MEDIA CAMPAIGNS FOR SOCIAL CHANCE AND ADVOCACY
Content Management

Day 9
Canvas Parts 5 + 6 + 7

Camera on, mic off

Notebook and pen

OLA account

Mural

Smartphone

WHAT YOU NEED

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RECAP AND REFLECTION

What were the most important learnings from Day 8?

AGENDA
DAY 9

Content Creation

SMART Goals

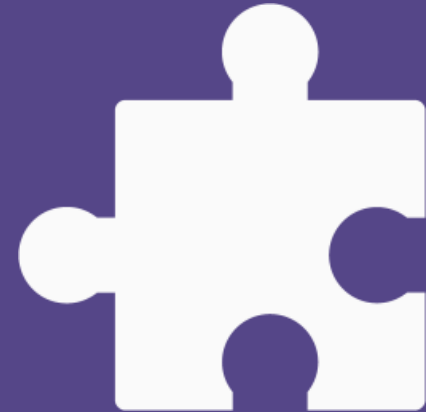Content Planning

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Content Creation

SMART Goals

Content Planning

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CONTENT CREATION

CHANNEL

MEDIUM

FORMAT

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TRADITIONAL CHANNELS

Hardcopy Press

Radio

Theatre

Posters

Television

Cinema

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NEW MEDIA CHANNELS

Online Video

Social Media

Direct Message Apps

Blogs and Web Pages

Emails

Games and AR

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MEDIUM

VIDEO	AUDIO	PRINT/ TEXT	VISUAL	DIGITAL	PR	Guerilla
Animation	Podcast	Articles	Graphics	Email	Face to Face,	Flashmobs
Short Videos	Radio	Typography	Photos	Banners	Meetings	Grafiti
Vlogs	SoundBites	Idea Clouds	Photo essays	Social: Twitter, LinkedIn, Youtube, FB, Insta	Interviews	TakeOvers
Long form	Audio Notes	Blogs	Charts		Direct Mail	
Montages	Songs,	Tweets	Graphs		Press Releases	
3D	Jingles	Outdoor: Billboards/Poster		Website	Event Promotion	
Immersive VR	Themes			SEO	Broadcasts	

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FORMAT

Magazine	Lifestyle	Medical	Sport	Historical	Investigative	Gossip
Report	News	Business	Political	Current Affairs	Travel	Fashion
Game	Reality game	Dating game	Quiz Game	Talent competition	Survival	Sports
Actuality	Live Sports	Political Speeches	Breaking news	Events/Riots	Disasters	Hidden Camera
Montage	Fly on the wall	Music Video	Sketch show	Sports Highlights	Wildlife	Title sequences
Drama	Comedy	Horror	Stage play	Action	Reconstructions	Fantasy
Testimonial	Religious	Advertising a product	Eye-witness	Endorsement	Political speech	Weather
Interview	Expert	On the street	Personality Profile	Group	Exploratory	Informative
Discussion	Educational	Political	Women's Views	With Children	Diner Party	Panel
Demonstration	Cooking	Do it Yourself	Dance/Exercise	Education	Sports	Gardening

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[Day x China DON'T COVER IT UP, STEP UP SIMA 2017.mp4 - Google Drive](#)

Activity :

1. **Find your target audience online**

2. **List the <u>platforms</u> your target audience is using**

3. **List the kind of <u>content</u> that is currently popular on those platforms**

4. **Decide which platforms you will use for your campaign and enter this in your campaign canvas in block 5**

CANVAS

Which *platforms*, which *mediums* & which *formats* are you currently thinking about using for your campaign? And why?

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THE WAYS PEOPLE CONSUME CONTENT

ON THE GO

- Short sessions
- Unplanned
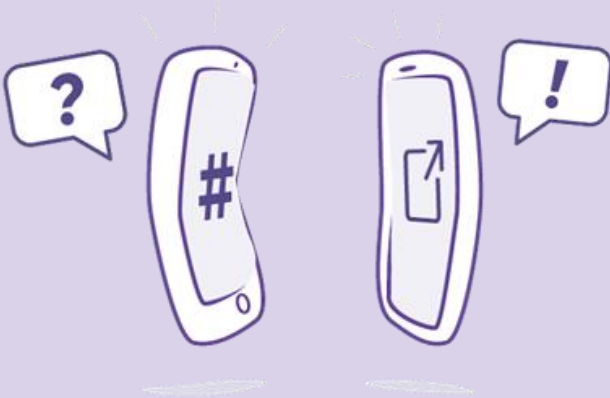- Frequent
- Discovery and Connection

