ASSESSING THE VALUE OF SOCIAL MEDIA FOR RAISING AWARENESS OF SF MEDICAL PRODUCTS

SF Global Communications Development
Activity E: Communication, Education and Awareness-raising
Prepared by: United Kingdom of Great Britain & Northern Ireland
Version 1: November 2018
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1. INTRODUCTION

In 2012, the World Health Assembly established the Member State Mechanism to address the issue of substandard and falsified (SF) medical products. This mechanism aims at promoting the prevention and control of substandard and falsified medical products and associated activities, through effective collaboration among member states and the secretariat, in order to protect public health and promote access to affordable, safe, efficacious, and quality medical products.

One of the mechanism’s priority activities is to identify major needs and challenges and make policy recommendations, and develop tools in the area of prevention, detection methodologies, and control of substandard and falsified medical products in order to strengthen national and regional capacities.

The MSM has approved a number of prioritized activities related to substandard and falsified medical products. The communication, education and awareness-raising stream is led by the United Kingdom of Great Britain and Northern Ireland and aims to contribute to the prevent element of the overarching three-pronged programme strategy developed by WHO, i.e. prevent, detect and respond. As a descriptive document with no technical content, this paper was not subjected to approval by member states, and the information presented is not endorsed by the Member State Mechanism nor by WHO.

The paper explores the value of social media as a potential awareness building vehicle to support communications activities to tackle substandard and falsified (SF) medical products. It draws on industry available data, key trends and experiences from member states locally and regionally, as well as recent activity co-ordinated by WHO, and is focused largely on direct to citizens communications, excluding business to business platforms, e.g. LinkedIn, except where this may be used to support citizen targeted activity.

Social media is a very dynamic and fast-moving communications environment with continuous product development and innovation from existing networks and new entrants combined with shifts in citizen behaviour across platforms. The levels of sophistication in content, targeting and delivery are changing rapidly as is the customer base as more citizens gain digital access, the penetration of mobile and smartphones increases, and the functionality of digital devices broadens and improves.

Assessing the value of social media to member states is therefore predicated on knowledge and insight currently available and based around core principles. These should be used in conjunction with local understanding and cultural influences when considering the creation and implementation of a bespoke social media campaign.

In keeping with the SF Global Communications framework “IDEAS” it focuses on practical advice for member states to undertake or supplement their existing activities.

As with the IDEAS framework samples of some of the creative assets that have been used in member states and WHO campaigns have been added to a digital library held on MedNet. It is hoped that these will prove valuable to be repurposed locally or as inspiration for local member state social media initiatives.

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1 See SF Global Communications Framework: IDEAS available on MedNet
2. THE SOCIAL MEDIA LANDSCAPE IN 2018

In order to appreciate the value of social media as a platform, it is first important to put it into context of potential engagement and to consider its benefit as an influential communications channel.

To understand the potential of social media we must realise its scale, reach, audience profile as well as the major platforms which can be of value to delivering public health messaging, specifically around SF medical products. In many instances social media channels have global reach with the only potential barriers to citizen engagement being access and language, meaning that multi country core campaign development can be undertaken with a level of localisation and personalisation added depending on context and local resource. Equally there are platforms which are very country specific where a very bespoke approach is required e.g. Sina Weibo in China.

According to a commercial data aggregator\(^2\) in October 2018 digital penetration and usage indicators showed:

<table>
<thead>
<tr>
<th></th>
<th>Global Population</th>
<th>Internet Users</th>
<th>Active Social Media Users</th>
<th>Unique Mobile Users</th>
<th>Active Mobile Social Media Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7.655 billion</td>
<td>4.176 billion</td>
<td>3.397 billion</td>
<td>5.118 billion</td>
<td>3.179 billion</td>
</tr>
<tr>
<td>Penetration (%)</td>
<td>55</td>
<td>44</td>
<td>67</td>
<td>42</td>
<td></td>
</tr>
</tbody>
</table>

Looking at the global trends behind the scale data shows:

68 million people came online for the first time between July to September 2018, which translates to growth of more than 1.5 percent in just three months. That roughly matches the pace of growth over the past year: 284 million new users have come online since September 2017, equating to year-on-year growth of roughly seven percent.

Social media users are growing even faster though, with 320 million new users signing up between September 2017 and October 2018. Growth in social media use via mobile devices takes things a step further, with almost a million people starting to use mobile social for the first time every day over the past year.

More than two-thirds of the world’s population\(^3\) now owns a mobile phone, with roughly 60 percent of these people owning a smartphone. As a result, mobile growth trends are a little slower than those for internet or social media use, but roughly 100,000 people started using a mobile phone every day over the past year.

\(^2\) Hootsuite, We are Social Annual Digital Review 2018
\(^3\) Data from GSMA Intelligence
Drilling down to examine the main social media platforms gives a picture

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>ACTIVE GLOBAL ACCOUNTS IN MILLIONS⁴</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SOCIAL NETWORKS</strong></td>
<td></td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>2234</td>
</tr>
<tr>
<td>YOUTUBE</td>
<td>1900</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>1000</td>
</tr>
<tr>
<td>QZONE</td>
<td>548</td>
</tr>
<tr>
<td>DOYIN/TIK TOK</td>
<td>500</td>
</tr>
<tr>
<td>SINA WEIBO</td>
<td>431</td>
</tr>
<tr>
<td>TWITTER</td>
<td>335</td>
</tr>
<tr>
<td>REDDIT</td>
<td>330</td>
</tr>
<tr>
<td>LINKEDIN**</td>
<td>303</td>
</tr>
<tr>
<td>Baidu Tieba*</td>
<td>300</td>
</tr>
<tr>
<td>PINTEREST</td>
<td>250</td>
</tr>
<tr>
<td><strong>MESSENGER/CHAT APP/VOIP⁵</strong></td>
<td></td>
</tr>
<tr>
<td>WHATSAPP</td>
<td>1500</td>
</tr>
<tr>
<td>FB MESSENGER</td>
<td>1300</td>
</tr>
<tr>
<td>WEIXIN/WECHAT</td>
<td>1058</td>
</tr>
<tr>
<td>QQ</td>
<td>803</td>
</tr>
<tr>
<td>SKYPE*</td>
<td>300</td>
</tr>
<tr>
<td>SNAPCHAT**</td>
<td>291</td>
</tr>
<tr>
<td>VIBER*</td>
<td>260</td>
</tr>
<tr>
<td>LINE</td>
<td>203</td>
</tr>
<tr>
<td>TELEGRAM</td>
<td>200</td>
</tr>
</tbody>
</table>

⁴ Based on most recently published monthly active users (MAU), user accounts, or unique visitors for each platform.

