

Social media listening and engagement toolkit

Building confidence in routine immunization

NOVEMBER 2021

LONDON
SCHOOL of
HYGIENE
& TROPICAL
MEDICINE

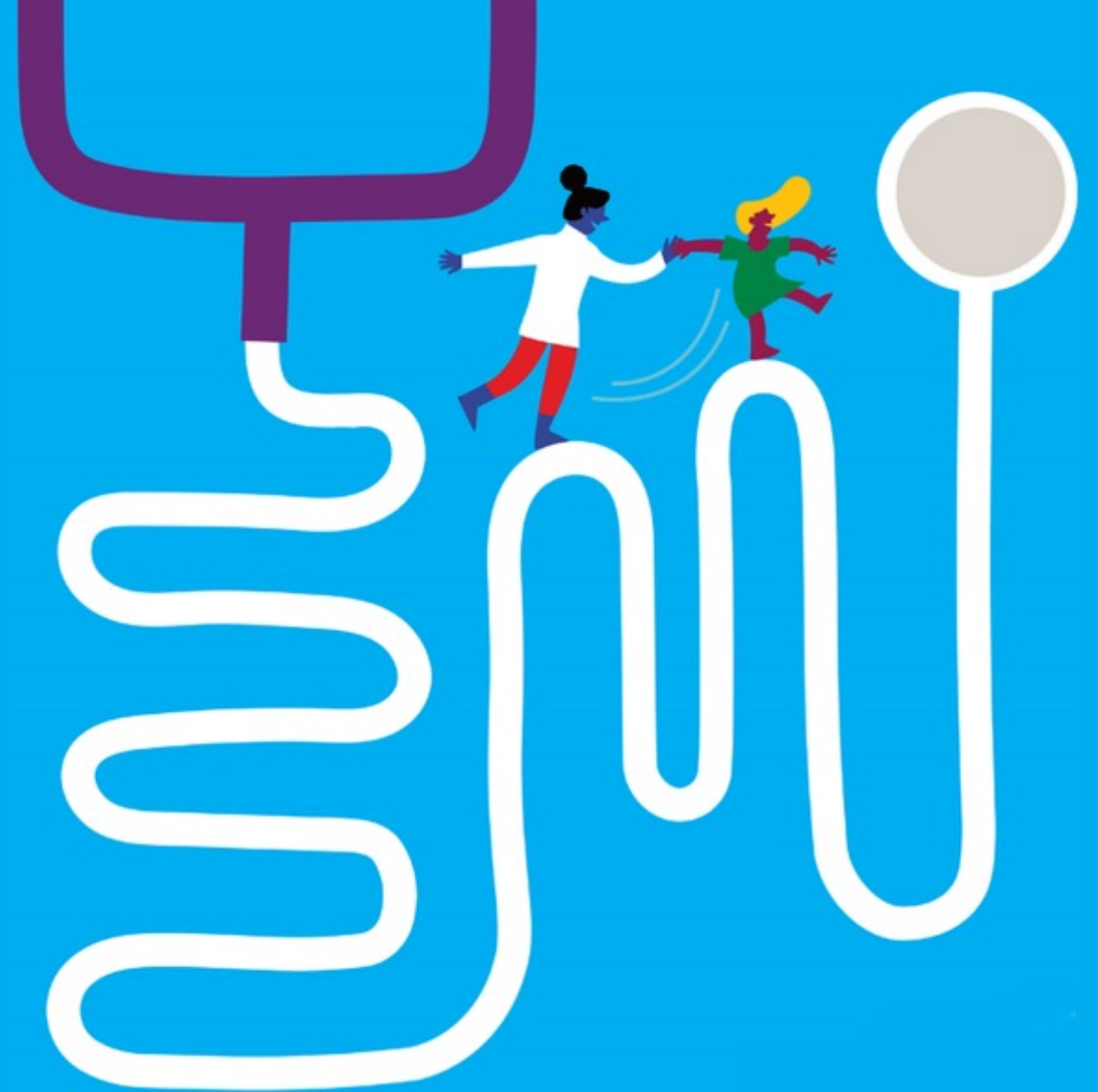


VACCINE
CONFIDENCE
PROJECT™

REAL

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unicef 
for every child



Acknowledgements

This toolkit was developed under the framework of partnership with the UNICEF Regional Office for Europe and Central Asia (ECARO), the Vaccine Confidence Project (VCP) at the London School of Hygiene and Tropical Medicine (LSHTM) and Real Chemistry. The UNICEF ECARO Social and Behaviour Change Team worked with the VCP to conduct an assessment of the social media landscape in the Europe and Central Asia (ECA) region. Ongoing social media listening and engagement tools were developed to map and monitor conversations around immunization, with the aim of influencing vaccine attitudes towards positive actions and engagement, and of contributing to an increase in vaccine uptake across the ECA region.

The text in this toolkit does not necessarily reflect the policies or views of UNICEF, LSHTM or Real Chemistry.

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Introduction

1.

Welcome

What is this toolkit?

This toolkit is a practical learning guide and a tool to help you design and implement effective data-driven social media campaigns. It was created by the UNICEF Regional Office for Europe and Central Asia with support from experts in vaccine confidence and healthcare communications to help you develop and enhance your ability to conduct social listening and design and implement an effective data-driven social media campaign.

The toolkit illustrates how to develop a social media listening system and use insights from social media listening to shape your campaign strategy, development and implementation. It will illustrate how – by monitoring what audiences are saying online, using these insights to draft targeted messages, and incorporate testing of these messages into your social media campaigns – you can optimise your content in an evidence-based manner.

An example campaign on routine childhood immunization is used throughout this toolkit to guide you through the entire campaign process with a focus on practical, actionable guidance.



Who is this toolkit for?

Anyone who is engaged with conducting social media listening and managing communications: from campaign managers, to country-level communications, to infodemic managers, to social and behaviour change officers and beyond.

How to use this toolkit?

This toolkit intended to equip you with all the necessary tools, resources and guidelines to successfully build out your social media campaigns. It is organised in a series of steps that guide you through the full process, from social media listening to campaign design and implementation. The individual steps are illustrated through a campaign that promotes routine childhood immunization.

This toolkit was built under the assumption that social media listening, design, and implementation capabilities differ per country. Therefore, it was designed to support all levels of proficiency.

Creative assets and social posts relating to the routine immunization campaign (provided as an example) are included in the toolkit, if you wish to roll it out in your country or support the dissemination of its materials.

Gathering insights
through social
media listening

2.

What is social media listening?

2.

Social media listening is a means of tracking conversations about a chosen topic or entity across social media platforms.

The topic or entity could be anything from a broad social issue, such as public health, to something much narrower, such as a particular organisation, brand or person.

The insights gathered from social listening can be used to inform strategic communications, including social media campaigns. Insights may include identifying key influencers, spotting emerging areas of public concern, and tracking rumours/misinformation, as examples.

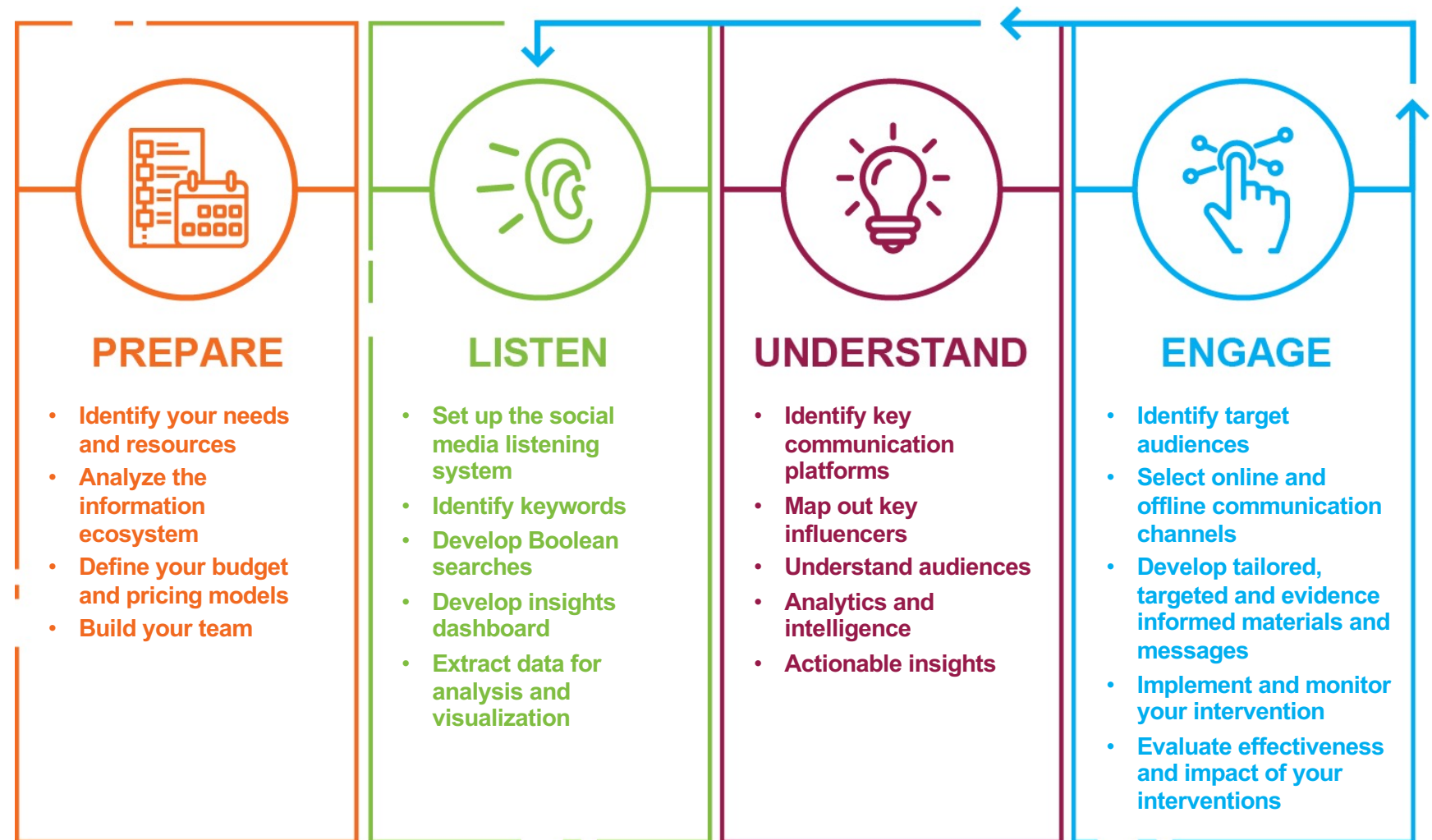


The social media listening cycle

2.

The social listening cycle shown here has been adapted from UNICEF's Vaccine Misinformation Management Field Guide. The version in the Field Guide has a specific misinformation management focus. The version shown here has been adapted to make it relevant to a wider range of digital engagement activities.

The original can be found here: https://www.unicef.org/mena/media/10591/file/VACCINE+MISINFORMATION+FIELD+GUIDE_eng.pdf%20.pdf



Preparation



Identifying your needs

2.

The type of social listening system you need to build will depend on your specific use case. Questions you should ask yourself during the preparation phase include:

What do I want to do?

- What kinds of insights am I looking for and what do I want to do with this information? What is the topic or issue that you are seeking to understand and engage with?
- What is the geography (country, region) in which you will be working?
- Are you seeking to engage with the public at large or with specific sub-groups?
- Is your goal to raise awareness of a neglected topic or shift public opinion on a known issue?
- Do you want only to listen to conversations or engage with those discussions?
- Do you want to identify crisis signs or measure reputation?
- What would the success of this system look like? What could be indicators of success at each stage of the social listening cycle?

Analysing the information ecosystem

2.

The way you build your social listening system will depend on the nature of the information environment you are working in. While you are planning your project, you should consider:

- What is the total population of the geography where you will be working?
- What proportion of the total population uses social media (“social media penetration”)?
- What are the most popular social media platforms in this country or region?
- Which social media platforms are used by the groups you want to engage with?
- Where (i.e., on which platforms) are the conversations on your topics of interest happening?
- What is the current level of public interest in your topic in this geography?
- What languages are spoken within this geography?
- What alphabetic scripts are used in online, written communication?

Defining your budget and pricing models

2.

Although specific funding needs will depend on your operational model, some key questions to ask yourself when defining your budget include:

- Do resources for this type of work already exist? Can I tap into any existing resources?
- Does the budget fit into existing national plans or objectives, or is it a standalone programme?
- Can I share the costs or staff with other organisations/institutions/departments?
- Do I see any budgetary constraints in the short or long-term? Plan for years, not months - social listening is here to stay.

YOUR BUDGET NEEDS TO INCLUDE:

- Cost of a social listening tool. Pricing models are usually based on usage needs (e.g. number searches, volume of data, number of users).
- Staff costs, including training.
- Costs linked to engagement activities (e.g. campaign materials, advertising spend).

Building your team

2.

Some key questions you should ask yourself before you begin building a social media listening team include:

- What existing national structures already exist and can allow for the integration of a social listening component?
- What core organisations/institutions/teams will manage and implement the work? What are their comparative advantages within a partnership arrangement?
- Who within or outside these organisations/institutions/teams can help move this process forward? Do they have the time and mandate to do so?
- Think about each team member's work experience and expertise. Consider people with skills and experience in social media engagement and management, community engagement, misinformation management, fact checking, journalism, digital communications, social and behaviour change, health, public relations and similar fields.
- What expertise do you need in your team? Which partnerships can provide you with this expertise? Technology partners, research agencies, TV and radio stations, civil society organizations, academia, marketing companies and community volunteer networks are all potential partners.
- Think about who you may need, and when to bring them in. One possible model is a core team, with an expanded team at moments when extra capacity or specific skills are needed.

Building your team

Your social listening team does not need to be big or dedicated solely to social listening - this will depend on the scope of work and operational model. However, regardless of whether your team is based in a single organization, or spread across several partner organizations, there are some core roles that need to be performed. The most hands-on role is that of the data analyst(s), whose job is to extract, analyze and visualise data gathered through social listening.

The work of the data analyst(s) is overseen by a team leader, whose role is to manage the social listening project(s), including identifying information needs, procuring relevant data and software, and engaging stakeholders. Finally, it can be beneficial to secure the support of someone senior, such as the Communications Director, to act as a champion for this work. The senior champion does not need to have a detailed technical knowledge of social listening, but they should understand its benefits, help secure resources for the team, and promote its work.



SENIOR CHAMPION (E.G. COMMS DIRECTOR)

- Non-technical but understands the benefits of social listening.
- Acts as an internal advocate within your organization.



SOCIAL LISTENING TEAM LEADER

- Strong project manager.
- Sets strategic direction for social listening.
- Identifies information needs, deals with data acquisition and software procurement.
- Engages with stakeholders to inform them about trends or individual rumors that may require a coordinated response.
- Provide actionable recommendations based on the social listening insights.



DATA ANALYST(S)

- Most technical position.
- Extracts, analyses and visualises data.
- Draws out actionable insights and presents data in non-technical way.

Team leader: Sample job and person spec.

What you'll be doing:

- Managing a team to conduct social listening across a range of projects covering different topics and locations.
- Identifying knowledge gaps; securing funding for projects and workstreams to address these.
- Designing research projects and working closely with your team to ensure these are delivered on time and budget.
- Identifying current and upcoming data needs and procuring relevant software and datasets for the team.
- Working closely with analysts in your team to ensure data is turned into actionable insights for your organisation and its stakeholders.
- Collaborating with communications professionals, strategists, creatives, data scientists and other experts to deliver world-class data-led solutions.
- Developing strong professional networks; ensuring your knowledge and skills are up-to-date and you are seen as a thought leader within your field.
- Identifying skill and knowledge gaps within the organisation; ensuring appropriate training and support is available to address these.

Who you are:

- Background in project management and data analytics, ideally within a media or communications context.
- Strong leadership skills, including experience of managing teams, mentoring and coaching junior analysts and researchers.
- Experience in designing and managing large-scale quantitative and qualitative research projects.
- Strong project management and budget management skills.
- Expertise in digital research methods such as social listening, search insights and web analytics using a range of different software tools.
- Excellent communications and interpersonal skills; ability to relate to colleagues and stakeholders from a variety of backgrounds and levels of seniority.
- Advanced data visualization skills; ability to tell compelling stories using digital Big Data.
- Someone who thrives in a fast-paced environment, with excellent time management skills.

Data analyst: Sample job and person spec.

What you'll be doing:

- Working with [person] to conduct social listening on [topic] in [location].
- Delivering research projects end-to-end using our in-house tools from project setup to delivery and evaluation.
- Analysing social media data and other digital data to understand online conversations and audiences.
- Presenting work to internal and external stakeholders, with a focus on data visualization, storytelling and actionable insights.
- Working in close collaboration with communications professionals, strategists, creatives, data scientists and other experts to deliver world-class data-led solutions.
- Learning new data skills and software tools. Working with relevant industry experts to develop and enhance your research skills in social listening, web analytics and other relevant fields.
- Developing the skills and knowledge of colleagues; creating and sustaining a learning culture within the team.

Who you are:

- Background in data analytics, ideally within a media or communications context.
- Experience in planning and delivering quantitative and qualitative research projects.
- Confident using analytics software and third-party data to generate actionable insights.
- Working knowledge of digital research methods such as social listening, search insights and web analytics.
- Strong presentation skills with the ability to tell clear stories using different data sets.
- Data visualization skills, that bring data and insight to life.
- Someone who thrives in a fast-paced environment, with excellent time management skills.
- Programming skills an advantage, but not strictly necessary.

Choosing your social media listening platform

2.








The choice of social media listening platform will depend on the nature and objectives of your project.

For large projects, you will likely need one of the many commercial social listening tools on the market. These paid-for tools tend to be the most feature-rich; have the widest range of options for exporting, analysing and visualising your data; and offer dedicated customer support if things go wrong. The main downside of commercial tools is that they can be costly, particularly if you need a large amount of data for a major project.

There is also a growing range of free tools. These typically lack some of the functionality of paid-for software, but may be useful for smaller projects. They can also be used to conduct ad hoc analyses without using up the data allowance within your commercial social listening tools.

Social media listening data source limitations

Each social network has unique characteristics and limitations. These have been summarized in the table below and are important to bear in mind when conducting social media listening:

Social network	Data source characteristics and limitations to consider when conducting social media listening
	Facebook blocks a significant amount of data from user data, making it useful more for "brand monitoring" rather than for social media listening. It is possible to track data within public groups, but not from personal pages.
	Instagram is similar to Facebook but also limited to hashtags or Brand monitoring. It does not allow you to conduct any monitoring if not on your own page/account, limiting the analysis to a brand monitoring over the topics and reactions of an Instagram account.
	Twitter allows social listening platforms to extract tweets, retweets, mentions, likes, comments, timestamps, and other valuable information from a set of queries. This network allows real-time monitoring news and trend topics.
	YouTube has proven itself as an overused social network, with great comments data volumes and a graph-related network built from "Featured Videos", "Recommendations", "Channels", "Subscriptions", and the user's relations between themselves. Despite being an open network, the typical users usually show themselves as avatars or fictional characters, feeling free to comment on videos without being afraid of the consequences of their comments. Allows the extraction of data to produce insights.
	Combining the Facebook interface with YouTube videos and playlists functionality, VK allows the export of data and objects, but access rights are required for some exports. It allows you to export your network of friends and groups. Like Facebook, it has a history of copyright lawsuits.
	Designed for a higher age group, OK.ru was designed to connect these people with old friends and classmates. Allows the extraction of comments, users and several other analysis objects.
	Without a public API available, Listening platforms anchor TikTok data extraction with unofficial scraping-based tools, a method with its limitations. After overcoming this first data collection challenge, it is essential to understand what issues can be solved by listening to TikTok that cannot be on other social networks. But knowing that the average age of TikTok users is between 16 and 24 years old, TikTok is an interesting source to analyse people's speech within age range.

Free social listening tools

2.

TOOL	FEATURES	LIMITATIONS	AVAILABILITY	LINK
CrowdTangle (Facebook)	<ul style="list-style-type: none"> Monitor public Facebook, Instagram and Reddit accounts Live Displays – real-time streams of content on key topics e.g. COVID-19 Chrome extension allows anyone to see when / where a link has been shared 	<ul style="list-style-type: none"> Does not track private content Only includes data from large accounts by default, but users can add other accounts manually 	<ul style="list-style-type: none"> Chrome extension available to anyone Live displays available to anyone Full access available to Facebook business partners, journalists, researchers 	https://www.crowdtangle.com/
TweetDeck (Twitter)	<ul style="list-style-type: none"> Find Tweets and hashtags that match your search criteria Build custom dashboards with multiple mentions streams 	<ul style="list-style-type: none"> No ability to export data for analysis or visualization 	<ul style="list-style-type: none"> Requires Twitter account 	tweetdeck.twitter.com/
Google Trends	<ul style="list-style-type: none"> Track the popularity of Google searches over time and by region Identify related queries (i.e. that people have searched for in conjunction with the term you are tracking) Identify rising and receding topics of public concern 	<ul style="list-style-type: none"> Results represent search interest relative to the peak for the given region and time, rather than absolute search volume. 	<ul style="list-style-type: none"> Open access 	http://trends.google.com/trends
Google Alerts	<ul style="list-style-type: none"> Receive an email notification when Google detects new web content that matches your search term(s) Customise alerts by frequency, language, geographic region and content type 	<ul style="list-style-type: none"> Content discovery tool only (like Google search) No ability to export data for analysis or visualization 	<ul style="list-style-type: none"> Open access 	https://www.google.com/alerts
RSS readers (multiple products available)	<ul style="list-style-type: none"> Originally developed to monitor blogs for new posts, but have now evolved to monitor a wider range of sources Some RSS readers enable you to monitor Google Alerts and some public social media data, although you typically have to pay for these functions 	<ul style="list-style-type: none"> Typically limited or no options for exporting and visualizing data 	<ul style="list-style-type: none"> Most RSS readers offer a free version, but may need to pay for advanced functions 	

Features to look for in a paid social listening tool (i)

2.

FEATURE	KEY CONSIDERATIONS
Data insights: Consider the kinds of data and insights you are looking for	<ul style="list-style-type: none">• Are you looking for insights from the past? Does the social listening tool provide access to historical data from its various sources? How far back in time can you go?• Do you get access to full data or a sample?• Can you do it yourself on the platform or do you need to ask the vendor to do it for you?
Alerts: Inform you when an event such as a sudden spike in mentions occurs	<ul style="list-style-type: none">• Does the social listening tool offer real-time alerts? Do they allow you to create customised alerts? Different platforms offer different options: regular daily/weekly/monthly alerts or alerts triggered by an event.• Do you need alerts? Do you have capacity to monitor and action these on daily basis? Do not pay for this feature if you won't be using it.
User management: Access levels and permissions will differ depending on job description and roles	<ul style="list-style-type: none">• How many users do you need? Are there different access levels to make it easier for teams to work together?• Can role specific dashboards be created so that individuals only have access to the features and data they need?• Who 'owns' and manages the platform?

