



# CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day 4: SRHR Content & Popular  
Platforms



Camera on, mic off



Notebook and pen



OLA account



Smartphone

## WHAT YOU NEED

# RECAP AND REFLECTION





**our approach to  
content creation**

**Target Audiences**

**Persuasive Aims**

**Storytelling**

**Creative Formats**

**SRHR Content**

**Popular Platforms**

# AGENDA DAY 4

**Types of SRHR Content**

**Facebook & WhatsApp**

**Instagram & TikTok**

# UNESCO Guidelines on Sexuality Education

## Key concept 1: Relationships

Topics:

- 1.1 Families
- 1.2 Friendship, Love and Romantic Relationships
- 1.3 Tolerance, Inclusion and Respect
- 1.4 Long-term Commitments and Parenting

## Key concept 2: Values, Rights, Culture and Sexuality

Topics:

- 2.1 Values and Sexuality
- 2.2 Human Rights and Sexuality
- 2.3 Culture, Society and Sexuality

## Key concept 3: Understanding Gender

Topics:

- 3.1 The Social Construction of Gender and Gender Norms
- 3.2 Gender Equality, Stereotypes and Bias
- 3.3 Gender-based Violence

## Key concept 4: Violence and Staying Safe

Topics:

- 4.1 Violence
- 4.2 Consent, Privacy and Bodily Integrity
- 4.3 Safe use of Information and Communication Technologies (ICTs)

## Key concept 5: Skills for Health and Well-being

Topics:

- 5.1 Norms and Peer Influence on Sexual Behaviour
- 5.2 Decision-making
- 5.3 Communication, Refusal and Negotiation Skills
- 5.4 Media Literacy and Sexuality
- 5.5 Finding Help and Support

## Key concept 6: The Human Body and Development

Topics:

- 6.1 Sexual and Reproductive Anatomy and Physiology
- 6.2 Reproduction
- 6.3 Puberty
- 6.4 Body Image

## Key concept 7: Sexuality and Sexual Behaviour

Topics:

- 7.1 Sex, Sexuality and the Sexual Life Cycle
- 7.2 Sexual Behaviour and Sexual Response

## Key concept 8: Sexual and Reproductive Health

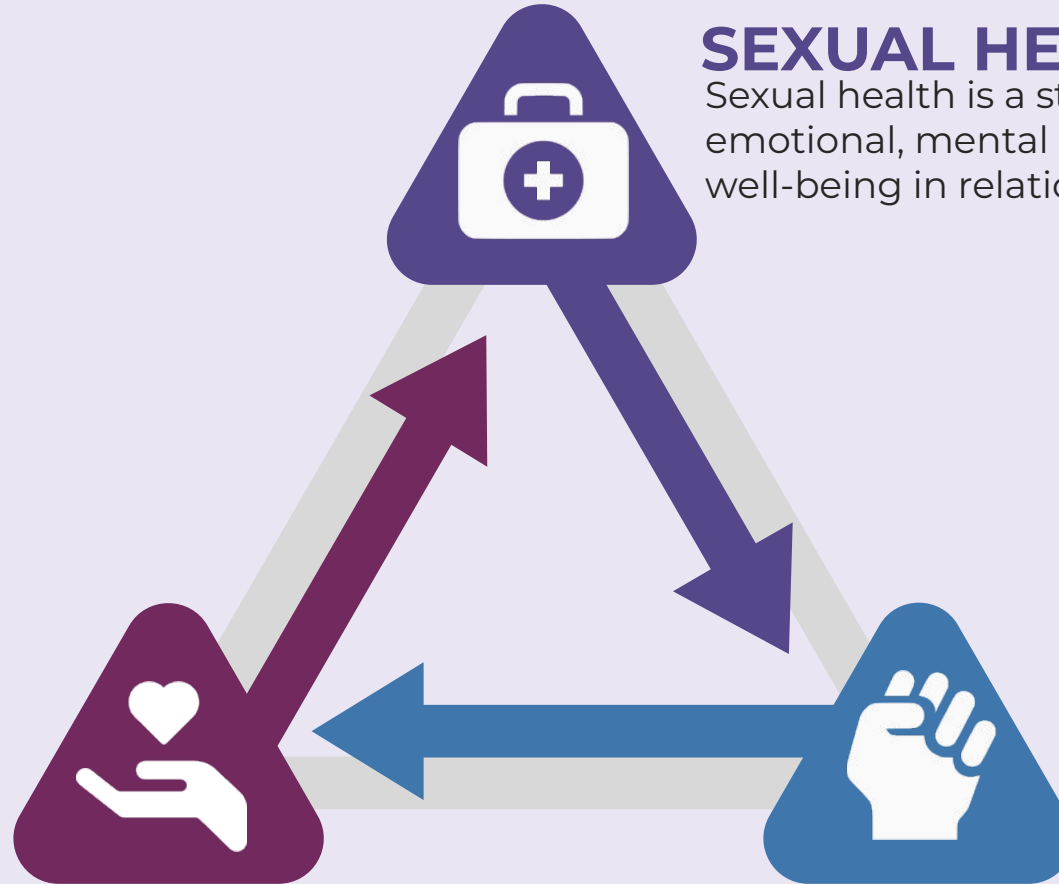
Topics:

- 8.1 Pregnancy and Pregnancy Prevention
- 8.2 HIV and AIDS Stigma, Care, Treatment and Support
- 8.3 Understanding, Recognizing and Reducing the Risk of STIs, including HIV

# THE TRIANGLE FRAMEWORK

## SEXUAL PLEASURE

Sexual pleasure is the physical and/or psychological satisfaction and enjoyment derived from solitary or shared erotic experiences.



## SEXUAL HEALTH

Sexual health is a state of physical, emotional, mental and social well-being in relation to sexuality.

## SEXUAL RIGHTS

Sexual rights protect all people's rights to fulfil and express their sexuality and enjoy sexual health, with due regard for the rights of others.

**GAB's Triangle Approach to Addressing Sexuality**

High Risk

### Taboo Topics

Talking about these topics brings substantial to intolerable risk to the team and/or the platform. The team shouldn't tackle these topics often (if any time at all).

### Challenging Topics

Talking about these topics brings moderate to substantial risk to the team and/or the platform. However, these topics are important. Therefore the team should tackle these topics with a specific strategy to reduce risk.

High Importance

Low Importance

### Filler Topics

Talking about these topics brings trivial to moderate risk to the team and/or platform. The team shouldn't tackle these topics too often (if any time at all).

### Evergreen Topics

Talking about these topics brings trivial to moderate risk to the team and/or the platform. These topics are important for the project therefore the team could write often about these topics.

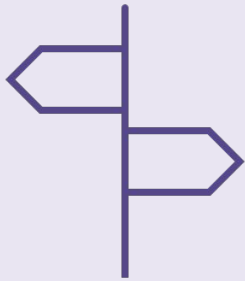
Low Risk



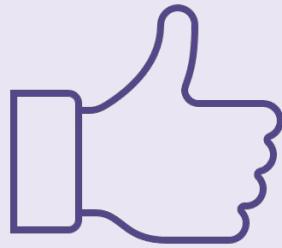
# Enabling factors in SRHR communication



Physical and  
psychological  
comfort



Self-determina  
tion



Consent



Safety



Privacy



Confidence



Communication

# SRHR CONTENT TYPES



**FACTS**



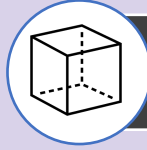
**STORIES**

# FACTS

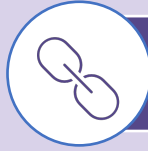
Facts, or evidence based SRH information content, is straightforward, objective information about love, sex, sexuality, relationships and the body.



Fact-based content should be created by an SRHR expert



Fact-based content should be simple, free from jargon and wordplay, and easy to understand for low-literacy readers.



If the source is a scientific article, include a link to the page or provide a downloadable file.



Thoroughly check the accuracy of any information you include about sexual health or medication.



Refer to multiple sources to ensure information is correct.



Try to use objective and scientific information from reputable sources, including links to the source where possible



If reputable scientific or medical opinions on an issue are divided, mention this in the article.



Doctor Near me



ENGLISH | हिन्दी



Let's Talk  
Ask a question



Shutterstock/sylv1rob1

#### BIRTH CONTROL

## What is contraceptive injection?

By Love Matters India Wednesday, May 6, 2020 - 17:05

The contraceptive injection is a shot that prevents pregnancy. The injection contains hormones (progestin or progestin- estrogen together) that prevent your body from releasing eggs and thickens the mucus at the cervix.



OUR BODIES

## I have a 'gent's problem', who should I see?

By [Auntyji](#) Wednesday, July 17, 2019 - 11:31

Hi Auntyji, I have a male sexual health issue but I am not sure which doctor to consult. Sharad, 26, Ludhiana.



© Love Matters India

Take care to protect the identity of other people who feature in the testimonial unless you have received their permission to use their real name.



Choose pseudonyms that are culturally appropriate.



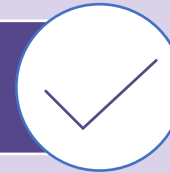
Stay true to the facts and spirit of the testimonial. It is acceptable to write a testimonial you have heard from a subject as if it is in their voice, but events or details should not be altered.



It is not acceptable to make up fictional stories and present them as true stories.



The story should be factually correct to the best of your knowledge, and you should do your best to verify this as far as possible.



When anything has been changed you must always state that this story is true, but names and places have been changed to protect identities.



# STORIES

Stories are opinion pieces, experiences/personal stories, testimonials, agony aunt or “sexpert” articles, fun facts, tips, etc.



