



CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day 5: Peer Feedback



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 5

Pushing the Boundaries

Audience Engagement & Virality

Pitch + Content Demo

Peer Feedback

Training Evaluation

RECAP AND REFLECTION



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 30 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 7.5K Comments 35 Shares

👍 Like 🗨 Comment ➦ Share 🌐

Most Relevant

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

Like · Reply · Message · 3x

SENSITIVE SRHR TOPIC

Showing body parts or naked bodies



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



Amour Afrique
May 3 · 🌐

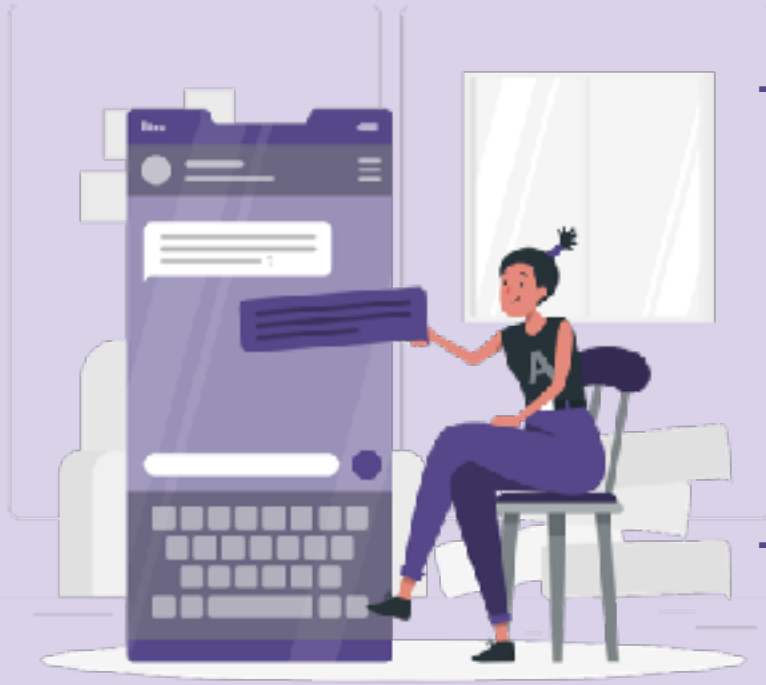
Vous ne pouvez pas avoir des relations sexuelles sans le consentement de votre partenaire. Vous ne pouvez pas les avoir avec un (e) mineur (e). Nous en parlons dans ce billet.
[#cestmondroit](#)

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



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.

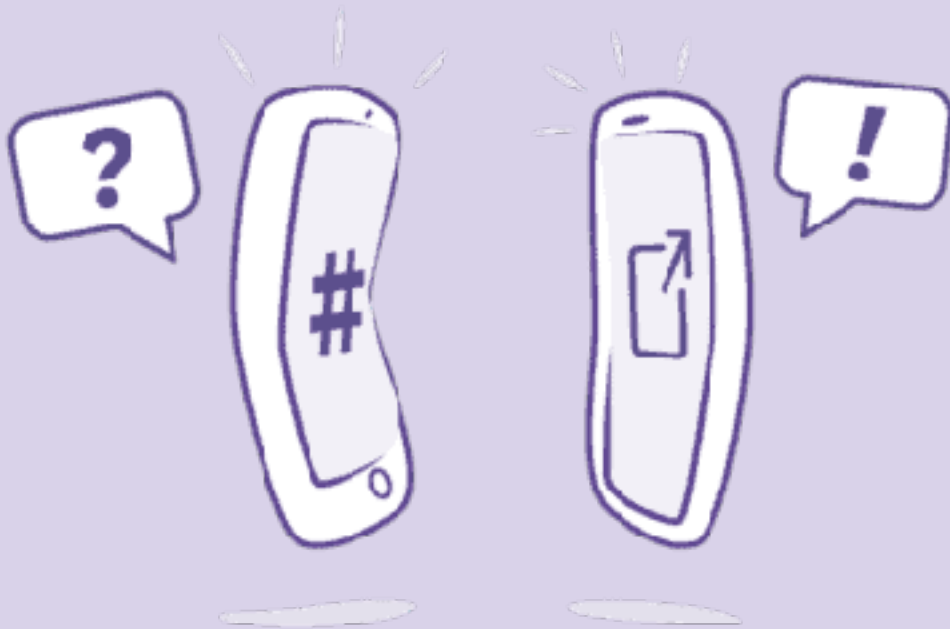
Metrics to measure the impact:

