CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day 2: Persuasive Aims

Notebook and pen

OLA account

Smartphone

WHAT YOU NEED

rntc

our approach to content creation

Target Audiences

Persuasive Aims

Storytelling

Creative Formats

SRHR Content

Popular Platforms

rntc

AGENDA
DAY 2
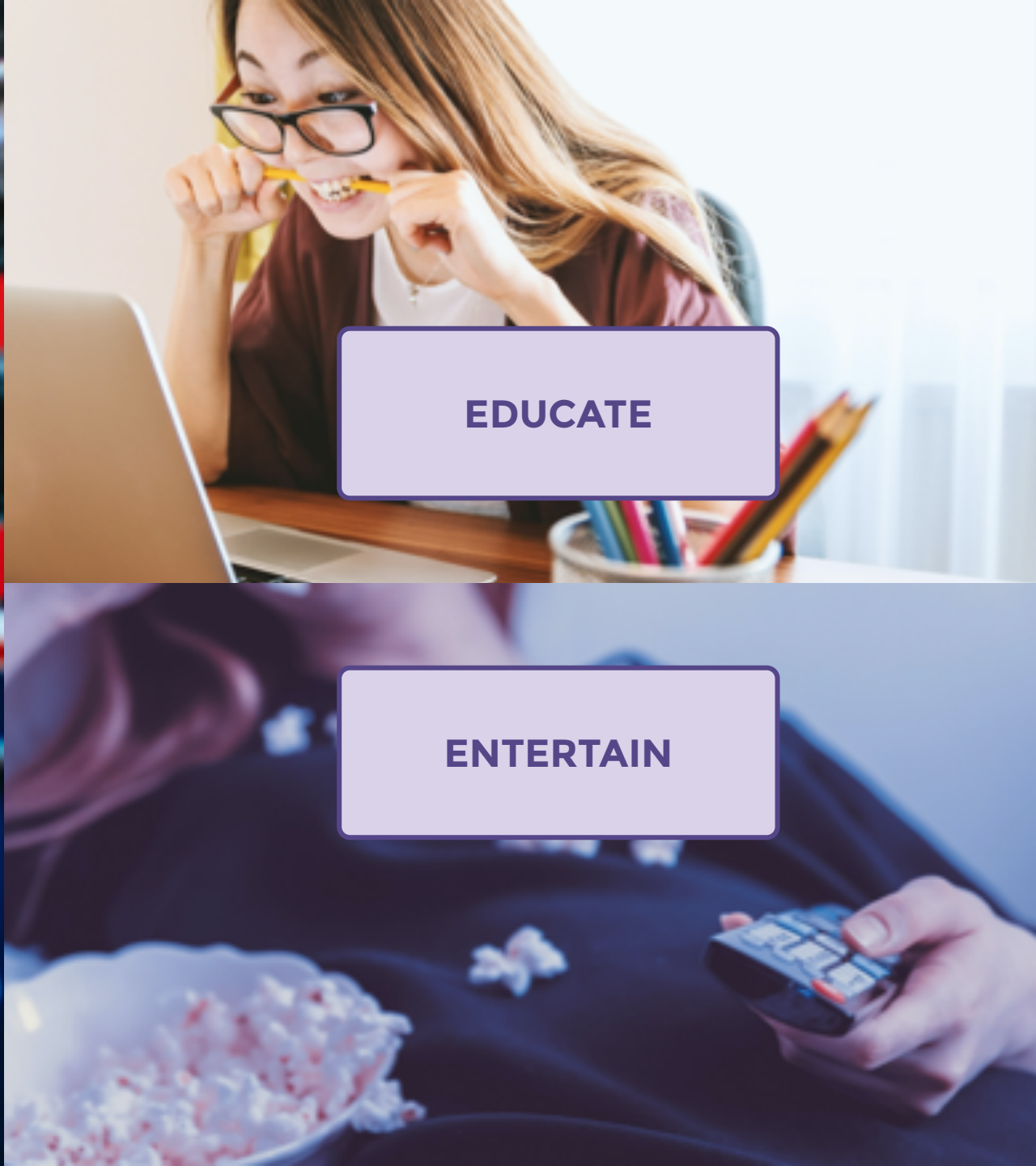
Media & Learning

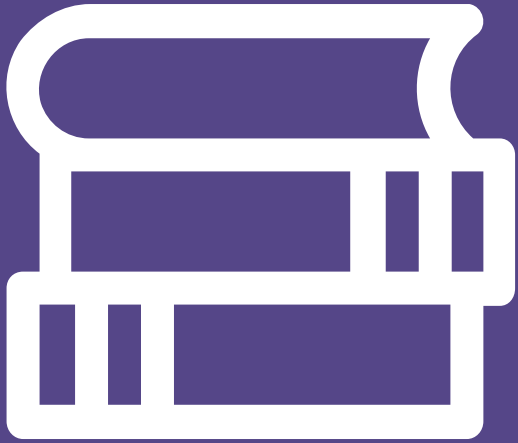The 3 Steps of Persuasion

Case Studies

rntc

RECAP AND REFLECTION

rntc

INFORM

EDUCATE

ENTERTAIN

LEARNING DOMAINS

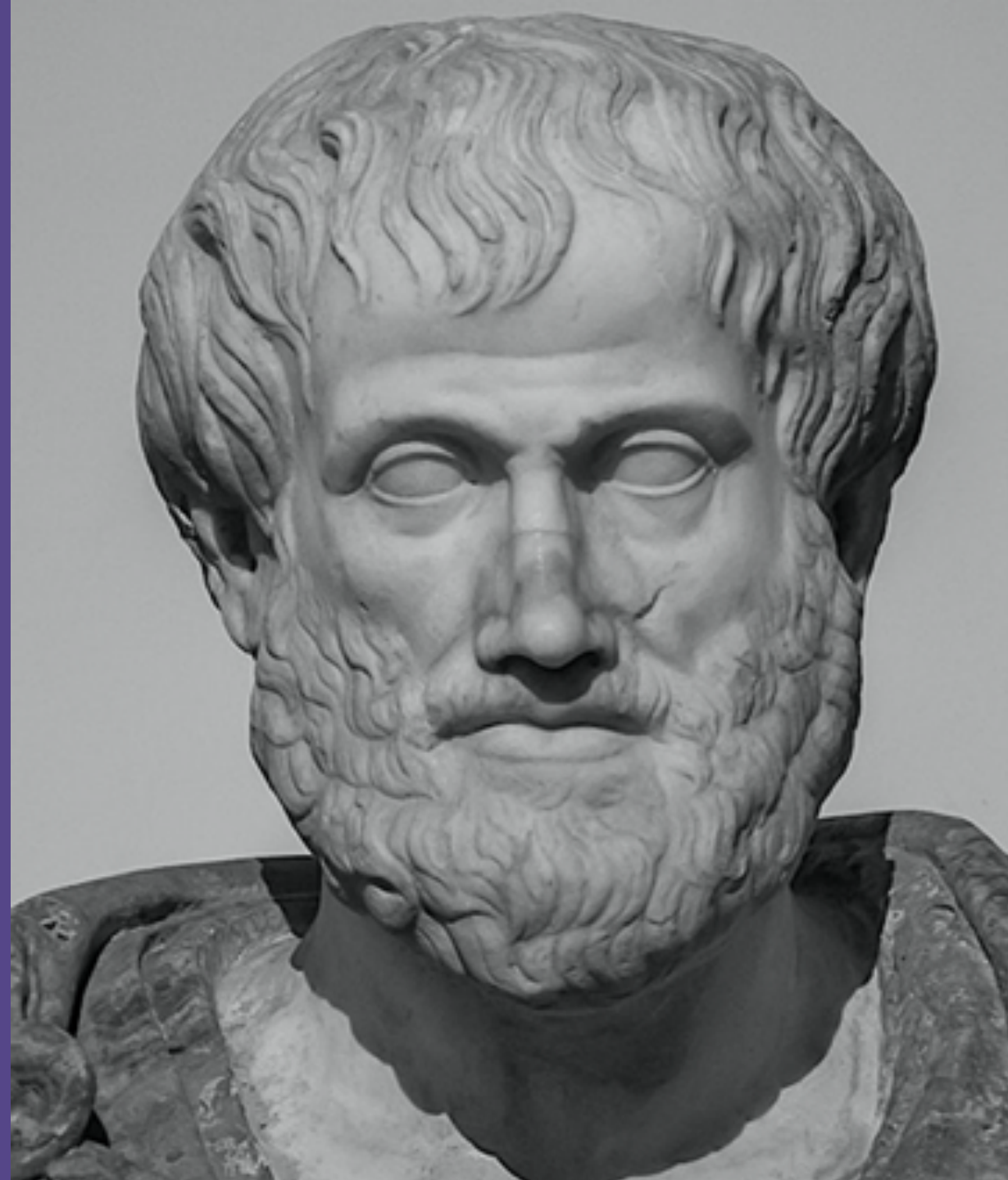**KNOWLEDGE**