Shutterstock/Syda Productions

OUR BODIES

## My dad taught me how to use a pad

By [Arpit Chhikara](#) Friday, May 25, 2018 - 17:03

Sanvi\*, a teenager from Kasauli, shared her story with Love Matters India's writer Arpit Chhikara about how she felt very distraught when her friend \*Tanya had to rush home, middle of a school day, after she stained her skirt

with a red spot. Next day Tanya said this was 'ladkiyo wali baat' and only moms could talk about it. Sanvi, who grew up in all-boys household also revealed who finally did the 'ladkiyon wali baat' with her.



Photo by Kelvin Valerio from Pexels/Person in the picture is a model

## Phimosis - All I needed was a quick surgery!


By [Arpit Chhikara](#) Thursday, August 13, 2020 - 16:49

Arpan, 21, was very happy when he got selected for his dream government job but when he went for the medical examination, he was told to have a small penis surgery to get his Phimosis corrected. What is Phimosis? Let's hear Arpan's experience.



# USER-GENERATED CONTENT

- Engagement
- Community building
- Cost
- Authenticity
- Content

 **Love Matters Naija**  
November 17 at 9:40 AM · 🌐

Dear LMN

I am confused. I don't know what to do. Two men are in love with me.


It all started when I was stranded and I met a guy who gave me accommodation. He loves me so much and I was pretending to love him too. We were together for one year and in this one year, I tried to love him but I couldn't.



After the first year, I got my own apartment and left his house, but he still loves me now and he's asking me to marry him but as I said earlier I don't have feelings for him.

I met another guy who loves me and I love him too. We're in love with each other but he is not yet ready for marriage.

Please friends, I'm not sure how to handle this situation. I need your advice. Should I go for the one in love with me which I don't love or the one that loves me and I love him too?

[#MessagesFromOurInbox](#)



  1.2K

575 Comments 28 Shares

# ACTIVITY

## Choose Your SRHR Topics





## REFLECTION

**On a scale of 1-5, how well do you master these social media platforms?**



## REFLECTION

Go to **menti.com**, enter the code [86944040] and answer the following question:

**On a scale of 1-5, how well do you master these social media platforms?**



## REFLECTION

**What keywords come to mind when you think of each platform?**



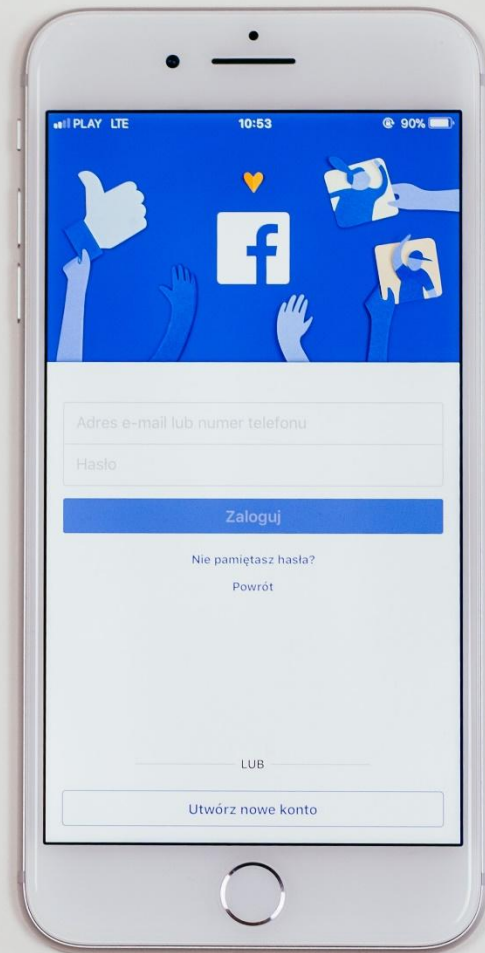
## REFLECTION

Go to **menti.com**, enter the code [86944040] and answer the following question:

**What keywords come to mind when you think of each platform?**

# BEST PRACTICES FOR FACEBOOK

1. Make a good first impression
2. Harness the power of video
3. Link generously
4. Connect your post to a trending topic or holiday
5. Share user-generated content
6. Engage with your audience
7. Repurpose your best content



# 1. Make a good first impression

Ensure that when potential new followers land on your Facebook Page, the design of your cover photo is compelling and the About section is clear.





Love Matters India

LOVE MATTERS



Suno, akhiri baar  
kab roye they?

## 2. Harness the power of video

Video content is more engaging than any other type of Facebook content. The average engagement rate for a Facebook video post is **6.13%**, which is higher than all other kinds of content. People look at videos five times longer than static content.



**दिलएवुश**

 **बच्चे का**  
**sahi time**





# 3. Link generously

Organizations that apply an open, networked approach to social media channels will engage their audiences more successfully than those with social blinders on and only talk about themselves.



Surfrider Foundation ✓

July 30 · 🌐



It's that time of year again...

Our 7th annual Creators & Innovators Upcycle Contest is here! We've partnered up with our friends at [VISSLA](#) and [The Ecology Center](#) to challenge you, the wave conscious, to take something that might be considered waste and create something that can be used in the ocean.

Learn how to enter the Creators & Innovators Upcycle Contest and download a DIY hand plane template at [vissla.com/creatorscontest](https://vissla.com/creatorscontest).

👤 @brianelliott  
[#creatorscontest](#)






**Yeh sham  
khubsoorat ho,  
dua sabki पूरी ho.**

**4. Connect your  
post to a trending  
topic or holiday**

# 5. Share user-generated content


Encourage users to ask questions and create posts and keep an eye out for mentions of your name, so that you can capture these great opportunities.


 **Love Matters India** Admin 2 h · 📧 ⋮

Dear Love Matters, Mere periods bahut irregular hain. 3-4 months mein ek baar aate hain. Aur jab hote hain to bahut painful hote hain aur bahut heavy bleeding bhi. In problems ki wajah se main un dino koi bhi kaam nahi kar paati. college bhi nahi ja pati aur bas sara din ghar pe leti rehti hun. friends kehti hain ki main zada he sensitive hun shayad. Dard bhi nahi sehan kr paati. lekin mujhe sach me bahut pareshani aur pain hoti hai. itna zada pain kya sab girls ko hota hai? aur to aur face pe bahut he pimples bhi ho rahe hain aur mera confidence bhi kam ho raha hai.

[#MessagesFromOurInbox](#)

[See Translation](#)



 10 10 answers

1 h Like Reply



**Love Matters India**

Author Admin ...

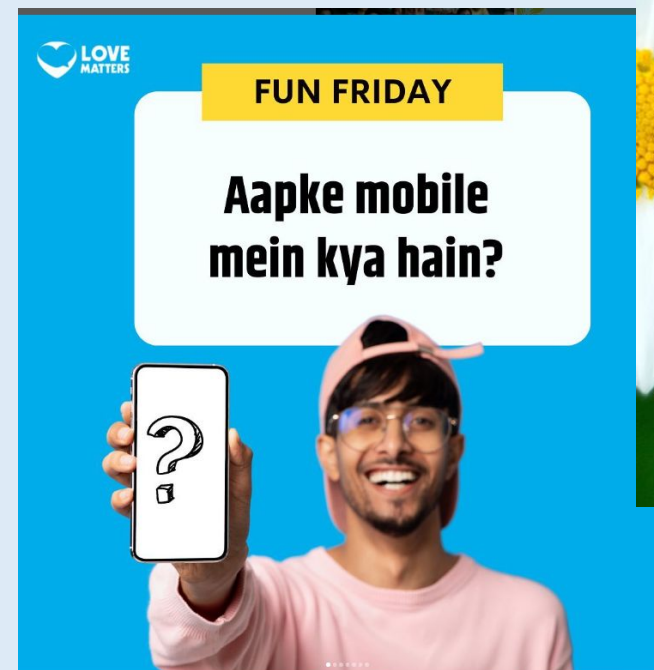
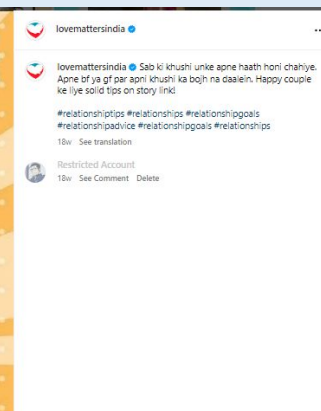
Dost, periods main thoda pain hona to normal hai - kyunki aapka uterus (garbhashay) apni parat ko nikal raha hota hai. Isme thode madod aana, cramps hone, yeh sab ho sakta hai. Lekin bahut zada pain hone normal nahi hai! Please iske peeche jude karanon ko jaane ki koshish karo kisi acche doctor se mil kar. Yeh bahut si problems ki wajah se ho sakta hai - jaise ki PCOD. So isko ignore mat karo. Jaldi hee kisi achhe doctor ki salah lo aur periods ke pain ko control karo. Periods hona normal hai lekin periods main bahut zada pain hona normal nahi hai! Aur jaankari ke liye hamari aunty ji ki salah suno iss article main <https://lovematters.in/hi/our-bodies/auntyji-does-period-pain-stop-after->

## 6. Engage with your audience

Engaging with your community helps you build trust with your audience, create momentum, show that you care and appreciate everyone interested in your mission.

# 7. Repurpose your best content

For example, if you have shared a successful text post, consider creating a graphic, a podcast, a video on the subject. Then, you can repost your popular content at regular intervals to keep it in front of your audience.





# BEST PRACTICES FOR WHATSAPP

1. Provide information quickly
2. Bridge the digital divide
3. Think outside the box
4. Answer sensitive questions
5. Foster the active engagement



# 1. Provide information quickly

Driven by the rapid spread of COVID-19, organisations have been using WhatsApp to disseminate critical information through WhatsApp groups whose members can then easily share with their respective networks.



