



# Digital Communication Toolkit: Best Practices for Organisations in India

**Content developed by:**

Alyssa Jordan, Katelin Moran, Mariam Siddiqui, Veronica Thomas,  
Mehak Jain, Daniella Rivera-Burrell, Mike Newton-Ward,  
Sarah Parvanta, Ishu Kataria, & Sandra Travasso

**Designed by:**

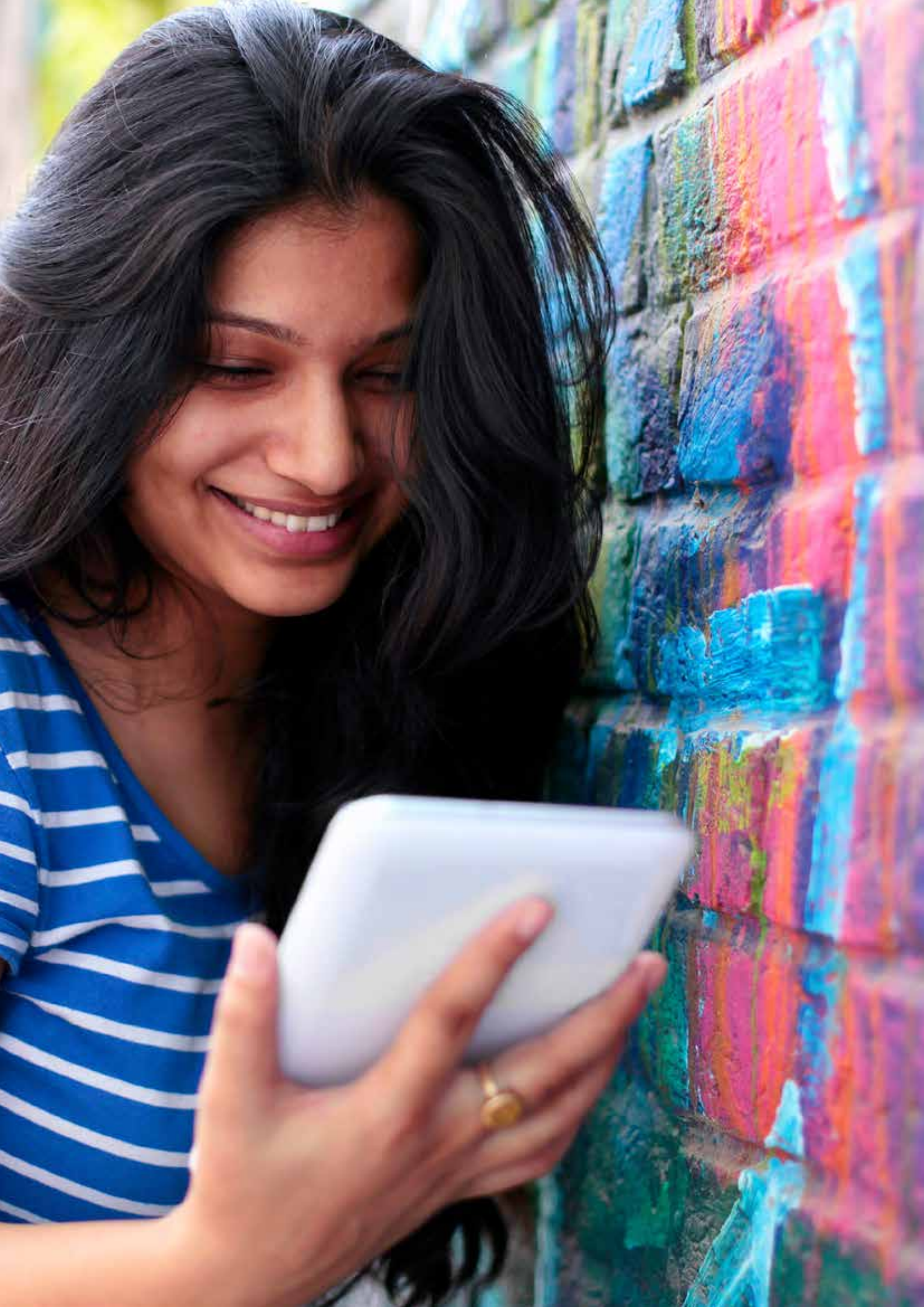
Ally Elspas

**Special thanks to:**

Suneeta Krishnan, Linda Squiers, Saheba Bhatnagar, Ritu Sinha,  
Jon Poehlman, The Indian Cancer Society, & Public Health Foundation of India

‘The radical and transformative developments in information and **communication technologies** offer **unprecedented opportunities** to enhance population and individual health.’

K. Viswanath  
Faculty Director  
Health Communication Core  
Harvard T.H. Chan School of Public Health



# Contents

4	Introduction
6	About This Toolkit
10	<b>Step 1: Understand Your Audience</b>
18	<b>Step 2: Define Your Objectives</b>
22	<b>Step 3: Select Your Strategies and Tactics</b>
32	<b>Step 4: Craft Your Messaging and Content</b>
42	<b>Step 5: Select Your Tools</b>
51	<b>Step 6: Track Your Impact</b>
58	Partner With Us
60	References

The digital communication revolution has transformed for public health practice globally. Digital tools, such as websites, mobile phones, social media platforms, and email allow public health professionals to

Reach

diverse populations with essential health information

Engage

populations in health promotion efforts

Influence

individuals and communities to choose healthy behaviours and

Incite

action around health issues

## **INDIA'S COMMUNICATION REVOLUTION IS WELL UNDER WAY**

More than 225 million Indians are using the Internet<sup>1</sup> to search for information, enjoy online entertainment, and participate in social networking.<sup>2</sup> Moreover, in 2016, India became the second country to reach 1 billion mobile phone subscribers, with many Indians now opting to access the Internet using mobile devices.<sup>3</sup> Among Indian Internet users, about 62% are on social networking sites such as Facebook, Twitter, Instagram, YouTube, and Quora.<sup>4</sup> In fact, India is the largest market for Facebook after the United States, with 142 million users. Among social media users in India, 9 in 10 access the sites from their mobile devices.<sup>5</sup>

## **DIGITAL COMMUNICATION INITIATIVES HOLD GREAT POTENTIAL FOR HEALTH PROMOTION AND DISEASE PREVENTION IN INDIA**

Digital communication can dispel myths, disseminate evidence-based information, promote behaviour change, empower individuals, and engage and organise communities. Recent unpublished research conducted by Research Triangle Institute Global India Private Limited (RTI Global India) found that Indian communities are increasingly turning to digital platforms, such as Wikipedia and social media sites, for cancer information. However, Indian organisations often lack the resources, digital literacy, and strategic planning to harness digital techniques for health impact.



# ABOUT THIS TOOLKIT

This Digital Health Communication Toolkit provides a step-by-step guide to help Indian organisations navigate and fully leverage digital communication activities for public health. The toolkit incorporates best practices, case studies, and expert recommendations to maximize impact. It also outlines an accessible digital approach to disseminate health information and overcome widespread barriers to health promotion and disease prevention, including health care screening, diagnosis, and treatment in India.



**Read on to learn and apply our six-step digital approach based on the trusted POST (People, Objectives, Strategies, Tactics) framework for digital strategy.<sup>6</sup>**

Looking for hands-on support? Contact us at [Indiaprojects@rti.org](mailto:Indiaprojects@rti.org)



A close-up, profile view of a young man with a beard and short brown hair, smiling broadly while talking on a white mobile phone. He is wearing a blue button-down shirt. The background is a blurred outdoor setting with green foliage and a bright sun flare in the upper right corner. A semi-transparent white overlay covers the left side of the image, containing a list of six steps.

**STEP 1:** Understand  
Your **Audience**

**STEP 2:** Define  
Your **Objectives**

**STEP 3:** Select Your  
**Strategies and Tactics**

**STEP 4:** Craft Your  
**Messaging and Content**

**STEP 5:** Select Your **Tools**

**STEP 6:** Track Your  
**Impact**

## Key Terms

- **Communication:** The act of exchanging information with another person or group of people through speech, writing, or graphics.
- **Communication Channels:** A means through which communication is delivered. Examples of traditional media channels include newspapers, television, and the radio. Examples of digital communication channels include websites, social media, and mobile devices.
- **Digital Communication Initiative:** An organised effort using traditional media and digital communication channels to share information, invite dialogue, and create a shared experience for audiences.
- **Health Impact:** Any influence on the knowledge, beliefs, or behaviours of a community that benefits health outcomes.