Features to look for in a paid social listening tool (ii)

2.

FEATURE	KEY CONSIDERATIONS
Social coverage	<ul style="list-style-type: none">• Every tool covers/listens to different social media platforms such as blogs, social networks (e.g., Twitter, Facebook, LinkedIn, Instagram, Snapchat, WhatsApp, YouTube, etc.), forums, and others.• It is therefore important to carefully estimate where your customers mainly discuss and share their concerns and choose your social listening tool accordingly. You can do this by investigating the market using a free social listening tool, or by asking a social listening expert knowledgeable in your region.
Language coverage	<ul style="list-style-type: none">• Not all tools are able to understand and process all languages , so you will need to select a tool that covers the appropriate languages for your region of interest.
Geographic coverage	<ul style="list-style-type: none">• Social media usage differs in every market: in Europe, Facebook predominates, in Russia VKontakte, in China WeChat. You need to make sure that your tool is able to crawl data from platforms specific to markets where you are present.
Data analysis and visualisation: Social media listening tools use different metrics to provide different forms of insights	<ul style="list-style-type: none">• How is the platform performing text analysis? What features do you need? Do you need image recognition technology? Automated sentiment analysis? Influencer analysis? Audience analysis? Trend analysis?• What are the big themes and trends, who are the influential voices, how are different topics related, what are the underlying issues?

Features to look for in a paid social listening tool (iii)

2.

FEATURE	KEY CONSIDERATIONS
Reporting and dashboards: Reporting helps communicate insights effectively to users, as well as others outside the organisation, for example partners and governments.	<ul style="list-style-type: none">• Reports can be automatically generated on a pre-defined schedule. They can be interactive e.g. dashboards which provide an up-to-the minute overview of your data, or static e.g. excel or PDF reporting results from at a defined point in time.• Consider how any potential tool produces reports and whether these match your requirements• Think of your audience – who will read these reports and what do they need to see/understand?
Exports and APIs: You might want to get social listening data out of the vendor's application and connect it with your own analytics tools	<ul style="list-style-type: none">• Application Programming Interface (API) is a platform provided by the application to allow you to integrate the data with other applications or tools.• This can be done by exporting data into Excel or by connecting it to Customer Relationship Management (CRM) platforms.
Onboarding and customer support: You are looking for a partner, not a seller - make sure the provider will give you the initial/ongoing support that you need	<ul style="list-style-type: none">• Does the vendor understand and have experience in your industry?• How will they support you to get up and running? What Service Level Agreement (SLA) do they offer for customer support? It is useful to have a dedicated account manager to guide you along with the platform configurations.• Does the platform help you build advanced queries and/or validate findings? Can the user interface be navigated by a casual user allowing them to build queries and analyse results? Is a query builder available for those who can't use Boolean logic?

Identifying relevant search terms

Once you have chosen your software tool you are ready to begin the listening phase.

- To get started, you will need to build a search query relevant to the topic you are interested in. This means identifying relevant keywords and inputting them to the software.
- Let's say you are interested in monitoring misinformation about COVID-19 vaccines containing microchips. Three obvious keywords are "COVID-19", "vaccine" and "microchip".
- However, you will also need to think of related terms, including technical terms and colloquialisms, that people might use instead.
- For example, instead of "COVID-19", people might use the term "coronavirus" or "SARS-CoV-2". Instead of "vaccine", they might say "jab" or "shot". Instead of "microchip", they might just say "chip".
- Once you have written down a list of relevant terms, you are ready to begin building a Boolean search query.

Building a Boolean search

Social listening is the process of collecting data from social platforms and forums on a chosen topic.

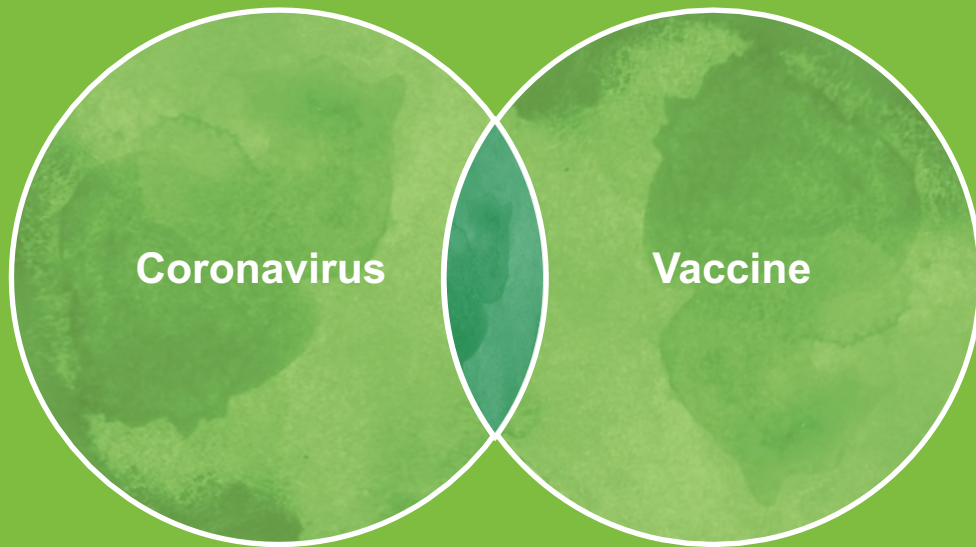
- The collected data is then analysed to find trends and useful insights. This can influence a wide range of processes including business operations, product updates, and advertising approaches.
- Boolean searches allow you to combine words and phrases using the words AND, OR, NOT (known as Boolean operators) to limit, broaden, or define your search. This is illustrated in the following Venn diagrams.
- A basic example Boolean search involving the terms above might include: ("Coronavirus" OR "Covid-19" OR "SARS-CoV-2") AND ("Vaccine" OR "Jab" OR "Shot").
- An example search string for vaccination is also included to the right.

Example search string for vaccination*

("vaccine" OR "vaccination" OR "vaccinations" OR "vaccine" OR "vaccines" OR "vaccinated" OR "vaccinate" OR "immunization" OR "immunizations" OR "immunize" OR "immunisation" OR "immunisations" OR "immunise" OR "informed choice" OR "medical freedom" OR "vaxxers" OR "antivax" OR "antivaxx" OR "antivaxers" OR "anti-vax" "anti-vaxers" OR antivaccination OR anti-vaxx)

*Adapted from UNICEF's Vaccine Misinformation Management Field Guide
https://www.unicef.org/mena/media/10591/file/VACCINE+MISINFORMATION+FIELD+GUIDE_eng.pdf%20.pdf

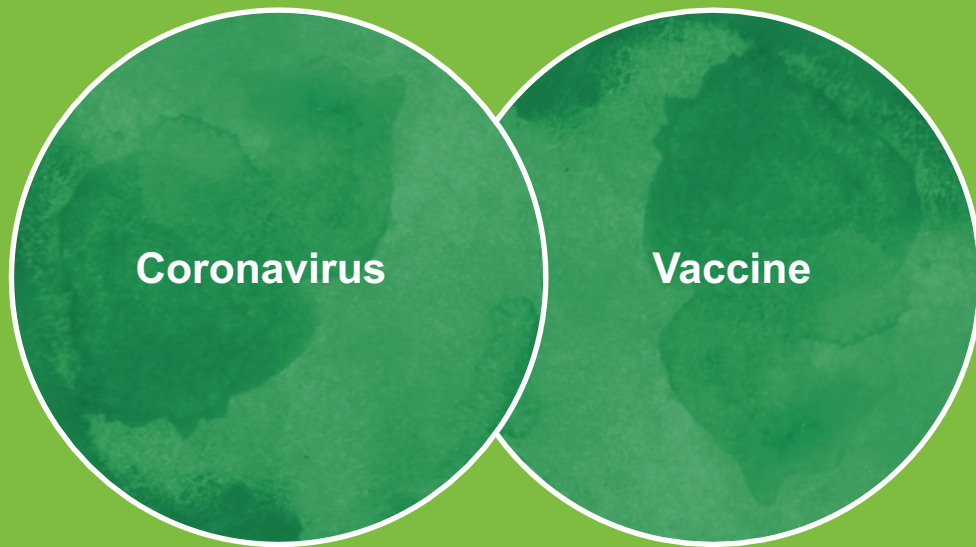
Boolean logic: “AND”



AND:

Using AND narrows a search by combining terms. Using AND logic will retrieve only those records that contain both of the search terms. This is illustrated by the overlapping area of the two circles representing all of the records that contain the words 'Coronavirus' and 'Vaccine'.

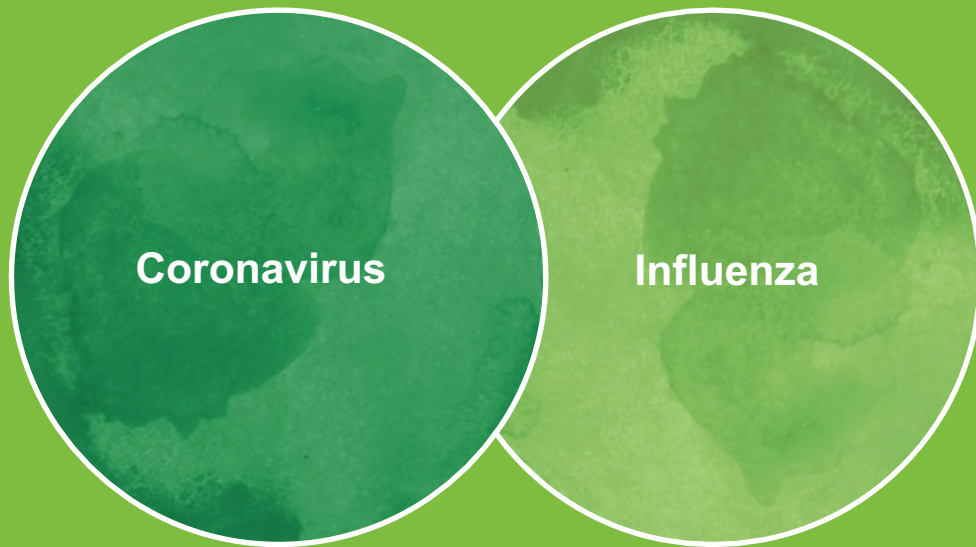
Boolean logic: “OR”



OR:

Using OR logic broadens a search to include results that contain either or both of the words you're looking for. The more terms you include using OR, the more results you will retrieve. This is illustrated by the shaded areas of the two circles representing records containing either the word 'Coronavirus' or 'Covid-19'.

Boolean logic: “NOT”



NOT:

Using NOT will narrow a search by exclusion. (Some search engines, like Google, recognise the minus (-) symbol, instead of the word NOT). In this example, the search will retrieve only records containing the word 'Coronavirus' (represented by the shaded area) but not those containing the word 'Influenza' (represented by the unshaded area).

Building advanced search queries

The three main Boolean search operators (**AND, OR, NOT**) can be combined with other search operators to build more advanced queries.

- *** Truncation operators** can be used to search for variations on a search term. For instance, searching for “vaccine*” will find all mentions of the word “vaccine”, but will also retrieve mentions of “vaccines”, “vaccination”, etc.
- **() Parentheses** can be used to group multiple search terms and operators and to control how the search is executed. For example, searching for (Coronavirus OR COVID-19) and vaccine will retrieve mentions of the word vaccine that also contain at least one of the terms Coronavirus or COVID-19.
- **“” Inverted commas** can be used to search for exact phrases, such as “vaccine passport”.

Tutorials and support will be available from social listening platforms to help guide you (the type of support will depend on your subscription).

EXAMPLE:

(Coronavirus OR COVID-19 OR SARS-CoV-2)
AND (Vaccine* OR Jab OR Shot)

This search query will find all posts that mention “jab” or “shot” or any variation on the word “vaccine”, AND any of the terms “Coronavirus”, “COVID-19” or “SARS-CoV-2”.

TIPS:

- In countries where multiple languages are spoken, the words in these languages should also be added to ensure the search results capture these discussions.
- As new relevant discussions emerge in a specific topic you may need to add new search terms.

Understand



Search Results

When you run a search in your social listening software, it will display your results in a dashboard like the one shown below. The following slides provide guidance on how to understand some of the most common metrics.

2.



Search: coronavirus AND vaccine

Past 14 days

Mentions

(sorted by engagement)



Download options

Dr Kerry Smith

Twitter | Today 10.13am

"Incredible. More than 10 billion coronavirus vaccines have been administered globally to date!"

Medical News 24/7

YouTube | Yesterday 9.37am

"Watch this short video explaining the differences between coronavirus vaccines"

Ministry of Health

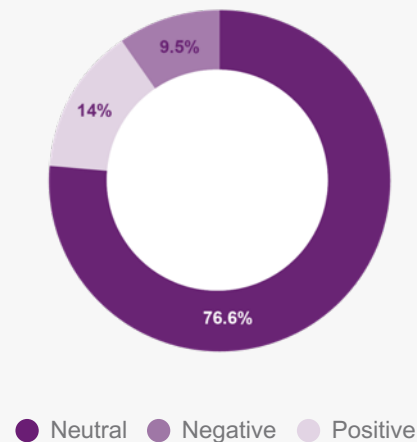
Facebook | Today 4.12pm

"Highlights from today's press conference on the coronavirus vaccine rollout with Minister..."

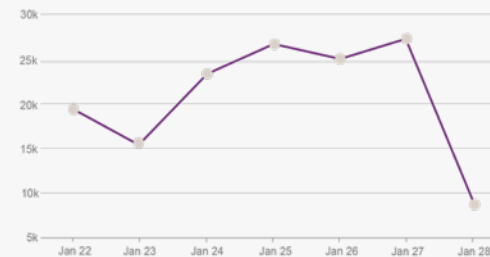
Key metrics

110K mentions
790K engagement
660M reach
90.3K authors

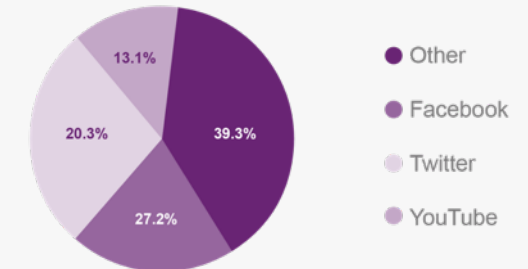
Sentiment



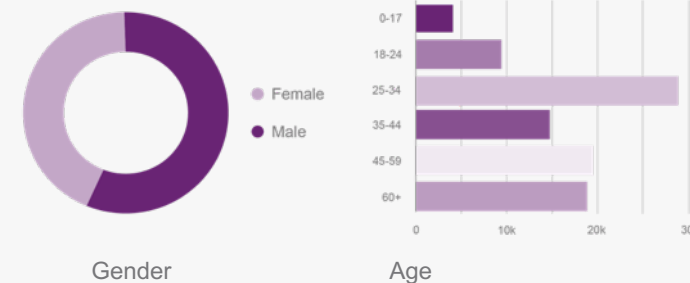
Mentions over time



Top sources



Audience demographics



Top keywords

covid restrictions symptoms data work
deaths vaccines restrictions countries
staff government country others
risk world covid virus home
breaking children vaccine life
pandemic hospital patients coronavirus
doses kids pa news agency

Key metrics



Search: coronavirus AND vaccine

Mentions

(sorted by engagement)



Download options

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Key metrics

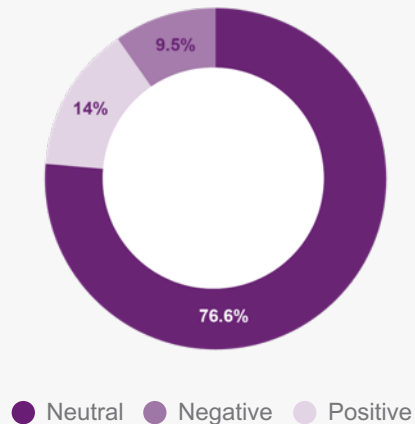
110K mentions

790K engagement

660M reach

90.3K authors

Sentiment



Mentions: The number of times your search terms are mentioned in social media posts (most social listening tools will also display the posts themselves and trends in the number of mentions over time).

Engagement: The number of times people have interacted with posts containing your search terms, for example by 'liking', sharing or commenting on them.

Reach: The maximum potential audience for the posts, defined as the number of unique social media users who could have seen the posts (note: this does not necessarily mean that they read or interacted with the posts in any way).

Authors: The number of unique social media users posting about your topic search.

Sentiment: The emotional tone of the post, usually classified as positive/negative/neutral. This is automatically determined by the social listening platform's in-built AI. Automatic sentiment analysis is not available for all languages, and even in those for which it is available there can be some limitations, such as the ability to accurately interpret things like irony or metaphor. Results should therefore be validated through manual inspection of a sample of posts.

2.

Generating actionable insights

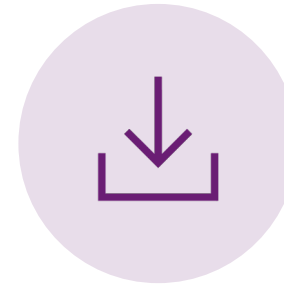
2.

Start by focusing on the problems and questions you identified during the preparation phase. Try to formulate your questions so they are specific and deliver an answer that can be acted on. Examples of questions that could be answered using the data in the mock dashboard on slide 30 include:

- **What are the priority social media platforms for a social media campaign on coronavirus vaccines?** The data on top sources in the mock dashboard shows that Facebook accounted for just over a quarter (27.2%) of mentions of coronavirus vaccines over this period, with Twitter accounting for around a fifth (20.3%). In practical terms, a result like this would imply that a campaign around coronavirus vaccines should prioritise Facebook if the aim were to reach the maximum number of people.
- **Who are the potential partners for a social media campaign on coronavirus vaccines?** This could be answered by looking at the social media authors who got the highest engagement on their posts. In the mock dashboard, Dr Kerry Smith, Medical News 24/7 and Ministry of Health were all among the most influential authors by this metric. Assuming these influencers share your organization's aims and values, they could be potential partners for a campaign around this issue.
- **Who can be reached through a social media campaign on coronavirus vaccines?** The demographic data in the mock dashboard show that the largest audience for coronavirus content is the 25-34 age group, perhaps because younger people tend to use social media more than older people. In practical terms, given that older age groups are more at risk from COVID-19, this could imply the need for alternative communications channels, other than social media, to reach some of those most at risk.

Exporting data

- Most paid social listening tools provide the option to export your data.
- This can be useful if you want to generate your own charts, tables and visualizations, or to combine the social listening data with other datasets you have.
- For large, dynamic or real-time data exports, you will typically need to connect to an application programming interface (API), which enables you to receive a continuous stream of data from the social listening software.
- For smaller or one-off data exports, most social listening software offers the option to download a file containing your search results, typically in comma separated values (.CSV) format, which can be read by most spreadsheet programmes and data visualization software.
- Make sure to ask the vendor about export options when choosing your social listening software.



Download options

Engage

- From this section onwards, the toolkit will focus on the specific campaign we have developed to encourage uptake of routine immunization.
- However, the approach outlined here is general and can be universally applied to the development of other, similar social media campaigns.



Digital persona development

3.

What are digital personas?

3.

Digital personas are characters that are developed by analysing the online behaviour of a target audience, breaking them down into distinct groups based on their characteristics such as their demographics, motivations, or the content they engage with.

By breaking down our target audience we can take a more sophisticated approach to the development and targeting of online campaigns, tailoring the content and placement of the content so that it resonates more strongly with each group.

Who

Who are they and what drives them?

What

Which messages are likely to resonate?

Where

Which platforms do they most often use?

When

What timings / triggers can we activate?

CONSIDERATIONS

Digital personas must be:

- Robust / data driven: be grounded in evidence of their attitudes and behaviours
- Meaningful: be brought to life in simple way that makes them easy to understand
- Actionable: provide clear inspiration for the activation of the campaign

How did we identify them?

Countries of study

We have identified personas that work across all of the countries included in the project:

- Albania
- Armenia
- Bosnia and Herzegovina (BaH)
- France
- Georgia
- Kazakhstan
- Kosovo
- Kyrgyzstan
- Moldova
- Montenegro
- North Macedonia
- Romania
- Serbia
- Tajikistan
- Turkey
- Uzbekistan

Data sources

We have reviewed the data available from two main sources to build the personas:

1. Digital 'Audiense' dashboards segmenting audiences based on immunization related content. *Jan 2020 - Jan 2021*
2. Social Media Conversations and Attitudes in Europe and Central Asia Towards Immunization. *Oct 2020 - Dec 2020.*

Methodology

Qualitative analysis only, including:

- Literature review of existing research into routine and COVID-19 immunization hesitancy.
- Review of Audiense's automated audience profiling for each country, including:
 - Personality
 - Socioeconomic measures
 - Demographics
 - Influencers & Brands
 - Interests
 - Media affinity
- Segmentation of Audiense's profiling into four prevalent and distinct personas.
- Collation of feedback from workshop with country teams to update and finalize personas and ensure their resonance.

CONSIDERATIONS

We recommend that local country teams overlay their knowledge of the local landscape to build out the personas and make them as locally relevant as possible.

Current digital behaviours skew heavily towards COVID-19 related information. Further insight on attitudes towards routine immunizations would help to develop the personas further.

The personas should be treated as directional rather than conclusive,* and used as inspiration to guide the development of the campaign without restricting local knowledge or process.

*These can be adjusted based on consultations, and further fine-tuned with insights from implementation of the campaign.

