



*Get it together for a
brighter future*

KNOW. TALK. GO.

SOCIAL MEDIA STRATEGY

NURHI
Nigerian Urban Reproductive
Health Initiative

tci THE
CHALLENGE
INITIATIVE



**Breakthrough
ACTION**
FOR SOCIAL & BEHAVIOR CHANGE

October, 2018

EXECUTIVE SUMMARY

The **Get It Together** campaign is the overarching umbrella under which Johns Hopkins Center for Communication Program (JHU-CCP) family planning portfolio in Nigeria rolls out a series of innovative consumer-focused activities using radio, TV and social mobilization to increase the adoption of modern family planning methods. The campaign has a functional website and corresponding social media pages. These pages include Facebook, Twitter and Instagram. The Campaign also has a YouTube and an email address.

To improve the visibility of the **Get It Together** campaign and achieve the JHU-CCP FP Portfolio objective of improving Contraceptive Prevalence Rate (CPR) in Nigeria, there is a need for more publicity around the content, advocacy, activities, events and programs of the campaign on social media.

Having analyzed the current state of the **Get It Together** website, social media pages and YouTube channel, some gaps have been identified, including: periods of downtime without posts; and inadequate content planning to ensure the website and social media pages are as up-to-date as possible.

The approach proposed going forward will mean improving engagement with increased content and promotion thereof, with careful attention to what drives traffic to the website and social media pages. In addition, the **Get It Together** voice on social media as well as on the website will begin to take a more engaging, conversational tone that keeps the message short and simple for greater impact.

INTRODUCTION

The Johns Hopkins Center for Communication Program (JHU-CCP) Family Planning Portfolio is a ground-breaking family planning project in Nigeria. It is made up of four projects: the second phase of the Nigerian Urban Reproductive Health Initiative (NURHI 2); The Challenge Initiative (TCI); the Post Pregnancy Family Planning (PPFP) project; Breakthrough Action (BA)– with a cross-cutting Life Planning for Adolescents and Youths (LPAY) program. The portfolio seeks a positive shift in family planning social norms at the structural, service and community levels that drive increases in the use of modern family planning services in the 13 states where the projects are being implemented. In effect, the portfolio aims at achieving a 12.5% increase in contraceptive prevalence rate (CPR) in its implementation states, ultimately contributing to the Nigerian Government modern CPR goal of 27% by 2020.

With funding from the Bill & Melinda Gates Foundation (BMGF), TJ Mather and Merck for Mothers, the **Get It Together** campaign was initiated in 2009 during the NURHI Phase 1 project with funding from BMGF to test a proof of concept where innovative approaches in demand and supply are integrated for impact in family planning interventions and increase modern contraceptive prevalence rate (mCPR) in six urban cities, with a major focus on the urban poor. The program used a three-pronged approach of Advocacy, Demand Generation (DG) and Service Delivery (SD) to achieve this goal, with a strong evidence-based research infused into program planning and implementation. The second phase of the **Get It Together** campaign (2015-2020), which now includes TCI and PPFP, is being run in sixteen States. The portfolio is built on the premise that demand for family planning is a requirement for increased contraceptive use; therefore, increasing demand will cause improvement in contraceptive service provision.

In this new phase, the **Get It Together** campaign is building on the successes of the past 6 years by using the proven 3-pronged model and the “business unusual approach” of TCI to bring about a positive shift in family planning social norms. The campaign serves as a learning lab for policy makers and implementers who wish to institutionalize and sustain the evidence-based strategies and approaches both in its 3 focal states and in new

geographies.

In creating awareness and demand for family planning/childbirth spacing methods among men and women, **Get It Together** is using Social and Behavioral Change Communication (SBCC) to increase demand for family planning. This is done through an integrated communication strategy that employs a combination of social mobilization, media campaigns, and entertainment education. This demand generation strategy is scaling up what worked in cities under NURHI phase 1 to the 16 States in the portfolio. The **Get It Together** demand generation strategy will:

- trigger dialogue about family planning at community and household levels,
- normalize family planning use,
- prompt couple/partners discussion,
- correct misinformation and dispel fears surrounding contraceptive use, and
- refer men and women for family planning/ life planning

Get It Together is utilizing five key interventions as part of activities focusing on specific priority audiences of intenders, traditional users, men and service providers. One of these is the deployment of Digital Media for the campaign. **Get It Together** has employed a strategic suite of social media, mobile phone and ICT platforms to provide accurate family planning information, promote community-based activities like outreach services and social mobilization events.