## WHO should use this toolkit?

---

This toolkit is designed for use by public health organisations in India.

## WHAT is this toolkit about?

---

Apply the six-step approach in this toolkit to design, implement, and evaluate any digital communication initiative.

## WHEN should you use this toolkit?

---

Use this toolkit to develop or refine a digital communication initiative (such as a website, Facebook, Twitter, blogs/vlogs, webinars) for the community you serve.

## WHY should you use this toolkit?

---

Harness digital communication initiatives to have a powerful impact on health outcomes. This toolkit's evidence-based tips, techniques, and resources will help ensure that your digital communication efforts are successful.

## HOW should you use this toolkit?

---

Follow the recommendations and fill in the "Build My Initiative" page for each of the six steps to develop your digital communication initiative.

OR

Refer to individual steps to refine a current digital communication initiative.

### CANCER CONTROL: AN EXAMPLE

The six-step approach presented in this toolkit can be used for any health topic. However, we primarily provide success stories from cancer control to illustrate how digital communication can address India's unique barriers to screening, early detection, and treatment. These barriers include poverty, caste and gender inequities, stigma, fatalism, and superstitions.<sup>7</sup> As Harvard University health communication expert Dr. Viswanath highlights, "If there is a coordinated cancer communication strategy that takes advantage of the communications revolution, it may very well be possible to accelerate the declines in cancer mortality ... in the developing world."<sup>8</sup> Digital communication initiatives have been successful in other parts of the world and hold similar promise for cancer control and other health issues in India.

# STEP 1: UNDERSTAND

# YOUR AUDIENCE



**Who are you trying to reach?** In this section, you will learn how to describe and select groups of people to engage. Developing as much insight as possible about who you are trying to reach will help you understand how to effectively collaborate and communicate with them. Imagine you want to encourage breast cancer screening; you may be tempted to use digital communication to reach out to all women in India with a one-size-fits-all approach. However, choosing specific priority audiences based on characteristics they share will help you reach and engage the people who are most ready to take action. Selecting a priority audience and tailoring your messages to them will also help you stretch your resources and maximize the impact of your initiative.

**The most critical step in digital communication is to put people first.** Your digital communication initiative has the greatest potential for success if it first meets the needs and desires of the people (or users) you want to reach, rather than the needs and



## Stories of Success

In 2014, Philips India, a technology company, launched the Husbands Initiated Movement (HIM) initiative to fight breast cancer. The HIM initiative asked Indian husbands to perform a 10-minute household task, thereby allowing their wives time to perform a breast self-examination. The initiative focused on husbands as helpful partners who want to help their wives stay healthy. As a result, almost 50,000 people used the breast self-examination tool on the Philips website.

desires of your organisation. Consider your audience throughout each phase of initiative development, whether you are selecting your digital platform (such as text messaging, blogging) or testing a website's functionality.

**Groups of people in India** differ on variables such as gender, state of residence, income level, attitudes, and preferred communication channels. For example, to prevent tobacco use, you would say different things to a high school student who has never tried tobacco than you would to a current tobacco user. Think of audience segmentation: the process of dividing people who might encounter your initiative into different audience groups, like a fruit basket with bananas, papayas, mangoes, and pomegranates. You may want to have each fruit for different meals, rather than all at the same time: bananas and mangoes for breakfast, papayas for lunch, and pomegranates for dinner. Just as you select the appropriate fruit for each meal, audience segmentation enables you to select the appropriate audiences for each health objective and communication effort. Tailoring your digital communication initiative to match the shared attributes of your priority audiences will help make your initiative a success.

The segmentation characteristics shown in Table 1 are helpful in dividing the population of India into smaller groups of people with shared attributes.

**Table 1. Audience Segmentation**

Characteristic	Segmentation Groups	Example
Age	14 or younger, 15–24, 25–34, 35–44, 45–54, 55–64, 66–74, 75 or older	If a certain cancer occurs more in one group than another, speak to that group.
Gender	Male, female, transgender	If a certain cancer occurs more in one group than another, speak to that group.
Marital status	Single, married, widowed, divorced/separated	If a certain cancer occurs more in one gender than another, speak to that group.
Income	Low, lower middle, middle, upper middle, high	If a certain cancer occurs more in one group than another, speak to that group.
Ethnic or religious minorities	Marathi, Gujarati, Oriya, Bengali, Parsi, Bihari, Punjabi, Kannadiga, Tamil, Memon, Bastar, and so on	Consider how regions differ in cultural beliefs and values.
State	Delhi, Maharashtra, Tamil Nadu, Kerala, Bihar, Rajasthan, Uttar Pradesh, and so on	If a particular state has greater rates of cancer, focus your efforts in that state rather than on the whole country.
Occupation	Farmer, teacher, accountant, health care provider, construction worker, auto rickshaw driver, shop owner, and so on	If workers in certain jobs are exposed to carcinogens or have higher rates of cancer, what specific actions can they take to reduce their exposure?
Literacy	High, medium, low	Consider the literacy differences between rural and urban areas and between men and women. Use graphics and visuals to convey messages to groups with lower literacy levels.
Media preferences	Television, radio, social media, newspapers, word of mouth	Use the type of media most often used by the group you want to reach. This often varies by age group or by access to mobile phones and the Internet. If you cannot use the group's first choice, go to their next choice.
Barriers to healthy behaviour	Time, health care access, knowledge, skills, consequences of doing the behaviour, approval of others	Engage people in behaviours they will find rewarding and easy, and that are approved by their friends.
Psychographics	Values, aspirations, fears, hopes, personality traits—the things that define a person	Create messages that connect to what people say is important to them. If people all value time with their families, create messages that tie cancer screening to remaining healthy for their families.

## How Do I Obtain Information About My Priority Audiences?

Research and engage the following sources online or talk to people in person to fully understand your audience's characteristics, wants, and needs:

### 1. Existing research and data:

Leverage data on demographics, healthy behaviours, clinical outcomes, and lifestyle activities that others have already collected or analyzed. Conduct basic Internet searches or access statistics using [IndiaStat.com](http://IndiaStat.com), the [District Level Household & Facility Survey](#), the [National Family Health Survey](#), the [Annual Health Survey](#), the [Census of India](#),<sup>9</sup> or the [National Sample Survey](#). You might also look at national reports, which often detail the state of society and its people.

2. **Formative research:** When information about your audiences does not already exist, you can conduct your own natural observations, focus groups,

interviews, or surveys. You can learn about how to make the most of natural observations,<sup>10</sup> how to conduct focus groups and interviews,<sup>11</sup> and how to create and conduct surveys.<sup>12</sup>

If you are unable to talk with members of your audience directly, try “listening” to conversations on Facebook or Twitter to understand how your audiences behave online.

Similarly, try putting yourself in the shoes of different audience members by creating visual descriptions of these people (such as persona sketches). Persona Sketches typically include a stock photograph and a few fictional quotes and descriptive characteristics such as how a person looks, thinks, and feels about the specific health topic of interest. Sketches can also describe how the persona processes and understands information.



Start to build your initiative by completing the following “Understand Your Audience” activities, then proceed to Step 2: Define Your Objectives.

## BUILD MY INITIATIVE: UNDERSTAND YOUR AUDIENCE

### Plan your Listening Approach

Listening is what we naturally do before joining any type of conversation. It is important to listen to the people you want to reach, like you do in personal conversations. Answer the following questions to help you plan your listening approach:

- Who will you listen to (for example, women, people in a certain state, other organisations, policy makers)? This will help determine your priority audiences.
- 

- What questions will you ask your audience to better understand what they think, feel, or do? (Consider some of the segmentation variables listed in Table 1.)
- 

- What methods will you use to answer your questions (for example, focus groups, talking to people at shops, social media searches, Google search)?
- 

### Listen to Your Audience

Use the communication methods you identified in Step 1 to answer the following questions about your audience:

- How do people talk about the health issue of concern?
- 

- What information does your audience want?
- 

- What problems are they trying to solve?
- 

### Segment Your Audience

Look for themes and insights based on what you learned about your audience. Are certain groups saying the same thing? If so, start to segment people into audiences for your communication based on what you heard in Steps 1 and 2. (For example, if many people say they fear cancer screening, they can become a segment where you can focus on screening benefits and address their fears in your communication.) Answer the following questions to help segment your audience.