CAPTIVATED VIEWING

- Longer sessions
- Planned
- Intentional
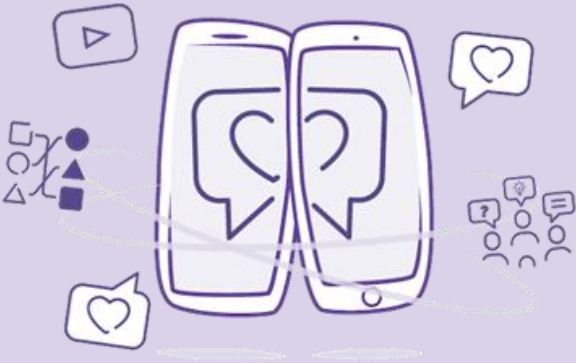- Relaxation and Entertainment

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AUDIENCE ENGAGEMENT

'FLIRTING' engagement

GOOD

'DATING' engagement

BETTER

'COMMITTING' engagement
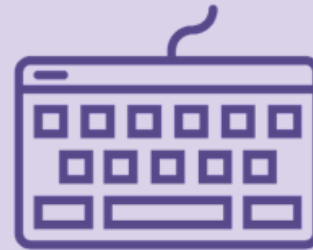
BEST

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INCREASE POTENTIAL FOR VIRALITY

Get loyal fans/subscribers to like and comment immediately

Ask friends, family and network of users, colleagues to like, comment and share

Interact with all likes, comments and shares, within the first hour

Comment and join the conversation

Ask questions within the comments section to stimulate discussion

If there are comments that stimulate a lot of discussion, interact with them

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TOP TIPS

- Emotion
- Story
- Duration
- Subtitle
- Findability
- Catching the moment
- Promotion

What kind of engagement are you planning to design?

&

How you would plan for it go viral?

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USER-GENERATED CONTENT

COMMUNITY

COST

AUTHENTICITY

FRESH CONTENT

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UGC BEST PRACTICES

1. Always request permission

2. Credit the original creator

3. Offer something of value in return

4. Provide clear guidelines on the kind of user-generated content you want

DIGITAL COMMUNITY CREATION

COMMUNITY

COST

AUTHENTICITY

FRESH CONTENT

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CASE STUDY

L for Love

LOVE
MATTERS

GROSS!
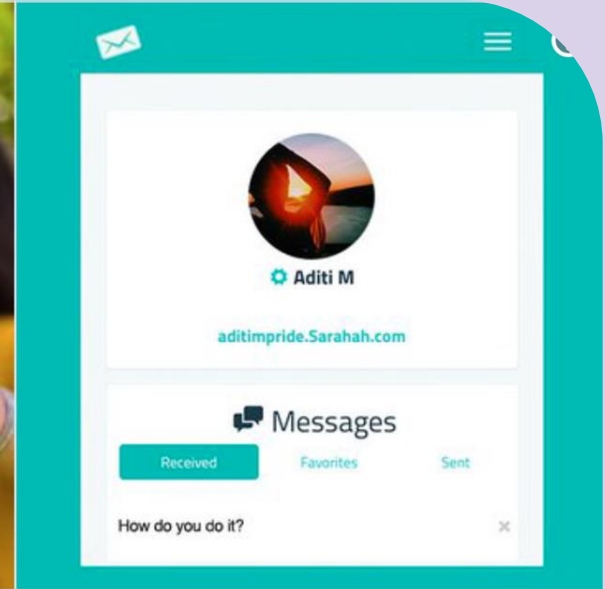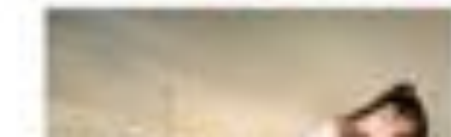
POSITIVE
IMAGES

