CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day 2: Persuasive Aims

RNW media

rntc media training centre

Camera on, mic off
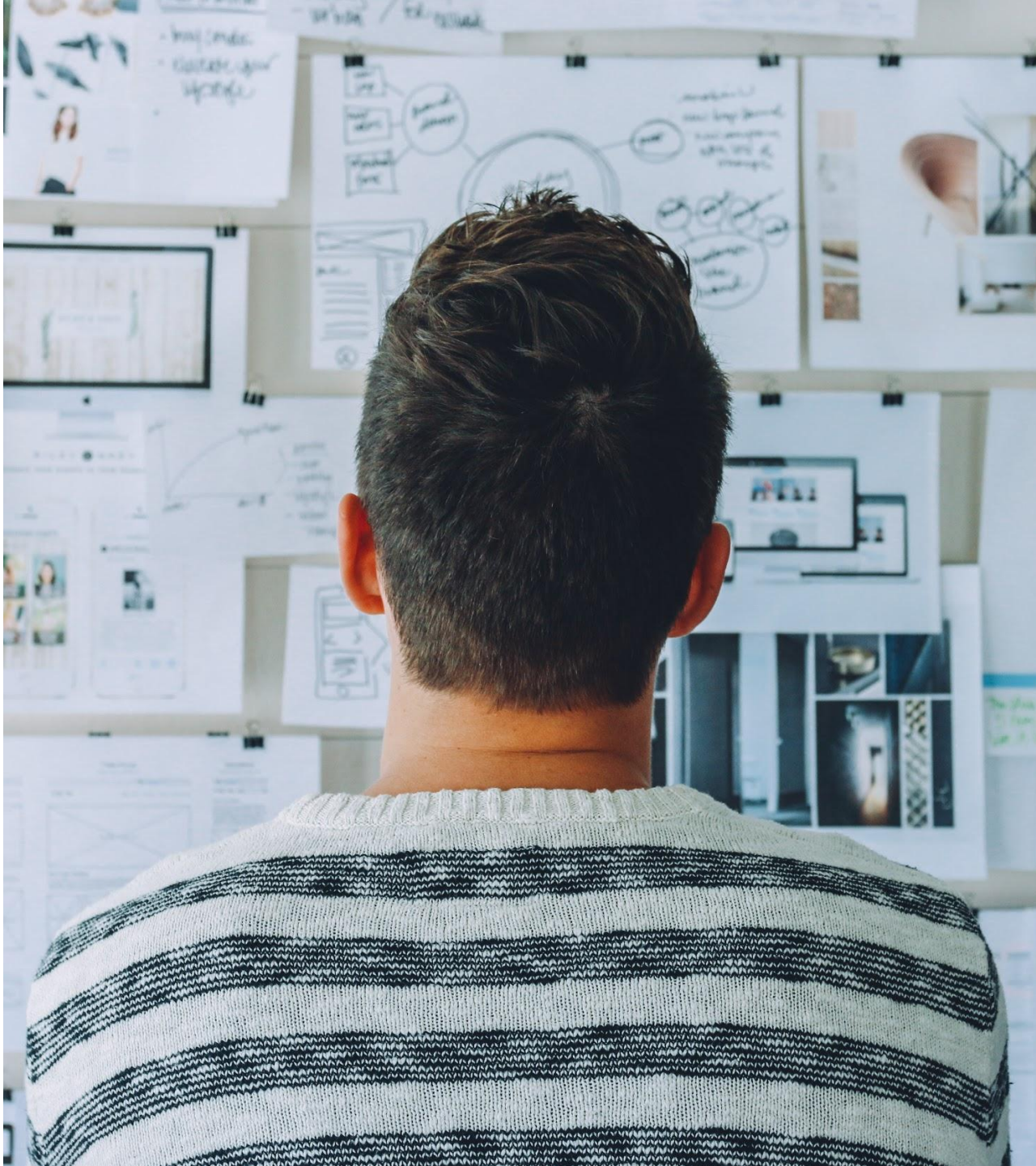
Notebook and pen

OLA account

Smartphone

WHAT YOU NEED

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RECAP AND REFLECTION

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our approach to content creation

Target Audiences

Persuasive Aims

Storytelling

Creative Formats

SRHR Content

Popular Platforms

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AGENDA
DAY 2

Media & Learning

The 3 Steps of Persuasion

Case Studies
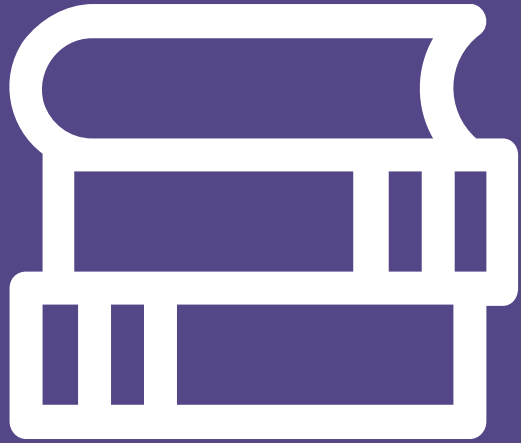
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INFORM

