Going Online

Toolkit to Design Social Media Campaigns that Promote Condom Use

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Contents

Purpose of the Guide

This guide offers practical tools to design, implement, and refine effective condom promotion campaigns on social media platforms. It draws from existing resources and real-world experience in African countries to provide actionable recommendations.
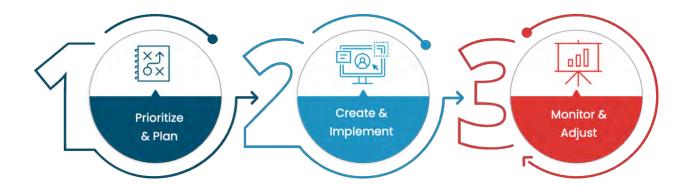
This guide can be used in conjunction with the worksheets contained in this toolkit to help you design and implement high-quality condom promotion campaigns using social media platforms, such as Facebook, Instagram, X (formerly Twitter) and WhatsApp. This guide and its companion worksheets draw primarily from existing resources, but also provide examples that can be used to accelerate the design of your campaign.

Whether you are starting from zero or refreshing an existing social media campaign, this guide will lead you step-by-step to prioritize, plan, create, implement, monitor and adjust a social media campaign. Most importantly, this guide and the worksheets have been tested in Zambia, Malawi, Uganda, and Mozambique – so the tasks, worksheets, and examples included are based in real world experience.

This guide was developed by FHI 360 under the Global Fund's Condom Strategic Initiative (Condom SI) with funding provided by The Global Fund, in partnership with UNAIDS and UNFPA. The objective of the Condom SI is to increase use of condoms through strengthened national program stewardship, improved last-mile distribution, and innovative demand generation.

The social media campaign design and implementation process

Social media changes fast, so your condom promotion campaign will work best when it is targeted, evidence-based, and adjusts quickly to respond to changing needs. This guide takes you through a streamlined, three-step process to develop and implement social media condom promotion campaigns. This process is described in greater detail in the following sections, including specific tasks to complete under each step.

Prioritize & Plan → Create & Implement → Monitor & Adjust

Step 1: Prioritize and plan

In this step, you will collect and examine information to establish priorities and develop a social media campaign brief, which captures the key decisions you make to guide your campaign. You will develop a better understanding of your audience(s) and their needs related to condom use. Some of this information may already exist, but in some cases, you may need to conduct a survey or audience consultations to collect it yourself.

WORKSHEETS YOU WILL COMPLETE IN THIS STEP:

- Existing Priorities and Campaigns

- Social Media Campaign Brief

Task 1.1. Build a team

To be successful, a social media campaign will require at least two key roles: a campaign manager and at least one content creator. These roles work together to create and manage the visual content (or creative assets) used to engage with audiences through social media platforms. These roles might be filled by existing staff, or you may need to hire for these roles. Below we describe each of the roles and provide minimum qualifications to help you determine who will fulfil these roles.

Social Media Campaign Manager

The social media campaign manager is the overall coordinator of the campaign. This person is responsible for creating weekly or monthly objectives for content creation, collecting feedback through analytics, monitoring comments or conversations, maintaining a schedule for the placement of visual content, assisting in content development, and ensuring content creators are carrying out their responsibilities. An effective social media campaign manager will serve as a facilitator and dependable resource for all content creators supporting the campaign.

The minimum qualifications for the social media campaign manager might be:

- **Social media knowledge:** A deep understanding of various social media platforms and their nuances is fundamental. Knowledge of trends, user behavior, and platform-specific best practices for creating effective campaigns.

- **Experience**: Previous experience in social media campaign management or digital marketing is highly valuable. A track record of successful campaigns demonstrates practical skills and an understanding of what works in different contexts.

- **Analytics skills:** Proficiency in using analytics tools to measure and analyze campaign performance is vital. The ability to derive insights from data helps in optimizing strategies and improving future campaigns.

- **Content creation and copywriting:** Strong content creation and copywriting skills are important for crafting engaging and shareable content. Compelling visuals and well-crafted copy contribute significantly to the success of social media campaigns.

- **Project management:** Being able to plan, execute, and monitor social media campaigns efficiently is important for meeting deadlines and ensuring the success of initiatives.

Content Creator

The content creator might be a member of your audience or just a creative person who knows your audience(s) well. Depending on the scope of your social media campaign, you might have just one content creator or several. The content creator is responsible for creating or finding relevant visual content that contributes to the weekly or monthly content objectives of the campaign. Depending on their skills, the content creator may use tools like Canva and open-license images to create creative assets themselves. In other cases, the content creator may manage the content plan and coordinate with external designers or agencies for creative assets, as needed.