- What similar sentiments have people shared about their health issues and barriers or facilitators to health?
- 

- What similar characteristics do your audience members have (for example age, gender, occupation, state, income, media preferences)?
-



## **Describe your Audience Segments with Persona Sketches**

Using the similar group sentiments and characteristics you identified, describe what these groups look like, how they act, how they feel about the health issue of concern, and what their daily lives are like. Use your insights to create “personas” for your audience segments.

Personas are fictitious characters you can create to represent different audience segments. To create a persona, simply identify a prototypical member of your audience segment. Use your understanding of the audience segment to create a memorable character, but avoid stereotypes or depictions that do not sound real.



### **Example Persona Sketch: Deepa the Doctor**

- » 35 years old
- » Medical oncologist
- » Oversees her patients’ cancer care and coordinates treatments with other specialists
- » Has been Practicing medicine for 5 years
- » Married for 10 years
- » Has two children, one in class 2 and one in class 4
- » In her free time, she likes to cook and read the newspaper

**“I want to make treatment decisions that are the best for my patients, but it can be hard to know what they want. I feel like some patients prefer that I just tell them what to do. They don’t seem to want a say.”**

**“I’m not sure how to explain the treatment options to my patients in a way that they understand. I worry that the language I’m using is too scientific.”**

## Now Create a Persona Sketch for Your Audience Segment

Attribute	The Persona
Name	
Demographics (age, gender, marital status, income, ethnicity, occupation, state) and life stage	
Occupation	
Family/household situation	
Current relevant (or competitive) behaviours	
Emotions and attitudes about priority behaviours	
What is important to them	
Where they go	
What they read, watch, and listen to	
Who is important in their life	
Their key assets and limitations	
A regular ritual for them	
Who they socialize with	
A source of pleasure for them	
Something they are proud of	
Something they would like to do better	
One of their major frustrations	
What they like to do in their leisure time	
Their attitude toward change	

## Prioritize Your Audience Segments

Think about your health program's goals. Which segments would be best to work with to reach your goals? Use the following criteria to decide:

- **Size:** Is the segment large enough to make an impact on the problem?
- **Reachable:** Can you use the media they prefer to communicate with them?  
Are they in an area you can easily reach?
- **Resources:** Do you have the resources necessary to target and impact the segment?

Fill in the following table to identify which segment should be your priority.

Audience Segment	Size?	Reachable?	Resources?



# STEP 2: DEFINE YOUR OBJECTIVES

**What are you trying to accomplish?** Objectives are the specific measurable results of your digital communication initiative. To define your objectives, prioritize the short- or long-term changes you want to see. Completed objectives serve as evidence of your achievements, such as a 10% increase in cancer screening at a community clinic within 3 months. In this section, you will outline specific health issues and what knowledge, beliefs, and behaviours you want to influence to help people meet those challenges.

**Because digital communication is all about people**, the objectives for your initiative should be based on what your priority audience wants to achieve. Use the research methods described in Step 1: Understand Your Audience above to understand the problems facing your audience and what it would look like if things improved. This model of collaboration, or co-creation, will help ensure that your efforts are meaningful and appreciated by the people you aim to support.

Objectives should follow the **SMART model**:

**Specific:** Ensure that your objective is well defined.

**Ask:** What exactly do you want to achieve? When? Where? How? With whom?

---

**Measurable:** Break your objective into measurable elements that can be tracked for impact.

**Ask:** How will you know when your objective has been achieved?

---

**Attainable:** Assess whether your objective is achievable given constraints in time, resources, and commitment.

**Ask:** How realistic is your objective given any limitations and constraints?

---

**Relevant:** Clarify that your objective is meaningful to your audience.

**Ask:** Does your priority audience care about achieving your objective?

---

**Time-Sensitive:** Outline the time frame for achieving your objective.

**Ask:** What can be achieved now? Six months from now? A year from now?

## Making an objective SMART

**Not-so-SMART objective:** Encourage healthy habits among youths to prevent cancer and other noncommunicable diseases.

**SMART objective:** Decrease the number of tobacco retailers within a 100-meter radius of schools and colleges in New Delhi by 10% within 6 months.

Objectives fall into three broad categories about what you want to achieve in the short or long term. For each type of objective, we have provided questions, answers, and potential evaluation measures to help guide the development of your objectives. Note that the measurement of your objectives and overall evaluation of your digital communication initiative will be discussed in detail in the **Step 6: Track your Impact** section of this toolkit.

**1. KNOWLEDGE OBJECTIVES:** When you want your audience to learn something new.

**Ask:** What information would your audience find motivating or important?

**Sample answer:** Knowledge about when to seek cancer screening services.

**Evaluation measure:** The percentage of women who recall how often they should be screened for breast cancer.

**2. BELIEF OBJECTIVES:** When you want your audience to believe something or feel a certain way.

**Ask:** What attitudes and opinions best support your audience?

**Sample answer:** Confidence in the ability to prevent certain cancers through lifestyle changes.

**Evaluation measure:** The extent to which your audience agrees or disagrees with this statement: “I can prevent cancer by engaging in healthy habits.”

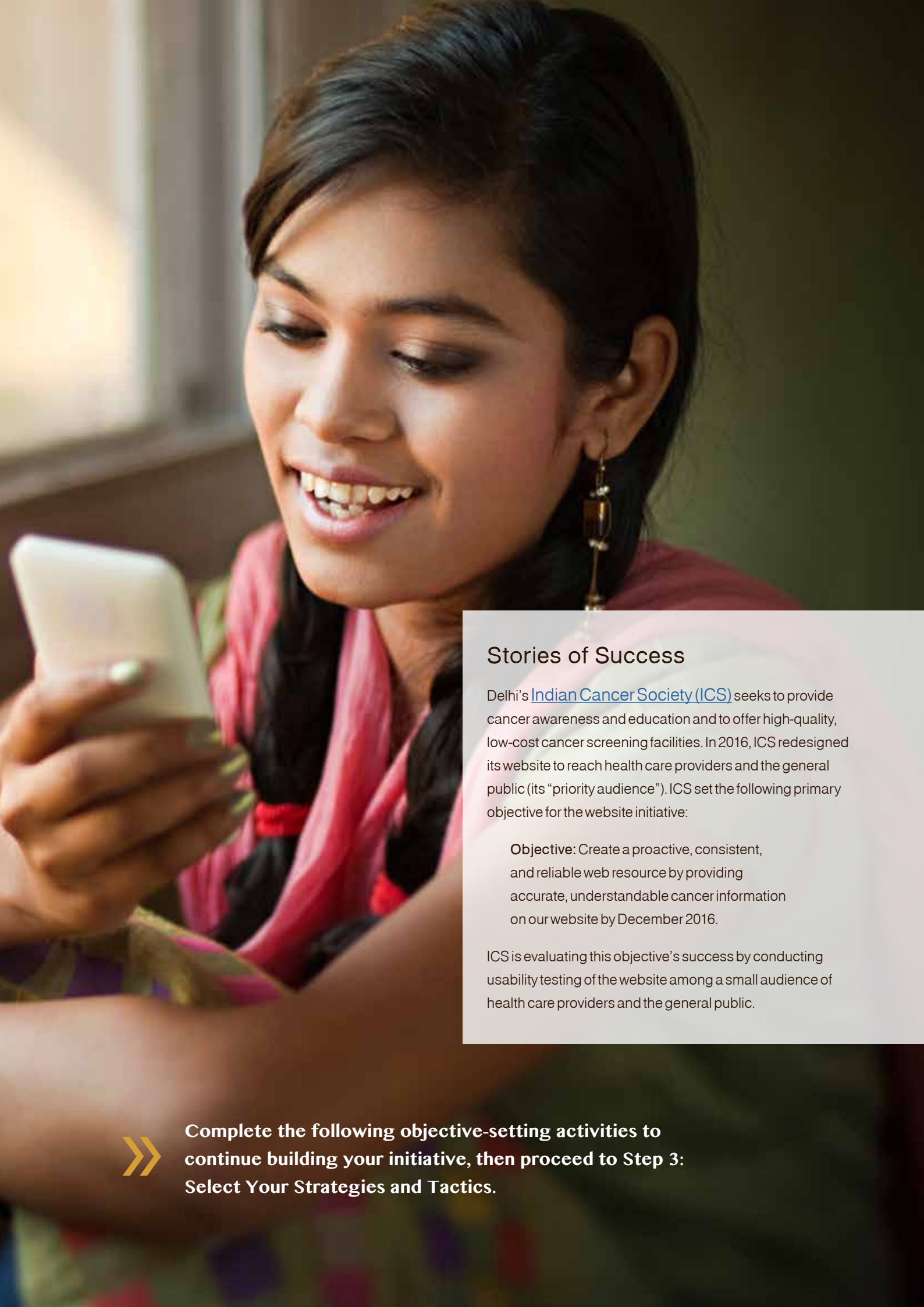
**3. BEHAVIOUR OBJECTIVES:** When you want your audience to change what they do.

