



CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day 6: Popular Platforms



Camera on, mic off



Notebook and pen



OLA account



Smartphone

WHAT YOU NEED



**our approach to
content creation**

Target Audiences

Persuasive Aims

Storytelling

Creative Formats

SRHR Content

Popular Platforms

AGENDA DAY 6



3 hours online
1 hour lunch break
1 hour assignment

Instagram & TikTok

Pushing the Boundaries

Audience Engagement & Virality

RECAP AND REFLECTION





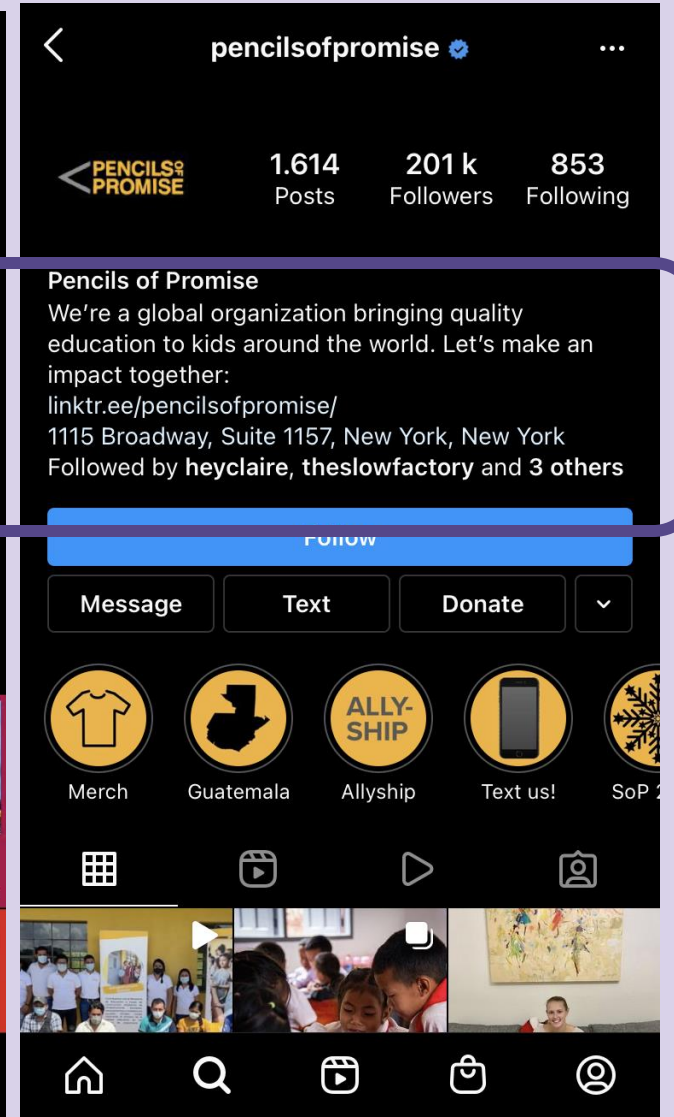
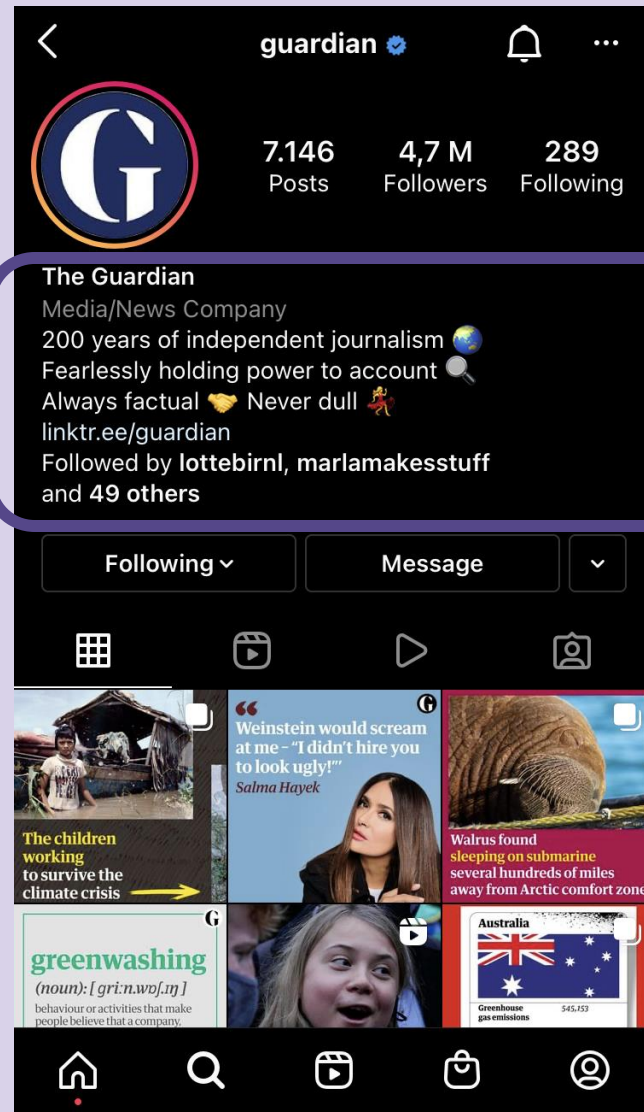
BEST PRACTICES FOR INSTAGRAM

1. Find your focus
2. Aim your content at a young audience
3. Use all the content types
4. Create mobile first
5. Swipe up
6. Put a face on your story
7. Use interactivity
8. Help people find you with geotags
9. Use highlights to intro new followers
10. Make sure you're posting enough

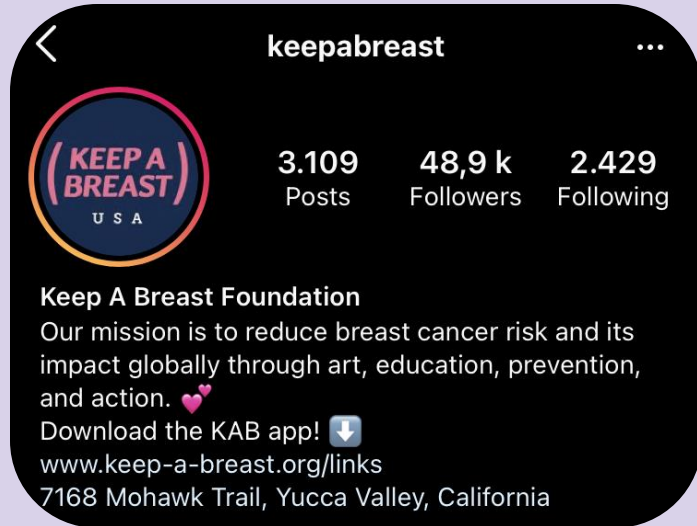
1

Find your focus

What is your unique selling point (USP)? What's your "thing?"



THE BIO



STYLE

Be authentic, concise and consistent. People need to know what to expect.



FORMAT

Punchy Headline.
Then, something that starts a conversation.
Include your location.
Call to action: link.



