#SOME4AYRH

A Guide in Using Social Media and Social Networking Sites for Adolescent and Youth Reproductive Health Advocacy
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A Guide in Using Social Media and Social Networking Sites for Adolescent and Youth Reproductive Health Advocacy
#SoMeForAYRH: A Guide in Using Social Media and Social Networking sites for Adolescent and Youth Reproductive Health Advocacy has been developed as a reference guide to assist organizations in planning, setting-up, implementing and evaluating social media advocacy programs targeting young people on sexuality and reproductive health. This guide is designed to:

- Strengthen capability of organizations in using locally available and appropriate social media platforms in reaching young people with RH-related messages;

- Serve as a technical resource material for social media related implementation targeting adolescents and youth.

This guide was mainly adopted from the Social Networking: A Guide to Strengthening Civil Society Through Social Media published by USAID with inputs from other guides enumerated in the reference section of the document.
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Chapter 1 - Linking Social Media & the Filipino Youth
Social media and social networking sites have changed how people communicate and work at the present time. As dynamic online platforms, they intensify efforts in spreading messages to more people, in different places, in a faster channel than before. Like the traditional media, it helps organizations collect and share up-to-date news, engage target audience and advocate for a cause.

In the Philippines, with 105 million citizens, there are 61 million active Internet users with penetration rate of 58%. Majority of those who use the internet are also active social media users. In 2017, a total of 59 million Filipinos used social media and social networking sites with 56% penetration rate. With the rise of low-cost smartphones in the country, more than half or 52% of those active users of social media access their accounts through their mobile phones. This is expected to increase over time. Filipinos spend an average of 8.59 hours daily in the Internet, 4.7 hours of it on social networking sites.

The most popular social media platforms in the Philippines include Facebook, Facebook Messenger, Google+, Twitter, Pinterest, Instagram and LinkedIn. However, because of the fast-paced Internet environment, new platforms arise daily. Thus, keeping up-to-date in the middle of these developments is vital to social media advocacy success.

Data source: wearesocial.sg, Globe Telecom and Global Digital in 2017 report of Kepios

When planning to implement social media and social networking platform for advocacy, it is important to note the difference between the two. By definition, social media is ‘a way to transmit or share information with the broad audience while social networking is the act of engaging the target audience. The two also differ in communication style. Social media is more of a system that provides information to others – a format that delivers messages like television, radio or newspaper. On the other hand, communication in social networking is two-way wherein communication is considered as the core and with direct and personal interaction with the audience.
The Philippines' high number of active Internet users and being labeled as the “most social nation” are highly associated with the young demographic population. Young people are considered early adopters of new and emerging technologies like social media.

According to a recent local study, young people’s leisure activities are dominated by indoor and technology linked activities. A significant proportion of young Filipinos own a personal cellular phone (78%), have access to and use the Internet (59%), and have social networking accounts (53%)\(^2\). Some evidence also shows that there is an excessive preoccupation of young people with the Internet. A young Filipino spends an average of six hours in the Internet per week while 3.5 percent of the youth are logging in, at least 35 hours a week in the Internet. With the high penetration of smartphones in the Philippines, Internet use including social media is expected to rise.

The different social media and networking sites have broadened avenues and platforms where people can be connected and where they can interact thereby offering adolescents with new means to construct and navigate their social environment. For young people, social media and networking sites connect and disconnect, spark debates, allow download and upload of materials, and create and share content with others. Young people use these platforms to express themselves, to belong and not to belong in certain groups, and experiment with their personalities and identities.

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2. Young Adult Fertility & Sexuality Study 2013 by Demographic Research and Development Foundation, Inc. [https://www.drdf.org.ph/yafs4](https://www.drdf.org.ph/yafs4)
Social media use has extended from just connecting people and sharing experiences to being a tool to deliver health messages across population. The advent of social media and social networking sites has changed how organizations and companies communicate with their followers and consumers. In the last several years, the use of social media platforms such as Facebook, Twitter and YouTube to disseminate health messages has significantly increased and is expected to increase even more in the coming years. These platforms are considered as effective ways to widen the reach, engage followers and increase access to accurate, credible, research-based health messages.

These social media platforms and other emerging technologies for communication can help organizations in such ways as:

* Increase timely dissemination and potential impact of health and safety information;
* Influence and use the existing network in facilitating the sharing of information;
* Magnify the reach to incorporate wider, more varied audience;
* Provide localized, personalized, targeted and site specific messages to a certain group or location;
* Facilitate interactive communication and public engagement; and
* Empower people to make informed decisions about their safety and health.

Using social media in health communication campaigns has a huge positive impact. It encourages participation and conversation. It creates a community of people creating and sharing messages, affecting decision making and fostering behavior change. Social media also has the potential in reaching people when, where and how it is convenient for them thereby improving their access to information and utilization of services.
Specifically, social media is seen an innovative tool to engage young people, provide messages and talk about the different reproductive health topics affecting young people nowadays.

Recent study show that young people have low and declining appeal for traditional forms of media such as newspapers, magazines and television. Due to high access to Internet, a number of young people rely on this platform to communicate and to be informed. Aside from television and books, young Filipinos prefer to use the Internet to gather information about reproductive health such as sex.

Young people tend to be unwilling to seek sexual health information in-person because of reasons including fear of humiliation from parents, judgement of health providers, lack of interest and time to go to the facility to seek information and refusal to identify risks. With these findings and with the association and feeling of connectedness of young people through new media platforms, it is believed that incorporating technology and social media into prevention efforts can help improve adolescent-youth’s access to sexual health information, thus creating an innovative way in improving adolescent sexual health, improve behavior and increase utilization of sexual reproductive health services.

Research revealed two main concerns for adolescents and youth (AYs) associated with the use of new media to get information about sex and sexual health. First is the probability that the information accessed and/or received by the young audience may be inaccurate or misleading. The second concern is that young people may just rely on these sources of information and turn away from real and trained people who can communicate with them not just about information but also about values and principles about sex.

Despite these concerns, results of previous social media implementation for Adolescent and Youth Reproductive Health (AYRH) showed positive impact. One study concluded that social media for AYRH can be considered an effective way to provide information and promote positive behavior change among subscribers. It can increase knowledge on certain topics, improve satisfaction when paired with one-on-one counseling and increase knowledge and actual use of contraception among the target group.

chapter 2 - social media platforms
Since the advent of 21st century, web applications have changed how people communicate. With a single click of a button, a person who is limited to point-to-point communication means such as face-to-face and phone calls can now communicate with hundreds and thousands of audience. Similar to traditional media like television, print and radio, social media also provide avenues to collect and share ideas, update current news, communicate with a wider audience and advocate for a certain cause.

There are several social media and social networking sites available in the market. The design of these platforms is based on the desired purpose – from connecting people with the same interest to platforms developed for multimedia sharing. Access of these platforms also varies. There are web-based applications that can be accessed using desktop computers and some are just created for mobile phone use. Because of the highly technology-driven environment, these platforms continuously evolve and more and more applications are developed and used over time. Implementing organizations should have an idea of the vast selections that are accessible for use and that are appropriate for the setting and roll-out strategy of the campaign. The major classifications of social media are enumerated here.
Relationship/Social Network
A relationship network or social network allows users to register, create public mini sites called profiles, create or join communities and cultivate a social network of friends and followers. These platforms allow users to communicate in various ways. Users can communicate and share ideas, activities and events through updates on walls, timelines and through private messages. This kind of network varies from professional networks that help users find work to romantic relationship networks for dating.

Facebook is one of the popular networking sites with over a billion users around the globe. Twitter, Google+ and LinkedIn are also popular in the Philippines. Although Twitter is considered as a microblogging site, its use is more on social networking. LinkedIn serves as an online professional profile that also allows users to interact with people in the same field. Ask.fm on the other hand is a unique social network as it is built on a Q&A format that allows others to ask questions from registered users using either their registered name or anonymously.

Media Sharing Network
With the high penetration of smartphones and increasing access to mobile connectivity, media sharing networks are becoming popular. Although Facebook and Twitter also have photo and video sharing capabilities, majority of the posts shared in these platforms contain text. For media sharing network, the focus is more on the photo or video uploaded by the users into their profiles. YouTube is currently the most popular video-sharing site. Flickr is used for photo sharing, mostly utilized by professional photographers. Although Vimeo serve the same purpose, professional filmmakers and production houses prefer to upload their works in this channel because of the playback quality. Instagram, Vine and Snapchat is increasingly being popular for ‘snaps’ and short clip sharing especially for young people. These platforms are also being used for video blogging.
Online Reviews
Online review web-based and application services are also becoming popular as mobile phones and social network adopt geolocation tagging. It is being widely utilized by users to get recommendations for the best places to stay or dine in. Most of the applications available in the market are targeting hotels and restaurants. Some of the popular web and application-based online review are TripAdvisor, Looloo and Zomato.

Discussion Forum
Discussion forum is considered as one of the oldest types of social media. It allows registered users to discuss anything from pop-culture to current affairs and to ask questions. One unique feature of web-forums is that it seldom requires users to register and post using their personal names thus allowing complete anonymity for those who desire not to be known. Some of the popular discussion forums available in the Philippines are Reddit, Digg, PinoyExchange, and Business Forum Philippines.
Social Publishing Platform
Social publishing platforms allow bloggers (the one who submits content to a blog) to write short-form content (also called as microblog) and long content that is shared with the other users or the public. A blog site can be managed by one person who also writes content or with other contributing writers. A blog post can contain personal stories, photos, videos or links depending on the topic being discussed in the blog. These platforms also allow others to interact with the blogger by subscribing to the site to receive notifications for new posts or by posting blog comments. Because of its nature, blogging platforms allow organizations to share meaningful stories about the advocacy.

These platforms range from real-time interaction network such as Twitter, interactive social publishing such as Tumblr to traditional form of blogging through WordPress and Blogger. Wiki page on the other hand publishes content that may be or not open for editing by users, encouraging democratic use of the web. A popular wiki around the world is Wikipedia.

Book Marking Sites
Because of the vast interesting, useful and enlightening content online, content discovery of vague idea is a challenge even in using search engines like Google. This is the idea that gave birth to the bookmarking sites such as Pinterest and Flipboard. It allows users to collect content anywhere from the world wide web and save it to their account on the platform. Users have the option to make the content private or shared with others. It serves as the user’s pin board for curated ideas and concepts in mind that were found in the Internet. These platforms may also suggest content that is similar to the ‘pins’ that were also saved based on the hashtags or codes.

Interest-based Network
The Internet especially with social media provides a great opportunity for one to find people with the same interests or hobbies. While Facebook, Google+ and other social networking sites can also support creation of groups, there are networks that are created for exploration of certain interest such as SoundCloud and Last.fm for music lovers and Goodreads for writers and ardent readers.
As discussed earlier, there are several types of social media platforms that are available for personal and professional use of organizations. However, it is important to note that running a social media advocacy or campaign is more than just keeping up with pictures of friends on Facebook. Organizations should take time in familiarizing and exploring the different platforms available and examining how it fits the goals of a campaign. It is important to consider lessons learned from other organizations implementing social media for a health campaign, the audience’s preference and the internal capability.

Conducting an assessment will allow organizations to make grounded decision in adopting social media as a strategy including what platform to use. While creativity and spontaneity is important in this innovative intervention, organizations should note that the identified strategy should complement the over-all program where the campaign is being lodged. When starting a campaign, it is okay to start small. It is possible to launch a campaign using just one platform and then expand to other channels over time once the organization has perceived the need to do so or has become familiar with the necessary procedures and tools.

Popular social media platforms that can be used as potential channels for information dissemination especially for the young population are Facebook, Twitter, YouTube, Google+ and Instagram. These platforms are further discussed in the next pages of this guide.
Facebook is widely considered as the best known and world’s largest social networking site. It allows users to stay connected with friends and family; to be updated with what’s going on in the world, and to share and express what is important to them. Users can create free accounts that will serve as their profile with information about them. Although some of the Facebook users choose to use alias or nicknames in their profiles, profiles are created using real name accompanied by an optional photograph. Companies, brands and organizations are increasingly building presence on Facebook through Pages. Profiles and pages allow users to share text updates, photos, videos, promote events, react and comment to posts. Updates are provided to friends or followers when users engage in these activities.