EDUCATE

ENTERTAIN

LEARNING DOMAINS

KNOWLEDGE
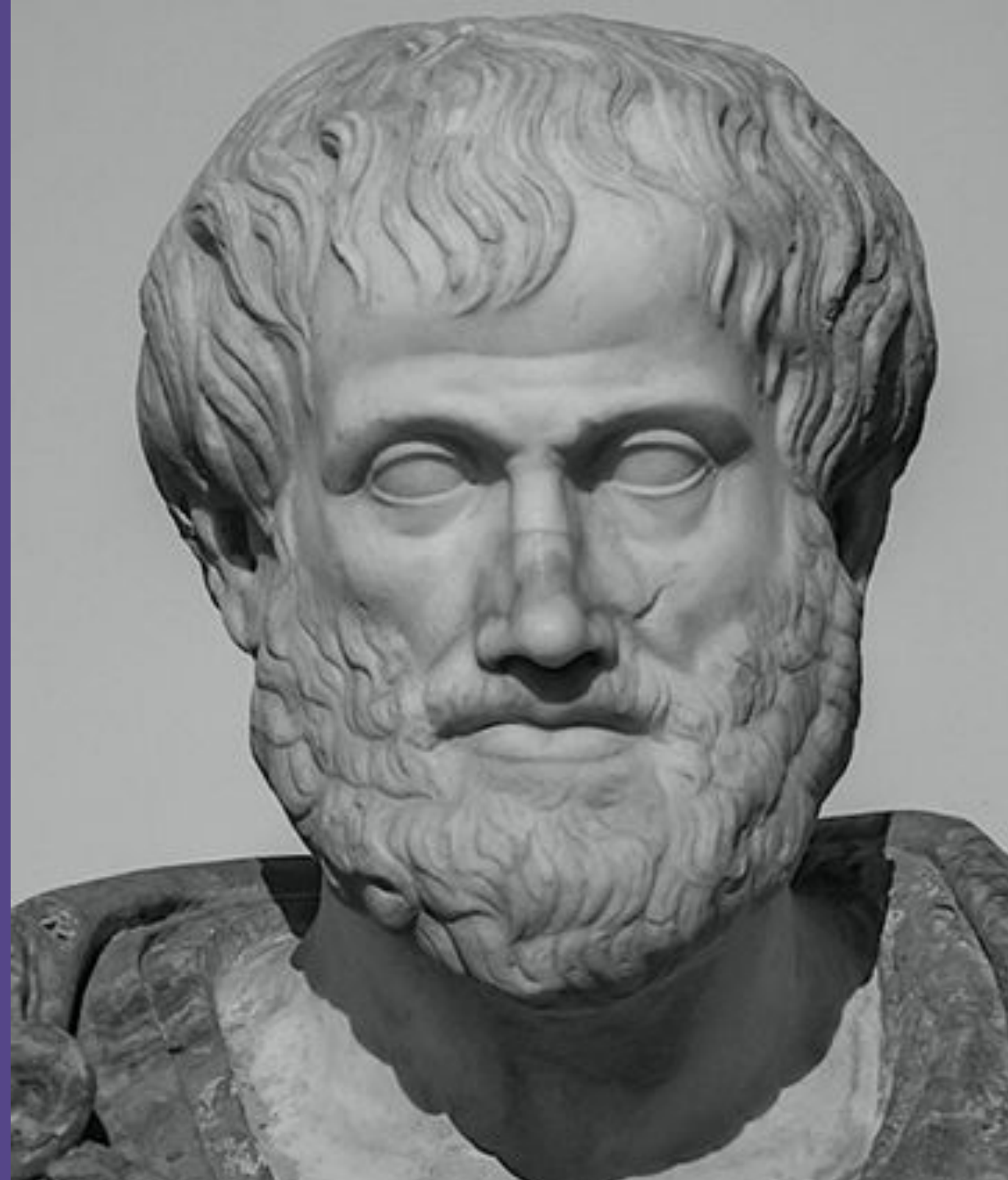Information

SKILLS
Abilities

ATTITUDE
Beliefs

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Persuasion

In order to change behaviour, we need to persuade.
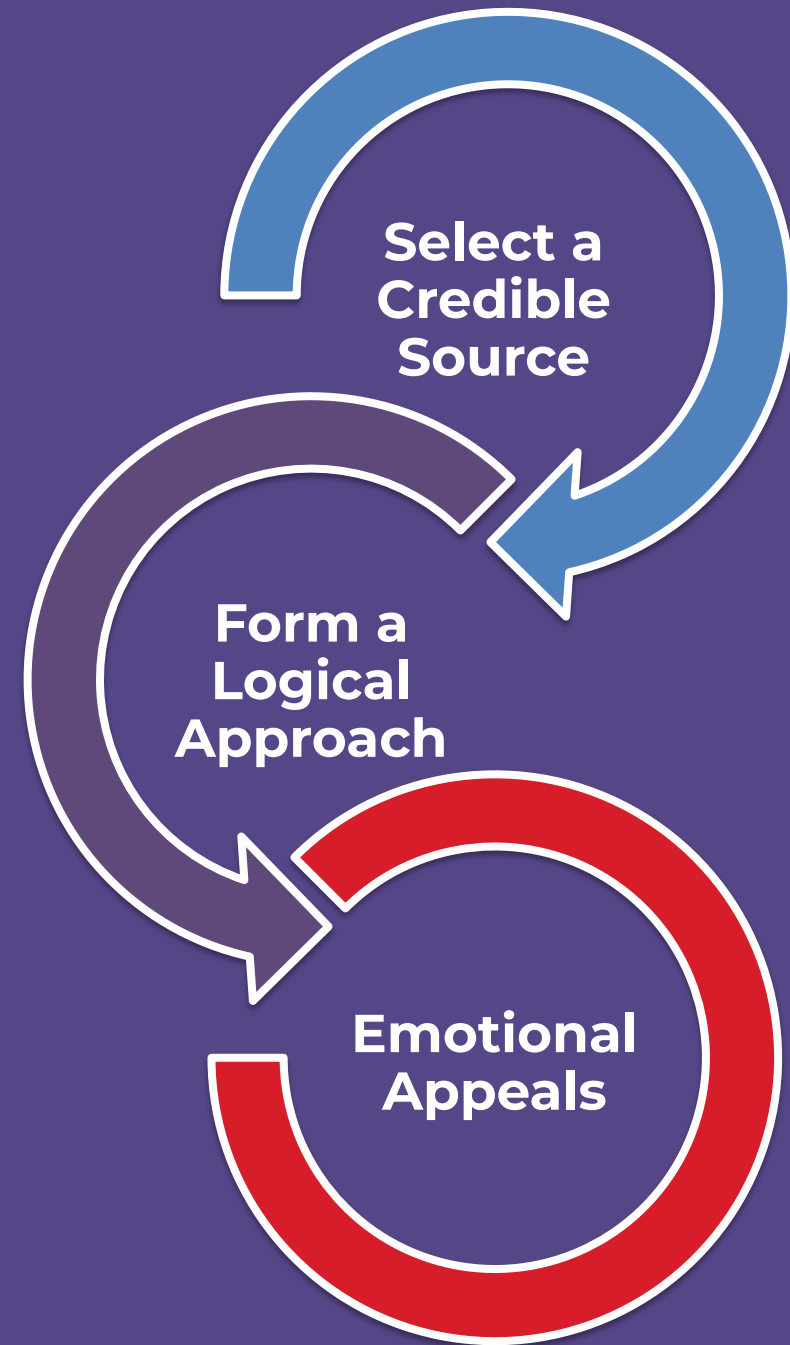
Persuasion is learning with EMOTION.

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

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Three Steps in Persuading People

Select a Credible Source

Form a Logical Approach

Emotional Appeals

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Credible Sources

People we trust to get information from.

Who are credible sources for your audience?

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IDEA STORM

Who do you trust to get your information from?

IDEA STORM

Go to **menti.com**, enter the code [44954456] and answer the following question:

Who do you trust to get your information from?

Experts
(Lowest)

Community Leaders
(Lower)

Role Models
(Medium)

Celebrities
(High)

People Like Us
(Highest)

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Credible Sources

Category	Description	Emotion
1. People like us	These are family members, friends or peers. Depending on the context of the target audience. This is your community.	Highest
2. Celebrities	Each community has their own celebrities. Celebrities are on a psychological level the aspirational versions of ourselves.	Higher
3. Role Models	People similar like us but have achieved success. A role model is usually community based. They are accessible, whereas celebrities are more distant.	Medium
4. Community leaders	These include policemen, local politicians, religious leaders, etc. They are specific to the community.	Lower
5. Experts	Experts rank low in the persuasive list due to their low emotional value. Experts use jargon and have a habit of superiority that the audience disengages with. This is not to say that they aren't important.	Lowest

Logical Approach

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

Emotional Appeal

Behaviour is belief + emotional payoffs. Emotion persuades us.

