

# Why Social Media & How AFP Can Use It

Advance Family Planning Social Media Strategy



JOHNS HOPKINS  
BLOOMBERG SCHOOL  
of PUBLIC HEALTH

BILL & MELINDA GATES INSTITUTE *for*  
POPULATION *and* REPRODUCTIVE HEALTH

# AFP

A D V A N C E

FAMILY PLANNING

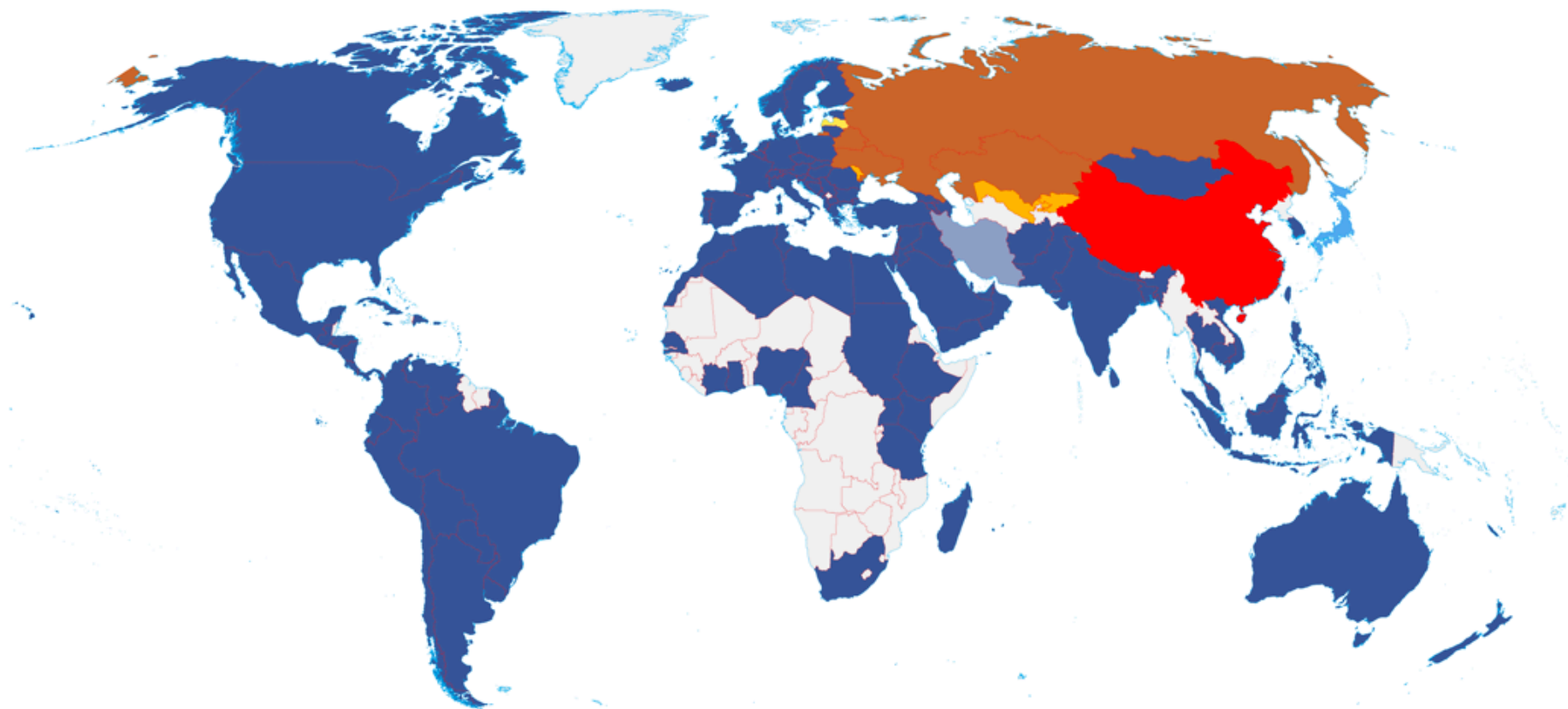
# What does AFP consider to be social media?