QUESTIONS
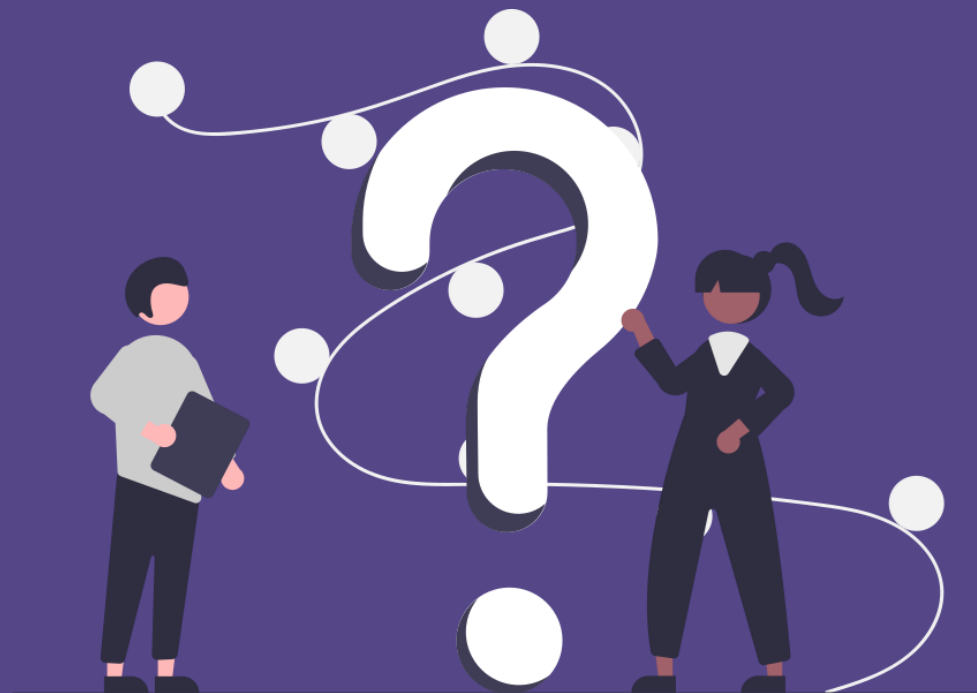
10 MIN
BREAK

Content Creation & Virality

SMART Goals
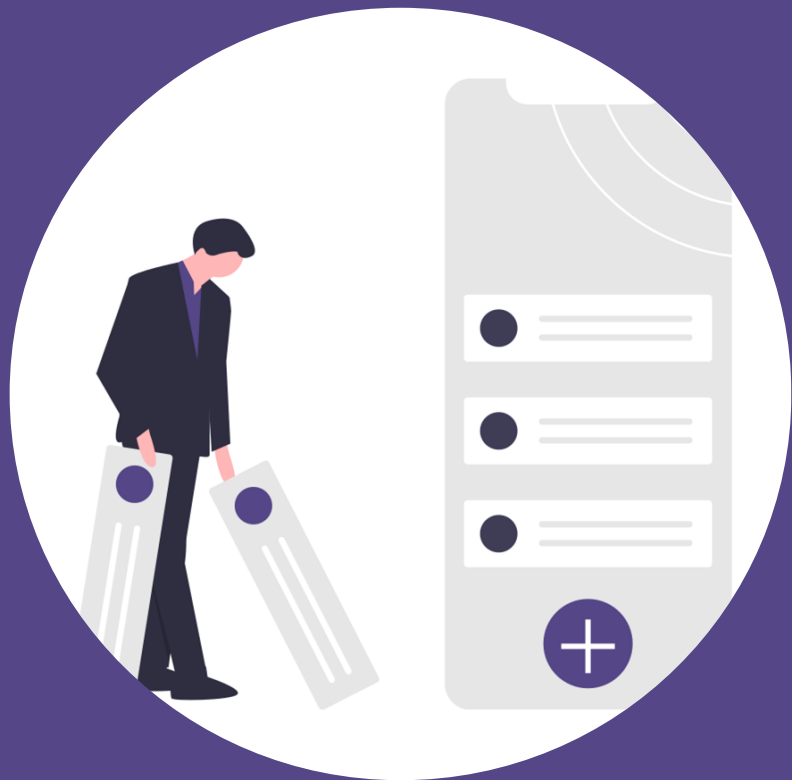
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SMART Goals
Definition

S — **SPECIFIC**
What exactly do you want to achieve?

M — **MEASURABLE**
Establish clear definitions to help you measure if you're reaching your goal.

A — **ATTAINABLE**
What steps can you take to reach your goal? Outline the exact steps to accomplish your goal.

R — **RELEVANT**
How will meeting this goal help you? Does your goal relate to your mission?
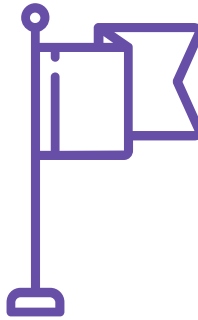
T — **TIME-BOUND**
How long will it take to reach your goal?