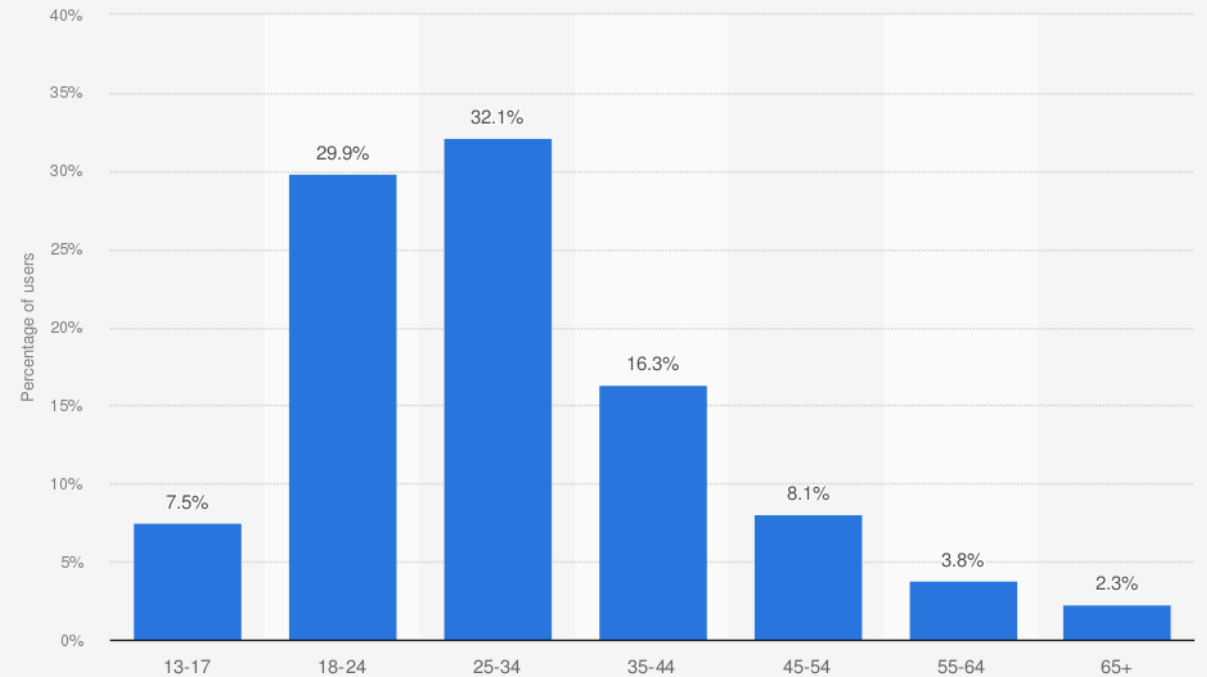
NUMBERS

Don't follow more people than follow you. People will think you're a bot.

2

Aim your
content at a
young audience

Distribution of Instagram users worldwide as of July 2021, by age group



Sources

Hootsuite; We Are Social; Instagram; DataReportal
© Statista 2021

Additional Information:

Worldwide; Instagram; DataReportal; July 2021; 13 years and older; based on addressable ad audience

3

Use all the content types

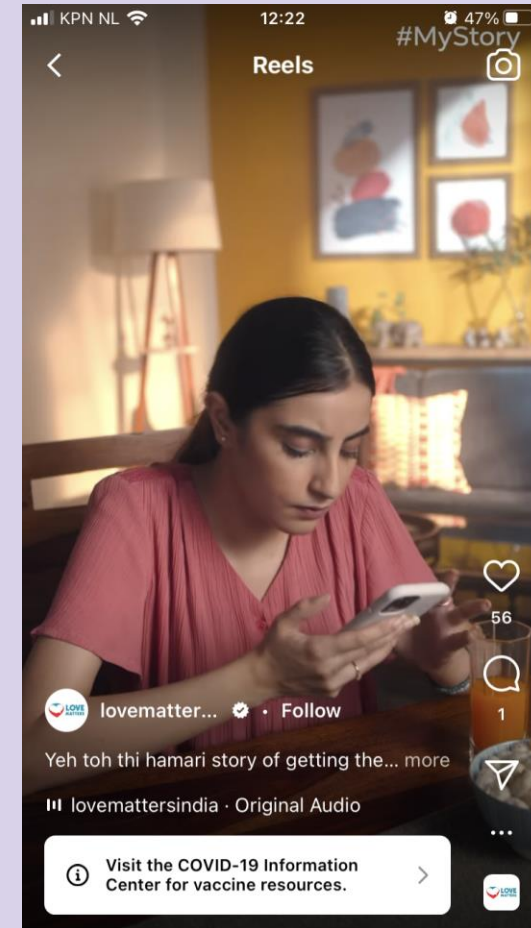
Photos, videos, stories, live.
Maximize your chances of appearing on the explore page.



Posts



Stories



Reels

THE WAYS PEOPLE CONSUME CONTENT



ON THE GO

- Short sessions
- Unplanned
- Frequent
- Discovery and Connection



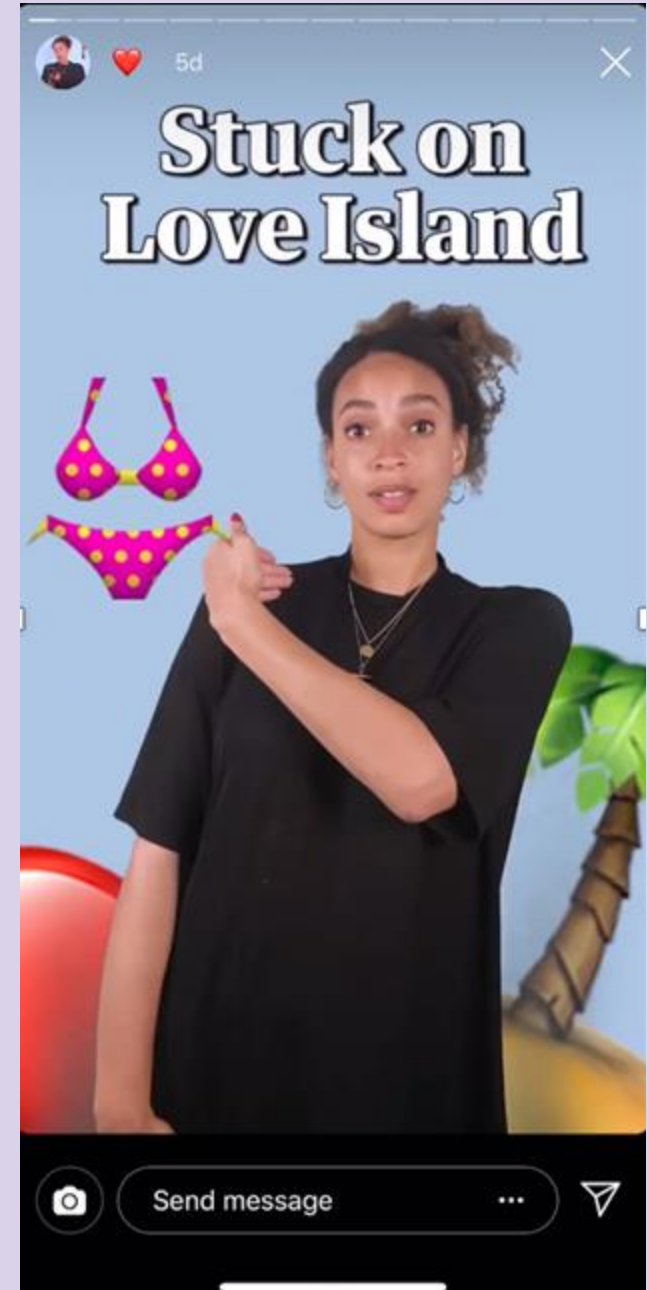
CAPTIVATED VIEWING

- Longer sessions
- Planned
- Intentional
- Relaxation and Entertainment

4

Create mobile first

You can do amazing things with just your phone!



5

Swipe up

Prompt deeper discoveries /
Link in Bio



SWIPE UP!



6

Put a face on it

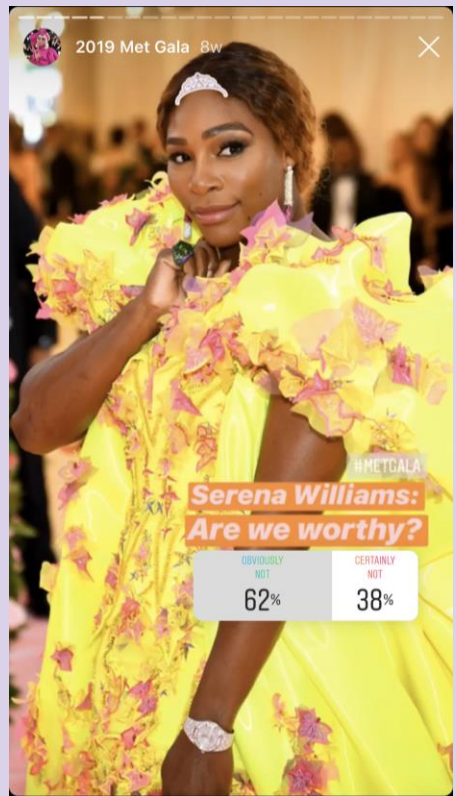
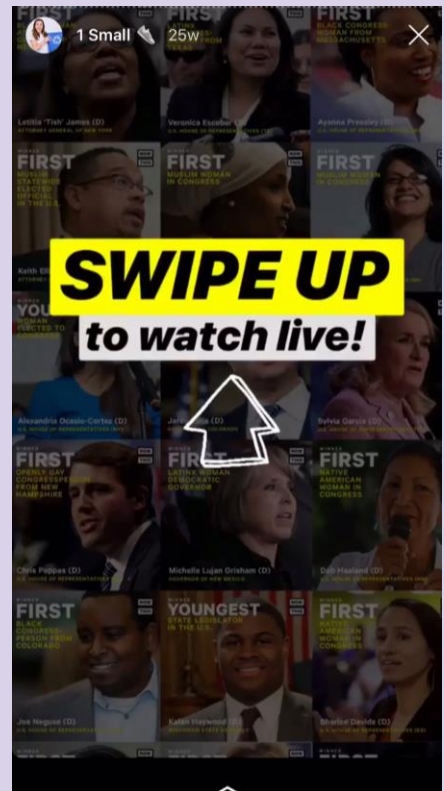
Humanize your content by highlighting volunteers, staff and those you serve.