The minimum qualifications for the content creator might be:

- **Creativity:** The ability to generate original and engaging ideas is fundamental to capturing target audience attention and driving engagement.

- **Content production skills:** Proficiency in creating various types of content, including graphics, videos, and written content, is a core requirement for executing diverse and effective creative assets.

- **Social media platform knowledge:** A strong understanding of the target audience and best practices on major social media platforms is essential for tailoring content to each platform's unique characteristics.

- **Photography/videography skills:** Depending on the campaign, proficiency in photography or videography can be valuable for creating visually appealing and high-quality creative assets.

- **Writing and editing skills:** Strong writing and editing abilities are critical for crafting engaging and error-free written content, including in dialects used by the target audience.

- **Analytics awareness:** A basic understanding of analytics helps in gauging content performance and making data-driven adjustments to improve campaign effectiveness.

Task 1.2. Identify and document existing condom demand creation priorities and offline campaigns

Most countries will have a national condom strategy document that outlines priority audiences, communication objectives, and suggested key messages and channels for condom demand creation or promotion campaigns. These documents should inform your social media campaign to ensure your key messages and activities align with national priorities. Talk to someone within your Ministry of Health or the national condom task force to get a copy of your country's national condom strategy. Review and use it to complete Section 1 – National Priorities of the **Existing Priorities and Campaigns** worksheet.

There may also be other traditional or social media campaigns promoting condoms in your country. It is always a good idea to be aware of these campaigns since there may be opportunity to leverage their visual content assets through your social media campaign. This is also important in the context of evaluating your social media campaign (discussed in Step 3). Talk to the people implementing these other campaigns to complete Section 2 – Existing Campaigns of the **Existing Priorities and Campaigns** worksheet.

The information you collect and document using the **Existing Priorities and Campaigns** worksheet will help you fast track the completion of your social media condom campaign brief. If your country does not have a condom strategy or existing condom campaigns, no problem. In later tasks, you will determine the audiences, communication objectives, and key messages for your social media campaign.

> **Case in Focus:** Leveraging Existing Campaigns and Partnerships for Broader Reach Online
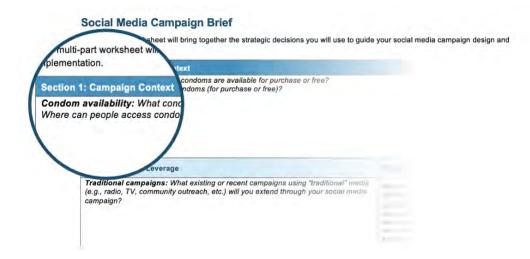>
> By completing the **Existing Priorities and Campaigns** worksheet in Mozambique, AMODEFA determined it would be more beneficial to leverage Project Last Mile's Fazes Bem campaign, which used mostly traditional channels, such as branded t-shirts, caps, cups, and print media, to deliver activities. Since Project Last Mile's work in Mozambique was ending, AMODEFA realized it would be practical and beneficial to learn from them and extend the Fazes Bem campaign online, to which all parties agreed. Leveraging an existing campaign also made it easier to sustain it since multiple stakeholders could support and extend it over time – a good example of having one message with several messengers. Similarly, in Zambia, Copper Rose learned through this exercise that they might maximize their efforts by partnering with another youth-serving organization, SAT Zambia. SAT Zambia had more staff supporting online activities and an online chat service that could process condom requests. Working together, these two organizations decided to design a single social media campaign with the slogans "Wrap It Right" and "No Glove, No Love."

Task 1.3. Describe the condom market and opportunities to leverage

Understanding the local condom market will help you identify potential issues your audience(s) may face in accessing condoms. With this information, you can tailor your social media campaign to address challenges (like limited distribution points for free condoms) or leverage opportunities (like strong brand recognition for a commercial sector condom).

Additionally, this is the time to decide if and how you will build on existing traditional or social media campaigns. If you have completed Task 1.2, you will have all the information you need to determine if it is advantageous (or even possible) to link your social media campaign to an existing campaign. Making this determination early in your planning process is important since so many of the decisions that follow will be influenced by what you decide.

Use the prompts in Section 1 of the **Social Media Campaign Brief** worksheet to summarize the condom market in your country and identify opportunities to leverage existing traditional and/or social media campaigns.

Task 1.4. Establish a behavioral goal

Effective social media campaigns for health are always grounded in a clear behavioral goal. This behavioral goal provides focus to your social media campaign. In most cases, your behavioral goal will be to increase condom use among your target audience. However, you might have another, more immediate behavior in mind, such as increase sexual partner communication about condom use. Just remember: a behavior is an action, something you can see someone do – like use a condom or talk to your partner about condoms. Things like how people feel or what they know about condoms, while important, are not behaviors since we cannot see feelings or thoughts. Rather, these may be the factors influencing whether people adopt a behavior, and you will explore these more in coming tasks.