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AIM

To persuade young girls who smoke because it makes them look sexy and attractive to boys that this can make them seem not fresh not clean and that boys will find them desirable if they don't smoke

GOALS

Spread a conversation among girls 15-17 via Youtube with 2000 views and 20 telephone calls in six months.

ACTIONS
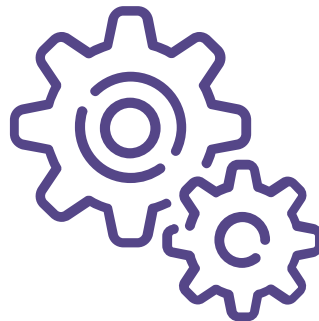
➤ Develop hashtag branding
➤ Produce campaign landing page/channels
➤ train mentors to chat to girls
➤ Engage press interest in campaign
➤ Alert partners
➤ Plan an event
➤ Measure success through conversations

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EXAMPLE

We are going to make a video with a creative agency featuring young girls who show that smoking is dirty. This video will be shared on YouTube and will show a phone number people can call to find help to combat their addiction. The video should have at least 2000 views, and at least 20 phone calls, within 6 months.
.

Specific: the success is specifically defined with 2000 views, and 20 phone calls.

Measurable: you can measure the amount of views and calls easily.

Attainable: we're working with a creative company who's going to produce the video, the YouTube channel and phone number are ready to go.

Relevant: the young girls in the video will be relevant for our 15-17-year-old target audience, the phone calls will help them quit smoking.

Time-Bound: it will be achieved within 6 months.

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LUNCH BREAK
1 hour
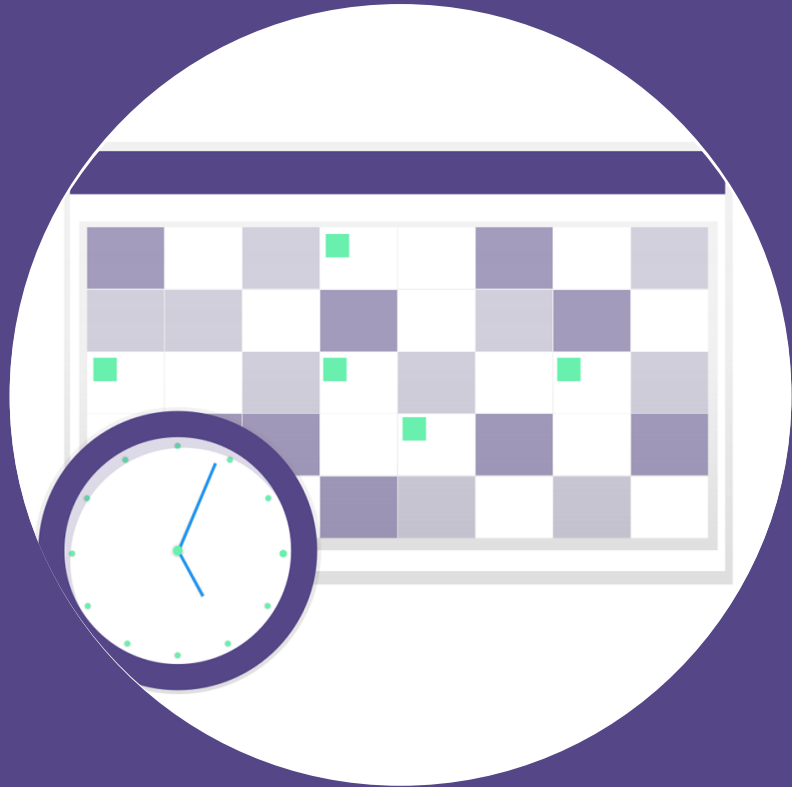
Content Creation & Virality

SMART Goals

Content Planning

CONTENT PLANNING: WHY?

➤ Fewer mistakes, verified, proofread

➤ Less multitasking

➤ Ensure creativity

➤ Have consistency

➤ Run more than one campaign

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CONTENT PLANNING TIMELINE

➤ Special days
➤ Events/Conferences
➤ Pillar content
➤ Schedule Posts

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USE A CALENDAR

➤ Where? (What social network?)

➤ Content type (video, image, meme, text?)

➤ Topic

➤ Message

➤ Who is responsible?