BACKGROUND & SITUATION ANALYSIS

WEBSITE: **Get It Together** runs through four websites – [NURHI](#), [TCI](#), [Get it Together](#) and [Newman Street](#) – which serve as online footprints for the work **Get It Together** is doing in its focal states.

SOCIAL MEDIA: **Get It Together** has core social media platforms (Facebook, Twitter and Instagram) to share content about family planning/childbirth spacing/life planning. The content shared includes mainly news, stories, reports, live tweets of its activities, programs and campaigns from its website and video channels to a general audience. This has led to a steady organic growth on social media. At the end of September 2018, the organization had 5,445 followers on Facebook, 1,528 on Twitter, and 1,224 followers on Instagram. The **Get It Together** campaign however did not have a LinkedIn page.

Without a clearly defined strategy, the rate at which the social media pages should grow is much slower than expected. The pages, especially Twitter, have had good engagement rates but by ‘training the audience’ through this proposed strategy, a lot more can be achieved using the **Get It Together** social media pages. (‘Training the audience’ is a series of actions that make audiences associate content and schedule to your brand. A working example is getting audiences to tune into *Se’rigbo* on radio at a specific time. For social media, it requires posting branded content to train the audience to look forward to similar content.)

Here is a summary of the engagement and impressions for the last three months running from July to September 2018 on **Get It Together** Twitter handle, to reflect the scenario.

Jul 2018 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 3,100 impressions

When doing activities (gigs, hypes etc) on Social Media regarding Contraception/Family Planning/Childbirth Spacing which Celebrity would you prefer to carry out activities? [@TiwaSavage](#) [@2faceidibia](#) [@iamkissdaniel](#) [@rudeboysquare](#)

5 21 17

Top mention earned 312 engagements



Folakemi Cole-Adeife
[@flakydancindoc](#) - Jul 20

Was a great time today at the NURHI and [@Devcoms](#) training for health influencers on life planning for adolescents and young people [#LagLPAY](#) [#LifeplanningGIT](#) [#Getittogether](#) [#FPFriday](#) [@gettitogetherNG](#)
pic.twitter.com/IYSqBG7Ymf

JUL 2018 SUMMARY

Tweets	93	Tweet impressions	35.6K
Profile visits	1,441	Mentions	705
New followers	80		

[View Tweet activity](#) [View all Tweet activity](#)

Aug 2018 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 2,347 impressions

Are you between ages 15 - 35? Do you live in Ogun, Niger, Edo or Plateau State? Have you ever considered an opportunity of implementing high-impact reproductive health programs in a manner that promotes sustainability, local ownership amongst others? This opportunity is yours!
pic.twitter.com/YMdfvZqX8

Top mention earned 212 engagements



DevComs
[@Devcoms](#) - Aug 2

Exposure to sexual intercourse occurs early in Nigeria, earlier for females than males. Adolescents and youths needs correct Life Planning Health information.

Join [@AvomideJoe](#) on [#FPFriday](#) by

AUG 2018 SUMMARY

Tweets	80	Tweet impressions	26.2K
Profile visits	747	Mentions	556
New followers	63		

Sep 2018 - 30 days

TWEET HIGHLIGHTS

Top Tweet earned 2,242 impressions

Our tweetchat is underway! Why use contraceptives?
[#WorldContraceptionDay2018](#) [#WCD2018](#) [#wcdchat](#) [#LifePlanningGIT](#)
pic.twitter.com/KO5xm3LZjF



Question 1:
Why use contraceptives?

Top mention earned 116 engagements



CCSImpact
[@CCSImpact](#) - Sep 5

We celebrate with the recent [#amvca2018](#) winners; Adekola Odunlade and Ali Nuhu. We are proud of them and would never forget their tireless work in contribution to improvement of Maternal and Child Health on the Get It Together campaign!
[@gettitogetherng](#)
pic.twitter.com/FJshuEbuF6

SEP 2018 SUMMARY

Tweets	42	Tweet impressions	23.4K
Profile visits	759	Mentions	249
New followers	69		

From the pictures above, we see that the engagements and impressions dropped progressively in each of these months. This also points to the challenge of not having a content strategy. The number of mentions is

impressive considering the number of tweets put out, but they can get better with a more concise strategy.

