



# CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day 5: Peer Feedback



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 5

**Pushing the Boundaries**

**Audience Engagement & Virality**

**Pitch + Content Demo**

**Peer Feedback**

**Training Evaluation**

# 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 20 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 7.9K Comments 36 Shares

Like Comment Share

Most Relevant

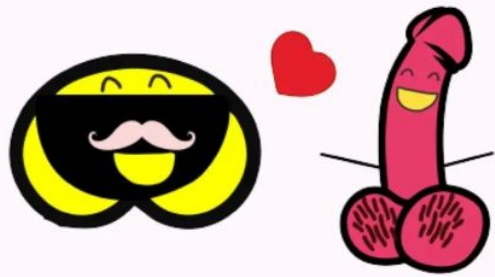
Mercyline Kangu  
What I know is that if properly utilized by the male gender,u will forever "daddy" him  
Praise God!

Like · Reply · Message · 1w



## SENSITIVE SRHR TOPIC

Avoid body parts or naked bodies.  
Get creative!



योनि ONLY  
NEEDS पानी!



## STRATEGY TO AVOID AD REJECTION

Avoid images showing too much skin



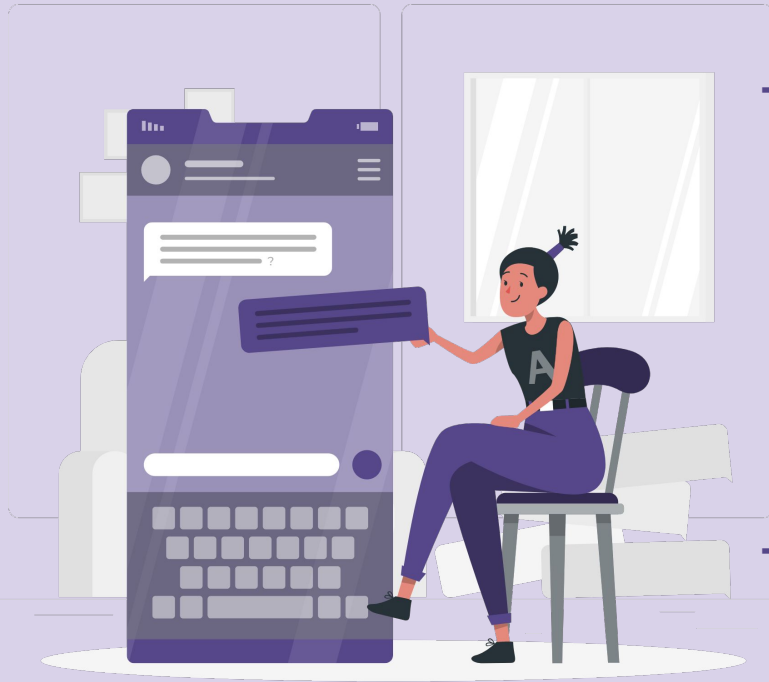
Love Matters India

Published by India LoveMatters · 4 days ago ·

Agar ek baar sex ke liye haan bol di to dubara mana kar sakte hain?  
Haan bilkul! Iss baare main zara yahan padho to!

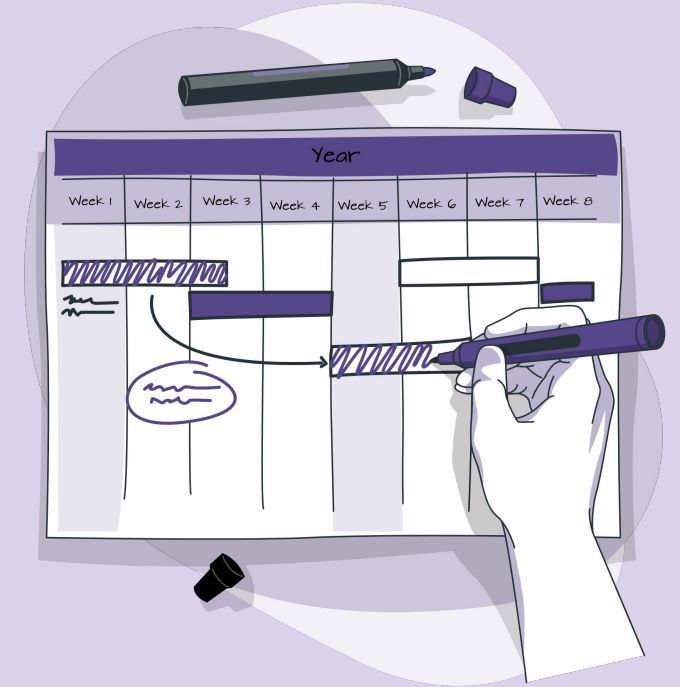


# How do you deal with sensitive topics, taboos and censorship?



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.

