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





- 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?





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

You should be clear on

Context

Aims and objectives

Strategic options

Audience Insights

Top-line messages

Stakeholders



Risks

Monitoring and evaluation

Resources



"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...



Audience Insights

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





Values

Norms

Knowledge



Environment

Motivations

Values



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.



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



Example: National HIV Testing Week (England)

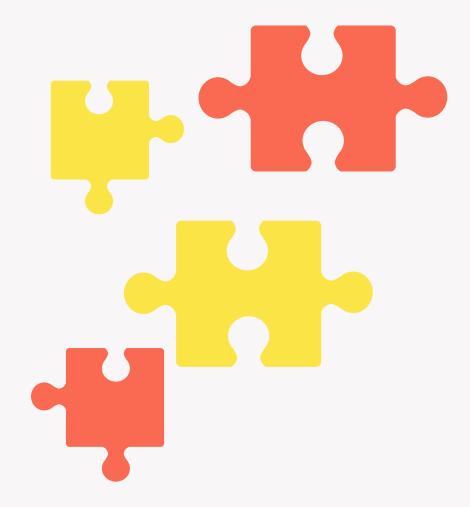
- Testing for HIV is quick and easy, all it takes is a fingerprick test.
- People can live with HIV for a long time without any symptoms, testing is the only way to know your HIV status.
- If you have HIV, finding out means you can start treatment, stay healthy and avoid passing the virus onto anyone 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.





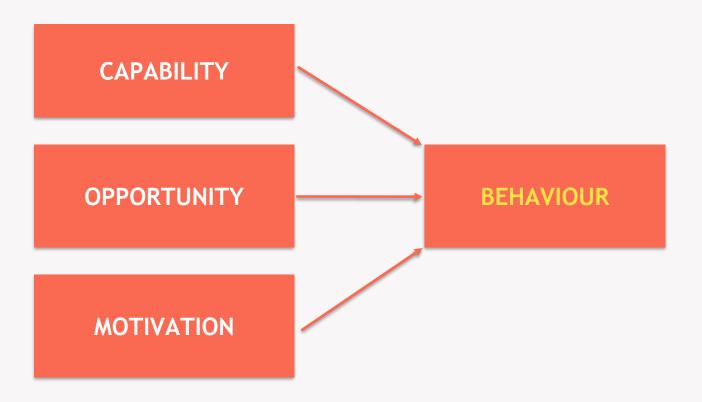
Outline of approach

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





EXAMPLE: COM-B Model





Developed by the Behaviour Change team at University College London



Stakeholders

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



ADVERTORIAL



NATIONAL

TESTING

WEEK

Arsenal Fan TV's Kelechi wants you to give HIV the finger!

or even if you're not, we're sure you have seen easy it was to use. I had my results within no one should really still be associating Kelechi's face before. Kelechi's commentaries over the years, having the option to do it at when taken correctly. HIV treatment on Arsenal football matches have received over half a million views on the Arsenal TV YouTube channel. Now Kelechi has his own importance of testing. channel 'Kelechi Tube', where he shares his perspective on Arsenal football matches, with a

But we're not here to talk about football. This year, Kelechi has decided to use his change. It's a shame to platform to encourage more people to hear that people within something to be proud of. Which is why he has become one of the faces (and fingers) of this year's National HIV Testing Week

Testing for HIV is quick, free and confidential, and there are more ways than ever to test. With walk in clinics, community testing, and even postal test kits that you can do at home, you're sure to find a way that works best for you

'As an influential figure within

There were 24,966 black African

Tf you're an Arsenal fan, HIV Testing Week using the free self test kits effective treatment meaning that people for the very first time. I was shocked at how. I wind with HIV can live long healthy lives a few minutes. It's amazing to see how. HIV with death," testing for HIV has become so much easier Kelechi is talking about the fact that,

> testing is offered in lots of different settings. Point where a laboratory test cannot Charities like Terrence Higgins Trust go out pick it up, the virus cannot be passed on. into local African community events, bars, pubs and even football matches to help raise awareness about the

Black African people

- Kelechi

like me are more affected by HIV in the UK but unfortunately knowledge remains low which is Nigerian twist!

