

TB  VAX ARM



Toolkit: Social Media-based Advocacy for TB Vaccines

Communications Team, IAVI

October 2022



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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 | The Buimerc Group | 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 October 2021

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Objectives



Participate in co-learning and co-creation around social media-based advocacy



Engage key TB vaccine stakeholders with a call to action ahead of the 6th Global Forum on TB Vaccines



Collaboratively develop and execute a social media-based advocacy campaign

Who uses social media?

JAN
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



GLOBAL OVERVIEW

TOTAL
POPULATION



we
are
social

7.91
BILLION

URBANISATION

57.0%

UNIQUE MOBILE
PHONE USERS



5.31
BILLION

vs. POPULATION

67.1%

INTERNET
USERS



4.95
BILLION

vs. POPULATION

62.5%

ACTIVE SOCIAL
MEDIA USERS



4.62
BILLION

vs. POPULATION

58.4%



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OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USERS



4.62
BILLION

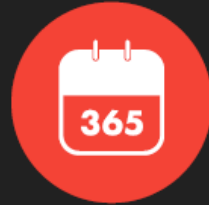
QUARTER-ON-QUARTER
CHANGE IN SOCIAL MEDIA USERS



+1.7%
+77 MILLION

we
are
social

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS



+10.1%
+424 MILLION



AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



2H 27M
+1.4% (+2M)

GWI.

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



7.5

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



58.4%



SOCIAL MEDIA USERS
vs. POPULATION AGE 13+



74.8%



SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



93.4%



FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



46.1%

we
are
social

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



53.9%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRSA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF PLATFORMS: GWI (Q3 2021). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTE:** AVERAGE PLATFORMS FIGURE INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS.

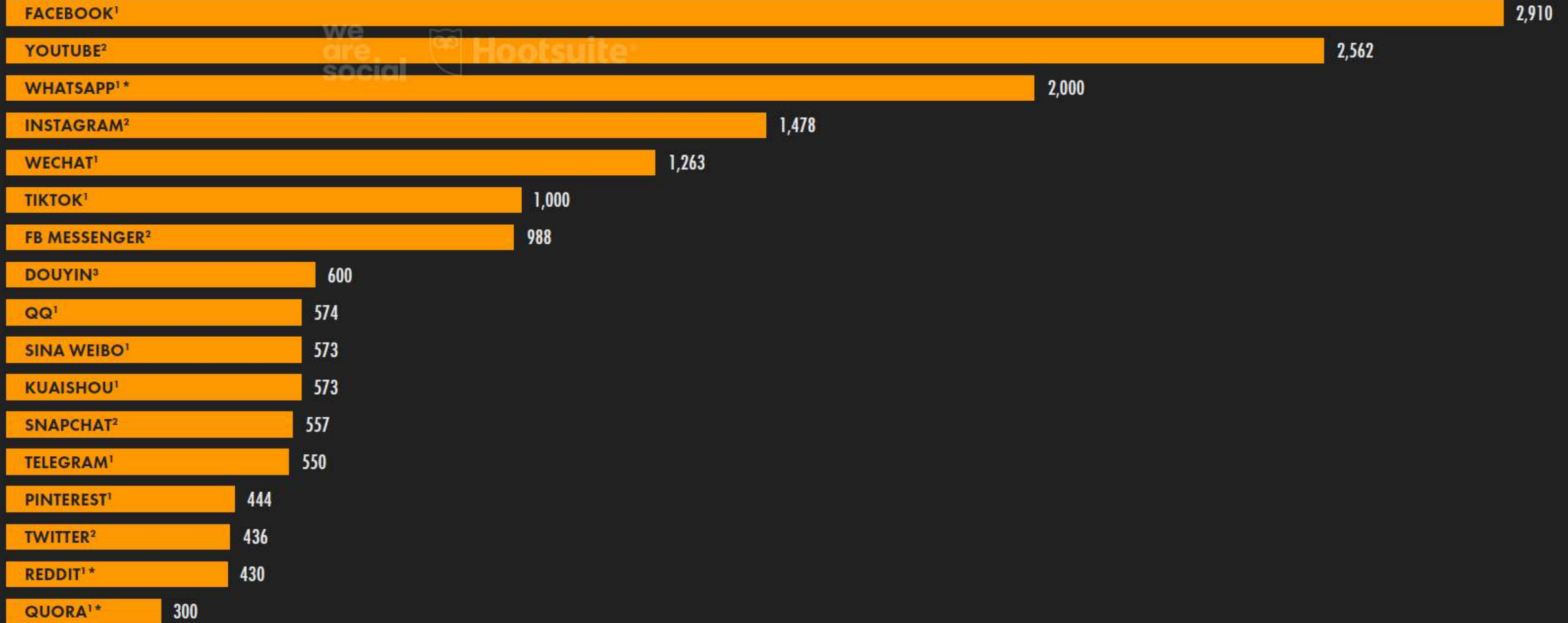
we
are
social

Hootsuite®

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THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