Through pages, organizations can promote advocacies and build community of supporters. They can post high quality images, videos, and links to their page and can also add customized Facebook-based application to promote a certain cause or to register supporters. Organizations can also create Groups in addition to Page that is for smaller group dialogue and private discussion on specific topics.

Facebook for NonProfits. Early 2016, Facebook launched the Facebook for Nonprofits as a tool and resource site for tips in advocacy and online community building. It assists organization in setting-up Facebook presence, raising awareness, engaging people to take action and raising funds to increase impact. For more information regarding this new initiative of Facebook, go to the link: https://nonprofits.fb.com.
1. Create a Facebook Page for the campaign or advocacy
2. Maintain the timeline by posting relevant content
3. Engage fans by responding to comments and through online polls and events
4. Manage the community of fans and advocates to foster meaningful conversation
5. Drive fans to other resources and materials in the web or to the organization’s blog/website
6. Follow other organization’s Pages with the same mission

YouRHealth (Youth for Reproductive Health Awareness)
YouRHealth or Youth for Reproductive Health is a community of peer educators based in Cagayan de Oro City, Philippines. The page is open to the public and provides mainly information related to AYRH and other advocacies for young people.
Twitter is a platform that allows users to share their ideas, thoughts, news, jokes, images, links and any information in 140 characters of text or less called Tweets. It is considered both as a social networking and microblogging site that offers a simple web and mobile application interface to speedily share and discover information. Individuals, companies and organizations create their profiles that are usually public by default and assigned a tweeter handle that starts with the alt sign (@). Users use the hashtag symbol (#) before a relevant keyword or phrases (no spaces) in their tweets to categorize those Tweets and help show them more easily in Twitter search. Best practices recommend including no more than two hashtags per tweet. Users can also tag favorites, retweet or reply to a tweet.

1. Create a Twitter profile for the organization or campaign.
2. Regularly Tweet relevant updates and photos.
3. Drive fans to other resources and materials in the web or to the organization’s blog/website.
4. Respond to Tweets to engage followers.
5. Follow topics that are trending with the hashtag relevant to the organization or the campaign.
6. Organize “Tweet chats” or “Tweeter party” events regularly.
7. Provide real-time updates during events and programs.

Jhpiego uses twitter to promote - its advocacies in saving lives of mothers and babies. The account is also utilized in providing updates on the different programs that they implementing through powerful images, infographics and videos. The account also retweet posts from partner organizations with the same goals.
#TeenMomsTalkBack Campaign

#TeenMomsTalkBack is an example of a social media campaign that YTH created in collaboration with University of Colorado Denver School Latino Research and Policy Center, the National Latina Institute for Reproductive Health and Florence Crittendon High School to help reshape how people talk about teen parenting to be shame-free.

Tweetchat

Tweetchat is a form of an online event where anyone with a twitter account can follow and contribute. A moderator is assigned to facilitate the tweetchat and initiate the different predetermined questions or topics to talk about. Once the questions are posted, everyone can give their comments or share information. Everyone should include the dedicated hashtag for that session so others can read and respond to it.

“The hashtag was revolutionary enough to get the attention of Upworthy and through the conversation, we were also able to share the messages about shame-free teen parenting with over million people on social media. Our campaign was similar to #NoTeenShame, which was created around the same topic with the help of Gloria Malone, a member of YTH’s Youth Advisory Board. This hashtag campaign was so effective it won an award from the Healthy Teen Network last year” – yth.org

One notable local organization who conducts tweetchat regularly is the HealthXPH (www.healthyxph.net). It is a group of Filipino doctors promoting the responsible use of social media in healthcare.
YouTube has become an important platform for digital activism to fight for certain causes in the 21st century because of the powerful visual appeal of video storytelling. YouTube is considered the leading video sharing platform in the world that allow users to produce, upload, share and discover originally-created videos in the Internet on any topic.

In YouTube, organizations can create channels, much like or equivalent to profile pages in other social networking sites. Channels are used to curate own videos and subscribe to and follow other channels. With the right titles and tags or keywords related to the content of the video, users can search videos easily. Once a video is uploaded on YouTube, it can be embedded onto other platforms such as blogs, websites and even share it on other social networking sites.

1. Register and create a YouTube channel for your organization or campaign
2. Upload and share original promotional videos, documentaries and other video material developed by the organization
3. Build a community of subscribers that the organization can engage
4. Subscribe to other channels relevant to the organization or campaign
5. Share appropriate curated videos from YouTube to the main social networking site used by the organization for the campaign.
Teensource.org YouTube Channel

Aside from their website account, teensource.org uses YouTube as a medium to reach more young people with accurate information on STDs, birth control, healthy relationships, and teen rights to accessing sensitive services. TeenSource.org is a project of California Family Health Council. The project was launched in 2001 as an online hub for teen-friendly sexual and reproductive health information and resources. The YouTube channel features talks from conferences, advocacy videos and video blogs – some of it are youth-generated.
Google+ (Google Plus) started in 2011 and has established itself as the second largest social media site in the world. Google+ is integrated through a person’s experience on Google together with other Google platforms attached to it offering a different level of engagement among its users. Users can create groups or Circles and send targeted messages to the segmented group. It also allows users to chat through Google Chat, host live private video chats through Hangouts and broadcast live video chats through Hangouts on Air which can be streamed through YouTube for saving and uploading. Google+ also offers vigorous searching capabilities allowing users to search for a specific topic and view returned results from posts by other Google+ users or anywhere in the web.

1. Create a Google+ Page for your organization
2. Share engaging Content with regular updates and multimedia
3. Segment your audience through Google+ Circles to facilitate targeted messaging
4. Leverage use of Google+ Hangouts for live video chats with experts or beneficiaries of the advocacy/campaign
5. Engage with the community by replying to their comments and hosting live online events

UNAIDS Google+ Account
UNAIDS uses Google+ to provide updates regarding the different projects and accomplishments. The page is designed mainly for stakeholders and for those who seeking updates regarding the different activities of the organization. It contains announcements for events and features stories of their beneficiaries. The said Google+ account has 273,030 followers and more that 2.5 million views as of writing.
Google Hangout

Maximizing the potential of the different platforms connected with Google+, the Asian Development Bank – Youth Initiative uses Google Hangout on Air for their online events. Through Google Hangout, a group of people can discuss or talk about a topic wherever they are. The discussion can also be recorded and shown live publicly using YouTube. An example of this is the #GirlTalkAsia Hangout of Plan International. Organized by the ADB – Youth Initiative, the event gathered Youth representatives from Asian countries to talk about their projects and examine the future of Young Girls in Asia and the Pacific. The hangout was shown live online with live tweets using the hashtag #GirlTalkAsia. The video was uploaded on YouTube and can be accessed online.
Instagram is a free mobile-based application that is used to share moments through photos and short video clips. It allows users to snap photos using their smartphones, choose filter to edit the image, upload and share it privately or publicly through their profile. The application allows users to follow other users, view and like shared images through the Instagram Feed. Images posted on Instagram can also be regramed or shared to other social networking sites such as Facebook and Twitter. Like Twitter, Instagram also uses alt sign (@) as profile handles and hashtag (#) for categorizing and searching images on a specific topic.

1. Create an Instagram account using web browser or the mobile application
2. Share relevant images and short clips about the organization or the campaign
3. Share Instagram posts to main social networking sites used for the campaign to increase reach
4. Follow other organization and individuals with the same mission
5. Regram images that are relevant to the campaign
6. Engage the community by promoting and running contest and challenges using the campaign's handle and hashtags
Aside from the Facebook and Twitter accounts, Jhpiego is also using Instagram to share how they are innovating to save lives of mothers and babies around the world including the Philippines. They also use Instagram to provide real-time updates during their events or activities.

Mulat Pinoy – KNN (@mulatpinoyknn) Mulat Pinoy – Kabataan News Network is a local organization providing information related to population and development issues concerning young people. Aside from their website, Facebook and Twitter, they also use Instagram to promote their advocacies. They use Instagram for event or activity-related posts and campaigns. They also feature photos of their #YouthReporters.
#SoMeMobileApps

With the decreasing cost and wide options for smartphones in the Philippines, more and more Filipinos prefer to access social media accounts through mobile phones. Around 32 million social media accounts were accessed using mobile phone applications in 2014. This trend continuously accelerates communication and makes it more contextual and personal. In this case, organizations implementing campaigns should consider curated content as appealing when viewed on desktop browsers or mobile phones.

With mobile phone’s high penetration, it has stimulated the development of various applications that can assist disconnected and rural communities to easily access information. One example is the use of SMS technology by different organizations in connecting with their audience and helping them make informed decisions about themselves and their family. On the technology side, Google and Facebook are developing technologies make the Internet more accessible to everyone especially the poor and marginalized. Google’s Fiber (link) and Project Skybender (link) both aims to provide Internet access for free to those who need it. On the other hand, aside from an Internet drone, Facebook has also launched the Free Basics (www.internet.org) that allow mobile users with the mobile application to browse the Internet and other select websites for free and use Facebook even if they are not subscribed to any mobile data promo. Health related contents on pregnancy and motherhood were also included in the Philippine version of the said application.

Given the wider access to mobile connectivity, many smartphone users are turning to instant messaging (IM) application instead of SMS to communicate. Like the traditional SMS, instant messaging offers real-time text transmission as long as both the sender and receiver are both connected to the Internet. Popular IM nowadays are free and also support sending of images, videos, voice recording and other document formats. Although majority of the available instant messaging platforms are mobile-based, developers are starting to release desktop versions of their applications. Some IM users can create group chats that can be private or open to public.

FB Messager, Viber, Skype, Kakaotalk, Line, Wechat and WhatsApp are some of the popular instant messaging applications available.
chapter 3 - implementing a social media campaign
For a social media campaign to work, a team should be formed to manage the development and implementation of the social media and to engage with the target audience. The team should be composed of individuals who are technology-savvy and knowledgeable in using social networking platforms. Some of the basic qualifications in choosing members of the team are:

* Demonstrates creativity and documented immersion in Social Media
* Displays in-depth knowledge and understanding of social media platforms, their respective participants and how each platform can be deployed in different scenarios.
* Displays ability to effectively communicate information and ideas in multimedia format
* Makes evident good technical understanding and can pick up new tools quickly.
* Demonstrate knowledge and understanding about reproductive health topics concerning young people

Successful use of social media requires significant time investment for the organization implementing the campaign. Some organizations hire staff or outsource the management of their accounts but organic staff can also work on it on top of their regular duties. One good approach in establishing a social media management team is to get someone from the major stakeholders of the campaign. In the case of social media initiative for young people, it is best to get someone from the City Health Office to spearhead the campaign as well as youth leaders and members of a blogger/IT groups.

Most young leaders who are inclined to social media who are knowledgeable on the current issues affecting AYS and social media trends can produce more relevant content. On the other hand, bloggers/IT group representatives as managers can develop or create new content and assist in reaching more AYS through social media public relation campaigns.
The social media team can be composed of the following:

* The SoMe4AYRH Program Manager is ultimately responsible for ensuring that the social media implementation plan is carried out, that the campaign uses social media safely, appropriate and in line with the campaign’s objectives.

* The IT Manager is responsible for assisting the team by providing apps and tools to manage the campaign’s social media presence and support in the generation of data to track any key performance indicators. The IT manager is also responsible for proactively monitoring for social media security threats.

* The SoMe4AYRH Campaign Supervisor is responsible for working with the whole team in rolling out the campaign through social media channels. Moreover, the campaign supervisor is in charge of seeking approval for the contents to be posted on the identified platforms.

* The SoMe4AYRH Administrators or Community Managers are responsible for the day-to-day operation of the campaign on the social media channels. This includes but not limited to curation of content, posting, updating, developing original content, responding to comments/questions and organizing online events.

Because of the nature of content and information to be shared and managed, managers must also undergo training on Adolescent and Youth Reproductive Health and the basics of Interpersonal Communication and Counseling. With the evolving nature of social media campaigns, the roles of account administrators have advanced from just curating and posting contents to being community managers and facilitators.
The following steps may be adopted in organizing and implementing a social media campaign for AYRH. This guide will assist implementing organization on the social media implementation and strategy plan.