Whatever your behavioral goal, make sure it is specific, measurable, and time bound. Use the formula below to achieve this:

- By [MONTH OR YEAR], increase the proportion of [TARGET AUDIENCE] who report [BEHAVIOR] from [CURRENT PERCENTAGE] to [DESIRED PERCENTAGE].

Below is an example of a behavioral goal written using the formula above.

- By December 2025, increase the proportion of unmarried young men aged 18-24 who report using condoms with their regular sexual partner from 35% to 50%.

Use the prompts in Section 2 of the Social Media Campaign Brief worksheet to establish your behavioral goal(s).

Task 1.5. Define and profile target audience(s)

Your campaign will need to define and profile one or more target audiences. To define the most appropriate target audience(s) for a social media campaign, ask yourself the following key questions:

1. Within your organization's existing target audiences, which specific audience segments are at greatest risk of HIV infection (i.e., those younger than 25, those who are unmarried, etc.)?

2. Who among these specific audience segments are less likely to use condoms (or to adopt whatever other behavior you indicated as your behavioral goal)?

3. Which of these specific audience segments are regular users of social media platforms?

With these questions, your goal is to identify those audience segments that are at risk of HIV infection, are not currently using condoms to protect themselves from HIV and can be reached through social media platforms.

If you are aligning your social media campaign with an offline campaign, you might refer to their target audiences, which you should have already captured in Section 2 of the **Existing Priorities and Campaign** worksheet. But be sure to confirm first that these audiences are regular users of social media platforms. If they are not, then you may need to select a target audience(s) specific to your social media campaign.

Once you have selected the target audience(s) for your social media campaign, you will draw upon available data and information to profile them and their needs. (Note: if you do not have these data already, you may need to collect it yourself. See the "Supplemental Tasks" box below.) You will use this information later to determine what your social media campaign will need to do to motivate and support them to use condoms. The table below outlines each element of an audience profile, along with some examples.

Table 1. Elements of an audience profile with examples

Element	Explanation	Examples
Audience Demographics	These are all the basic facts you know about your audience – age range, level of education, employment status, etc. This information will help you determine how best to make your campaign activities accessible and relevant to your audience. For example, if your audience has only a basic education, then you will need to make sure your visual content does not use complicated text. Or, if you they live in a rural area, your visual content might need to include images of people who live in a rural area rather than an urban area.	• Young men age 18-24 • Live in a peri-urban area, in a small house with their parents • Finishing secondary school or attending trade school • Drink beer
Motivation	These are all the reasons or desires influencing whether people want to adopt your key behavior. Motivations can be things like attitudes (i.e., "I don't like how condoms feel"), beliefs (i.e., "condoms are a sign of distrust"), or norms (i.e., "my friends all use condoms"). Knowing what motivates or de-motivates your audience(s) from using a condom will help you decide how you need to communicate with them about condoms. For example, if your audience worries that they will be mocked by their friends for using condoms, you will need to come up with ways to communicate to them that condoms use is the norm among their peers or that their peers support their decision to use condoms.	• Think condoms reduce sexual pleasure • Worry about getting their girlfriend pregnant • Would be embarrassed if someone saw them buying a condom • Afraid their friends would mock them for using a condom • Do not believe that condoms protect against HIV infection
Ability	These are the psychological and physical factors that determine if someone can adopt your key behavior. The most common ability factor is knowledge – if someone does not know about something, they do not have the ability to adopt it. Other ability factors are access (i.e., "it is difficult to find condoms where I live"), affordability (i.e., "condoms cost too much), and skills (i.e., "I know how to put on a condom). Knowing your audience's level of ability and barriers to using condoms will help you decide how you need to support them. For example, if your audience is not sure how to use a condom correctly, you might need to explain the key steps to putting on and removing a condom in simple terms..	• Don't know where to find free condoms • Struggle to put on a condom in the moment • Cannot afford premium condoms they see in shops
Core values	These are the things that your audience cares about most, what they might consider as part of their identity and how they see and interact with the world. Core values are heavily influenced by culture. Some examples of values are power, freedom, tradition, excitement, pleasure, and security. You will use this information to determine how you might align the key behavior and its benefits with your audience's values.	• Be respected by his community • Be considered the "life of the party" • Be a good mother • Be a responsible lover to his partner
Key promise	A key promise expresses how your audience will benefit by adopting your key behavior. Your key promise must align with the core values of your audience, which will make the benefit personally relevant to them. A key promise communicates quickly to your audience *why* it is important for them to adopt the key behavior. Your key promise will be communicated to your audience in all the visual content you develop for your social media campaign.	• If you use condoms, you will show your community that you do what's necessary to protect the health of your family. • If you use condoms, you will show your friends that the fun never ends. • If you use condoms, you will preserve your health so you can be there for your children when they need you. • If you use condoms, you will show your partner that you are a caring lover who is looking out for her and her future.