**Ask:** What actions could your audience take to overcome their health challenge?

**Sample answer:** Quit smoking or using chewing tobacco.

**Evaluation measure:** The percentage of your audience that stopped using tobacco within a certain period.

Remember to keep these objectives specific to your digital communication initiative. Your organisation may have a mission statement or yearly targets, but the objectives you create should be unique to the digital efforts you plan to implement.



## Stories of Success

Delhi's [Indian Cancer Society \(ICS\)](#) seeks to provide cancer awareness and education and to offer high-quality, low-cost cancer screening facilities. In 2016, ICS redesigned its website to reach health care providers and the general public (its "priority audience"). ICS set the following primary objective for the website initiative:

**Objective:** Create a proactive, consistent, and reliable web resource by providing accurate, understandable cancer information on our website by December 2016.

ICS is evaluating this objective's success by conducting usability testing of the website among a small audience of health care providers and the general public.



**Complete the following objective-setting activities to continue building your initiative, then proceed to Step 3: Select Your Strategies and Tactics.**

## BUILD MY INITIATIVE: DEFINE YOUR OBJECTIVES

My digital communication initiative so far...

**AUDIENCE:** \_\_\_\_\_ (for example, youths aged 18 to 24)

Based on what you learned in the **Step 1: Understand Your Audience** section, write your priority audience here.

Using one of the audience groups you identified in the the **Step 1: Understand Your Audience** section, fill in the blanks below to clarify the knowledge, beliefs, or behaviours you want to influence and to refine your ideas into SMART objectives. Remember, objectives are the specific, measurable, attainable, relevant, and time-sensitive results of your digital communication initiative.

---

### OBJECTIVE #1

**State your draft objective:**

---

**Define an objective type** (knowledge OR belief OR behaviour):

**Knowledge objective:** What information does your audience need to know to make decisions about the health issue of concern?

---

**Belief objective:** What attitudes and opinions best support your audience?

---

**Behaviour objective:** What actions could your audience take?

---

**Make your objective SMART** (address all questions):

**Specific:** What exactly do you want to achieve? When? Where? How? With whom?

---

**Measurable:** How will you know when your objective has been achieved?

---

**Time-Sensitive:** Within what time frame do you aim to accomplish your objective?

---

State your **SMART** objective:

By \_\_\_\_\_, \_\_\_\_\_ will achieve/accomplish  
[Time frame] [Name of organisation/group]

---

[Specific outcome, with a number or percentage that you can measure]

# STEP 3: SELECT YOUR STRATEGIES AND TACTICS



**What will motivate your priority audience?** Now that you have determined who you are trying to engage and what you want to achieve, what are you going to do and how are you going to do it?

## Key Terms

- **Strategy:** The ‘big picture’ or overall approach you take to achieve the objectives you set for your initiative.
- **Tactics:** The various activities you conduct to implement your strategy.



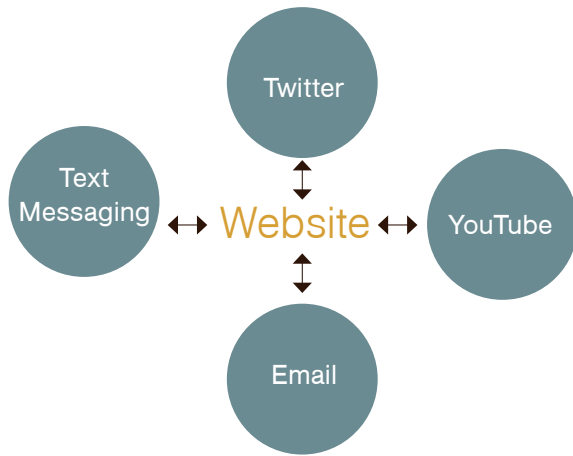
**Table 2. Examples of Strategies and Tactics**

Strategy	Tactic
Encourage prostate screening among young men by making it more fun and less taboo by changing social norms and socializing the behaviour.	Launch <a href="#">Movember</a> ,* an annual campaign that involves growing moustaches during November to raise awareness about prostate cancer screening and early detection. The campaign includes several tactics, such as in-person fundraisers, social media photo sharing, and a user-submitted video contest.
Raise awareness of breast cancer and early detection by evoking pride among Indian women through storytelling.	Launch the <a href="#">HealthCare Global Enterprises</a> campaign, which uses transgender women as symbols of femininity and spokespeople on billboards and in a film to persuade women to take pride in the breasts they were born with and protect them by conducting self-examinations.

Below we outline potential strategies and tactics you might adopt. While reading about the benefits and key components of each strategy and tactic, think about how they might help you achieve your objectives and engage your audience. You can use these strategies and tactics individually or in combination for any project—whether you are creating a website or managing a text messaging campaign. Think of them as building blocks that you combine to build your strategy.

» **EMPLOY A HUB AND SPOKES STRATEGY.** Multiple digital platforms, such as websites and social media accounts, can overwhelm and confuse Internet users. To increase awareness of your organisation and ensure consistency across your communication channels, house all your products and information on one dedicated platform—typically a website because the content is more ‘static.’ This website will serve as the hub, with all tactics and activities serving as spokes linking back to the hub (see Figure 1 for an example). To facilitate this integrated communication strategy, use one logo and color scheme across all platforms. Also, develop a hashtag to connect your content across social media platforms like Facebook, Twitter, and Instagram. As an example, the HIM initiative used one primary website to distribute its breast self-examination tool and the #HIMInitiative hashtag to engage users in a contest on social media and drive users back to the site to use the tool. Sample tactics or spokes might include the following:

- A YouTube video contest in which users submit their own videos
- A Twitter feed updated daily with the latest campaign news and updates
- Text messages reminding people to make appointments to get screened and support early detection
- Emails highlighting new resources and tools.



**Figure 1. Example Diagram of a Hub and Spokes Strategy**

» **HARNESS STORYTELLING.**

Narratives have the power to build empathy and forge emotional connections among people by showing rather than telling them what you want them to know. As demonstrated in the story of success below, storytelling also can help reduce shame and

stigma around conditions and diseases by showing the priority audience people who are ‘just like them.’ Specific storytelling tactics include the following:

- **Focus on lessons learned and successes.** Shared or similar experiences help people understand that challenges are common, but overcoming those challenges is possible and within reach.
- **Use multimedia.** Photographs and audio of real people and places can make your stories come to life.
- **Highlight a main message or key statistic.** For instance, if you use the story of a testicular cancer survivor, be sure to emphasize the key lessons from his experience. Perhaps he frequently performed self-examinations, which led to early detection, successful surgery, and healthy recovery. Consequently, the call to action would be ‘perform self-examinations often.’ Also consider one statistic that conveys your main message (called a ‘hero statistic’). Perhaps that statistic is the survival rate for testicular cancer patients if cancer is diagnosed early.