⁵ VOIP: Voice over internet protocol

* Have not published updated user figures in last 12 months

** Estimates only. These platforms do not publish MAU data

The overriding observation from this data is that Facebook now accounts for roughly two in every three of the world’s social media users. The social site added 38 million new users in the three months to June 2018 representing 1.7 percent growth quarter-on-quarter and continues to grow its global user base despite the various scandals and setbacks that the company has faced over recent months. YouTube and Instagram have significant scale and while not having the same numbers of users Twitter is a force in the social communications arena with a different operating model.
Looking at the major platforms in a little more detail gives a sense of their overall reach and interactivity, focusing on their level of reach by audience profiles and geography, starting with the largest, Facebook.

### Number of people Facebook reports can be reached with adverts on Facebook^6^

<table>
<thead>
<tr>
<th>Facebook female audience (%)</th>
<th>Facebook male audience (%)</th>
<th>Audience under 25 years old (%)</th>
<th>Audience over 50 years old (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>57</td>
<td>34</td>
<td>13</td>
</tr>
</tbody>
</table>

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### Reach of Facebook Ads^7^

<table>
<thead>
<tr>
<th>TOP COUNTRIES</th>
<th>REACH (MILLIONS)</th>
<th>TOP CITIES</th>
<th>REACH (MILLIONS)</th>
<th>TOP LANGUAGES</th>
<th>REACH (MILLIONS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDIA</td>
<td>294</td>
<td>BANGKOK</td>
<td>21</td>
<td>ENGLISH</td>
<td>1,100</td>
</tr>
<tr>
<td>UNITED STATES</td>
<td>204</td>
<td>DHAKA</td>
<td>18</td>
<td>SPANISH</td>
<td>320</td>
</tr>
<tr>
<td>INDONESIA</td>
<td>131</td>
<td>JAKARTA</td>
<td>17</td>
<td>INDONESIAN</td>
<td>170</td>
</tr>
<tr>
<td>BRAZIL</td>
<td>129</td>
<td>CAIRO</td>
<td>14</td>
<td>ARABIC</td>
<td>150</td>
</tr>
<tr>
<td>MEXICO</td>
<td>84</td>
<td>DELHI</td>
<td>14</td>
<td>PORTUGUESE</td>
<td>150</td>
</tr>
<tr>
<td>PHILIPPINES</td>
<td>73</td>
<td>HO CHI MINH</td>
<td>14</td>
<td>FRENCH</td>
<td>110</td>
</tr>
<tr>
<td>VIETNAM</td>
<td>60</td>
<td>MEXICO CITY</td>
<td>14</td>
<td>VIETNAMESE</td>
<td>64</td>
</tr>
<tr>
<td>THAILAND</td>
<td>51</td>
<td>SAO PAOLO</td>
<td>12</td>
<td>THAI</td>
<td>53</td>
</tr>
<tr>
<td>TURKEY</td>
<td>43</td>
<td>ISTANBUL</td>
<td>11</td>
<td>TURKISH</td>
<td>46</td>
</tr>
<tr>
<td>EGYPT</td>
<td>39</td>
<td>LIMA</td>
<td>11</td>
<td>GERMAN</td>
<td>37</td>
</tr>
<tr>
<td>UNITED KINGDOM</td>
<td>39</td>
<td>MUMBAI</td>
<td>11</td>
<td>RUSSIAN</td>
<td>37</td>
</tr>
</tbody>
</table>

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^6^ Source extrapolation of Facebook data Oct 2018

^7^ Source extrapolation of Facebook data Oct 2018. Figures relate to addressable advertising audience only and may not include all users for each location or language. Reach refers to the figures that Facebook publishes for the total potential number of people that advertising reaches on the Facebook platform.
Lastly from a benchmarking perspective it is instructive to look at engagement rates for Facebook across a range of different types of post.

<table>
<thead>
<tr>
<th>Average Facebook Engagement Rates</th>
<th>Ave rate for Facebook page posts (All types) %</th>
<th>Ave rate for Facebook page posts (video posts) %</th>
<th>Ave rate for Facebook page posts (photo posts) %</th>
<th>Ave rate for Facebook page posts (page link posts) %</th>
<th>Ave rate for Facebook page posts (status update posts) %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Ave rate for Facebook page posts (All types) %</td>
<td>Ave rate for Facebook page posts (video posts) %</td>
<td>Ave rate for Facebook page posts (photo posts) %</td>
<td>Ave rate for Facebook page posts (page link posts) %</td>
<td>Ave rate for Facebook page posts (status update posts) %</td>
</tr>
<tr>
<td>80</td>
<td>5.83</td>
<td>4.68</td>
<td>3.21</td>
<td>2.03</td>
<td></td>
</tr>
</tbody>
</table>

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8 Source extrapolation of Facebook data oct 2018. figures relate to addressable advertising audience only and may not include all users for each location or language. "reach" refers to the figures that Facebook publishes for the total potential number of people that advertising on the Facebook platform.

