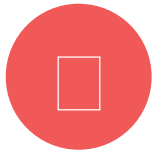
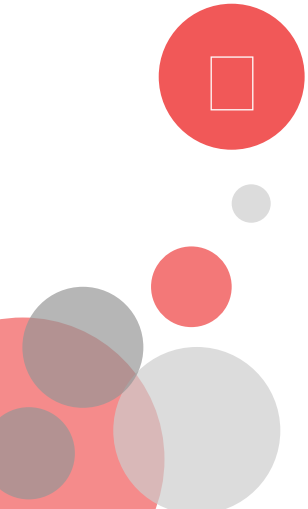




Training - Social Media, Radio, TV, and Opinion Editorials



Advocating for Family Planning in a Digital World -
Sept 2020

Introduction



- Introductions, roles & responsibilities
- Previous experience with media (including media training)
- Your expectations from today
- The common objective

Schedule for the day

Afternoon (14:00 – 15:50)

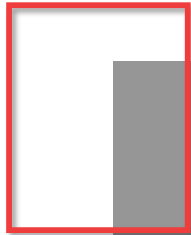
Group session

- Understanding media
- Understanding journalists
- Introduction to media interviews
- Opinion Editorials
- Social Media – FB, IG & Tw

About the Media

The media is a multi-billion dollar, highly competitive industry

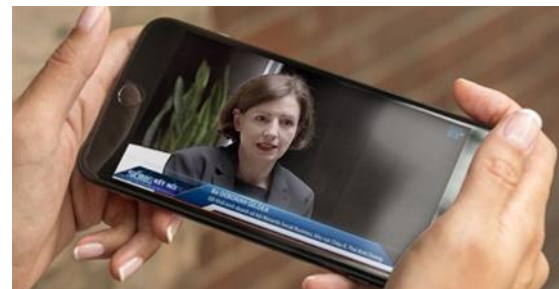
- Many individual journalists are passionate about getting it right
 - Reporting of medical and science stories, such as Family Planning, can save or ruin lives
 - Scientists and journalists have a shared responsibility to ensure that all information is reported accurately



In a nutshell ...

- Like other businesses, media outlets are predominantly driven by sales, clicks and advertising
They have their own agenda, their own customers and their own unique selling points
- They are not a free service for disseminating information

Types of media: different formats, different impact



What makes a **Good Story**?



- News articles and features are longer give you an opportunity to communicate your key messages
- A good story is timely, unique and easy to sell to an editor - find a hook that makes your story stand out
- Different types of media require different pitches
 - Global tier 1 media (e.g. NYT, FT, Guardian)
 - International development media (e.g. Deutsche Welle, Devex)
 - In-country media (Kenyan media)
 - Philanthropy and CR media
 - Policy media

Types of journalists



Dr. Mercy Korir - SMG

- Developed world generalists (esp. on radio/TV)
 - Often clueless and panicked, you should take your time to properly explain what you're doing, good chance to relay your key messages
- 'Activist journalists' on a mission
 - these are usually the ones with an agenda and often have a 'side' about a subject
- Journalists who know as much as the experts
 - e.g. Dr. Mercy Korir - Standard Media
- Journalists who think they know it all-careful they might try to trap you
- Journalists representing government-run media
 - KBC TV and Radio, Xinhua
- Journalists with personal experience of health crisis like COVID-19



What is their idea of a Good Interview?

- Do they have personal interest?
(be sensitive)
- Do they have a pre-defined agenda?
- Does their media outlet have a particular political point of view?
- Has their editor told them to get a particular story?
- Most, though, are just trying to get published or to get time on the air

What can you do to help?



- Establish early on their level of specialist expertise -preparation is key
- Understand the depth, angle of the piece they are going to write - look at the articles they've worked on in advance
- Deliver a clear, appropriate short narrative - 3 or 4 key messages are the most appropriate-make them clear and concise
- Let them explore - Always go back to your key messages when responding
- Remind them of the narrative at the end

Helping yourself and helping them

- Be ready with a compelling narrative
 - and good stories
- When you need to change the subject
 - Instead of being evasive, you can offer something more interesting
- When the journalist gets lost
 - You can bring them back to something they will really appreciate offer examples


Managing interviews

Preparation is key



Research

three main aspects

- Your audience
 - Your interviewer
 - Your key messages
- 

Interviews – What's the biggest risk?

The biggest risk: our story gets lost!!!

