

COMMUNICATIONS, DIGITAL CAMPAIGNING AND SOCIAL MEDIA

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WHAT WE WILL COVER

- Preparing for successful communication
- Developing and delivering a communication plan
- Use of digital platforms, including social media, for migrant communities
- Monitoring and evaluation of campaigns

PREPARING FOR COMMUNICATION

- Understanding the problem/challenge you are trying to address is essential for successful communications.
- As a start, you have to answer the following questions:

What?

Who?

Why?

PREPARING FOR COMMUNICATION

Your preparation should cover:

The nature of the problem or challenge

The key considerations in addressing it

The choices that have been made

The key drivers of those decisions

The resources required

The stages to go through

The evaluation criteria

PREPARING FOR COMMUNICATION

You should be clear on

Context

Aims and objectives

Strategic options

Audience Insights

Top-line messages

Stakeholders

Risks

Monitoring and evaluation

Resources

PREPARING FOR COMMUNICATION

“What is the problem, really?”



A problem usually has many sides to it. You can only set your communication aims after understanding the problem from many angles and by looking at the context around it.

- What is the problem?
- What do we know about the problem?
- What can help to change the problem?
- What is causing the problem?
- What policies affect the problem...

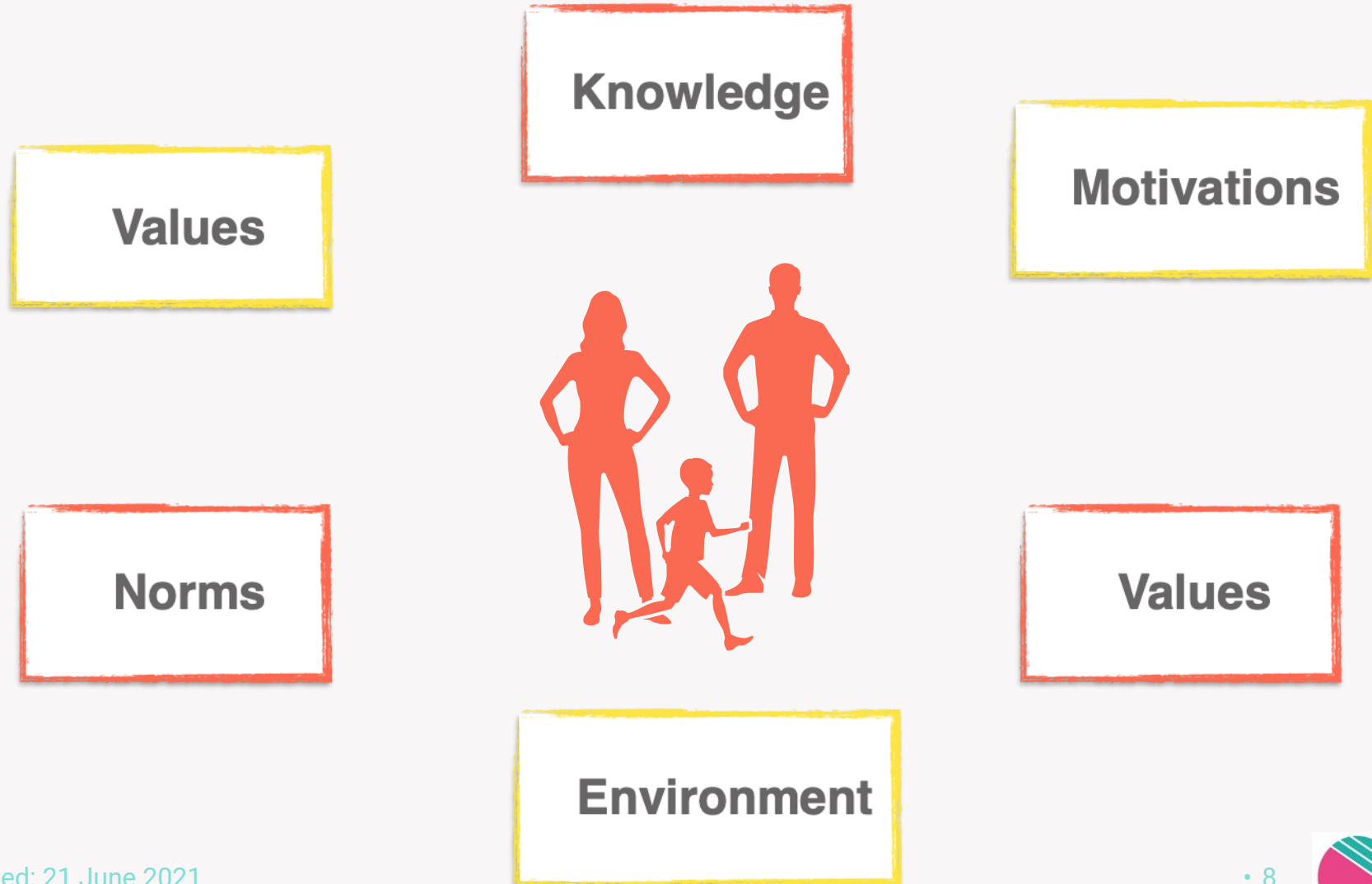
PREPARING FOR COMMUNICATION

Audience Insights

- What do we know about the audience and how can that help us with our communications strategy and plan?



PREPARING FOR COMMUNICATION



PREPARING FOR COMMUNICATION

Communication Aims and Objectives

Aim:

“What does success look like?”

Objectives:

“What measurable things can we do for us to achieve the aim?”

- E.g. number of people tested.

PREPARING FOR COMMUNICATION

Top-line Messages

- What are the key messages we want to communicate?
- How do the messages support and relate to each other?



TOP TIP: Keep it clear, simple and jargon free

PREPARING FOR COMMUNICATION

Example: National HIV Testing Week (England)

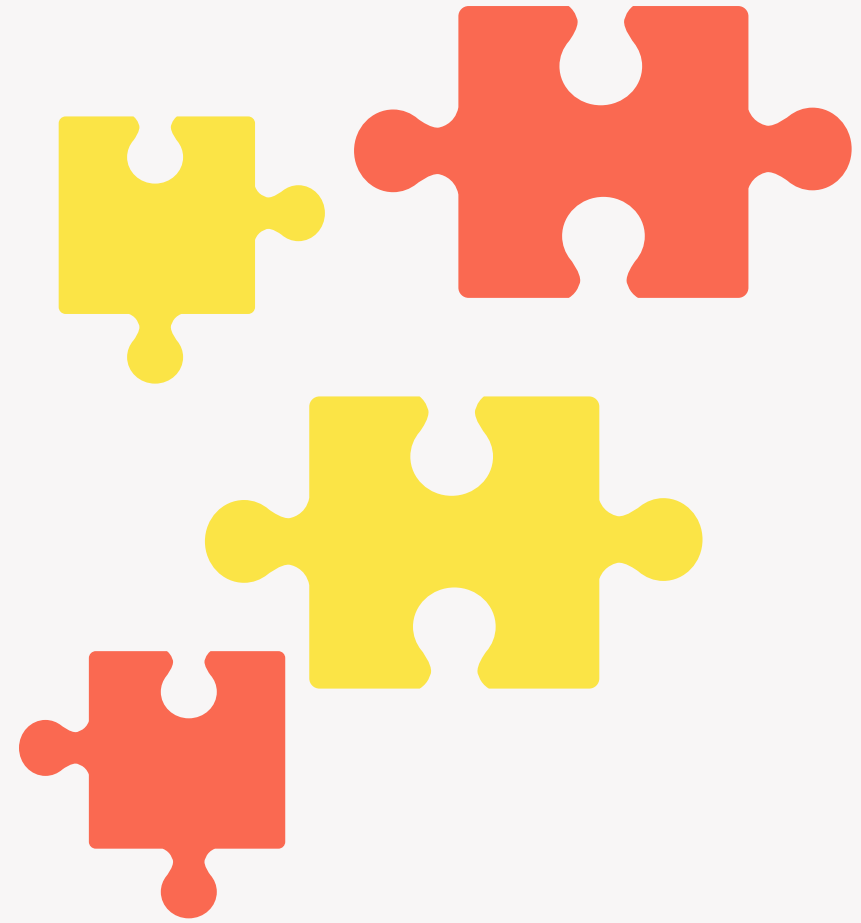
- Testing for HIV is quick and easy, all it takes is a finger-prick test.
- People can live with HIV for a long time without any symptoms, testing is the only way to know your HIV status.
- If you have HIV, finding out means you can start treatment, stay healthy and avoid passing the virus onto anyone else.
- Testing for HIV is still possible despite COVID-19 restrictions. You can test at home using HIV postal and self-test kits. These are safe and confidential, and enable you to take a test at your own convenience.
- Anyone diagnosed with HIV in the UK can access free treatment and support.