Meet the personas

We have identified 4 personas based on their interaction with current immunization content

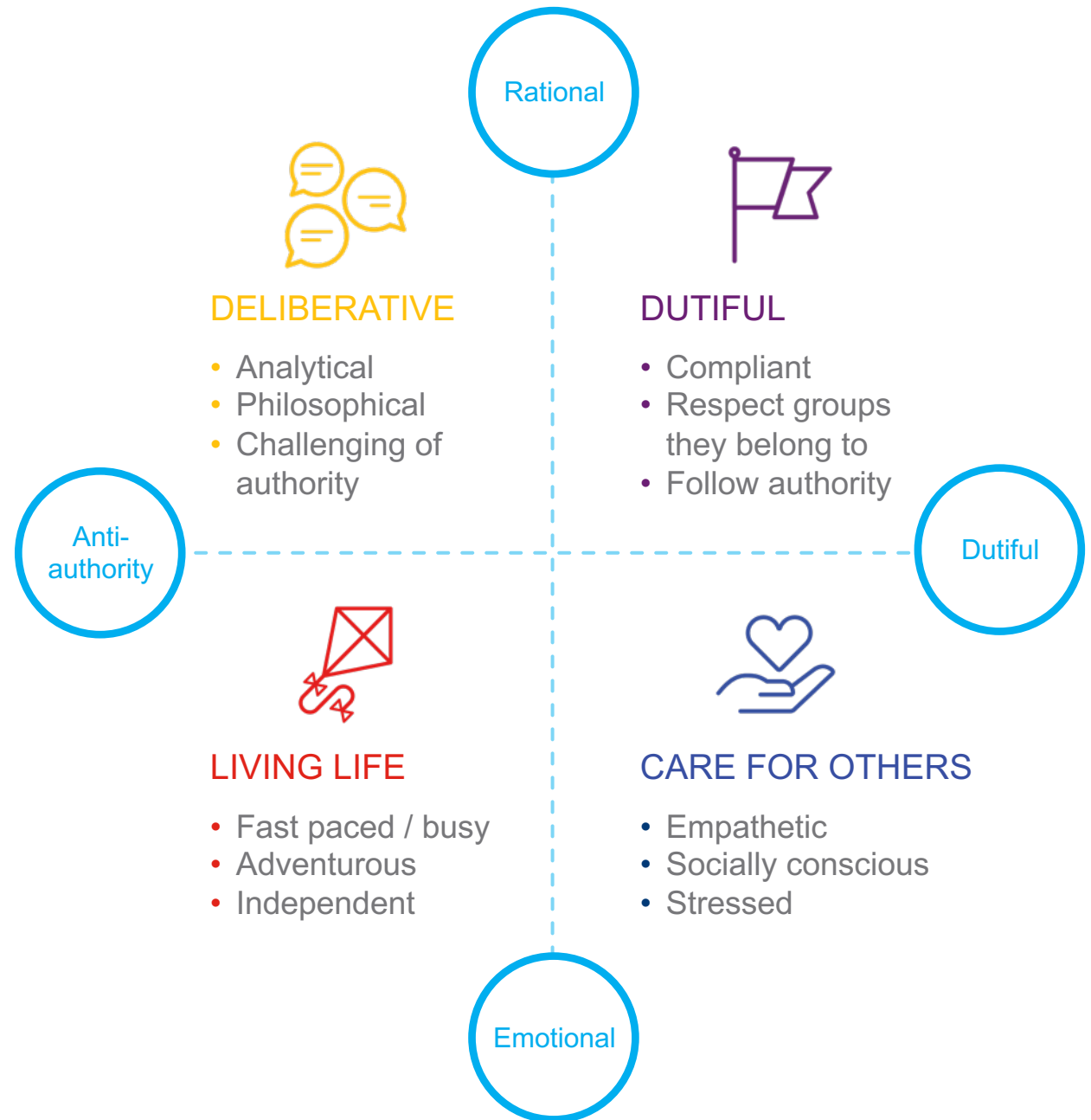
We used the Audiense platform to conduct audience segmentation by programming it to analyse how online audiences in the countries of study interact with immunization content.

The platform then groups together audience segments who present similar characteristics.

Across countries, the following personality traits frequently distinguished one segment from another.

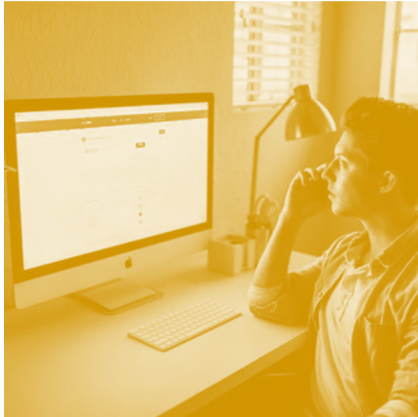
These have been used as the starting point in building online personas.

Note. These personas are based on Audiense's automated audience profiling for each country, and as such go beyond caregivers to capture all online audiences who talk about the topic in the countries of study.



Meet persona 1: 'Deliberative'

3.



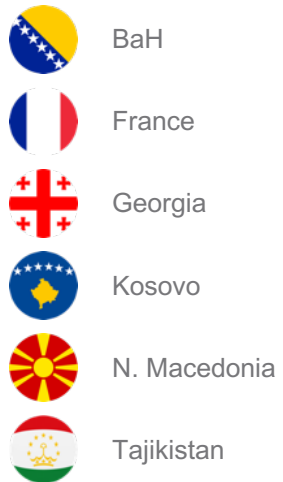
PERSONA OVERVIEW

The Deliberative persona is considered in their approach to immunization content. They have a tendency to be challenging of authority, preferring to review the information themselves and make their own minds up. But they are philosophical and open to new ideas, especially those that can lead to success and show them as capable, leaving them vulnerable to misinformation.

CHARACTERISTICS

Deliberative	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>
Living life	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
Care for others	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Dutiful	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

KEY COUNTRIES



DEMOGRAPHICS



MEDIA AFFINITIES

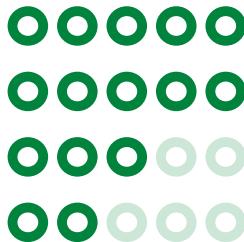
International outlets	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
National outlets	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Science media	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Politicians	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Sport	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Entertainment	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

Developing content for ‘Deliberative’

By overlaying the drivers of current online immunization conversation, we can interpret the content that is likely to resonate with this persona.



Vaccine messages



This persona is deliberative and philosophical, so is likely to respond well to the latest factual information on vaccine efficacy and safety that they can use to make informed decisions.

Information such as trial process, scientific outcomes and real world evidence could help to support their decision making.

Vaccine spokesperson

HCPs	
Politicians	
Community leaders	
Celebrities	

They are independent and challenging of authority, so are unlikely to rely on experts or any single source of information.

Engaging this audience will require a more neutral unbranded approach and / or multiple spokespersons that they can review objectively.

Meet persona 2: ‘Living life’







PERSONA OVERVIEW

The Living life persona typically lead a fast-paced life, seeking out adventure and excitement. They may be imaginative and creative, and look for a wide range of social experiences. They also have a tendency to be challenging of authority, preferring to feel independent in their decision making.

CHARACTERISTICS

Deliberative	<div><div></div><div></div><div></div><div></div><div></div></div>
Living life	<div><div></div><div></div><div></div><div></div><div></div></div>
Care for others	<div><div></div><div></div><div></div><div></div><div></div></div>
Dutiful	<div><div></div><div></div><div></div><div></div><div></div></div>

KEY COUNTRIES

-  Albania
-  Armenia
-  Moldova
-  Montenegro
-  Turkey

DEMOGRAPHICS



MEDIA AFFINITIES

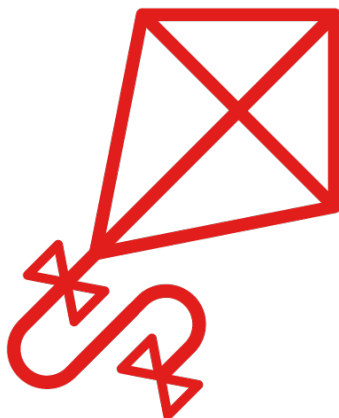
International outlets	<div><div></div><div></div><div></div><div></div><div></div></div>
National outlets	<div><div></div><div></div><div></div><div></div><div></div></div>
Science media	<div><div></div><div></div><div></div><div></div><div></div></div>
Politicians	<div><div></div><div></div><div></div><div></div><div></div></div>
Sport	<div><div></div><div></div><div></div><div></div><div></div></div>
Entertainment	<div><div></div><div></div><div></div><div></div><div></div></div>

Source: Audiense digital dashboards segmenting audiences based on immunization-related content.

Developing content for 'Living life'

3.

By overlaying the drivers of current online immunization conversation, we can interpret the content that is likely to resonate with this persona.



Vaccine messages

Vaccine efficacy	● ● ● ● ●
Vaccine safety	● ● ● ● ●
Logistics	● ● ● ● ●
Value / benefits	● ● ● ● ●

This group is focused on their busy lives, so they may overlook immunization until it impacts them directly.

They are likely to be currently focused on the COVID-19 vaccine and how it can open up society. But this interest could be extended to routine immunization, with a focus on the physical, social and Audience's cultural value that they deliver to individuals, and how a reduction in herd immunity could impact their lives.

Vaccine spokesperson

HCPs	● ● ● ● ●
Politicians	● ● ● ● ●
Community leaders	● ● ● ● ●
Celebrities	● ● ● ● ●

They tend to be independent so may shun spokespeople who have a political or commercial interest.

Communications targeting this audience should use 'neutral' voices and instead prioritise individuals audiences can identify with the most, including other citizens.

Meet persona 3: 'Care for others'

3.



PERSONA OVERVIEW

The Care for others persona is very empathetic, quick to help others and take care of the people around them. They are less focused on themselves, tending not to be very self assured or assertive but instead thinking of the wider group and following the crowd. They have a tendency towards stress and worry.

CHARACTERISTICS

Deliberative	<div><div></div><div></div><div></div><div></div><div></div></div>
Living life	<div><div></div><div></div><div></div><div></div><div></div></div>
Care for others	<div><div></div><div></div><div></div><div></div><div></div></div>
Dutiful	<div><div></div><div></div><div></div><div></div><div></div></div>

KEY COUNTRIES



DEMOGRAPHICS



MEDIA AFFINITIES

International outlets	<div><div></div><div></div><div></div><div></div><div></div></div>
National outlets	<div><div></div><div></div><div></div><div></div><div></div></div>
Science media	<div><div></div><div></div><div></div><div></div><div></div></div>
Politicians	<div><div></div><div></div><div></div><div></div><div></div></div>
Sport	<div><div></div><div></div><div></div><div></div><div></div></div>
Entertainment	<div><div></div><div></div><div></div><div></div><div></div></div>

Developing content for ‘Care for others’

3.

By overlaying the drivers of current online immunization conversation, we can interpret the content that is likely to resonate with this persona.



Vaccine messages

Vaccine efficacy	● ● ● ● ●
Vaccine safety	● ● ● ● ●
Logistics	● ● ● ● ●
Value / benefits	● ● ● ● ●

Their tendency towards worry means that they will want reassurance about safety and adverse effects, especially following COVID-19 controversies.

Alongside this, messages about the social benefits of vaccination programmes (alongside the personal) are likely to resonate more than other personas, and content with a more emotional versus rational focus is likely to generate interest.

Vaccine spokesperson

HCPs	● ● ● ● ●
Politicians	● ● ● ● ●
Community leaders	● ● ● ● ●
Celebrities	● ● ● ● ●

They are likely to rely on trusted voices, but rather community based voices such as HCPs than political leaders with a clear bias.

Note: Academic research has shown a recent drop in trust in HCPs across several Eastern European countries² although this is not fully reflective of the online audience currently engaging with immunization content.

Meet persona 4: 'Dutiful'

3.



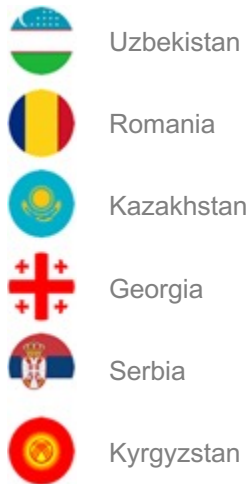
PERSONA OVERVIEW

The Dutiful persona has a strong sense of moral responsibility and obedience. They take rules and obligations seriously even when they can be inconvenient. They feel a great sense of duty towards others and therefore can be reluctant to act independently or express any disagreement to not inadvertently offend or upset others. They are more common in collectivist societies that have strong respect for elders.

CHARACTERISTICS

Deliberative	○ ○ ○ ○ ○
Living life	● ● ○ ○ ○
Care for others	● ● ● ● ○
Dutiful	● ● ● ● ●

KEY COUNTRIES



DEMOGRAPHICS



MEDIA AFFINITIES

International outlets	○ ○ ○ ○ ○
National outlets	● ● ● ● ●
Science media	○ ○ ○ ○ ○
Politicians	○ ○ ○ ○ ○
Sport	○ ○ ○ ○ ○
Entertainment	○ ○ ○ ○ ○

Developing content for ‘Dutiful’

3.

By overlaying the drivers of current online immunization conversation, we can interpret the content that is likely to resonate with this persona.



Vaccine messages

Vaccine efficacy	● ● ● ● ●
Vaccine safety	● ● ● ● ●
Logistics	● ● ● ● ●
Value / benefits	● ● ● ● ●

This persona is deliberative and philosophical, so is likely to respond well to the latest factual information on vaccine efficacy and safety that they can use to make informed decisions.

Information such as trial process, scientific outcomes and real world evidence could help to support their decision making.

Vaccine spokesperson

HCPs	● ● ● ● ●
Politicians	● ● ● ● ●
Community leaders	● ● ● ● ●
Celebrities	● ● ● ● ●

They are independent and challenging of authority, so are unlikely to rely on experts or any single source of information.

Engaging this audience will require a more neutral unbranded approach and / or multiple spokespersons that they can review objectively.

Prioritisation of personas

Each country
is different;
personas can
be prioritised
according to
prevalence

Countries	Deliberative	Living life	Care for others	Dutiful
Albania	○○○	○○○	○○○	○○○
Armenia	○○○	○○○	○○○	○○○
Bosnia and Herzegovina	○○○	○○○	○○○	○○○
France	○○○	○○○	○○○	○○○
Georgia	○○○	○○○	○○○	○○○
Kazakhstan	○○○	○○○	○○○	○○○
Kosovo	○○○	○○○	○○○	○○○
Kyrgyzstan*	○○○	○○○	○○○	○○○
Moldova	○○○	○○○	○○○	○○○
Montenegro	○○○	○○○	○○○	○○○
North Macedonia	○○○	○○○	○○○	○○○
Romania	○○○	○○○	○○○	○○○
Serbia	○○○	○○○	○○○	○○○
Tajikistan*	○○○	○○○	○○○	○○○
Turkey*	○○○	○○○	○○○	○○○
Uzbekistan	○○○	○○○	○○○	○○○

Source: Audiense digital dashboards segmenting audiences based on immunization-related content.

*Low data, with Turkey based on analysts' review of Twitter data and Kyrgyzstan and Tajikistan based on neighbouring countries.

Local insight on attitudes to vaccine should also inform persona prioritisation and campaign development

3.

Population perceptions of routine immunization (1 – 3)/ COVID vaccination (4) in each country

	Strongly agree that vaccines are safe ¹	Strongly agree that vaccines are effective ¹	Strongly agree that vaccines are important for children to have ¹	Willingness to take COVID19 vaccine ²
Albania	19%	14%	26%	70%
Armenia*	38%	46%	58%	64%
Bosnia and Herzegovina	47%	61%	66%	35%
France	28%	37%	51%	37%
Georgia	37%	53%	46%	35%
Kazakhstan	35%	36%	57%	33%
Kosovo	59%	64%	78%	32%
Kyrgyzstan	63%	60%	62%	41%
Moldova	43%	37%	55%	32%
Montenegro	56%	38%	51%	25%
North Macedonia	34%	38%	52%	56%
Romania	61%	69%	81%	57%
Serbia	34%	40%	48%	30%
Tajikistan	71%	73%	87%	44%
Turkey	27%	42%	46%	51%
Uzbekistan	81%	79%	84%	34%

Source: Mapping global trends in vaccine confidence and investigating barriers to vaccine uptake: a large-scale retrospective temporal modelling study, published online Sep 2020 in the Lancet Journal. Source: Gallup World Poll, published May 2021.

* Armenia willingness to have a COVID19 vaccine taken from research published by the Caucasus Research Resource Center in Mar 2021.

How to incorporate the personas into a social media campaign

3.

Messages & Images

Each persona will have a set of creative assets and messages that are tailored to appeal to this particular audience. These messages will ensure you have the best chance of encouraging them to spread the word in a way that appeals to the type of information they choose to share.

For example, someone who falls into the category of Care for Others will receive a message that focuses on how routine immunization can help create a safe community.

Note that development of messages and assets should also be based on documented evidence.*

Targeting

As outlined on the previous two slides, each country has particular personas which our analysis has defined as most prevalent.

To begin the campaign, we would recommend that each country focuses on the personas that have been identified as most prevalent for them, using the creative assets and messaging that aligns with each persona. This will ensure you are able to reach the widest audience first.

Testing

Once campaigns have begun, you will be able to gauge community reception to the messages.

Personas where messaging is resonating well should be prioritised, while any targeting that is attracting anti-vaxxer sentiment should be adjusted.

Moreover, if results indicate that messages and creative assets aren't performing very well – or if performance wains over time – then you should consider trialling different creative assets and messaging, or targeting the next most prevalent country persona.

Optimisation

A scenario planning tool is provided in this toolkit to help you adjust budgeting, messaging and targeting to optimise the impact of the campaign across the different personas.

*In this case, we conducted a literature review of existing research into routine and COVID-19 immunization hesitancy.

Developing a data-driven social media campaign

4.

Social listening conducted between September 2020 and September 2021 highlighted a void of conversations about childhood immunization online.

In the context of the ongoing pandemic, social media conversations across the ECA region were heavily dominated by COVID-19 vaccines and related topics such as lockdown measures, travel restrictions, and impacts on employment and education. Social listening picked up many posts from physicians and public health stakeholders in these countries expressing concern that routine childhood immunization had slipped down the political agenda during the pandemic, and that this would have a negative impact on vaccine coverage throughout the region. Further literature research pointed to these concerns as potential barriers to the uptake of routine childhood immunization.

The following sections will guide you through the key steps to develop a social media campaign that is based on the findings of the social listening analysis.

The campaign's objective is to encourage online conversations on routine immunization, to convince parents and caregivers whose children are of routine immunization age, that vaccination is well worth serious consideration, despite their personal concerns; and to clarify misunderstanding about vaccine safety and efficacy.

Target audience

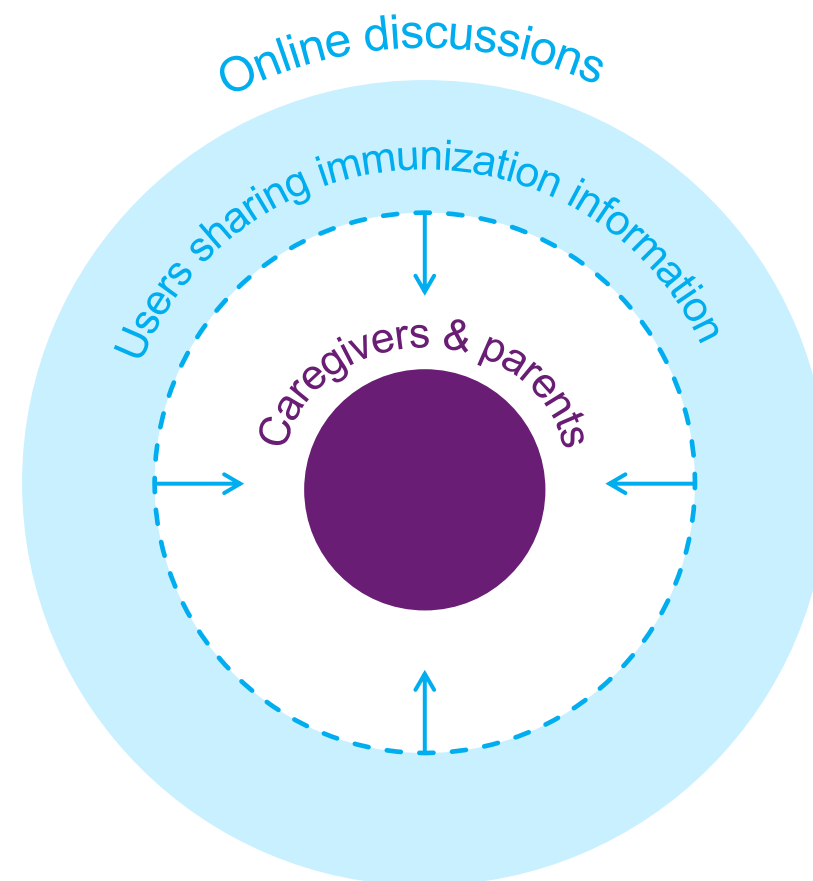
4.

INFLUENCING AUDIENCE*

The first point of contact online will be the influencing audience: users who take an active part in the immunization conversation online. These users will spread the word to their audiences and spheres of influence on social media, online forums and blogs.

CORE AUDIENCE

The core audience, parents and caregivers, will receive this message either directly from the people who are a part of the influencing audience, or from their sphere, ultimately having further conversations and making decisions offline.



*We have recommended this approach due to the demographic data limitations that we encountered as a result of the void of online conversations about childhood immunization. In an ideal world, we would make the core audience our first point of contact online. However, due to the relatively small number of people engaging with routine immunization related keywords, it was not possible for us to conduct a thorough demographic segmentation to identify caregiver and parent audiences in the countries of study.

Key message and call to action

A **campaign's key message** is the overarching message that underpins all elements of a campaign in order to resonate with the target audience(s). The key message will need to be rooted in a piercing insight and linked to the campaign's objectives to ensure it has maximum impact and relevance. A campaign's key message tends to inform the campaign's creative concept and a set of more specific messages that are tailored to appeal to different audience personas. We have included examples of these types of persona-specific messages from slide 60 onwards.

A **call to action** or a CTA is a written directive used in communications campaigns. It helps encourage audiences to take a desired action. A call to action can take up different forms and often combines elements of on and offline behaviour. For example, in this campaign, the call to action is focused around participating – and encouraging others to participate in - routine immunization; an offline action that is supported by the online actions that we are asking audiences to take (e.g., reading and sharing online information about the benefits of routine immunization).

Key message and call to action

4.

Key message: Generations of people around the world have benefitted from the power and success of childhood vaccinations. Children being born now should not be denied that same security and protection into adulthood.

Call to action: Help spread the word that millions of people have been benefitting for decades from proven childhood vaccinations. These vaccines are more than just safe – they are necessary for every child to have the best chance at not just surviving but thriving.

What we want the audience to think, feel, do as a result of this campaign:

Think

"Why give children born today anything less than what we had?"

Feel

"Parents should have peace of mind that their vaccinated child will remain safe and healthy."

Do

"I will spread the word that childhood vaccines are safe and necessary for all children to thrive."

Developing campaign materials

- The creative concept
- Campaign materials
- Creative assets

5.

The creative concept

5.

The silent protector

Parents instinctively want to protect their children from danger, but there are some dangers you can't protect them against. Parents can't send their children into the world wrapped in cotton wool, but they can give them the next best thing — proven protection against childhood diseases.

People should be shown that vaccines can give them peace of mind when it comes to keeping children safe from unseen threats. For parents this means that, even in places where they can't be, their child is still protected.

Creative materials

Creative assets

5.

> STATIC IMAGES



> GIF ANIMATIONS



Deliberative persona

5.



POST 1

Recommended post

Routine childhood vaccinations aren't just about doing what is best for your child now, but for their whole life. A life that won't be interrupted by disease or the long-lasting impact of a childhood spent battling preventable illnesses. Do the best for your child.

Alternative posts

- As parents, we know to treasure every last minute of our little ones' earliest years. In the last 60 seconds, routine childhood vaccines have saved five more lives. Five children spared from life-threatening diseases, able to grow up healthy. Spare a minute to protect your child.
- The world can seem a scary place when you're a parent. Diseases like measles are life-threatening, but easily preventable by routine childhood vaccines. Give yourself peace of mind, and keep your child protected from the dangers you cannot see.



#EverywhereYouCantBe
#KeepingKidsProtected
#ParentalPeaceOfMind

5.