9 The number of people who engage with a Facebook page’s posts versus page reach. Source: Locowise, Oct 2018. Data represents average figures for Q3 2018. “Engagement” refers to clicks, likes, shares, and comments on content. Figures represent averages across a wide range of different page types and sizes from all over the world.
Instagram is the next platform to explore with a narrower profile and a smaller, but still significant reach:

### Potential reach of Instagram adverts

<table>
<thead>
<tr>
<th></th>
<th>Instagram female audience (%)</th>
<th>Instagram male audience (%)</th>
<th>Audience under 25 years old (%)</th>
<th>Audience over 50 years old (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>849 million</td>
<td>51</td>
<td>49</td>
<td>39</td>
<td>9</td>
</tr>
</tbody>
</table>

### Potential Reach of Instagram Adverts

<table>
<thead>
<tr>
<th>TOP COUNTRIES</th>
<th>REACH (MILLIONS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNITED STATES</td>
<td>121</td>
</tr>
<tr>
<td>INDIA</td>
<td>71</td>
</tr>
<tr>
<td>BRAZIL</td>
<td>64</td>
</tr>
<tr>
<td>INDONESIA</td>
<td>59</td>
</tr>
<tr>
<td>TURKEY</td>
<td>37</td>
</tr>
<tr>
<td>RUSSIA</td>
<td>32</td>
</tr>
<tr>
<td>JAPAN</td>
<td>25</td>
</tr>
<tr>
<td>IRAN</td>
<td>24</td>
</tr>
<tr>
<td>UNITED KINGDOM</td>
<td>23</td>
</tr>
<tr>
<td>MEXICO</td>
<td>22</td>
</tr>
<tr>
<td>ITALY</td>
<td>19</td>
</tr>
<tr>
<td>GERMANY</td>
<td>19</td>
</tr>
<tr>
<td>FRANCE</td>
<td>16</td>
</tr>
<tr>
<td>ARGENTINA</td>
<td>16</td>
</tr>
</tbody>
</table>

### Instagram audience by age/gender

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL (Millions)</th>
<th>Female total</th>
<th>Female share (%)</th>
<th>Male total</th>
<th>Male share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>59</td>
<td>31</td>
<td>4</td>
<td>28</td>
<td>3</td>
</tr>
<tr>
<td>18 – 24</td>
<td>270</td>
<td>130</td>
<td>15</td>
<td>140</td>
<td>16</td>
</tr>
<tr>
<td>25 – 34</td>
<td>270</td>
<td>130</td>
<td>15</td>
<td>140</td>
<td>16</td>
</tr>
<tr>
<td>35 – 44</td>
<td>132</td>
<td>70</td>
<td>8</td>
<td>62</td>
<td>7</td>
</tr>
<tr>
<td>45 – 54</td>
<td>69</td>
<td>39</td>
<td>5</td>
<td>30</td>
<td>4</td>
</tr>
<tr>
<td>55 – 64</td>
<td>30</td>
<td>18</td>
<td>2</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>65+</td>
<td>718</td>
<td>10</td>
<td>1</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>848</td>
<td>428</td>
<td>51</td>
<td>1,192</td>
<td>49</td>
</tr>
</tbody>
</table>

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10 Source extrapolation of Instagram data Oct 2018. Figures relate to addressable advertising audience only and may not include all users for each location or language. Reach refers to the figures that Instagram publishes for the total potential number of people that advertising on the Instagram platform.

11 Source extrapolation of Instagram data Oct 2018. Figures relate to addressable advertising audience only and may not include all users for each location or language. Reach refers to the figures that Instagram publishes for the total potential number of people that advertising on the Instagram platform.
Thirdly, looking at Twitter as a platform, again with a smaller audience reach and quite different audience profile

<table>
<thead>
<tr>
<th>Potential reach of Twitter adverts</th>
<th>Twitter female audience (%)</th>
<th>Twitter male audience (%)</th>
<th>Audience under 25 years old (%)</th>
<th>Audience over 50 years old (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>254 million</td>
<td>34</td>
<td>66</td>
<td>35</td>
<td>15</td>
</tr>
</tbody>
</table>

### Potential Reach of Twitter Adverts

<table>
<thead>
<tr>
<th>TOP COUNTRIES</th>
<th>REACH (MILLIONS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNITED STATES</td>
<td>50</td>
</tr>
<tr>
<td>JAPAN</td>
<td>40</td>
</tr>
<tr>
<td>UNITED KINGDOM</td>
<td>14</td>
</tr>
<tr>
<td>SAUDI ARABIA</td>
<td>11</td>
</tr>
<tr>
<td>TURKEY</td>
<td>8</td>
</tr>
<tr>
<td>BRAZIL</td>
<td>8</td>
</tr>
<tr>
<td>INDIA</td>
<td>7</td>
</tr>
<tr>
<td>MEXICO</td>
<td>7</td>
</tr>
<tr>
<td>SPAIN</td>
<td>6</td>
</tr>
<tr>
<td>INDONESIA</td>
<td>6</td>
</tr>
</tbody>
</table>

### Twitter advertising audience by age group and gender

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL (Millions)</th>
<th>Female total</th>
<th>Female share (%)</th>
<th>Male total</th>
<th>Male share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>28</td>
<td>10</td>
<td>4</td>
<td>18</td>
<td>7</td>
</tr>
<tr>
<td>18 – 24</td>
<td>61</td>
<td>28</td>
<td>11</td>
<td>33</td>
<td>13</td>
</tr>
<tr>
<td>25 – 34</td>
<td>66</td>
<td>20</td>
<td>8</td>
<td>46</td>
<td>18</td>
</tr>
<tr>
<td>35 – 49</td>
<td>61</td>
<td>18</td>
<td>7</td>
<td>43</td>
<td>17</td>
</tr>
<tr>
<td>50+</td>
<td>38</td>
<td>10</td>
<td>4</td>
<td>28</td>
<td>11</td>
</tr>
<tr>
<td>TOTAL</td>
<td>254</td>
<td>86</td>
<td>34</td>
<td>168</td>
<td>66</td>
</tr>
</tbody>
</table>

---

12 Source extrapolation of Twitter data Oct 2018. figures relate to addressable advertising audience only and may not include all users for each location or language. Reach refers to the figures that Twitter publishes for the total potential number of people that advertising on the Twitter platform.