7

Interactivity is your secret weapon

Drive engagement and not only passive views



8

Help people find you with geotags

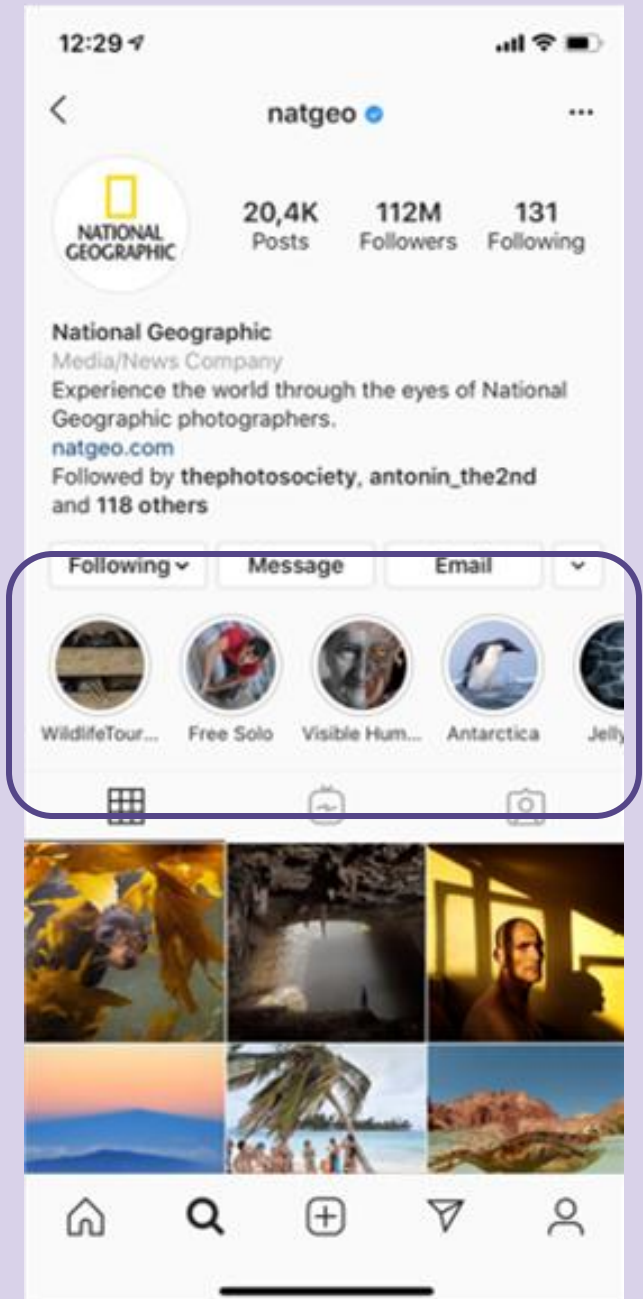
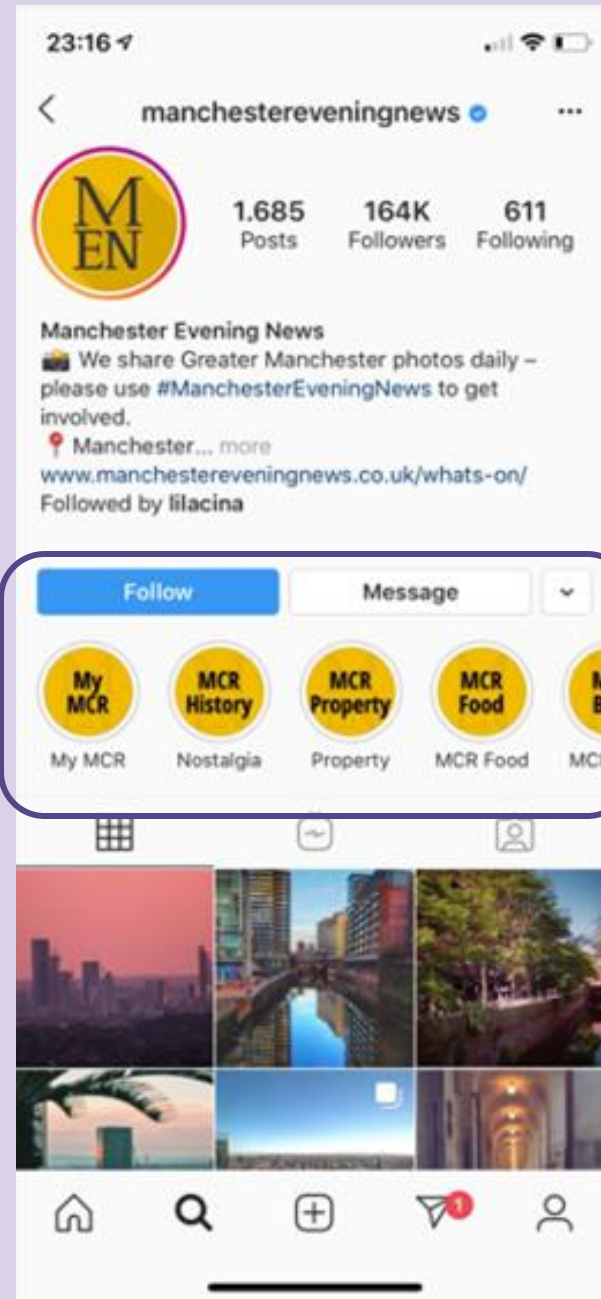
More specific: greater discovery



9

Use highlights to intro new followers

A way for them to discover what to expect



10

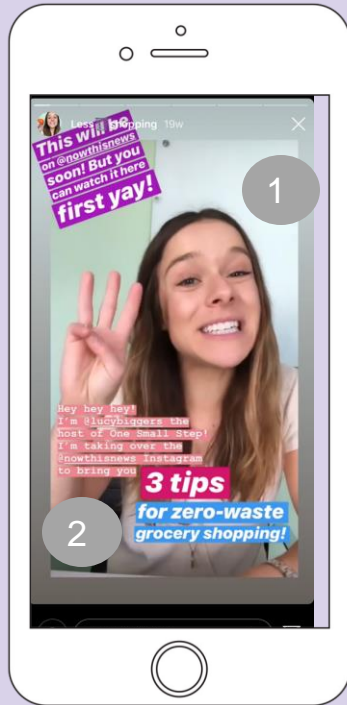
Make sure you're posting enough

The general trend is that more popular accounts also tend to post more

	Accounts with over 1 million followers	Accounts with under 1 million followers
Post more often to feed	4.3 posts/day	2.3 posts/day
Use stories regularly	4.1 stories/day	2.8 stories/day
Post more videos to feed	35.2%	32.0%