> GIF ANIMATION

POST 2

Recommended post

We always trust the tried and tested techniques, especially when it comes to parenting. So trust in tried, tested, and proven childhood vaccinations. Make sure your child is one of the 3 million lives that vaccines will save from diseases like measles, polio, and whooping cough this year.

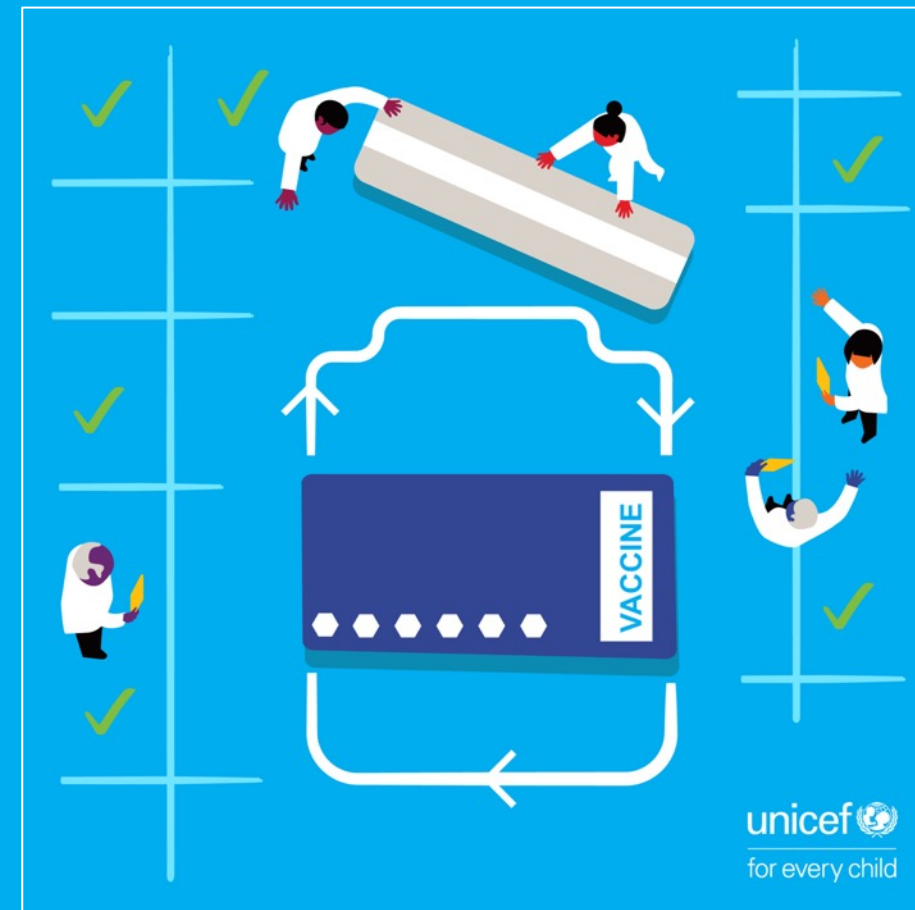
Alternative posts

- No one knows your child better than you, so make sure you know what's best for them. Routine childhood vaccines have been rigorously tested and proven to prevent serious illness, saving millions of children's lives every year. Ensuring your child is vaccinated means knowing your child is safe, wherever they go.
- No one counts on polio, measles, or whooping cough interrupting their child's life, but we counted 23 million children who went without their routine childhood vaccines last year. Count on a future for your child, get them vaccinated.



#EverywhereYouCantBe
#KeepingKidsProtected
#ParentalPeaceOfMind

5.



> STATIC IMAGE

POST 3

Recommended post

3 million childhoods are saved every year thanks to routine childhood vaccinations. Ensuring your child gets their vaccines makes you part of a vital global community, one that works together to keep children safe from life-threatening disease.

Alternative posts

- Routine childhood vaccinations are powerful, they save 3 million children around the world every year. But without parents, they are nothing but a life-saving solution stuck in a bottle. Be the difference your child needs to change a potential problem into a protected future.
- We all hope our children will go on to achieve amazing things, but as parents, we should ask what amazing things we can do for our child, like protecting them from deadly diseases. Make sure your child receives their routine childhood vaccinations and achieves their full potential.



#EverywhereYouCantBe
#KeepingKidsProtected
#ParentalPeaceOfMind

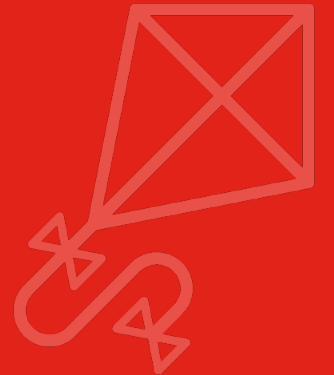
5.



> GIF ANIMATION

Living life
persona

5.



POST 4

Recommended post

Every parent wishes for an extra helping hand to ensure their child is safe, happy, and healthy. Routine childhood vaccinations do just that, keeping children safe from life-threatening diseases, protecting them even in places where parents can't be.

Alternative posts

- Parenting can be scary, knowing your child's health and happiness rests in your hands. Routine childhood vaccinations make it easy to ensure you can give your child the best start, free from the threat of serious disease — a helping hand to parents and kids on life's adventure.
- We all have future plans for our children, because we all plan on our child having a future. But without the routine childhood vaccinations that keep life-threatening diseases at bay, plans are all they may ever be. Keep your child's future safe.



#EverywhereYouCantBe
#KeepingKidsProtected
#ParentalPeaceOfMind

5.



> STATIC IMAGE

POST 5

Recommended post

Keeping our kids happy isn't always smooth sailing, but keeping them healthy can be. Routine childhood vaccinations are a quick, easy, proven way to keep life-threatening diseases at bay, letting little ones live their childhoods to the fullest.

Alternative posts

- Life is full of possibilities just waiting for you and your child — so make sure you're prepared. Routine childhood vaccines are proven to prevent life-threatening illnesses that could deprive your child of a happy, healthy childhood. Keep them protected for all life's adventures.
- Life is for living, and childhood vaccines are for making sure your little ones can do just that. Proven to prevent against measles, polio, and other life-threatening illnesses, vaccines are the best start to a great life.



#EverywhereYouCantBe
#KeepingKidsProtected
#ParentalPeaceOfMind

5.



> STATIC IMAGE

POST 6

Recommended post

We owe it to our children to give them the best possible future. But we owe it to our parents to follow their example and let childhood vaccines do their important work. Continue a legacy of keeping children safe.

Alternative posts

- As a parent, it's easy to think that the problems of the past could never impact our child's future. But neglecting to get our children vaccinated could see diseases like polio returning. Don't turn back time, protect your child.
- Childhood should be full of experiences that are life-shaping, but neglecting to get your child their routine vaccinations can lead to those experiences being life-threatening. Just because you can't see threats, doesn't mean they're not there.



#EverywhereYouCantBe
#KeepingKidsProtected
#ParentalPeaceOfMind

5.



> STATIC IMAGE

Care for others persona

5.



POST 7

Recommended post

Routine childhood vaccinations don't just keep your child safe, but also the children they meet and play with. By ensuring every child is vaccinated, we create a safe community where they can grow up happy and healthy.

Alternative posts

- Safety isn't selfish. Keeping our children vaccinated prevents the spread of childhood diseases, allowing us to keep other children safe as well. Protect your child, protect others.
- Parents around the world all share one goal — to keep their child safe. Make sure you are doing your bit to help parents and children everywhere by ensuring your child gets their routine vaccinations. Together, we can stop serious childhood diseases threatening our children.



#EverywhereYouCantBe
#KeepingKidsProtected
#ParentalPeaceOfMind

5.



> STATIC IMAGE

POST 8

Recommended post

Vaccinations save millions of lives every year, creating communities of children who are protected from disease and protecting others from its spread. Join the community, save lives.

Alternative posts

- Childhood vaccinations have transformed the way children live their lives. Parents no longer need to fear polio, measles, or whooping cough. But if we fail to keep our children protected and join the 23 million who were not vaccinated last year, all this good could quickly be undone.
- Polio, measles, whooping cough — as parents, we are able to be confident that these issues will not harm our children. But this is only because of the parents who have come before us. Don't undo the protection of generations of vaccinated children by refusing them now.



#EverywhereYouCantBe
#KeepingKidsProtected
#ParentalPeaceOfMind

5.



> GIF ANIMATION

POST 9

Recommended post

Keeping our children protected is a group effort, a promise made by parents everywhere. Through routine vaccinations, you ensure the safety of child and those around them. Promise protection to your child.

Alternative posts

- Without collaboration, a community cannot exist. Without the global community of parents putting children's safety first with routine vaccinations, protection from disease cannot exist either. Put your child's safety first.
- Teamwork makes the dream work, including all the dreams you hold for your child. Routine childhood vaccinations can't do their important work if we don't come together as a community and agree to protect our children.



#EverywhereYouCantBe
#KeepingKidsProtected
#ParentalPeaceOfMind

5.



> STATIC IMAGE

Dutiful
persona

5.



POST 10

Recommended post

We know we can trust doctors to help keep our children safe, but when it comes to vaccinations that protect our children from deadly disease, doctors trust us. Do your part as a parent and ensure your child gets their routine vaccinations.

Alternative posts

- We don't dare to think about our child ever getting seriously ill — so don't dare to skip routine childhood vaccinations. Proven to prevent deadly diseases and their spread, let vaccines provide you with parental peace of mind.
- Medical discoveries change the way we live our lives. Routine childhood vaccines have provided proven protection to generations of children. Don't let this generation be any different.



#EverywhereYouCantBe
#KeepingKidsProtected
#ParentalPeaceOfMind

5.



> STATIC IMAGE

POST 11

Recommended post

It's easy for parents to be burdened by the demands of parenthood. But some can be easily lightened. Childhood vaccines protect your child and those around them from the unseen dangers of disease. Lessen the load of all parents – protect your child.

Alternative posts

- They say love makes the world go round, so show your love for your child and children everywhere by ensuring they're vaccinated. Keep them safe from the threat of life-threatening disease and help change their world.
- It can seem like the world faces endless problems, but together we can bring an end to the issues of deadly childhood diseases. Make sure your child gets their routine vaccinations and be part of the solution.



#EverywhereYouCantBe
#KeepingKidsProtected
#ParentalPeaceOfMind

5.



> GIF ANIMATION

POST 12

Recommended post

Our children face an unseen threat from life-threatening diseases. Luckily, as parents, we can also provide constant protection, even in places we can't be. Give your child a healthy and safe childhood, and yourself peace of mind, with routine childhood vaccinations.

Alternative posts

- We can't wrap children in cotton wool, but we can do the next best thing. Childhood vaccinations guard against life-threatening diseases, keeping children protected wherever they go.
- Thanks to generations of doctors and parents ensuring their children received their routine vaccinations, many places in the world can almost call diseases like polio and measles things of the past. Make sure your child's health is the future.



#EverywhereYouCantBe
#KeepingKidsProtected
#ParentalPeaceOfMind

5.



> STATIC IMAGE

Creative & branding guidelines

5.

- A. Brand colour palette
- B. Visual style
- C. Static posts
- D. Animated posts
- E. Copy style
- F. Localisation guidance

A. Brand colour palette

Our campaign follows UNICEF brand guidelines



We are proudly **UNICEF Blue**.

We show it in everything we do; behind our logo, on signature images and when working in the field.

UNICEF Blue (cyan 100%) is how we are instantly recognized.



Logo to be placed on **UNICEF Blue**.



While our primary colour is **UNICEF Blue**, we also use a selection of secondary colours to support our design and messaging, and to complement our use of **UNICEF Blue** and logo containers.

Secondary colours should not take prominence over **UNICEF Blue**.

B. Visual style

A clean, yet organic style to fit the global community we support

- Clean, smooth edges are used to create 2D shapes and characters. Depth and tone are added using texture and color, and if necessary subtle shadows can be applied
- Secondary colours are combined with **UNICEF Blue** to create a bold, colourful palette that stands out on social media feeds
- Skin tones are created using bright colours to create visuals with a broad global appeal and are not intended to literally represent race
- Characters are created with a simple geometrical style: facial features are not tightly defined with eyes or lips as we want broad human appeal
- Perspective and point of view have been featured in an interesting way for visual appeal, as well as a conceptual tie in to shifting our audience's perspective on routine vaccines
- A watercolour overlay has been applied to images to create depth and texture as well as a warm organic humanistic feeling



C. Static posts Illustrations for use

AVAILABLE TO
VIEW AND DOWNLOAD
VIA
[THIS LINK >](#)



D. Animated posts

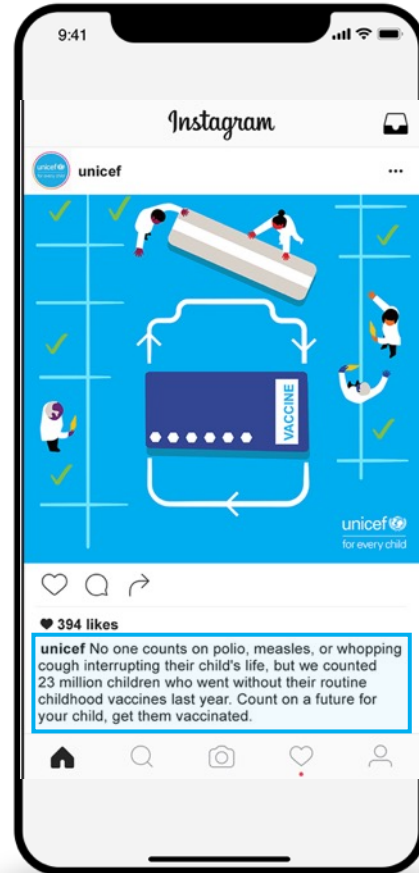
Animated illustrations for use

AVAILABLE TO
VIEW AND DOWNLOAD
VIA
[THIS LINK >](#)



E. Copy style

Sympathetic and understanding, whilst remaining facts-driven



- Copy is written to appeal to the specific personas identified for this project
- Tone should be reflective of the persona traits, and should appeal to parents and caregivers to encourage uptake of routine childhood vaccinations
- Posts should start with a strong emotional hook to grab attention, followed with information that supports the campaign and persona profiles

- Illustration files can be used to adjust hair and clothing styles as needed
- Maintain illustration style



Content & messaging bank

Content framework

The social media content framework was developed based on the research findings in the Persona section (slides 39-48), which outline how key media affinities, vaccine messages and levels of responsiveness to a vaccine spokesperson, differ from one persona to another.

We have used these insights to tailor post copy according to the topics that resonate best with each persona. For example, as we know that vaccine efficacy is an incredibly important message for the Deliberative persona, and that they can be challenging of authority and victim to misinformation, we have tailored our copy to topics like vaccine efficacy, misinformation and vaccine safety profile.

In addition to the social posts presented in the previous slides, we have developed additional messaging that is available to you in case you would like to explore different messaging or expand your campaign beyond the posts provided.

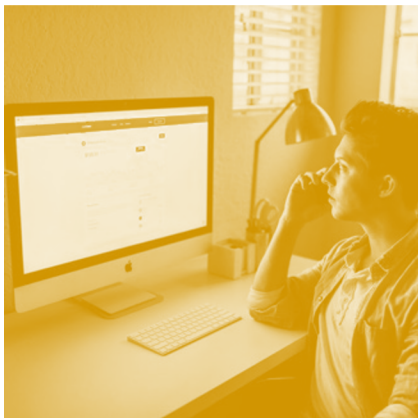
Each message has been tailored to Facebook and Instagram and will enable your team to test different topics and copy variations overtime, to test different copy styles (i.e., using emojis, or questions), and copy lengths (ranging from 160 to 315 characters).

We hope that this will enable you to continue optimizing your campaign by introducing fresh, new content, maximising your reach, engagement, and ultimately, impact.



Campaign messaging: 'Deliberative' persona

5.



PERSONA OVERVIEW

The Deliberative persona is considered in their approach to immunization content. They have a tendency to be challenging of authority, preferring to review the information themselves and make their own minds up. But they are philosophical and open to new ideas, especially those that can lead to success and show them as capable, leaving them vulnerable to misinformation.

VACCINE MESSAGES

Vaccine efficacy	● ● ● ● ●
Vaccine safety	● ● ● ● ●
Logistics	● ● ● ● ●
Value / benefits	● ● ● ● ●

Priority content topics

#1 Benefits of vaccine for your child

Vaccines are a powerful way to keep children free from dangerous diseases. Dangerous diseases which often come with serious and sometimes life-threatening risks. This is why vaccines are designed to create an immune response, safely helping children grow up healthy and strong.

#2 We know a lot about vaccines

How much do you know about childhood vaccines? They are safe and effective. They have been rigorously tested for many years. They also allow us to prevent the disease rather than treating it after. Discover more about how to reduce the burden of illness.
→ **Insert URL here**

#3 Vaccine efficacy

Did you know? Many preventable diseases that used to be widespread globally are no longer common, thanks to the efforts of scientists to produce vaccines. → **Insert URL here**



Campaign messaging: 'Living life' persona

5.



PERSONA OVERVIEW

The Living life persona typically lead a fast-paced life, seeking out adventure and excitement. They may be imaginative and creative, and look for a wide range of social experiences. They also have a tendency to be challenging of authority, preferring to feel independent in their decision making.

VACCINE MESSAGES

Vaccine efficacy	● ● ● ● ●
Vaccine safety	● ● ● ● ●
Logistics	● ● ● ● ●
Value / benefits	● ● ● ● ●

Priority content topics

#1 Immunize now to get back to life

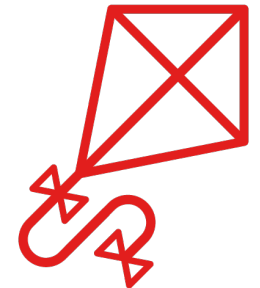
Vaccination is a highly effective, safe and easy way to help keep the people you love healthy as you start to get back to your lives. Learn more about the benefits of routine immunization.
→ **Insert URL here**

#2 Protect your child

You make decisions about your child's future every day. Vaccines are one of the best tools invented for protecting children from life-threatening diseases. It's your choice – get the facts.
→ **Insert URL here**

#3 Vaccines defend

Vaccines defend us against life-threatening diseases. But because vaccines work so well, people often stop noticing the diseases they prevent. Remember the importance of being protected and stay informed about the safe and extremely effective routine vaccines that exist.



Campaign messaging: 'Care for others' persona

5.



PERSONA OVERVIEW

The Care for others persona is very empathetic, quick to help others and take care of the people around them. They are less focused on themselves, tending not to be very self-assured or assertive but instead thinking of the wider group and following the crowd. They have a tendency towards stress and worry.

VACCINE MESSAGES

Vaccine efficacy	<div><div></div><div></div><div></div><div></div><div></div></div>
Vaccine safety	<div><div></div><div></div><div></div><div></div><div></div></div>
Logistics	<div><div></div><div></div><div></div><div></div><div></div></div>
Value / benefits	<div><div></div><div></div><div></div><div></div><div></div></div>

Priority content topics

#1 Vaccination is normal

Vaccines provide immunity before children are exposed to potentially life-threatening illnesses. Knowing this, most parents choose the proven protection of vaccines. Giving babies the recommended vaccinations is the best way to protect them from 14 serious diseases. Learn more → [Insert URL here](#)

#2 Value

Did you know? Vaccines are one of the most successful life-saving public health interventions in history! They not only save lives, but they also help prevent disabilities such as blindness and paralysis that can be caused by disease. Find out more, → [Insert URL here](#)

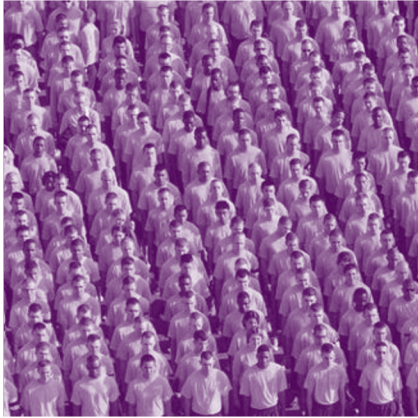
#3 Herd immunity

Like ants in an anthill working collectively for the benefit of all, we must work together to vaccinate our children so that even a child who cannot be vaccinated stays safe. Learn more about the importance of vaccinating your loved ones. → [Insert URL here](#)



Campaign messaging: 'Dutiful' persona

5.



PERSONA OVERVIEW

The Dutiful persona has a strong sense of moral responsibility and obedience. They take rules and obligations seriously even when they can be inconvenient. They feel a great sense of duty towards others and therefore can be reluctant to act independently or express any disagreement to not inadvertently offend or upset others. They are more common in collectivist societies that have strong respect for elders.

VACCINE MESSAGES

Vaccine efficacy	<div><div></div><div></div><div></div><div></div><div></div></div>
Vaccine safety	<div><div></div><div></div><div></div><div></div><div></div></div>
Logistics	<div><div></div><div></div><div></div><div></div><div></div></div>
Value / benefits	<div><div></div><div></div><div></div><div></div><div></div></div>

Priority content topics

#1 Follow guidance

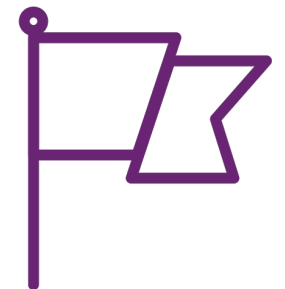
Childhood immunization is an essential part of growing up safely. Because vaccines work so well, we sometimes stop noticing the diseases they protect against, which do still exist. Follow the guidance of health authorities and highly qualified doctors who endorse routine vaccination.

#2 Benefits

Vaccination benefits the wellbeing of individuals and populations. As a public health intervention, childhood immunizations have drastically reduced the burden of global infectious disease. Take measures to keep your loved ones safe. Your local doctor is around the corner.

#3 Improve your child's future

Are you a parent that wants to do what is best for your children? Vaccinating them is one of the most effective ways to protect them from a number of terrible diseases that otherwise could make them very ill or even threaten their lives. Discover more about the benefits of routine immunization. → **Insert URL here**



Content messaging & bank

The content bank has been developed to enable you to refresh and optimise your campaign content over time, A/B testing a variety of copy samples, covering persona-based topics of interest (e.g., 'Misinformation' for the Deliberative persona vs. 'New Routine' for the Living Life persona) and vaccine messaging priorities (e.g., vaccine safety vs. logistics).

In this upcoming section you will find the following number of copy samples for each persona:

DELIBERATIVE (15)

LIVING LIFE (17)

CARE FOR OTHERS (16)

DUTIFUL (17)

Each copy sample can be adapted at a local level and optimised to best fit the campaign stage and narrative, by adding relevant landing pages, overarching hashtags, curated assets and emojis.

The copy can also be optimised to be shorter or longer and descriptive, depending on the post objective.



'Deliberative' persona

5.