1. Conduct Assessment
2. Develop Social Media Objectives & Core Messages
3. Define Marketing Tone & Voice
4. Define Posting Strategy
5. Create Social Media Accounts & Pages
6. Launch & Roll-out the Campaign
7. Analyze, Test & Iterate
CONDUCT ASSESSMENT

Assess available resources, determine the target audience of the campaign and identify the social media platform to be used.

**Resources.** Assess current resources of the organization leading the campaign in terms of infrastructure and manpower. Managers or administrators of the accounts should have at least a computer (desktop or laptop) that is connected to the Internet. Smartphones are required when using mobile-based social network platforms such as Instagram and Snapchat.

**Audience.** One major step in implementing social media campaign is to define who are the recipients of the messages. To better understand the target audience of a social media campaign, it is important for the implementing organization to do some background assessment. Looking at the demographics of young people in the area, understanding what they like, what they do not like, what they do, when do they access social media and why they use social media, will provide the campaign a more concrete idea on where and how to reach and engage with them. Also part of the assessment is the identification of key influencers. These could be known personalities or group/s in the community, people that young people listen to and people that create action. These key influencers can be tapped to engage the audience throughout the campaign.

**Social Media Platform.** Identify the different social networking platforms that young people use in the target community. Limit the platforms to those that matter to young people. Remember that each of the social media network is unique and has its own style and audience. Time, resources, and infrastructure allotted for the campaign, as well as the demographics of the audience should be considered when selecting. Platforms to be chosen should best fit the campaign goals to be achieved and the strategy to be employed. Moreover, young people are known to be early adopters of technology, hence, it is imperative that the platforms used in the campaign are adaptive to the ever changing world of social media.
DEVELOP SOCIAL MEDIA OBJECTIVES AND CORE MESSAGES

Organizations should define why they are using social media for the advocacy and what core messages they want to provide through the platforms to determine what behavior change they want to see in their target audience. This step sets the target and foundation for keeping track of the campaign progress and describes the intended result of the intervention.

Define what the objective that the campaign wants to accomplish. Determine if the campaign will just simply boost up information about AYs, motivate AYs to seek services, engage a community of AYs in discussions about reproductive health (RH) issues, provide counseling services/opportunities, and make referrals through social media. Having a defined objective provides a logical direction of contents and serves as a measuring point for evaluation. Objectives should be SMART: specific, measurable, attainable, relevant and timely.

As a behavior change communication approach, identify and develop core messages that the campaign will focus on and put forward. Core messages should be consistent throughout the campaign. Existing core messages developed by the Department of Health (DOH) can be used in the campaign if applicable. Alternatively, pressing issues of young people on RH and the result of the assessment can serve as bases for developing new core messages.

Objectives should be **SMART:** Specific, Measurable, Attainable, Relevant and Timely.
3 DEFINE MARKETING VOICE AND TONE
Using a defined voice and tone for the content from the start can make the social media campaign more direct and focused. Voice is the personality described in an adjective. For example, since we are targeting young people and we are talking about RH issues, voice can be lively, positive, professional or friendly. On the other hand, tone is the subset of the campaign voice. It adds specific flavor to the voice considering factors such as audience, situation and channel. There should be only one voice for the campaign but many tones can be used.

“VOICE IS THE MISSION STATEMENT. TONE IS THE APPLICATION OF THAT MISSION.”

To guide the organization in defining the voice and tone of the campaign, the following questions can be asked to help kick off some ideas:

- If the campaign were a person, what kind of personality would it be?
- If the campaign were a person, what’s their relationship with the followers/network? (a friend, teacher, parent, doctor, nurse, etc.)
- Describe in adjectives what the campaign’s personality is not.
- How do you want your followers/networks to think about the organization’s campaign?

4 DEFINE POSTING STRATEGY
Defining an operational posting strategy is essential in using social media for advocacy. It lays down how social media managers will post content that is responsive to the target audience towards achieving the program goals. Organizations should define what content, how frequent and when to post content to reach more people and effectively provide messages.

Content. Understanding how the target would like to see content in the networks helps a lot in designing solid and consistent content strategy. For example, people on social media, especially the young people, prefer multimedia posts. Posts with images generate more views, clicks, re-shares and likes than other kinds of post. There are also other strategies that can be employed depending on the topic, nature of the post, the voice and the tone. The organization can start with the five basic types of update: links, images, quotes, updates and re-shares. As best practice, choose among the types that will make up the majority of the posts and create a 4:1 ratio of sharing: for every four of the staple post, publish one different type of update.
Frequency. The social media is so complex that each network has its own estimated frequency of post that is perceived as something to be optimized to be able to engage followers.

There are several factors that may affect sharing frequency. The number of content available for posting, the reach, and the quality of updates posted should be considered. Using analytics can help the organization assess initial posting frequency and further improve reach based on the result. The organization can start with the following recommended frequency: Facebook: 5-10 times a week, Twitter: 5 times a day, LinkedIn: 1 post per day and 5 times a day using Google+.

Timing. Understanding when, where and how young people access different social media platforms can help the organization gain higher engagements, and can plan posting strategy better. For example, young people with smartphones and Wi-Fi or mobile data usually access social networking accounts during breaks or communing compared to those who access using desktop computers and household Wi-Fi, who are most probably active only at night after classes. Although there are several references showing the recommended and best day and time to post content, these usually target the adult or the general market. It is best for the organization to test and evaluate using analytics based on their growing networks.
CREATE SOCIAL MEDIA ACCOUNTS AND PAGES

The first step in creating social media accounts for a campaign is to create a dedicated e-mail address. All social networking sites need an e-mail address to create an account. Personal accounts of managers can be added as administrators.

Based on the assessment conducted, create accounts and pages according to the social networking sites identified as channels for the campaign. Usually, an account is managed by only one person, while a page is managed by one or more accounts referred here as administrators or community managers. There are social networking sites that require the creation of an individual account before creating pages like Facebook.

Administrators can visit the “Help” or “Support” pages of the selected platforms for instructions on how to create profiles and/or pages.

LAUNCH & ROLL-OUT THE CAMPAIGN

The launch aims to let the world know about the campaign. Starting the campaign with a good launch can help increase reach of the pages and accounts as well as spark conversations in the online world regarding the advocacy.

As a multi-stakeholder project, it is good to have a simultaneous live and online campaign launch. The live or in-person launch may involve the launch of a short film regarding the advocacy or a product supported by the campaign. This can be symbolically played or unveiled by different organization representatives involved in the campaign. The online launch can involve page promotion through a contest or poll, promotion of the video or product, simultaneous event update posting and blogger outreach.

The roll-out includes the actual day-to-day management of the accounts. Using third party tools in managing social media accounts and scheduling of curated content can help ease the work. Moreover, paid promotion of the page, account and specific posts can help reach more and should be included in the budget.
Below are some tips that organizations can use in managing their accounts and pages:

Automate
They say that ‘automation is the secret weapon for consistent excellent sharing, day after day.’ There are available tools that allow administrators to create contents at one place and queue everything to be posted according to the schedule set.

Engage with the audience
Likers and followers may ask questions based on the posted content, and will expect answers. Social networking site account administrators or community managers should set time to respond. Organizations should assume that young people liked or followed the campaign because they want to know something; it is therefore our responsibility to respond to their queries.

Listen
One way to stay updated with how young people reacted to posts is to listen by reading comments and discussions. Also, there are tools that can be used to alert administrators every time the campaign is mentioned online.
ANALYZE, TEST & ITERATE

At the start, it could be difficult to get the perfect formula in engaging audience through social media. Constant posting online can help discover the right timing, content and frequency for the campaign. The implementing organization should, therefore, analyze, test and iterate strategies.

There are several reporting tools that can assist organizations in analyzing online engagements. Most major social networking sites have built-in analytic tools that allow community managers to evaluate how each post performs in terms of reach, views, clicks, shares, likes and comments.

Below are steps that organizations may follow:

1. **Set a benchmark.** After running the campaign for a month or two using the planned strategy, the statistics can already show the average number of reach, clicks, shares, likes, and comments per post. This can be considered as the benchmark going forward and can be updated as the reach goes further.

2. **Introduce something new.** Try to experiment and test something new. The Internet changes so fast as well as the target audience. They adapt easily to new trends and innovations that can be used to captivate the audience. Changing posting patterns both for time and content, using other forms of updates and changing the tone and voice might contribute to a greater impact in the campaign.

3. **How did it go?** Analyze the result of the test compared to the statistics gained from the benchmark. If it performed better than the benchmark, adopt the changes into the regular strategy. Once the test is over, a new experiment can be introduced.
chapter 3 - reaching through social media
The effective use of social media platforms can advance organizations and their advocacies in reaching more adolescents and youth. More than creating awareness or familiarity with the organization’s mission, providing information through these medium would need implementing groups to create quality contents that are relevant to the young people, aligned with the identified purpose or mandate and shared with consistency to any platform used. Although adolescent and youth reproductive health is a sensitive topic especially in the Philippines, organizations should make sure that the audience remain eager to know more about the topic and engaged constantly. Depending on the program/campaign's objectives, organizations should keep in mind that more than providing information, the objective of using ‘social’ media is to incite engagement and more specially to build a community that promotes wellness for young people and encourages them to seek available youth-friendly services.

There are various ways that organizations can engage their audience to foster a community of active listeners. As discussed in the earlier part of this guide, social media has created another world where there is a rapid diffusion of information among its networks. Social media offers a wide range of options that organizations can use to engage its audience. Innovation is the key. As early adopters of technology, young people are perfect audience to test these innovations.

More than providing information through social media pages and accounts, organizations can launch events such as twitter chats, live hangout sessions, FB or Twitter Q&A so that the target audience will not just be recipients of the messages but will be involved by asking questions. This will make the discussion on a specific topic more interesting for them.
#ReachingMore

The reach in social media depends on the network of young people connected to the program/campaign accounts and pages. Engaging audience and collaboration are two of the many measures that organizations can do to reach more followers.

**Engaging the Audience**

Engagement is the type of relationship that organizations are trying to build with the target audience of the program/campaign. This is a buzz word for social media nowadays as this is one of the main indicators measured to assess the program's success. As with any other relationship, engagement is also based on trust, openness, reliability, and genuine concern so that both parties can contribute and strengthen the program's advocacies. Here are some ways to engage the audience:

1. Listen to and talk with the followers. Answer their questions, comment back and ask clarifications. In this way, organizations can reach out and show that it cares for its audience.

2. Use innovative and interactive strategies to involve audience in the campaign. Organizations can use contest, survey, live chats, to create opportunities to talk directly with young people and get their insights.

3. Since the social media advocacy will be implemented with other AYRH interventions, also engage young people in offline activities such as health events, workshop and lectures. The accounts can be used to provide live updates on the events for continued engagement.

**Collaboration**

There are several groups that also promote AYRH advocacies. More often, they are also using social media interventions. Collaborating with these individuals and groups can expand the reach of the intervention because they already have their network in place. With wider network, it is easy to mobilize needed resources and increase community involvement, thereby reaching more young people and amplifying the impact of the intervention. Here are some ways that implementing organizations can collaborate towards reaching more AYs:

1. Conduct an audit of local and international organizations working on the same AYRH advocacy. Learn from how they use social media and implement best practices identified.

2. If possible, conduct online and offline advocacy activities together. This will not only establish more trust for the program but can also combine resources together for a much stronger advocacy.
3. Share content from other accounts with the same advocacy on AYRH.

4. Maximize the potentials of young people who are influencers in the field of social media. More often, these individuals are also in a group such as tech groups and blogger societies that can be leveraged to intensify the program/campaign.

BRANDING AND POSITIONING

In the marketing world, strong and consistent social media branding and positioning is identified as key to a brand’s success. In advocacy program/campaign, organizations should also pay attention to these details to maintain its integrity. Moving away from the program/campaign’s brand can risk engagement. There are several ways to have a consistent branding. Some would hire public relation agencies to help them out with their brand identity. However, for some who do not have the budget for this, it is important for the organization as much as possible to maintain a theme or a harmonious look and feel for all the multimedia materials used across the social media platform.

One best way to do this is to use the logo for the organization or for the program, using a common typography and using a common color scheme for all the materials.