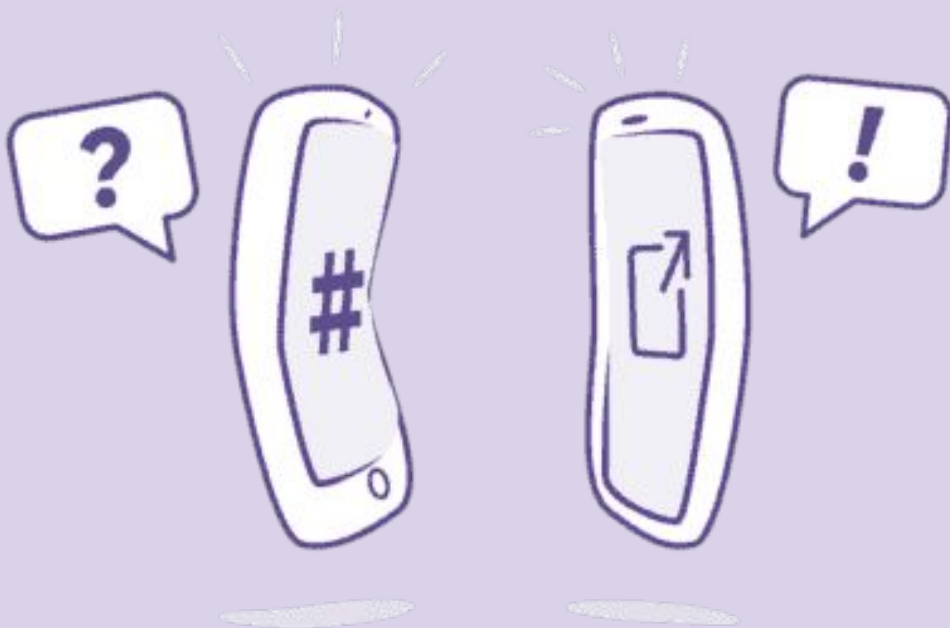
## **Metrics to measure the impact:**

- 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.

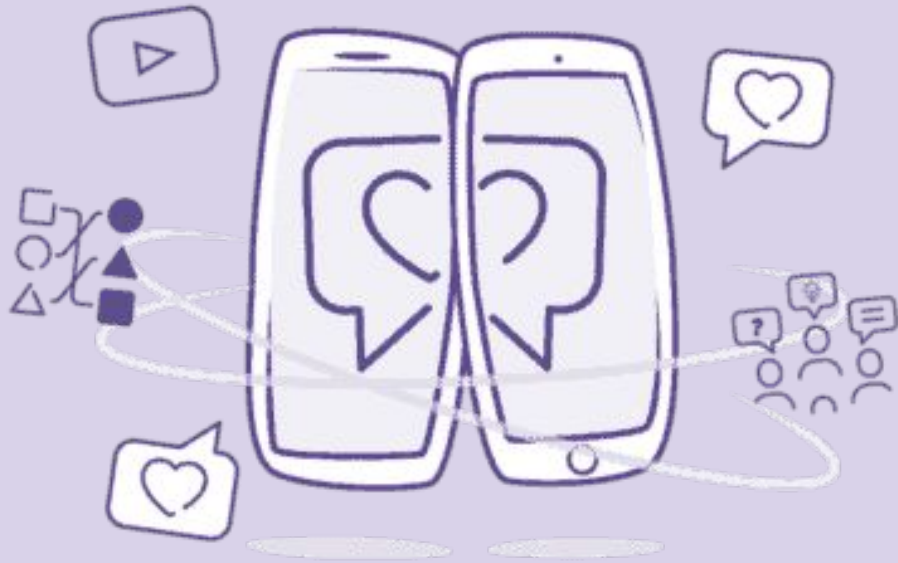




# 'COMMITTING' engagement

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.

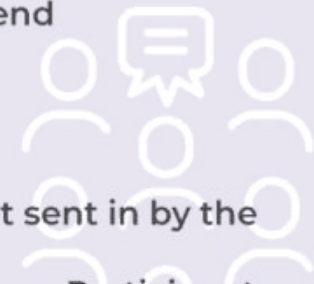


## Type of content:

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



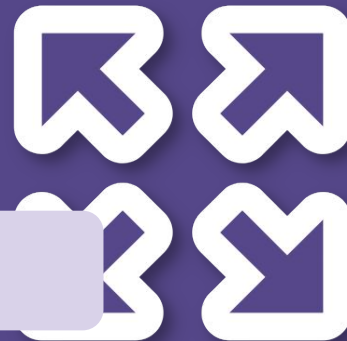
Immediate engagement



Coherence



Distance



Appropriate length



# ORGANIC PROMOTION

Motivational messages

A dark blue five-pointed star with a white outline, positioned to the right of a dark blue rounded rectangular label containing the text "Motivational messages".

Incredible news

A dark blue exclamation mark inside a dark blue gear-like shape with a white outline, positioned to the right of a dark blue rounded rectangular label containing the text "Incredible news".

Funny messages

A dark blue smiley face with a white outline, positioned to the right of a dark blue rounded rectangular label containing the text "Funny messages".

Quiz/game

A dark blue die with white pips, positioned to the right of a dark blue rounded rectangular label containing the text "Quiz/game".

Advocacy messages

A dark blue heart with a white outline, positioned to the right of a dark blue rounded rectangular label containing the text "Advocacy messages".

Hashtags

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

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!