Have questions about **COVID-19**?  
We have answers



Click this link and  
**text hi to**  
the whatsapp number



World Health  
Organization



World Health Organization ✓



hi mr who 11:04 ✓

🔒 Messages to this chat and calls are secured with end-to-end encryption. World Health Organization may use another company to store, read and respond to your messages and calls. Click for more info.

This chat is with the official business account of "World Health Organization". Click for more info.

Sorry I am an automated system and didn't understand your reply.

Reply with a number (or emoji) at any time to get the latest information on the topic:

1. Latest numbers 📄
2. Protect yourself 👍
3. Your questions answered ?
4. Mythbusters 🛑
5. Travel advice 🌍
6. News & Press 📰
7. Share ▶▶
8. Donate now 🙏

11:04

Type a message

✕ Contact info



World Health Organization ✓

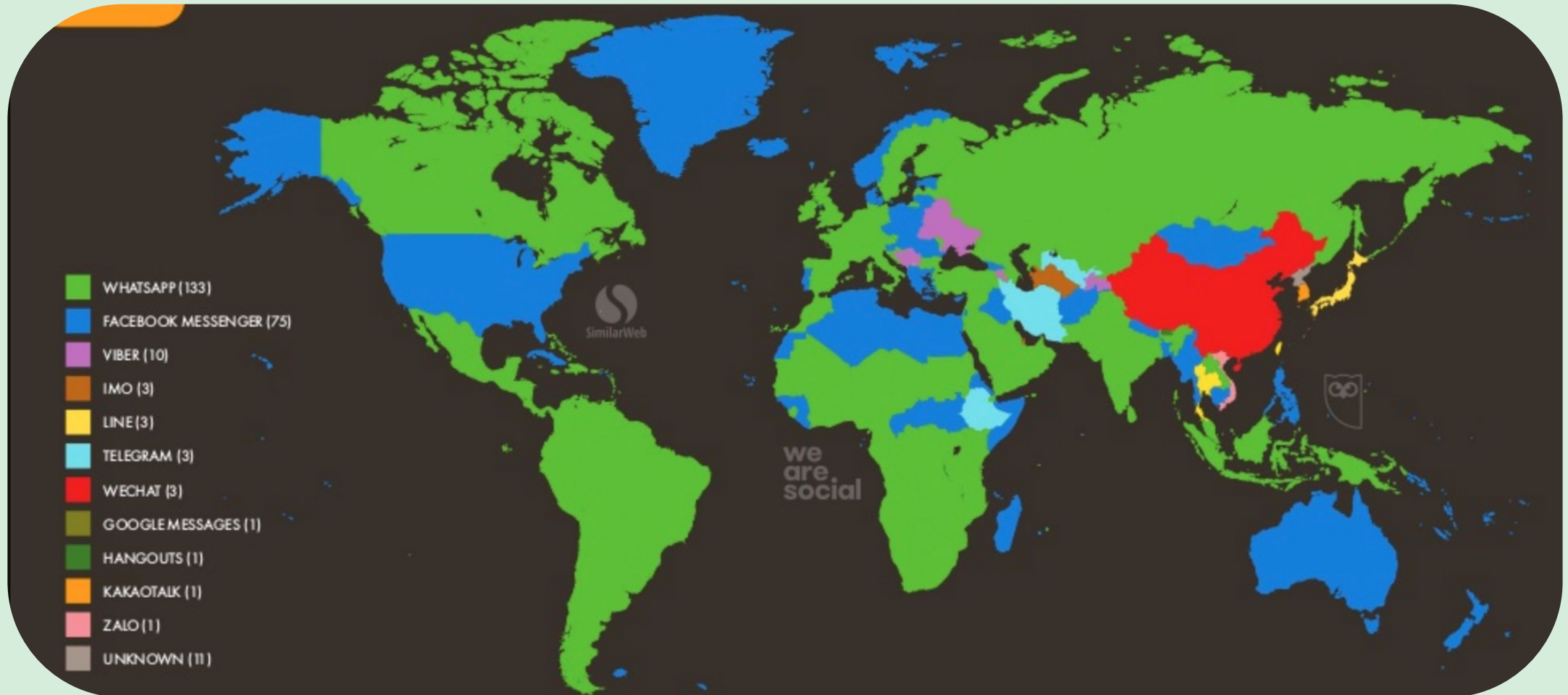
Official business account

- 🏷️ Medical & health
- 🏠 This service will provide you with information and guidance from WHO on the current outbreak of coronavirus disease (COVID-19) that was first reported in December 2019.



# 2. Bridge the digital divide

WhatsApp can help you reach digitally-disadvantaged communities. For the Global Majority where telecom options are either expensive or inaccessible, WhatsApp is the go-to alternative to text or other social media.



APR  
2021

# FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 (EXCLUDING CHINA) WHO SAY THAT EACH OPTION IS THEIR 'FAVOURITE' SOCIAL MEDIA PLATFORM\*



SOURCE: GWI (Q4 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

\*NOTES: ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE USERS IN CHINA. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER SOCIAL PLATFORMS NOT INCLUDED IN THE CHART SHOWN ABOVE, SO VALUES MAY NOT SUM TO 100%. INDIVIDUAL RESPONDENTS MAY USE DIFFERENT CRITERIA TO DETERMINE THEIR "FAVOURITE" PLATFORM.

we  
are  
social

Hootsuite

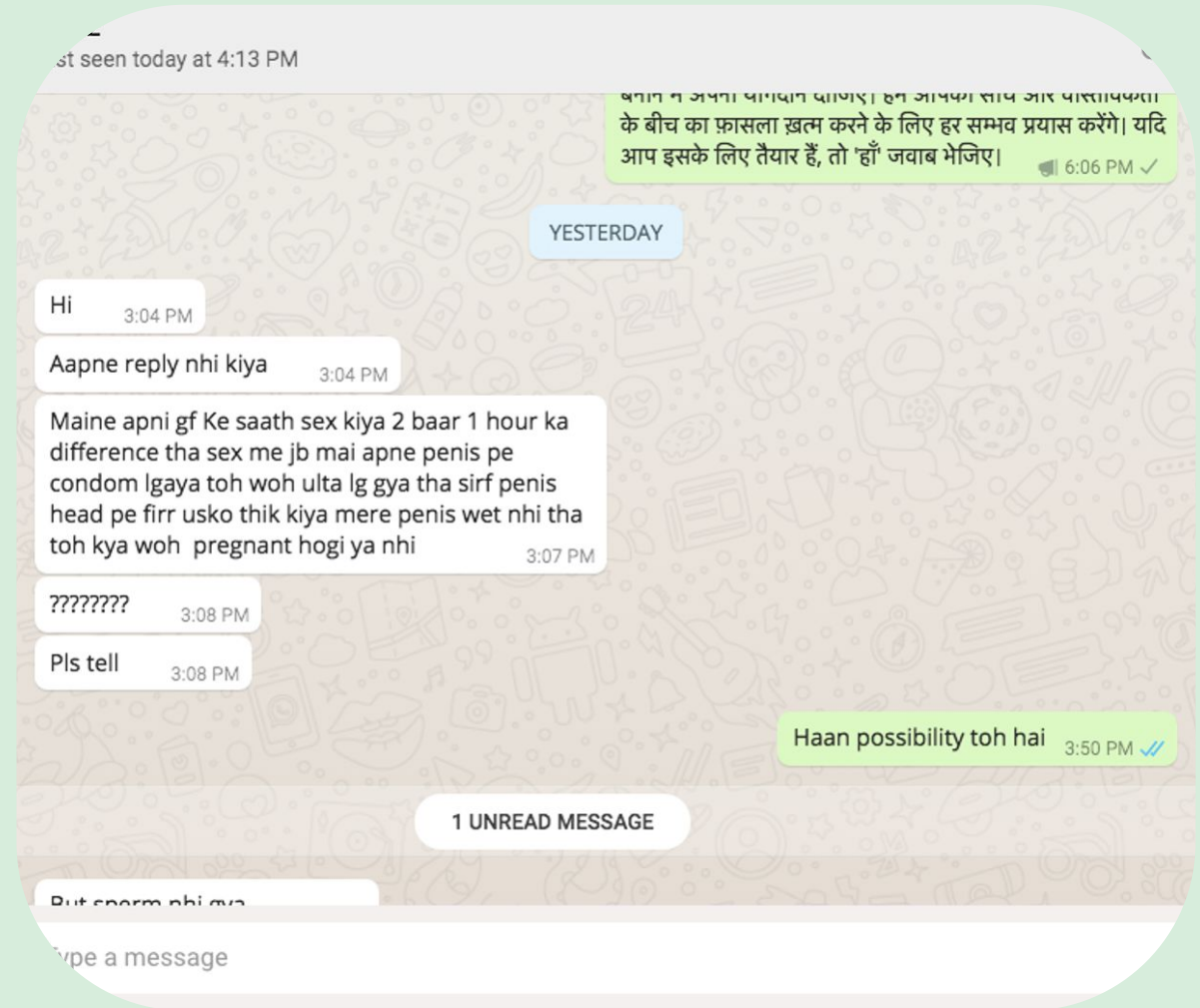


## 3. Think outside the box

- In **Lebanon**, COVID-19 tests can be ordered on the app
- In **Argentina**, a chatbot connects patients to doctors to report COVID symptoms
- A **Philippine diplomatic mission** in the United Arab Emirates uses the app as a hotline for its citizens working in the country
- In **Brazil**, citizens use an in-app directory of 1000s of retailers
- In **Mexico**, WhatsApp has been used to create support networks for women that experience intimate partner violence.

# 4. Answer sensitive questions

A pilot ran by Love Matters India showed that subscribers felt comfortable asking their most private questions via WhatsApp. Some said that they wouldn't want to ask these sensitive questions publicly on a more public platform.