Content bank for the 'Deliberative' persona

#1 Country-specific schedule	#2 Safety	#3 Long-term health problems	#4 It's normal to vaccinate	#5 Vaccines don't cause disease
Were you aware that (insert vaccine here) is recommended for children in (insert country here)? WHO recommends that all children receive specific vaccinations, such as BCG and Hepatitis, on the correct schedule. Click here to learn more → Insert URL here	Vaccines defend us against deadly diseases and still remain the best way to keep children safe. Side effects, if they do occur, are usually mild and pass in a couple of days. If you or a loved one are concerned about the safety of a child's vaccines, talk to a doctor.	Robust studies have found no evidence of a link between vaccination and long-term health problems. However, when it comes to vaccines, you are as likely to find correct, well-documented facts as you are to find myths and misinformation. Get the facts → Insert URL here	Most parents vaccinate their children as a way of keeping them safe. When questions arise about vaccines, know that you can consult trusted sources, like your health worker, health authorities and institutions such as UNICEF and WHO or The Vaccine Confidence Project.	Vaccines are a safe and clever way to produce an immune response in our body, without causing a disease. Using either killed or weakened viruses, they help our immune system produce antibodies to fight the disease if it sees it again.
#6 Never too late	#7 Vaccine-specific safety profile	#8 Protection Simile/Metaphor	#9 Access	#10 Misinformation
Vaccines protect and save lives. It is never too late to have children immunized even if they have missed an immunization and is older than the recommended ages. Learn more about what can be done → Insert URL here	Routine vaccines have robust evidence to show they are safe and effective. If you or someone you know wants to discover more about their safety profile in (insert country here), there is a wealth of information available → Insert URL here	Vaccines are one of the best tools invented for protecting children. And like sunscreen, vaccines protect children from naturally occurring elements that can cause their bodies painful and life-threatening harm.	Accessing vaccines for children has never been easier. Health workers continue to provide routine vaccination safely, preventing further burden on families and health systems that would be caused by outbreaks of vaccine-preventable disease.	There is a lot of misinformation surrounding vaccination being circulated online and in the media. We have accurate, trustworthy, and clear information. Get the facts → Insert URL here

'Deliberative' persona

5.

Content bank for the 'Deliberative' persona

#11 Side effects	#12 Vaccines protect	#13 Long-term protection	#14 Science-based rationale	#15 VDPs are serious
Like any medicines, vaccines can cause side effects such as low-grade fever, or pain and redness at the injection site. These reactions are usually mild and go away in a few days on their own, however, the long-term benefits help children grow healthy and strong.	Vaccines are among the most effective ways to protect against serious, preventable diseases. Find out more about the benefits of routine immunization → Insert URL here	Vaccines are quick, safe and extremely effective. The possible discomfort caused during vaccination is only temporary while the protection these vaccines offer is long term. Learn more about their value → Insert URL here	Vaccines reduce a child's risk of infection by working with the body's natural defences to help the child safely develop immunity to diseases. Learn more about their efficacy → Insert URL here	The diseases that vaccines prevent still exist and can be dangerous or even life-threatening for your child. Learn more about routine vaccines' safety and efficacy → Insert URL here

'Living life' persona

5.

Content bank for the 'Living life' persona				
#1 Link with Covid-19	#2 Routine to get back to	#3 Safety	#4 Misinformation	#5 Spending time together
Let's not let COVID-19 take anything more from us. The pandemic disrupted routine vaccinations, threatening hard-won progress towards defeating vaccine-preventable diseases. We have the power to change that by making sure our loved ones are up-to-date with their childhood vaccines.	As we move back towards the routines of daily life, one of the most important routines to get back to is vaccinating all children to keep them protected. Find out what you can do, today → Insert URL here	The vaccines which are used in routine childhood immunization have been rigorously tested over many years to ensure they are safe and effective for children to receive at the recommended ages. Discover the value of routine vaccinations → Insert URL here	Don't fall prey to false facts. Misinformation about vaccines is not going away, but we get to decide how we deal with it. Make sure you know fact from fiction about routine childhood immunizations. → Insert URL here	As the world starts to make plans to see their loved ones in great numbers again, it's important we consider how to keep them healthy. Talk about vaccines with those you love and help ensure everyone's children are up-to-date with their immunization schedule.
#6 New Routine	#7 Let's talk about vaccines	#8 Vaccines are clever	#9 VPDs are serious	#10 Vaccine toxicity
As you return to the activities that you and your family enjoy, and create a new routine, ensure your lives aren't further hindered by unnecessary illness. Take action by asking your doctor if your children are up-to-date on life-saving vaccines.	Let's talk about vaccines. Vaccines make the immune system smart. They strengthen immunity and prevent the consequences of serious infectious diseases. Vaccines are critical to our children's health and growth so let's talk about them more → Insert URL here	Vaccines teach our bodies to build immunity against infectious diseases without causing the illness. They are one of the most effective preventative tools we have against many serious diseases. Learn more about their efficacy → Insert URL here	Many of us are excited to get back to travelling to see loved ones or visit somewhere new. It's important to remember, though, that the viruses and bacteria that cause illnesses still exist and can be passed on to those who are not protected by vaccines. Choose routine immunization, today.	Did you know? Both the active and inactive ingredients in vaccines are rigorously tested and regulated to ensure that the benefits of vaccination for a child far outweigh any potential risks. Stay informed about routine immunizations → Insert URL here

'Living life' persona

5.

Content bank for the 'Living life' persona

#11 HCPs	#12 Taking control	#13 Pain & Side effects	#14 Avoid further impact on your life	#15 Metaphor
Healthcare practitioners are here to ensure the best possible health outcomes for us and our loved ones. They are here to help, so contact them to find accurate information about childhood vaccinations.	Vaccines save lives, they help prevent serious illness and disability in children so they can continue to grow and thrive. You have the power to protect those you love from serious diseases by talking to loved ones about their vaccination status. Take action, today.	Vaccines will involve some discomfort and may cause pain, redness or tenderness at the site of injection but this is minimal compared to the pain, discomfort and trauma of the diseases these vaccines prevent. Read up on the benefits of routine vaccinations → Insert URL here	After living through the COVID-19 pandemic, we cannot afford to trade one health crisis for another. Are you doing what you can to protect loved ones from vaccine-preventable diseases? Childhood vaccines are too important, and too beneficial, to be side-tracked. → Insert URL here	Vaccination is similar to wearing a seatbelt; you do not expect to be in a collision but in the unlikely event that you are in one you want to be protected. Talk to your doctor about routine immunization. → Insert URL here
#16 Wellbeing	#17 Confidence			
Routine vaccines are one of the best ways to protect you and those around you from serious, preventable diseases. Choose to stay safe and healthy. Learn more about routine immunization → Insert URL here	Be confident you are getting accurate information about routine childhood immunizations. Consult credible sources, like your health worker, local health authorities, institutions such as UNICEF and WHO or The Vaccine Confidence Project. Unbiased information, available here: → Insert URL here			

'Care for others' persona

5.

Content bank for the 'Care for others' persona				
#1 Side effects	#2 People need to know	#3 Vaccine ingredients	#4 Vaccines protect your child	#5 Wider protection
Vaccines have been proven to be safe and effective. Like all medical products, vaccines do come with the risk of side effects. The most common side effects are mild and go away quickly. Meanwhile, the long-term value is incomparable.	People need to know--your friends, your family, your community--that developing immunity through vaccines means children don't have to bear the high physical and emotional cost of preventable diseases. Help remind your loved ones to vaccinate!	Did you know? The ingredients that make up a vaccine help to ensure they are safe and effective and each one has been studied extensively. Most vaccine ingredients occur naturally in the human body, the natural environment and in the foods we eat. Discover more → Insert URL here	It is always better to prevent a disease than treat it after it occurs. Considering this, vaccines remain one of the best tools we have to prevent life-threatening and debilitating infectious diseases. Learn more about the value of routine vaccinations for your children → Insert URL here	Vaccines protect our children across communities and countries and prevent outbreaks of vaccine preventable diseases. Get an insight into vaccine efficacy and take action for your loved ones, today → Insert URL here
#6 Robust vaccine safety system	#7 Protection of community	#8 Vaccines make us stronger	#9 Vaccines in pregnancy	#10 Know where to get info
Vaccines are only given to children after a meticulous review by scientists and healthcare professionals. What if a serious side effect is found? The vaccine is removed from the market! We have evidence that the risk of the disease is far greater than the risk of the vaccine → Insert URL here	The decision not to immunize a child also involves risk, and could put the child and others who interact with them in danger of contracting a potentially life-threatening disease. Choose the safe route, choose routine vaccinations, today.	Our bodies are strong - routine immunization makes them stronger! Take control of your children's health and help them make their bodies better at protecting it. Learn how, here → Insert URL here	If someone you know is pregnant, you can help spread the word that babies can be protected from some infectious diseases before they are even born. The vaccines recommended in pregnancy give babies a head start towards living a long, healthy life.	Looking for information about vaccines? Be sure to consult trusted and credible sources, like your health worker, local health authorities, health institutions such as UNICEF and WHO or The Vaccine Confidence Project. → Insert URL here

'Care for others' persona

5.

Content bank for the 'Care for others' persona				
#11 Myth	#12 Contact HCP	#13 Fear of pain and distress	#14 Protect your child	#15 Benefit to others
It is a myth that vaccine-preventable diseases no longer pose a threat to our children. But it is a fact that vaccines protect 2-3 million children from many life-threatening diseases each year. Find out more about the safety features of vaccines → Insert URL here	Your healthcare provider is committed to helping keep your family healthy and safe from illness. You can reach out to them for answers to your questions and to find out whether your child's vaccinations are up-to-date.	It is natural to be concerned about the pain a child may experience with an injection, but it is important to remember that any discomfort will be brief while the benefits of vaccination will be long term.	Were you aware that vaccination is one of the most important ways we can protect children from life-threatening illness? Learn about routine immunization's efficacy and safety benefits → Insert URL here	Why is vaccine uptake so important? Vaccinating a child protects not only that child, but all other children, including those who are too young or unable to be vaccinated. Discover more → Insert URL here
#16 Spread the word				
Each one of us can be a champion for children. We know that vaccines remain one of the best tools we have to protect children from many dangerous diseases. Be a champion in your community and help spread the word to vaccinate!				

'Dutiful' persona

5.

Content bank for the 'Dutiful' persona				
#1 National schedule to immunize	#2 Value	#3 Protect	#4 Protection	#5 Safety
The vaccination program gives vaccines to babies, children and adolescents at different ages. Following the approved national immunization schedule is essential. Speak to your doctor to make sure your children complete their immunization program on time.	Vaccines provide immunity before children are exposed to potentially serious, even life-threatening illnesses. Make sure you are doing what you can to keep your loved ones safe. Choose routine immunization, today. → Insert URL here	More than 2 million children die each year of vaccine-preventable diseases. If you ensure your child's vaccines are up-to-date, you can help protect them from these diseases. Find out what steps you can take, today → Insert URL here	Vaccines build a protective wall around your family and community. Encourage everyone you know to make sure their family's vaccinations are up-to-date. Choose prevention over cure. → Insert URL here	Although children can have a reaction to any vaccine, the benefits of vaccination far outweigh the side effects. If they do occur, they are usually mild and go away in a couple of days. For more information reach out to your doctor or local health authority.
#6 Parents vaccinate	#7 Duty to protect community	#8 Vaccine ingredients	#9 Preparing to protect metaphor	#10 Vaccine quality
Vaccines can prevent infectious diseases that once threatened the lives of many infants and adults. Knowing this, most parents vaccinate their children to keep them safe from preventable infectious diseases. Talk to your loved ones to make sure their children are up-to-date.	It is our duty to strive to do the best we can for the health of our children and our communities. Vaccines not only protect our children from dangerous diseases, but they also eliminate or greatly decrease diseases that used to spread from child to child.	All ingredients of vaccines play necessary roles either in making the vaccine, triggering the body to develop immunity or in ensuring that the final product is safe. They are thoroughly and rigorously tested so you can be confident that routine childhood vaccines are effective.	Like all babyproofing plans, routine childhood immunizations provide a safe and effective way to help protect our babies. Have you taken the necessary measures to keep your child safe from vaccine preventable-diseases? Talk to your doctor and find out. → Insert URL here	The vaccines provided to children have been rigorously tested for safety and efficacy before being introduced to the market. Then, they are constantly monitored for side effects to ensure that they are safe for children. Learn more about their efficacy and safety profile → Insert URL here

'Dutiful' persona

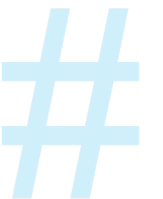
5.

Content bank for the 'Dutiful' persona

#11 HCPs	#12 Vaccine just for you	#13 Protect your child	#14 Side effects	#15 VPD still a danger
Your healthcare provider is committed to protecting you and your family from illness and disease. Call today to make sure you and your loved ones are doing what is necessary to shield yourselves from vaccine-preventable diseases.	Do you have a question about your child's vaccination schedule? Your doctor is waiting to talk. Find out whether your child's vaccinations are up-to-date. → Insert URL here	Did you know? If children receive the recommended vaccines during childhood and adolescence, they are protected from 14 serious and preventable diseases. Find out more about the benefits of routine immunization. → Insert URL here	Concerned about side effects when giving a child vaccines? It's natural. However, it's important to know that for the most part side effects will be minor and go away within a few days. Learn more about the long-term value of childhood vaccinations. → Insert URL here	While many serious diseases are no longer common in (insert country here) thanks to routine childhood vaccines, these diseases still exist and can spread when people are not vaccinated. Opt into routine immunization for your family, today.
#16 Doctors can safely vaccinate	#17 Vaccine efficacy			
Even during the pandemic, doctors continue to safely see children. Medical offices have taken steps to prevent the spread of COVID-19 and can make sure children are receiving the vaccines they need to prevent outbreaks from infectious disease. Talk to your local doctor to find out more.	Did you know that vaccines save up to 3 million children a year from serious diseases and preventable deaths? Protect those you love with routine immunization. Learn more → Insert URL here			

Hashtag guidance










5.








Hashtag usage guidance

5.

Do

	Use relevant hashtags
	Use hashtags that are descriptive of your regular content
	Use hashtags to add additional content to posts
	Use trending hashtags where appropriate to maximise reach
	Use campaign specific hashtags only when sharing posts relating to a campaign
	Use a combination of niche and broad hashtags to increase reach
	Research hashtags before using to ensure relevancy
	Use #PascalCase in hashtags for accessibility*
	Vary your hashtag strategy across different social media platforms**

Don't

	Don't use random hashtags
	Don't just use the same hashtags repetitively
	Don't use too many hashtags in post copy (1-3 hashtags work best on most platforms, although there are some exceptions to this rule, as noted in the following slide on hashtag strategy best practice)
	Don't hashtag every word
	Don't break up words in hashtags

*We are taught to read and recognise words and letters a certain way, with spacing or other obvious indicators to help us out, so capitalizing the first letter of each word in your hashtag can help people with visual, oral and cognitive disabilities to decipher it more easily. Source: Make Your Hashtags Accessibility <https://www.boia.org/blog/make-your-hashtags-accessible>

**Guidance on hashtag strategy best practice across the main English-language social platforms is included on the following slides.

Hashtag strategy best practice

5.



FACEBOOK

2-3

No. of hashtags

3-5

No. of weekly posts

Hashtag Plan:



Use brand and content/industry hashtags



Cross-media promotion



Monitoring benefits



Should be placed after the caption



INSTAGRAM

3-5

No. of hashtags

2-5

No. of weekly posts

Hashtag Plan:



One hashtag can relatively spike engagement by 12.6%



Place brand hashtags in your profile bio



Boost reach by editing captions with less popular and more relevant hashtags



Reshare your posts on your story with hashtags



TIKTOK

4-5

No. of hashtags

1-4

No. of daily posts

Hashtag Plan:



35% of TikTokers take part in hashtag challenges



Brings a surge in views and share



Opens the door to collaboration partners



Mine of content idea



LINKEDIN

3-5

No. of hashtags

2-5

No. of weekly posts

Hashtag Plan:



Choose a formal and professional hashtag



Don't use punctuation or space in hashtags



Follow 3 relevant hashtags from your company page



Don't overuse hashtags



Add CTA to Follow your brand hashtags



TWITTER

1-2

No. of hashtags

5-20

No. of daily posts

Hashtag Plan:



Hashtag improves engagement by 2x for individuals and 1.5x for brands



Business tweets with hashtags are 33% more likely to get retweets



Robust tool to group discussion



Find trending hashtags from "Trends For You"



YOUTUBE

3-5

No. of hashtags

1

No. of weekly posts

Hashtag Plan:



3 places to display Youtube hashtags: description, title, above title



Add location hashtag via Youtube Mobile app



Aid in easy search



Boosts visibility

Campaign hashtags

5.

Our recommended campaign
hashtags are:

#EverywhereYouCantBe

#KeepingKidsProtected

#ParentalPeaceOfMind

For content directed at parents, we would advise keeping in the 3rd hashtag (#ParentalPeaceOfMind) in the copy. For posts directed at a general audience (e.g., influencers, like caregivers or educators), we would prioritize using the two main hashtags (#EverywhereYouCantBe #KeepingKidsProtected) to keep the content more relatable for non-parents as well.



We recommend consistently using these hashtags when scheduling organic content in order to track user-generated-content volumes and sentiment.

Implementing the social media campaign

- Social channels
- Social campaign planning
- Audience targeting
- Content formats, post mock-ups and asset library
- Optimization tactics
- Community management
- Campaign measurement

6.

Social channels

6.

- A. Social media landscape
- B. Proposed channel mix
- C. Placements & content formats
- D. Channel adaptation

A. The social media landscape

6.



Facebook

THE LARGEST AND 'ORIGINAL' NETWORK

The most used social network worldwide, with 2.89B monthly active users, Facebook is a community-focused space where users engage with one another in a friendly, encouraging and entertaining environment.

Facebook's largest demographic ages 25-34 years old, but users aged 65+ are the platform's fastest-growing demographic, providing a unique reach across all age groups.



Instagram

THE 'VISUAL' NETWORK

Predominately focused on targeting and engaging with younger audiences, with over 1B monthly active users, Instagram is a great advertising tool.

Preferred content formats are short-form videos (from 15-seconds Stories to 15, 30, 60-seconds Reels), and long-form storytelling videos (Instagram Video, up to 60 minutes long, with a 60-seconds preview).



YouTube

THE 'VIDEO' NETWORK

With over 2B users, YouTube is the world's second-most visited website (after Google).

Ideal for long-form video content, it has recently introduced Shorts, vertical stories up to 60 seconds in length.



Twitter

THE 'NEWS' NETWORK

Twitter's mission is to give everyone the power to share ideas and information instantly - without barriers.

It's a conversation-driven platform, used to engage with relevant topics in real-time, and its largest demographic is Millennials.

A Tweet (Twitter post) supports 280 characters, but also enables the use of images and videos.



LinkedIn

THE 'PROFESSIONAL' NETWORK

Great for connecting with professionals or industry leaders, and keeping up to date with industry news, LinkedIn is the largest professional network in the world.

Ideal for sharing longer forms of content and thought leadership articles, it supports image, video, and polls content as well.

A. The social media landscape



TikTok

THE 'CREATOR' NETWORK

Known for its variety of short-form vertical videos, TikTok was the most downloaded app of 2020, and is now the 7th most used app globally, with 1B monthly active users.

The largest portion of its global audience is under 30 years old, and its most popular content category is entertainment.



Snapchat

THE 'CAMERA' NETWORK

With over 293M people using Snapchat every day, the app reaches over 75% of Millennials and Gen Z.

Snapchat's user experience is built around its camera function, empowering users to express themselves through visual communication and storytelling – mainly in video format.



VKontakte

THE 'EASTERN EUROPEAN' NETWORK

Vkontakte, or VK for short, is known as the Russian version of Facebook, and it's geared towards Eastern European users, particularly Russian-speakers.

With over 50M+ monthly active users, its fast-growing user base mostly consists of Millennials.

VK's competitive edge comes from its music and video streaming capabilities.



Odnoklassniki

THE 'CLASSMATES' NETWORK

Odnoklassniki (OK) is Russia's second largest native social media platform. Its name translates to 'Classmates', as the channel was originally created to enable former classmates to digitally reconnect.

Differently from VK, OK is most popular across older demographics, and its key functionalities include groups and games.

B. Social channel selection process

Campaign social media channels should be selected based on evidence of your target audiences' social media usage, specifically:

- Which channels they are currently active on
- What channels they spend the most time on
- What they use different social media channels for (e.g. staying up-to-date with news, seeing what friends are up to, connecting with like-minded people, etc.)
- What kinds of content they consume on different social media channels

To gain insight into these questions, we conducted an online survey that aimed to gauge social media activity, capabilities and skillsets across each country of study.

These results formed the basis for the information included in this toolkit. For the purposes of this document, the top platforms, were selected for this toolkit. These platforms also facilitate the most standardised creative specifications for most other social platforms.

Please note, the messaging and creative assets are not limited to the platforms outlined in the document.

B. Core channels selected for this toolkit

For this campaign we used several approaches to identify the recommended channels, including data from the survey referenced in the previous slides. The survey proved that Facebook and Instagram were the channels used most prevalently across the countries of study and they were thus prioritized for this toolkit. These platforms work 'better together' and because of the nature of their creative specification requirements, they permit you to easily leverage the assets employed and repurpose them on a multitude of other social platforms.

Note that Facebook and Instagram are not necessarily the preferred channels in every country, and if countries have insights that suggest that there are different preferred platforms, then their selection of core channels should be adjusted to reflect the reality of usage.

FACEBOOK



Share pictures, music, videos and articles, as well as own thoughts and opinions

Makes the most out of both Mobile and Desktop

A variety of content formats can be used

Best for traffic, video and traffic campaigns

INSTAGRAM



Social sharing app revolving around pictures and videos and engaging with influencers of all scales

Better optimised for Mobile usage

Better suited for short form content

Great for traffic, video and conversion campaigns, yet better for brand awareness campaigns

C. Placements & content formats

Facebook AD format suite

Facebook offers a variety of ad format options, each tailored to meet you and your unique needs. Our aim is to provide you with assets that can easily tap into as many platform formats to maximise your post output.

6.

IMAGE



Photo ads offer a clean, simple format to feature engaging imagery and copy. Convey who you are and what you do through high-quality images or illustrations.

VIDEO



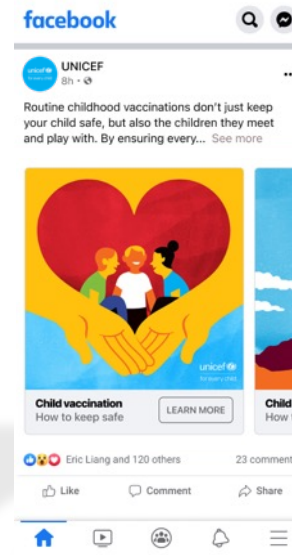
Tell your story with sight, sound and motion. Video ads come in a range of lengths and styles – from short, feed-based ads that you watch on the go, to longer videos that you watch on the sofa.