The organization’s positioning in the advocacy should be clear and consistent. This should be conveyed in a clear manner especially to those who don’t have any idea about the program. The same messages should be used and included in all the materials. Usually, this should be included in the “About” section or at the bottom or last part of the multimedia material. The objective of branding and positioning is to have people recall and identify what the campaign/program is all about. When younger people become more aware of the program/campaign, there is a greater likelihood that they will like posts, visit the page, and in turn, creating a bigger impact in the lives of the younger population. Templates can be distributed to administrators/community managers to achieve the desired consistency.

During the #GirlsCan campaign, WomenDeliver and other participating organizations uploaded images on social media with the same color scheme, font, logo. Content of Social media posts also contained the official hashtag #GirlsCan.
#CreatingContent

Aside from the items already mentioned, developing quality content is another key to audience engagement. Fortunately, there is no need for organizations to develop new content and messages. There are several trusted content that organizations can leverage for social media advocacy - all available in the worldwide web. Articles, blogs, images, infographics, stories and research can be curated and repurposed as content but need to be aligned on how it should be consumed by young people in social media as there are content that needs to be simplified.

**Developing Quality Content**

As more of an information campaign, organizations should create and provide content that the target audience wants and need to know. Everything should be based on the program’s objectives and anchored to the core messages. The challenge in creating content for AYRH is to make it light and engaging that the audience would not feel embarrassed. The content should also have a consistent tone and voice that young people can relate to. It should capture their attention. Content should be crafted in a way that young people would not feel ashamed to like, comment and share content with the rest of his/her network.

**QUICK TIPS ON CREATING QUALITY CONTENT**

1. Young people are more visuals. With the advent of smartphones and high access to the Internet, young people prefer to see more photos and videos. Adding pictures to posts can capture the attention of the audience and can help convey the message and increase recall.

2. Make posts as interesting as possible. If an audience sees a post that is relevant to him/her, then he/she will continue to read it. Sometimes, being spontaneous and showing enthusiasm with posting light-hearted content can help engage the audience. Administrators/community managers should always remember that the target audience are young people.

3. Mix and match posting strategy. As discussed in the posting strategy section, try different ways in posting updates on social media. Understand what the general audience wants and post more of it.

4. Although there is an identified time where most of AYs are online, reposting successful content at different times can help reach more individuals with the messages.

5. Ensure that the spelling and grammar of posts and content are correct. This is to ensure that audience trust what they read thus ensuring the quality of information provided.
Aside from texts, UNICEF uses images to convey messages on their Facebook page.

To actively involve young people in their advocacy, Asian Development Bank through its Gender Equality in Asia and the Pacific program launched the #HisforSDG5 campaign to promote gender equality. Winners will serve as ADB’s SDG5 Youth Ambassadors.

**Principles of Effective Social Media Writing**

Content on social media is the core of the intervention. More than the tools to be used, the success of the program/campaign relies on the good quality content provided on these platforms. According to the Center for Disease Control (CDC), content should be 1) relevant, useful, and interesting, 2) easy to understand and share, 3) friendly, conversational, and engaging, and 4) action-oriented.

Social media is most effective when the content relates to a particular interest or desire of a specific group of people. Because your target audience can receive multiple messages from multiple sources every day, try to make your messages relevant, useful, and interesting so your audience will interact and be engaged.

The use of social media is “most effective when the content relates to a particular interest or desire of a specific group of people.” Since there is a wide age cohort that is targeted in the campaign, providing timely or age-based information is not possible. Organizations must ensure that content provided on a specific topic should cut across the concerns of AYs.
Relevant
Relevant social media content makes people think “This matters to me.” Relevant information can be based on time, geography, audience, and interests.

Useful
When people can use social media information to see their lives in new ways, change behavior, or learn something they didn’t know before, it is useful. Make information useful by suggesting practical steps or citing convincing statistics or report findings.

Interesting
To capture a reader’s attention, create content that piques curiosity. Interesting social media content is more likely to be shared. Of course, content should always be professional and relevant to a health topic.

Easy to understand and share
In social media channels, your message competes fiercely with others for your readers’ attention. That is why it’s important to use plain language and craft your message so the information you present is easy to understand. Also, consider how easy your message is to share or “like” on Facebook or “retweet” on Twitter. If users must modify your message to share it, they might
get frustrated and quit or change the message so it’s not as accurate as the original.

Here are some ways to ensure your messages are easy to understand and share:

* Put relevant, intriguing information at the beginning of your post. Can you ask a question?
* Use fewer characters than allowed to make sharing easy. Keep messages short but relevant. Test your message on a cold reader. Could someone “get it” in less than two seconds?
* Provide enough context so your message can stand alone.

**Friendly, conversational, engaging**

It’s no surprise that social media is, well, social media content generally has a more informal tone than other communications. That’s not to say social media messages are not also professional.

Here are some ways to help you achieve a balanced, conversational tone.

* Use contractions (can’t, don’t, haven’t).
* Write in first or second person (I, we, you).
* Avoid colloquial language (y’all, ain’t, you guys).
* Avoid trendy abbreviations (UR for “you are”).

**Action-Oriented**

You can use social media tools to help build awareness and direct readers to take action or find more information. Social media messages should have a call to action, urging people to take the next step. Here are some ways to make your messages action-oriented:

* Use action verbs such as “learn,” “watch,” or “join.”
* Include links to Web content that offer more detail or supply a phone number or e-mail address, but not e-mail addresses for individuals.
* Use ALL CAPS sparingly, for emphasis only.
FACEBOOK
Facebook offers more space to create content than Twitter or text messages. Each Facebook post can be a maximum of 420 characters plus a link. However, a shorter length is recommended; CDC recommends that Facebook posts be 250 characters (or shorter) to allow the post to be viewed completely in the newsfeed.

Content
All posts written for Facebook should use consumer friendly, action-oriented messaging. The posts should be interesting and compelling and include a specific call to action. Posts should include one link to a Web page, photo, or captioned video.

Tone
Because Facebook is a platform for people to share what’s going on in their lives, the tone is naturally casual but professional. Use a consumer-friendly voice when crafting your messages. If your post is directed toward lay people, avoid or define jargon.

Tagging
The next time you’re typing a public health partner’s name in your post, add the G) symbol in front of it. This will trigger the tagging feature in Facebook, automatically creating a link and displaying the post on the partner’s page.
They used the official hashtags for the campaign/event.

Content are written in simple language, usually telling stories of how their programs was able to help their beneficiaries.

Both posts used images together with text content to maximize its impact.

They tagged partner organizations in their posts.

Both posts provided links that encourage readers to read more about the advocacy.
TWITTER
The Twitter community has created its own short form syntax. When communicating on Twitter, you’ll need to know several essential terms:

* Message (or tweet): Messages are composed of up to 140 characters of text or links. Username (or handle): Twitter users identify themselves by their username or “handle.” Retweet: If a tweet (or message) from another Twitter user is relevant, the retweet function allows you to forward their message to your network.

* Mention: Twitter enables users to automatically link to each other by putting the ‘@’ symbol in front of the username in a message.

* Hashtag: Similar to a mention, a hashtag is created automatically when you put the # symbol before a word. Using a hashtag enables other people to join in a larger conversation on a topic or find information quickly.

Length
Although Tweets can be up to 140 characters (including spaces and punctuation), it is recommended to use less characters to allow for other text to be added when the tweet is retweeted. Keep tweets to 120 characters or less including a shortened URL (around 20 characters). This leaves about 100 characters for your message. Writing tweets of 120 characters or less makes it easier for followers to retweet your message without having to edit it to make it shorter. To calculate the number of characters in a draft tweet, use the character counting tool in Microsoft Word.

Abbreviations
Try to write concise tweets that don’t require abbreviations. Sometimes, because of the character limit, abbreviations are necessary. Use only use standard abbreviations that are easily understood, and do not change the clarity of the message. Some appropriate abbreviations: PH for Philippines, Info for information, & for and, 1PM for 1 p.m., and MPT for important.
Limit abbreviations to commonly recognized abbreviations such as those listed above and avoid “text speak.” Research and message testing indicate that CDC audiences had a strong negative reaction to abbreviations in messages that were not seen as professional. It’s best to avoid abbreviations such as: 2forto, 4 for for, U for you, and UR for your

**Hyperlinks**
Tweets should include a hyperlink back to CDC.gov or a trusted partner website. In a tweet, the link is typically shortened before posting; if full links are being used, be sure to include the “http://” in front of the URL to make it clickable within the tweet.

**Tone**
As with all social media, messages crafted for Twitter should be reader-friendly and action-oriented. Ask a question, highlight a key statistic, or provide a specific call to action.

@EngenderHealth post a short message to promote the use of social media for adolescent and youth reproductive health. They tagged the organization who published the article together with the link.

@unfpa tweets a short advocacy post as part of the #SWOP2014 to highlight the power of young people and the urgency in investing in them.
chapter 5 - social media monitoring and evaluation
One of the objectives for evaluating social media implementation is to measure activities and interactions to determine what strategy is successful, what isn't and how to further improve the program. Organizations can follow these steps in doing monitoring and evaluation.

1. Revisit the goal and target audience
2. Determine the specific KPIs
3. Define Benchmarks
4. Select a Tool
5. Analyze and Iterate
Revisit the goal and target audience

Before starting to measure, it is important for organizations to revisit what the social media program wants to achieve and the public that it wants to reach. As indicated in the planning stage, this will assist the organizations to define the success of the program.

Increasing community engagement is one of the broad categories measured in social media advocacy implementation. However, engagement should first be defined as it may vary with others based on the implementation. For some that means downloads, comments, retweets or reaction to posts. For others, it is getting visitors to register, leave their email address or sign-up for a certain service.

Determine the specific KPIs

KPIs or key performance indicators are particular metrics in which the organization shall define the success of the program. Selection of KPIs is critical in the implementation and evaluation phase; organizations should choose KPIs that are important to their organization. Metrics should be anchored in the goal as redefined in step number one. Taking engagement as an example, metrics to be measured can be any of the following: number of followers, ratio of posts to blog comments, number of ratings, views or comments on YouTube, and number of interactions. Metrics will be based heavily on the platforms used for the campaign. Organizations should consider metrics that can easily be measured through built-in and third party analytics. Specific KPIs that should be included in the evaluation are further discussed in towards the end of this chapter.

Define Benchmarks

Benchmarking enables organizations to interpret and analyze data acquired over time – to determine if the result is positive or if there is a need to further improvement. Since metrics will be measured and compared across time, organizations should define where to benchmark the result. As discussed in the implementation part of this document, organizations can benchmark their result with the data collected during the first few months of implementation. As recommended based on best practices, organizations can compare result with other peer organization or a competitive organization.
Select a Tool

There are several tools available online that can be used in measuring social media program. When choosing the right tool, it is important to go back to the defined goal and see if the selected tools have the capability to measure the metrics set. Tools for social media evaluation can be categorized into three:

Web Analytics and Statistical Analysis

Web analytics are used in social media measurement to generate and visualize quantifiable data to understand how the program is going. Organizations can use built-in platforms from major social networking sites or other third-party applications. Tools for analytics is further discussed in the next section of this document.

Surveys to Measure Reputation and Relationships

Surveys have been the preferred method when measuring awareness, preferences, and opinions even before social media was launched. Surveys can be done prior to implementation (as benchmark) followed by a follow-up survey after six months. There are several survey tools available that can be used to assess social media campaigns depending on the goals of the program. Surveys can be conducted through mail, email or via online survey tools such as limesurvey and SurveyMonkey.

Survey can also be used during the formative evaluation. This can be conducted during the first 3 to 6 months of the implementation. The objective of the formative evaluation is to assess how the target audience is receiving the program and determine their preference to further improve program implementation.

Content Analysis to Measure Conversation

Counting the number of conversations and interactions generated by the different social media accounts used for the campaign may not be an adequate metric to assess the program. Content analysis of social media allows organizations to listen in on conversations to get a better understanding of how the followers react to posts. The content of these platforms are very rich in information that could lead organizations in looking for recurring messages and themes to determine how the audience responds to the program. Moreover, this allows users to analyze the sentiments of their audience to assess the engagement strategy. Through this, organizations can assess how people feel about the program or the services they get, paying close attention to their tone. Managers can assess audience sentiments by manually scanning comments, tweets or feedbacks or using online tools. Spreadsheet can be used to document and track sentiments that were manually collected while the use of Social Mention can track and measure what the audience are saying by looking at the different social media platforms.
Steps in Conducting Social Media Content Analysis

1. Find the content
2. Determine the type of conversation taking place
3. Determine the visibility of the campaign
4. Determine who, if anyone, was quoted in the item
5. Determine tone, sentiment and/or presence or absence of commendation
6. Determine what if any messages were communicated
7. Quantify the authority of the writer or poster
8. Analyze results; make recommendations, do it again.