Use the prompts in Section 2 of the **Social Media Campaign Brief** worksheet to define and then profile your target audience(s). If you are aligning your social media campaign with an existing campaign, you might refer to their target audiences to complete this section.

SUPPLEMENTAL TASKS

If you cannot find existing data and information about your audience(s), you may need to conduct your own assessments. Even though this will add time to your planning timeline, generating this information is important so you can make evidence-based decisions.

- **Task 1.5.1. Design and conduct an online survey.**

  Online surveys are a fast and cost-effective way to generate information about your audience(s). Refer to the **Online Survey Tool** to design and conduct your own online survey to identify key insights to inform your campaign, especially potential drivers of condom use.

- **Task 1.5.2. Map which social media platforms your audience uses and how.**

  Social media mapping is used by programs to locate and catalog online spaces and influential individuals who can effectively reach your target audience(s). Sit as a group and agree on a few search terms that represent the target audience(s) you want to reach. Visit social media platforms like Instagram and Facebook to perform searches using those search terms. You will find a series of groups, pages and influencers that are linked to your target audience(s). Results of your mapping can be summarized in the **Social Media Mapping** worksheet. It is a good practice to have members of your target audience(s) review and validate your mapping worksheet before it is finalized.

Task 1.6. Formulate communication objectives

You may be wondering why you need to formulate communication objectives and how they differ from your campaign's behavioral goal. A behavior goal is the longer-term outcome you aim to achieve, while communication objectives are the specific, measurable changes that must happen first before you can achieve your behavioral goal. Think of communication objectives as the smaller changes your audience(s) will make along the path to condom use.

Importantly, communication objectives are linked to the factors (e.g., knowledge, attitudes, skills, perceptions, etc.) driving your audience's motivation and ability to use condoms. Communication objectives ensure your social media campaign activities are focused on the factors you need to address to create the conditions that favor condom use.

Use the prompts in Section 2 of the **Social Media Campaign Brief** worksheet to formulate your communication objectives.

> **Case in Focus:** Creating Communication Objectives for Online Condom Campaigns in Malawi
>
> A targeted online survey was conducted in Malawi to identify the factors influencing condom use there. Over 200 people completed the survey, which revealed that condom use was associated with self-confidence to use them correctly, ease of discussing their use with sexual partners, and perceptions of sexual satisfaction when using condoms. Based on these results, the following communication objectives were formulated for the campaign:
>
> - Increase the percentage of audience who state they feel confident in their ability to use a condom correctly.
> - Increase the percentage of audience who state they feel confident in their ability to talk about condom use with their sexual partner(s).
> - Decrease the percentage of audience who state that they feel less satisfied with sex when they or their partner wears a condom.
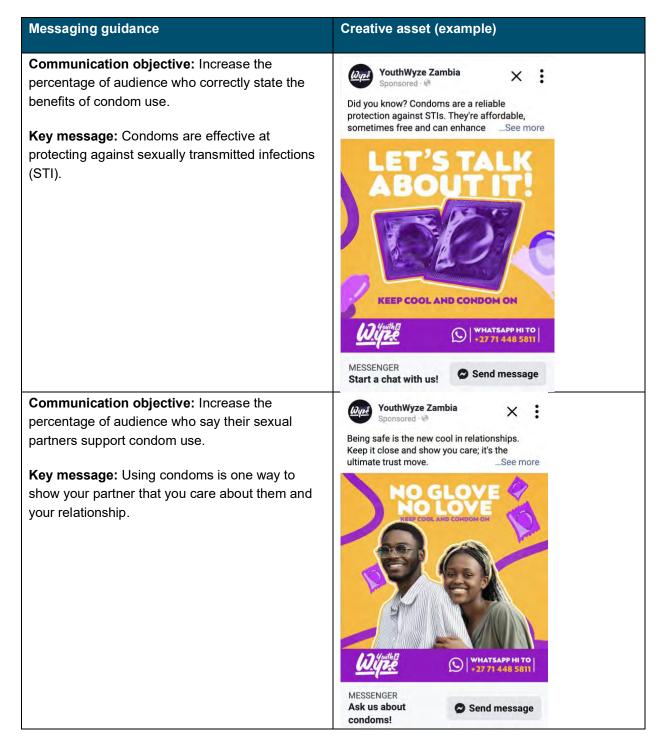
Task 1.7. Write key messages

A key message is what you want your audience(s) to remember after seeing, hearing, or reading one of your social media campaign posts. A key message is not a slogan, a tagline, or something that should be used word-for-word in a creative asset. Key messages are linked to your communication objectives, which ensures your communication addresses the factors influencing condom use among your audience(s). In some cases, you may be able to draw upon national strategies or existing campaigns to write these key messages – just be sure they align with your communication objectives.