STORY



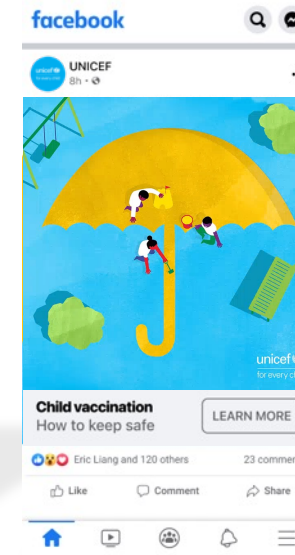
Stories are a customizable, edge-to-edge experience that lets you immerse people in your content. Tap into their passions and inspire them to take action on mobile.

CAROUSEL



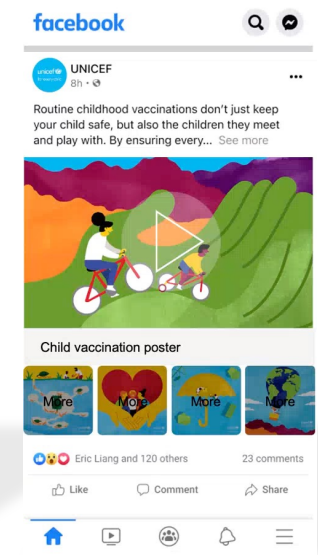
Carousel ads let you showcase up to ten images or videos in a single ad, each with its own link. Highlight different products or tell a brand story that develops across each card.

SLIDESHOW



Slideshow ads are video-like ads made of motion, sound and text. These lightweight clips help you tell your story beautifully across devices and connection speeds.

COLLECTION



Collection ads let people discover, browse and buy what you offer. People can tap an ad to learn more about a specific product, all within a fast-loading experience.

C. Placements & content formats

Instagram AD format suite

Instagram’s curated ad formats can also be leveraged in order to help you connect with your audience in a unique way. Again, we aim to provide you with assets that can easily tap into as formats to maximise your output.

IMAGE



Single image ads consist of an image, ad copy and a clear call-to-action button.

STORY



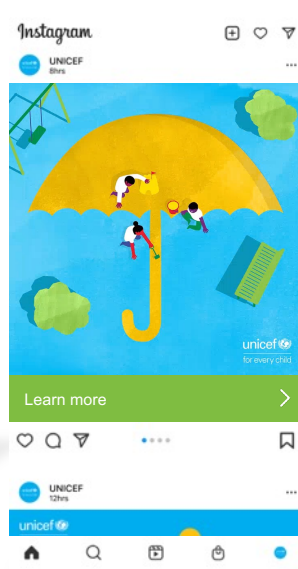
Captivate your audience with short, fun and immersive videos. Use the full-screen, immersive environment of Stories to spark engagement and drive action.

VIDEO



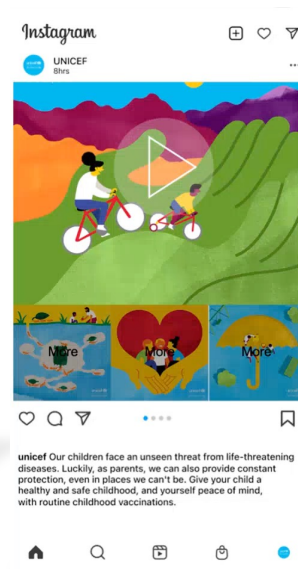
Build a holistic video strategy to make a real impact with measurable results. The most effective video ads are designed for mobile. Plan for sound to be on!

CAROUSEL



Carousel ads consist of a single post with up to 10 photos or videos for users to swipe through. Tell your unique story over each swipe.

COLLECTION

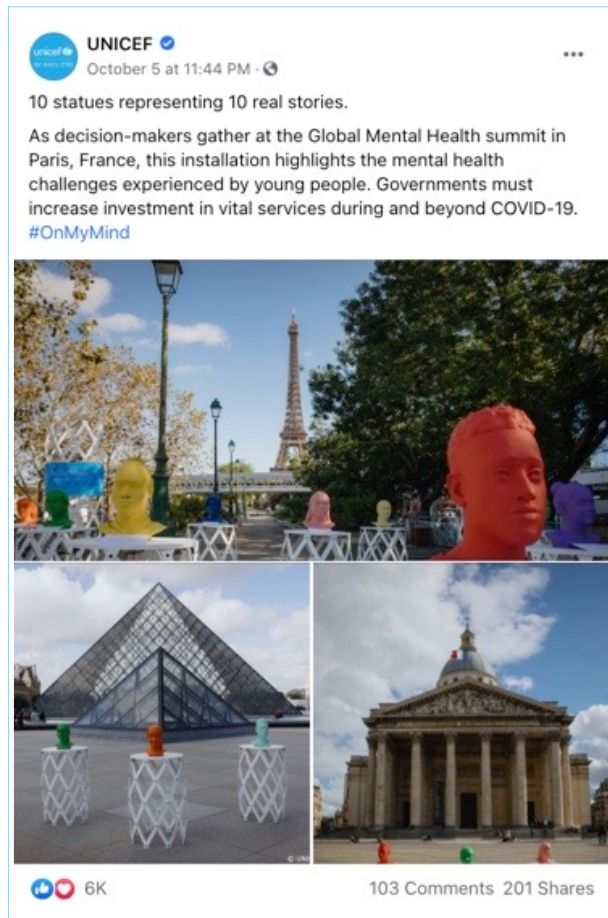


This type of ad is a collection of photos or videos in a grid-like format. One serves as the main ad, supported by others that show the specific products displayed. Viewers can be granted the option to purchase directly from the post.

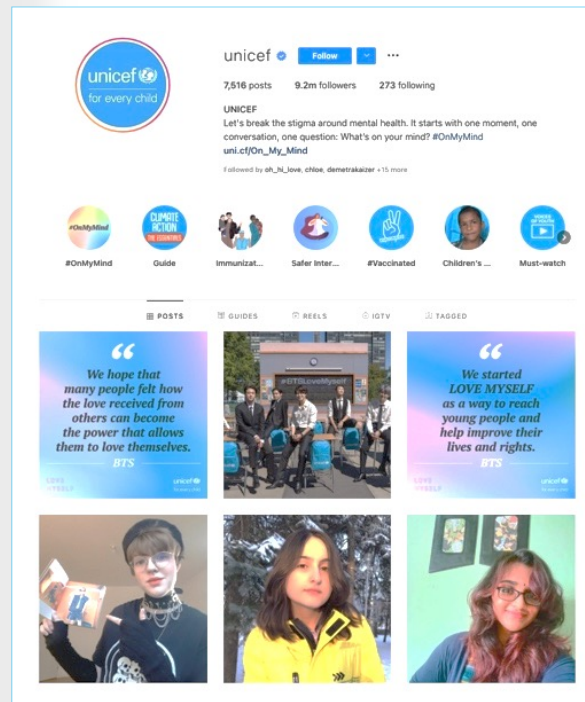


D. Types of content

6.



Organic & Boosted



Organic content lives on the 'feed' or 'timeline' of a social network and is visible to your existing followers or to the wider public if the page is not private. The format consists of a text box and can include a link or hashtag.

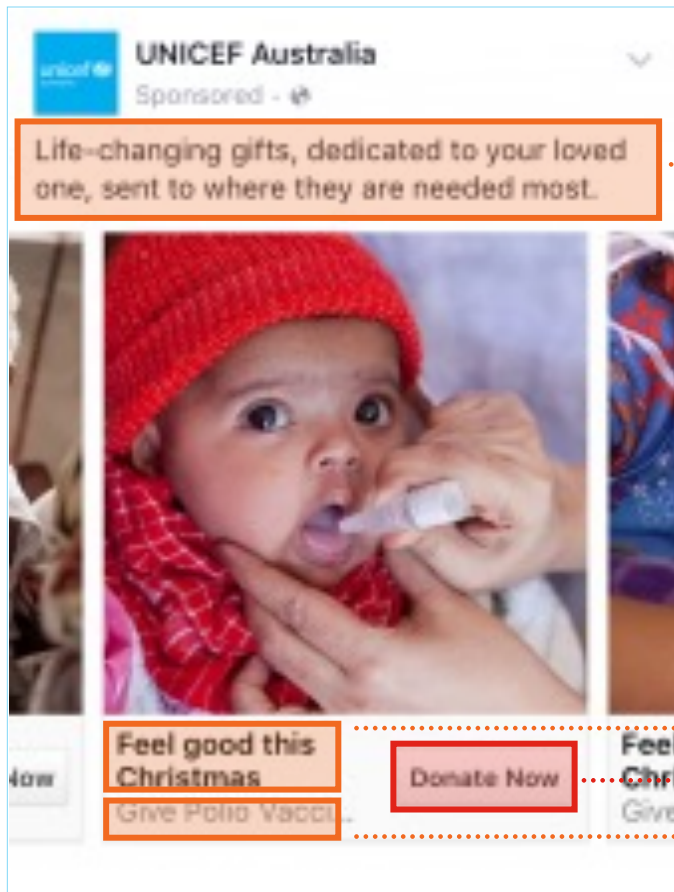
You can also choose to 'boost' this organic content to a select audience and select a certain amount of budget and timeline to maximise engagement and visibility of the post. When boosting you are also able to include a destination URL to direct your audience to.

If you decide to boost your content over creating a 'Facebook ad' you will not need to alter the text or reformat the content, all that is required is: selecting an **audience group** who you'd like to target, **total budget** and **duration**, how long you'd like the content to run for.

This format works best for content that you'd like to be visible to your Instagram and Facebook audience.

D. Types of content

6.



Ad Content

● Primary text

● Headline

● Call to action

● Description

Ads are not visible on both the Facebook and Instagram feeds but are only visible by those selected in the target audience group.

When setting up ads within Business Manager you will be required to input more specific details in comparison to boosted content.

These include, asset type (carousel, single-image ad, collection), as well as placements and where and when you'd like your ads to be shown. Please refer to slides 72 – 80 for further details on Business manager and setting up ads.

The layout is also different, and -- each section I.e. Primary text, headline etc, has a word count limit so that content is optimised for both mobile and desktop, so ads are slightly more restricted than boosted content.

Ads work best when the main objective is to drive users to complete an action such as visiting a landing page or website, or other conversion-based activities such as completing an online form.

Social content planning

6.

- A. Content calendar examples
- B. Publishing recommendations
- C. Media planning
- D. Proposed timeline

A. Organic content calendar

When planning your campaign, consider using a content calendar such as the one outlined below, to clearly showcase your posting schedule. The template below can be used for organic content, which will live on your timelines. In the next slides, you can also find a paid template for your ads.



Campaign: Vaccine Confidence Project
Activation Week: w/c 1st November
Date: V1 - 7th October



Post ID	Placement	Posting Date	Channel		Post Content	Creative Asset(s)	Landing Page	Feedback	Approval Status
N.	Organic / Paid	Day, time	FB	IG	Post Copy (125 - 350 characters)	Creatives' screenshot	Destination URL & UTM	Comments & Notes	Approved, Pending, Disapproved
1	Organic	1st Nov (5pm)	x						
2		3rd Nov (5pm)	x						
3		5th Nov (5pm)		x					

A. Paid content calendar

6.

This paid content calendar template contains additional columns for ads' components (e.g., headline, description).



Campaign: Vaccine Confidence Project
Lifetime: 1st Nov - 13th Dec
Date: V1 - 7th October



Ad ID	Placement	Ads' Lifetime	Channel		Post Content	Creative Asset(s)	Headline	Description (Optional)	Landing Page	Feedback	Approval Status
N.	Organic / Paid	Schedule	FB	IG	Post Copy (125 - 250 characters)	Creatives' screenshot	The copy below the creatives	The copy below the headline	Destination URL & UTM	Comments & Notes	Approved, Pending, Disapproved
1	Paid	1st - 15th Nov	x								
2		15th - 29th Nov	x								
3		29th Nov - 13th Dec		x							

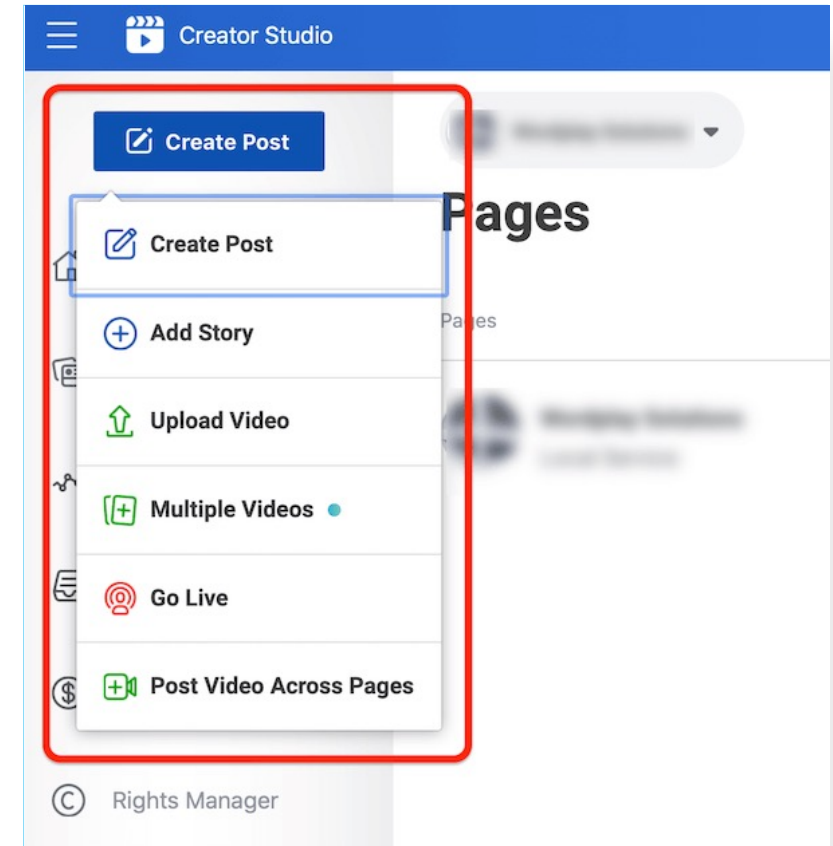
B. Publishing recommendations

6.

Facebook Creator Studio

Via Facebook Creator Studio you can:

- Create and publish content for both Facebook and Instagram
- Post at the prime time for your current audience. Facebook provides recommendations for the best times to post or schedule content in the 'Planner' section of your Facebook Business Suite.
- Have full oversight of all your scheduled content by utilising the 'content library' section, where you can see published, scheduled and draft posts
- Easily view individual insights and actions across individual posts (likes, shares, comments), as well as additional insights such as page performance overview and audience insights
- Engagement is streamlined so easily respond to direct messages and engage with comments across all content on both Facebook and Instagram



C. Media planning

6.

This an example of what a media plan should include, e.g., the platform, campaign lifetime and campaign objective, location and audience targeting, key performance indicators and budget (sample numbers below).








Campaign: Vaccine Confidence Project
Lifetime: 1st Nov - 13th Dec
Date: V1 - 7th October

Platform	Campaign Lifetime	Objective	Placement	Creative Format	Location	Targeting Group	Targeting	Audience Size	Estimated Results	Budget
Facebook & Instagram	1st Nov - 13th Dec	Website Traffic	Feed	Image Ads	France	Deliberative Persona (Parents)	Age: 25-40 People who match: Education Level: University graduate And must also match: Parents: New parents (0-12 months), Parents with toddlers (aged 1-2), Parents with pre-schoolers (3-5 years), Parents with primary school-age children (6-8 years), or Parents with pre-teens (aged 9-12) And must also match: Interests: Vaccine-preventable diseases, Healthcare, Preventive healthcare, Personal care, Medicine or National Center for Immunization and Respiratory Diseases, World Health Organization, Health & wellness, Well-being, Quality of life, or Healthy Habits	3,000,000	Estimated Clicks: 2,083	€ 4,000.00
						Deliberative Persona (Non-Parents)	Age: 25-40 People who match: Education Level: University graduate And must also match: Interests: Vaccine-preventable diseases, Healthcare, Preventive healthcare, Personal care, Medicine or National Center for Immunization and Respiratory Diseases, World Health Organization, Health & wellness, Well-being, Quality of life, or Healthy Habits	1,700,000	Estimated Clicks: 1,042	€ 2,000.00
Total Budget										€ 6,000.00

D. Publishing recommendations

6.

	Ensure the content in this toolkit is published with a regular posting frequency* to establish a consistent narrative across your channels.
	If your campaign duration is 4 weeks, publish at least one organic content piece per week (maximum two) to maintain momentum. Note that post frequency should be reviewed and adjusted up or down once you have initial insights with regards to your audience's response to the content.
	Be sure to plan your editorial content in advance, so you that you can slot the content in this toolkit with regularity, but without overwhelming your audience (e.g., avoid posting multiple content pieces with similar messaging on the same day / time to produce higher engagement)
	Utilize paid social to test multiple copy variations over the course of the campaign duration, and use your learnings to plan your organic posting schedule, prioritizing the content pieces with the strongest paid performance
	Monitor organic sentiment and engagement to maintain a flexible approach to content planning and scheduling; monitor times of day and days of the week where engagement is naturally higher, and prioritise these slots to increase content reach within your community

*See slide overleaf for additional advice on post frequency.

D. Post frequency

- When we refer to a 'regular posting frequency', we are mainly referring to organic content scheduling. For a 4-week or a 2-week campaign, a regular posting frequency would range between once to twice a week, to ensure each week you continue building the narrative of the campaign with new content and creatives, keeping your audience engaged.
- If you decide to post more than twice a week, please consider publishing this content a maximum of 3 times per week, spacing it out consistently (e.g., Monday, Wednesday, Friday) to avoid audience fatigue. Please also keep in consideration your overall content strategy, to ensure you post about different topics to offer a wider variety of content.
- For these reasons, a 4-week campaign may be preferable, as it will allow you more time for you to space out your content and test different copy/content combinations with your audience.
- When it comes to paid, your ads will run on a schedule, and target your audience consistently, for either a period of 2 weeks or 1 month; you wouldn't schedule them weekly as you would with organic content, but you would instead schedule them as part of a campaign with its own dedicated budget and length.

Audience targeting

6.

- A. Audience targeting strategy
- B. Business manager guide
- C. Paid advertising tips (do's & don'ts)



A. Audience targeting strategy

6.

For the campaign targeting, we have differentiated each persona's targeting segment following their core demographic characteristics part of our research (e.g., age group, education level), and have then created two targeting segments for parents vs non-parents, to ensure you are able to reach a wide, yet relevant audience with each piece of content produced.

Beyond the difference in age group and education level, each audience's targeting segment is built around a specific set of interests (e.g., vaccine preventable diseases, healthcare, health & wellness), to which persona and market-specific interests can be layered in as detailed in the upcoming slides (e.g., adding international and national news pages at a local level to resonate with the Deliberative persona).

To ensure you are able to also reach audiences who may be influencing these personas both offline and online, we have created two influencer targeting segments, one directed at caregivers and the other at education professionals.

Personas: Deliberative



According to our research, the **'Deliberative' Persona** is most likely aged 25-40 years old, holds an undergraduate qualification, and is married with children.

In this targeting sample, we have layered their education level and age, with health and immunization related interests. We have then created a version of this persona with children (aged 0-months to 12-years old), and one without children to allow for A/B testing. In the Parents' targeting sample, the marital status (i.e., married) can also be added.

To ensure country-relevance, and build on our persona insights, interests related to science media, and international and national news outlets can also be added at a local level.



Parents

- **Age:** 25-40
- **People who match:** **Education Level:** University graduate
- **And must also match: Parents:** New parents (0-12 months), Parents with toddlers (aged 1-2), Parents with pre-schoolers (3-5 years), Parents with primary school-age children (6-8 years), or Parents with pre-teens (aged 9-12)
- **And must also match: Interests:** Vaccine-preventable diseases, Healthcare, Preventive healthcare, Personal care, Medicine or National Center for Immunization and Respiratory Diseases, World Health Organization, Health & wellness, Well-being, Quality of life, or Healthy Habits

Non-parents

- **Age:** 25-40
- **People who match:** **Education Level:** University graduate
- **And must also match: Interests:** Vaccine-preventable diseases, Healthcare, Preventive healthcare, Personal care, Medicine or National Center for Immunization and Respiratory Diseases, World Health Organization, Health & wellness, Well-being, Quality of life, or Healthy Habits

Personas: Living life



The **‘Living life’ persona** is most likely aged 25-30 years old, holds an undergraduate qualification, and is likely married with children.

In this targeting sample, we have therefore reduced the age range, and accounted for younger children in the Parents sample (up to 8 years old).

This persona is also likely to positively respond to science media, and international and national news outlets, which can be added at a local-level for increased relevancy.

Lastly, this persona is known to seek adventure, excitement and a wide range of social experiences. So, interests related to travel and adventure could be layered in to broaden the audience during A/B testing.



Parents

- **Age:** 25-30
- **People who match:** **Education Level:** University graduate
- **And must also match: Parents:** New parents (0-12 months), Parents with toddlers (aged 1-2), Parents with pre-schoolers (3-5 years), or Parents with primary school-age children (6-8 years)
- **And must also match: Interests:** Vaccine-preventable diseases, Healthcare, Preventive healthcare, Personal care, Medicine or National Center for Immunization and Respiratory Diseases, World Health Organization, Health & wellness, Well-being, Quality of life, or Healthy Habits

Non-parents

- **Age:** 25-30
- **People who match:** Education Level: University graduate
- **And must also match: Interests:** Vaccine-preventable diseases, Healthcare, Preventive healthcare, Personal care, Medicine or National Center for Immunization and Respiratory Diseases, World Health Organization, Health & wellness, Well-being, Quality of life, or Healthy Habits

Personas: Care For Others



The **‘Care for others’ persona** is most likely aged 18-25 years old, single, and either at university or already a graduate.

Due to their age, they are likely not yet parents. So, as well as creating an audience for non-parents, we have also prepared one to include those people who have expressed an interest in parenting, to increase our reach and content relevancy.

Differently from our two previous personas, this one is likely to positively respond to Healthcare Professionals, so as well as including international and national news outlets in local targeting, pages related to Healthcare practices are also recommended.



Interested in being Parents

- **Age:** 18-25
- **People who match: Education Level:** At University or University graduate
- **And must also match: Interests:** Parenting
- **And must also match: Interests:** Health & wellness, Well-being, Quality of life, Healthy Habits, Vaccine-preventable diseases, Healthcare, Preventive healthcare, Personal care, Medicine, National Center for Immunization and Respiratory Diseases, or World Health Organization

Non-parents

- **Age:** 18-25
- **People who match: Education Level:** At University or University graduate
- **And must also match: Interests:** Health & wellness, Well-being, Quality of life, Healthy Habits, Vaccine-preventable diseases, Healthcare, Preventive healthcare, Personal care, Medicine, National Center for Immunization and Respiratory Diseases, or World Health Organization

Personas: Dutiful



The **‘Dutiful’ persona** is most likely aged 18-30 years old, and is either at university or already holds a degree. They are likely in relationships, and possibly have children.