Information

SKILLS
Abilities

ATTITUDE
Beliefs

rntc

Persuasion

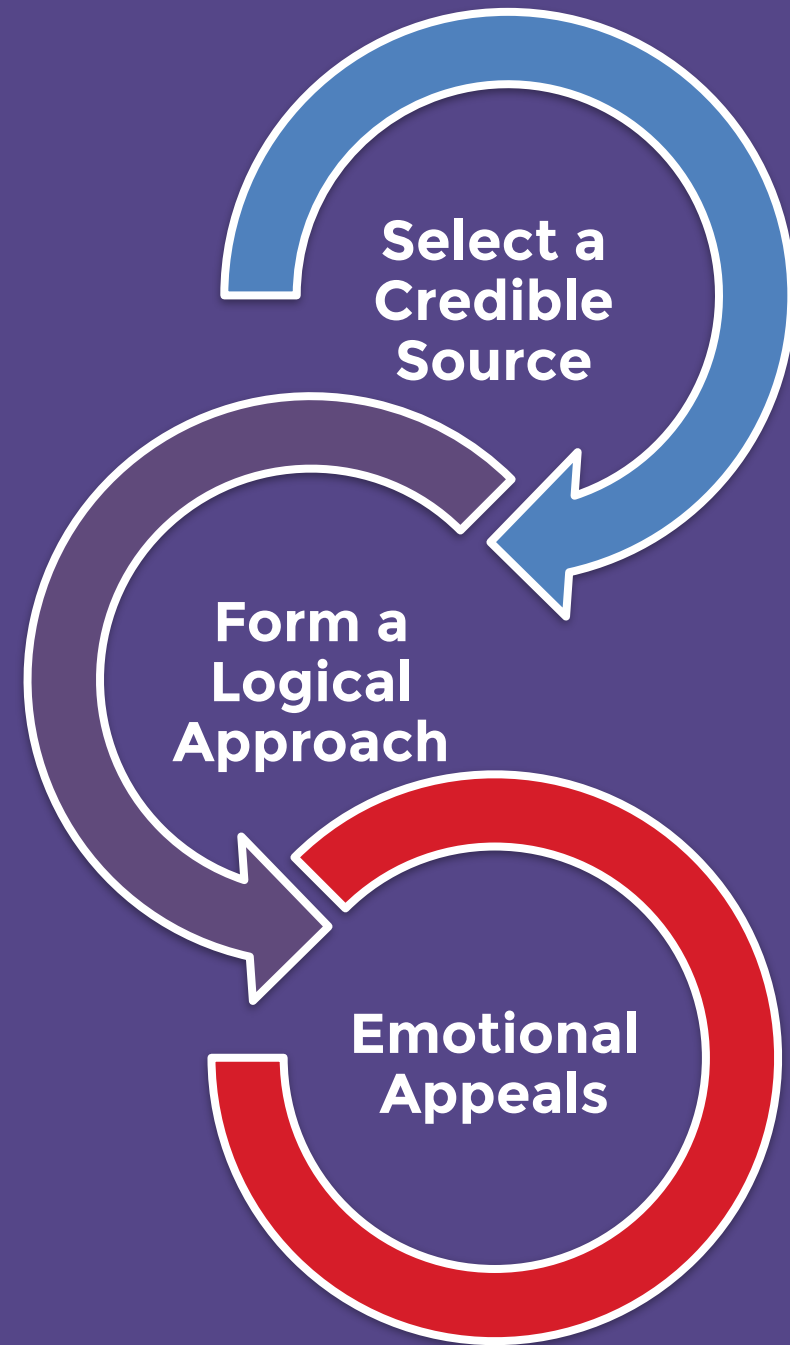In order to change behaviour, we need to persuade.

Persuasion is learning with EMOTION.

You need to persuade people if you want to add skills or attitudes.

rntc

Three Steps in Persuading People

Select a Credible Source

Form a Logical Approach

Emotional Appeals

rntc

Credible Sources

People we trust to get information from.

Who are credible sources for your audience?

rntc

IDEA STORM

Who do you trust to get your information from?

Experts (Lowest) → Community Leaders (Lower) → Role Models (Medium) → Celebrities (High) → People Like Us (Highest)

rntc

Studies have shown that the credibility of a social media peer endorser/influencer depends on the factors of:

- trustworthiness
- expertise
- attractiveness
- similarity

Logical Approach

The starting point is essential, you must understand the logic of your audience. What are their current beliefs?

rntc

Why do businessmen wear neckties?

rntc

Emotional Appeal

Behaviour is belief + emotional payoffs. Emotion persuades us.