13 Source extrapolation of Twitter data Oct 2018. figures relate to addressable advertising audience only and may not include all users for each location or language. reach” refers to the figures that Twitter publishes for the total potential number of people that advertising on the Twitter platform.
Key global take outs:

- There are almost 4.2 billion internet users around the world in October 2018, up 7 percent since this time last year.

- Around 3.4 billion people around the world used social media in September 2018, up 10 percent versus September 2017.

- Almost a million people starting to use mobile social for the first time every day over the past year.

- Facebook dominates the social media landscape and now accounts for roughly two in every three of the world’s social media users. The social site added 38 million new users in the three months to June 2018 representing 1.7 percent growth quarter-on-quarter

- Facebook has a profile with a male basis (57%), particularly in the 18 - 34 age bracket

- Instagram delivers almost a 50:50 male to female profile with the majority of its users (62%) in the 18 - 34 age bracket

- Twitter is significantly male biased with two thirds of its users’ men and has an older age profile with 65% of users over 25 and 15% over 50.

- More than 5.1 billion people now use a mobile phone, with most using a smartphone. The total number of mobile subscriptions in use in October 2018 stands at 8.9 billion. That means that the average mobile user still maintains more than one mobile number, but the average number of subscriptions per user continues to fall as people consolidate mobile activities onto a single device.

In 2019 forecasts suggest there will continue to be accelerated growth in internet users across developing economies, especially in Africa, and sustained growth in overall social media user numbers, but some declines in the audiences of individual social media platforms.
3. THE SPAR APPROACH: A SOCIAL MEDIA METHODOLOGY TO POSITIVELY INFLUENCE HEALTH BEHAVIOUR

Learning from some of the social media campaigns that have been implemented recently suggests that there are a number of key components that have to be addressed to achieve success. Clearly each campaign has its own characteristics, and as the IDEAS communications framework\(^{14}\) recommends, campaigns should always be planned and activated with a based on local insight and context.

That said, in order to navigate the social media world successfully it is essential to recognise the characteristics that differentiate it from other communications channels and adopt a methodology that is designed specifically for social. However, it is equally important to ensure that communications designed for social are consistent and coherent with other activity across the whole communications environment. Making sense of the complete output requires a considered approach starting with the development of a social media framework that will dovetail with other communications initiatives.

Adopting a four-element approach simplifies the task and ensures that all the critical components are included. The SPAR methodology is a way of developing a social media initiative that is likely to be effective be both from a communication and a cost perspective.

In essence SPAR comprises:

- **STRATEGY**: A tailored approach to social media activity in the context of a wider communications approach

- **PROTOCOLS**: A systematic approach to development and deployment of a social media campaign acknowledging and mitigating risk

- **ASSETS**: The scale and commonality of social media platforms makes them ideal vehicles for a set of common assets, localised for language or culture

- **RESOURCES**: Social media through its interactivity is much more labour intensive\(^{15}\) so it is important to allocate sufficient resources to its initiation and implementation to enable campaigns to run effectively and be analysed and measured appropriately to determine their impact

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\(^{14}\) See IDEAS SF Global Communications Framework available on MedNet

\(^{15}\) There are several commercially available low or no-cost software solutions for automating some of the basic tasks of social media activity
3.1. STRATEGY

A social media strategy defines how the organisation will use social media to achieve its communications aims and the supporting platform and tools it will use to achieve this.

At a basic level it is a simple statement of intent, outlining the goals and measurable objectives for using social media, and the target outcomes you want to achieve. It does this in the context of the overall business and communications plan so that social media isn’t in a silo but working in parallel with other channels. It isn’t a detailed plan of action – you’ll also need a plan but without a clear strategy, how do you prioritise the activities for a plan? Think strategy first, plan second.

Even if we’re not actively involved in social media, other stakeholders are, including private sector organisations and as we’ve seen from the social media penetration data most likely a significant proportion of citizens. Failing to understand that this is where many people hold conversations means we’re not part of the discussion and can’t influence what happens.

If we don’t know what’s being said, how can we effectively ensure that our key messages are being heard by the people we most want to talk to? Creating a targeted social media strategy will help us focus on using relevant platforms to connect with citizens and avoid simply adding to the noise.

Citizens are active on social media. Mobile, social and the underlying technology have combined to provide an environment in which people can access, use and share information on their terms. Increasingly people are reading blogs or emails less; they may for example just use Facebook as their content stream. The disintermediation of content means that we have to understand the role social plays in citizen communication.

Even though it is only a subset of our total audience, it is also likely that some citizens will want to get information from you via a social network. A good example is the rise of Twitter for customer service, effectively making it a customer enquiry and problem resolution channel. That doesn’t mean ignore traditional forms of customer service, it means updating the customer service framework to factor in social interactions.

Deciding how to connect with a citizen is not a tactical decision, it requires strategic thinking. Social needs to align with the other communication channels so its role is defined and understood, and there are processes and tools in place to cope with demand. Without the strategic vision to drive social interactions there is a risk of inefficiency and inaccuracy.

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16 See IDEAS SF Global Communications Framework available on MedNet
In developing a strategy, it is important to consider key component elements, in the same way that you would with a more conventional communications plan, but tailored for social platforms:

- **Objectives:** What is it we want social media to achieve and with whom? Is awareness in itself enough or is there an action that we would like our target audience(s) to take?
- **Key Performance Indicators (KPI’s).** Setting these based on objectives and engagement with target audiences will enable the creation of success measures for the campaign as whole and ‘in-campaign’ indicators that will enable shifts in tone and content of the messaging as you see where you are gaining most traction with your target audiences, e.g. if deploying a range of creative assets we can see if some generate more engagement with citizens than others, and also look to see if there are any demographic correlations. On that basis we can decide which assets to push, which ones to withdraw and which new ones we may need to create.
- **Insight:** we need to know our target audience, -- their current behaviour, habits, intention and demographic will help to define where they will interact. Target audiences will also include intermediary or influential audiences. In some cases we may just need to brief them on the campaign activity so that they can intervene and support it as necessary\(^{17}\), and in some cases we may want to target them specifically to inform them as an audience in their own right, in which case we will need to create bespoke assets and look to specific audience subsets or groups on social media platforms, including professional platforms such as LinkedIn.
- **Social media is both inbound and outbound communications** We can’t just send out messages. We must make we have the capacity to listen to citizens and where appropriate reply to them too. The information we receive from these interactions can help improve your insight, -- it is real live current data, reflecting current sentiment\(^{18}\)
- **Social media is not free.** The technology available and the platforms may be cheap or free, but staff time isn’t! It takes time to build and sustain momentum
- **Build trust, be reliable and listen.** A campaign idea doesn’t have to be huge or wildly different – it needs to speak and listen to your audience.
- **Actively engaging across multiple communities improves reach and frequency of core messaging.** Being regular and consistent ensures momentum doesn’t drop after the initial launch phase.
- **Provide regular content to engage your audiences, designing & repurposing content for each platform.**
- **Optimise media – SMO (Social Media Optimisation) –** your popularity increases the search ranking results across all community driven sites if you use keywords and hashtags, and your social profiles get back links.
- **Measure, analyse, improve.** Changes can be made during the campaign period, and overall learnings gained will inform future activity.

\(^{17}\) See Appendix 2: Sample of material sent: Guidance for Health Care professionals in England on how to support “Keep Antibiotics working” campaign in social media.

\(^{18}\) See IDEAS global communications framework, “social listening”
3.2. PROTOCOLS

Successful social media campaigns rely on strong project planning and clear adherence to campaign plans and timings, and it is equally important that the team implementing the activity are clear about their roles and responsibilities.

Specific to the platform there will be different responsibilities involved, and these will vary according to the characteristics and idiosyncrasies of each social media platform. Depending on the social media skillset available across the team in channels that are used, the team will require the ability to approve messages, deal with security and legal concerns and create content that will be posted.

It is important to specify who can and can’t use the social media channels in the organisation. They must have the skills and information to react quickly and accurately as the campaign develops. They also need to be very aware of their identity in social spaces, --this should not be from the individual but from the organisation and clearly branded with links to the organisation’s official social sites (e.g. Facebook page).

Setting out clear protocols as part of the campaign planning process will address these issues and can identify any weaknesses or missing elements in the overall campaign plan.

Particular elements to be included:

- Core social media policy for staff to cover basic elements: organisation profiles legal requirements e.g. copyright and intellectual property, authorisation procedures
- Management of cybersecurity risks. As the world becomes increasingly digitalized, it becomes more and more necessary to educate your team on cybersecurity risks. Organisations must be aware and know how to handle any potential threats. To reduce the threat of phishing scams and even ransomware attacks organisations must create secure passwords, avoid phishing emails, spam, scams and any malware threats and know how to respond in the event of a breach.
- Which stakeholders will be part of the campaign (e.g. health NGO’s or patient groups) and how they will help to promote messaging through their own social platforms and what systems they have in place to monitor and manage social media traffic
- Management of incoming and general conversation on social platforms. How and when to intervene, and what can and can’t be shared – making sure that everything gets approved by a responsible team member.
- A detailed programme for deployment of creative assets e.g. gif’s including specific platforms and a daily timetable with a running order of when to release assets and tweet (for Twitter) key messages
- Escalation process in event of unforeseen consequences
3.3. ASSETS

Creative assets are the key to successful social media campaigns and are the core components of a social media toolkit which should be prepared for each campaign.

Digital assets work best when they are simple direct and visual. Given the very short period of time that users are likely to view them they should avoid complex messages, or long copy but rather focus on a single descriptive image and a message, -- either to improve awareness of a subject or encourage citizens to take action. This example is from the recent WHO World Antibiotic Awareness Week, (12 – 18 November 2018).

At an early stage creative assets should be user tested with the target audience group and intermediary influencers to ensure they understand the messages and action recommended.

Increasingly multi country initiatives are being developed using core creative assets. In 2017 a European wide social media campaign was implemented to improve the level of reporting of adverse reactions to medicines, -- one of the indicators of a substandard or falsified product. It was implemented in 19 countries, and based on its success a new initiative aimed at adverse reactions in children is due to be launched in November 2018 with 34 countries collaborating across Europe, South America, Australasia and the Eastern Mediterranean.

The recent WHO campaign for World Antibiotic Awareness Week (12-18 November 2018) adopted this approach and included a number of other assets that could be deployed in healthcare or community settings that would endorse and amplify the social media messaging, and dovetail with the overall campaign ambitions.

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19 Belgium, Bulgaria Croatia Czech Republic Germany Greece Hungary Iceland Ireland Italy Latvia Malta The Netherlands Norway Poland Portugal Romania Sweden United Kingdom
20 See Appendix 1 for Campaign Guidance Document
3.4. RESOURCES

As well as the team to develop and implement the campaign, thought should be given to allocating resource to measure the effectiveness of the activity against the key performance indicators.

Measurement will include efficiency, -- did the campaign reach its target audiences in a timely and cost-effective manner, and effectiveness, -- did it perform against targets set for engagement and action?

For example, in the 2017 Adverse Reaction Campaign cited above:

Objective 1: Participation and Reporting from countries

Nineteen countries took part in the campaign of which 11 completed the evaluation, providing information on increases in reporting.

The baseline of suspected reports from the 11 countries in the previous year was 16,770. Following the campaign, the total number of verified reports was 18,698, an increase of 1,928 reports or 11% - which is more than double the target objective of a 5% increase.

Objective 2: Reach and Engagement

The campaign social media activity achieved 2.3 million impressions (the number of times content was displayed). This resulted in 295,081 views of the animations and 31,102 social media engagements (the number of interactions people had with the content i.e. likes, comments, shares, retweets).

This represented an engagement rate of 13% which is high for this type of campaign21. The animation views exceeded our target of 200,000 by 95,000 or 147%.