## 5. Foster the active engagement

WhatsApp has excellent engagement rates. **98%** of messages are opened and read, and **90%** of them get opened within three seconds of being received. Additionally, people tend to share your content through private messages or groups, which can amplify your message or campaign at no extra cost.

# REFLECTION

Do you have any other **Facebook** or **WhatsApp** tips you'd like to share?

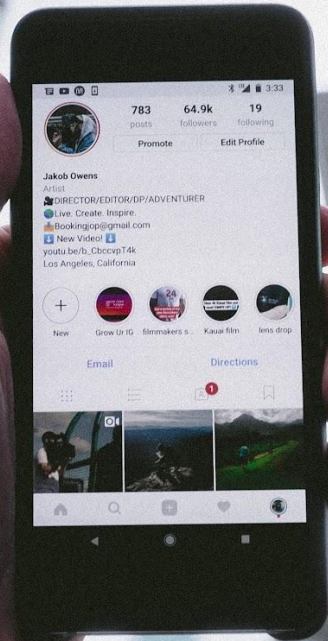
Would you like to reflect on any of the best practices?





# BEST PRACTICES FOR INSTAGRAM

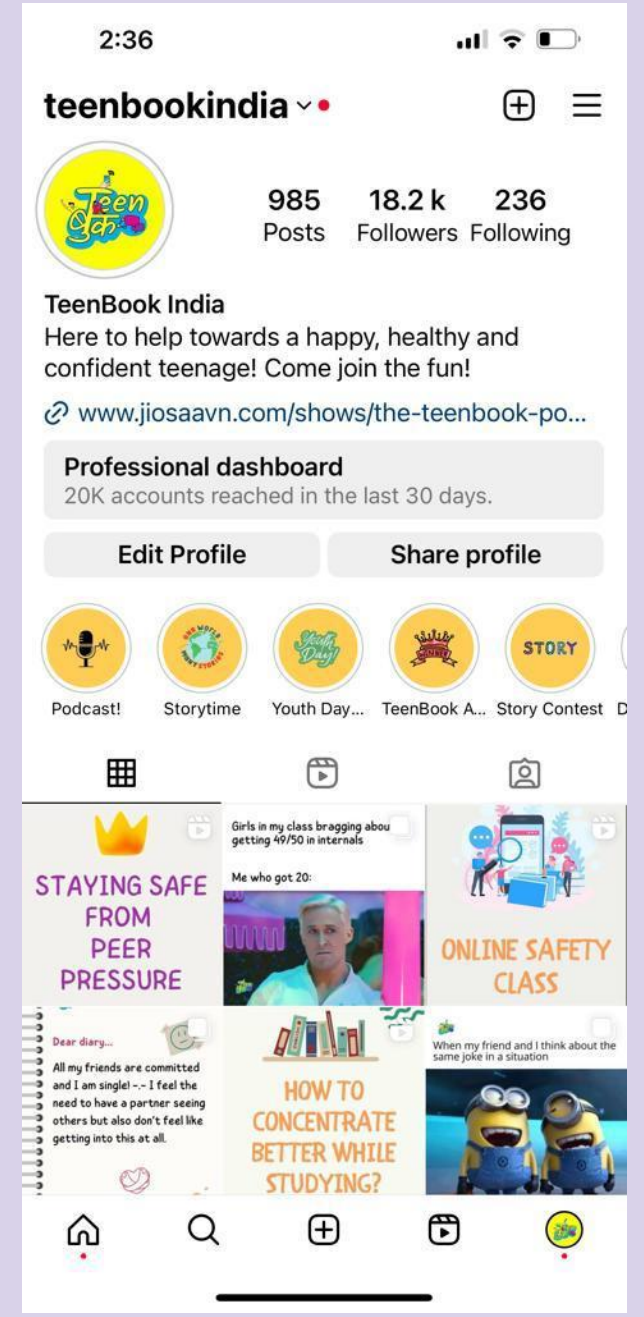
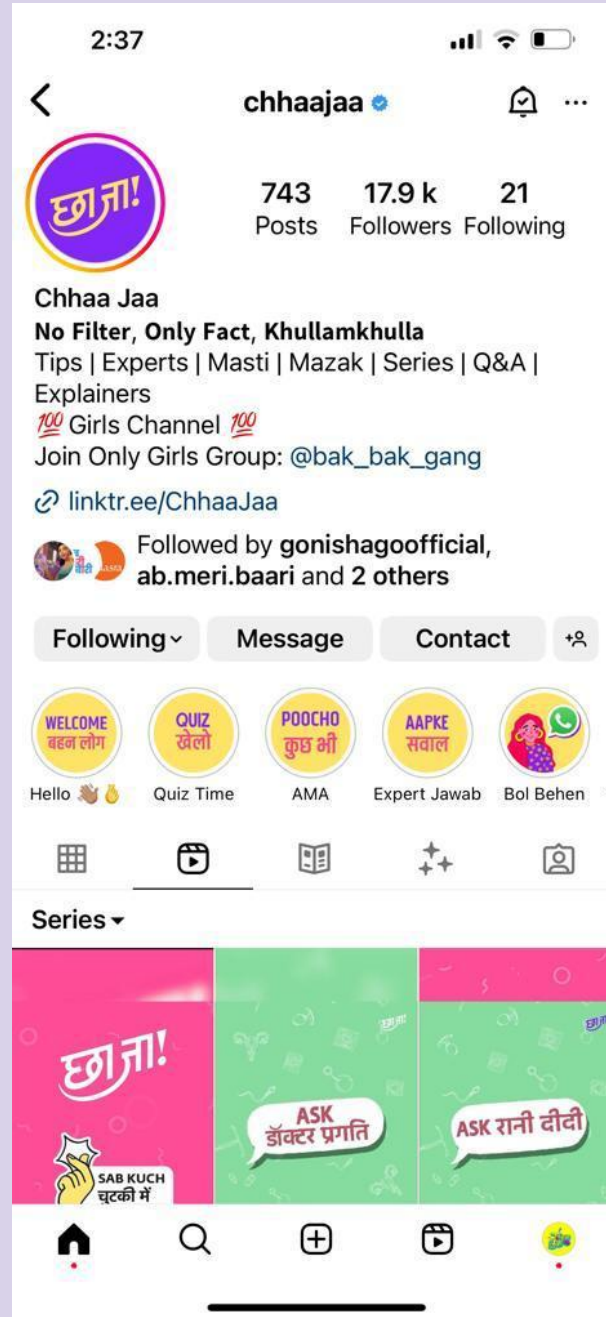
1. Find your focus
2. Aim your content at a young audience
3. Use all the content types
4. Create mobile first
5. Swipe up
6. Put a face on your story
7. Use interactivity
8. Help people find you with geotags
9. Use highlights to intro new followers
10. Make sure you're posting enough



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.



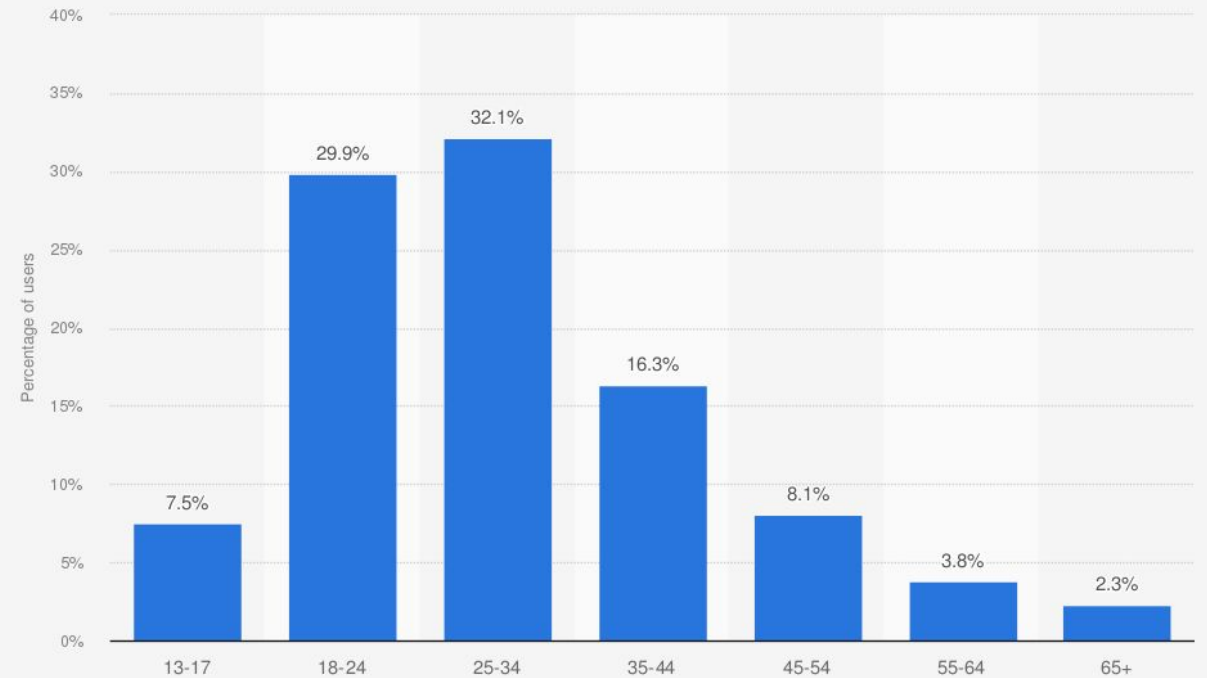
## NUMBERS

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

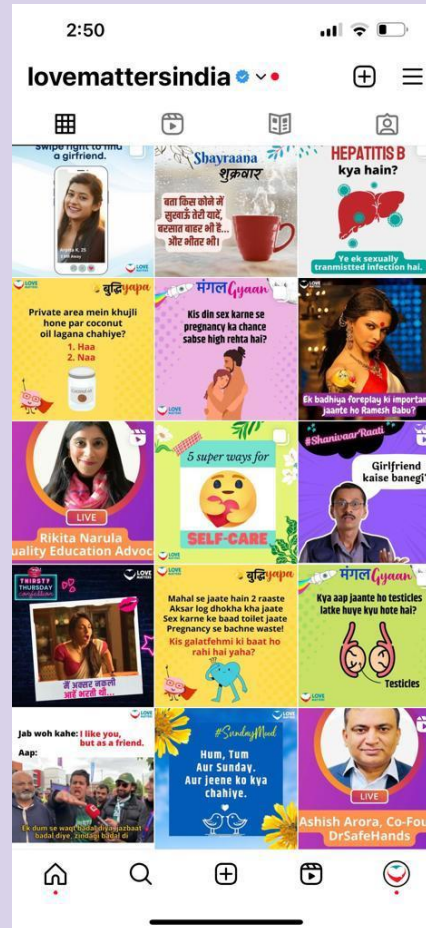
Additional Information:

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

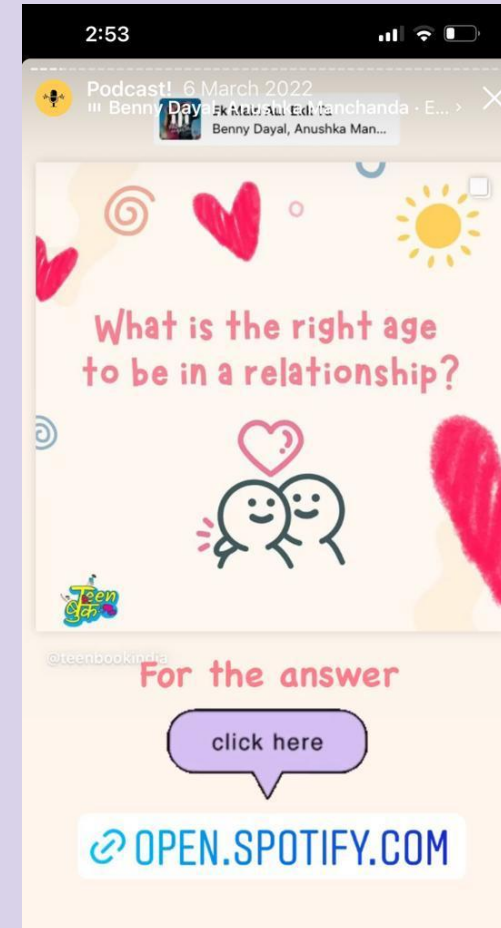
3

# Use all the content types

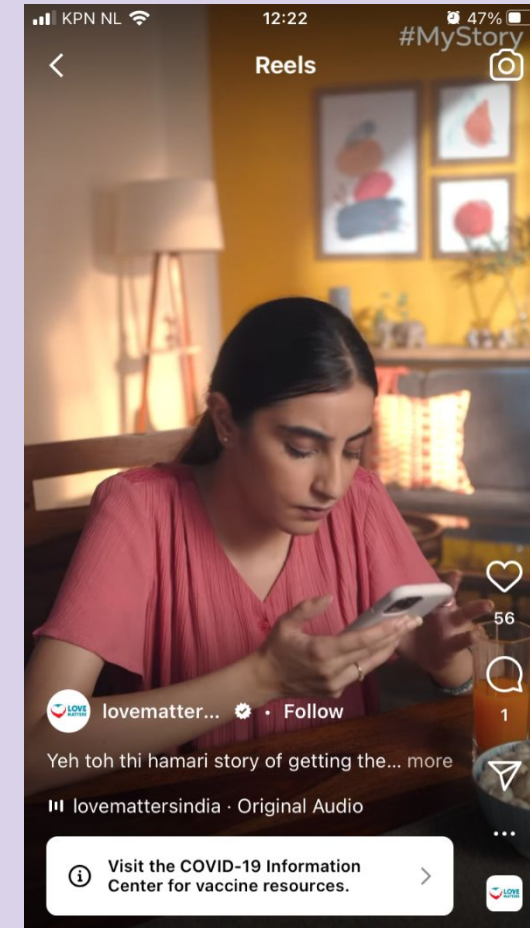
Photos, videos, stories, live.  
Maximize your chances of appearing on the explore page.



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!



**मंगल Gyaan**

Bina safety (condom)  
ke kar liya sex?

Ab kya karein?

LOVE MATTERS

@lovemattersindia

CLICK HERE!

LOVEMATTERS.IN

Love Academy • 5 February

#VALENTINES  
**LOVE ACADEMY**

LOVE MATTERS

Aakhir ladkiyon ko  
chahiye kya?

#Tutorial

THE ANSWER IS ↓

LOVEMATTERS.IN



# 6

## Put a face on it

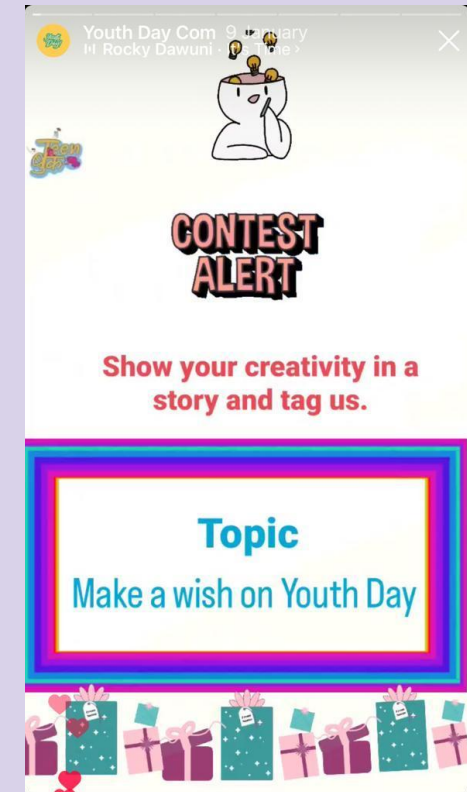
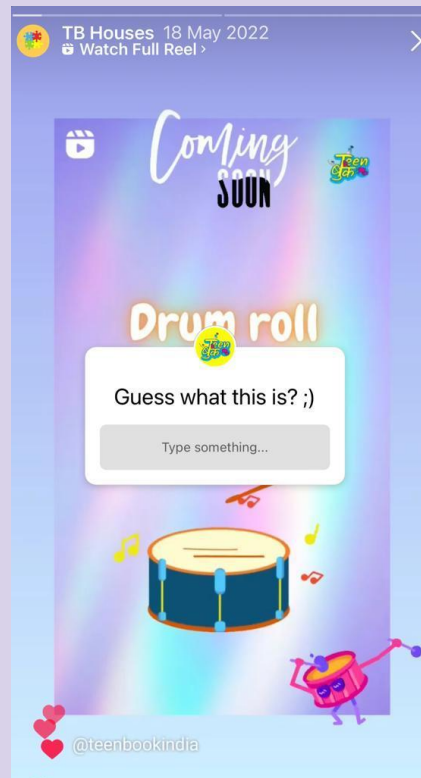
Humanize your content by highlighting volunteers, staff and those you serve.