- 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:

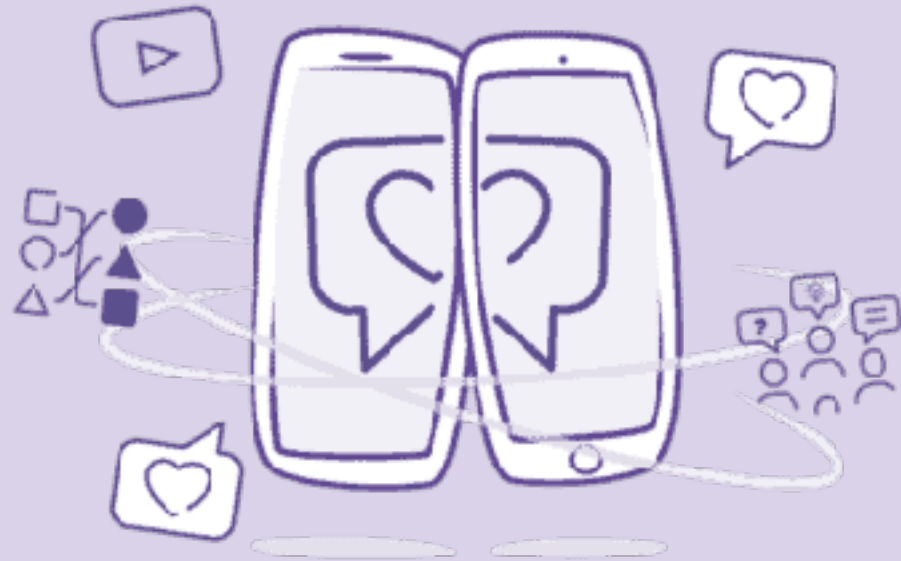
- Hashtag shares
- Participants
- Page visits & duration
- 30 second video view
- Dialogue in comment section
- Questions asked.



'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



Incredible news



Funny messages



Quiz/game



Advocacy messages



Hashtags



GIVING FEEDBACK



Feedback should aim to help or improve.

Feedback should be specific.

Feedback should provide an alternative.

Feedback should be personal.

Feedback shouldn't be destructive.

Feedback is a powerful way of learning.

Feedback can be actively sought.

Feedback needs to be understood.

Feedback does not have to be accepted.



RECEIVING FEEDBACK





1. Listen to each other pitch & present the piece of content. (10 min per person)
2. What feedback do you have for them? How can they improve their work? Use the check sheet.
3. Share feedback. (5-7 min per person)

	Step	Decision Considerations
1	Target Audience	<ul style="list-style-type: none"> • Is there a clear mappable question? • Is there a clear influencer? • Is there a clear agreed reality? • Is there a clear emotional payoff?
2	Persuasive Aims	<ul style="list-style-type: none"> • Who is the credible source? • What is the emotional appeal? • Is it logical? Does it start from an agreed reality that the audience will understand? • Does the new agreed reality make sense?
3	Story	<ul style="list-style-type: none"> • Does this story reach the aim? <ul style="list-style-type: none"> • The story has a central question • The story has clear rising tension • The story has a clear answer to the central questions • The story has a resolution • The story has a universal truth • The story has a symbol/s for the story • Does the story have good tension? • Does the story have a strong ending? • Is the story told in a way that makes it exciting to find out what happens next?
4	Creative Formats	<ul style="list-style-type: none"> • Is it clear in which format(s) the story will be? • Are the formats used creatively?
5	Medium	<ul style="list-style-type: none"> • Is there a clear choice of medium?
6	Channel	<ul style="list-style-type: none"> • Do the channel and the audience match?
7	Presentation	<ul style="list-style-type: none"> • Is the story well-presented and clearly understood?
8	Content	<ul style="list-style-type: none"> • Is the piece of content engaging and well made? • Does it suit the platform it was created for?

Find this on OLA.

PITCH

10 mins per person

- Target audience statement
- Persuasive aim
- The story
- The format(s)
- The medium
- The channel
- + Show your piece of content!



QUESTIONS



That's it, folks! It's time to say goodbye.



But before we go, tell us what
you thought of the training.



Thank you!