VISUALS: ANATOMY OF A GREAT INSTA STORY

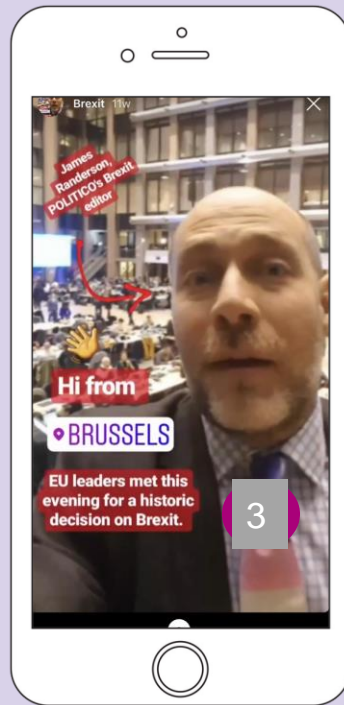
INTRO



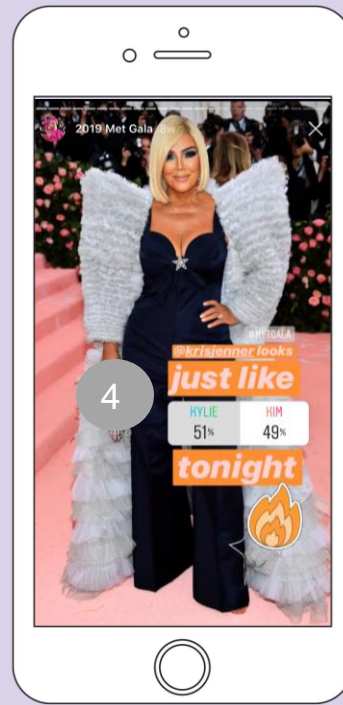
1. Selfie styled into

2. Short punchy display copy

3-6 POSTS



3. Location tags & hashtags

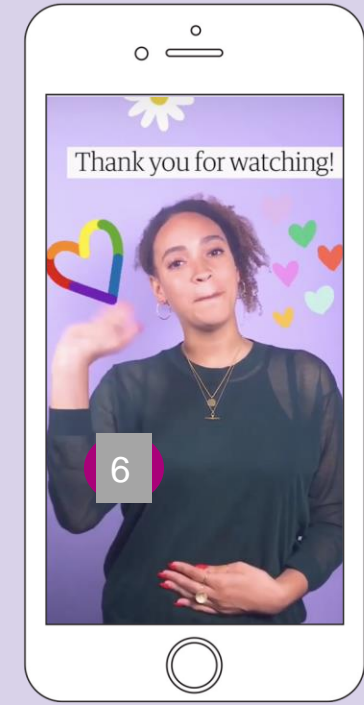


4. Use interactives: polls, stickers, sliders liberally



5. Mix up visuals: boomerang, video, picture, screengrabs

OUTRO



6. Embrace GIFs (the cool kids are)

7. Use Swipe Up for deeper discoveries.



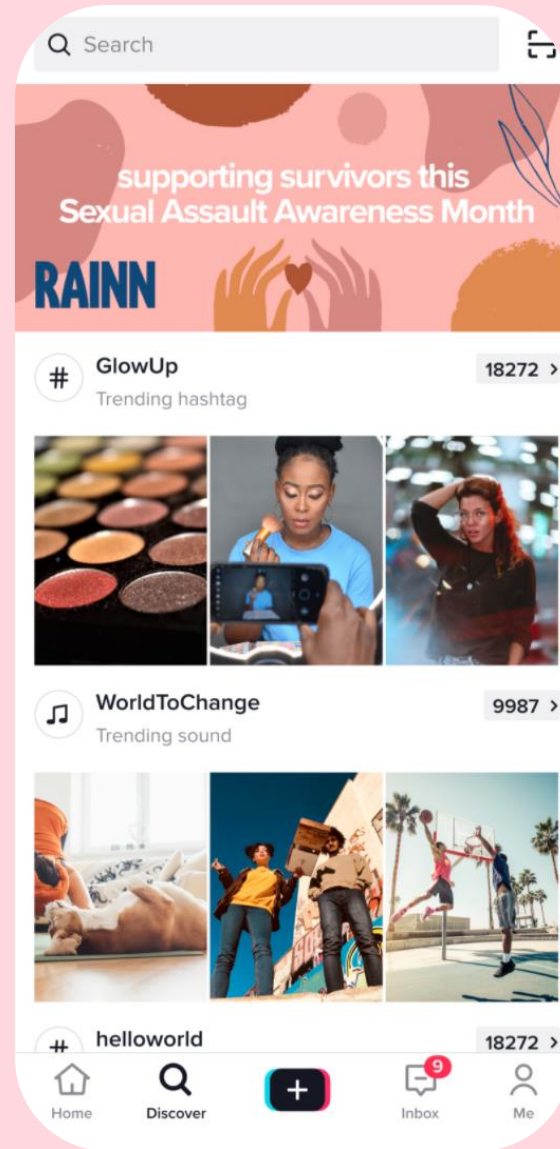
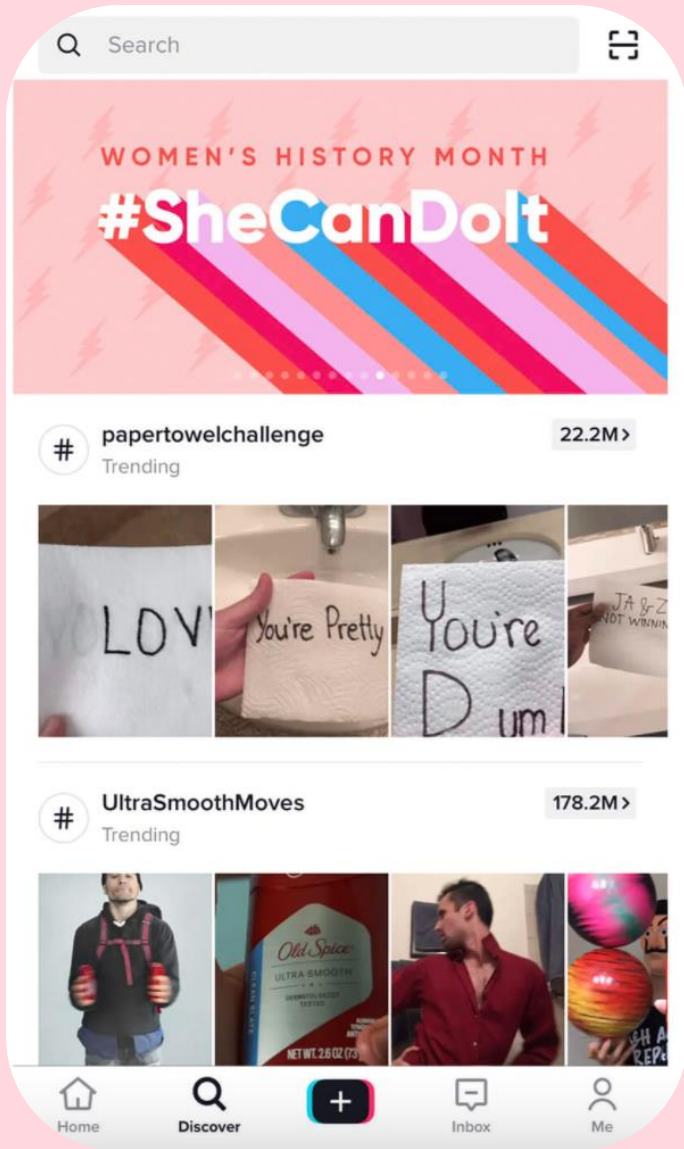
GROUP WORK

Click on the **Mural** link in the chat and, in groups, brainstorm and map a potential Instagram story.



BEST PRACTICES FOR TIKTOK

1. Search the discover page for trends
2. Create hashtag challenges
3. Inspire the youngest audience
4. Partner up
5. Go live
6. Debunk and inform
7. Be on the lookout for new features



Search the discover page for trends

When there's a new challenge on the Discover page, millions of users can see it and join in. Regularly peruse the platform, get familiar with trends and identify opportunities to connect your content accordingly

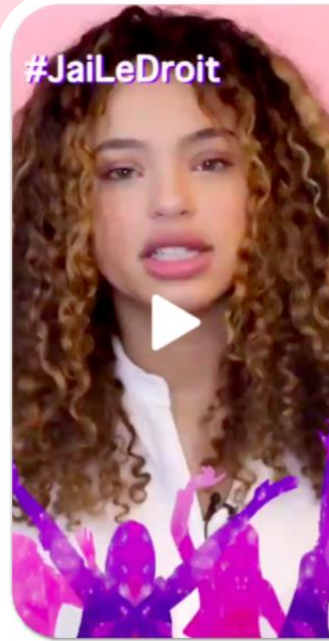
2

Create hashtag challenges

Hashtags increase awareness for your cause and users can create videos to that hashtag.

When creating a new hashtag challenge, make sure that there's a clear and simple purpose or goal. The name should also be simple and memorable.

#JaiLeDroit

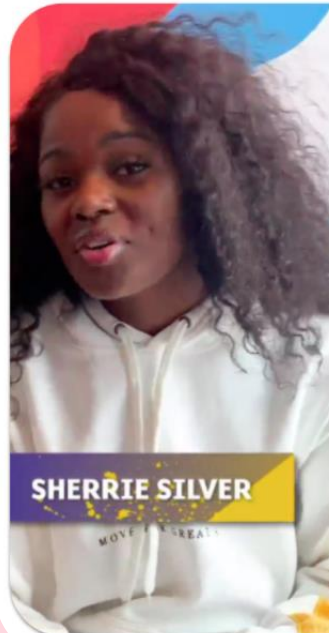


#JaiLeDroit (IHaveTheRight)

Together with AuFeminin, TikTok launched the #jailedroit challenge in France for 2019 International Women's Day. TikTok users spoke up for their rights and said a resolute no to stereotypes and gender-based discrimination.