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2022

FAVOURITE SOCIAL MEDIA PLATFORMS

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



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

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



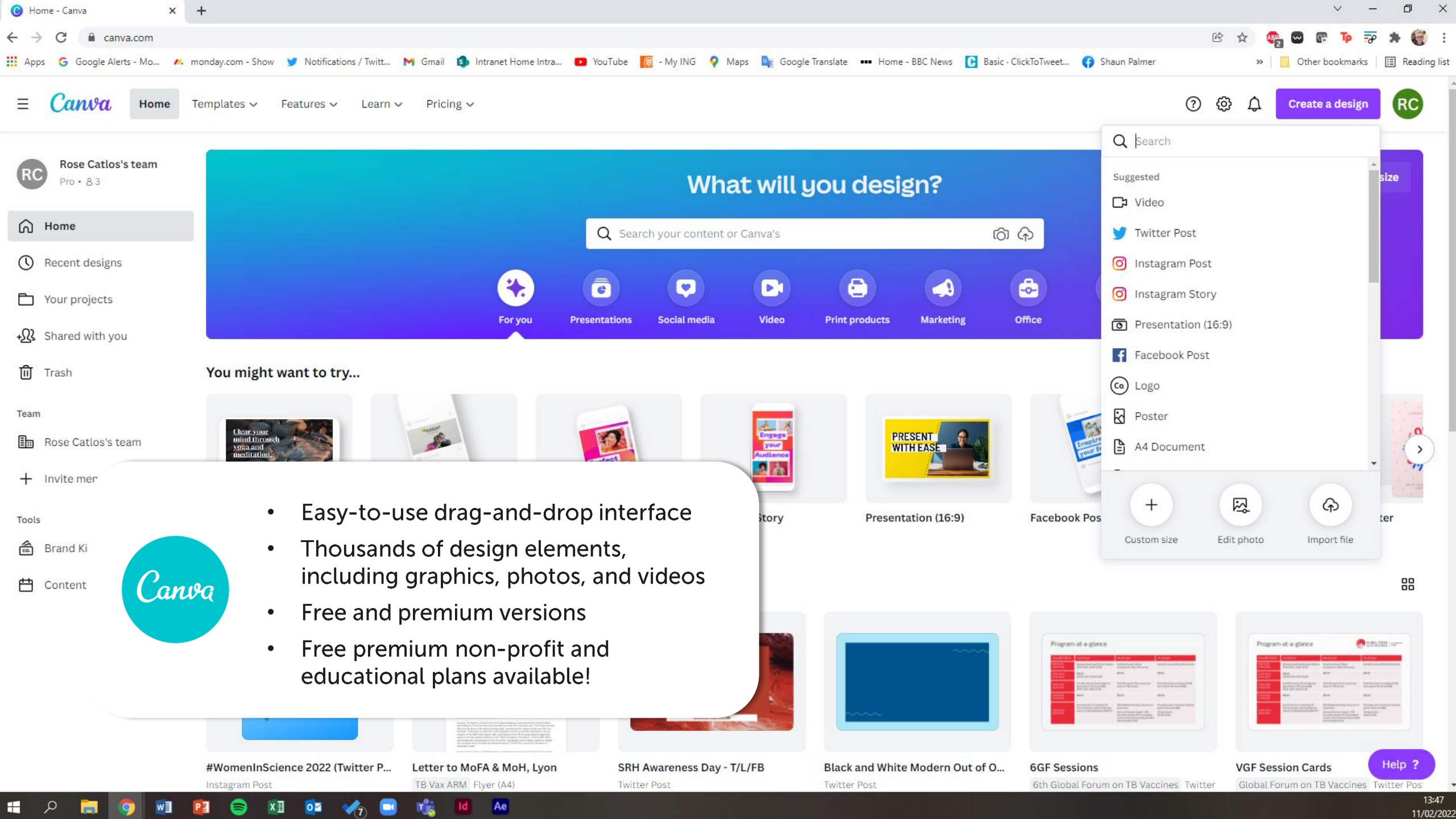
Create diverse assets, including graphics, gifs, and videos



Think like a designer – proportions, spacing and alignment

Utilize white space – it adds balance to design and makes content more digestible





RC Rose Catlos's team
Pro • 83

Home

Recent designs

Your projects

Shared with you

Trash

Team

Rose Catlos's team

Invite members

Tools

Brand Kit

Content

What will you design?

Search your content or Canva's

For you Presentations Social media Video Print products Marketing Office

Search

Suggested

- Video
- Twitter Post
- Instagram Post
- Instagram Story
- Presentation (16:9)
- Facebook Post
- Logo
- Poster
- A4 Document

Custom size Edit photo Import file

You might want to try...