The campaign also achieved 72 printed and online articles during the campaign, mainly in the professional and trade press but also in some consumer titles.

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21 See page x for some aggregated average benchmark data from Facebook platform
4. CONCLUSION

Social media is already being widely deployed on topics allied to the work on combatting SF medicines by WHO and regulatory authorities globally to address some of the key issues relating to public health. These range from educating citizens and health care professionals on broad themes such the issues surrounding anti-microbial resistance (AMR) to very specific topics such as adverse reaction reporting. At the heart of these initiatives are awareness building campaigns taking advantage of the sheer scale and breadth of reach and immediacy of social media platforms to communicate quickly and efficiently.

Success for these campaigns relies very heavily on strong campaign and project planning allied to the development of compelling and engaging creative assets which benefit from their ability to be deployed as an overarching campaign concept across many member states with minimal adaptation and cost implication. Historically offline campaigns have been repurposed for online activity using the offline creative as a template, but with examples such as the ADR campaign it is becoming clear that this model can work both ways with offline editorial often stimulated through reporting of the social media activity, thereby enhancing and improving the campaign reach and duration.

Ideally a social media campaign should be used as part of a broader integrated communications strategy, and however it is implemented it is essential to allocate sufficient resources not only to its creation and implementation but also to monitor, intervene and respond as appropriate as the campaign take son its own organic evolution. In particular there must be clear protocols guiding the campaign development and a strong and robust risk recognition and mitigation system in place.
APPENDICES:

Appendix 1: A WHO guide to promote WORLD Antibiotic Awareness Week (18-21 November 2018)

Appendix 2: Guidance for Health Care professionals in England on how to support “Keep Antibiotics working” Campaign
A GUIDE TO PROMOTE

World Antibiotic Awareness Week

12-18 NOVEMBER 2018
Introduction

Our time with antibiotics is running out. Since their discovery, antibiotics have served as the cornerstone of modern medicine. However, persistent overuse and misuse of antibiotics have encouraged the emergence and spread of antibiotic resistance, which occurs when bacteria become resistant to the drugs used to treat them. Antibiotic resistance is rising to dangerously high levels in all parts of the world and is threatening our ability to combat common infectious diseases and support modern medical procedures.

World Antibiotic Awareness Week (WAAW) takes place every November and aims to increase global awareness of antibiotic resistance and to encourage best practices among the general public, health workers, prescribers and policy makers to avoid the further emergence and spread of antibiotic resistance.

The 2018 WAAW campaign seeks to provide greater flexibility to regions and countries to reflect their unique priorities, audiences, levels of awareness, and enabling environment for behaviour change towards handling antibiotics with care. The messaging theme for WAAW 2018 will be anchored in the Global Action Plan on Antimicrobial Resistance (GAP), which offers a One Health and cross-sectoral approach to address the threat of antimicrobial resistance (AMR) through its five strategic objectives.

The five days of World Antibiotic Awareness Week features tailored multiday messaging that corresponds to each of the five strategic objectives of the GAP – awareness, global AMR surveillance, infection prevention and control, optimal antimicrobial use and investment and R&D. Countries and regions can participate in the WAAW campaign throughout the week, and especially on days when the messages and objectives correspond with specific country priorities.

12 Nov 2018, Day 1 – Awareness and Behaviour Change
13 Nov 2018, Day 2 – Global Surveillance and Research
14 Nov 2018, Day 3 – Infection Prevention Control, WASH and the Environment
15 Nov 2018, Day 4 – Optimising use of antimicrobials in human and animal health
16 Nov 2018, Day 5 – Investment and R&D in AMR

During WAAW 2018, WHO and partners will reach the general public, governments, health care professionals, farmers, veterinarians, and a range of other stakeholders through interactive games, infographics, posters and social media assets to raise awareness of the need to act on antimicrobial resistance. This document provides an introduction to the abundance of multiday messages and material for each day of WAAW and provides guidance on ways to promote and participate in 2018 World Antibiotic Awareness Week.
World Antibiotic Awareness Week is all about increasing global awareness of antibiotic resistance and encouraging best practices to help fight it, making social media a fantastic way to spread the message. Throughout WAAW, WHO HQ will be posting on our official social media profiles listed below. Sharing, liking or re-tweeting from these accounts is just one way you can help celebrate this important week.

Remember, antibiotic resistant infections can affect anyone, of any age, in any country. Sharing WHO content will amplify important messages to the widest audience possible and help the global fight against antibiotic resistance.

### HOW TO PARTICIPATE

1) **Download materials:** Print posters, download social media squares, infographics and other WAAW materials to share on social media on the WHO WAAW webpage. They are available in all 6 UN languages. Email waaw@who.int with any questions.

2) **Participate in WAAW multiday messaging social media campaign:** Use the daily ‘focus’ messages and resources provided below to post on social media platforms using WAAW 2018 hashtags. Each day’s message will correspond to one of the 5 GAP objectives.

3) **Participate in general WAAW social media campaign:** Promote WAAW throughout the week using the general WAAW resources provided below.

4) **Interactive Platform and Game** – Share your WAAW event on the interactive platform. Make sure you play the fun and informative interactive game on AMR resistance!

**Download materials and get more information on 2018 World Antibiotic Awareness Week:**


WAAW materials in all 6 UN languages can also be found on the WHO Trello Board:

[https://trello.com/b/Ymp4Behu/who-waaw-campaign](https://trello.com/b/Ymp4Behu/who-waaw-campaign)

### Social Media Accounts

**World Antibiotic Awareness Week** is all about increasing global awareness of antibiotic resistance and encouraging best practices to help fight it, making social media a fantastic way to spread the message.