PREPARING FOR COMMUNICATION

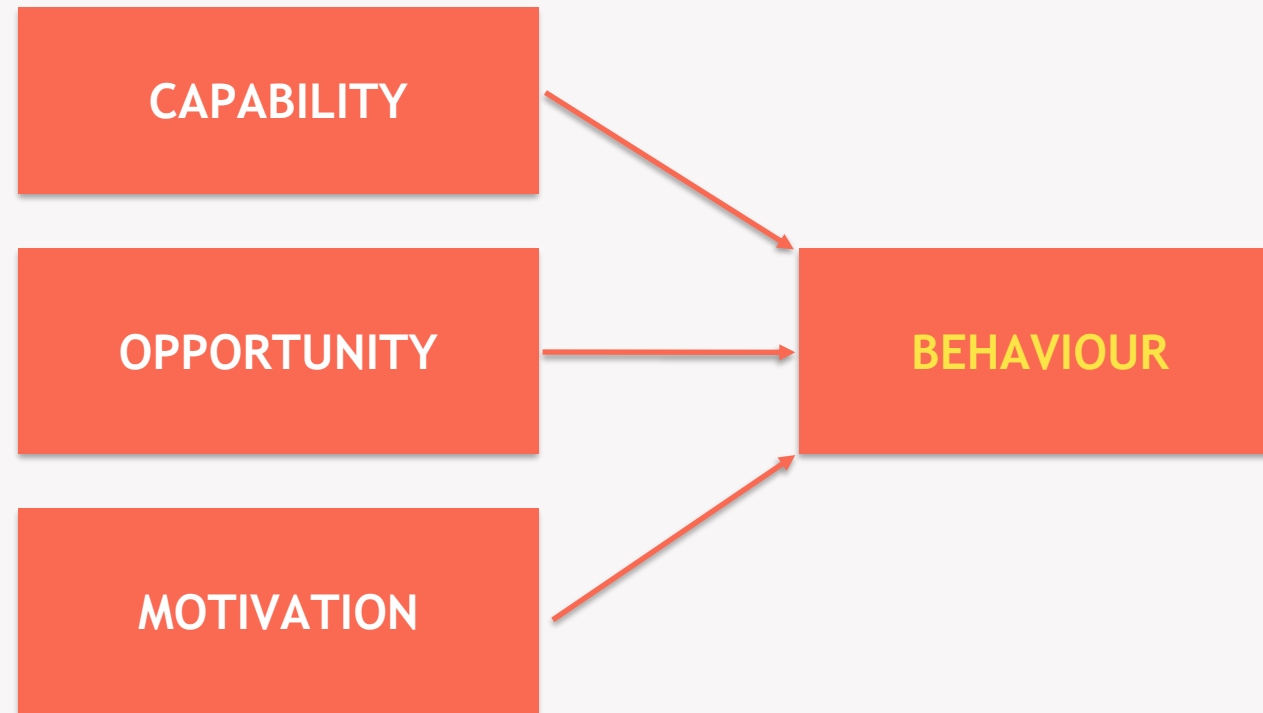
Outline of approach

- an outline of how the ideas will be put into practice
- role of each medium
- communications milestones
- timeline.



PREPARING FOR COMMUNICATION

EXAMPLE: COM-B Model



Developed by the Behaviour Change team at University College London

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PREPARING FOR COMMUNICATION

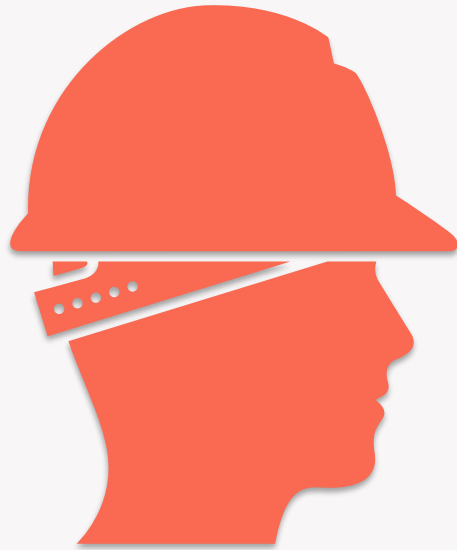
Stakeholders

- Who are interested parties?
- Who are the potential partners?
- Who are enablers to reach the audiences?