- AFP News (monthly e-newsletter)
- Facebook
- Twitter
- AFP website



# WORLD MAP OF SOCIAL NETWORKS

December 2014



credits: Vincenzo Cosenza vincos.it

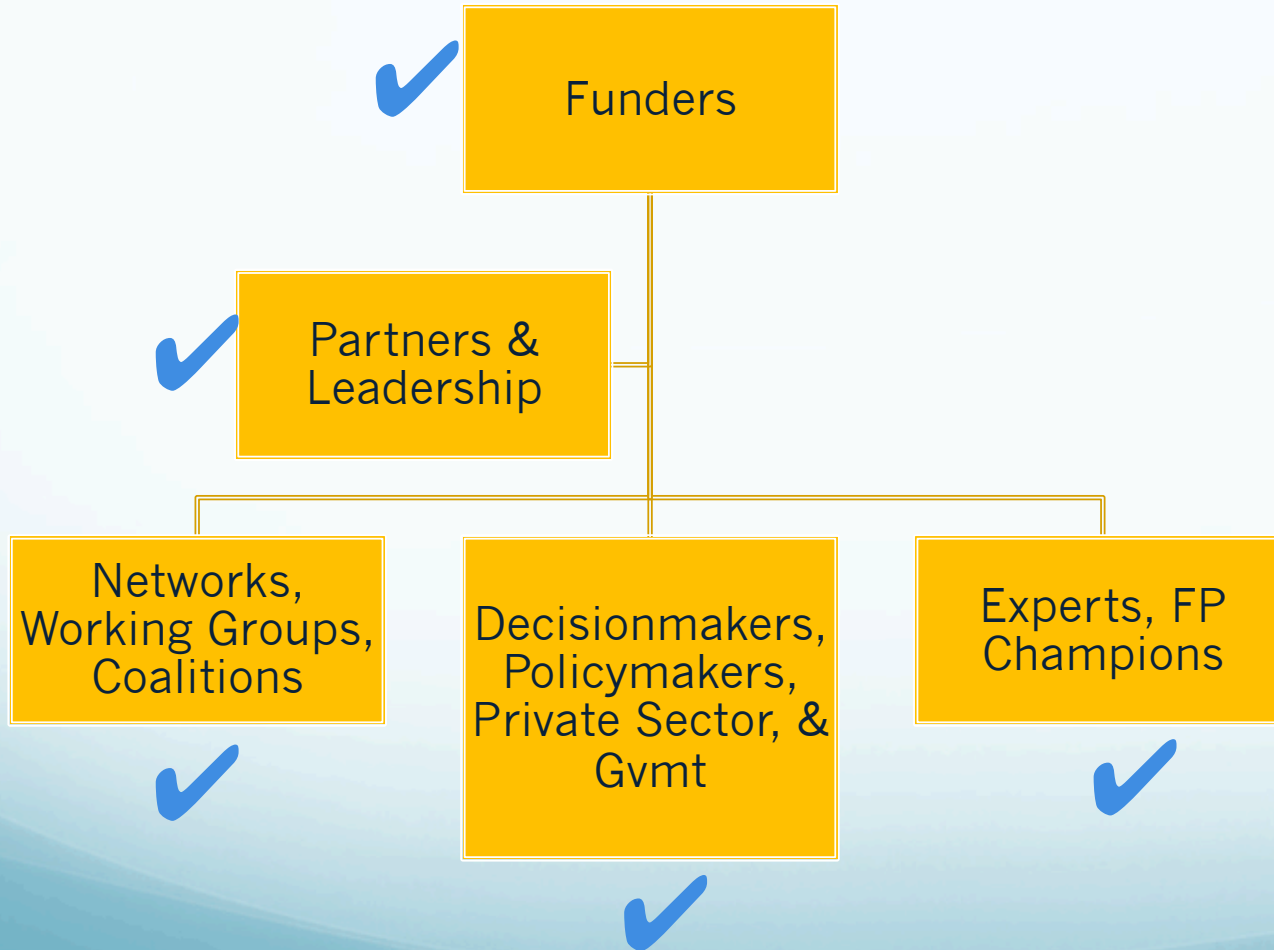
license: CC-BY-NC

source: Alexa

# Why social media?

**Social media provides an additional channel for advocacy.**

# Our Key Audiences/Stakeholders are on social media



- 3/3 Funders
  - 20/20 Partners
  - Leadership Group
  - Indonesia MoH
  - Kenya MoF
- And more...

How can AFP use it?