Positive emotional messages are preferred over negative ones.

rntc

Appeals used frequently in advertising:

Social Appeal

Scarcity Appeal

Sex Appeal

Class Appeal
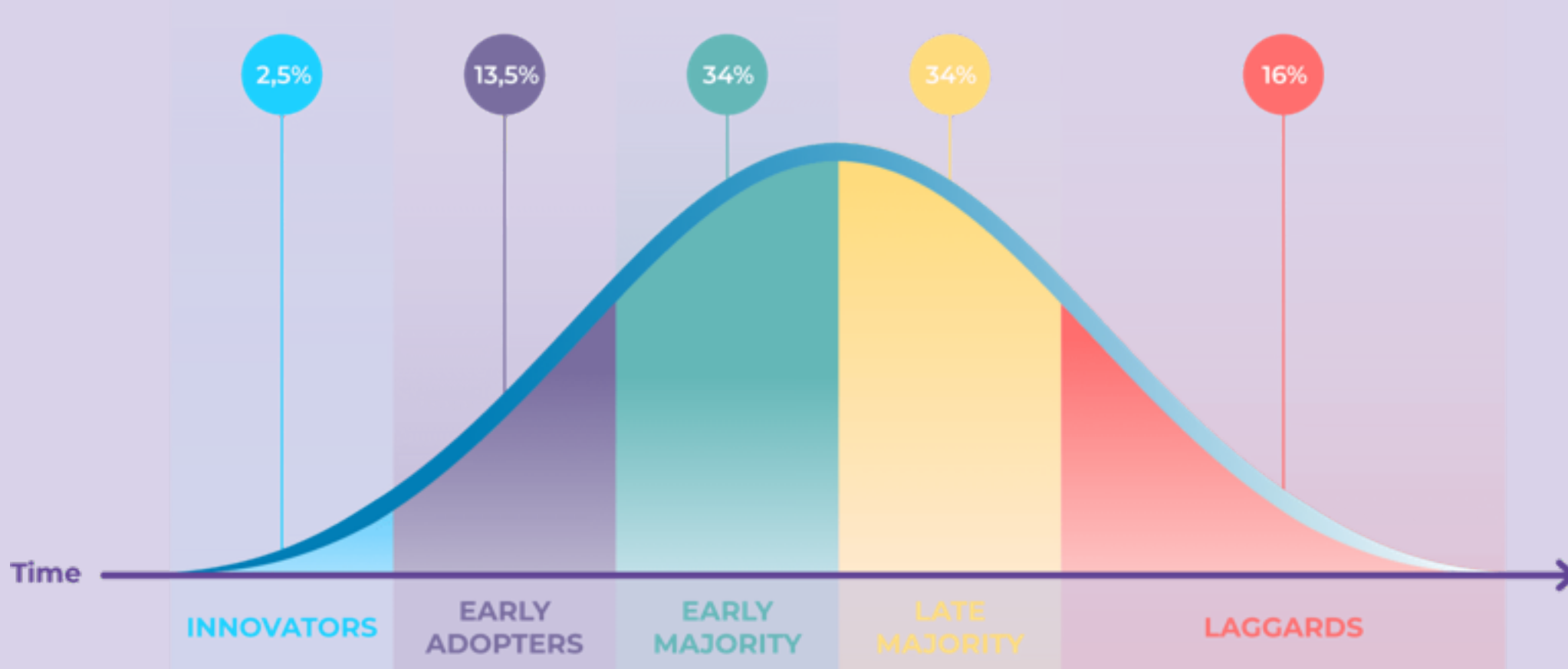
Adventure Appeal

Youth Appeal

I got my first kiss.

Answer the following questions:

1. Which video carries more information?
2. Which one has more emotion?
3. Which one do you connect with more, why?

THE MAGIC BULLET

There is no one piece of content that can change everyone's mind.

2,5%

13,5%

34%

34%

16%

Time

INNOVATORS

EARLY ADOPTERS

EARLY MAJORITY

LATE MAJORITY

LAGGARDS

rntc

PERSUASIVE AIM

- What is your persuasive aim?

Target audience statement +

New agreed reality +

New influencer +

New emotional appeal

rntc

QUESTIONS

REFLECTION

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

What is your key takeaway from this session?

ASSIGNMENT
Draft statements

Thank you!