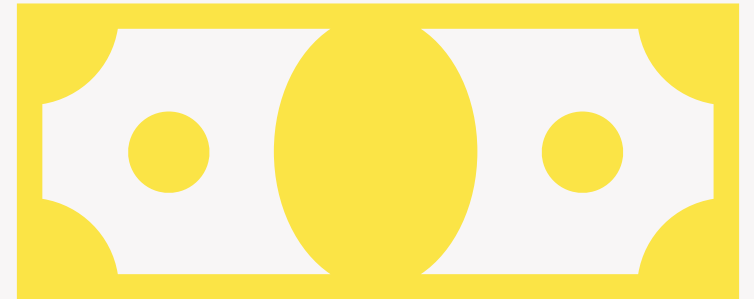


PREPARING FOR COMMUNICATION

Resources



TEAM



BUDGET

DEVELOPING AND DELIVERING A COMMUNICATION PLAN

When?

How?

Where?

• DEVELOPING AND DELIVERING A COMMUNICATION PLAN

Media Planning

How will you promote your messages?

PAID

Paid for media platforms

- e.g. Facebook ads, website banners, newspaper ads, radio and TV ads , event based promotions

EARNED

Trading valuable content for an established authority's audience

- e.g. blogs articles on other people's websites, podcasts, opinion pieces,

SHARED

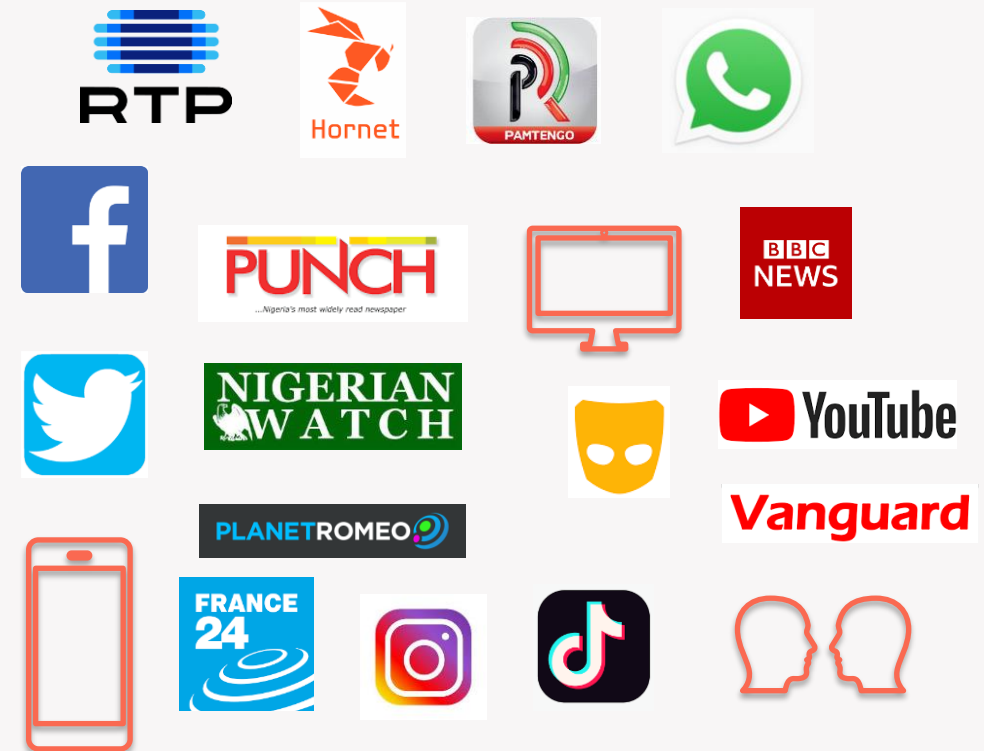
Amplifying content through your supporters e.g. peer influencing

OWNED

Your own media such as your website and social media

DEVELOPING AND DELIVERING A COMMUNICATION PLAN

- Knowing *which* media different migrants use and *how* they use it is pivotal to effective delivery of communication.
- Think of the languages they use on different media.
- What kind of formats might you need for different kinds of media?