➤ Date & Time

➤ Notes

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THINK OF THE RESOURCES YOU WILL NEED

• STAFFING: WHO WILL CREATE CONTENT AND MANAGE ENGAGEMENT? WHO WILL MODERATE ?

BUDGET

EQUIPMENT

OFFICE SPACE

OTHERS?

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CONTENT PLANNING

Where? (What Platform on or offline?)	Content medium + Format (video, image, meme, text?/discussion/drama/testimony)	Topic	Message	Who is responsible?	Date	Time	Notes
Monday							
Old Media	Video	Your Right to Take Action	Highlight on legal and policy provisions in support of victims of SGBV	Communications team			This content is going to be an opportunity to enlighten headporters as to their legal rights, what constitutes SGBV and the channels available for the,mto report cases.
Tuesday							
Old Media	Visuals	Right-based messages. Linkages to support systems	Contact details				The visuals will reduce the amount of text such that they are able to communicate to the users. This will acknowledge homogeneous characteristics and expand on them. Eg the style of dressing etc
Wednesday							
Old Media	Discussion	Speak Out When Abused	One on one discussion to empower head-potters to act to attain justice whenever they abused	Communication team			This discussion will create a room for the message to communicated in the local language which is best understood by the head-potters as a result of limited education
Thursday							
Old media	Radio	Action Against SGBV	A radio discussion with Social Justice officials talking about the action one can take when their encounter SGBV	Communication team			Listening clubs will be created at the markets where the head potters work to ensure that they listen. The discussion will be geared towards educating the head potter girls on the action to take when the face abuse.
Friday							
Off Line	Gueri1laa Flot match in the markets where the head potters work	Stop Abusing the Girls	Various anti-abuse messages on placards, in branded t-shirts and	Communication team, Market chiefs,			A collaborative effort on the communication team, the market leaders,head potter girls, some drivers and conductors who are in support of the fight against abuse of the girls will rally together and hit the road to protest against

THINKING ACROSS PLATFORMS

Day	Timeline	Facebook	Facebook Groups	LinkedIN	Instagram
11 May		Award category nominees	Discussion on Categories and awards	Article: Blog Dr K on campaigns for change	Staff story: awards unboxing
12 May		Award Category Nominees			Democracy Now: Trending
13 May		Poll: who will win?	Scholarship opportunities IAF	Scholarship opportunities IAF (V)	
14 May	International Communication Awards 2020– GOAL VISIVIBILITY	Live event coverage	Watch Party with Celeb	Congratulations to winners on LinkedIn (Dr S)	Winner Photos. Backstage with hosts (story)
15 May		Highlights Reel Video			Infographic of the day -20
16 May		Live Discussion Winning Campaign		Promote Blog through network.	Whats a liberal? – Jenna talks to FNF (story)
17 May			Insider tips on campaigns from the winners		

How Much/Often Should I Post?

