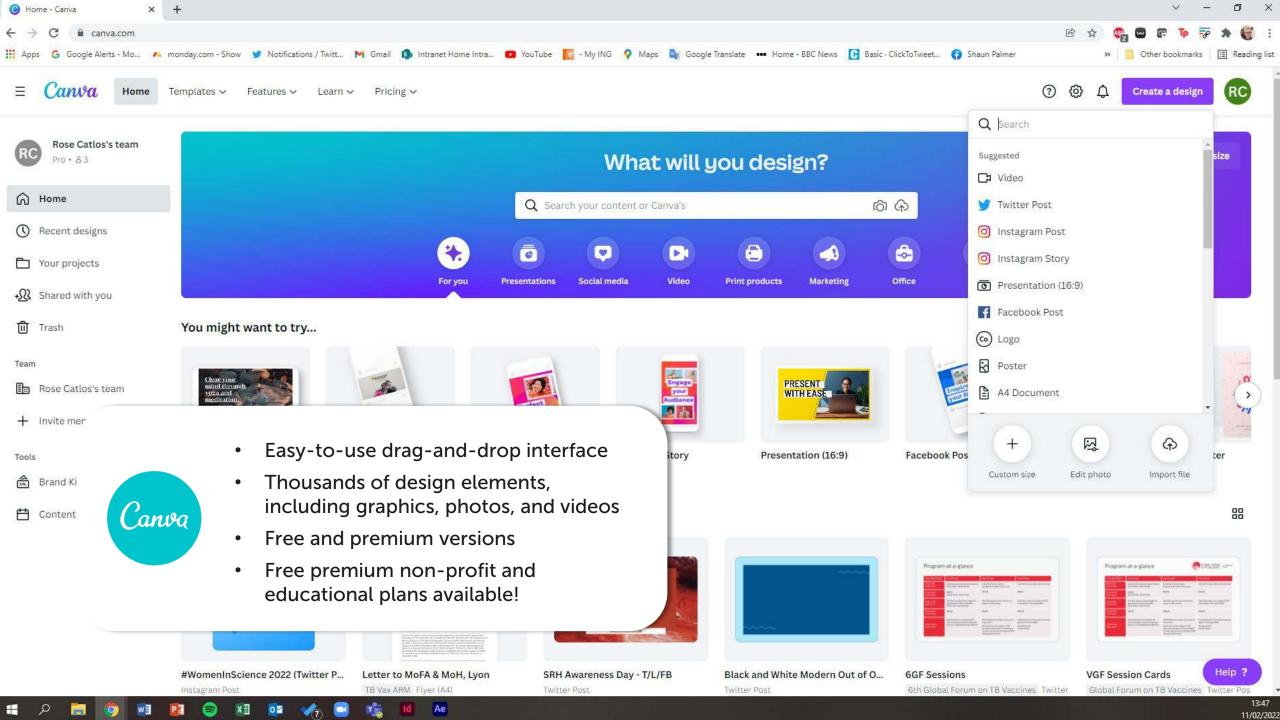
Be creative, not complicated

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

Canva

Home - Canva

canva.com

Apps Google Alerts - Mo... monday.com - Show Notifications / Twitt... Gmail Intranet Home Intra... YouTube - My ING Maps Google Translate Home - BBC News Basic · ClickToTweet... Shaun Palmer Other bookmarks Reading list

Home Templates Features Learn Pricing

Create a design

RC

Rose Catlos's team
Pro • 8 3

Home

Recent designs

Your projects

Shared with you

Trash

Team

Rose Catlos's team

Invite mer

Tools

Brand Ki

Content

What will you design?

Search your content or Canva's

For you Presentations Social media Video Print products Marketing Office

You might want to try...

Story Presentation (16:9) Facebook Pos

Search

Suggested

Video

Twitter Post

Instagram Post

Instagram Story

Presentation (16:9)

Facebook Post

Logo

Poster

A4 Document

Custom size Edit photo Import file

- 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!

Canva

#WomenInScience 2022 (Twitter P... Letter to MoFA & MoH, Lyon SRH Awareness Day - T/L/FB Black and White Modern Out of O... 6GF Sessions VGF Session Cards

Instagram Post TB Vax ARM Flyer (A4) Twitter Post Twitter Post 6th Global Forum on TB Vaccines Twitter Global Forum on TB Vaccines Twitter Pos

Help ?

13:47
11/02/2022

Planning ahead

iavi

> 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:

Platform	Time (global timezones)	Day
Facebook	9 AM – 2 PM	Tue, Wed, Thu
Instagram	12 PM – 1 PM	Mon-Fri
LinkedIn	7:45 AM, 10:45 AM	Tue, Wed
Twitter	9 AM – 4 PM	Mon, Thu

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.).