- Often they will be very general: BE READY
- “Let me give you a bit of context”
- “Maybe even more important”
- “For me, the most exciting things are...”

Don't be afraid to answer an early question with key messages



How to deliver key messages?

Establish three key messages, ensure you deliver them in the right way

- Best messages are relevant, positive, concise and people-focused
- Use examples, research figures and visuals to support them
- Bridge back to them when you are in trouble

1. **Repeat:** Short messages are easier to repeat
2. **Emphasize:** Place an emphasis on the most important parts of your message
3. **Analogize:** A good analogy is a great way to get your point across
4. **Describe:** Use specific examples wherever possible to add clarity and credibility to your responses

Interviews – staying on your topic

Use “teasers” at the end of your answer to provoke the next question

- “Of course, the implications of resistance are very important for countries which may be struggling with overpopulation and ...”
- “I think that researchers will have a lot of follow-on questions”
- “There are vital things that we still don’t know”



Interviews – difficult questions

If you get difficult or off-topic questions, try to get back to our message

- Without looking evasive or sounding like a politician
- Answer directly when you can
- Bridge back to key messages for safety
- Don't be afraid to say that you don't know and you'll get back to the journalist
- Remember that you need to be more interesting than what the journalist wants to discuss

Interviews – don't accept negatives

Watch for questions that might make you sound as if you have accepted something negative

- “What is the increased risk for cancer in women taking oral contraceptives?”
- “What are the possible side effects of using oral contraception?”

Interviews – be sure of your facts, and say ‘No’



Don't be afraid to say "no" or "I don't know"

- "I'm not sure and I don't want to mislead you. Let me come back to you after I've checked"
- "Isn't it true that Biblical teachings advise against family planning practices?"
 - "No"

Interviews – don't say too much

- “What are the reasons for your newfound interest in FP?”
- “How does the church gain by supporting FP?”
- “Have you had problems with adverse events associated with FP medications or practices?”

Be careful about your content

Interview tactics - recap

1. Incorporate key message
sound bites into your responses

2. Choose your words carefully

3. Be prepared for difficult questions

4. Provide examples and
illustrations

5. Engage the reporter – smile!

6. You are the expert

7. Assume you're always on record

8. Offer to be in touch for follow up questions
and responses (increases chances for more
interview opportunities)

9. Insert brand mentions – where necessary
(increases chances of company name appearing
in sound bites)

TV/radio interview tips

1. Maintain eye contact

2. Breathe

3. Sit still/Upright

4. Know your cues

5. Keep your answers brief (if broadcast TV/radio)

6. Pause and pace yourself

7. Mind the lights, mics, cameras, distractions

8. Practice several times before the interview (in front of a mirror, record yourself)

9. Be clear and concise (avoid using jargon and acronyms)

10. Research (your audience, interviewer)

11. Take deep breaths before going on air

*Be aware that nearly all in-studio radio interviews are recorded on video nowadays – so if the interviewee makes an error the clip works better on social media

Opinion Pieces - How to write a good Op-Ed

- Timely - check when the topic is relevant
- Add unknown facts - what's new, what's fresh, are people talking about it
- Keep it short - preferably 350-700 words max
- Provide good pictures that can be used alongside the article
- Be aware of your audience - understand who you want to speak to/target with your opinion piece
- Show your readers why they should care - eg explain why lack of family planning will affect your readers lives
- Make it personal - you can use personal examples that will drive your point home. This makes your piece relatable
- Avoid using jargon - your OpEd is calling your readers to be informed and do something about it so your language should be simple and understandable
- Follow up - If the editor does not respond within 48 hours, the answer might be no or your piece wasn't seen so follow up with an email, message, call etc

Dress code for TV interviews

Solid colors

- Avoid bright reds, solid whites and “backdrop” greens
- Wear something you feel comfortable sitting in
- Think about removing expensive watches or jewelry (journalism is generally not well paid)

Women

- Avoid geometric patterns, stripes or high contrast colors
- Avoid large, clunky jewelry
- No short dresses or miniskirts
- Avoid V-neck or low-cut blouses
- Makeup should be moderate
- Keep hair out of face – preferably tied back
- Dress in neutral colored clothing eg dark coloured suits
- Make sure you wear your clerical collars or other religious wear