## Stories of Success

Operation ASHA (a nonprofit organisation dedicated to eradicating tuberculosis [TB]) partnered with Youth Ki Awaaz (‘mouthpiece for the youth,’ one of the most-read online news platforms in India) to promote a 3-month campaign: ‘No More TB’.

**Audience:** Young people

**Objective:** To break down stereotypes and stigma associated with TB

**Strategy:** ‘No More TB’ adopts a digital storytelling strategy by recording and sharing stories and emotionally stirring

pictures and video of TB patients on the Youth Ki Awaaz website. One story refers to famous people diagnosed with TB, such as Amitabh Bachchan, Tina Turner, Muhammad Ali Jinnah, and Nelson Mandela. By associating such popular celebrities and leaders with TB, the story mitigates the stigma and stereotypes associated with the disease. Several other stories illustrate the struggles, loss of opportunities, and suffering of TB patients to draw empathy from the audience. This example demonstrates the power of personal stories to build empathy and reduce stigma related to medical conditions.



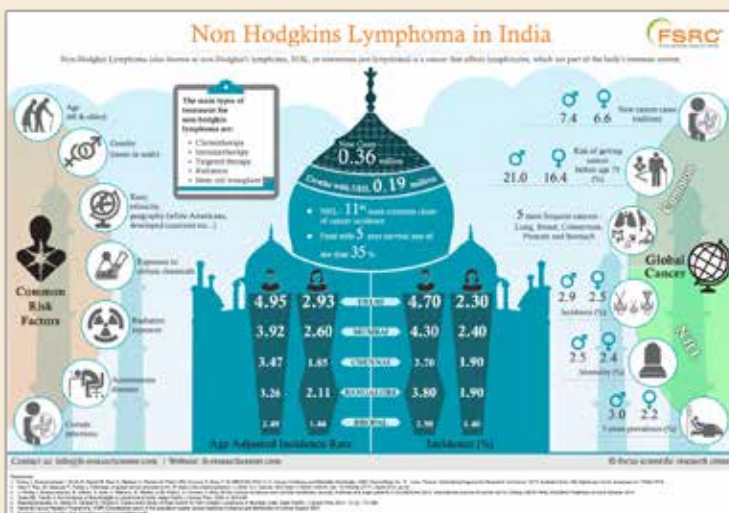
For example, celebrity Amitabh Bachchan served as a goodwill ambassador for UNICEF's campaign for a polio-free India. By 2011, India had only one case of polio thanks to help from celebrities like Amitabh Bachchan.

» **LEVERAGE PARTNERSHIPS.** To help preserve resources and reach your audience more efficiently, leverage trusted organisations and opinion leaders in cancer research and prevention as partners to deliver your messages. By strengthening existing partnerships and building new relationships, you will be able to maximize your reach and mobilize support beyond your own constituents. Specific partnership tactics include the following:

- **Employ or partner with key opinion leaders or celebrities to act as 'goodwill ambassadors' for your health communication**

**initiative.** Indian audiences pay attention to our nation's celebrities. As ambassadors, celebrities can use their fame to increase public awareness for health issues, and in return, they increase their status through public relations.

- **Know how you can support your partner in return.** Do not just think about how your partner can help *you*. An effective, sustainable partnership is built on give and take. How might you promote a potential partner's content or services while also advancing your initiative's objectives? You might create a new infographic (see below) that showcases data from the organisation, while making the call to action your own ('for example', 'The data show that early treatment works, so screen early and often by using our tool').
- **Identify the key communication networks to leverage.** Research a potential partner organisation to determine the most appropriate networks and platforms for your goals.



If you are trying to reach a young audience, for example, look for the organisation's communication channels that prioritize that group, such as social media, platforms, websites, and blogs. As demonstrated in the 'No More TB' case example, Operation ASHA partnered with the [Youth Ki Awaaz site](http://Youth Ki Awaaz site), a highly popular news platform among youths, to extend the reach of their stories to more than 2 million readers each month.

Source: Focus Research Center.

- **Identify brand ambassadors and guardians.** Reach out to your most engaged audience members via email or social media to provide feedback on a new product or campaign material before its release or to take a survey after its release. Also ask these ambassadors to promote your cause through their own channels as a way to build brand recognition and infiltrate social groups in a more organic way.



For example, a group of engaged Delhiites created ‘Delhi Turns Pink,’ a local branch of the ‘India Turns Pink’ campaign for breast cancer awareness, and released a series of [YouTube videos on its Pink Ambassadors](#).

- **Develop a kit for partners to promote and share your work.** The promotional kit might include sample social media posts, email language, and graphics that the partners can easily take directly or customize to their liking and then share through their communication channels to promote your digital communication initiative.

» **INCENTIVIZE ACTION.** People are more likely to support your effort, spread your message, and adopt your promoted behaviour if they get something in return. Having people read or share your content is a great first step, but how do you get them to actually take action? Consider the following tactics:

- **Host a contest.** Encourage audiences to participate in your initiative through a social media contest. For example, as part of the [HIM initiative](#) for breast cancer awareness, Philips India hosted a social media contest in which those who posted the top five social media ‘selfies’ were given the chance to win household products from Philips.
- **Build anticipation.** To encourage interest and engagement, create a buzz about your contest before it begins. Try revealing bits of information about the contest over time. For example, for the social media campaign ‘Ray of Hope,’ [HDFC Life](#) promoted financial preparedness in case a family member is diagnosed with cancer. Over a week, HDFC Life promoted its upcoming contest by slowly revealing its celebrity spokesperson, Lisa Ray a cancer survivor.

### Post 1: First Tweet

HDFC Life @HDFCLIFE

A face that launched a million brands? Guess Who? Coming soon. Stay tuned. #RayOfHope #ContestAlert

#RayofHope

A fighter. A winner. An inspiration.

RETWEETS 35 LIKES 55

This is a screenshot of a tweet from HDFC Life (@HDFCLIFE). The tweet text reads: "A face that launched a million brands? Guess Who? Coming soon. Stay tuned. #RayOfHope #ContestAlert". Below the text is a promotional image for the #RayofHope campaign. The image features a woman's face, partially blurred, with the text "#RayofHope" and "A fighter. A winner. An inspiration." The HDFC Life logo is in the bottom right corner of the image. Below the image, the tweet shows 35 retweets and 55 likes, along with icons for various social media sharing options.

### Post 2: Second Tweet

HDFC Life @HDFCLIFE · 7 Aug 2015

Here goes another hint! #RayOfHope

#RayofHope

An inspiration to millions in their fight against cancer. Guess who?

Coming soon with HDFC Life

281 54 28

This is a screenshot of a tweet from HDFC Life (@HDFCLIFE) dated 7 Aug 2015. The tweet text reads: "Here goes another hint! #RayOfHope". Below the text is a promotional image for the #RayofHope campaign. The image features a woman's face, partially blurred, with the text "#RayofHope" and "An inspiration to millions in their fight against cancer. Guess who?". The HDFC Life logo is in the bottom right corner of the image. Below the image, the tweet shows 281 retweets, 54 retweets, and 28 likes, along with a three-dot menu icon.

### Post 3: Third Tweet

HDFC Life @HDFCLIFE

Here you go tweeps! Dedicate a line to her with #RayOfHope! 3 lucky winners will be announced in the next 20 minutes!

#RayofHope

We swooned over her in Afreen Afreen! Guess who? Coming Soon.

Stay tuned with HDFC Life

RETWEETS 61 LIKES 33

9:48 AM · 7 Aug 2015

This is a screenshot of a tweet from HDFC Life (@HDFCLIFE). The tweet text reads: "Here you go tweeps! Dedicate a line to her with #RayOfHope! 3 lucky winners will be announced in the next 20 minutes!". Below the text is a promotional image for the #RayofHope campaign. The image features a woman's face, partially blurred, with the text "#RayofHope" and "We swooned over her in Afreen Afreen! Guess who? Coming Soon.". The HDFC Life logo is in the bottom right corner of the image. Below the image, the tweet shows 61 retweets and 33 likes, along with icons for various social media sharing options. The timestamp "9:48 AM · 7 Aug 2015" is visible at the bottom.