Positive emotional messages are preferred over negative ones.

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Emotional Appeals used frequently in advertising:

Social Appeal

Scarcity Appeal

Sex Appeal
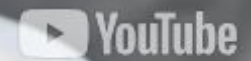
Class Appeal

Adventure Appeal

Youth Appeal

Answer the following questions:

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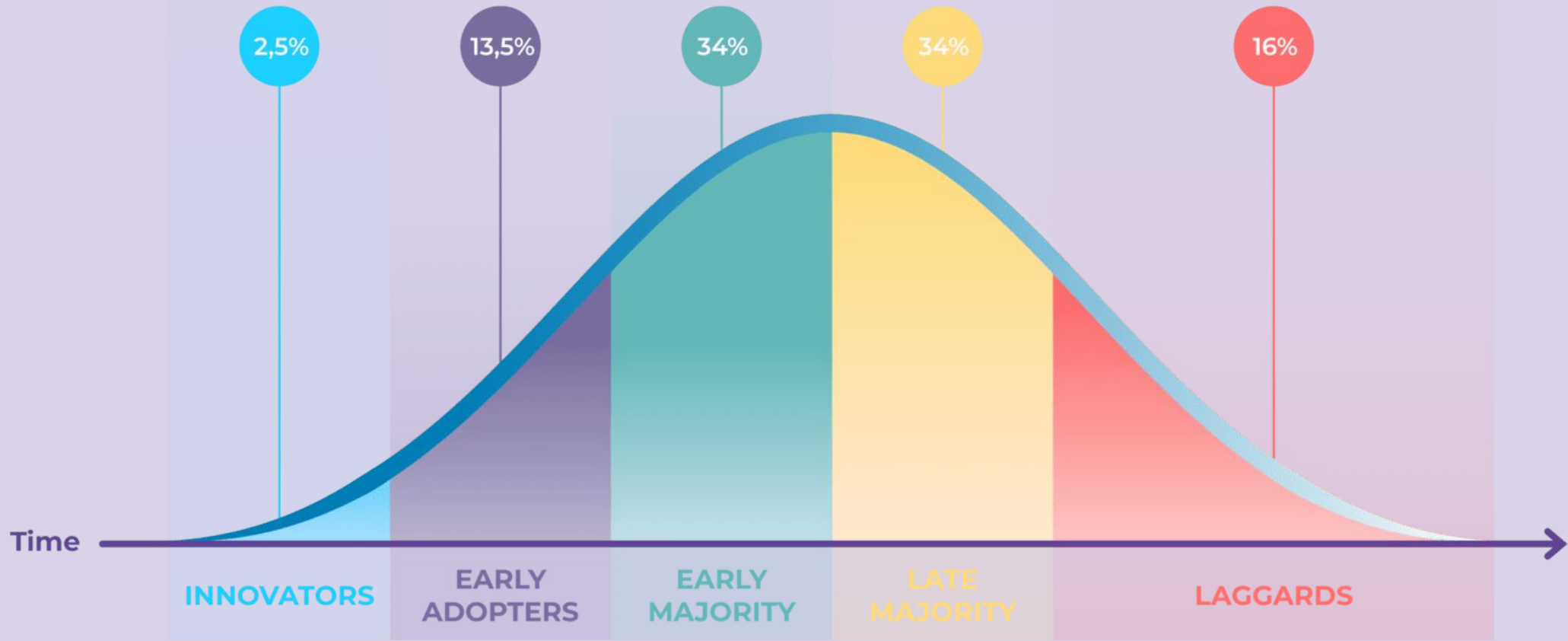3. Which one do you connect with more, why?

Go to **menti.com**, enter the code [4495 4456] and 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.

PERSUASIVE AIM – Example

I want to target (aim)

"Some teenage boys (target audience)

who have heard from their peers (their original influencers)

and believe smoking is attractive to girls (their agreed reality)

and that it will make them feel desired (their emotional pay off from smoking)

PERSUASIVE AIM – Example

that smoking makes you unattractive to girls and makes your look weak (for giving into peer pressure) (new agreed reality)

and therefore feel shame (new emotional reaction).
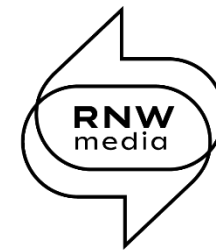
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QUESTIONS

REFLECTION

Go to **menti.com**, enter the code [4495 4456] and answer the following question:

What is your key takeaway from this session?

ASSIGNMENT

Draft statements

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Thank you!