Due to their age, the children age parameter in the Parents targeting segment goes up to 8 years old. This setting can also be replaced by an interest in parenting vs. already being a parent during A/B testing.

This persona is likely to also positively respond to national news outlets or authoritative figures and bodies, which can be layered in the targeting at a local level.



Parents

- **Age:** 18-30
- **People who match: Education Level:** At university or University graduate
- **And must also match: Parents:** New parents (0-12 months), Parents with toddlers (aged 1-2), Parents with pre-schoolers (3-5 years) or Parents with primary school-age children (6-8 years).
- **And must also match: Interests:** Health & wellness, Well-being, Quality of life, Healthy Habits, Vaccine-preventable diseases, Healthcare, Preventive healthcare, Personal care, Medicine, National Center for Immunization and Respiratory Diseases or World Health Organization

Non-parents

- **Age:** 18-30
- **People who match: Education Level:** At university or University graduate
- **And must also match: Interests:** Health & wellness, Well-being, Quality of life, Healthy Habits, Vaccine-preventable diseases, Healthcare, Preventive healthcare, Personal care, Medicine, National Center for Immunization and Respiratory Diseases or World Health Organization

Influencers: caregivers & educators

To ensure we reach the broad audience who may be influencing our personas, either offline or online, we have also created two separate Influencer Segments: Caregivers and Educators.

The Caregivers segment targets professionals aged 18-55 years old in the caregiving and healthcare/medical services space, who share an interest in health and wellbeing and immunization with our four personas.

The Educators segment targets professionals aged 25-55 years old, with the same set of interests, who instead work in the education space as teachers across a variety of grades – from primary to high-school.

Reaching these audiences would help your team positively influence the conversions that are taking place online, and have offline impact on our personas.



Caregivers

- **Age:** 18-55
- **People who match: Interests:** Health & wellness, Well-being, Quality of life, Healthy Habits, Vaccine-preventable diseases, Healthcare, Preventive healthcare, Personal care, Medicine, National Center for Immunization and Respiratory Diseases or World Health Organization
- **And must also match: Interests:** Family caregivers / Employers: Caregiver, Home care or Caregiver Jobs / Job title: Nurse, Healthcare Support Worker, General Practitioner Caregiver, Health Care Assistant or Child Caregiver / **Industry:** Healthcare and medical services

Educators

- **Age:** 25-55
- **People who match: Interests:** Health & wellness, Well-being, Quality of life, Healthy Habits, Vaccine-preventable diseases, Healthcare, Preventive healthcare, Personal care, Medicine, National Center for Immunization and Respiratory Diseases or World Health Organization
- **And must also match: Job title:** Teacher, High School Teacher, Middle School Teacher, Primary Teacher, Elementary School Teacher, Elementary Teacher, Primary School Teacher, Preschool teacher, Kindergarten Teacher, Childcare Teacher, Early Childhood Teacher, 1st Grade Teacher, 2nd Grade Teacher, 3rd Grade Teacher, 4th Grade Teacher, 5th Grade Teacher, 6th Grade Teacher, Junior High School Teacher or Childcare Specialist / **Industry:** Education and libraries.

How to activate paid advertising on Facebook and Instagram

B. Business manager guide

Step-by-step guide to campaign set-up and launch

6.

01

Choose your
campaign
objective

02

Set your
campaign
budget

03

Define your
**target
audience***

04

Choose
your
placements**

05

Create
and launch
your **ads**

Source: [Business manager URL](#)

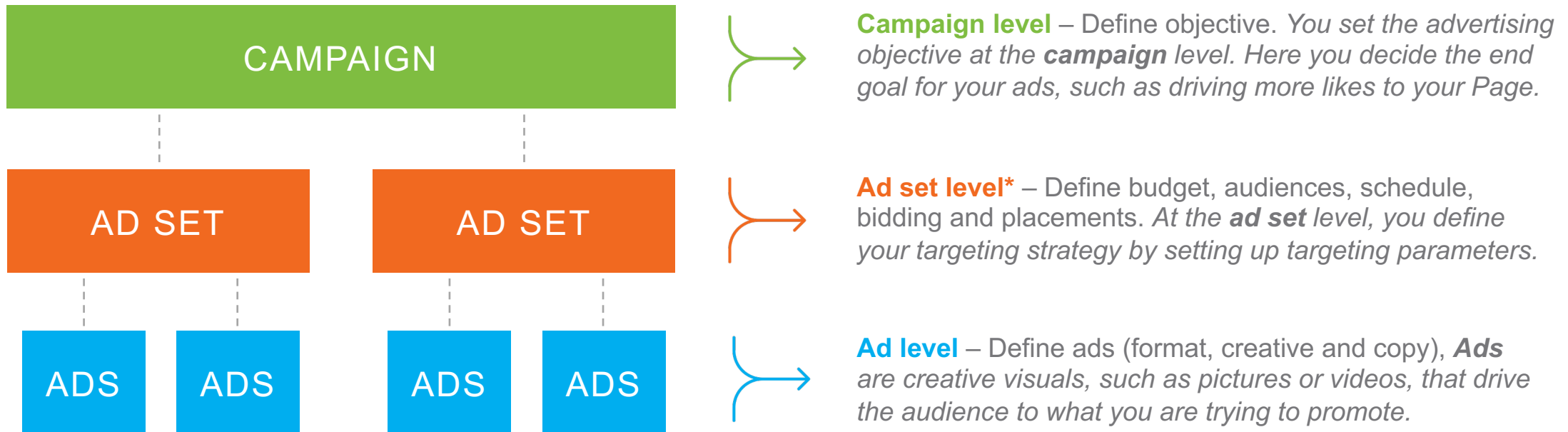
**You can define audiences based on criteria such as age, interests, geography, people, whether they have previously engaged with your campaign ads or your organisation's Facebook or Instagram page/website. You can also use 'Lookalike' audiences to reach new people whose interests are similar to those who have previously interacted with your campaign ads or your organisation's Facebook or Instagram page/website. Source: [Ad Targeting](#)

**The places where you can run your ads. Depending on the objective you choose when you create your campaign, your ads can appear on Facebook, Instagram, Messenger and Audience Network. Source: [About Placements in Ads Manager](#)

B. Business manager guide

Facebook and Instagram Campaign Structure

Your Facebook ad needs three parts to run: a campaign, ad set and ad. All of these parts make up what's called the campaign structure. Knowing how they work together will help your ads run the way you want and reach the right people.



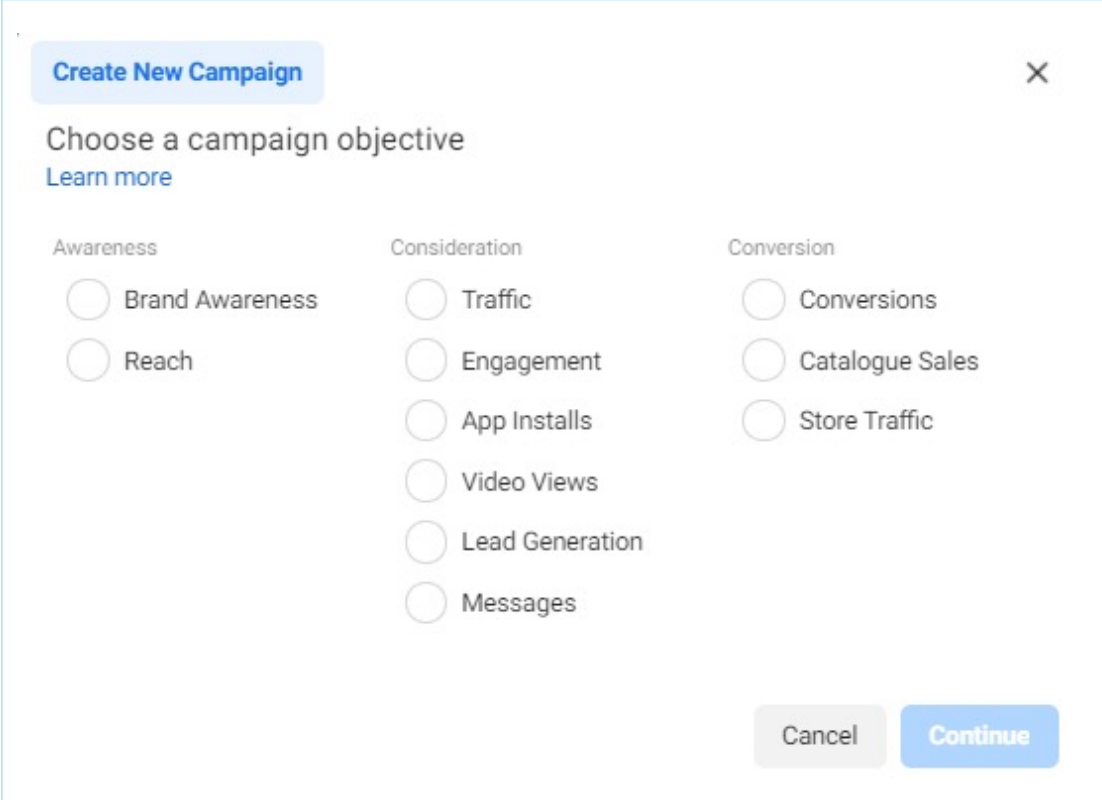
*Each campaign can have multiple ad sets. This enables you to test your ads with a variety of different audiences, bidding and placement strategies. Moreover, each ad set can have multiple ads. This enables you to test a variety of formats, creative and copy, in view of establishing which combinations resonate best with your target audience.

B. Business manager guide

6.

1. CHOOSING A CAMPAIGN OBJECTIVE

- When looking to create a new campaign, the first thing you will need to do is select the campaign objective.
- The campaign objective you choose will determine how your campaign ads will be optimised.
 - If you have a website that you would like your users to visit, please select traffic.
 - If you want to increase conversation, reactions and comments, please select engagement.
 - If you want to reach as many users as possible on the platform, please select reach.
- The Facebook algorithm does this by finding the people within your target audience that are most likely to take the desired action set by your campaign objective.
- Therefore, it is important to select the objective that ladders up to your true business goal.
- The KPI that the platform will use to optimise performance is the Cost Per Result associated with your objective (like Cost Per Click).



The screenshot shows a 'Create New Campaign' dialog box with a close button (X) in the top right corner. The main heading is 'Choose a campaign objective' with a 'Learn more' link below it. The objectives are organized into three columns: Awareness, Consideration, and Conversion. Each objective is preceded by an unselected radio button. At the bottom right are 'Cancel' and 'Continue' buttons.

Awareness	Consideration	Conversion
<input type="radio"/> Brand Awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalogue Sales
	<input type="radio"/> App Installs	<input type="radio"/> Store Traffic
	<input type="radio"/> Video Views	
	<input type="radio"/> Lead Generation	
	<input type="radio"/> Messages	

B. Business manager guide

Facebook and Instagram campaign objectives & reporting metrics

6.

You can find all campaign objectives available within Facebook's Business Manager.

When selecting any objective, you will be able to view the suite of metrics that Facebook has to offer, however here is a guide to help you select the most appropriate metric for each campaign objective.

Please note, the metrics included in this chart represent the efficiency of the campaign. At any moment in time, the 'cost per x' will differ, and measuring this allows you to analyze the best return on investment.

This is not the sole metric for reporting, please see the measurement and performance section for more.

Please note that we recommend prioritising objectives such as 'traffic' (when directing users to a destination landing page) and 'engagement' (when aiming to generate a conversation on-platform). These objectives will allow you to invest your limited local budgets wisely, obtaining the most meaningful engagement, actions and ROI.

Objective	Metrics
AWARENESS	
Brand Awareness	Cost Per Ad Recall Lift
Reach	Cost Per Thousand Reached (CPM)
CONSIDERATION	
Traffic	Cost Per Landing Page View / Cost Per Link Click
Engagements	Cost Per Engagement
App Installs	Cost Per App Install
Video Views	Cost Per Video View (:03 / :15)
Lead Generation	Cost Per Lead
CONVERSION	
Conversions	Cost Per Conversion

B. Business manager guide

6.

2. SETTING THE CAMPAIGN BUDGET

- The next step is setting the budget.
- If you have multiple audience/ ad sets it is best practice to enable the campaign optimization feature which will allow the algorithm to distribute spend according to performance.
- If you are looking to have equal spend across each audience then the budget can be set at ad set level.
- Ensure that you select “Lifetime budget” rather than “Daily budget” to prevent any overspends.
- Make sure to select the correct dates of campaign launch and completion.

Campaign budget optimisation

Campaign budget optimisation will distribute your budget across ad sets to get more results depending on your delivery optimisation choices and bid strategy. You can control spending on each ad set. [Learn more](#)

On ☒

Campaign budget

Lifetime budget ▼

£700.00 GBP

Campaign bid strategy

Lowest cost

[Show more options ▼](#)

B. Business manager guide

6.

3. CREATING AN AD SET (TARGETING)

- The next step would be creating an ad set which will house your targeting and creatives.
- The first thing to do is set the end and start date of the ad set.
- Then you can proceed to input the targeting information, including gender, age, location and interest-based targeting.
- When inputting targeting you can broaden or narrow your audience using “AND must also match” / “OR” options.
- You can create multiple ad sets with different targeting parameters, it is important to name them clearly in order to distinguish them.

The screenshot displays the Facebook Ads targeting configuration interface. At the top, a location dropdown is set to 'France'. Below this, there are options to 'Include' or 'Exclude' and a 'Search locations' field. A section for 'Detailed targeting' allows users to specify criteria for the ad audience. The first criterion is 'Demographics > Education > Education level', with 'University graduate' selected. The second criterion is 'Demographics > Parents > All parents', with 'New parents (0-12 months)' selected. The third criterion is 'Interests > Additional interests', with 'Health & wellness' selected. The interface also includes a 'Search locations' field, a 'Browse' button, and a 'Must also match' section for additional targeting criteria.

Deliberative (Parents)

Deliberative (Non-Parents)

B. Business manager guide

4. CREATING AN AD SET (CHOOSING PLACEMENTS)

- Once you have inputted your targeting, you can then select the placements for your ads.
- Make sure you select “manual placements” instead of “automatic placements”, or your ads will be shown across all placements.
- It is important to make sure the creative is the correct specification for the placement you are planning to use (i.e. Story placements have different creatives specs compared to Feed placements).
- It is important to note that selecting more than one placement can increase reach and efficiency but this should only be done if your creative is suitable.
- You can also select what device you would like your ads to run on, it is recommended you run on desktop and mobile for most campaigns.

Platforms

☒ Facebook ☒ Audience Network ☒ Instagram ☒ Messenger

Asset Customization ⓘ
12 / 12 placements that support asset customization

Placements

▼ **Feeds** ☒
Get high visibility for your business with ads in feeds

Facebook News Feed	<input checked="" type="checkbox"/>
Instagram Feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input checked="" type="checkbox"/>
Facebook Video Feeds	<input checked="" type="checkbox"/>
Facebook Right Column	<input checked="" type="checkbox"/>
Instagram Explore	<input type="checkbox"/>
Messenger Inbox	<input checked="" type="checkbox"/>

▼ **Stories** ☒
Tell a rich, visual story with immersive, fullscreen vertical ads

Facebook Stories	<input checked="" type="checkbox"/>
Instagram Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input checked="" type="checkbox"/>

☐ **Automatic placements (recommended)**
Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☒ **Manual placements**
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices
All devices

▼ **In-Stream**
Quickly capture people's attention while they're watching videos
Facebook In-Stream Videos

▼ **Messages**
Send offers or updates to people who are already connected to your business
Messenger Sponsored Messages

▼ **In-Article** ☒
Engage with people reading content from publishers
Facebook Instant Articles ☒

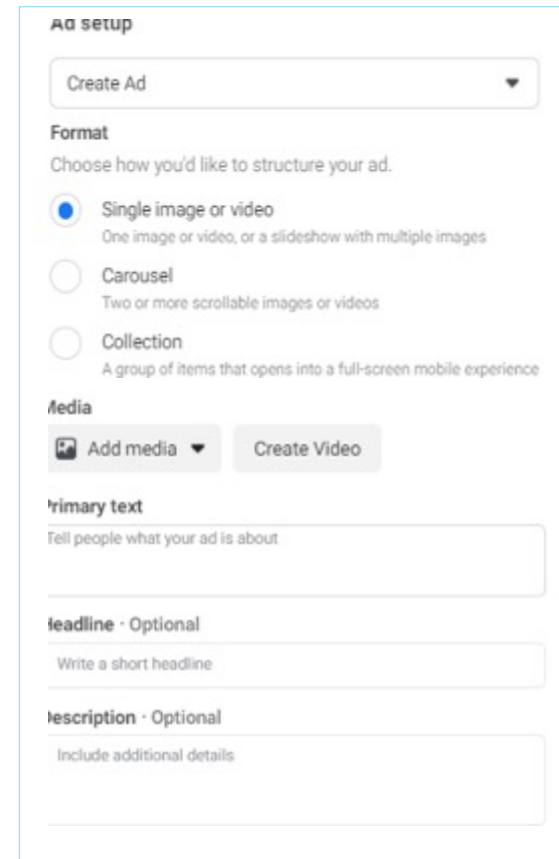
▼ **Apps and Sites** ☒
Expand your reach with ads in external apps and websites
Audience Network Native, Banner and Interstitial ☒
Audience Network Rewarded Videos ☒
Audience Network In-Stream Videos

B. Business manager guide

6.

5. SETTING UP YOUR ADS

- After selecting your placements, you can start setting up your ads.
- You can select whether you want a single image or video ad, a carousel ad or a collection.
- Once the ad format is select, add your media and populate the primary text, headline and website URL.
- Once done, a preview of your ad should be generated on the right-hand side of business manager.
- Once you are happy with the appearance of the ad and have reviewed the campaign set up, you can then publish your campaign.



The screenshot shows the 'Ad setup' interface in Facebook Business Manager. It includes a 'Create Ad' dropdown menu, a 'Format' section with three radio button options: 'Single image or video' (selected), 'Carousel', and 'Collection'. Below this is a 'Media' section with 'Add media' and 'Create Video' buttons. At the bottom are three text input fields for 'Primary text', 'Headline - Optional', and 'Description - Optional'.

Ad setup

Create Ad ▼


Format
Choose how you'd like to structure your ad.

☒ **Single image or video**
One image or video, or a slideshow with multiple images

☐ **Carousel**
Two or more scrollable images or videos

☐ **Collection**
A group of items that opens into a full-screen mobile experience

Media

 Add media ▼ Create Video

Primary text
Tell people what your ad is about

Headline - Optional
Write a short headline

Description - Optional
Include additional details

C. Paid advertising tips

6.

Tip 1

Choose your campaign objective wisely, making sure it is aligned with your goals

Tip 2

Make sure a lifetime budget is used

Tip 3

Use campaign budget optimization if possible

Tip 4

Make sure the placement you choose is suitable for your creative

Tip 5

Utilize multiple placements where possible to increase reach and content output

Content formats, post mock-ups & asset library

How to increase your content output on Facebook

IMAGE



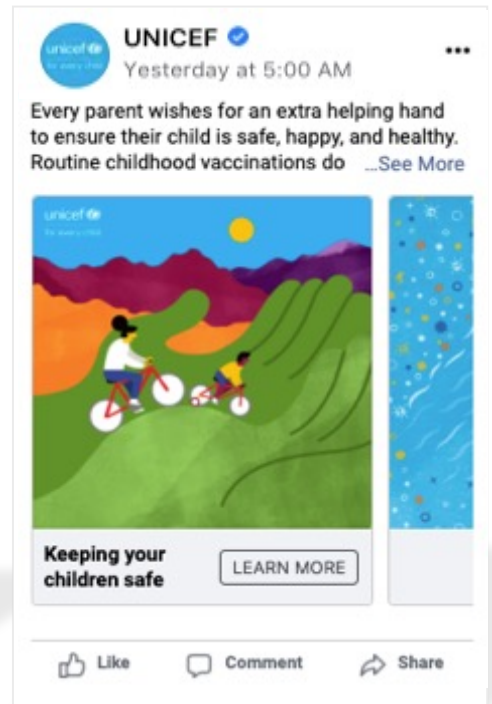
VIDEO



PAID IMAGE



PAID CAROUSEL



Maximise your post output by utilising Facebooks format options.

How to increase your content output on Instagram

6.

Maximise your post output by utilising Instagram format options.

IMAGE



STORY



PAID IMAGE



PAID STORY



Post copy will appear as the story plays

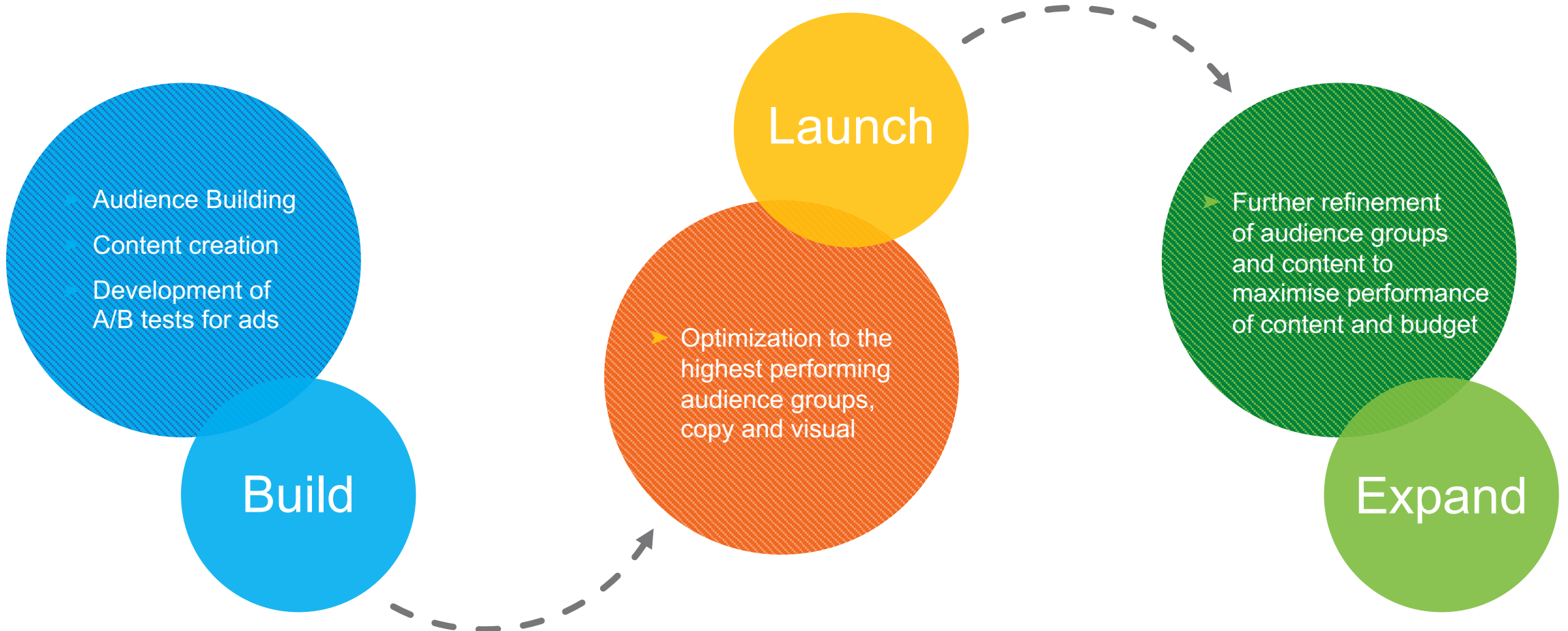
Optimization tactics

6.