Writing key messages is especially important when planning social media campaigns because you will create much more visual content than the typical offline campaign. Offline campaigns tend to rely on communication tools that remain in place for long periods of time, like wall posters, billboards, and radio spots. In social media campaigns, you will develop and post visual content much more frequently since social media users tend to pass over posts they have already seen, read, or heard.

Because you will be creating so much visual content, your key messages will act as guardrails, ensuring you do not stray too far from what you want your audience(s) to remember and what are you asking them
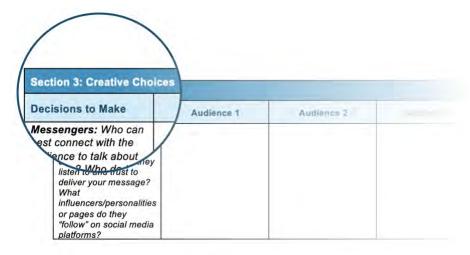
to do. Use the prompts in Section 2 of the **Social Media Campaign Brief** worksheet to write your key messages.

The table below highlights how key messages should be aligned to each of your communication objectives and how they are transformed into messaging that your audience will see, hear, or read in your creative assets.

Messaging guidance	Creative asset (example)
Communication objective: Increase the percentage of audience who correctly state the benefits of condom use. **Key message:** Condoms are effective at protecting against sexually transmitted infections (STI).	
Communication objective: Increase the percentage of audience who say their sexual partners support condom use. **Key message:** Using condoms is one way to show your partner that you care about them and your relationship.	

Task 1.8. Identify messengers and channels

Messengers are the people your audience trusts to provide them with information. The person who communicates a message is often just as important as the message itself. But not all messengers are trusted sources on every subject. For example, young people may trust their peers to provide them with information about clothing to buy, but they may not trust them for information about contraceptives. Messengers can be famous people, social media influencers, or work in certain professions, like a doctor. Knowing who your audience trusts for information about condoms will help you engage the right people to communicate your messages.

Channels are all the social media platforms you might use to reach your audience(s) with your visual content. Popular social media platforms include Facebook, Instagram, X (formerly Twitter), WhatsApp, and dating apps, such as Tinder and Grindr. Determine which social media platforms are most popular with your audience(s) and decide if they are a good fit for your campaign. Some platforms, such as Facebook, provide tools that can help you determine which audiences you can reach through their platforms. Use the prompts in Section 3 of the **Social Media Campaign Brief** worksheet to list the people your audience would trust to communicate your key messages.

Task 1.9. Specify a creative approach

Now that you have decided which audience(s) you will reach, the change you want, and the key messages you want them to remember, it is time to think about the creative approach you will use to engage them. A creative approach is how your campaign will look, sound, and feel to the people who see it. Your creative approach should be one that attracts the attention of your audience(s) and makes them want to engage with your campaign. Refer back to your audience profile, where you described the things that motivate your audience(s) and the things that they value.

Your creative approach describes the technical specifications you will use to design the look and feel of all your visual content and it is comprised of four aspects:

1. **Tone of voice:** This is not what you say, but how you say it. Think about your audience(s) and what tone of voice they would like most and respond to best. Is it better to be funny or serious,

casual or formal, playful or mature, etc.? The tone of voice communicates the personality of your campaign.

2. **Visual look**: This is how you will communicate the tone of voice of your campaign visually. Here again, think about what your audience(s) would respond to best. Is it cartoon characters or real people, pictures of people smiling or being serious, individuals or groups of people, etc.?

3. **Color palette:** These are the colors you will use to create a standard look for your campaign. Humans are very visual, so the goal is to create a consistent use of colors so your audience(s) will immediately recognize a communication asset from your campaign. Be sure to select colors that fit best with your tone of voice. For example, if your tone is playful, it's probably better to avoid dark colors. If you need help, there are color palette generators available online, such as https://coolors.co/.

4. **Visual content:** These are the creative formats you will use in your campaign. Find out from your audience(s) which formats they like best. However, the most effective for social media campaigns often include photos, videos, carousel posts (multiple photos or videos), GIFs, illustrations, infographics, animations, or memes.

Use the prompts in Section 3 of the **Social Media Campaign Brief** worksheet to describe key aspects of your creative approach.

Task 1.10. Build a monitoring plan

A monitoring plan helps you track progress throughout the life of your social media campaign. It defines the indicators you will track, how you will track them, and how often you will collect and analyze them.