**Post 4: Final Tweet  
by Lisa Ray**



Source: Twitter

- **Offer monetary discounts or contributions.** As an example, Estée Lauder and Uber teamed up for the Breast Cancer Awareness campaign, in which they offered an Uber promotional code. Both companies promised to contribute 10 rupees each to the Women’s Cancer Initiative in Tata Memorial Hospital for every Uber ride taken across India through the promo code.<sup>13</sup> Not only did this discount provide value to the user, it also raised awareness of the campaign and provided corporate funding to the cause.
- **Offer non-monetary incentives.** Rewards for participation don’t have to be monetary. Nonmonetary incentives typically provide something else the priority audience values, such as recognition or appreciation.<sup>14</sup> Consider offering certificates, exclusive content, ‘sneak peeks’ of products, or the chance for the person’s picture and personal story to appear on your website, as seen in the image for Dabur Vatika’s ‘Brave and Beautiful’ campaign.



- **Involve your priority audience in creating your content.** For instance, you might host a video contest and then use the winning video as your campaign public service announcement. Or you might invite members of your priority group to help brainstorm features and designs for a new screening tool you are creating. By offering a stake in your cause, you will get your audience to be more invested in its reach and sustainability.

## » ENHANCE OFFLINE ACTION WITH ONLINE INTERACTION.

Your offline activities can be enhanced with online components to achieve your objectives. Tactics to do this include the following:

- **Use hashtags to promote and monitor an event.** For example, you can advertise an upcoming health fair, then share highlights from the event on social media using a designated hashtag. This strategy allows people to participate in the dialogue online, even if they are not able to attend the event in person, thereby expanding your reach and engagement. You can also look back at the conversation to inform your monitoring and evaluation.

For example, see Dabur Vatika’s promotional post for the cancer rehabilitation clinic as part of the ‘Brave and Beautiful’ campaign with #BraveAndBeautiful.



- **Use geotagging to increase visibility.** Increasingly, Internet users look for social media content based on their location. By tagging the location on all of your content (for example, a tweet, a Facebook post), you will be able to tailor your outreach to people who can physically attend an offline event or who are directly affected by the particular issue.
- **Encourage offline participants to share content online.** You can extend the life of your initiative and grow your communication materials by asking participants to upload their own videos and photos from the event to social media platforms like Facebook and Instagram. By encouraging participants to use a designated hashtag for your event, you'll be able to easily find, aggregate, and repurpose the visuals after the event ends.
- **Post to Facebook or Twitter from live events to increase your reach.** Live tweeting or posting to Facebook helps you share the energy of an in-person event online and vice versa. Sharing information about the event online can boost visits to your social media page as people attending the event also post and people online respond. Live sharing may also encourage others to attend in the future because they know what your events look like.



For example, Dabur Vatika showcased its Brave and Beautiful event in a short video.

Use the table on the next page to further build your initiative with strategies and tactics, then proceed to **Step 4: Craft Your Messaging and Content.**



## BUILD MY INITIATIVE: SELECT YOUR STRATEGIES AND TACTICS

My digital communication initiative so far...

**AUDIENCE:** \_\_\_\_\_ (for example, youths aged 18 to 24)

Based on what you learned in the **Step 1: Understand Your Audience** section, write your priority audience here.

**OBJECTIVE:** \_\_\_\_\_

Based on what you learned in the **Step 2: Define Your Objectives** section, write your priority audience here.

### Barriers and Facilitators

Why is your audience not already doing what you want them to do? What will help them to make changes?

### Strategies

What do you plan to do to engage your audience, overcome barriers, and achieve your objectives?



# STEP 4: CRAFT YOUR MESSAGING AND CONTENT

## Key Terms

- **Message:** Strategic, intentional communication of information, facts, and ideas
- **Content:** Digital communication materials, including text, images, and videos

- **Content Strategy:** Planning, development, and management of content



**How will you amplify your message and boost your impact?** Now that you have selected the strategies and complementary tactics to achieve your objectives and engage your audience, how will you boost your efforts to ensure that your message is heard and remembered? First, you need to craft your messages, then develop a plan for integrating those messages into your communication materials. Together, these two steps create your content strategy.

**Craft your messaging.** Your core messages should not just convey your organisation's mission or key facts about a specific cancer. The messages need to be grounded in insights gathered from your audience. Why should your audience care about what you have to say? In particular, try to understand your audience's beliefs, values, and behaviours related to your cause. What do they want or need? What are their passions and fears? Use these attributes to craft your messages. For instance, a young woman might value her family's opinions and enjoy going dancing with her friends, but she may fear the potential stigma of sharing her cancer diagnosis and seeking treatment. You could develop the following messages to address each insight:

- **Spouse:** Your spouse can be your most trusted friend and advisor. Help them help you with your cancer.
- **Family:** Sharing your diagnosis with family members will show them that you trust them and value their support.
- **Friends:** If you get treatment early, you will show your friends that you are being bold and brave.
- **Fear:** You are not alone. One million people are diagnosed with cancer each year in India.

**Develop a content strategy.** Once you have tailored messages to your priority groups, consider developing a content strategy, which is your plan for integrating these messages into the communication materials you develop. A content strategy helps you find the intersection of your objectives and expertise with your audience's interests and needs, so you can develop materials—like videos, blog posts, and tweets—that are meaningful and appealing. **Use the worksheet beginning on page 38 to develop your written content strategy.**



# BEST PRACTICES AND TIPS

Enhance your messages and content by adhering to the following best practices, including clear communication and prioritization of visuals.

**USE CLEAR COMMUNICATION.** Regardless of the content you create, it is critical to use clear communication to convey your key messages. Core tenets of clear communication include plain language, active voice, simple visuals, and understandable figures and numbers. Vulnerable groups with the greatest need for health information often have lower levels of reading comprehension. To reach as many people as possible in an engaging way, apply these tips:



- **Use everyday words and direct pronouns.** Avoid technical and medical terms; instead, use the same language that your audience uses. For example, rather than saying ‘adhere to treatment,’ say ‘follow treatment’ or ‘stick to treatment.’ When possible, use pronouns such as ‘you’ to speak directly to your audience and inspire action.
- **Write short, simple sentences.** Keep your sentences to a couple lines long to avoid unnecessary complexity.
- **Develop self-explanatory, relevant content.** Provide your content close to the place or time that the action might occur. For instance, if you are encouraging women to perform breast self-examinations, consider distributing your message in a place women can access from the privacy of their home, such as Facebook or a retail website.

- **Use active voice to engage your audience.** Craft clear, direct, and energizing messages. The more your audience participates, the more attention your initiative receives, which amplifies your reach. Avoid extra words by limiting phrases such as ‘there are’ and ‘there is.’
- **Do the math for your audience.** Express numbers and figures in common terms and explain what they mean. Do not include a full set of data that requires your audience to perform calculations; do that for them.
- **Test your content.** Use tools such as the [Hemingway App](#) and the [Readability Test Tool](#) to ensure that your content is written in plain language so that most people can understand it. See Figure 2 for an example of an unclear message and how applying these tips can make it clearer.



**Figure 2. Applying Clear Communication Best Practices**

**Original Sentence:** There is epidemiological research showing that lung cancer constitutes 6.9% of all new cancer cases and 9.3% of all cancer-related deaths in both sexes in India.<sup>15</sup> It is the cancer with the highest prevalence and mortality in men. It is important to minimize your risk factors by quitting smoking and avoiding secondhand smoke.

**Clear Communication Sentence:** In India, lung cancer accounts for nearly 7% of all new cancer cases and more than 9% of cancer deaths in men and women. It is the most common and deadliest cancer in men. To lower your lung cancer risk, quit smoking and avoid secondhand smoke.

## Key Resources

- The U.S. Centers for Disease Control and Prevention's (CDC's) [Clear Communication Index](#): a research-based tool, supported by RTI International, that helps you develop and assess public communication materials. The Index uses 4 introductory questions and 20 scored items representing the most important characteristics that enhance and aid people's understanding of information.
- CDC's [Everyday Words for Public Health Communication](#): a document that lists frequently used terms in health and their common, everyday alternatives. Use this document to find substitutes for medical jargon and technical terms.