- A. Content optimization
- B. Paid campaign optimization
- C. Strategy adjustments

Optimization process overview

Focus best performing content to support the strongest levels of engagement and participation.



A. Tips for content optimization

6.

Tips for optimizing **ORGANIC** content:

- Analyse performance and engagement on content (likes, comments, shares etc) frequently to gauge whether it resonates with audience.
- Identify any common trends in poorer performing pieces of content (I.e., imagery, call to action, messaging etc) and adapt future content.
- Consistently test out different imagery, content types (videos, gifs, etc) to ensure content remains fresh and engaging for the audience.
- Test out different call to actions or ways to encourage your audience to complete an action.

Tips for optimizing **PAID** content:

- A/B test ad content so that you can ensure budget is being used effectively and is being allocated to the strongest piece of content.
- Streamline engagement and monitor feedback on content to ensure you are capturing and updating content according to audience feedback.
- Explore various new placement opportunity, as well as content types to ensure content is constantly evolving.
- Utilize different call to actions buttons (if relevant) to further testing to support in identifying key conversion drivers.

B. Paid campaign optimization

6.

TO A/B TEST CONTENT WITHIN BUSINESS MANAGER YOU CAN
SELECT FROM THE FOLLOWING VARIABLES*

1

Audience: identify the effectiveness of your ads based on the audience personas outlined, so that content is pushed to the audience who respond the best to your content.

2

Creative (visual assets): include different forms of Facebook ad types i.e., carousel, single-image ads, videos will allow you to identify the asset(s) that resonate the most with your audience.

3

Placements: identify which social platform (Instagram or Facebook) your content is gathering the strongest engagement.

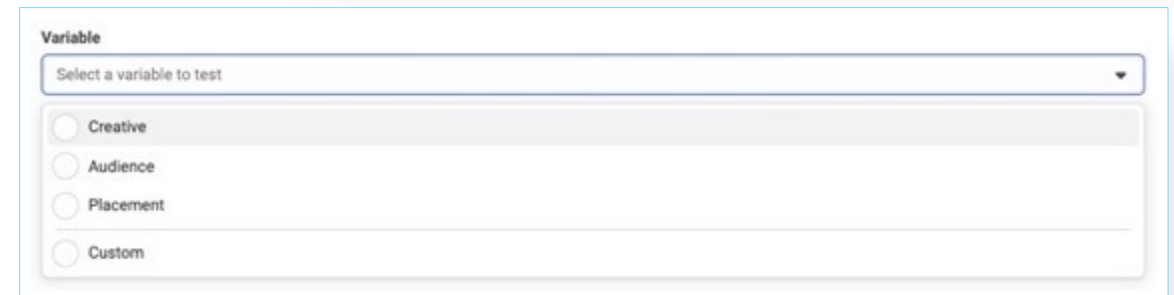
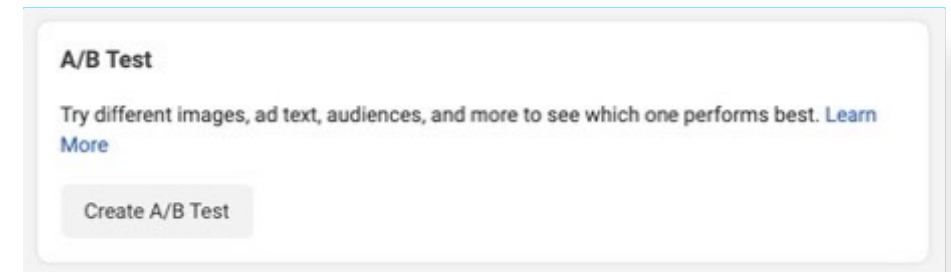
*We'd recommend A/B testing at least 2 of these variables, testing against all is not required. You can also manually A/B test by checking you're a performance via business manager.

C. A/B test

6.

CREATE A/B TEST (OPTIONAL)*

- After inputting all your ads, you can opt to create an A/B test – this will allow Facebook to automatically optimise your content according to the variable you select.
- After selecting the campaign, you can select a variable you would like to test (I.e., creative, placement, audience.)
- Then follow the onscreen instructions to begin A/B testing your content.
- By selecting creative, you will be given the option to select the different ads to test that you've created.
- By selecting audience, you can test different audience sets you've created.
- Select test schedule (1-week recommending) and input any other required details.
- After this week period Facebook will automatically push the top performing content to your strongest audience group.



*Please note it's best to create all your ads, before selecting A/B testing.

C. Dynamic creative optimization

CREATE DCO ADS

- An alternative to A/B testing your ads, is using DCO, Dynamic Creative Optimization – a setting that can be selected on Ad Set Level (see top screenshot).
- This setting allows you to create dynamic ads on Ad Level (see bottom screenshot). This means you'll be able to test up to 5 variations of copy, including your primary text (your ad copy) and headlines (your call-to-action copy), as well as testing up to 10 variations of assets, including static imagery and animated videos.
- This setting will enable you to test a variety of topics and copy variations for each persona, giving you a chance to use the additional copy available in the Content Bank, and then apply your paid learnings to your organic content planning.
- By using the available metrics on Ads Manager (under 'Breakdown'), you'll be able to evaluate which components of your ads were the best performing (e.g., the image or video that generated the most clicks, or the copy that generated the most engagement and meaningful comments and shares, etc.).
- By following these instructions, you'll also be able to see [your top 10 performing ad combinations](#) with the most engagement.

Ad Set Level

Dynamic creative

On ☒

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimised for your audience. Variations may include different

Ad Level

Primary text

Copy Variation 1

Copy Variation 2

Copy Variation 3

Copy Variation 4

Copy Variation 5

×

×

×

×

Headline · Optional

Headline 1

Headline 2

Headline 3

Headline 4

×

×

×











Community management

6.

- A. Community management guidance
- B. When responding to messages & comments

A. Community management guidance

6.

	Moderate your comments directly on platforms to filter out offensive comments		Avoid engaging with rude comments
	Always respond when users have genuine questions/concerns		Avoid engaging with comments from troll/spam accounts
	Address comments as quickly as possible*		Report offensive/inappropriate comments on the platforms
	Respond to positive comments from users**		Delete or hide offensive/inappropriate comments immediately, however, do not delete criticism.
	Provide relevant information to users with specific content queries		Don't react to negative/offensive comments

*Responding to comments can be very time consuming. However, the reflections and questions that arise are often very similar in nature, so one way of reducing the resource burden of community management is to create response templates with predefined messages, answers and links to information. **You can do this by thanking users with a like/favourite on their comment, or even sending a brief thank you in reply. This will make the user feel appreciated and other users will also admire the praise.

B. When responding to messages & comments

6.

1. Provide accurate information that is helpful to the user.
2. Make the community member feel that their suggestions are valued and listened to.
3. Thank the community member for their comments.
4. If the community member has commented on the post, reply to them on the same post.

We **advise not to respond** to the following type of messages and comments:

1. That do not make much sense and cannot be understood.
2. That are directed towards other users and not UNICEF.
3. Acknowledging a response made by UNICEF.

Campaign measurement

Organic metrics by channel & post type

This outlines the available results/metrics available for organic measurement per channel & per post type. Please note: Some metrics may or may not be available. Accounts that are verified receive more granular performance metrics.

6.



Instagram

IN-FEED POSTS / REELS & IGTV

- Likes
- Comments
- Shares
- Saves
- Total Interactions
- Reach
- Impressions

Video:

- Total Video views
- Video Views at 70%
- Video Views at 100%

STORIES

- Actions
- Impressions

Navigations:

- Back
- Forward
- Next Story
- Exited



YouTube

ALL YOUTUBE VIDEOS

- Reach
- Impressions
- Likes
- Dislikes
- Shares
- Downloads
- Saves
- Comments
- Total Video views
- Video Views at 50%
- Video Views at 70%
- Video Views at 100%



TikTok

ALL TIKTOK VIDEOS

- Reach
- Impressions
- Likes
- Shares
- Comments
- Total Video views
- Video Views at 50%
- Video Views at 70%
- Video Views at 100%



Twitter

TWEETS

- Impressions
- Comments
- Re-tweets
- Loves / likes
- Shares
- Total engagements

Video:

- Video views



Facebook

IN-FEED POSTS

- Impressions
- Reach
- Reactions
- Comments
- Shares
- Post clicks
- Link clicks

Video:

- Total Video views
- 3 second Video Views

STORIES

- Actions
- Impressions

Navigations:

- Back
- Forward
- Next Story
- Exited



LinkedIn

IN-FEED POSTS

- Reach
- Reactions
- Comments
- Shares
- Sends
- Impressions
- Clicks
- Mentions
- Click –through rate
- Engagement rate

Video:

- Total Video views

Organic metrics by channel & post type

6.



Snapchat

SNAPCHATS

- Impressions
- Reach
- Story views
- Swipe Ups
- Swipe up rate
- Screenshots
- Unique views
- View time
- Total story completion
- Completion rate
- Amount of screenshots
- Fall-off rate



VKontakte

ALL POSTS

- Total fans
- Total visits
- Likes
- Reposts
- Comments
- Engagement rate
- Impressions
- Reach



Odnoklassniki

ALL POSTS

- Total fans
- Total visits
- Likes
- Reposts
- Comments
- Engagement rate
- Impressions
- Reach

Benchmarks

6.

Healthcare Benchmarks

- To evaluate how well your **paid campaign** is performing, you can compare results to the benchmarks below. These indicate the average results achieved when running paid campaigns across the Facebook platform in the healthcare industry.

When measuring your organic campaign results, you can use consult the below platform average engagement rates:

FACEBOOK

0.18% - 0.99%

INSTAGRAM

1% - 3.5%

We also recommend that you keep track of your results (for both paid and organic) by KPI, on a monthly basis, so you can establish your own set of platform benchmarks over time and compare results year on year.

CTR

(Click-through-rate)

0.83%

CPC

(Cost-per-click)

\$1.32

CVR

(Conversion Rate)

11%

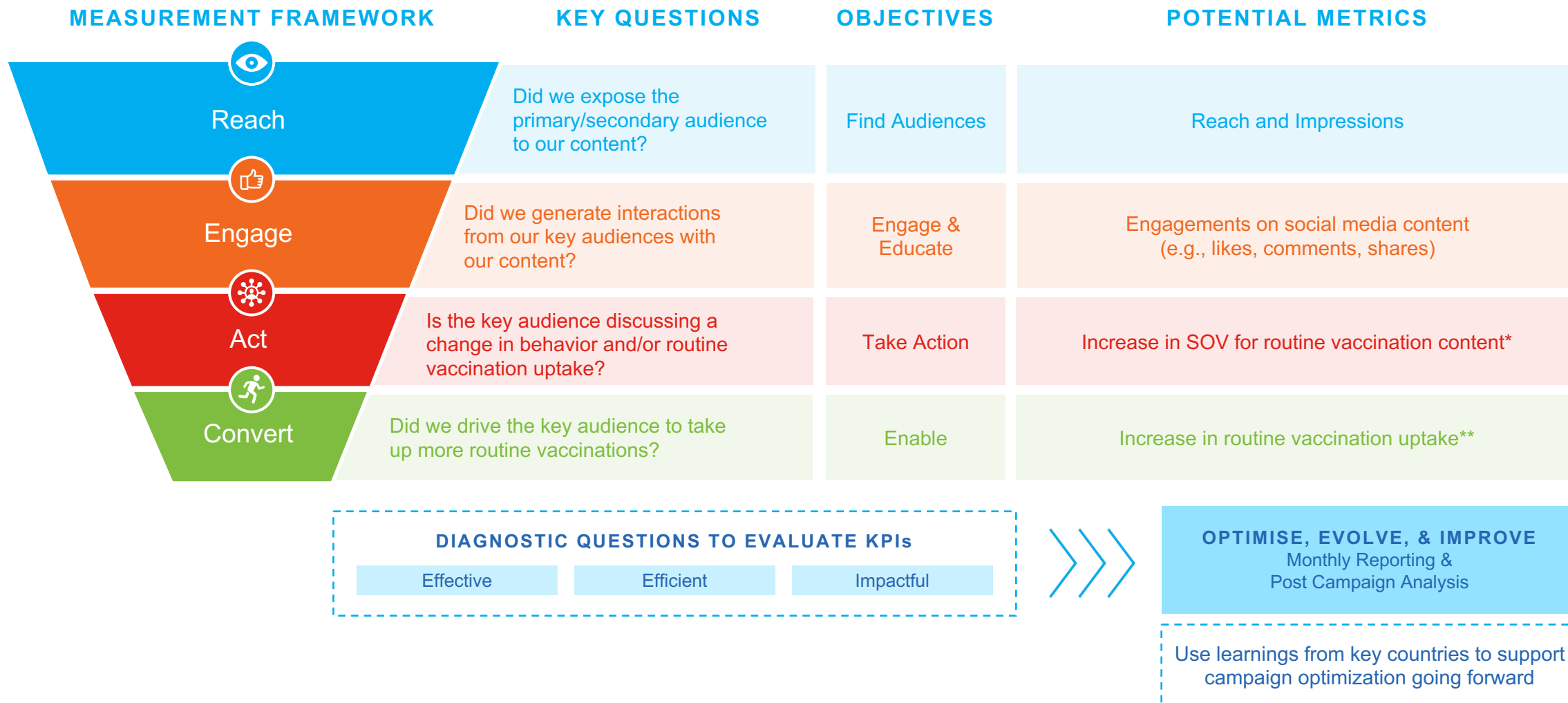
CPA

(Cost-per-action)

\$12.31

How we measure success: Campaign kpis

6.



*Dependent on tools available to countries. **To be evaluated by using data from the attitudinal & behavior shift studies carried out in relevant locations.

Campaign tracking

Facebook pixels

- The Facebook pixel is a piece of code that you put on your website that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website.
- You can use the pixel to:
 1. Make sure that your ads are shown to the right people. Find a new target audience, or users who have visited a specific page or taken a desired action on your website.
 2. Measure the results of your ads. Better understand the effect of your ads by measuring what happens when people see them.

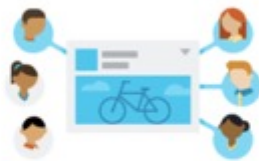
Create a Facebook Pixel

Add the Facebook pixel to your website to measure the impact of your ads. Unlock powerful solutions in Facebook advertising.



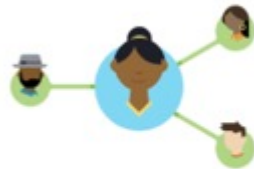
Track Website Activities

Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.



Improve Your Return on Advertising

Facebook will automatically deliver ads to people more likely to take action, based on conversion data from your website.



Reach New and Existing Customers

Show ads to people based on the actions they take on your website. Create lookalike audiences to reach people similar to your best customers.



Campaign tracking UTM (Urchin Tracking Modules) Tracking

The top reason to use UTM tracking is **to know exactly where your website traffic comes from**. You can accomplish this by using the campaign, source, and medium parameter. Google Analytics displays default channel groupings in their interface. However, by using UTM parameters, you can track sources with more precision.

By adding additional text on the end of every website link you share, you can tag users who click those links (and hit your site) with relevant information about:

1. WHERE THEY CAME FROM
2. WHAT THEY CLICKED
3. WHAT YOUR PLAN FOR THEM WAS

Urchin Software Corp. was acquired by Google in 2005. Their software laid the groundwork for Google Analytics.

UTMS = GOOGLE | CID = ADOBE

[GOOGLES CAMPAIGN URL BUILDER >](#)

This tool allows you to easily add campaign parameters to URLs so you can measure custom campaigns in Google Analytics.

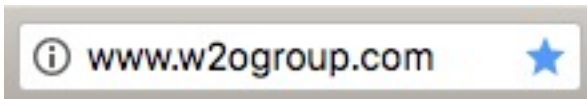
- Enter the website URL and campaign information
- Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.



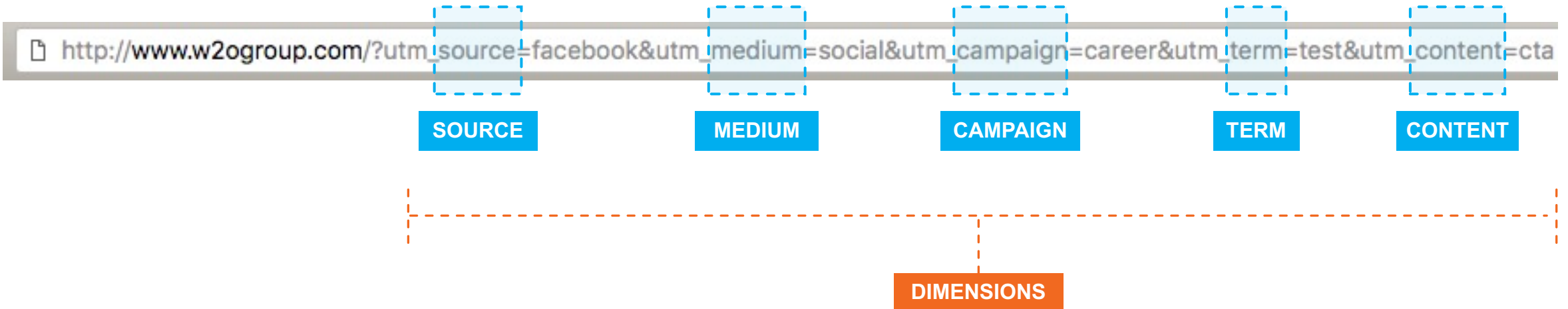
What does UTM tracking look like?

6.

1. URL **without** UTM parameters:



2. URL **with** UTM parameters:



Connecting UTMS with reports in google analytics

6.

CHANNEL	Channels provide top-level groupings of your inbound marketing. Each channel combines source and medium so you can understand overall performance.	SOCIAL
SOURCE	Source is one of the four main dimensions (along with medium, campaign and channel) for reporting and analyzing how people found your website. Source tells you where the message was seen.	FACEBOOK
MEDIUM	Medium is one of the four main dimensions (along with source, campaign and channel) for reporting and analyzing how people found your website. Medium tells you how the message was communicated.	SOCIAL
SOURCE/MEDIUM	Combination of the source and medium dimensions	FACEBOOK/SOCIAL
CAMPAIGN	Campaign name is one of the four main dimensions (along with source, medium and channel) for reporting and analyzing marketing campaigns. The campaign name is provided when you use a campaign tagged URL for your inbound marketing.	CAREER
KEYWORD or TERM	Optional Tag: Google Analytics provide details about the keywords people use to find your website through organic and paid search.	TEST
CONTENT	Optional Tag: They are designed for tracking headlines of Google Ads CPC (Cost Per Click) campaigns.	CTA

Reporting template

6.

The template can be used for organic and paid reporting, as well as measuring monthly follower growth.



Campaign: Vaccine Confidence Project
Reporting Frequency: Monthly
Lifetime: 1st Nov - 30th Nov
Date: V1 - 7th Dec

Monthly Followers' Growth Tracker			
Channels	Follower base (Oct)	Follower base (Nov)	Growth %
Facebook	29,920,096	29,920,130	34%
Instagram	9,300,000	9,300,250	250%

Organic Results (In-Feed Posts)										
Channels	Total Posts	Reach	Impressions	Clicks	Likes	Shares	Comments	Saves	Engagement Rate	Total Video Views
Facebook										
Instagram										

Organic Results (Stories)										
Channels	Total Stories	Impressions	Total Actions	Back	Forward	Next Story	Exited	Votes (with Polls, Quiz)	Swipe Ups (FB only)	Engagement Rate
Facebook										
Instagram										

Paid Results (In-Feed Ads, Stories)											
Channels	Total Ads	Impressions	Clicks	CTR (click-through-rate)	CPC (cost-per-click)	Landing Page Views	Likes	Shares	Comments	Saves	Engagement Rate
Facebook											
Instagram											

Appendix

- Glossary of paid media terms

Glossary of social media & paid media terms

- **Feed / timeline:** the content that lives on a social media profile visible to followers
- **Facebook ad:** content not visible on the feed but to a select targeting audience.
- **Boosted Post** - A boosted post is a post to your Page's timeline that you can add money to i.e., boost in order to maximise engagement to your target audience.
- **Ad set:** This is where you input all your details on how, when and where to run your ads such as, budget, schedule and placements. On ad set level you can also select your audience characteristics like location, gender and age.
- **Placements:** where Facebook shows your ads i.e., Facebook, Instagram and Audience network
- **Conversions:** a completed action that the user takes i.e., website visits, completed online form
- **Engagements:** Total number of times a user interacted with a post including sharing, comments, follows and likes.
- **Reach:** the amount of people who might potentially have viewed your content.
- **Video views:** 2 or more seconds of playback while the video is at least 50% on screen, or a click on the CTA, whichever comes first.
- **Clicks:** Total clicks on links, hashtags, image and other details in your ad, combined with likes and profile clicks.
- **Click Through Rate (CTR):** The number of clicks you received divided by impressions
- **Cost per link click (CPC):** The media spend divided by the number of clicks
- **Cost per result:** Total spend divided by the number of results, including earned.

Further reading

Further training opportunities

This toolkit was designed to support all levels of social media proficiency. However, you and your team might find that you have a specific need that is not addressed in this toolkit, or that you would like to advance your knowledge in a particular topic.

If that is the case, the team at Real Chemistry would be happy to assist. Examples of training that can be provided as part of a new collaboration are listed below. Please contact Kathrin Harhoff: kharhoff@realchemistry.com to discuss further.

SOCIAL MEDIA PLATFORM TRAINING BEYOND FACEBOOK & INSTAGRAM

Deep understanding of other social media platforms, such as Twitter, TikTok, LinkedIn and beyond. Understand the content and advertising opportunities across the full social media landscape.

EXTENDED CAMPAIGN TRACKING AND TAGGING TRAINING

Understand full-funnel tracking opportunities. Learn how to track intensively user journey from social to your website. Understand user journeys that can inform further digital strategies.

EXTENDED FACEBOOK & INSTAGRAM PAID MEDIA/ADVERTISING TRAINING

Discover all available products, services and targeting capabilities on Facebook's business manager. This can include, how to create custom audiences, lookalike audiences, pixel set-up, re-targeting and much more.

BUILDING SOCIAL MEDIA PRESENCE TO COUNTERACT MISINFORMATION

Training for local subject matter experts/ scientists in becoming a trusted voice on social media to tackle misinformation by building reach, relevance and resonance