"A **blog** post lasts for **two years**,
a **Pinterest** post is valid for **4 months**,
YouTube videos last **20+ days**,
a LinkedIn post is good for **24 hours**,
an Instagram post will show up well for **21 hours**,
you can expect **Facebook** visibility to be about **5 hours** and
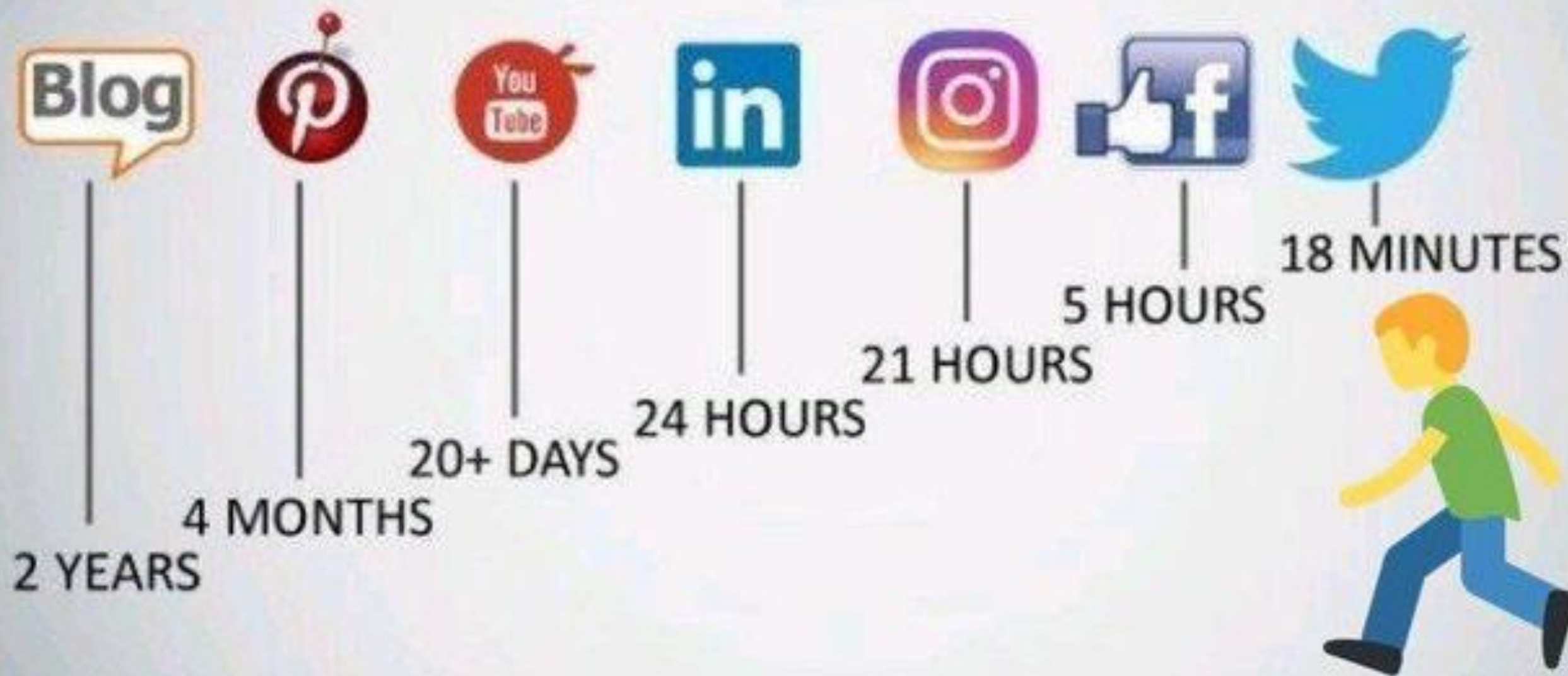a tweet on **Twitter** has a lifespan of roughly **18 minutes**."

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TIMING YOUR CONTENT

➤ **Travel and tourism:** Friday, 9 a.m. to 1 p.m.

➤ **Media and entertainment:** Tuesday and Thursday, 12 to 3 p.m.

➤ **Food and beverage:** Friday, 12 p.m.

➤ **Retail:** Tuesday, Thursday, and Friday, 12 p.m.

➤ **Professional services:** Tuesday, Wednesday, and Friday, 9 or 10 a.m.

➤ **Non-profit:** Tuesday, 10 a.m. or 4 p.m.

➤ **Non-retail e-commerce:** Thursday, 4 or 9 p.m.

➤ **Pharma and healthcare:** Wednesday and Sunday, 9 a.m.

➤ **Personal care:** Thursday and Friday, 1, 2, or 3 p.m.

➤ **Technology:** Monday and Tuesday, 2 p.m.

➤ **Education:** Thursday, 4 or 5 p.m.

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Make sure you're posting enough
Three things the most popular accounts on Instagram do:

	Over 1 Million	**Under 1 Million**
Post **more** often to feed	4.3 posts per day	2.3 posts per day
Use Stories **regularly**	4.1 stories per day	2.8 stories per day
Post **More Video** to Feed	35.2%	32.0%

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HOW LONG DOES CONTENT LAST?

Blog — 2 YEARS

Pinterest — 4 MONTHS

YouTube — 20+ DAYS

LinkedIn — 24 HOURS

Instagram — 21 HOURS

Facebook — 5 HOURS

Twitter — 18 MINUTES

CONTENT PLANNING: ALGORITHMS

➤ Rich content

➤ Variety, using the whole platform

➤ Immediate engagement

➤ Consistency

➤ 10 km radius

➤ Relevancy

➤ Response Rate (under 20 mins)

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USE ALL PARTS OF INSTAGRAM

	How Often?	What?
FEED	1 post per day	Highlight Reel +Video Posts that prompt discussion
STORIES	5-8 stories per day	In-the-moment Updates Interactive Stickers
LIVE	1 per month	Audience Q&A Live Selfie-style conversations
IGTV	Try it	Series/ Recurring Content

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ACTIVITY

10 min

List the resources you will need in your campaign.