**WAAW Social Media Accounts**

- **Twitter:**
  - ![Twitter logo](image)
  - [https://twitter.com/WHO](https://twitter.com/WHO)

- **Facebook:**
  - ![Facebook logo](image)
  - [https://www.facebook.com/WHO](https://www.facebook.com/WHO)

- **Instagram:**
  - ![Instagram logo](image)
  - [https://www.instagram.com/who/](https://www.instagram.com/who/)

**WAAW 2018 Hashtags**

- #StopDrugResistance
- #AntibioticResistance
World Antibiotic Awareness Week
Multiday Campaign

5 days, 1 day for each GAP objective

The Global Action Plan on AMR outlines five strategic objectives for tackling the threat of antimicrobial resistance. Below we outline both the GAP objective and intended focus message for each day, as well as some suggested social media posts that cover the range of thematic areas during the week. You can use these posts or create your own using the key daily messages as inspiration across Twitter, Facebook, Instagram or other social media platforms. Don’t forget to include the official hashtags! We encourage social media messaging to reflect the priorities, challenges & successes most applicable to your region, country or area of expertise/interest, whether this means engaging with the campaign more generally or on key thematic days.

We have also developed social media squares (animated GIFS and still images) to use and share, which correspond with the daily focus messages. There are 2-3 social media squares developed for each of the campaign days, which can be paired with suggested social media posts or used separately. They are available for download here: http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material

Day 1 – Awareness and Behaviour Change

**GAP Objective 1:** Improve awareness and understanding of antibiotic resistance through effective communication, education and training

**Daily focus message:** Help people understand why antibiotic resistance is happening, that it poses a genuine risk to our future health, and that we all can do something to help

Social media GIFS/stills are available to download at: [http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material](http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material)

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#AntibioticResistance can affect people of any age and in any country.

You can help #StopDrugResistance.

Handle antibiotics with care.

---

#AntibioticResistance poses a big threat to global health. Proper use of antibiotics is key to #StopDrugResistance

---

The rise of #AntibioticResistance is leading to untreatable infections which can affect anyone, of any age, in any country. It is the bacteria itself, not the person or the animal, that becomes resistant to antibiotics.

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The rise of #AntibioticResistance is threatening our ability to treat common infectious diseases, resulting in prolonged illness, disability & death.

#StopDrugResistance

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Campaign material from previous WAAW campaigns are can be found here: [http://www.who.int/campaigns/world-antibiotic-awareness-week/archives/en/](http://www.who.int/campaigns/world-antibiotic-awareness-week/archives/en/)
13 NOV 2018

Day 2 – Surveillance and Research

**GAP objective 2**: Strengthen knowledge and evidence base through surveillance and research

**Daily focus message**: Mobilize laboratories in every country to look for evidence of bacterial resistance to help build a global picture of how it is spreading and where it poses the greatest risk

**Social media GIFS/stills** are available to download at: http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material

To learn more about WHO AMR surveillance and research, visit: http://www.who.int/antimicrobial-resistance/global-action-plan/surveillance/en/

14 NOV 2018

Day 3 – Infection Prevention and Control, WASH and the Environment

GAP objective 3: Reduce the incidence of infection through effective sanitation, hygiene and infection prevention measures

Daily focus message: Campaign for all hospitals and health-care centres to do their utmost to keep infections at bay with the best possible sanitation and hygiene measures available

Social media GIFs/stills are available to download at: http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material

Help prevent infection through GOOD HYGIENE

Effective waste TREATMENT can protect the environment and reduce antibiotic resistance

Drug-resistance is circulating among humans, animals, and the ENVIRONMENT

Drug-resistance is circulating among humans, animals, and the ENVIRONMENT

You can help prevent #AntibioticResistance. Preventing infections can reduce the use of antibiotics and limit the spread of antibiotic resistance. #InfectionPrevention can help #StopDrugResistance.

Through good #handhygiene we can prevent infections (and avoid the need for antibiotics). Everyone can play a role to tackle #AntibioticResistance.

Here's what you can do to #StopDrugResistance:
- Help prevent infections through good #handhygiene.
- NEVER share antibiotics.
- Always seek the advice of a qualified health care professional before taking antibiotics! #AntibioticResistance

Effective waste treatment can protect the environment & reduce #AntibioticResistance

To find more information on how Infection Prevention and Control, Water Sanitation and Hygiene (WASH) and the Environment impact antimicrobial resistance, visit:
IPC: http://www.who.int/infection-prevention/en/
15 NOV 2018

Day 4 – Optimise antibiotic use

GAP objective 4: Optimise the use of antimicrobial agents in human and animal health

Daily Focus Message: Use the antibiotics that are still effective as wisely as possible. Ensure antibiotics are only given to patients who really need them, regulate how they are distributed, and handle them with care

Social media GIFs/stills available to download at: http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material

Antibiotics DO NOT treat viral infections, like colds and flu. Proper use of antibiotics is key to fighting #AntibioticResistance.

Think twice. Seek advice. Taking antibiotics when they are not needed accelerates emergence of #AntibioticResistance, one of the biggest threats to global health. You can help #StopDrugResistance!

ALWAYS seek the advice of a qualified healthcare professional before taking antibiotics. Help us stop the spread of #AntibioticResistance.

Remember: Never share #antibiotics (not even with family). You can help stop the spread of #AntibioticResistance.

ALWAYS take antibiotics as prescribed by your health care professional. And never buy antibiotics from unregulated sources like street vendors, the black market or online.

Help #StopDrugResistance

ALWAYS seek the advice of a qualified healthcare professional before taking antibiotics. Help us stop the spread of #AntibioticResistance.

Remember: only take #antibiotics a health professional has prescribed TO YOU. We can stop the spread of #AntibioticResistance.

Participate in the #AntibioticResistance Twitter Storm!

WHO, US CDC, ECDC, key partners and Member States are participating in a Twitter storm to send a unified message about taking action against antibiotic resistance. Join us and amplify the message by sending the following tweet at

9 AM EDT (Eastern Daylight Time/ UTC -4.00) on 15 November 2018:

“Antibiotic resistance is one of the most urgent global health threats. Everyone has a role

**16 NOV 2018**

**Day 5 – Investment and R&D**

**GAP objective 5:** Develop the economic case for sustainable investment that takes account of the needs of all countries, and increase investment in new medicines, diagnostic tools, vaccines and other interventions.