#WomenInScience 2022 (Twitter P... Instagram Post


Letter to MoFA & MoH, Lyon TB Vax ARM Flyer (A4)

SRH Awareness Day - T/L/FB Twitter Post

Black and White Modern Out of O... Twitter Post

6GF Sessions 6th Global Forum on TB Vaccines Twitter

VGF Session Cards Global Forum on TB Vaccines Twitter Post



- 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:

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?


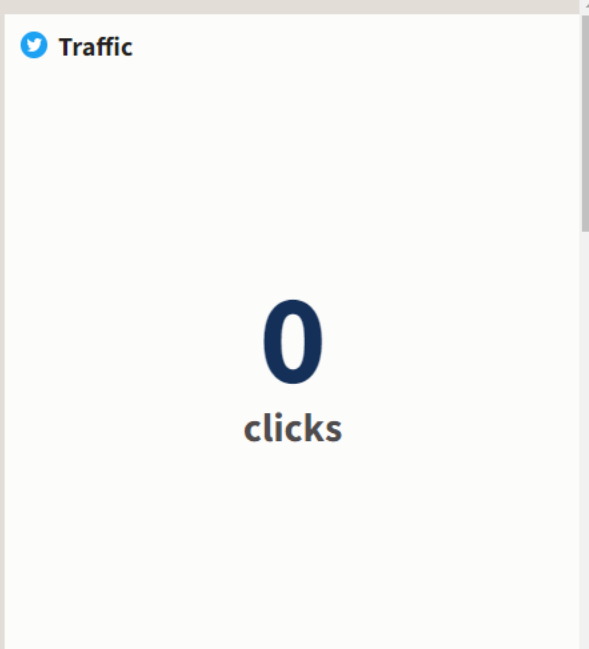
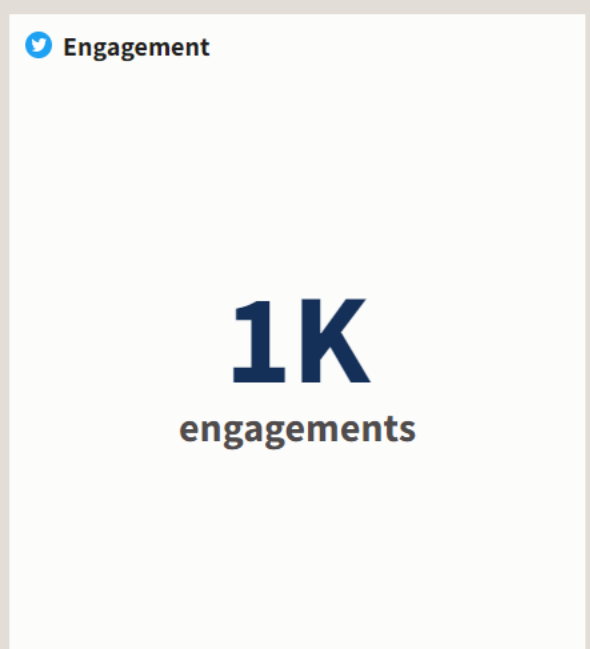
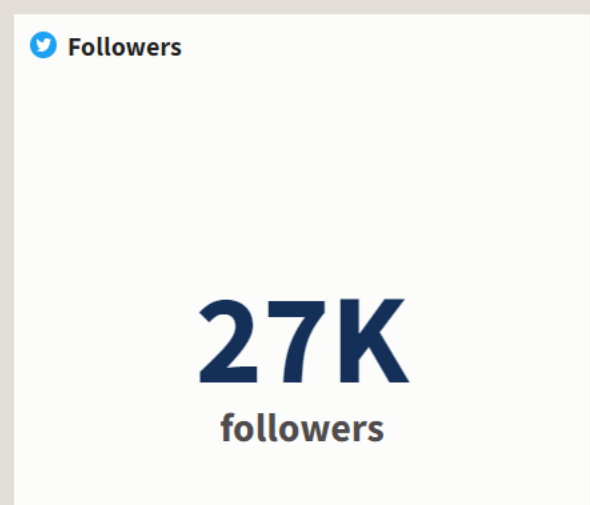


How do you plan to learn from these findings?



Hootsuite[™]

+ Add metric | 1 social account



Hootsuite™

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



#TeamWorkMakesTheDreamWork

“ 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](https://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

- What is your call to action and who is it for?

Measurable

- How will you measure the impact?

Achievable

- What can you do with the resources and skills available?

Realistic

- We have **just over 1 week** over **10 hours**
- Is your idea reasonable considering this?

Timebound

- What is the date and length of the campaign?

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 (WHD) 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., 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**
 - Campaign provides a clear key messages, 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 in order 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 key
 - 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

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

- Good idea to **engage with current partners and 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
- What are **target social influencers**?
- **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.)

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