Insert them in block 6 of your campaign canva

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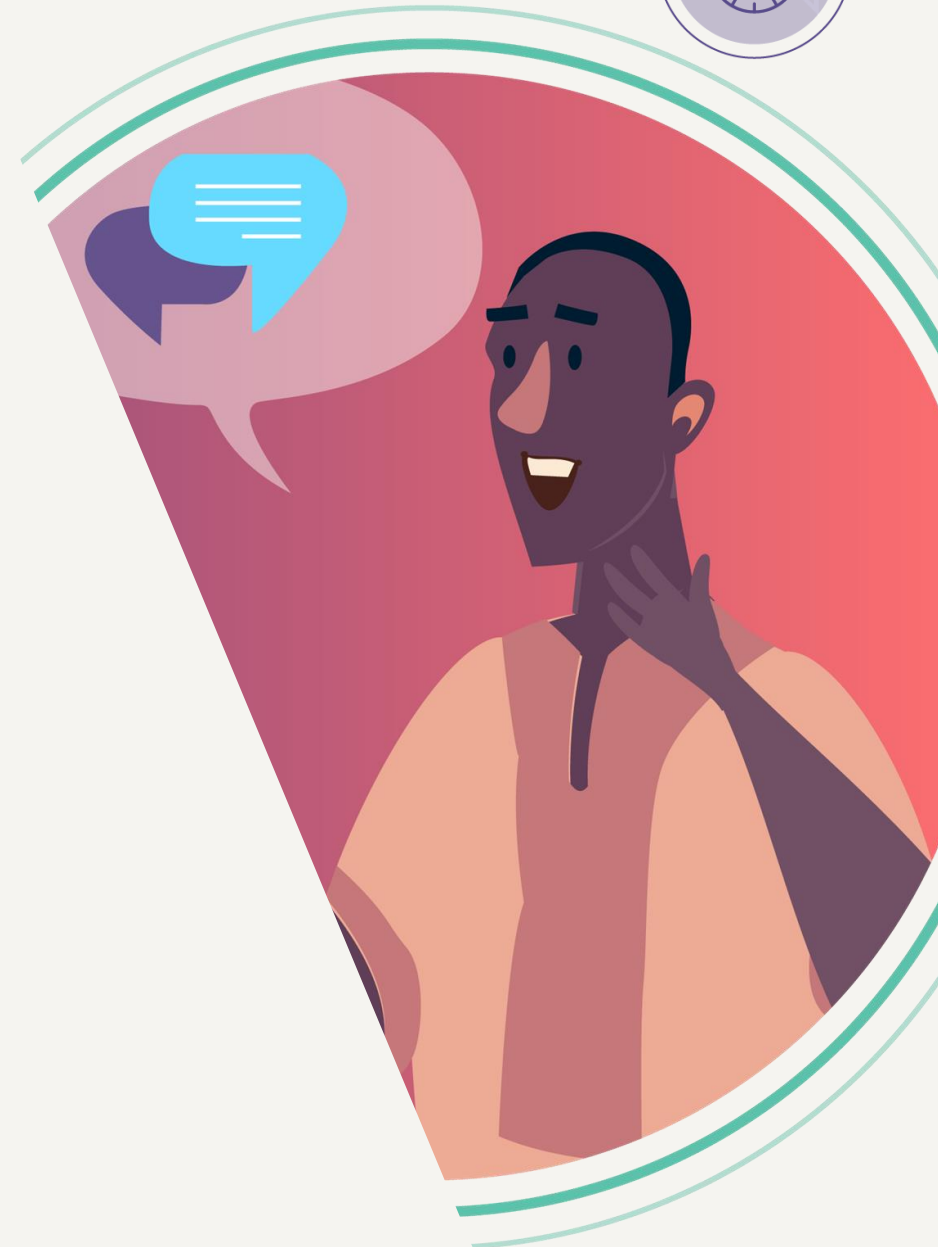
INDIVIDUALWORK

➤ Fill content plan

➤ Set 4 smart goals for your campaign and identify specific actions you need to take to achieve each goal.

➤ Insert them in canvas block 7

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ACTIONS

FOR EXAMPLE:

Goal: We are going to make a video with a creative company featuring young girls who show that smoking is dirty. This video will be shared on YouTube and will show a phone number people can call to find help to combat their addiction.