**Daily focus message:** Urge governments, funding agencies, and the private sector to invest in new tools, skills and technologies so that our medicines are secured for generations to come.

**Social media GIFs/stills** available to download at: [http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material](http://www.who.int/who-campaigns/world-antibiotic-awareness-week/advocacy-material)

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The world is running out of antibiotics. We need to take action to protect human health and #StopDrugResistance.

Without urgent action we are heading for a future in which infections and minor injuries could once again KILL. #StopDrugResistance.

The fight against #AntibioticResistance depends on greater investment in research and development of new antibiotics, vaccines, and diagnostic tools. We must act now, change can’t wait. #StopDrugResistance.

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Additional information about innovation, investment and R&D on AMR can be found below:

[http://www.who.int/medicines/access/antimicrobial_resistance](http://www.who.int/medicines/access/antimicrobial_resistance)

<table>
<thead>
<tr>
<th>Misuse of antibiotics puts us all at risk.</th>
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<tbody>
<tr>
<td>Taking antibiotics when you don’t need them speeds up #AntibioticResistance.</td>
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<tr>
<td>Help #StopDrugResistance</td>
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<table>
<thead>
<tr>
<th>Curious about #AntibioticResistance?</th>
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<tbody>
<tr>
<td>Play WHO’s interactive game to learn more about everyday causes &amp; solutions to the global threat of AMR &amp; what YOU can do to help. bit.ly/2hhqDjc</td>
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</tbody>
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<table>
<thead>
<tr>
<th>#AntibioticResistance happens when bacteria change and become resistant to the antibiotics used to treat them. This can make diseases caused by these bacteria harder to treat.</th>
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<tbody>
<tr>
<td>#AntibioticResistance fact: Pathogens don’t respect national borders.</td>
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<tr>
<td>Some of the world’s most common—and potentially most dangerous—infections are proving drug-resistant</td>
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<table>
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<tr>
<th>#AntibioticResistance occurs everywhere in the world. It can affect anyone, of any age, in any country.</th>
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<td>When it comes to antibiotics - think twice, seek advice! We can stop the rise of #AntibioticResistance</td>
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<table>
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<tr>
<th>It is up to all of us to help #StopDrugResistance. #AntibioticResistance is one of the biggest threats to global health, food security, and development. Change can’t wait.</th>
</tr>
</thead>
<tbody>
<tr>
<td>The misuse and overuse of antibiotics is accelerating the threat of #AntibioticResistance. This can undermine the SDGs and our goal of ensuring Health for All. #StopDrugResistance</td>
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</tbody>
</table>
Appendix 2: NHS England How you can support the “Keep Antibiotics Working” campaign with social media

The ‘Keep Antibiotics Working’ campaign key messages and paid social media adverts are public facing. You can find details of these in the Social Media Toolkit for Partners on the Campaign Resource Centre, along with creative assets that support the public facing campaign.

We have developed social media posts specifically for healthcare professional audiences. These messages grouped by:

- general messages about the campaign and antibiotic resistance,
- messages that encourage people to download free campaign collateral, and
- messages encouraging healthcare professionals to become Antibiotic Guardians.

Please use any of the campaign creative assets available on the Campaign Resource Centre in your posts to support these messages, and remember to use the campaign hashtag #KeepAntibioticsWorking

GENERAL MESSAGES

Twitter
- We are supporting the @PHE_uk #KeepAntibioticsWorking campaign. We all need to take action to preserve antibiotics
- Antibiotic resistance is a global crisis. The #KeepAntibioticsWorking campaign by @PHE_uk is taking action to help preserve antibiotics
- Without antibiotics, routine surgeries & cancer treatments may become life threatening. We're supporting the @PHE_uk #KeepAntibioticsWorking campaign

Facebook
- More than 3 million cancer treatments and surgical operations a year may become life threatening without effective antibiotics. Public Health England’s #KeepAntibioticsWorking campaign encourages the public to take their doctor’s/nurse’s/pharmacist’s [amend as appropriate] advice on antibiotics. We all have a part to play in tackling antibiotic resistance. https://youtu.be/ef4QHUS5760
- Antibiotic resistant bloodstream infections rose 35% between 2013 and 2017. We all need to take action to help preserve antibiotics #KeepAntibioticsWorking
Twitter

➢ Help #KeepAntibioticsWorking - download free resources to alert the public to the issue of antibiotic resistance. [Link to Campaign Resource Centre]

➢ @PHE_uk #KeepAntibioticsWorking campaign urges the public to take their doctor or nurse’s advice on antibiotics. Free resources: [Link to Campaign Resource Centre]

Facebook

➢ #KeepAntibioticsWorking national campaign has launched. Help tackle antibiotic resistance by playing your part in preserving antibiotics and share the ad for the campaign here https://youtu.be/ef4QHUS5760

BECOMING AN ANTIBIOTIC GUARDIAN

Antibiotic Guardian is a programme that is a part of Public Health England’s strategic response to increase knowledge and encourage behaviour change concerning AMR. Antibiotic Guardian urges healthcare professionals to take one of a number of pledges to help personal and organisational commitment to preserve antibiotics at antibioticguardian.com. Please do not use to target members of the public.

Twitter

➢ Become an Antibiotic Guardian: make a pledge to preserve antibiotics and support the #KeepAntibioticsWorking campaign www.antibioticguardian.com

➢ In 30 years-antibiotic resistance is estimated to kill more than cancer and diabetes combined. Become an Antibiotic Guardian www.antibioticguardian.com and help preserve antibiotics.

Facebook

➢ In just over 30 years, it’s estimated that antibiotic resistance will kill more people than cancer and diabetes combined. Help us to #KeepAntibioticsWorking and become an Antibiotic Guardian www.antibioticguardian.com

➢ The total consumption of antibiotics in England declined by 4.5% from 2013 to 2017. But there is more work still to be done. Become an antibiotic Guardian today and make a pledge to #KeepAntibioticsWorking www.antibioticguardian.com