Outcome-level indicators are linked to your behavioral goal since this is the longer-term outcome you are aiming to achieve. For example, "Percent of sexually active audience who used a condom during last sexual encounter."

Intermediate outcome-level indicators are linked to your communication objectives since these are the nearer-term outcomes your activities are aiming to achieve. For example, "Percent of audience who disagree with the statement 'Most of my friends would think poorly of me if they knew I used condoms.'"

Performance metrics are the indicators you will use to measure how well your social media activities are reaching your audience. Performance metrics typically include things like reach, number of likes, shares, and impressions. For example, "Number of likes."

After defining your indicators, you will need to identify the data source you will use to collect this indicator. For many of your performance metrics, you will probably use the ad managers integrated into the social media platform you use. Online surveys may work well for tracking outcome and intermediate outcome indicators. However, be sure to also consider offline data sources, such as condom distribution statistics, to complement what you are able to collect online. You should also decide how often you will collect these data and, if possible, designate the member of your team who will be responsible for collecting and analyzing data for each indicator.
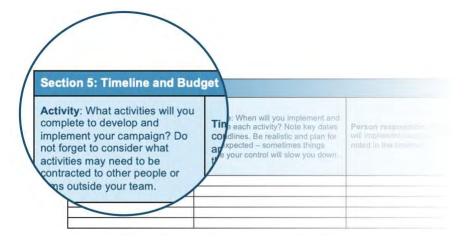
Your monitoring plan should be built in collaboration with research or monitoring and evaluation staff since they will play an important role in collecting and analyzing the data. Use the prompts in Section 4 of the **Social Media Campaign Brief worksheet** to build your monitoring plan.

Task 1.11. Outline campaign timeline and budget

Now that you have made all your strategic decisions, it is time to list the activities you will complete to design and implement your campaign. In this timeline, it is important to indicate who will be responsible for leading and how much you will budget for each activity. Budgeting for the design and placement of your visual content can be tricky, so be sure to refer to the quick tips below.

You may be asking, what is the ideal duration of a social media campaign and what factors influence this outside of budget constraints? While cost is an important factor in determining the duration of a social media campaign, other factors should also be considered, such as campaign objectives, target audience, platform algorithms, engagement rates, and the performance of your visual content. Balancing these elements alongside budgetary constraints will help you make informed decisions on the optimal campaign duration to achieve your desired results.

Use the prompts in Section 5 of the **Social Media Campaign Brief** worksheet to build your activity timeline and budget.

When budgeting for your social media campaign, you should keep a few things in mind.

- **Target audience:** Consider the interests and current social media use of your target audience(s), as this will determine which social media platforms and types of visual content you will use to reach them. Some platforms are more expensive than others, so consider your budget constraints and focus on the platforms that are most relevant to your audience(s).

- **Formative research:** If you cannot find data or audience insights to guide your campaign design, then you may need to conduct an online survey to quickly collect this information. Be sure to include staff time costs to develop the survey tool and analyze the results, in addition to any digital ads or incentives (such as cash or gift prizes) you want to use to encourage people to respond.

- **Content creation:** Creating high-quality visual content that resonates with your target audience(s) is key to a successful social media campaign. Consider the costs of creating and producing visual content, including images, videos, and graphics. You may need to contract a professional photographer, videographer, or graphic designer to help you create content that stands out. Decide whether you will contract these services individually or through an agency specializing in content creation for social media platforms.

- **Audience testing:** Any creative concept you or your creative contractor create to give your campaign a unique look and feel should be tested with your audiences to make sure it resonates with them and stands out from other campaigns they see on social media. Whether you use online or in-person testing, be sure to consider costs like staff time to prepare for and execute the testing, as well as analyzing, production of any test materials, and incentives to audience members to participate.

- **Advertising costs:** While much of your visual content will be posted for free to your campaign's social media platforms, this organic content has limited reach, especially when you are still building up your followers. On the other hand, paid content allows you to reach a wider audience, but requires a budget to promote your content. Most social media platforms offer paid advertising options that allow you to target specific audiences and reach a larger number of users. Be sure to research the costs of advertising on each platform and

> **PAID VS ORGANIC CONTENT ON SOCIAL MEDIA**
>
> Paid and organic content refer to different types of postings used to reach your target audience. Organic content, published directly to your campaign's social media profiles, helps build awareness, engagement and loyalty with your existing followers. Paid content refers to sponsored posts and ads that appear in the feeds of users who may not yet follow you. Paid content requires a budget but allows you to reach new audiences. Using both paid and organic content together can help achieve an effective social media campaign.

factor this into your budget. For more information about paid versus organic content, see Box 1.