Men

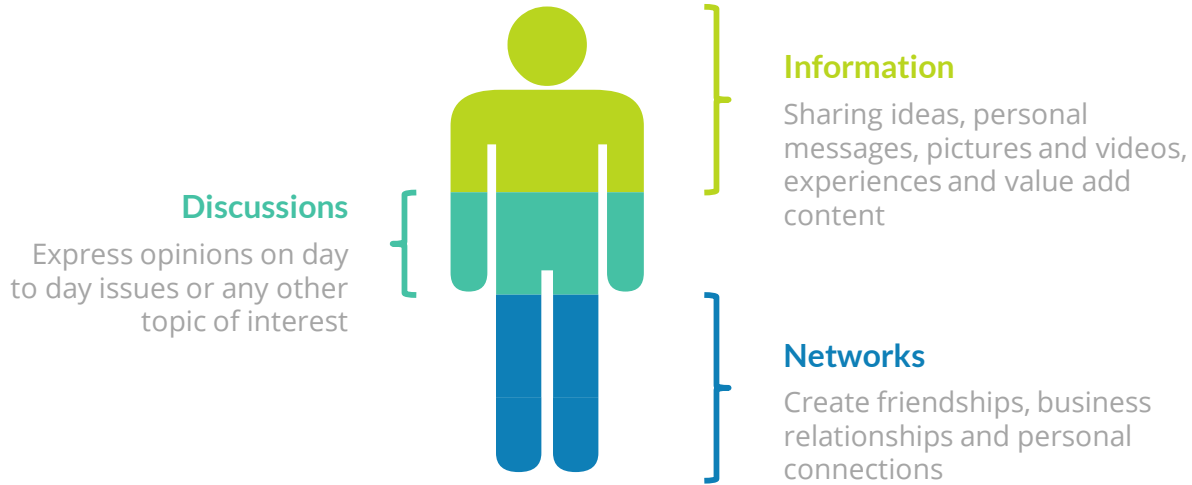
- Avoid geometric patterns, checks, stripes, herringbone
- Dark suits will go well with a light-colored shirt
- Let your suit jacket stay buttoned
- Make sure you wear your clerical collar or other religious wear
- You may wear a plain white shirt only under a suit
- Socks and belts should match your shoe color
- Wear longer socks that go up to the calves
- Get a haircut or make sure that your hair is tidy



**Social
Media**

What is Social Media?

Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."

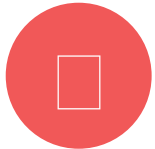


Social Media Platforms

Social media platforms are many and varied and all have different content offerings and different user experience

Types & Uses

There are six types of social media. Social Networks, Bookmarking sites, News aggregation networks, Media Sharing, Networks, Microblogging, Forum communities



Create

Create content specific to the various social platforms

Interact

Discuss content put up on each platform using comments/likes

Share

Share with friends the content that resonates well with you

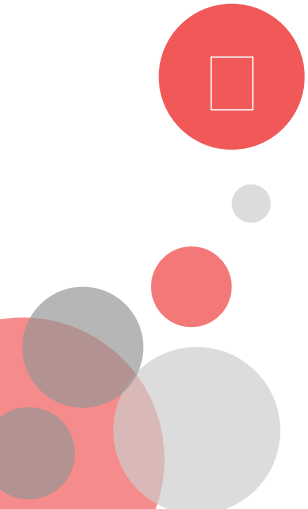
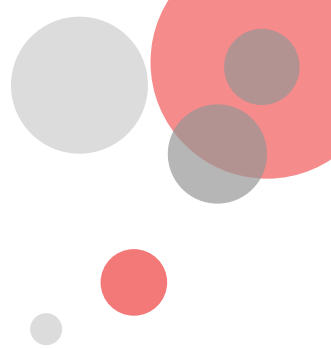




Platforms Scope

Our Platforms of Choice

Our three platforms
They are the most popular across the world
They have a very wide reach
Their audiences are diverse - different demographics
All allow rich media



Social Media For Family Planning

Social media is a very important tool in today's world. Here are some of the ways we'll use it:



Our Goals

Speaking about Family Planning to Christians in an online setting will require creativity and some technical skills to ensure visibility due the immense amount of content online all competing for attention

TOP OF MIND AWARENESS

This is best achieved through a good content strategy and solid execution



CONVERSATIONS

We will seek to build these through direct engagement on social media



FP VISUALS

This is best achieved through rich media on social media platforms



STAYING AHEAD

Staying updated on matters regarding Family Planning will help us give real value to our audiences