27K videos created

12.2M video views



#DanceForChange

The United Nation's International Fund for Agricultural Development (IFAD) launched the world's largest dance challenge to help people in rural areas of Africa and other developing countries. IFAD's #DanceForChange TikTok's videos were created by our users as a virtual petition to increase investment in sustainable agriculture.

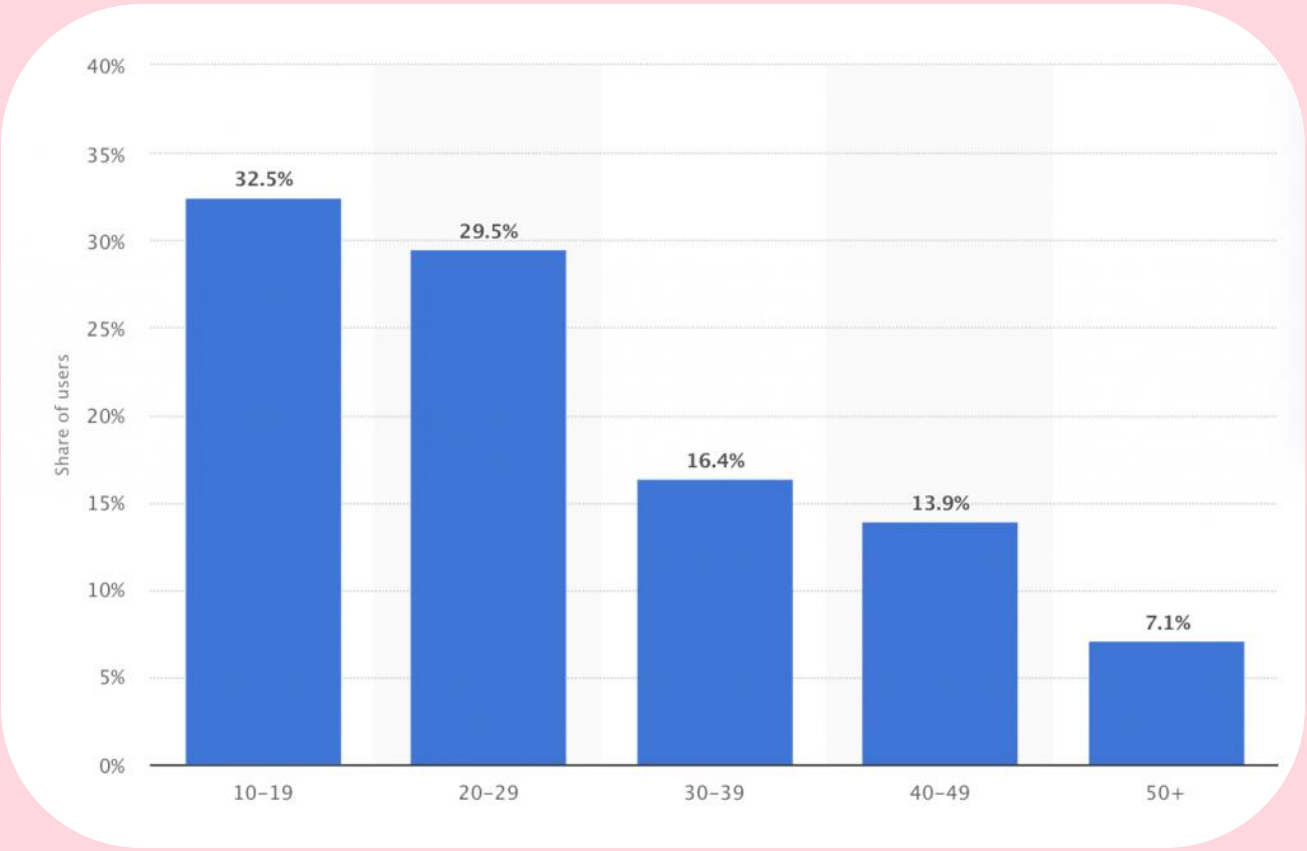
33K videos created

81M video views

3

Inspire the youngest audience

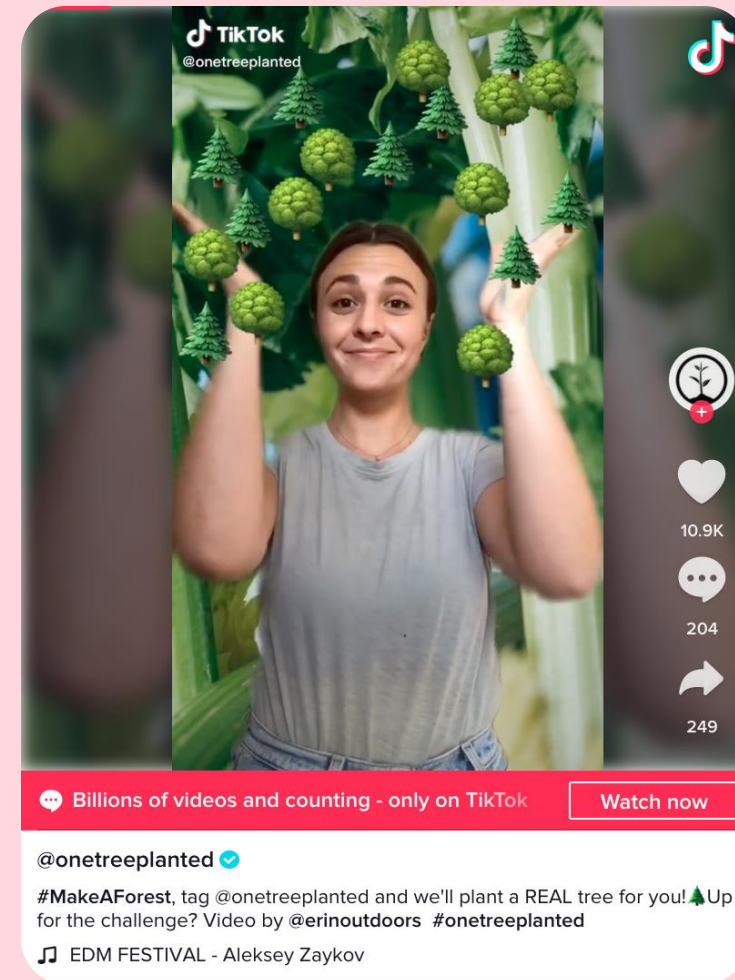
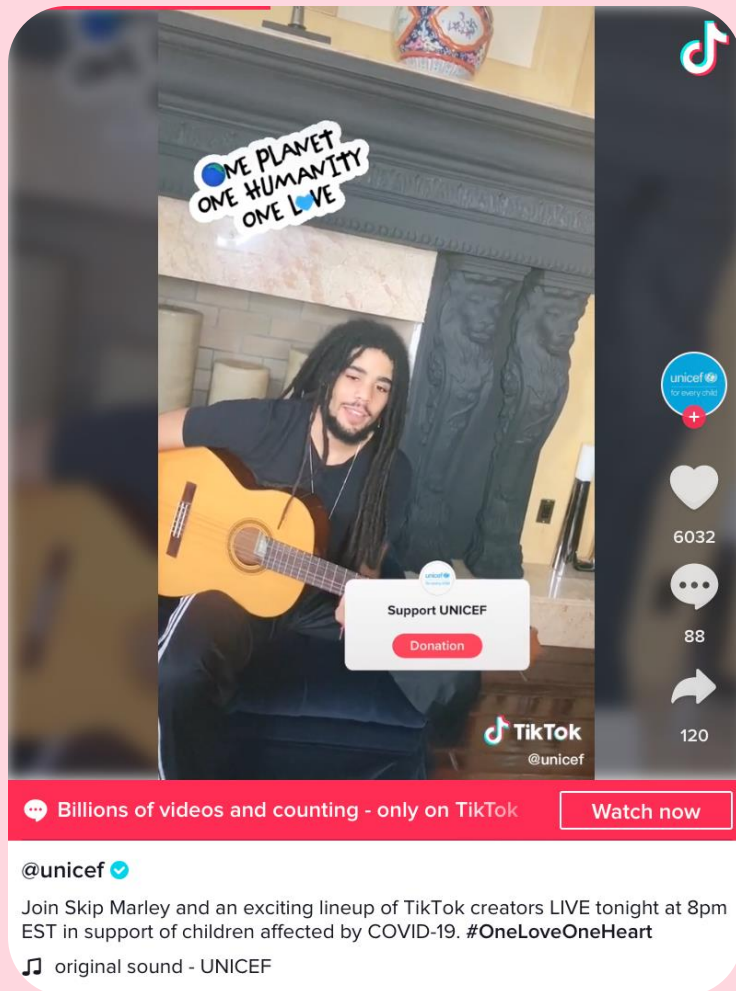
60% of TikTok users are Gen Zers. Gen Zers are trendsetters and social amplifiers.