# AFP communication isn't about

- Building awareness in the general public
- Disconnecting from our larger goals and program aims
- Seeking media attention for attention's sake
- Create content for “echo” chambers

**SOCIAL  
MEDIA**



**SOCIAL  
MEDIA**



**SOCIAL  
MEDIA**



**SOCIAL  
MEDIA**



AFP communication via social media needs to  
be **SMART**

# AFP social media is

- Supplemental to our advocacy
  - i.e., not a priority of our AFP staff & partners, but an opportunity to support our approach
- Aligned with our approach: SMART, focused, and strategic
- Driven by our goals & program aims



# Align messaging with our Communication Priorities

2015 Communication Priorities:

1. Set up and maintain internal systems for consistent, timely communication about AFP
2. Strengthen partners' communication capacity to further program aims
3. Spread knowledge of AFP, the Advocacy Portfolio, and our impact beyond our collaborators
4. Experiment with ways to use communication to further AFP country objectives

**Guiding principle: Be clear, concise, compelling, consistent, and authentic.**

# What do they want to see from us on social media?

## Key Audiences/ Stakeholders

Funders

AFP's messages align with theirs.  
AFP's approach is effective.

Partners &  
Leadership

We are a coalition.  
We strengthen each other.

Networks,  
Working Groups,  
Coalitions

We are a coalition.  
We strengthen each other.  
AFP's approach is effective.

A  
channel  
to talk  
to each  
other

Decisionmakers,  
Policymakers,  
Private Sector, &  
Gvmt

Family planning's positive impact.  
AFP's approach is effective.

Experts, FP  
Champions

Family planning's positive impact.  
AFP's approach is effective.

AFP Communication Priorities + Stakeholders' social media interests =

# Our key messages on social media

- AFP/our partners/our approach are creating positive impact in family planning.
- Advocacy is effective in making a difference.
- Progress can be made with family planning.