Built-in Tools
The following are readily available tools that are built-in in some of the widely-used social networking sites.

Quantitative Analysis Tools
Most of the big social media platforms have built-in tools to help organizations generate data and analyze activity. These built-in tools are usually free and have a very easy follow user interface. Some of the popular networking sites that have these tools are Facebook, Twitter and YouTube.

Because of the increasing demand by organizations and companies using social media as a tool to engage customers, increase brand recall and promote products, more and more third party tools are being introduced in the market. Most of the time, these applications offer a deeper understanding of the trends and data from selected social media platforms than those that are built-in. However, majority of these tools need a subscription or premium account – this should be included in the budget if the organization is planning to use one.

Facebook Insights
This Facebook analytic tool allows page managers to get insights how people are engaging with the Page. It also allows Page Managers to view metric about the Page’s performance, identify which posts have the most engagement and view data about when the audiences are on Facebook. Data gathered can provide the organization to redefine posting strategy – identify posts that the audience like the most and when to post content that would likely reach more.
Twitter analytics allow individuals and organizations to learn more about the content shares and the audience. The tool can be accessed via desktop browser or mobile phones. It reflects individual tweet engagements as well as summaries of Twitter statistics such as engagement rates and replies, and defines top influencers. On the other hand, the followers’ dashboard contains audience insights to track growth over time, identify top interests and uncover demographics.

YouTube Analytics provides individuals and organizations with platform to monitor their channel and video’s performance such as on watch time, traffic sources and demographic reports. It uncovers useful trends to show what is working and what needs to be improved, see what captivates the viewers, understand watch sessions and learn about the subscribers. Reports can be filtered based on the information that is needed and result can be viewed in different chart layout.
Google+ Platform Insights

Google+ has also a built-in platform to generate analytics to optimize google application integration. The Platform Insights features analytics with in-depth data about the status of the different Google platforms used. It measures and visualizes users growth, viral spread of interactive posts, discovers trends and optimize integration for better achievement and engagement.

Third party applications

Tweetdeck

Tweetdeck is a free tool used for real-time tracking, organizing and engagement of one or multiple twitter account. In addition to being run in a browser, Tweetdeck can also be installed as a desktop application for both Windows and PC and as Google Chrome plug-in.
Hootsuite
HootSuite is a dashboard application with the main purpose of organizing different social media accounts and is considered the most popular social media management analytic tool. It allows integration of Facebook, Twitter, MySpace, WordPress, LinkedIn, Foursquare, Mixi, Trenspottir, and Google+ in one place – making processes simpler and saving time. Its analytics allows users to gain new insights on social media engagements, identify social influencers and see what content resonates. Hootsuite offers three plans - free, Pro and Business. Although the free or basic version will meet the daily needs of the organization in social media activities, the Pro (paid)version provides added features that can help organizations with team of managers maximize time in social media.

Social Mention
Social mention is a free and online social media search and analysis tool used to aggregate user generated content from multiple social media platform in just a one stream of information. It tracks conversation about the organization or the program and review audience sentiment by observing top key words, users and hashtags.
**Symplur**

Symplur is the pioneer in healthcare social media analytics. They maintain the largest database that anyone can access related healthcare conversations with the globally recognized Healthcare Hashtag Project. Through Symplur’s Tweet chat analytics, organizations can record chat events and generate analytics on the number of tweets, participants, top mentions, tweets, and impressions.

**NodeXL**

NodeXL is a basic free and open source add-in for Excel (2007-2013). The purpose of this tool is to map the network statistics, metrics and visualization using the familiar Excel sheet of different data from different social networking sites. In the case of Tweet chats, NodeXL can map twitter conversations that expands from one user to another and from one place to another.
Other social media analytics tools that can be used to manage and monitor program implementation are listed below. Click the logo to visit their home page.

Free Tools
- followerwonk
- ICONOSQUARE
- SocialBro
- MyTopTweet
- KEYHOLE
- sumAll
- HowSociable
- Cyfe
- tweetreach
- tailwind
- KLOUT
- Riffle
- ViralWoot
- quintly

Premium Tools
- brandwatch
- crowdbooster
- Rival IQ
- local response
- MOZ
- buffer
- hootsuite
- SPROUT SOCIAL
- social report
Analyze and Iterate
The last step in the monitoring and evaluation process is to analyze the data gathered using the tools and adjust the program implementation based on the result. Once the data is available, analyze and interpret the data, compare it with the benchmark values and develop recommendations. Revisit the organization’s social media implementation plan, identify points to improve and revise the strategy as needed. Engaging the different stakeholders in this step is crucial to obtain collective and consensus improved implementation strategy.

Metrics to Measure and Analyze
Social media analytic monitoring exposes a huge amount of data that reflects how the program is going. As discussed in the steps in measuring social media program, organizations should consider the goals and develop clear queries that will assess and evaluate how and whether the program is functioning how it is intended to be.

Looking at a few key performance indicators such as engagement, reach, mentions by key influencers and click-through rates will help organizations focus analysis of extensive variety of data. Although there are a lot more metrics that can be measured, these basic measurements can offer enough insights to help understand if the social media strategy is running successfully. Most of the built-in and third party applications allow users to analyze these quantitative indicators.

Below are the top four key performance indicators related to social media use in health promotion as adopted from Neiger et al. in their paper entitled “Measuring the Impact of Social Media.” A table summarizing the KPIs and metrics under it can be found on page 61.

1. Insights – This key performance indicator refers to the feedback of consumers from social media applications derived from sentimental analysis or data extracting utilizing procedures to mine followers’ attitude and perspective on a specific topic. Metrics under this KPI would include number and types of suggestions or recommendations from the audience.

2. Exposure – On the other hand, exposure measures the ‘impressions’ or number of times content is viewed on social media. Metric to be measure can be number of visits, clickthroughs, number of comments, number of ratings, number of reviews on rating site, Facebook impressions, views on videos, viewed blog
posts (counted per page view), asset popularity (what content is mostly viewed) and proportion of posts and videos viewed.

3. **Reach** - By social media definition, reach means the number of people who have visited or who have contact with the different social media applications used and the related content. The following metrics under this KPI can be measured: fans/page likes, number of people participating in discussion (including online events), unsubscribed fans, number of followers and subscribers, demographics of the subscribers/fans, followers and virality (growth rate of fans, followers, and friends).

4. **Engagement** - Taking social media for health promotion into context, this KPI measure the link between social media and action. This can be assessed at different degrees from low engagement, medium engagement and high engagement. Low engagement is described as the number of people who acknowledge agreement or preference for content posted. This can be measured by ratings, positive reactions to Facebook posts, like rates, frequency of favorites and likes and dislikes on videos. Medium engagement on the other hand refers to the number of people who participate in creating, sharing and using content and the degree to which they influence others. This can be measured with posts or tweets by users regarding the topic, user-generated content, comments on posts, 60 comment rate, number of threads on discussion topics, frequency of new discussions or topics, downloads, uploads, Klout scores, number and rate of retweets, mentions and number of times a post, video or link was shared. Lastly, high engagement is defined as the number of people who engage in offline activities (which may be in addition to continued online activity) as a service consumer or as a program partner, volunteer or sponsor. This can be measured with the number of people who register, make appointments or avail services, number of people who participate in off-line advocacy events as volunteers or sponsors, number of people who attend off-line events as participants, number of people assisted and number of participants satisfied.
# Key Performance Indicators and Metrics Related to Social Media Use in Health Promotion*

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<th>Key Performance Indicator</th>
<th>Definition</th>
<th>Metric</th>
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<tbody>
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<td><strong>Insights</strong></td>
<td>Consumer feedback from social media applications</td>
<td>Number and types of suggestions or recommendations</td>
</tr>
</tbody>
</table>
| **Exposure**               | The number of times content on social media application is viewed | · Visits  
· Clickthroughs  
· Number of comments  
· Number of ratings  
· Number of reviews on rating site  
· Facebook impressions  
· Views on a video  
· Viewed blog posts (page views)  
· Asset popularity (which content is viewed most often)  
· Proportion of posts and videos viewed |
| **Reach**                  | The number of people who have contact with the social media application and the related content | · Fans/page likes  
· Number of people participating in discussions  
· Unsubscribed fans  
· Number of followers or subscribers  
· Demographics of subscribers/fans/followers  
· Virality (growth rate of fans, followers, and friends) |
| **Engagement (low)**       | The number of people who acknowledge agreement or preference for content | · Ratings  
· Likes on Facebook posts  
· Like rates  
· Frequency of favorites  
· Likes or dislikes on videos |
<table>
<thead>
<tr>
<th><strong>Key Performance Indicator</strong></th>
<th><strong>Definition</strong></th>
<th><strong>Metric</strong></th>
</tr>
</thead>
</table>
| **Engagement (medium)**       | The number of people who participate in creating, sharing, and using content and the degree to which they influence others | - Posts or tweets by users  
- User-generated content (e.g., videos)  
- Comments on posts  
- Comment rate  
- Number of threads on discussion topics  
- Frequency of new discussions, new topics  
- Downloads/Uploads Klout scores (see Klout.com)  
- Number of retweets  
- Retweet rate  
- Mentions  
- The number of times a post, video, or link was shared |
| **Engagement (high)**         | The number of people who engage in offline events (which may be in addition to continued online activity) as a consumer or as a program partner, volunteer, or sponsor | - Number of people who register for services/ make an appointment  
- Number of people who participate in off-line advocacy events as volunteers or sponsors  
- Number of people who attend off-line events as participants  
- Number of people assisted  
- Number of participants satisfied |

*Use of Social Media in Health Promotion: Purposes, Key Performance Indicators, and Evaluation Metrics (Brad L. Neiger, Rosemary Thackeray, Sarah A. Van Wagenen, Carl L. Hanson, Joshua H. West, Michael D. Barnes and Michael C. Fagen). Health Promot Pract 2012 13: 159. DOI: 10.1177/1524839911433467*
chapter 6 - privacy and security
Developing Social Media Policy

It is very important for organizations wishing to use social media for advocacy to come up with even just a basic social media policy. The purpose of this document is to provide guidelines for administrators or community managers on how to post on social media as well as set expectations on the fitting behavior and conduct when communicating on these platforms. The nature of the implementation, the needs of the program and the target audience should be considered when writing a social media policy.

When writing a social media policy paper, organizations can consider the intended audience of the policy, safe and effective standards, and consensus appreciation of social media use ethics by all affiliated organizations. A sample Social Media Policy and waver form is available in annex three and six, respectively.

We must all take security and privacy seriously.

Roles and Responsibilities

It is important for implementing organizations to train and define the roles and responsibilities of social media managers/administrators before implementing a campaign. This is vital in ensuring a safe network and avoids some problems such as security breaches and infringement issues. Everyone commissioned to post on behalf of the program should be trained in using the platforms.

The following items can help organizations in maintaining a secure network. This can be applied to 64 program and personal accounts of the administrators.

1. Read and understand security and privacy settings

All social media platforms have defined their own security and privacy settings and concerned organization or individuals should find time to read and review them on a regular basis to understand them completely. Checking the security and privacy setting of the platforms used on a regular basis is a good practice as majority of the social media networking sites change their settings without any notice. It is then safe to assume that privacy is never protected
and permanent in social media. Always remember that what is posted on social media is public and managers should be cautious and should think twice before posting anything. When there are updates, adjust the settings based on the needs of the program.

2. Be careful with links
Be cautious of malicious links as they are all over the world wide web. Some would appear like a normal post or comments and some would contain obvious characteristics of a malicious link such as a pornographic image. Some links are intentionally placed in websites that can confuse users and click on it thinking that it is the ‘Download’ or ‘Next’ button. In the Philippines, Facebook users would often see malicious links shared to groups by individuals who have clicked the link previously that has caused the malicious link to spread from one group to another. Users should never click links from unknown sources and administrators should remove these posts to minimize its spread. Currently, there is no application that can be installed in the social networking sites to control this. Users can hover over the link to see the full URL. If the website is credible or something that the user recognizes, then it is safe to open it.