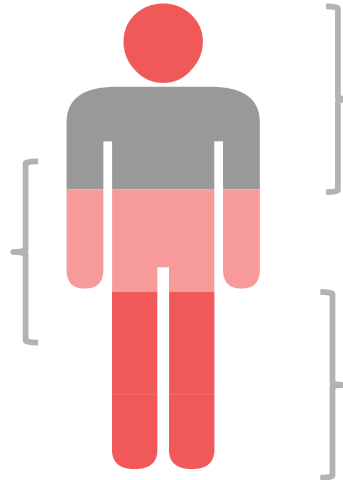


Positioning

Positioning online is all about the content, tone of voice of that content and associations.
This is achieved by embedding the following in the content strategy and overall digital strategy

ATTITUDES

Attitude towards you and what you stand for on digital is built over time thus consistency is key



KNOWLEDGE

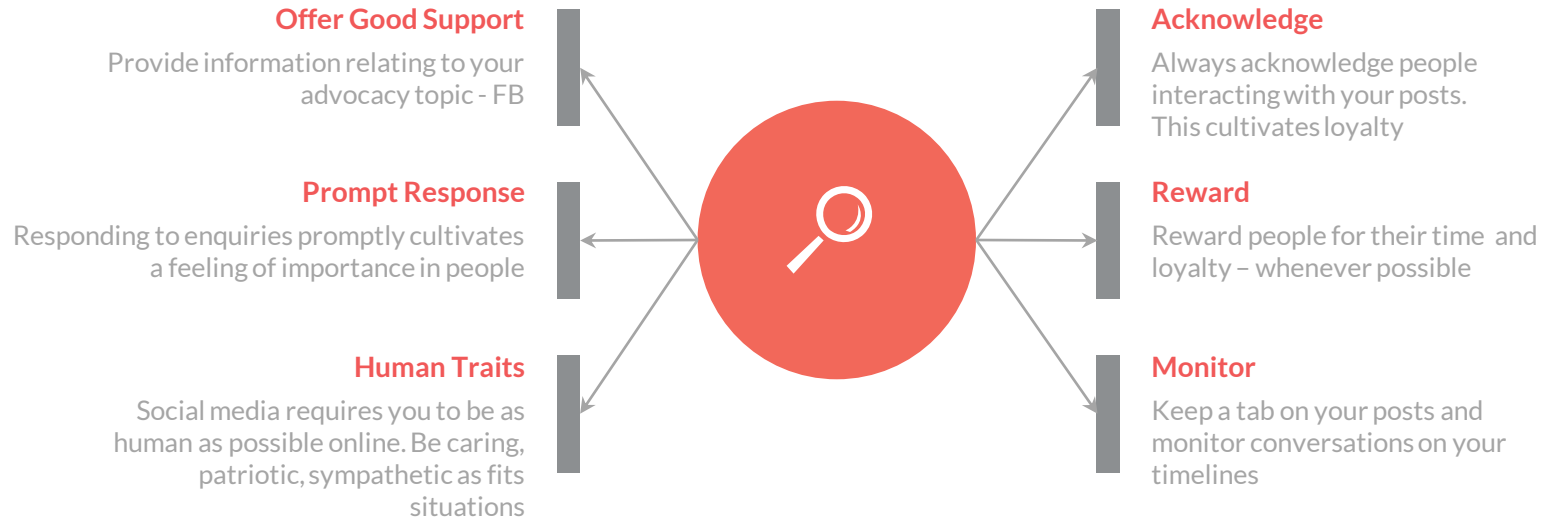
Ensure audiences have enough knowledge about your FP told in the tone of voice THEY understand

UNDERSTAND YOUR AUDIENCE

Knowing your target is of extreme importance on social media. It allows more pin-point targeting of your content through precisely targeted posts

Shaping Perceptions

Shaping people's way of thinking about a certain subject requires effort from the advocate. Informed audiences will share your content and their own discretion and this goes a long way. Here are ways to build and shape perceptions:



Who is Your Target?

Knowing Your Audience

Digital audiences are divided into five main categories. Each should be addressed to build equity

New

Has little or no idea about a Family Planning

Intrigued

Has seen and noticed FP



Follower

Is interested in FP



Consumer

Is already practicing Family Planning



Hater

Does not like Family Planning for valid or invalid reasons and is not shy to say so.

