



SHORT, ALL ORAL DR-TB REGIMEN

SESSION 5: COMMUNICATION AND TOOLS

COMMUNICATING EFFECTIVELY

- **Let's Discuss:** What words come to your mind when you hear – Communication?
- Communication is simply the act of transferring information from one place to another, whether this be:
 - Vocally/verbally (using voice)
 - Written (using printed or digital media such as books, magazines, websites or emails)
 - Visually (using logos, maps, charts or graphs)
 - Non-verbally (using body language, gestures and the tone and pitch of voice)
- How well this information can be transmitted and received is a measure of how good our communication skills are.



WHAT IS SOCIAL MEDIA ADVOCACY AND HOW CAN IT HELP YOU?

- Social media advocacy is most simply defined as:
 - Taking advantage of social media networks to promote your cause and connect with supporters
- Why use social media advocacy?
 - Extends reach and influence to tap into new audiences, strengthen connections with supporters, and spread awareness about your cause to a greater degree than possible through traditional methods alone
 - Pushing your messaging efficiently online can amplify your grassroots campaign's public exposure, getting more eyes on your cause
 - Key targets of our cause will likely be online. Social media provides a space to easily reach and connect with them for advocacy



FORMS OF ADVOCACY

How Social Media is Redefining Advocacy

POWERED BY  MUSTER

Facebook, Twitter, and Youtube are changing the way organizations raise donations and communicate with their advocates.

Facebook

15-18%
of peer to peer fundraising campaign donations are referred directly from Facebook.³



Twitter

UP TO 10X MORE MONEY
raised when used during online fundraising.³



86% PERCENT
of nonprofit communications directors put Twitter in their top 3 social channels.⁴



OVER 75%
of NPO's have an organized strategy for Twitter.⁵



YouTube

NEARLY THREE FOURTHS (72%)
of staffers view YouTube as important for communicating their members' views.¹



41%

of respondents from a recent nonprofit survey said an online video made them want to take action on behalf of an organization.³

DESIGN A SOCIAL MEDIA ADVOCACY CAMPAIGN



- Know your audience
 - Know your demographics – age/gender/language
 - What do the audiences like?
 - What are the audience members passionate about?
- **Remember:** You can't provide meaningful content to your audience if you don't know what they care about.
- Develop a clear end goal
 - When developing your goal, ensure that you make it specific and quantifiable

DESIGN A SOCIAL MEDIA ADVOCACY CAMPAIGN

- Complete a profile audit
 - First, you will need to ensure that your profile is complete.
 - Have a call to action
- Create a regular posting schedule
 - There is no exact schedule that all advocacy groups should aim to follow, but a post a day is optimal.
 - 1 post sharing content your audience will be interested in
 - 1 post that is educational or organization-centric content created by you (i.e. a blog post or an update)
 - 1 post is “sales” or “ask” oriented (i.e. become a member, take action, etc.)



DESIGN A SOCIAL MEDIA ADVOCACY CAMPAIGN

- Use storytelling
 - The heart of any great campaign, advocacy or otherwise, is telling a story and connecting to individuals in a way that will drive them to take action.
 - Relatable characters, conflict that inspires emotion, next steps.
- Share advocacy action alerts: mobilize a group of people to influence public policy through technology.
 - Action Alerts encourage your supporters to take immediate action by providing templates for email, text, tweets
- Analyze your results



HOW TO MEASURE SUCCESS?

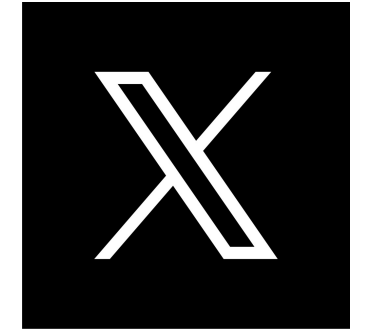
- Your social advocacy program should be something you continually watch and measure to determine success.
- Decide what metrics you will track (e.g. reach or engagement)
- Take notes of who and what is making your program most successful.
- The more you can learn from monitoring your social advocacy program, the better you can plan.



PRIMARY OPTIONS FOR SOCIAL MEDIA ADVOCACY

Twitter/X

- A platform to share your thoughts with followers in 280 characters or less
- You can tweet at (@) people/groups
- Use hashtags (#) to create or join a movement referencing a certain subject
- Follow other people/groups to get different viewpoints
- Retweet the posts of others to share the idea or news with your followers
- The more often you tweet, the more your follower base and subject matter will grow—getting your word out to a greater volume of people
- Engage in conversation by replying to comments on your tweets, make use of interactive features such as polls, and draw attention to long-form content hosted on your website



PRIMARY OPTIONS FOR SOCIAL MEDIA ADVOCACY

Facebook

- A platform to share your thoughts with friends and followers.
- Also has a “group platform” that many organizations use to communicate with other group members or grow support for a certain movement.
- You can post status updates, web links, announcements, photos etc.
- Has a similar hashtag system to Twitter, allowing you to create or join a movement involving certain subject matter.
- Has more active users than any other platform.



PRIMARY OPTIONS FOR SOCIAL MEDIA ADVOCACY

Instagram and YouTube:

- Good resources for sharing videos and photos
- Videos can change up your content, offering a more engaging experience for potential supporters, especially if you're trying to educate them on an issue



WhatsApp:

- Great way to stay connected with immediate peer group & your community
- Effective platform for real-time communication
- You can also use this platform to talk to people about stigma elimination

- The power of storytelling
 - Stories have a transformative power to allow us to see the world in a different way.
 - It gives us an opportunity to learn from another person's experience and it can shape, strengthen or challenge our opinions and values.
 - Stories emotionalize information.
- Connect to information
 - Find the emotional core of your message
 - Emotion combined with information becomes memorable and actionable
- Be authentic
 - Rather than focusing on what you want to get out of telling the story, shift your focus on how you will serve your audience.

THANK YOU!