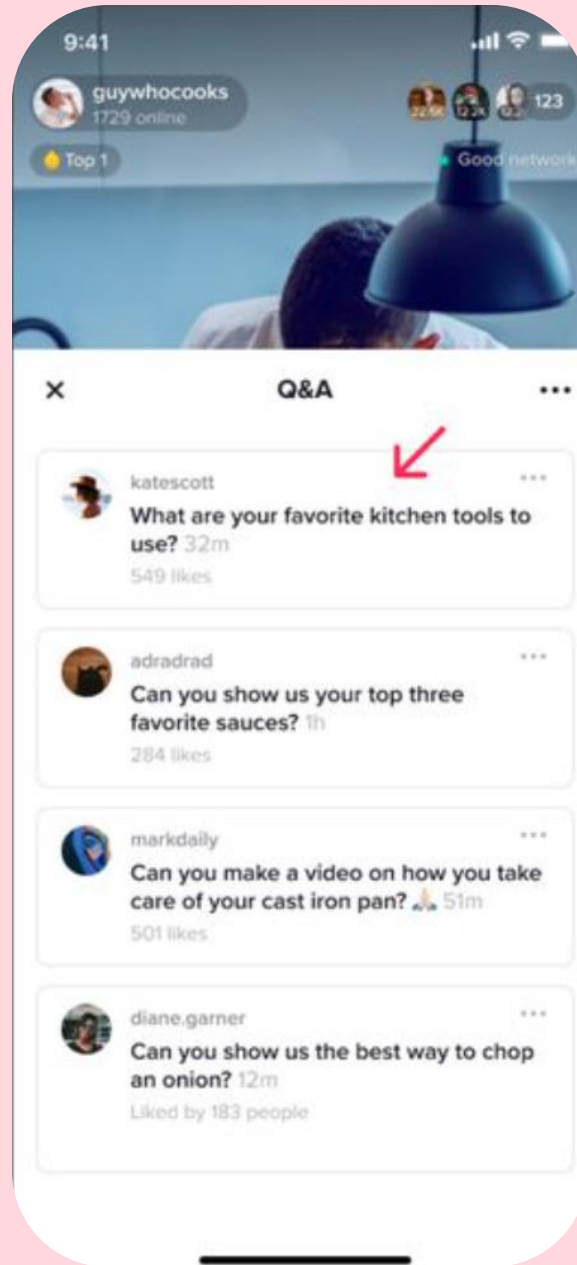


4

Partner up

The influencers you work with don't need to have millions of followers to be effective at spreading the word. If you understand your target audience, working with small creators that are influential to your specific audience can make a huge impact.





5

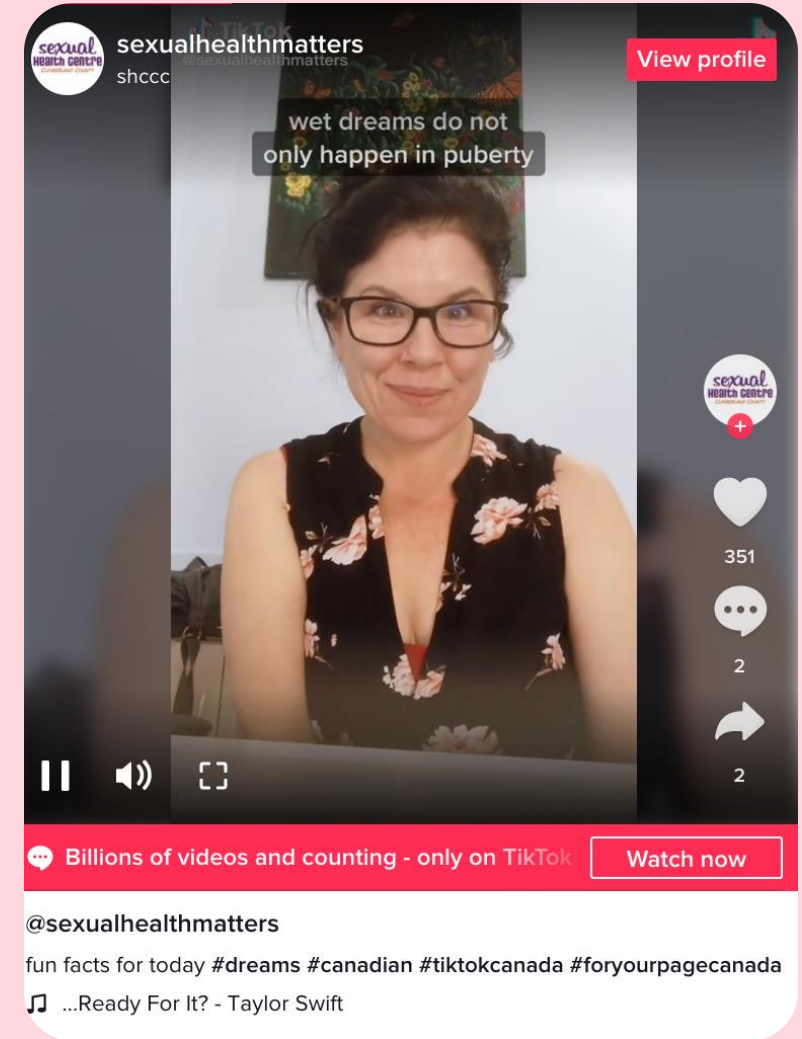
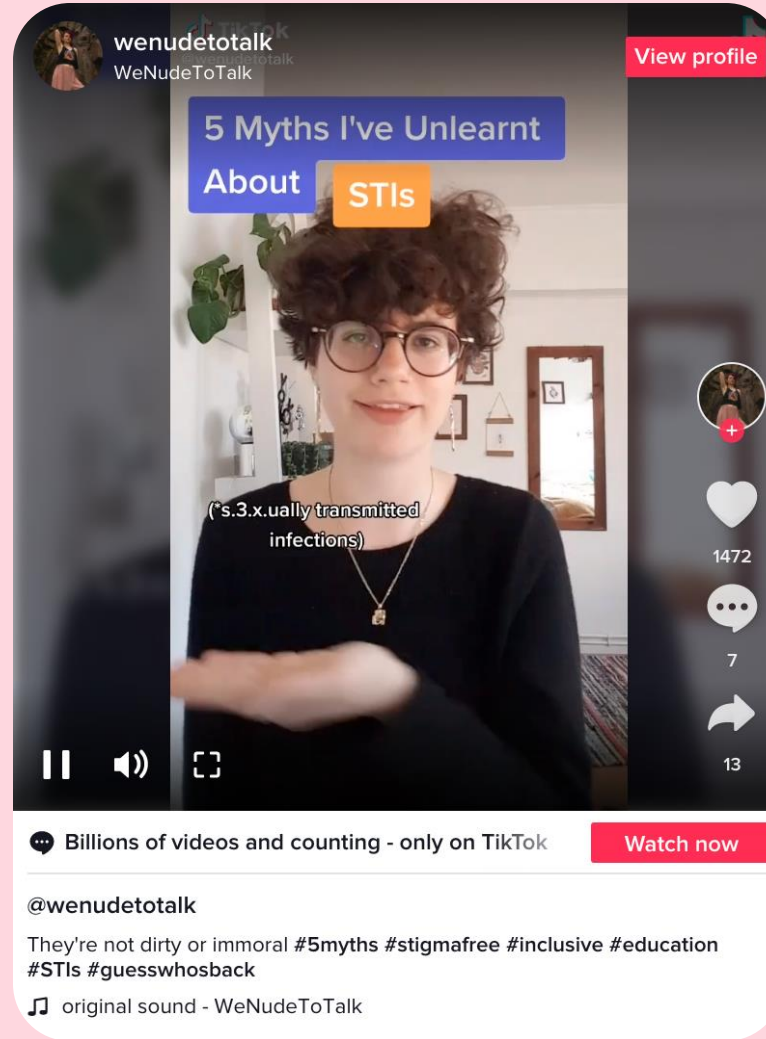
Go live

TikTok LIVE allows you to interact with your audience in real-time, enabling deeper engagement. You can quickly respond to viewers' comments and questions or present something you're launching and receive immediate feedback.