Tracking engagement

" 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.
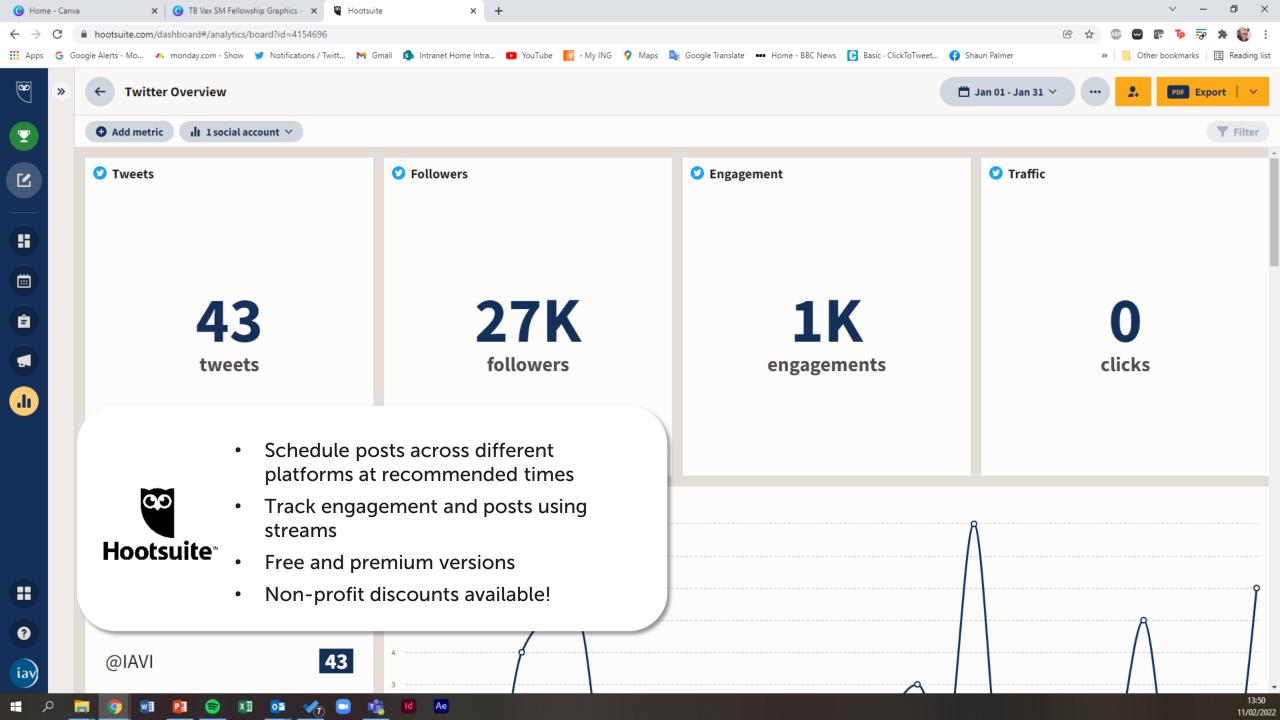
How often will you conduct reporting?

How do you plan to learn from these findings?

Hootsuite™

Home - Canva | TB Vax SM Fellowship Graphics | Hootsuite

hootsuite.com/dashboard#/analytics/board?id=4154696

Apps | Google Alerts - Mo... | monday.com - Show | Notifications / Twitt... | Gmail | Intranet Home Intra... | YouTube | - My ING | Maps | Google Translate | Home - BBC News | Basic · ClickToTweet... | Shaun Palmer | Other bookmarks | Reading list

Twitter Overview

Jan 01 - Jan 31

PDF Export

Add metric

1 social account

Filter

Tweets

43

tweets

Followers

27K

followers

Engagement

1K

engagements

Traffic

0

clicks

Hootsuite™

- Schedule posts across different platforms at recommended times
- Track engagement and posts using streams
- Free and premium versions
- Non-profit discounts available!

@IAVI

43

13:50
11/02/2022

#TeamWorkMakesTheDreamWork

iavi

❝ 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?

iavi

Setting the scene

iavi

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
  - 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)

  - 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

iavi

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
Where the magic happens
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

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

Good idea to **engage with current partners and new partners** via social media, especially during social media campaigns

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

Who are **target social influencers** you can involve from the field?

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

Choosing 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

PEPFAR

USAID
FROM THE AMERICAN PEOPLE

BILL & MELINDA
GATES foundation

THE WORLD BANK

Funded by the
European Union

Ministry of Foreign Affairs of the
Netherlands

UKaid
from the British people

From
the People of Japan

सत्यमेव जयते
Ministry of Science & Technology
Government of India

E D C T P

CEPI | New vaccines
for a safer world

MINISTRY OF FOREIGN AFFAIRS OF DENMARK
DANIDA | INTERNATIONAL
DEVELOPMENT COOPERATION

wellcome

SERUM INSTITUTE
OF INDIA
Cyrus Poonawalla Group

The Research Council
of Norway

As of April 2022