While the **Get It Together** campaign has its own YouTube channel, crucial channels like a LinkedIn page was missing, which translates to smaller command of space on digital media.

SOCIAL MEDIA STRATEGY

This social media strategy entails an approach to improve content distribution and promotions for social media in a way that provides both original content that helps boost engagement and sends traffic to the **Get It Together**, NURHI, TCI, and Newman Street websites. This strategy also entails data collection to measure effectiveness of the content shared, and monthly review sessions.

Goals

This content strategy aims to improve the visibility of the **Get It Together** campaign, by increasing engagement through the variety, frequency, appeal and relevance of content shared. This means vigorous application of the new methods to ensure an improved **Get It Together** brand. This is because the **Get It Together** campaign needs to;

- Reach stakeholders;
- Become a bigger brand;
- Increase traffic to its social media pages and websites housing each intervention;
- Drive traffic to the social mobilization activities;
- Drive traffic to the radio and television spots;
- Influence conversation on family planning/childbirth spacing/life planning issues;
- Influence conversation on post pregnancy family planning/childbirth spacing/life planning service delivery;
- Share its approach to improving family planning/childbirth spacing/life planning in Nigeria and;
- Connect with the organization's audience.

The **Get It Together** campaign audience include, but are not limited to the following;

- Young people looking for information about family/life planning online;
- Intending couples;
- Married couples looking to start or space their families;
- Civil Society Organizations (CSOs) working to promote family planning in Nigeria;
- Residents of the of the **Get It Together** campaign core states;
- Health promotion organizations;
- People who are in government, including the Federal Ministry of Health and affiliated parastatals and bodies;
- International donor and implementing organizations contributing to or seeking partnerships for family/life planning in Nigeria;
- Philanthropists and;
- Private sector organizations intending to expand their Corporate Social Responsibility (CSR) to include family planning and maternal, newborn and child health (FP/MNCH).

This is why the content strategy for the **Get It Together** campaign is strategic to improving brand recollection

and reliability.

CONTENT STRATEGY

The following type of content is what to expect on the **Get It Together** social media pages.

S/NO	TYPE OF CONTENT	DESCRIPTION	AUDIENCE	FREQUENCY	PLATFORMS
1.	Posters/ statistics	Information on family planning and maternal, newborn and child health (FP/MNCH) research and analysis using infographics	CSOs Health promotion organizations Government Private Sector organizations	Twice weekly	Facebook Twitter Instagram LinkedIn
2.	Program officer's insights	Video interviews with program/field officers of the campaign and governments on specifics. This positions both the Get It Together campaign and its team as experts on family planning/childbirth spacing/life planning.	CSOs Health promotion organizations Government Private Sector organizations	Once monthly	Facebook Twitter Instagram LinkedIn
3.	Polls	Questions on trending topics through polls and texts.	Young people Intending couples Married People	Once weekly	Twitter Facebook LinkedIn Instagram
4.	Chats	Online discussion with experts or Get It Together team members on trending topics or on important upcoming events. This would include experts (partners) outside of the Get It Together campaign to increase audience base.	CSOs Health promotion organizations Government Private Sector organizations	Once Monthly	Twitter (threads to be repurposed for other social media platforms.)
5.	Family Planning	General knowledge about family planning and	Young people	Daily	Facebook

	facts	maternal, newborn and child health (FP/MNCH) using photos, infographics and texts.	Intending couples Married People		Twitter Instagram LinkedIn
6.	Promotions	Get It Together products and services, upcoming events and programs linked back to the website using posters, infographics and text.	General Audience	As the activity happens	Facebook Twitter Instagram LinkedIn
7.	Quarterly learning moments	Specific learning moments from quarterly report. Photos, infographics and texts will be used.	CSOs Health promotion organizations Government Private Sector organizations	Quarterly	Facebook Twitter Instagram LinkedIn
8.	Radio Programs	List of radio programs in Hausa, Yoruba, and English	Young people Intending couples Married People	Once weekly	Facebook Twitter Instagram LinkedIn
9.	Success stories	Inspiring stories about the use of family planning methods and services using photos and texts	Young people Intending couples Married People	Once weekly	Facebook Twitter Instagram LinkedIn
10.	YouTube videos	Videos of Get It Together and Newman Street	Young people Intending couples Married People	Once weekly	Facebook Twitter Instagram LinkedIn
11.	Real Time News	Live coverage of events as they happen across all social media platforms, with special focus on	General audience	As they come	Facebook Twitter Instagram