6

Debunk and inform

Many organisations and health professionals have been using the platform to set people straight. The “debunking” genre is fairly popular on TikTok and it’s been used from Covid-19 to mental health to SRHR myths and disinformation.



6

Be on the lookout for new features

Seeing as TikTok is a relatively new platform, they're constantly launching new features. Make sure to stay up to date with what's coming so you have an edge when it comes to your content.

<https://www.theverge.com> > tiktok-s... ▾ [Vertaal deze pagina](#)

TikTok is testing a Snapchat-style stories feature - The Verge

4 aug. 2021 — TikTok describes the feature in the app as “a new way to interact with your fans.” Users can create a new story by tapping a “create” button ...

<https://www.theverge.com> > tiktok-... ▾ [Vertaal deze pagina](#)

TikTok is testing a new tipping feature for some creators - The ...

28 okt. 2021 — TikTok is experimenting with a new tool that allows TikTok users to tip some creators directly on their profiles. Users can tip a creator \$5 ...

<https://techcrunch.com> > 2021/07/27 ▾ [Vertaal deze pagina](#)

TikTok expands LIVE platform with new features, including ...

27 jul. 2021 — TikTok expands LIVE platform with new features, including events, co-hosts, Q&As and more ... TikTok announced this morning it's expanding its ...

REFLECTION

Do you have any other **Instagram** or **TikTok** tips you'd like to share?

Would you like to reflect on any of the best practices?



SRHR Topics: Pushing the Boundaries



How do you deal with sensitive topics, taboos and censorship?



Assess your risks



Safety & security



Content formats

SENSITIVE SRHR TOPIC

Suggestive images




AMOURAFRIQUE-CONGO.COM
Parlons de quelques aspects des seins de femmes

70 1 share

STRATEGY TO AVOID AD REJECTION

Use images of fruit



Love Matters Kenya
Published by Michael Okun Oliech · September 20 at 2:52 PM · 🌟

Ladies and gents, kazi ya clitoris ni gani?

Fact: The clitoris is the pleasure center of the vulva/vagina. It doesn't have a central role in reproduction like the penis or vagina — it's pretty much just there to make you feel good!
#Femalebody

Edit

7.4K 7.9K Comments 36 Shares

Like Comment Share

Most Relevant

Mercyline Kangu
What I know is that if properly utilized by the male gender,u will forever "daddy" him
Praise God!

Like · Reply · Message · 1w

SENSITIVE SRHR TOPIC

Showing body parts or naked bodies



A Facebook post from 'Love Matters Kenya' (verified account) posted 21 hours ago. The text asks 'Can someone feel pleasure (utamu) during anal sex?' and 'Curious to try anal sex but not sure how to get started? Click the link below to learn more on first time anal sex. 🙌🙌🙌 #Makinglove'. Below the text is a close-up photograph of a person's buttocks. At the bottom, there is a link to 'LOVEMATTERSAFRICA.COM' with the title 'Guide to first time anal sex' and a snippet of the article text.

Love Matters Kenya ✓
21h · 🌐

Can someone feel pleasure (utamu) during anal sex?
Curious to try anal sex but not sure how to get started? Click the link below to learn more on first time anal sex. 🙌🙌🙌 #Makinglove



LOVEMATTERSAFRICA.COM
Guide to first time anal sex
Curious to try anal sex but not sure how to get started? Let Love M...

STRATEGY TO AVOID AD REJECTION

Avoid images showing too much skin



A Facebook post from 'Amour Afrique' (verified account) dated May 3. The text is in French: 'Vous ne pouvez pas avoir des relations sexuelles sans le consentement de votre partenaire. Vous ne pouvez pas les avoir avec un (e) mineur (e). Nous en parlons dans ce billet. #cestmondroit'. Below the text is a photograph of a man and a woman in bed, smiling and talking. At the bottom, there is a link to 'AMOURAFRIQUE-CONGO.COM' with the title 'Le consentement : condition sine qua non à toute intimité sexuelle'.

Amour Afrique ✓
May 3 · 🌐

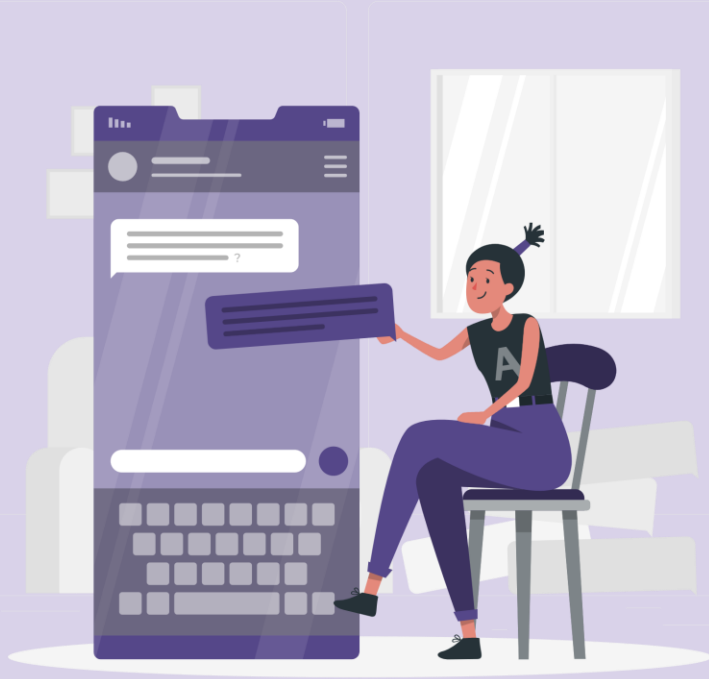
Vous ne pouvez pas avoir des relations sexuelles sans le consentement de votre partenaire. Vous ne pouvez pas les avoir avec un (e) mineur (e). Nous en parlons dans ce billet.
[#cestmondroit](#)

See Translation



AMOURAFRIQUE-CONGO.COM
Le consentement : condition sine qua non à toute intimité sexuelle

How do you deal with sensitive topics, taboos and censorship?



LANGUAGE USE

- **Use local language, slang and lingo rather than English** to discuss more sensitive topics (harder to detect for human moderators and algorithms). *Love Matters Kenya, for instance, uses Swahili or local slang to avoid English words such as “sex” or “vagina”.*
- **Use more conservative terminology.** *Instead of writing sexual relationship Love Matters Arabic might, for example, use marital or intimate relationship.*



TIMING OF CONTENT

Audience Engagement



'FLIRTING' engagement

GOOD



This can be achieved with content that provokes an instant reaction, often emotional. This kind of engagement typically works with content that catches someone's eye and provokes a quick reaction. Only a short moment of attention is needed for this type of engagement, so there is only a small window of time to convey your message. There is a good chance that the message won't stick. Think about it as a quick flirt with someone you meet at a party.

Type of content:

Photo, Poster, Image, Content Visualisation, Meme, GIF, Short Video, Short Comic, Short Story, Testimonies, Quote, Micro Blog, Comment piece.

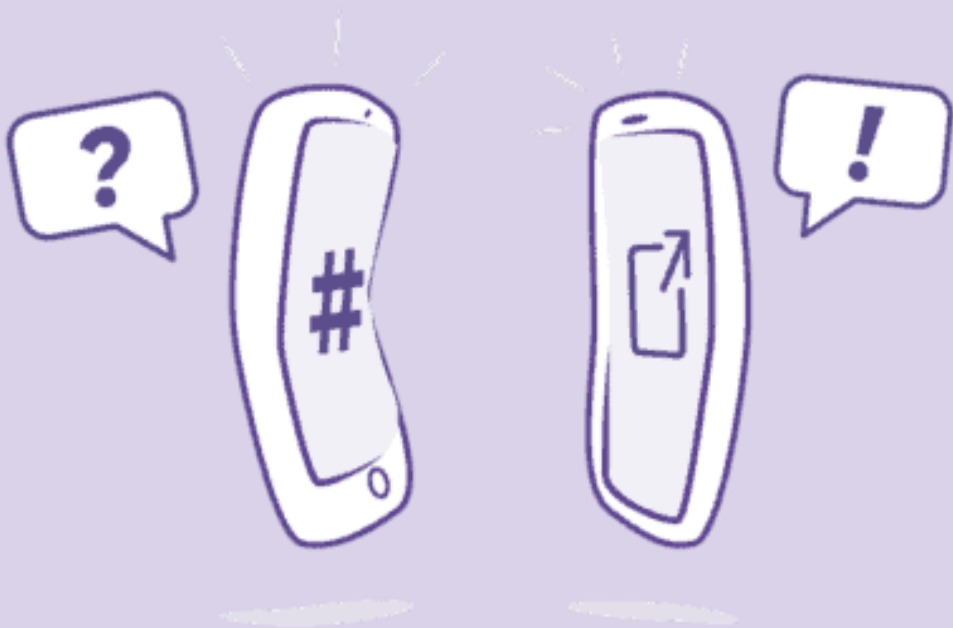
Metrics to measure the impact:

- Like
- Reaction
- Share
- Comment
- View.