7

# Interactivity is your secret weapon

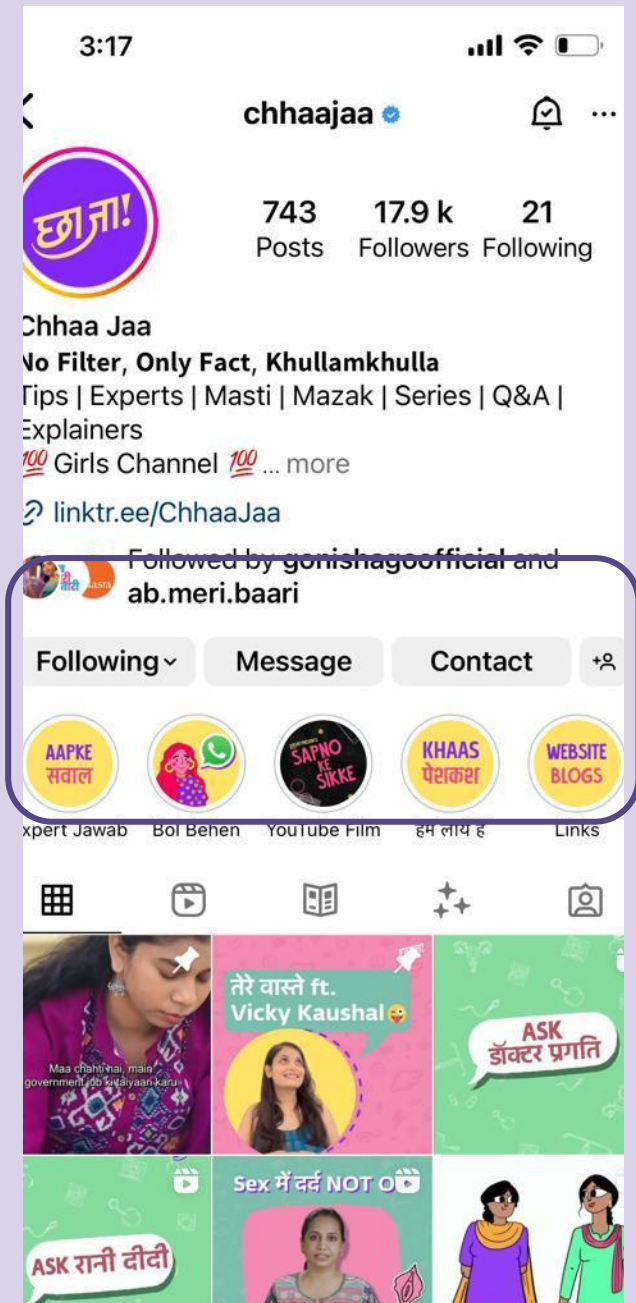
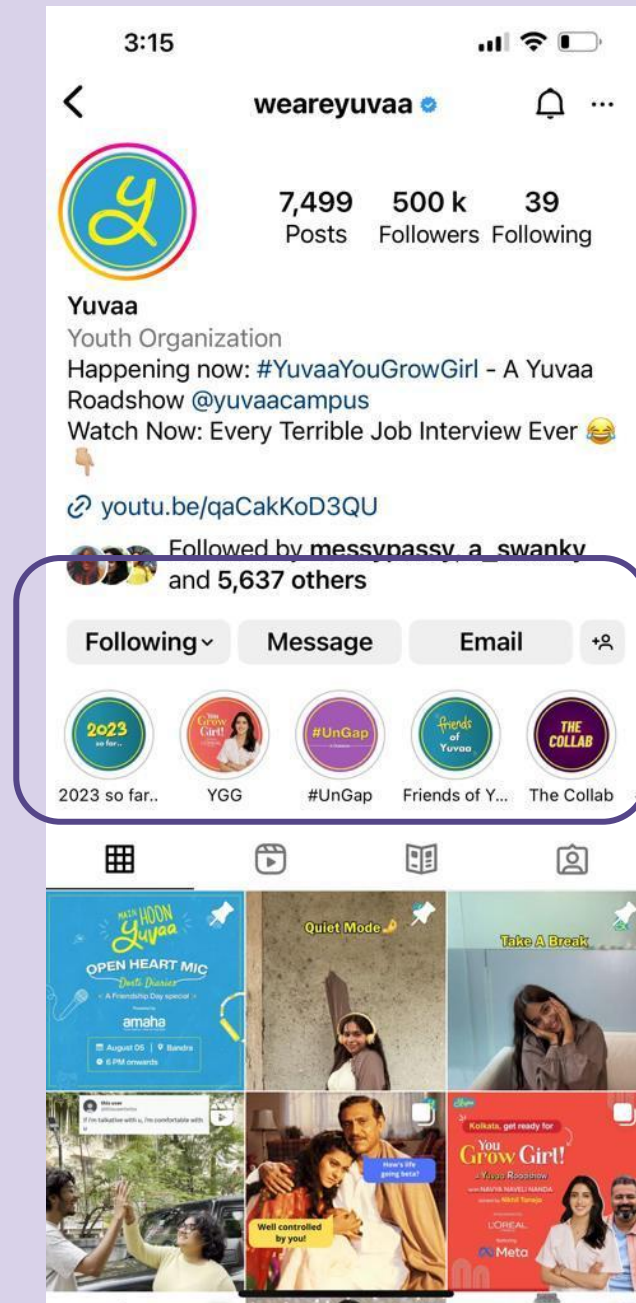
Drive engagement and not only passive views



9

# Use highlights to intro new followers

A way for them to discover what to expect



10

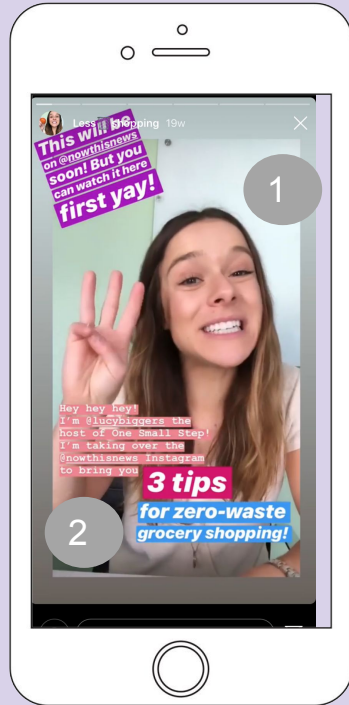
## Make sure you're posting enough

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 <b>more</b> often to feed	4.3 posts/day	2.3 posts/day
Use stories <b>regularly</b>	4.1 stories/day	2.8 stories/day
Post <b>more videos</b> to feed	35.2%	32.0%

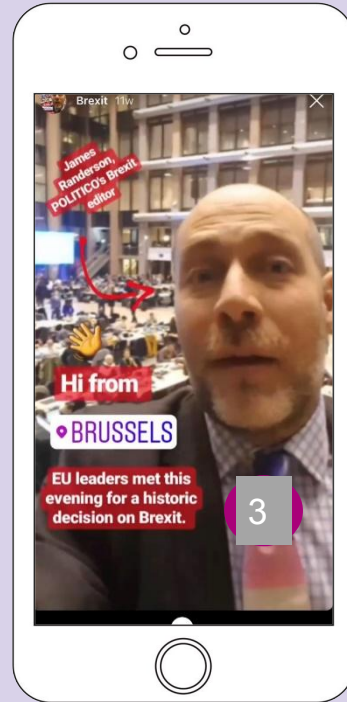
# VISUALS: ANATOMY OF A GREAT INSTA STORY

## INTRO

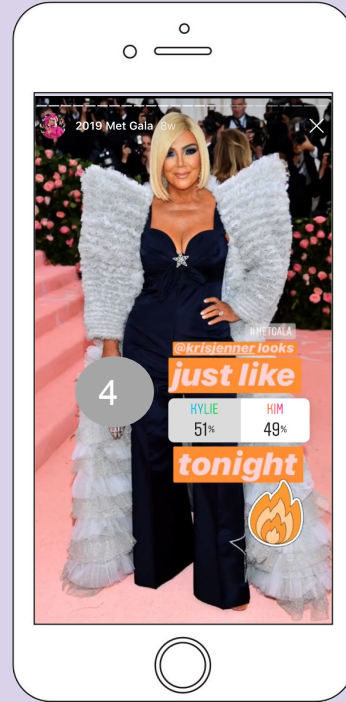


1. Selfie styled into
2. Short punchy display copy

## 3-6 POSTS



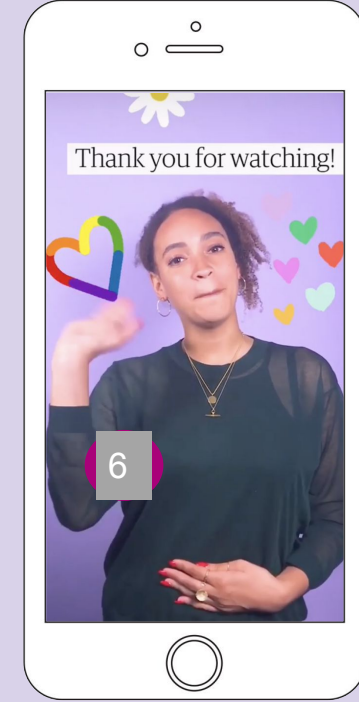
3. Location tags & hashtags



4. Use interactives: polls, stickers, sliders liberally



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



6. Embrace GIFs (the cool kids are)
7. Use Swipe Up for deeper discoveries.



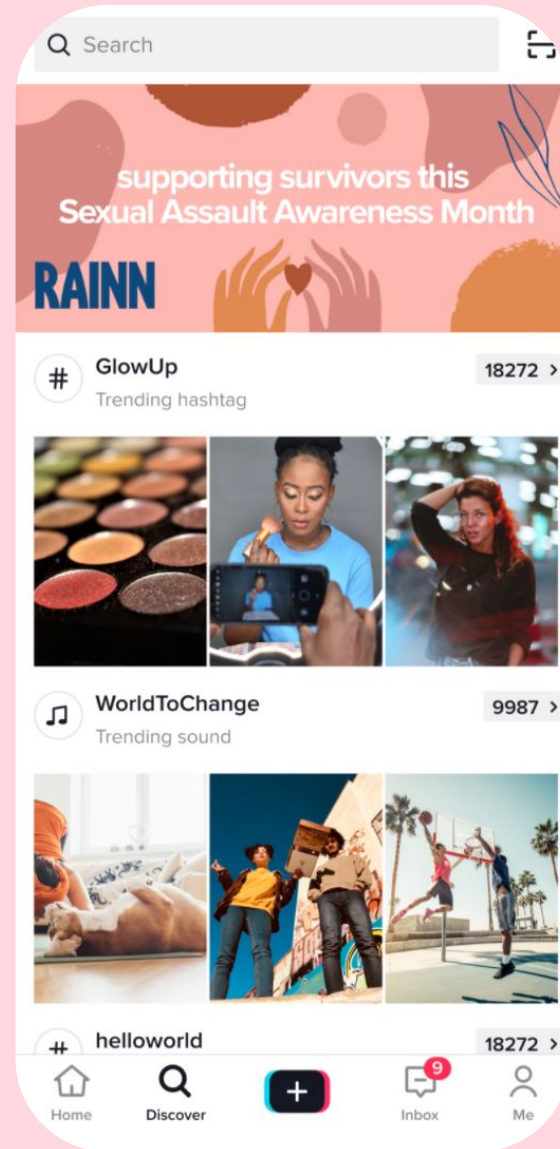
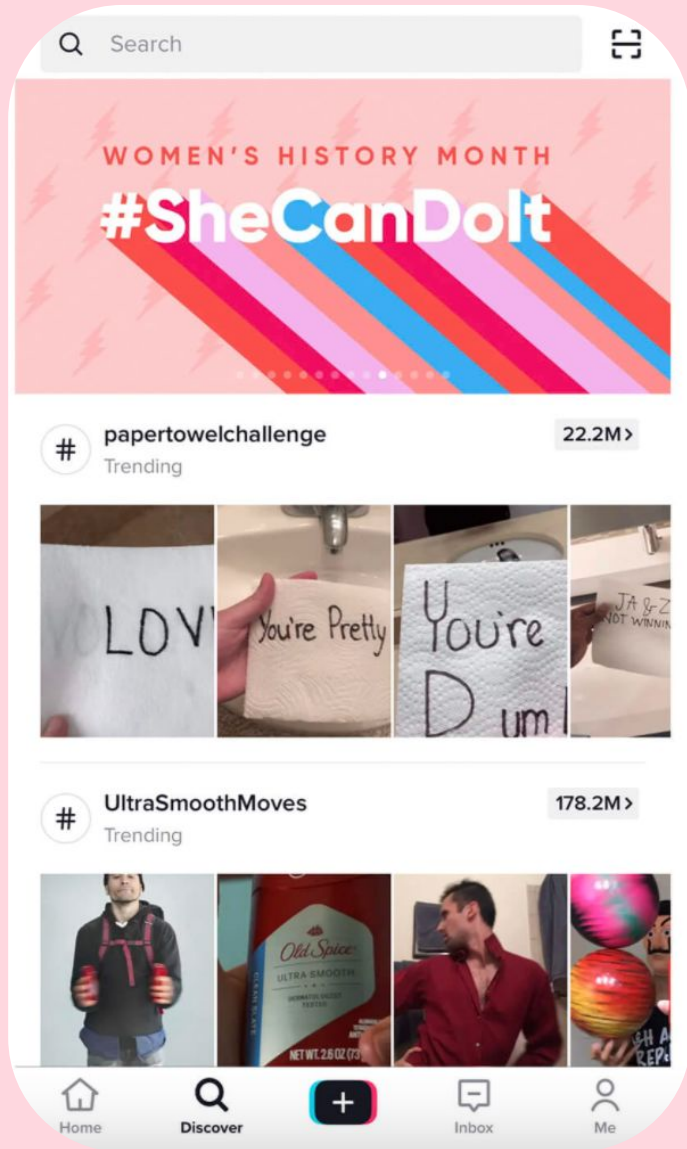
## GROUP WORK