3. Oversight and Monitoring
The program will be utilizing multiple platforms and a number of administrators will manage the accounts; it is very important to monitor and oversight the campaign’s social media presence. The objective of the monitoring is to ensure that all the social media accounts and what were posted are adherent to the plan, strategy and the social media policy.

4. Passwords and Users
One of the first line of defense for social media accounts is the password. It is very important in keeping the identity of the program/campaign and reduce the chance of unauthorized use of accounts. Individuals engaged in the campaign as administrators should also apply measures in ensuring the security of personal accounts to prevent security breach.

5. Software licenses and updates
Aside from complying with local policies, organizations should also not use pirated as well out-of-date software to mitigate potential problems. When updating software/applications used, download only using a secured network or via the official website of the developers. This also includes the browsers and mobile phone used in accessing the social media accounts.
6. Privacy Rights
Always be cautious when sharing content in social media. Privacy as users is never guaranteed. Moreover, administrators should also maintain the privacy of any individual referred in a post or when commenting. Privacy is one of the major concerns of young people nowadays and their identity should be taken with utmost confidentiality. Personal and unidentifiable information of individuals should not be shared unless provided with consent. This pertains especially to children. Using their pictures for a specific material should be done only if their parents have provided permission to do so. A template for media consent form is given in annex six.

7. Intellectual Property Rights
There are several issues surrounding the use of social media for information dissemination depending on whether the program/campaign produces its own content or share an available one. Organizations should be careful when sharing content of others online. Most of the content, may it be text or an image is ‘almost always automatically protected by copyright’ the moment they are produced. When a material is posted with a copyright content, the protection is legally strengthened.

Intellectual property in the Philippines is governed by the Intellectual Property Code of the Philippines or officially known as the Republic Act No. 8993 but wholesale reproduction of this material is forbidden around the world. According to the said law, the publisher or the one sharing content have the moral responsibility to give credit or acknowledge the source. On the other hand, the source or the author have the right to decline use and or alteration of base material or content. For social media content, it is always best to share and acknowledge the author of the posted content.

BufferSocial (n.d.). How to Create a Social Media Marketing Strategy From Scratch. Available at: https://blog.bufferapp.com/social-media-marketing-plan


Smith, B. - Mashable (2013). The Beginner’s Guide to Twitter. Available at: http://mashable.com/2012/06/05/twitter-for-beginners/#9OmUSCkqGEqu


annexes
annex1

Social Media and Medical Professionalism: A Manifesto from #HealthXPh

* I am a health care provider and I will conduct myself in a manner worthy of my profession, even online.
* I will not use online platforms to rant or bash patients and healthcare professionals.
* “First, do no harm.” Recognizing this and the trust that comes with my profession, I will ensure that the information I post, like or share is accurate.
* Whatever I post online in relation to my clinical expertise should be of benefit to my countrymen.
* I will prioritize the promotion and advancement of health rather than of medical products. I will not practice plagiarism.
* I will refrain from posting information online that will compromise patient confidentiality and privacy.
* I will value the patient's dignity and privacy by not taking selfies, groufies or videos during encounters with patients that include patients' body parts, surgical specimens or that show patients in the background without their consent.

Patient’s Manifesto for Online/Social Media Behavior (Draft)

* I am a patient; I will be responsible in using my social media account to uphold not only my rights but my healthcare providers’ rights as well. If there are grievances, I will not resort to airing them or ranting in social media but will instead inform directly the healthcare individual or institution concerned.
* I will think before I post information and will ensure it is factual and backed up by evidence and ultimately helpful in empowering the patient.
* I will use social media to share honest and accurate information about a product or service, and in doing so will not put down other people for the purpose of promoting it.
* I understand that no two people are the same, no two diseases are alike; therefore, not all outcomes after using a product or service are the same.
* I will refrain from posting information, photos or videos that will compromise patient confidentiality and privacy or violate a fellow patient’s dignity.
* I will responsibly solicit help by stating a clear purpose and ensuring accurate information. I will provide prompt acknowledgement with full transparency and accountability of support received.
* I will not promote the practice of organ trafficking or organ selling for transplant.

The aforementioned draft is currently undergoing approval by different patients’ groups spearheaded by the Philippine Alliance of Patient Organizations (PAPO).
annex2
Online Resources and Tools

**Relationship/Social Network**
- Facebook: http://facebook.com
- Twitter: http://twitter.com
- Google+: http://plus.google.com
- LinkedIn: http://linkedin.com
- Ask.fm: http://ask.fm

**Media Sharing Network**
- Youtube: http://youtube.com
- Flickr: http://flickr.com
- Vimeo: http://vimeo.com
- Instagram: http://instagram.com
- Vine: http://vine.co
- Snapchat: http://snapchat.com

**Online Reviews**
- TripAdvisor: http://tripadvisor.com.ph
- Looloo: http://looloo.com
- Zomato: http://zomato.com

**Discussion Forum**
- Reddit: http://reddit.com
- Digg: http://digg.com
- PinoyExchange: http://pinoyexchange.com
- Business Forum Philippines: http://businessforum.ph

**Book Marking Sites**
- Pinterest: http://pinterest.com
- Flipboard: http://flipboard.com

**Interest-Based Network**
- Soundcloud: http://soundcloud.com
- Last.fm: http://last.fm
- Goodreads: http://goodreads.com

**Phone-Based Applications**
- FB Messenger: http://messenger.com
- Viber: http://viber.com
- Skype: http://skype.com
- Kakaotalk: http://kakao.com
- Line: http://line.me
- WeChat: http://web.weixin.com

**Social Publishing platform**
- Tumblr: http://tumblr.com
- Wordpress: http://wordpress.com
- Blogger: http://blogger.com
- Wiki: http://wiki.com
WhatsApp
http://web.whatsapp.com

**Social Media News and Resources**
Mashable
http://mashable.com

Social Fish
http://socialfish.org

Social Media Examiner
http://socialmediaexaminer.com

Social Media Today
http://socialmediatoday.com

**Resources for Nonprofits by Social Media Platforms**
Facebook for Nonprofits (Facebook Page)
https://www.facebook.com/nonprofits

Guide to Facebook and Instagram for nonprofits

Google for Nonprofits
http://services.google.com/fh/files/misc/nalgoogleplus-fornonprofits.pdf

Twitter for organizations and nonprofits
https://business.twitter.com/twitter-organizations-nonprofits

YouTube for Nonprofits
https://www.youtube.com/nonprofits

**Link Shortener**
Bit.ly
https://bitly.com

Goo.gl
http://goo.gl

Ow.ly
http://ow.ly/url/shorten-url

**Publication Tools for Social Media Activities**
Storify
http://storify.com

Vizify
https://www vizify.com

**Social Media Management and Analytics**
Buffer
http://bufferapp.com

Hoot Suite
https://hootsuite.com

Oktopost
http://www.oktopost.com

Simply Measured
http://simplymeasured.com/free-social-media-tools

Social Bakers
http://www.socialbakers.com

Social Mention
http://socialmention.com

Social Oomph
https://www.socialoomph.com

Sprout Social
http://sproutsocial.com

Tweet Deck
https://tweetdeck.twitter.com
Sample Social Media Policy

Policy Overview and Purpose
Social media is changing how people communicate especially the young people of today. As a response to various issues, the [organization] and its affiliates maximizes the use of social media and social networking sites to reach AYs with messages and information towards enabling them to make informed decisions about their sexuality and reproductive health.

The campaign uses social media as its core medium and recognizes that those who are involved in its work may use social media either as part of their work role or in their personal life. A written policy is therefore required for all the staff, social media managers/community managers, affiliate organizations and stakeholders on the acceptable use of social media.

This policy has been developed to inform those who will be working for the campaign about using social media so people would feel enabled to participate while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidelines allowing organizations to maximize social media potentials to reach the objective of the campaign while minimizing the risks and protecting those involved. Moreover, this policy assists to establish a culture of openness, trust and integrity in all online activities related to the campaign.

It is important to remember that everyone working on this campaign are advocates of AYRH, that everyone believes in the power of social media to reach young people and that social media is never private.

Coverage
This policy applies to all persons affiliated with the implementing and partner organizations who are involved in the activities of the campaign, whether they are paid or unpaid/voluntary capacity. Only those commissioned to work by the implementing organization are authorized to engage in social media as a representative of the campaign.

This policy deals with the use of all forms of social media, which includes but not limited to Facebook, Twitter, Instagram, YouTube, Google+, Blogging platforms and all other social networking sites that are used in connection to the campaign. This applies to those platforms specifically created for the campaign and those existing personal accounts used in relation to the campaign.

This policy is also implemented in accordance with the following local laws and policies protecting the rights of individuals in the offline and online world:

* Republic Act No. 10173 - Data Privacy Act of 2012 (An Act Protecting Individual Personal Information in Information and Communications Systems in the Government and the Private Sector, Creating for this Purpose a National Privacy Commission, and for Other Purposes)
* Republic Act No. 10175 - Cybercrime Prevention Act of 2012 (An Act Defining Cybercrime, Providing for the Prevention, Investigation, Suppression and the Imposition of Penalties Therefor and for Other Purposes)

Responsibilities
Everyone who operates social media accounts/pages for the campaign or who uses their personal social media accounts has some responsibility for implementing the campaign within the boundaries of this policy.
However, these people have the key responsibilities:

* The SoMe4AYRH Program Manager is ultimately responsible for ensuring that the social media implementation plan is carried out, that the campaign uses social media safely, appropriate and in line with the campaign’s objectives.

* The IT Manager is responsible for assisting the team by providing apps and tools to manage the campaign’s social media presence and support in the generation of data to track any key performance indicators. The IT manager is also responsible for proactively monitoring social media security threats.

* The SoMe4AYRH Campaign Supervisor is responsible for working with the whole team in rolling out the campaign through social media channels. Moreover, the campaign supervisor is in charge of seeking approval for the contents to be posted on the identified platforms.

* The SoMe4AYRH Administrators or Community Managers are responsible for the day-to-day operation of the campaign on the social media channels. This includes but not limited to curation of content, posting, updating, developing original content, responding to comments/questions and organizing online events.

**Accounts and Authorized Users**

Campaign pages and accounts for the campaign are created by the program manager and the IT manager in accordance to the implementation plan.

Only people who have been commissioned by the implementing organization are authorized to use, post content and respond to comments using the legitimate accounts/pages of the campaign as well as post content on their personal sites in connection to the campaign.

New social media accounts for the campaign must not be created unless approved by the Program Manager. Access will be provided upon the approval of the Program Manager. Each member of the team has the responsibility for ensuring that the username and passwords are contained within the social media management team.

**General Social Media Guidelines**

The organizations and people working on this campaign recognize that social media offers a platform that support the campaign’s goals and objectives. The organization and the people working for the campaign also recognize that using social media has drawbacks if not implemented correctly. This section provides people commissioned to work for the campaign guidelines and recommendations in using social media responsibly and safely.

**Post Approved Contents**

The campaign aims to establish a reputation of providing appropriate and accurate content. Ensure that what you are going to post are correct and appropriate for the target audience of the campaign. Post only content approved by the implementing organization. If unsure, don't post it. If you feel that the post can cause complaints or offense, or be otherwise unsuitable – it should not be posted. Use appropriate branding whenever possible.

**Do not disclose sensitive information**

AYRH is a sensitive topic to discuss on social media. Be cautious when posting content that can offend a person or an organization. When posting stories or content about a specific person, respect the privacy and confidentiality of the one involved. Talk to the campaign supervisor if you are unsure about a specific post.
Be Honest
Your honesty – or dishonesty – may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. We believe in transparency and honesty. Post only factual information. If unsure, always check sources and facts to support a post before uploading or posting anything. Managers should err on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen name. Post using the official page/account of the campaign or via personal blog site of commissioned bloggers.

Use of Disclaimers
Whenever practical, include a prominent disclaimer stating the you are commissioned to write content for the campaign and that anything you publish is your personal opinion and that you are not speaking officially. This is applicable when creating and posting content on your personal site such as blogs.

Organizations involved in the implementation of the campaign may have specific disclaimers that should be included in the platform. The program manager will provide applicable disclaimer language and assist with determining where and how to use it.