- **Analytics and reporting:** Tracking and analyzing your campaign performance is critical to optimizing your strategy and getting the most out of your visual content. Consider the cost of analytic tools and software that can help you monitor your campaign performance and make data-driven decisions. If you plan to engage staff, consultants, or firms outside your team to support with analytics and reporting, be sure to include those costs as well.

- **Evaluation**: In addition to monitoring your campaign performance, it is also important to evaluate its impact. For a social media campaign, it is appropriate to use an online survey to collect the data you need to measure your campaign's impact. Consider the costs associated with this evaluation, such as staff time to develop and program the survey tool, paid advertisements to recruit respondents, potential incentives for completion, and staff time to analyze data and report results.

Step 2: Create and implement

In this step, you will apply your campaign brief to generate ideas and create visual content that can be posted to your campaign's social media platforms and paid advertisements. You will also plan for the placement of the visual content you create.

WORKSHEETS YOU WILL COMPLETE IN THIS STEP:

- Placement Calendar

Task 2.1 Develop visual content

Developing visual content for your social media campaign is the fun and creative part of the process. At this point, you should have identified a content creator or engaged a professional designer or firm to help you create content. The content creator of your team should work with these professionals to develop content that aligns with the strategic and creative choices you outlined in your campaign brief.

Because visual content is more engaging and shareable than text-only content, focus on creating high-quality images, videos, and graphics to make your posts stand out and capture your audience's attention.

Remember that social media campaigns are dynamic, so you should develop your visual content in phases, not all at once at the start of your campaign. Each new phase should build on successful visual content from previous phases. Use your performance metrics to determine which form of visual content is more popular with your audience and use them as a template for similar content. For example, if you find that your audience is engaging more with certain types of images – say cartoons instead of photographs – use more cartoons in your visual content. Similarly, if you find that your audience is engaging more with person-on-the-street testimonials, do more of these testimonials.

As with any campaign, what you create will be guided by your available budget. After a few weeks of creating and posting visual content your performance metrics can help you decide where you are getting the most impact for your money.
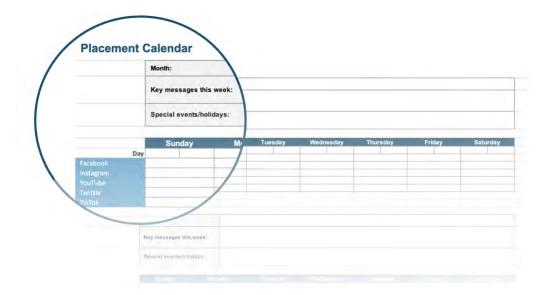
QUICK TIPS – DEVELOPING EFFECTIVE VISUAL CONTENT

- More images, less text – people respond better to and engage more with images. It's always better to integrate text (but not too much!) into your image.

- Use emotion – make sure images convey an emotion.

- Keep videos short – in most cases, you have five seconds to grab someone's attention, so keep your videos short and state your point in that timeframe.

Task 2.2 Develop a monthly placement calendar

A placement calendar should be completed on at-least a monthly basis. A placement calendar organizes your content plan and daily tasks in one place – telling you what visual content you will post each day, on which social media platforms, and when. It helps ensure your social media campaign remains active since you must post content consistently if you want your campaign to succeed.

Use the **Placement Calendar** worksheet to develop your placement calendars each month.

Task 2.3 Post your content

This is the moment you have been building toward – posting your visual content as paid advertising or to your campaign's social media profiles. Follow your monthly placement calendar and see the results.

Making your social media postings spread organically can be challenging, but there are several ways you can increase the reach of and engagement with your organic postings.

- **Use hashtags**: Use relevant hashtags to make your post discoverable to users who are searching for content related to your topic. Use popular hashtags to reach a wider audience and niche hashtags to target specific interests and communities.

- **Post at the right time**: Post your content when your target audience(s) is most active on each social media platform. This will increase the visibility of your post and make it more likely to be seen and shared.

- **Engage with your audience:** Respond to comments and messages from your audience(s) and participate in relevant conversations to build relationships and foster engagement. This will encourage users to share your post with their followers.

- **Collaborate with influencers:** Partner with influencers who have a large following among your audience(s) and can help promote your content to their audience. This will increase your reach and credibility and attract new followers. (But remember, most influencers are paid to promote content so be sure you have budgeted for these costs.)

- **Create shareable content:** Create content that is informative, entertaining, or valuable to your audience(s). Shareable content is more likely to be shared by your followers and reach a wider audience.