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



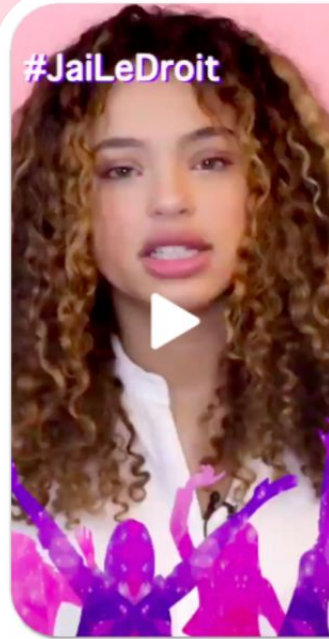
2

## 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

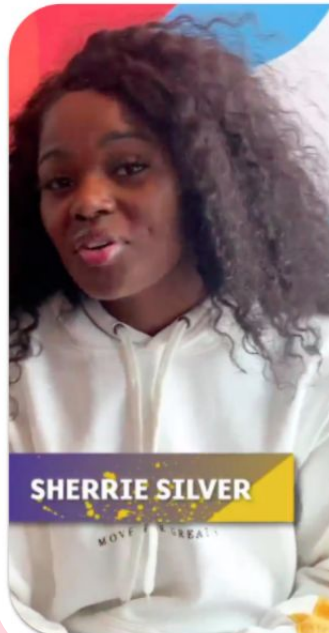


### #JaiLeDroit (IHaveTheRight)

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.

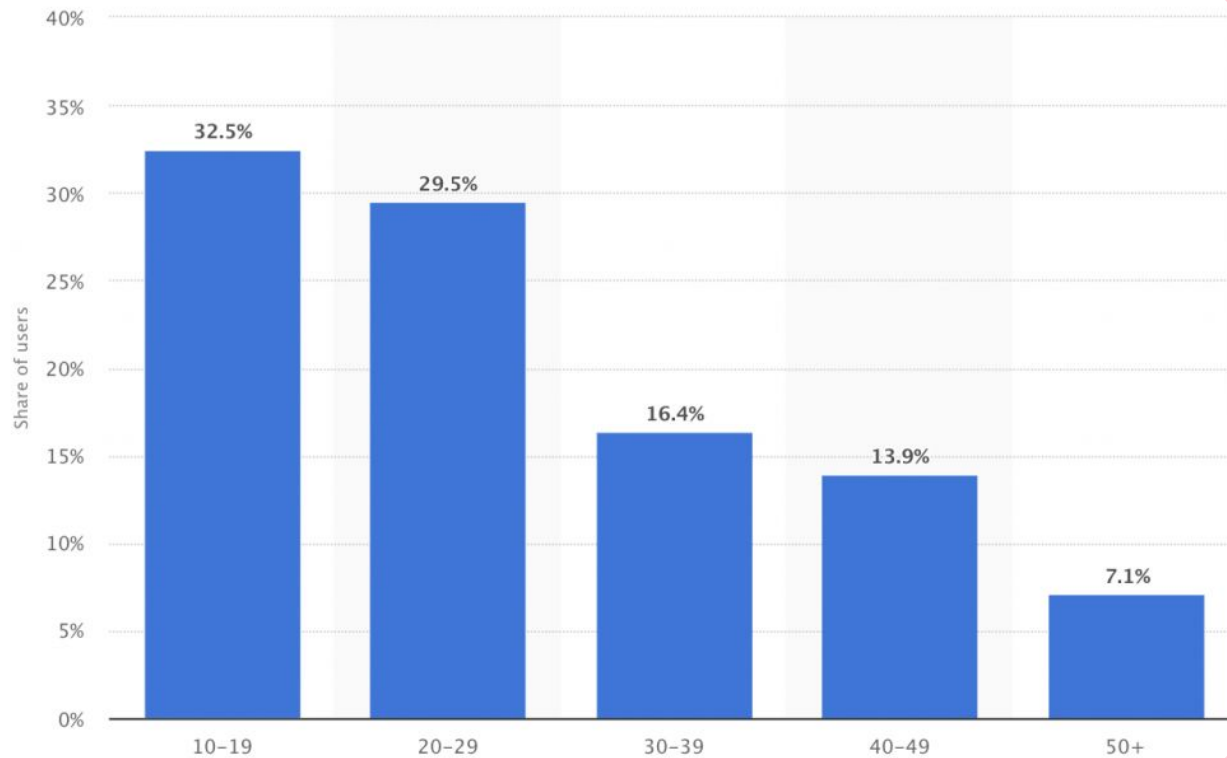
33K videos created

81M video views

3

## Inspire the youngest audience

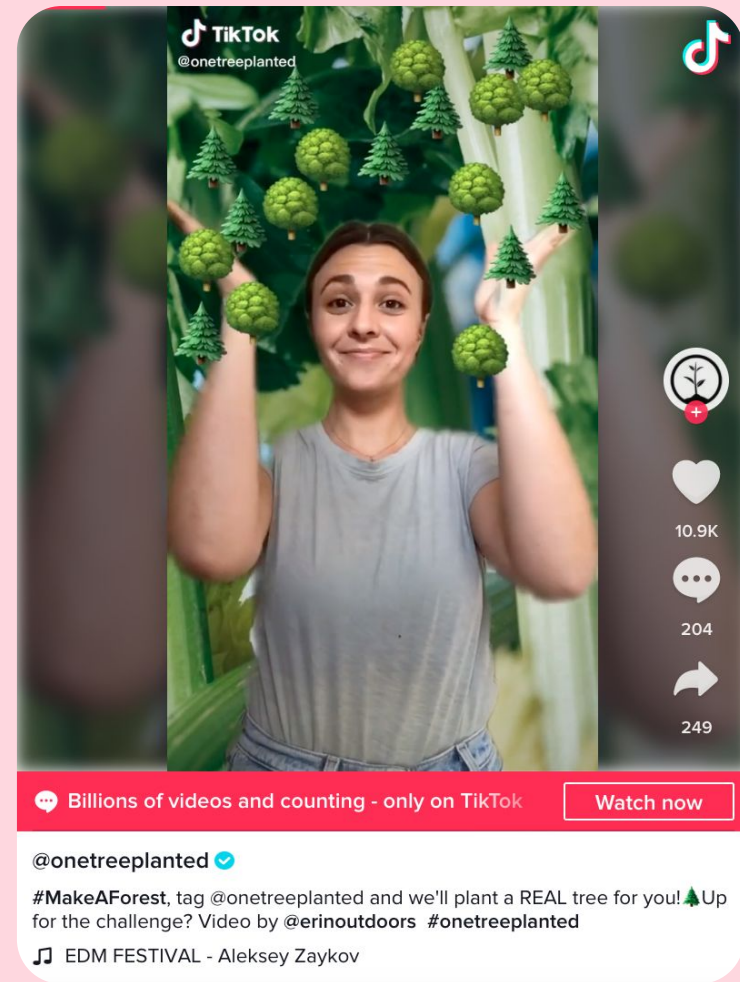
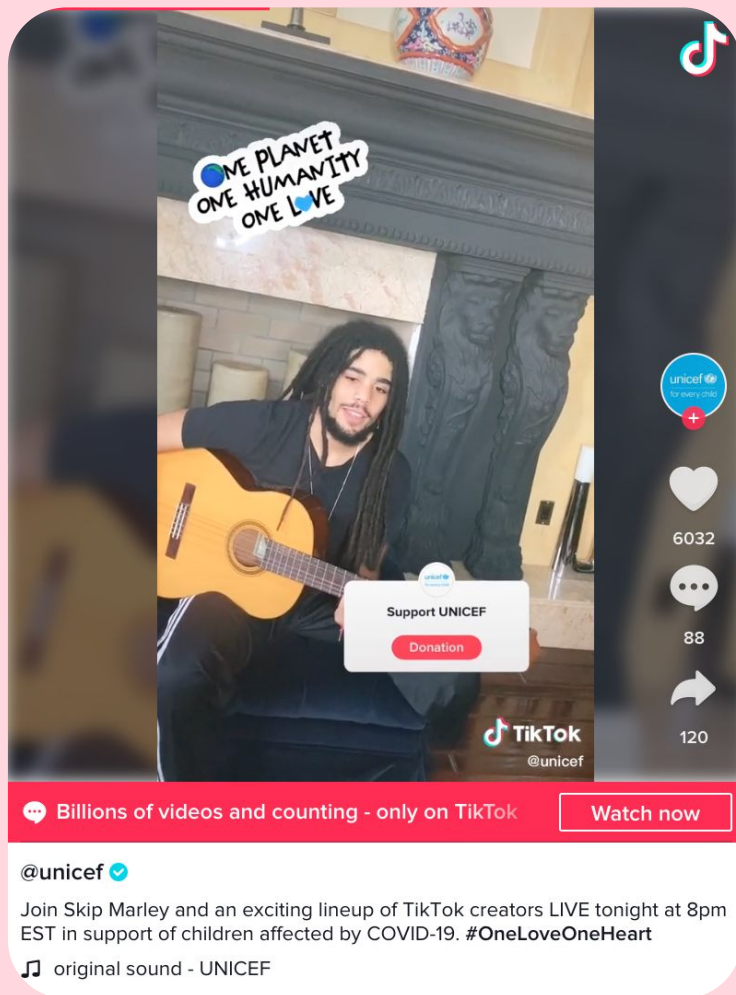
60% of TikTok users are Gen Zers.  
Gen Zers are trendsetters and social amplifiers.