Respect
Do not post anything that the target audience, the organizations involved in the campaign would find offensive, harassing, embarrassing, intimidating, insulting, sexually explicit, bullying, hateful, racist, sexist, and/or discriminatory. Many social media users have gotten into trouble simply by failing to observe basic good manners online.

The public in general, the organizations involve and the target audience reflect a diverse set of customs, values and point of views. Always respect their ideas and thoughts. Do not be afraid to be yourself, but do so respectfully. Avoid ethnic slurs, offensive and defamatory comments, personal insults, obscenities, etc. Always be mindful of privacy, and of topics that may be considered objectionable or inflammatory – such as gender, politics and religion.

If you see misinterpretations, you may point that out. Always do so with respect and with the facts. If you are discussing a specific point raised by an audience, respect his/her opinion and respond with a factual comment that does not disparage that party. Avoid arguments as much as possible. Brawls may earn traffic on the sites, but nobody wins in the end. Always think before clicking that “Post” button.

On Negative Posts & Comments
Social media takes a thick skin. Negative conversations are happening already, but as you manage the community, you now have a voice in the conversation. Do not delete negative comments for transparency unless they damage the campaign, organizations involved and another person or if it includes vulgarity or purposely inflammatory and derogatory language.

The campaign encourages comments because it allows people with different viewpoints and opinions to join the conversation, to debate and to discuss their side of a specific argument.

Be prepared to respond to negative or inaccurate posts if a reply is warranted. If negative comments are valid points to consider, let the comment stand but refrain from engaging in heated arguments. Correct misinformation and ensure that responses are based on factual information. When disagreeing with others’ opinions, acknowledge the point raised and remain appropriate and polite. If you find yourself in a situation that looks as if it is becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Check with the supervisor if you are unsure on how to respond.

On Questions
One of the aims of the campaign is to provide accurate information on AYRH. As the campaign tackles different topics, it is expected that the target audience will post questions. Respond to the query with facts but ensure that it is appropriate and using simple language. Avoid technical terms and keep the friendly tone of the response. More often in a community based social media campaign, other audiences might respond and correct errors identified. If this happens and the response is sufficient to resolve the issues, there may be no need for an additional official response. If you are unsure of your answer, it is best to consult the supervisor for advice.
Be the first one to respond to your own mistakes
If you make an error, be upfront about your mistake and correct it quickly. If you choose to modify or edit the previous post or comment, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly – better to remove it immediately to lessen the possibility of a legal action.

Privacy and Permission
Social media is a great venue to share information. However, it is also important for campaigns that touch on sensitive areas such as AYRH to ensure the privacy of people who asked questions and those featured in stories and on multimedia materials. Do not post confidential, sensitive information, and multimedia materials with individuals with identifiable elements/characteristics unless with permission. Post only items that are with signed Multimedia Subject Consent and Release Form. Always check with the form if the subject allowed the release of the materials with his/her name and other personal information.

If a third party posts something in the campaign site or pages that seems to violate someone’s privacy, the campaign is not legally responsible for it. But if you think that the post or photo will make someone uncomfortable, it is not a bad practice to take them down.

Copyright & Attribution
Everyone who works for the campaign should respect and operate within the copyright laws. When posting or gathering online materials, consider the terms of service. It is important to keep in mind that the terms of service of a social media site apply to what we post there and to the information we gather from it. Also, the terms might allow for our materials to be used in a different way than intended. When posting original materials such as photographs, consider adding a watermark or the official multimedia template to protect intellectual property. On the other hand, when posting curated materials, it is best to cite the sources and post only items that are covered by fair use or published under Creative Commons. Otherwise, permission should be obtained prior to posting such materials. If you wish to share content published on another site or social media accounts, you are free to do so if the site has obvious sharing buttons or functions on it. Campaign accounts and pages should not post or share links to illegal copies of music, films, games or other software.

Security and Privacy
Ensure the security of the campaign sites, accounts and pages by not disclosing the username and password outside the authorized users. Moreover, accounts should be protected with strong passwords that are changed regularly.

Be cautious with links on social media. Avoid suspicious links in posts, updates and direct message. Ensure that the link is from a valid source before clicking it. In particular, managers should look out for URLs contained in generic or vague-sounding direct message.

Monitoring Policy
Social media can be used in as many productive ways as it can be misused. One of the key to social media success is to stay on top of the campaign sites, accounts and pages. Consistently monitor the sites by posting quality content and addressing comments and questions.

A monthly audit will be conducted to ensure that the sites have appropriate branding and that posts and comments follow the policies and recommendations. The audit will be headed by the program manager and the program supervisor.
FOCUS GROUP DISCUSSION GUIDE:

Understanding Young People’s Views in Using Social Media and Social Networking Sites for Adolescent and Youth Sexuality and Reproductive Health Education

Objectives
Recognizing the need for sexuality and reproductive health information and the connectedness of adolescents and youth using social media and social media network, this focus group discussion aims to:

* To gain insights on the information access and needs of young people to sexuality and reproductive health (SRH);
* To gain insights on the social media and Social Networking Sites (SNS) utilization of young people;
* To gain insights on the attitude, beliefs, feelings and motivation of young people in using social media and SNS of young people for SRH education;
* To gain insights on young people’s thoughts and appreciation of the different social media materials; and
* To devise actionable recommendations for the implementation of the Social Media for AYRH implementation in Davao City.

Methods
Focus group discussion will be conducted with a purposive sample of adolescent and youth. A facilitator shall lead the discussion following a guide regarding the participants’ views in using social media and SNS for sexual education. The discussion will be recorded and transcribed; transcripts will be manually evaluated then discussed to determine thematic consensus.

Participants
Four FGD will be conducted for each respondent variable. Each FGD will be composed of nine participants.

All participants in each of the FGD must meet the following criteria to be eligible to participate:

a. Sub-segment of adolescent and youth population except for adolescents 10-13 years old;
* Adolescents 14-16 (middle) & 17-19 (late) year olds
* Youths 20-24 year olds
b. Young people in differing circumstances: in-school and out-of-school

The following characteristics of young people to be included in the FGD are also recommended:

a. Able to understand and read in Filipino and English
b. Open minded and can express / communicate ideas

Young people with the following characteristics are not eligible to participate in the study:

a. Having any concurrent medical or psychiatric condition that, in the moderator’s opinion, may affect full participation in the study;

b. Cognitive or other impairments (e.g. visual, mute, deaf) that would interfere with active participation in the study.

Instruments
An FGD guide developed by MindanaoHealth will be used to explore young people’s views. Questions are based on published literature and previously conducted study on the same area. A socio-demographic questionnaire will be used to get information on the demographic characteristics of the participants.

Analysis
Qualitative content analysis will be used to evaluate the information gathered during the FGD while descriptive analysis will be used to characterize the participants.
**Greeting**

“We are [names of moderator and the documenter] from [your organization]. We appreciate your taking the time to join us in this focus group discussion.

We are here to learn and understand the views of young people like you in using social media and social networking sites for adolescent and youth sexuality and reproductive health education in Davao City.

As you may be all aware, there are a number of health concerns that threaten young people's health and development, like [the moderator can ask the participants]: low access to information on adolescent and youth reproductive health, teenage pregnancy and childbirth, sexually transmitted infections and many others.

[Moderator can ask for examples from the participants or provide examples: e.g., boy-girl relationships, homosexual relationship, dating, contraceptives, etc]

As the best persons to provide insights, we are conducting this focus group discussion so we can better design the social media initiative that we are planning to implement together with the [partners].

**Signing of Informed Consent**

[Before moving to the body of the FGD, request participants to sign the informed consent form. Read the key points in the informed consent (i.e., focus group purpose and confidentiality, that the discussion will be recorded and assure anonymity of the responses); put emphasis on confidentiality by requesting participants to keep “what is said in the room to stay in the room”. The discussion should not proceed until it has been confirmed that participants’ questions and concerns about the FGD and informed consent are answered. Also, inform participants that they may withdraw from the study at any time.]

**Group Introduction**

[Each participant will be provided with a metacard and pentel pen]

“Before we start, let's first get to know our ‘friends’ participating today in our discussion. Please let us know what is your name, your age and where you live. Aside from your personal information, I will be asking you to describe yourself using a ‘hashtag I am’ (#Iam), please write your ‘#Iam’ in the metacards then show it to the group when you introduce yourself.

[The objective of this introduction is to relax respondents and learn a little more about their traits, which somehow will help moderators to further understand their views during the discussion.]

**Facilitation and Ground Rules**

“Because one of the goals of today’s discussion is to include everyone’s active participation, we will use different materials available in front of us to help us answer the questions and share our thoughts.

All of us, including us your moderators, will have to respect each other. We encourage everyone to listen and respect each other’s opinions. There is no right or wrong answer. And we are here to learn from you. We highly recommend speaking one at a time during the discussion.

We look forward to this being a lively and energetic discussion, and hope that these tools will help us all feel safe, supported and encouraged to speak.

Before we start, do you have questions in mind?”
Questions on AYRH

[Printed paper and pentel pen will be provided to each participant]

“First, please write your name on the paper provided.”

“Since we are talking about sexuality and reproductive health, I want to know what are your questions in mind. You may write it on the comment space on the same paper where you have written your name. You may put as many questions as you want.”

[Provide general categories where they can generate questions: “sexuality/” pagkatao/pagkalalaki/pagkababae, romantic relationships, abuse, STIs/HIV/AIDS, pregnancy, use of contraception.]

[The goal of the activity is to simulate questions from the participants on SRH that will be used in the succeeding discussions.]

Information Access

“With those questions in mind, or with your other questions in mind before, where did you go or where do you plan go to get answers?

Probing questions:
  * Why did you choose to go there?
  * How do you get/ask the question?
  * [for tech related answers] What do you use to access them?
  * Did you encounter problems in understanding the answers?

[for those using the internet] Probing questions:
  * Why the Internet?
  * In what specific site do you go?
  * Do you trust the information you got from the Internet?
    - How do you know that the information is true?
    - What are the characteristics of the pages that made you trust the information content?
  - If there is a page in the Internet that you can post questions related to sexuality and reproductive health, will you post that question? Where do you want to post it? Who do you want to respond to you? Why?

Social Media Utilization

“Now, let’s move on to your utilization of social media and social networking sites. Let’s start with what social networking sites that you are currently active in or you frequently access.

You will be given the logos of the social networking sites and you will pin those here on the board with the social networking site that you are most active in or you frequently visit on the left side.

[Moderator summarizes the social networking site most commonly used by the participants]

[Choose the top 3 sites]

Probing questions per site:
  * What do you like about it?
  * What don’t you like about it?
  * Why do you use it? For What?
  - In accessing these sites, what do you use? [PC, Tablet, Phone]
    * Where do you access these sites?
    * When are you most active on these sites?

Other probing questions:
  * When you want to hook up what site do you go to?
  * When you want make contacts or friends, which site do you normally or regularly use?

Use of Social Media for AYRH

“As I’ve said before, we are planning to provide information on sexuality and reproductive health to young people like you.

[Ask them to raise the ‘like’ or ‘unlike’ card.]
- What are your thoughts about this?
  * Could you explain that / what do you mean by....
  * Give me an example of that......
  * How do you feel about that...
- If you have the chance to ask that question on these sites, will you post it? [Ask those who will post to pin it on the Facebook board material]

Information Needs on AYRH  “Thinking that you liked the page of the initiative...”
- What topics related to sexuality and reproductive health would you like to see on the page? What questions would you like to be answered? [Ask them to detach the name in the printed paper and pin their questions on the Facebook board material]

Appreciation of Multimedia Materials
“How would you like to see these information”
[Moderator will introduce the different multimedia materials: Video, Infographic, Photo, Listicles, Website, Blog, Memes, FAQs. Ask the participants if there are others mediums that are available.]

[Each participant will be given 3 like cards.]
“Now, I will ask you to select your top 3 multimedia material where you want to see these information [pointing to the identified topics]. Place I ‘like’ card in each material.”

[Moderator will process the result and re-order from the least vote to the highest.]
Probing questions per material:
  * What do you like about it?
  * What don’t you like about it?

Closing
[Summarize and recap the key points identified by the group. This is a good opportunity to open a discussion about the different thoughts expressed or the degree to which some feelings emerged among the group members. It may also be appropriate to point out key differences that occurred between the group members (“some of you felt that, but others feel differently”). Additionally, closure may be a good time to point out any remaining inconsistencies in respondent statements and to seek clarification. This also presents an opportunity for respondents to alter or clarify their positions or to add any remaining thoughts they may have on the subject matter.