**PRIORITIZE VISUALS.** The human brain is wired to process visual stimuli more efficiently than text, and relevant visuals catch readers' eyes more than text alone. Nearly 26% of Indians are not able to read or write. Visual content that conveys your message can help you reach this group when words cannot by providing cues and context. People are more likely to remember concepts when they are presented as visuals rather than words. To enhance the impact of your content, include as many photos, videos, illustrations, infographics, and other visuals as possible. In particular, apply these tips:

- **Include photographs to make your content more human and relatable.** Photographs of people and places can be powerful tools to provide a 'face' and 'feel' to your stories.
- **Use infographics to share research, quotes, and calls to action.** An infographic is an image, such as a chart or diagram, used to represent information or data. Infographics are relatively affordable options for visual content that have become increasingly popular. Google searches for infographics have increased by more than 800% in the past 2 years, and they can boost website traffic by 12%.<sup>16,17</sup> The image on the next page is an example of an infographic communicating cancer statistics.

Breast cancer is the leading cancer among women in India, with incidence peaking at 40 to 50 years of age.

Only **1 in 2** Indian women with **breast cancer** survives the first 5 years after diagnosis.



Research and technical services to reduce the burden of cancer and eliminate disparities in outcomes.

**BREAST CANCER**

	Worldwide	India
New cases	1.67 million	145,000
Deaths	522,000	70,000

Source: GLOBOCAN 2012: Estimated Cancer Incidence, Mortality, and Prevalence Worldwide in 2012.

**IRTI**  
INTERNATIONAL

[www.rti.org](http://www.rti.org)

- **Use short videos to tell stories and provide tutorials.** If a video is available, readers are likely to watch it before reading any text. Online videos account for more than 50% of web traffic on mobile devices, and YouTube has become the second largest search engine. Including videos also will improve your initiative's visibility; your website is 50 times more likely to appear on the first page of search engine results if it includes video. Try to keep videos less than 5 minutes, and make sure they are captioned for people who prefer not to listen to the audio when watching.<sup>18</sup>

### Key Resources

- **No-cost, royalty-free stock photo sites:** [Unsplash](https://unsplash.com) and [Pixabay](https://pixabay.com)
- **No-cost graphic design and infographic tools:** [Canva](https://canva.com) and [Pablo](https://pablo.com). [by Buffer](https://buffer.com) can be used to create simple infographics or to overlay text on photos.



**Complete the messaging and content activity on the next page to develop a content statement for your initiative, then proceed to Step 5: Select Your Tools.**

## BUILD MY INITIATIVE: CRAFT YOUR MESSAGING AND CONTENT

My digital communication initiative so far...

**AUDIENCE:** \_\_\_\_\_ (for example, youths aged 18 to 24)

Based on what you learned in the **Step 1: Understand Your Audience** section, write your priority audience here.

**OBJECTIVE:** \_\_\_\_\_

Based on what you learned in the **Step 2: Define Your Objectives** section, write one of your objectives here.

**STRATEGY:** \_\_\_\_\_

Based on what you learned in the **Step 3: Select Your Strategies and Tactics** section, write one of your strategies here.

Your content strategy is your plan for the usable communication materials and messages you develop and digitally share with your audience. To create this plan, fill in the blanks below. The worksheet was adapted from CDC's The Health Communicator's Social Media Toolkit.<sup>19</sup>

**Find your content 'sweet spot':** Your content sweet spot is the area where your organisation's expertise and authority overlap with your audience's needs. To determine your sweet spot for this initiative, answer the following questions:

- Define your topic. What will your content and communication materials be about?

\_\_\_\_\_

- Consider the focus area of your initiative (for example, breast cancer awareness). What does your priority audience **want** related to this topic?

\_\_\_\_\_

- What does your audience **need**? Think about information or tools that they might not have.

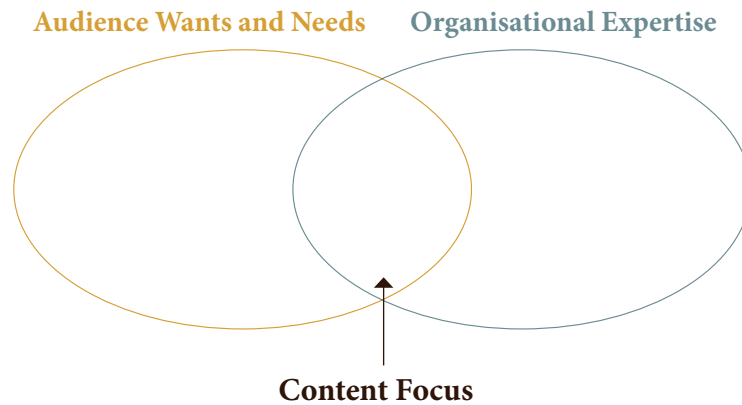
\_\_\_\_\_

- What is your organisation's **area of expertise**? List areas that are unique to your organisation.

\_\_\_\_\_

- Place your answers from questions 2 and 3 in the left circle of the graphic on the next page (Audience Wants and Needs). Place your answers from question 4 in the right circle (Organisational Expertise). Next, identify where the two circles overlap. What content can your organisation offer that your audience wants or needs? That content is where you will want to focus your effort.





**Get down to the details:** Once you determine the focus area of your content, think through the substance of each piece of content you will create. What does it look and sound like? How do all the pieces of content fit together into one cohesive picture? To clarify these details, follow the instructions below.

1. **Main messages:** What are the key messages or points you would like your audience to remember? Example: Conducting self-exams early and often can lead to early detection and treatment.

---

2. **Calls to action:** What do you want your audience to do with the content you provide?

3. **Voice and tone:** What personality or tone is appropriate for your organisation, audience, and topic? Mark where your organisation falls on the spectrum for each characteristic by placing an X on each line provided.

---

### Organisation Personality Spectrum

Personable and friendly

Corporate and professional

---

Spontaneous, high energy

Careful thinking, planning

---

Modern or high tech

Classic and traditional

---

Cutting- edge

Established

---

Fun

Serious

---

Accessible to all

Tailored to one group

---

4. **Style and format:** What types of content do you want to create? Think about types of content that are feasible for your organisation (for example, blog posts, infographics). Consider how your audience accesses digital information. Do they use social media or WhatsApp? (See **Step 5: Select Your Tools** section for more information.)

---

---

5. **Roles and processes:** How will you determine roles within your organisation to get the content created and make sure it is high quality? Consider the following roles: project manager, content strategist, writer, subject matter expert, graphic designer, editor, web developer. Think about how these individuals will work together. What's the first step?

---

---

6. **Policies and procedures:** Does your organisation have any policies, standards, and guidelines that apply to your content (for example, social media policy, accessibility for people with impairments)?

---

---

7. **Monitoring and evaluation:** What metrics will you use to measure success (for example, reach, engagement, and action)? What are the baseline metrics? What are your target metrics? (See **Step 6: Track Your Impact** section for more information.)

---

---

**Develop your content statement:** Your content statement is a one- or two-line statement that summarizes your overall content plan. It is a useful reference when discussing new content ideas.