Critic

Does not believe in FP or your ideology

Dissatisfied

Does not like FP for valid reasons

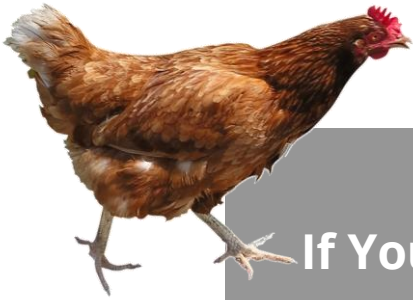
Enthusiast

Believes in FP and champions it online



Know Your Audience

Exercise: If You Told A Chicken To Google

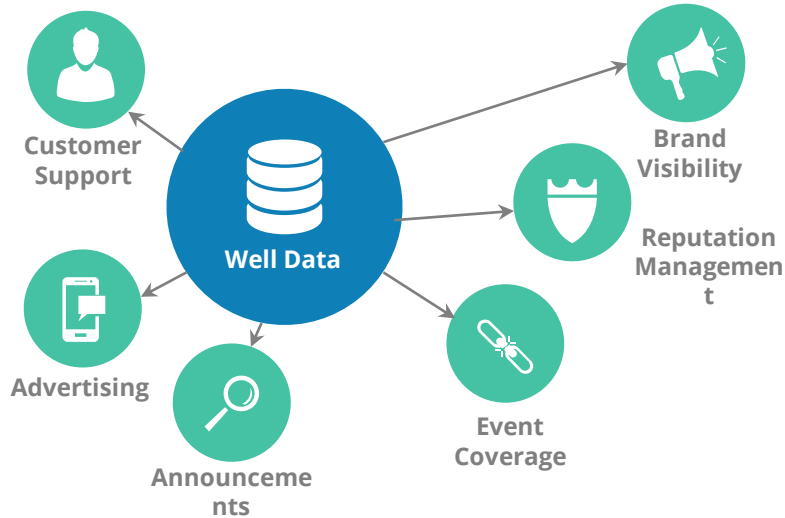


If You Told A Chicken To Google ...

Considering everyone knows pretty much what a chicken is, what it eats and where or how it sleeps, why it is reared; If you told a chicken to Google, and gave it a strict five minutes, what are the three things the chicken would Google

Case Study - Safaricom

Among Kenyan companies, Safaricom Limited has pioneered in usage of social media to achieve its business objectives. They consistently feature on top brand customer care service in the world on social bakers



Dedicated CS Team

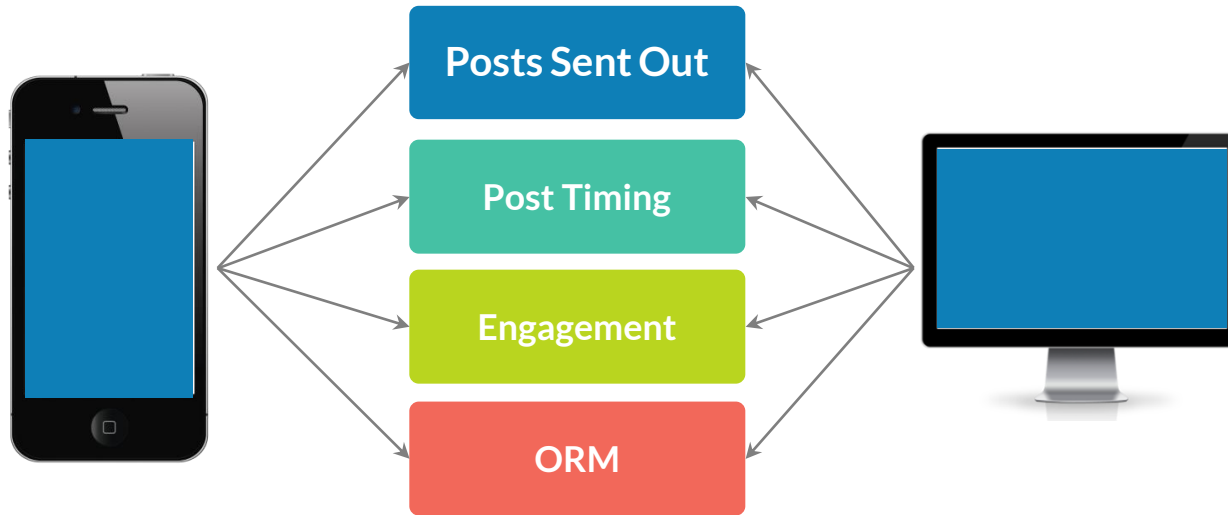
The first Kenyan company to have a dedicated social media customer support team

Support Ecosystem

Safaricom has a healthy knowledgebase and self-help channels to assist its social media efforts