Inform the participants to watch out for the opening of the website dedicated to AYRH soon.

Thank the group at the end of this activity. We are now done.]
annex5

SOCIAL MEDIA TOOLKIT GUIDE AND TEMPLATE

[CAMPAIGN NAME] SOCIAL MEDIA TOOLKIT

This toolkit is designed to help you spread the word about the [name of the campaign] campaign.

CAMPAIGN DATES: [INCLUSIVE DATES]

CONTACT PERSON: [NAME] [email address/phone number]

BACKGROUND: [Write something about the over-all campaign and how the social media can help spread the messages. Highlight the main message and the multimedia material to be used.]

President’s Emergency Plan For AIDS Relief (PEPFAR) is celebrating its 10-year anniversary this year. For World AIDS Day, USAID will reflect on its own achievements under PEPFAR, recognizing its technical efforts over the past 10 years, during the 10 days leading up to commemoration, slated for Monday, December 2. In particular, we will emphasize progress related to PEPFAR’s theme of Shared Responsibility: Strengthening Results for an AIDS-free Generation.

Through a social media campaign called “10 for 10” that will kick off on Friday, November 22, USAID will share stories from the past 10 years that touch on the various ways we — in partnership with all of you — have contributed to one of the most successful foreign assistance programs ever and to reaching an AIDS-free generation.

As part of this effort, USAID will launch an animated video on December 2 that tells the story of our work under PEPFAR and the impact it has had through the eyes of a 10-year-old girl from Southern Africa named Gift.

This toolkit provides guidance on how you can elevate our HIV and AIDS messages by joining the social media campaign. It contains related hashtags and handles, key facts, some sample Facebook and Twitter content, as well as photos.

SCHEDULE: [Describe the themes to be highlighted per day]

Below are the tentative schedule and the themes we plan to highlight for each day of the campaign:

<table>
<thead>
<tr>
<th>DAY</th>
<th>DATE</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Nov 22</td>
<td>Shared Responsibility</td>
</tr>
<tr>
<td>9</td>
<td>Nov 23</td>
<td>Preventing Mother-to-Child Transmission</td>
</tr>
<tr>
<td>8</td>
<td>Nov 24</td>
<td>Treatment</td>
</tr>
<tr>
<td>7</td>
<td>Nov 25</td>
<td>Gender-Based Violence</td>
</tr>
<tr>
<td>6</td>
<td>Nov 26</td>
<td>Orphan and Vulnerable Children</td>
</tr>
<tr>
<td>5</td>
<td>Nov 27</td>
<td>Combination prevention</td>
</tr>
<tr>
<td>4</td>
<td>Nov 28</td>
<td>Voluntary Medical Male Circumcision</td>
</tr>
<tr>
<td>3</td>
<td>Nov 29</td>
<td>HIV Testing and Counseling</td>
</tr>
<tr>
<td>2</td>
<td>Nov 30</td>
<td>Vaccines</td>
</tr>
<tr>
<td>1</td>
<td>Dec 1</td>
<td>Country Ownership</td>
</tr>
<tr>
<td>0</td>
<td>Dec 2</td>
<td>LAUNCH OF THE VIDEO</td>
</tr>
</tbody>
</table>

FAST FACTS: [Discuss some facts about the campaign. Highlight the problem, pertinent data supporting the cause, and actions being done. This is to help users understand and be adept with the issue.]
Currently, more than 34 million people live with HIV worldwide, with approximately 69% living in sub-Saharan Africa.

In FY 2012, as a result of PEPFAR, USAID and other implementing agencies together:

* Provided lifesaving AIDS treatment to more than 5.1 million people and HIV counseling and testing to more than 46.5 million people.
* Supported more than 11 million pregnant women with HIV testing and counseling and provided prevention of mother-to-child transmission (PMTCT) services to more than 750,000 HIV-positive women. As a result, approximately 230,000 infants were born free of HIV.
* Reached nearly 15 million people with care and support, including more than 4.5 million orphans and vulnerable children.
* Supported approximately 2 million male circumcision procedures worldwide cumulatively.

Since the inception of the HIV and AIDS program in 1986, USAID has been on the forefront of the global AIDS crisis.

Over the past ten years, USAID has been an important player, having implemented over half of PEPFAR’s programs.

*FY 2013 PEPFAR results will be released by the Office of the Global AIDS Coordinator (OGAC) on December 2. Be on the lookout and be sure to promote these numbers once they are shared.

**KEY MESSAGES:** [Discuss the key messages that you want to highlight throughout the campaign.]

On ending preventable child and maternal deaths: The global community can be proud of its legacy in reducing child and maternal deaths. We’ve cut the number in half in just over two decades. We’ve accomplished this by focusing on what works, leveraging all actors including faith-based communities, nonprofits, governments, and the private sector to improve services and increase healthy behaviors. Yet, 6.6 million children and 289,000 mothers still die each year from deaths we know how to prevent. We are narrowing this gap and success is within the realm of what is possible. We need to further align our commitments as we scale up high-impact interventions – especially in the top 24 countries that account for 70 percent of maternal and child deaths globally. With strong bipartisan support, partnerships with the public and private sector and renewed commitment, we can save mothers and children and watch them thrive.

**HASHTAGS AND HANDLES:** [Enumerate the handles to be mentioned and hashtags to be used. Handles are twitter usernames of person or organizations that starts with the ‘@’ sign. List all the handles involved in the campaign for tags and mentions. Hashtags on the other hand are words preceded by a hash or pound sign (#) used to identify messages on a specific topic, campaign or event. Hashtags are applicable for most of the social networking sites (facebook, twitter and instagram).

Handles to mention: @USAID, @PEPFAR, @WHO, @AIDSGov and @UNAIDS

Hashtags to use: #WAD2013, #HIV, #AIDS, #AIDSFreeGen and #WorldAIDSDay
PROMOTIONAL CONTENT: [Present promotional content to invite followers to follow the upcoming campaign.]

Promotional Tweets:

* It's the 10th anniv. of @PEPFAR! Follow us for the next 10 days until #WAD2013 for #HIV success stories & updates http://ow.ly/qy5TB
* World #AIDS Day is 12/2! Follow us for the next 10 days as we share success stories & publications http://ow.ly/qy5TB #WAD2013 @PEPFAR
* @PEPFAR has been helping to save lives of those suffering from #HIV around the world for 10 years! http://ow.ly/qy5TB #WAD2013

Facebook:

Stay tuned for the World AIDS Day (12/2) release of our animated video, “Gift’s Last 10 Years,” about a 10-year old African girl whose life was positively impacted by @PEPFAR and @USAID programs in her community.

New release: In observance of World AIDS Day and the 10th anniversary of @PEPFAR, @USAID has created this animated video about a 10-year old African girl named Gift. Gift lives in a community with many PEPFAR-funded USAID HIV & AIDS programs, and in this video she details how her life has been positively impacted by the programs. Please share! (video URL)

MESSAGES AND CONTENT: [List down the content that will be posted for each day. Organize it by indicating to which platform it will be uploaded.]

<table>
<thead>
<tr>
<th>DATE AND THEME</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 10 (November 22nd) – Shared Responsibility</td>
<td></td>
</tr>
<tr>
<td>Intro tweet</td>
<td>Today we are highlighting “Shared Responsibility” as part of our 10 day #WAD2013 campaign to celebrate the 10th anniversary of @PEPFAR!</td>
</tr>
<tr>
<td>#DidYouKnow</td>
<td>#DidYouKnow @USAID &amp; @PEPFAR encourage shared responsibility in #HIV programs, promoting #PPPs, country ownership &amp; intl cooperation? #WAD2013</td>
</tr>
<tr>
<td>#DidYouKnow</td>
<td>#DidYouKnow PPPs can serve many purposes: providing #HIV &amp; #AIDS prevention services, treatment &amp; care <a href="http://ow.ly/qWJD1">http://ow.ly/qWJD1</a> #WAD2013</td>
</tr>
<tr>
<td>Shared responsibility webpages:</td>
<td>Creating an #AIDSFreeGen is a shared responsibility between the U.S. &amp; host country partners <a href="http://ow.ly/qWIVJ">http://ow.ly/qWIVJ</a> #WAD2013</td>
</tr>
<tr>
<td>Other Twitter Content</td>
<td>Through multisector collaboration, @PEPFAR has supp. #HIV testing &amp; counseling for &gt;11M pregnant women in 2012 <a href="http://ow.ly/qW">http://ow.ly/qW</a> Irving #WAD2013</td>
</tr>
<tr>
<td>DATE AND THEME</td>
<td>CONTENT</td>
</tr>
<tr>
<td>----------------</td>
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</tr>
</tbody>
</table>
| Day 9 (November 23rd) - PMCTC | **Intro tweet**

#PMTCT is a crucial component of #HIV prevention. Share your #PMTCT success stories today as we count down to #WAD2013! @PEPFAR

**#DidYouKnow**

#DidYouKnow @USAID #PMTCT work supports countries’ expansion of access to treatment & protection of pregnant women & infants for life? #WAD2013

#DidYouKnow the overall cumulative risk of #HIV transmission w/ no drug interventions is as high as 40-45%? http://ow.ly/qWt3y #WAD2013

#DidYouKnow ARV treatment in pregnancy can decr the rate of #HIV transmission to less than 2%?

http://ow.ly/qWt3y #AIDSFreeGen #WAD2013

<table>
<thead>
<tr>
<th>DATE AND THEME</th>
<th>CONTENT</th>
</tr>
</thead>
</table>
| Day 9 (November 23rd) - PMCTC | **Facebook Post**

An important part of HIV prevention is tackling mother-to-child transmission of the virus; either in the womb or through breastfeeding. The overall cumulative risk of HIV transmission, with no drug interventions is as high as 40-45%, and over 90% of all childhood HIV cases are acquired this way. Using antiretroviral medications in pregnancy can decrease the rate of HIV transmission to less than 2%. Read more about USAID’s PMTCT programs here: http://ow.ly/qWt3y

Guide References:
- Social Media Tool Kit: Acting on the call Ending Preventable Child and Maternal Deaths (USAID) – World AIDS Day 2013 Social Media Toolkit (USAID and PEPFAR)
- LET GIRLS LEARN SOCIAL MEDIATOOLKIT (USAID)
Sample Multimedia Subject Consent and Release Form

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the undersigned, agree as follows:

1. By signing and delivering this form, I hereby grant to [name of the organization] (“Organization”), its employees, officers, agents, servants, assignees or affiliates, in my capacity or capacities set out below, the exclusive, perpetual, irrevocable, world-wide and royalty free license and right to create via photography, audio or video recording and or any and all other means, and the right to forever reproduce, display, sell, rent or otherwise disseminate worldwide, in any traditional or electronic media format, such photographs, audio, video or other formats of my and/or my named dependent or other person’s likeness (hereinafter collectively referred to “multimedia content”) as described below, which now or hereafter are or shall be owned by the organization.

2. Furthermore, I hereby grant [name of the organization] and its successors, affiliates of any kind, assignees and any other organizations allowed by [name of the organization] the unconditional rights to use this multimedia content in whole or in part, including, but not by way of limitation, partnerships or other associations with any entities, which may include, but are not limited to, the use of my and/or my named dependent or other person’s likeness for educational purposes or marketing in any media.

3. I understand that this multimedia content will be used in an appropriate and respectful manner. I confirm that this multimedia content was created with my knowledge and consent. I understand that I will not receive compensation. I also understand that the organization] has no obligation to use the multimedia content.

4. This document contains the entire agreement between the organization and the undersigned concerning the subject matter hereof.

<table>
<thead>
<tr>
<th>Photo/Video Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Person in Photo, Audio or Video</td>
</tr>
<tr>
<td>Location where multimedia content was created - town/country</td>
</tr>
<tr>
<td>□ (optional) Yes, [name of the organization] has permission to use my name in corresponding captions or text that appears with this multimedia content</td>
</tr>
<tr>
<td>(Signature) □ Parent/Guardian □ Literate Witness (Date)</td>
</tr>
</tbody>
</table>

Reference: Jhpiego Multimedia Subject Consent and Release Form and Social Networking: A Guide to Strengthen Civil Society through Social Media