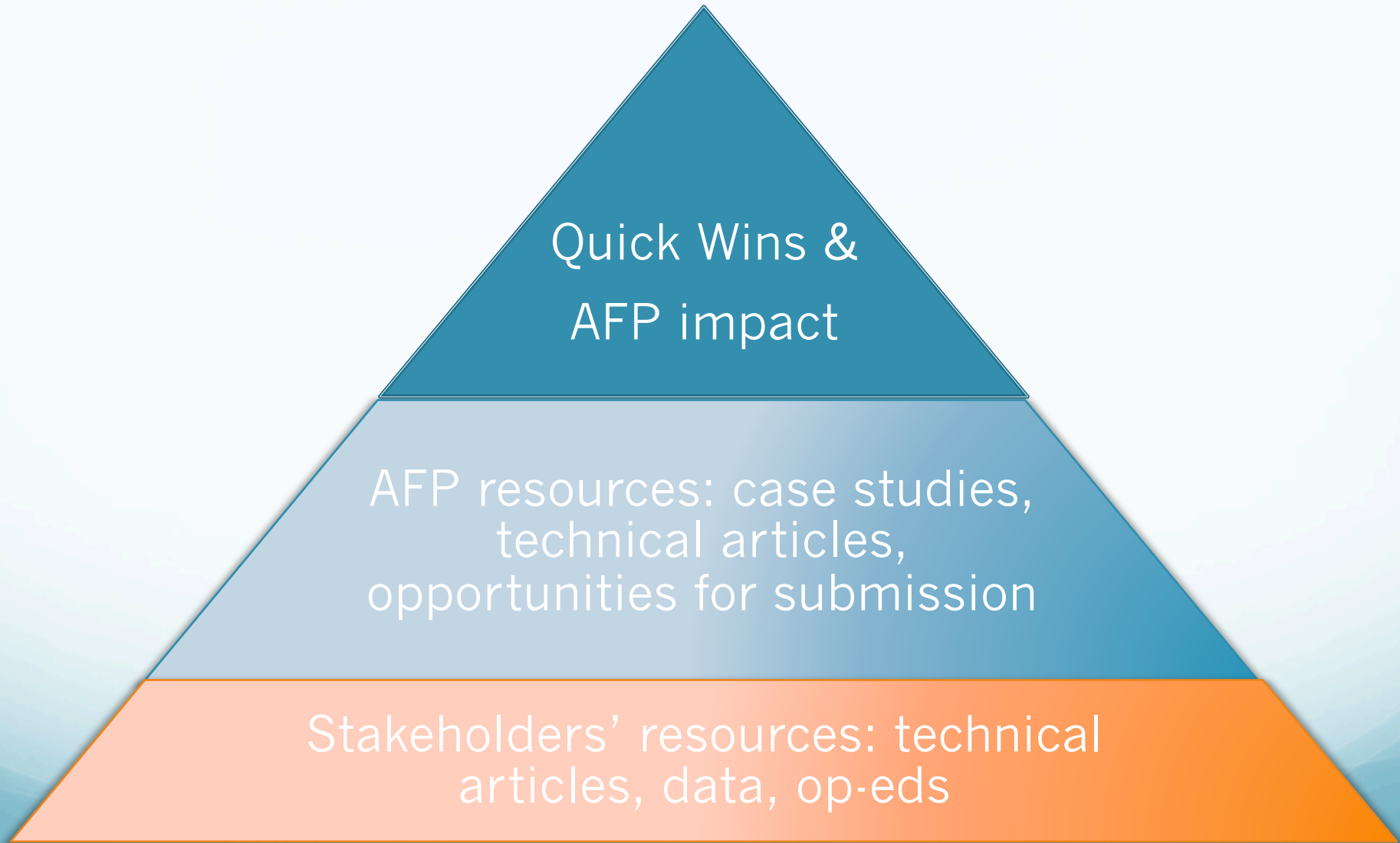
# Is it Worth it?: The Checklist

- Does it align with a work plan?
- Does it contribute to a quick win?
- Is it SMART?
- Does it involve Voices from the South?
- Does it promote FP2020 or the Ouagadougou Partnership?
- Does it leverage the resources of others?
- Does it contribute to the family planning advocacy knowledge base?
- Does it contribute to the family planning knowledge base?
- Will it send traffic to our website?
- Does it spur conversation?

# Supplemental Engagement

- To maintain broad reach & ready audience to interact with, engage
  - $\geq 1x$  a week on Facebook
  - $\geq 3x$  a week on Twitter
  - $\leq 1x$  a month by e-newsletter
- Total % of Communication Specialist's workload:  $\leq 10\%$

# Content Hierarchy



# Does this Facebook post



**Advance Family Planning** shared Jhpiego's album.

Posted by Harshi Hettige [?] · March 12 at 11:21am · Edited · 🌐

Last week **Advance Family Planning** supported the launch of the first-ever costed County Family Planning Health Strategy in Kenya.

See the pictures of county leaders, AFP team members, and the community celebrating family planning progress & read the **CASE STUDY** on how it came to be: <http://ow.ly/LbAdL>



- Align with work plan?
  - Spread knowledge of AFP & impact beyond collaborators
  - Experiment with ways to further AFP country objectives via communication
- Involve Voices from the South?
- Direct to website?
- Include appropriate content?
  - Quick Wins
  - Case studies





# Measuring Progress & Success

<b>SEE Metrics: Motivation creation</b> (# of each and % change)	<b>SAY Metrics: Message replication</b> (# of each and % change)	<b>FEEL Metrics: Sentiment sharing</b> (# of each and % change)	<b>DO Metrics: Action conversion</b> (# of each and % change)
<ul style="list-style-type: none"> <li>• Website traffic</li> <li>• E-newsletter subscribers</li> <li>• Facebook page likes</li> <li>• Twitter follower totals</li> </ul>	<ul style="list-style-type: none"> <li>• E-newsletter forwards</li> <li>• Facebook content likes</li> <li>• Facebook shares</li> <li>• Twitter retweets</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook shares w/ personal messages</li> <li>• Facebook comments</li> <li>• Twitter retweets w/ messages</li> <li>• E-mails</li> </ul>	<ul style="list-style-type: none"> <li>• Supports AFP partner</li> <li>• Spreads knowledge of AFP tools &amp; impact</li> <li>• Uses AFP approach</li> <li>• Advocacy actions</li> <li>• Contributes to a Quick Win</li> </ul>

## For each metric, consider:

- Who is engaging?
- What are they responding to?
- What are they saying?
- What does it mean? Does this affect our strategy?



# Is there more we can do?

- Blogs
- Webinars
- Op-eds
- Tweetchats
- Engaging on others' platforms



Source: [UW-M School of Social Work](#)

## Should we?