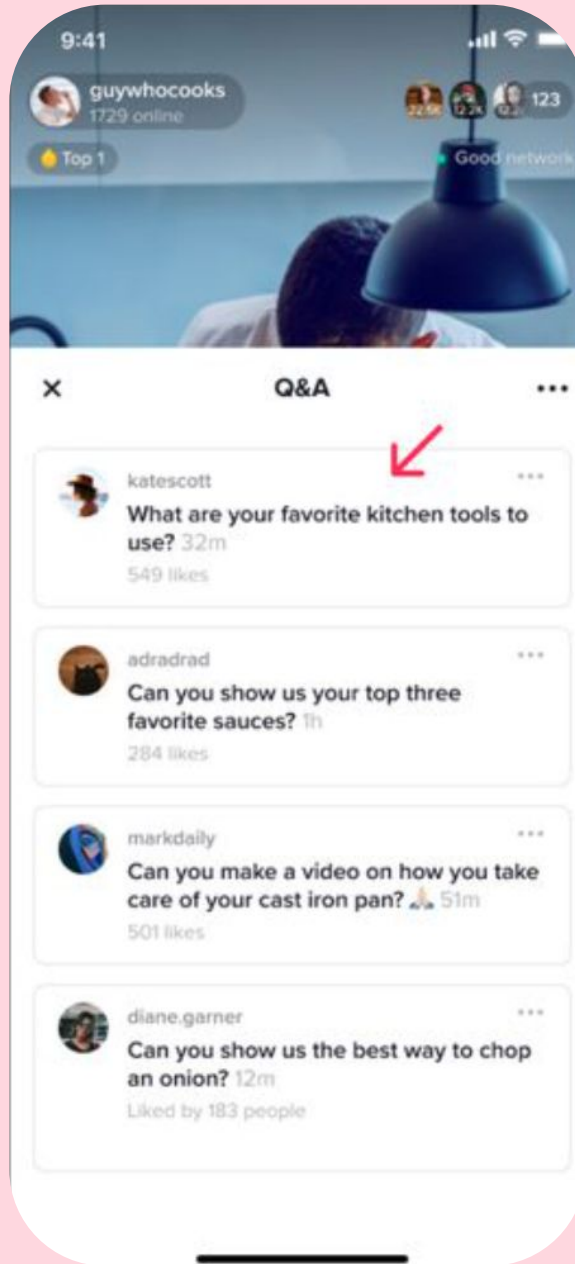


# 4

## 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

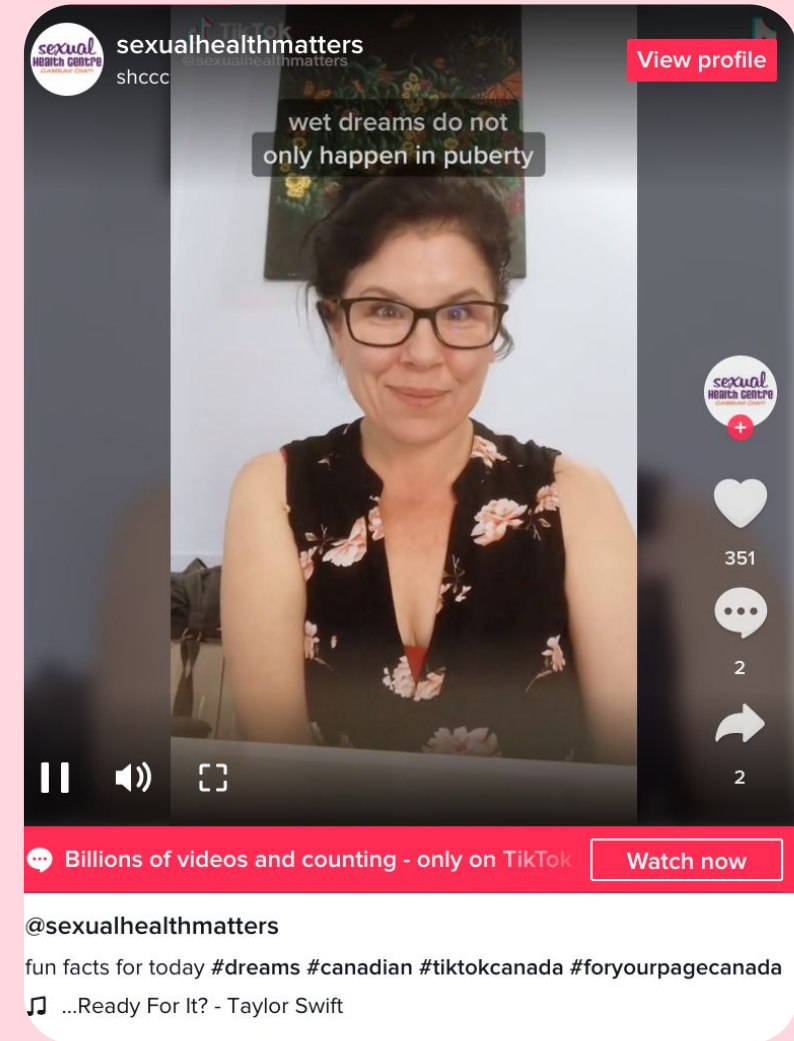
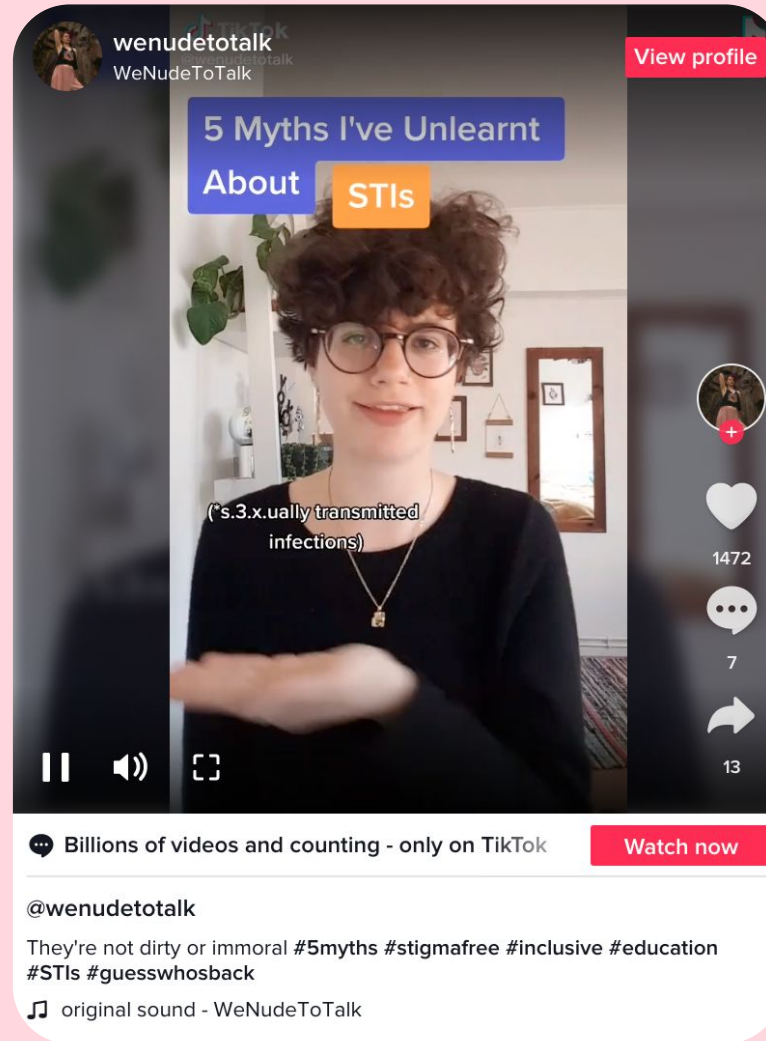
# Go live

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?



# QUESTIONS







## REFLECTION

Go to **menti.com**, enter the code [86944040 ] 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!