SOME ACTIONS:
- Find a creative agency to make the video
- Write a script with the creative agency
- Recruit the young girls for the video
- Edit the video to make it suitable for YouTube
- Set up a YouTube channel
- Set up the phone number
- Moderate the YouTube video
- Staff the phone line
- Write down the amount of phone calls
- Count the number of views after 6 months

ASSIGNMENT:

CAMPAIGN CANVAS

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1. Campaign Vision & Scope
What is the core problem your campaign is trying to address?

What is the scope of your campaign?

2. Context Analysis
What is the context you are operating in?

What are the risks?

3. Target Audiences
What is your target audience statement?

What would a typical member of your audience look like?

4. Persuasion and Story
What are you audience's current narratives?

Who are their influencers?

What is your persuasive aim?

5. Content Creation
What platforms will you use for your campaign?

How will your audience engage with your content?

6. Content Management
Who will create content and manage engagement? What resources do you need?

7. SMART Goals
Where are your SMART goals?

| 1 | 2 |
| 3 | 4 |

8. Mobilisation
What mobilisation tactics will you use?

What are your calls to action?

9. Key Partners
Who are your key partners? How can they contribute to your campaign?

10. Campaign Branding
How will people recognise your campaign?

Name:

Slogan:

Hashtags:

Design Notes:

11. Monitoring and Evaluation
How will you measure your campaign?

How often will you check your campaign and make changes?

12. Reporting Outcomes
What does success look like?

How will you showcase your outcomes?

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5. Content Creation

What platforms will you use for your campaign?
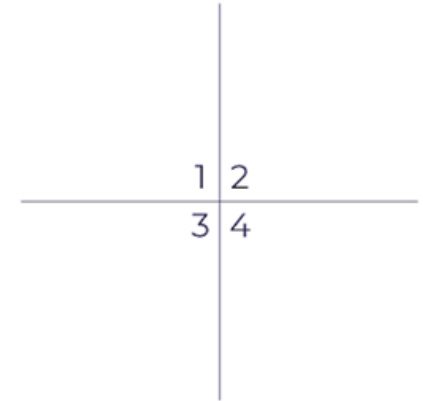
How will your audience engage with your content?

6. Content Management

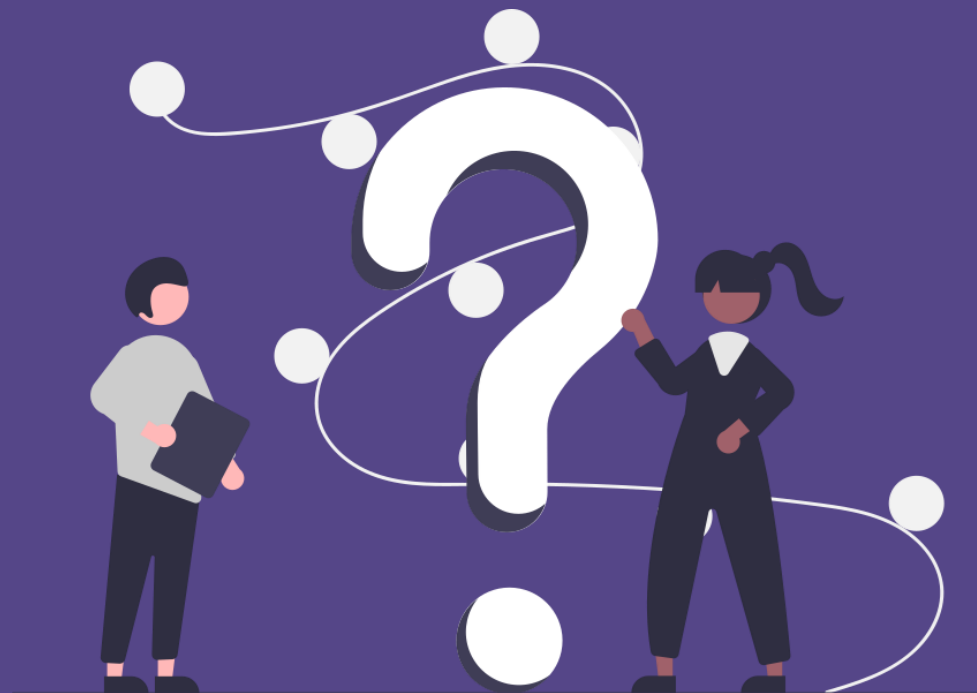Who will create content and manage engagement? What resources do you need?

7. SMART Goals

Where are your SMART goals?

1	2
3	4

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QUESTIONS

THANK YOU

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