		Twitter live tweets and live stream, Facebook and Instagram Live sessions and also YouTube Live sessions.			LinkedIn YouTube
12.	321 Service	Promotion of phone service using texts, cards, image and GIFs	Young people Intending couples Married People	Once Weekly	Facebook Twitter Instagram LinkedIn
13.	Word on Marble	Quotes from experts shared using picture cards or graphics.	General audience	Once Weekly	Facebook Twitter Instagram LinkedIn
14.	International Days	Commemoration of United Nation Days that relate to the Get It Together campaign. These days would have their own dissemination strategies drawn up a month before hand to maximize audience engagement.	General audience	As they come	Facebook Twitter Instagram LinkedIn YouTube

LANGUAGE AND TONE

The language and tone of the **Get It Together** social media platforms will be simple enough to ensure people can connect to it. There will be a deliberate effort to simplify and break down technical words/terms, so people do not switch off these pages. It will be vital to work with team members from the Service Delivery, Demand Generation and Advocacy, Research, Monitoring and Evaluation thematic areas of the project, Life Planning for Adolescents and Youth, The Challenge Initiative (TCI) and the Post Pregnancy Family Planning (PPFP) teams. This will ensure the **Get It Together** pages become the go-to source for learning about family planning.

SOCIAL MEDIA PROMOTIONS

This strategy requires employing online promotions for growth, increased traffic to the website and social media platforms and increase in engagement from the Get It Together campaign audience.

The target is to achieve the following;

S/NO	PLATFORM	TARGET/ MONTH
1.	Facebook	1000 new page Likes 80,000 people reached
2.	Twitter	100 new followers 100,000 Impressions 2000 engagements (retweets, replies, mentions, profile visits)
3.	Instagram	100 new followers 50,000 impressions
4.	Website	5000 clicks on the website
6.	YouTube Channel	50 new subscribers 200 views per video
7.	LinkedIn	500 new followers

To achieve these targets, the following promotional strategy will be used:

S/NO	Platform	Type of promotion	Description	Frequency
1.	Facebook	Page Post Website clicks	Promotions to increase number of page likes. Promotions to increase reach and engagements on posts. Promotions to increase number of website clicks from Facebook	Weekly

2.	Twitter	Website Clicks or conversions	Promotions to get more clicks on the website.	Monthly
		Followers	Promotions to increase the number of followers on Twitter.	
		Awareness	Promotions to maximize the Get It Together campaign's brand awareness.	
		Tweet Engagements	Promotions to increase the number of people talking about GIT's activities	
3.	Instagram	Post	Promotions to improve the number of impressions, page follows, and engagements	Weekly
4.	YouTube Channel	Videos	Promotions to increase the number of subscribers, views and engagement on the channel	Weekly
5.	LinkedIn Page	Page	Promotions to increase number of page likes.	Monthly
		Article	Promotions to increase reach and engagements on posts and articles.	

This strategy will improve engagement across all **Get It Together** social media platforms and thus, improve GIT's influence on changing the family planning narrative in Nigeria.

BUDGET

To ensure that the **Get It Together** Campaign reaches audiences that we may be unable to get to organically, posts, pages, links, events and handles have to constantly be boosted or promoted. This is a proposed estimate for an effective, all-round promotion.

S/NO	SOCIAL MEDIA PLATFORM	TYPE OF PROMOTION	FREQUENCY	BUDGET (N)/ month	ESTIMATED REACH
1	Facebook	Post	Once a week	5000	175 – 875 likes/day
		Page	Once a week	5000	2,600 – 12,000 people reached/day
		Website links	Once a week	5000	51 – 318 clicks/day
		Get Messages	Once a week	5000	2,800 - 15,000 people reached per day
2	Twitter	Website clicks	Once a month	20,000	Estimated reach unavailable
		Awareness			
		Followers			
		Tweet Engagement			
3	Instagram	Post	Twice a month	10,000	2,100 - 5,600 people reached/ day
		Profile Visit	Twice a month	10,000	300 - 922 visits/day
4	YouTube	Videos	Once a month	20,000	Estimated reach unavailable
		Subscribe button			
				80,000	