QUICK TIPS – POSTING CADENCE

As you complete your placement calendar, keep these posting frequency best practices in mind:

- Facebook: 1-2 per day

- X (formerly Twitter): 3-10 times per day

- Instagram: 1-3 times per day

- Instagram Stories: 2-5 times per day

- WhatsApp Stories: 2-5 times per day

- WhatsApp Groups: once daily

Step 3: Monitor and adjust

In this step, you will monitor your campaign and use performance metrics to adjust to your visual content and postings. You will also plan and implement evaluation activities to determine the impact of your campaign on your communication and behavioral objectives.

Task 3.1. Start and maintain a content repository

A content repository helps you keep track of all the content you create and post. In most cases, when you upload your visual content to a social media platform it will be stored by the platform, making it easy to track and repost. However, if you are using multiple social media platforms, it might also be helpful to save all your visual content to one shared Google Drive, Dropbox, or other cloud storage service. This will ensure all members of your team to access them as needed. A simple Excel document can also be used to list key details about each visual content asset. In social media campaigns, you will often reuse some content, especially those that do well, so it is a best practice to keep this list up to date.

Use the **Content Repository Tracker** worksheet to begin to organize and document key details about your visual content assets.

Task 3.2. Manage daily comments

Managing comments on your campaign's social media profiles is an important aspect of your campaign. In some cases, you may decide to block or turnoff comments to your postings. While there are advantages to doing this, such as saving time from having to monitor and respond to comments, do not be afraid of comments. They mean your audience is paying attention and engaging with your content. What is important is to be consistent in your responses and tone across all social media platforms to create a cohesive campaign look and feel and maintain a positive reputation online.

If you allow visitors to your profiles to comment on your campaign postings, designate one person from your team, such as the campaign manager, to regularly check your profiles for comments and respond promptly to any questions, feedback, or complaints. This will show your audience(s) that you are engaged and responsive to their needs.

State clearly on your campaign's social media profiles that only comments using appropriate language and tone will be visible on your page. This helps to maintain a positive online community and makes clear to your audience why some comments may be removed. Be sure to moderate comments to ensure that they are appropriate and do not violate your guidelines.

Respond to comments in a timely and professional manner, even if the comment is negative. Address the issue or concern and offer an apology, if necessary. This shows that you care about your audience and value their feedback. Most importantly, use comments as an opportunity to engage in conversations with your audience(s). Ask them questions, share additional information, or provide helpful resources to create a dialogue and build relationships with them.

Task 3.3. Track performance metrics

Depending on the length of your social media campaign, you should review your performance metrics regularly, at least once a week or once every two weeks. This allows you to track the progress of your posts and to adjust future posts, as needed.

Review the performance metrics you included in your monitoring plan, which will include engagement rate, reach, impressions, and click-through rate. Analyze these metrics to determine which postings are working well and where you can use them again to improve your campaign's reach and engagement. Be sure to note the performance of specific postings in your **Content Repository Tracker** so you can keep track of which postings should be re-posted in future and used as template for additional visual content.

Case In Focus: Using Ad Metrics to Monitor and Improve Performance

Within the first seven days of launching their campaign, Copper Rose and SAT Zambia reached nearly 570,000 Facebook and Instagram accounts with their campaign ads. Of these, over 6,000 initiated a chat for general inquiries about their organizations, condoms, and other related services. While these results are impressive, Copper Rose and SAT Zambia performed A/B testing, which compares the performance of two similar ads, and used results to identify ads that resulted in greater engagements. By identifying and prioritizing ads through this testing, the campaign was able to achieve greater engagement and more relevant information for audiences.

Task 3.4. Evaluate and document impact

In addition to regular reviews of your performance metrics, it is also important to evaluate the impact of your campaign on your communication and behavioral objectives. This will allow you to determine the overall success of your campaign and identify opportunities for future improvement. To evaluate your campaign, you can conduct an online survey at the campaign's mid-point (for longer campaigns) or endpoint (for both shorter and longer campaigns).

Refer to the **Online Survey Tool** to design and conduct your own online survey.

Conclusion

This guide presents a structured and methodical approach to creating effective social media campaigns for condom promotion. It provides a comprehensive roadmap for public health communication in the digital era, covering major considerations from initial planning and team building to content creation, implementation, and evaluation.

A key focus of this guide is the importance of understanding and engaging with your target audience. Recognizing the subtleties of audience demographics, motivations, and behaviors is crucial for developing messages that resonate and prompt change. This method emphasizes the need for two-way communication, allowing feedback and engagement to inform and shape ongoing strategies.

Remember that social media is a dynamic space, and staying informed about the latest trends, platform updates, and user preferences is essential for maintaining relevance and effectiveness. Regularly adapting your strategy to these evolving dynamics ensures optimal engagement and impact.

By incorporating these elements, your campaign outcomes can go beyond improving awareness and knowledge about condom use but also shift attitudes and perceptions, contributing to better health-seeking behavior and outcomes.