National HIV Testing Week starts on Saturday 16 November, which means there's no better time to get tested and know your HIV status. So if you've never tested or haven't tested in a while, it's time to take action.

the African community I felt as if it was my duty to help raise awareness about the importance of testing, as I know that according to stats the black African community are one of the groups most affected by HIV."

heterosexual people receiving HIV care in 2018, according to recent Public Health England statistics

home for free means that there is really no reduces the amount of virus in someone's blood. When the virus is 1 get tested regularly and these days reduced to extremely low levels to the

Don't believe us, then check out the PARTNER study. This message has also been backed by UNAIDS. Public Health England and

community, but with HIV late diagnosis hundreds of other leading rates as high as they are, we can no longe public health experts and remain quiet about this." organisations worldwide Unfortunately, late diagnosis is still a so yes, it's true. significant issue within the community If we want to make With 54% of all black African heterosexua a change within our community-we need to diagnoses in 2018 being diagnosed late. first educate and raise according to recent Public Health England awareness about both statistics. the realities of living Late diagnosis means that you've tested with HW and treatment. positive for HIV after the virus has already Sexual health in started to damage your immune system.



always status the better, as this allows you to get

steps to not only take care of your own sexual health, but also you

If you do anything this National HIV Testing Week, I would encourage everyone to get tested. Let's make a change and look after ourselves and each other by getting tested."

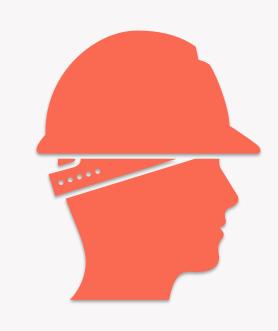
For more information about where to test, and how to go about seeking support, go to startswithme.org.uk.

To keep up-to-date with National HIV Testing Week follow 6 startswith me and @THTorguk or

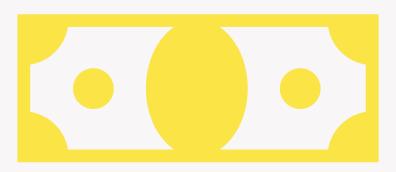




Resources











DEVELOPING AND DELIVERING A COMMUNICATION PLAN

When?

How?

Where?

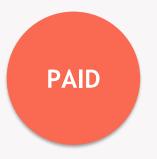




DEVELOPING AND DELIVERING A COMMUNICATION PLAN

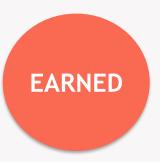
Media Planning

How will you promote your messages?



Paid for media platforms

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

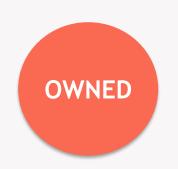


Trading valuable content for an established authority's audience

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



Amplifying content through your supporters e.g. peer influencing



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?

























Vanguard















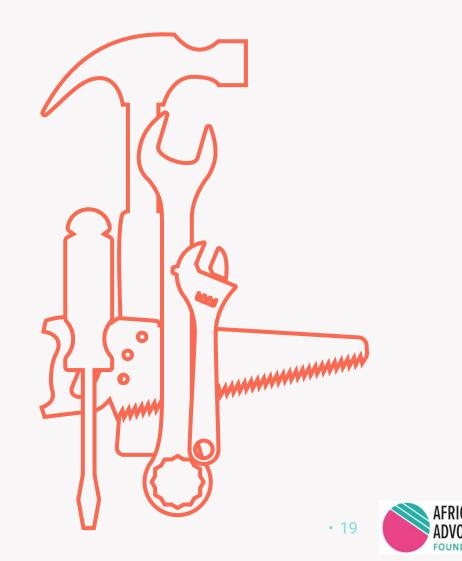
USE OF DIGITAL PLATFORMS (INCLUDING SOCIAL MEDIA)

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
- <u>Facebook Blueprint</u> Free learning for Facebook and Instagram advertising
- Google Skillshop Free learning on using Google products such as advertising and analytics
- <u>Twitter for Business</u> Resources on Twitter products including advice on advertising on Twitter.