MEASUREMENTS AND EFFECTIVENESS

The strategy will be measured monthly and data collated to find out what works and what doesn't. The data collection for social media will include:

1. Twitter:

- Number of mentions;
- Number of retweets;
- Number of replies;
- Number of impressions;
- Number of followers on Twitter (plus followers gained);
- Number of profile visits

2. Facebook

- Number of likes on Facebook (plus no. of new likes)

- Number of impressions on Facebook
- Number of shares, comments, replies and reach

3. Instagram

- Number of Followers on Instagram
- Number of Impressions on Instagram
- Number of Reach on Instagram
- Number of Engagements on Instagram

4. YouTube

- Number of subscribers
- Number of views per video
- Number of likes, dislikes, comments, average watch time and most popular videos
- Number of shares

5. LinkedIn

- Number of followers
- Number of profile views
- Number of engagements on posts and articles
- Number of Page, article, update reach

GET IT TOGETHER PROJECT OVERALL DIGITAL MEDIA PERFORMANCE

Each quarter, we will measure the effectiveness of the strategy for all **Get It Together** websites and social media platforms; including measurements and analysis for the Get It Together and Newman Street Pages.

ORGANIZATIONAL CONSIDERATION

An active social media campaign and/or strategy is driven to excellence by effective contributions by members of the team behind the campaign. This means that, to effectively imprint the **Get It Together** brand in the minds of the audience, the following needs to happen:

- While content is designed to increase and promote visibility for all projects and hubs within the portfolio, all team members of NURHI 2, TCI, LPAY, BA and PFP need to be part of the campaign on social media. This does not mean sharing *everything* that is posted but it means taking out time to share some of the content to their own circle of influence;
- This also means that the campaign needs to involve the right influencers on these social media platforms to reach their own audiences. This is already being handled by Devcoms but more influencers would be sought out for an even bigger reach;
- The team would be on hand to address possible concerns of using social media in general and where possible, assuage them and;
- The team would also show how to use positive and negative feedback across all platforms to increase publicity.

An in-house digital forum with the use of a WhatsApp group to distribute content that should go up on platforms has been set up. While this platform is made up of only LPAY officers, it can be expanded to have representatives from other thematic areas. This platform can then be used to curate content from field

officers, especially about their work, activities, events and engagements. This would provide a glimpse into how **Get It Together** is using the campaign to facilitate change in the states where the project is being implemented.

Also, a series of capacity building classes will be set up once a quarter to teach team members how to effectively use social media and the advantages of collectively using it.

THE ONE-MINUTE SOCIAL MEDIA ACTION

If one post on a platform can get 100 retweets, shares or likes from the **Get It Together** expanded team, it is estimated that about 30 engagements may occur from the network of team members. This is one reason why team members are encouraged to share the content shared on social media. Followers and friends of the members of staff can also be encouraged to interact with simple call-to-actions buttons. The resultant effect of this can lead to an average of 500 engagements per post. The implication of this is that there would be automatic organic growth of followers and engagement to complement the paid for promotion.

CRISIS COMMUNICATION MANAGEMENT PLAN

The Crisis Communication Management Plan is the immediate response given to issues posted publicly to facilitate damage control and mitigate reputation loss. This crisis communication plan also gives room to pick out and compile Frequently Asked Questions that will aid feedback for comments/response.

It is important to set up an Editorial Panel to handle situations that occurs on social media which could potentially threaten the reputation and brand of the Get It Together campaign (or any of its implementing partners). A proposed editorial panel includes the following people.

- Stanley Chukwuemeka Okerefor – Senior Technical Advisor – Demand Generation;
- Charity N. Ibeawuchi – Senior Technical Advisor – Advocacy;
- Dr. Saratu Olabode-Ojo – Senior Technical Advisor, Health System Strengthening/Service Delivery
- Oris Chidi Ikiddeh – Technical Officer, Knowledge Management;
- Margaret Idowu Bolaji – Youth Program Advisor;
- Adetoyeke Adedipe – Program Officer – Demand Generation
- Nneoma Anieto – Knowledge Management Officer and;
- Ramatu Ada Ochecliye – Social Media Officer.

This panel would convene within 24 hours of the crisis and report to Senior Management on resolutions reached to solve the problem before going forward.