HEALTH-CLIMATE CAMPAIGN TOOLKIT

SOCIAL MEDIA TIPS

World Health Organization
REGIONAL OFFICE FOR South-East Asia

TIPS ON SOCIAL MEDIA FOR HEALTH-CLIMATE RESILIENCE

Across South-East Asia, the COVID-19 pandemic drove use of Internet and social media upward.

According to a 2021 report on dataportal.com, the percentage of people in the region using the Internet varies from a low of 29% in Bangladesh to a high of 74% in Indonesia, with most countries around 50%. Social media use started at 27% in Bangladesh and was at its highest among people in Thailand, at 79%. In many South-East Asian countries, social media is used more than the Internet because people can access those channels on their mobile phones.

These numbers show that millions of people across South-East Asia have access to the Internet and/or social media. But millions still do not. Before you undertake an online campaign, consider whether your target audiences actively use social media, and if so, which channels.

Top social media channels

- Facebook
- Facebook Messenger
- Instagram
- WhatsApp
- You Tube

Less popular but growing

- Twitter
- Linked In
- Viber
- Pinterest
- TikTok

SOCIAL MEDIA POST BASICS

- Keep the text short and interesting
- Use powerful images with real people
- Make sure the content is relevant to your target audience
- Upload videos
- Be yourself: honesty and sincerity count
- Include a call to action so people know what they can do
- Explain why action is important
- If you have a long link to include, use a link shortener such as bit.ly or TinyURL to make it manageable

HOW TO GET MORE LIKES, CLICKS AND FORWARDS

- Create a series (daily, weekly or monthly) that will bring people back
- Re-post content from reputable sources such as WHO, and promote their events (if relevant)
- Post in connection with a larger event, day or celebration, such as World Health Day or World Water Day
- Use your own hashtags, as well as those of bigger groups
- Search trending topics and trending hashtags to find something relevant to include in your post
- Post about a trending topic, such as a major news event (so long as it's relevant to your topic!)
- Get a well-known person to forward or re-post your content
- Post something interactive
  - Ask a question or add a poll
  - Fill in the blank
- Use the days of the week
  - Motivational Monday
  - Tuesday Tip
  - Wednesday Wisdom
  - Throwback Thursday
  - Flashback Friday

CREATING YOUR OWN POSTS

In this toolkit, you will find ready-to-use social media content on 3 issues fundamental to building health-climate resilience. If you want to create your own posts, you have lots of options.

All social media platforms provide tools to enhance your posts. These include text, filters, emojis, music, and other tools to add energy and personality to your photos and videos. Some platforms, like Instagram, enable you to add a question or quiz to your post.

You can also find a specialized platform to make fancier posts. Some are free; some require a subscription. Most have an option for both free content and paid, premium content. Canva is one example.

Responsible use of social media

We may be passionate about making change. With that passion comes a responsibility to use social media with integrity. Avoid any false, unreliable or misleading information.

THINK twice before posting or sharing on social media. Ask yourself:

Is it Truthful?

Does it Help?

Does it Inspire?

Is it Necessary?

Is it Kind?

Source: Harvard/Chan-India Research Centre. https://www.hsph.harvard.edu/india-center/social-media-tips/

SCHEDULING POSTS

One of the tricks to building a following on social media is to post consistently. You should work out a rough plan for how often and when you will post. You can still post on the spur of the moment but it's useful to follow a basic schedule.

You can also use a social media scheduler to help manage your posts. The scheduler enables you to create posts and pick the date and time you want them to be posted. Later has a free plan for a single user. Tweetdeck, which is for Twitter, is free.

HOW TO USE HASHTAGS

A hashtag is a word or phrase, preceded by the pound symbol, links a content item relates to a specific topic or a category. The hashtag is used both by people and the platform algorithms to identify a topic. Hashtags help people find the content they care about. They also help the content poster get exposure and increase followers.

The health-advocacy campaign creatives included in this toolkit use their own hashtag: #ClimateActionisHealthAction. Consider adding this hashtag to your posts related to health and climate.

You may also wish to add hashtags used by others that relate to the issue. Don't use too many hashtags, though, or your core message will be lost.

Here are commonly used hashtags relevant to health-cliamte topics. When you prepare a post, check trending topics to see if there is a useful new hashtag to add.

#climatehealthaction	#healthresilience	#climatedisease
#healthclimate	#climateresilience	#WaterisLife
#climatehealth	#resilience	#sanitation
#climateaction	#WASHresilience	#water
#WASH or #WASHclimate	Most diseases have their own hashtags: #malaria #dengue #kalaazar #Leishmaniasis	