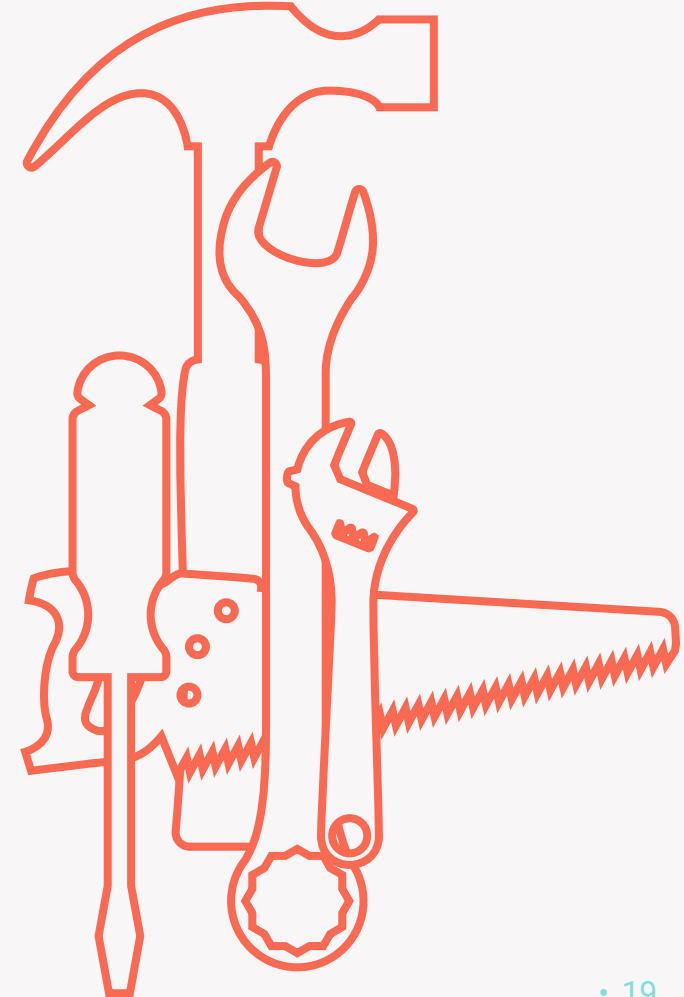


USE OF DIGITAL PLATFORMS (INCLUDING SOCIAL MEDIA)

Making the case

- Be clear on why you are choosing to use digital platforms or any media as part of your campaigns.

“Is it the right tool?”



USE OF DIGITAL PLATFORMS (INCLUDING SOCIAL MEDIA)

Clear goals

“Decide on what you want to achieve and be clear on how you will know it has been achieved ”



Awareness?

Engagement?

Conversions?

USE OF DIGITAL PLATFORMS (INCLUDING SOCIAL MEDIA)

Choosing Platforms

When you know the platforms used by different migrants and how they use them, choose the one that will best help you achieve your communication goals.

Some questions to ask

- Which platform might give me the most best results?
- How many people will I reach?
- How much will it cost?
- What level of engagement can I expect?
- Will I be able to provide the appropriate formats for the platform?
- Will I be able to provide engaging content for the platform?
- How will I measure results?

MONITORING AND EVALUATION

Inputs	Outputs	Outtakes	Outcomes
What you put in, your planning and content creation	What is produced, such as audience reach	What the audience and stakeholders experienced and learned from the communications	The result of your activity on the target audience

USEFUL RESOURCES

- [Google Grants](#) Up to \$10,000 free advertising for eligible not-for profit organisations
- [Facebook Blueprint](#) Free learning for Facebook and Instagram advertising
- [Google Skillshop](#) Free learning on using Google products such as advertising and analytics
- [Twitter for Business](#) Resources on Twitter products including advice on advertising on Twitter.