'DATING' engagement

BETTER



This type of engagement requires an element of participation from the audience and provides more opportunity for the message to resonate with your audience. The more time your audience spends interacting with your content, the more value. Think about it as dating; you've got some time to ask questions and check each other out.

Type of content:

Quiz, Contest, Online Game, Tagging, Q&A, Long Video, Hashtag sharing, Photo gallery, Infographic, Competition, QR Code, Polls, FAQ.

Metrics to measure the impact:

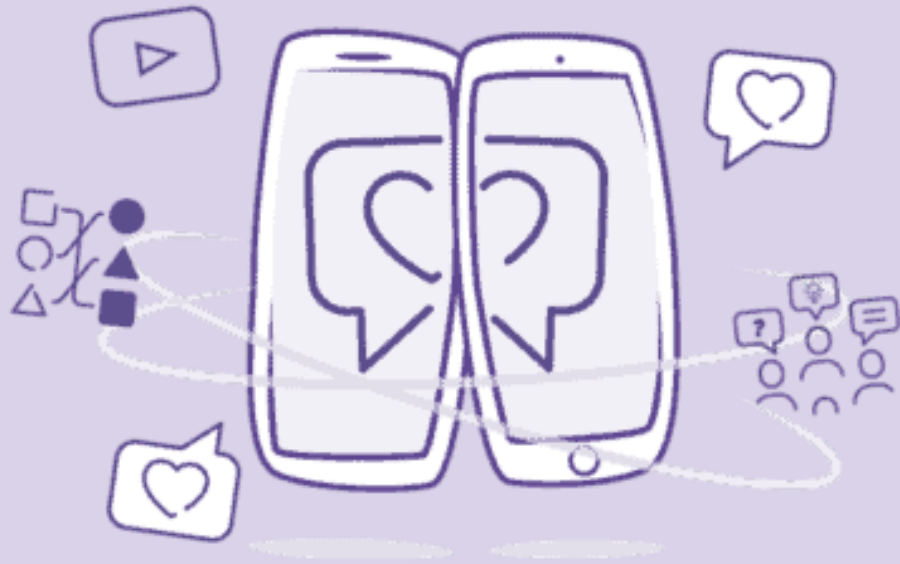
- Hashtag shares
- Participants
- Page visits & duration
- 30 second video view
- Dialogue in comment section
- Questions asked.



'COMMITTING' engagement

BEST

This kind of engagement demands the most time from your audience and provides the strongest chance for your message to resonate with your audience in a sustained way. This kind of engagement gives your audience the opportunity to participate (or get the feeling they are participating) and become part of your campaign. Think about it as a committed relationship; you invest in each other and hope to stay together until the end of time.

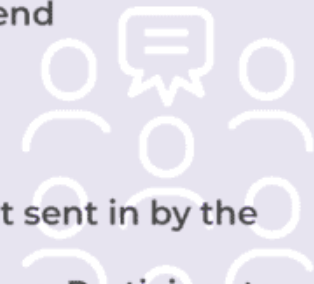


Type of content:

Live video, Live Q&A, Long Video, Groups, Offline event or activity, Podcasts, User generated content, Vlog, Interviews.

Metrics to measure the impact:

- Long video views till the end
- Active vlog followers
- People interviewed
- Live views
- Questions asked
- Amount of stories/content sent in by the audience
- Active discussions in groups, Participants.





rntc

Virality

ALGORITHMIC PROMOTION

Rich content



Variety



Immediate engagement



Coherence



Distance



Appropriate length



ORGANIC PROMOTION

Motivational messages

A dark blue five-pointed star with a white outline, positioned to the right of the text.

Incredible news

A dark blue exclamation mark inside a dark blue gear-like shape with a white outline, positioned to the right of the text.

Funny messages

A dark blue smiley face with a white outline, positioned to the right of the text.

Quiz/game

A dark blue die with white pips, positioned to the right of the text.

Advocacy messages

A dark blue heart with a white outline, positioned to the right of the text.

Hashtags

A dark blue Facebook 'f' logo with a white outline, positioned to the right of the text.



REFLECTION

Go to **menti.com**, enter the code [xxxxxxx] and answer the following question:

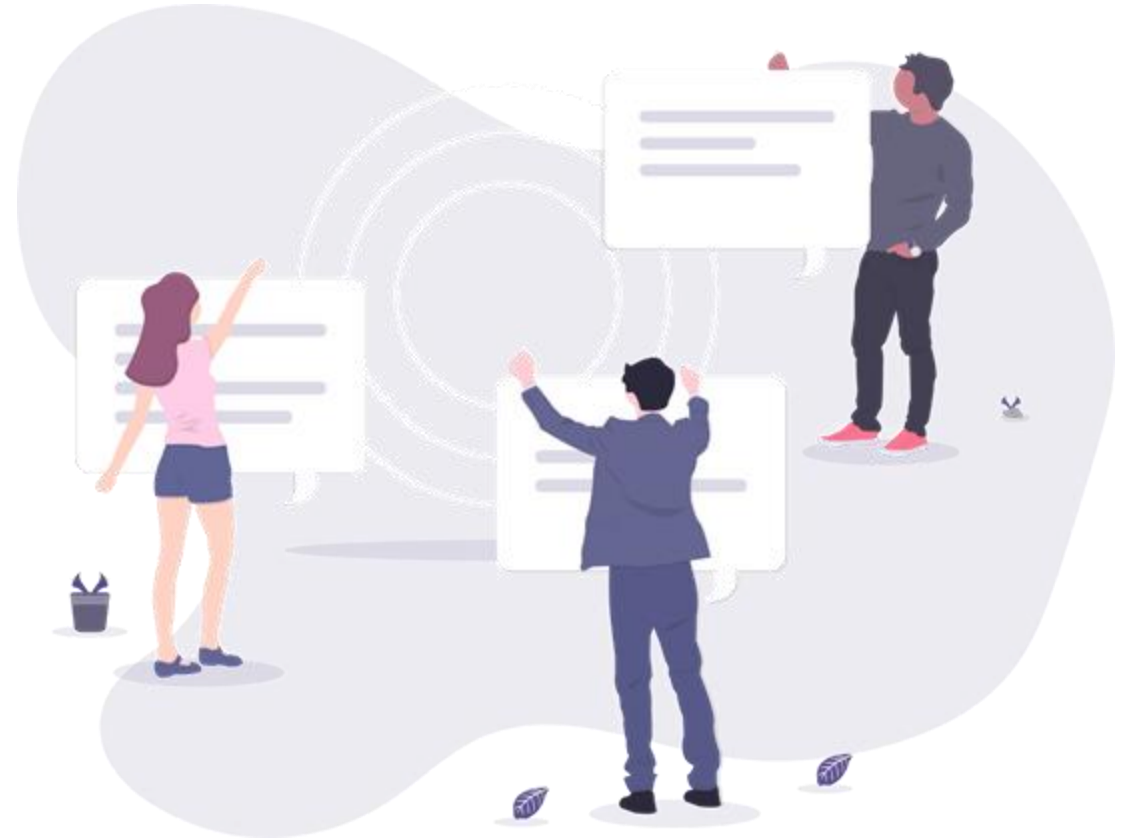
What is your key takeaway from this session?

FINAL ASSIGNMENT

Pitch your story & create one piece of content. You get 10 mins/person for your presentation.

Your pitch should include:

- Target audience statement
- Persuasive aim
- The story
- Format, medium, channel





Thank you!