Your Role As An Influencer

As an advocate for Family Planning here are some of the most important aspects of your posts:

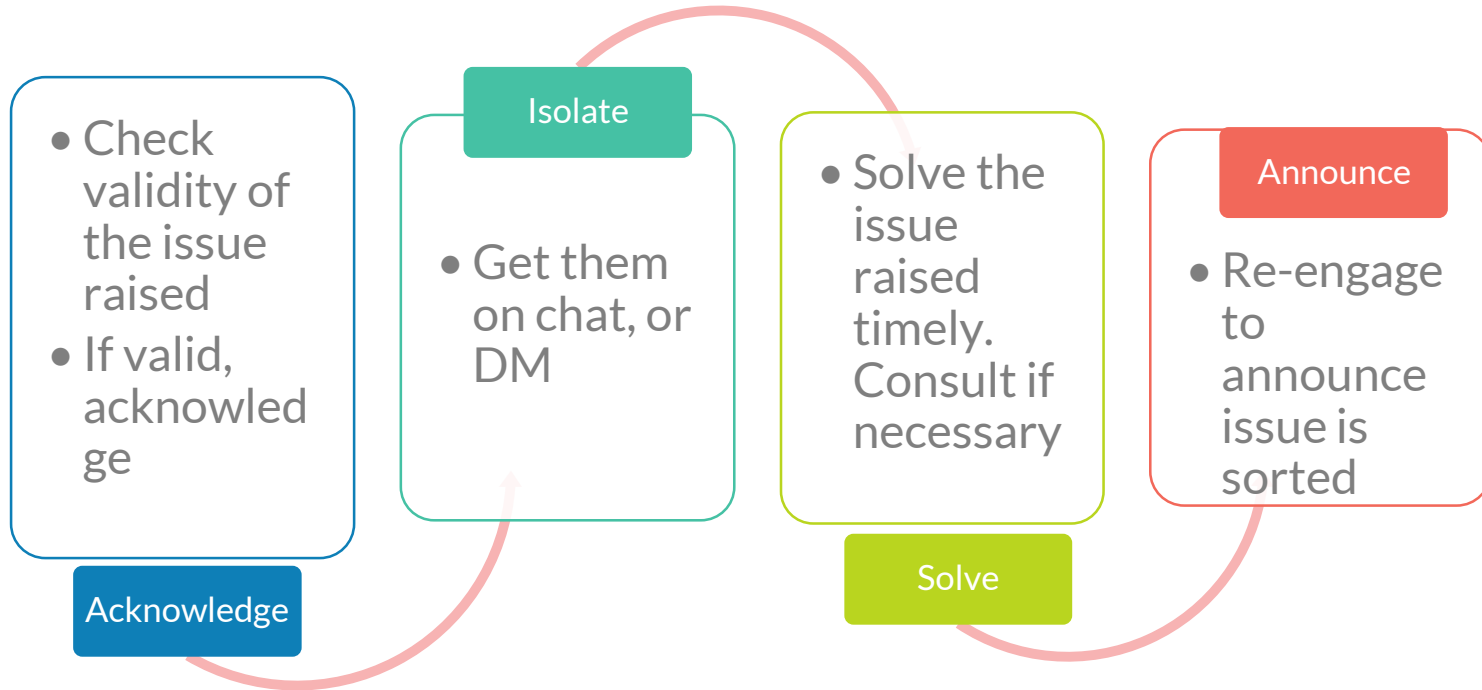


Social Media Monitoring

Proper monitoring requires checking direct mentions, untagged mentions, sentiment analysis, related industry terms monitoring.

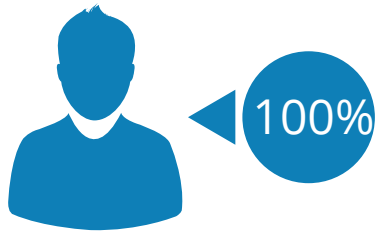


Online Reputation Management Chain



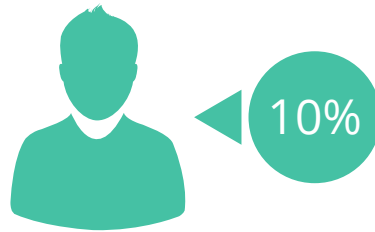
Measuring Success on Social Media

A few success indicators to help you gauge how your posts are doing on social media



Reached

- Leads Generated
- Traffic Generated
- Actions taken



- Leads Converted
- Feedback/Comments
- Other Interactions



Thank
you