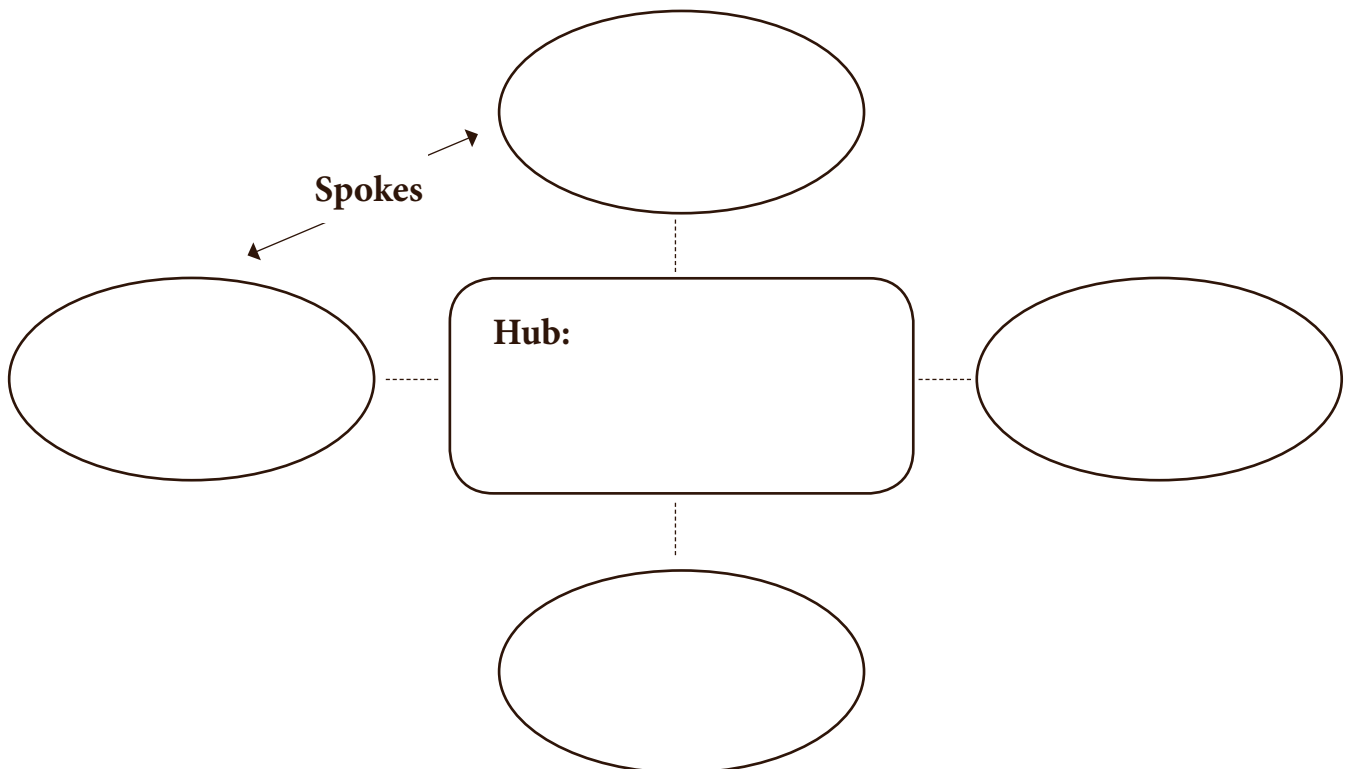
Fill in the blanks below to create your content strategy statement.

The content we provide will help \_\_\_\_\_ achieve \_\_\_\_\_  
[your organisation name] [goal]

by providing \_\_\_\_\_ and \_\_\_\_\_ content that makes \_\_\_\_\_  
[adjective] [adjective] [audience description]

feel \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_, so that they can \_\_\_\_\_ and \_\_\_\_\_.  
[emotion] [emotion] [emotion] [task] [task]

**Specify your hub and spokes:** Use the diagram below to specify your digital hub and the spokes that will direct people back to that hub.



# STEP 5: SELECT YOUR TOOLS

**WHAT TOOLS WILL YOU USE TO REACH AND INVOLVE YOUR COMMUNITY?** Now that you have a good understanding of how to build your digital strategy, you can focus on the fun part: choosing your tools. As you choose your tools, take a moment to think about your audience(s) again. What



are they saying or asking about cancer? Are they more active on a particular digital or social media platform? Now think about the overall goals, objectives, and activities in your digital strategy and activities. How can these tools complement those efforts and encourage your priority audience to be involved online and offline?

Although digital tools are constantly evolving, they should be part of your overall approach and digital strategy. These tools can help you reach your priority audience where they are and in the formats they are most comfortable with. The **Select Your Tools and Content** worksheet beginning on page 49 can help you determine which tools your audience is using, if your team is already using them, and if they might be a good fit for your social media efforts.

The following questions can also help you manage your tools more effectively and help you think strategically as you plan and disseminate content.



**Sonakshi Sinha**  
February 3, 2015 · 🌐

Who Said you need hair to look beautiful ?  
Your strength is your real beauty  
Kudos to all the #BraveAndBeautiful women out there who are fighting a strong battle against cancer  
Dabur Vatika's new campaign is really inspiring have a look <bit.ly/1sc5I35>

**Brave and Beautiful - Dabur Vatika Salutes Female Cancer Survivors**  
Dabur Vatika #BraveandBeautiful- Some People don't need hair to look beautiful  
<https://www.facebook.com/daburvatika>  
[https://twitter.com/Dabur\\_MBNSinger](https://twitter.com/Dabur_MBNSinger) - Sa...  
YOUTUBE.COM

## Stories of Success

In 2015, Dabur India, a cosmetics company, launched the ‘Brave and Beautiful’ campaign to break down stereotypes about cancer. The campaign served as an ode to ‘brave and beautiful’ cancer survivors in an attempt to redefine beauty. Dabur Vatika invited cancer survivors to share their stories via social media sites such as Facebook and Twitter and featured [survivor stories](#) on its website.

Key stakeholders such as government organisations, health care firms, such as Credihealth, and celebrities, such as Sonakshi Sinha, retweeted...), their [campaign YouTube video](#) to support the cause. The campaign also received significant coverage from mainstream media outlets such as *The Times of India*.



### **Where do I start?**

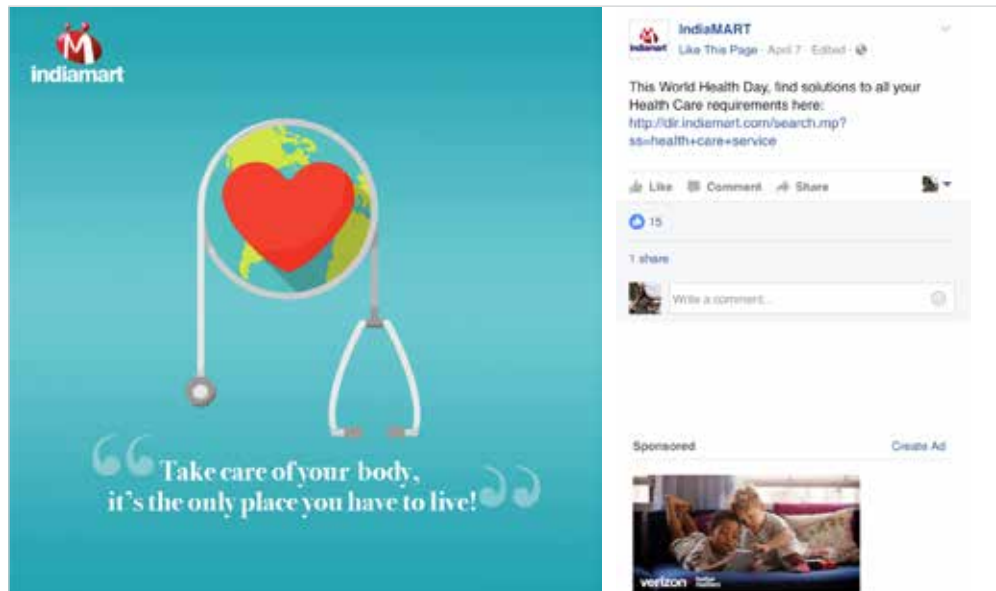
The answer to this question may come easily. Take a moment and identify a champion or staff member in your organisation who acts as a community manager for your social media tools. Once you have your staff identified, it is also a good idea to begin with a social media policy before jumping into content creation. A policy can help you set rules for how social media is used within your organisation and how you want your community to interact with the digital tools owned by your organisation. Do not worry if you do not have time to create a policy. [PolicyTool](#) can help you quickly generate a policy that incorporates the guidelines most important for your organisation or initiative.

### **What will we say?**

Do not feel like you have to create brand new content for each of your social media tools. Although it is important to make sure your content aligns with audience needs, repurposing content can help you reach new followers and use your time efficiently. Some ideas for repurposing content are as follows:

- Write a blog post and use Facebook, Twitter, or Instagram to drive people to your blog or website.

- Repurpose in-person trainings and testimonials as YouTube videos.
- Reformat data or images from PowerPoint presentations into an infographic to share on Pinterest or Instagram.
- Provide behind-the-scenes videos of events on Snapchat or Facebook Live.
- Draw inspiration from local news stories, such as [The Logical Indian](#), [ScoopWhoop](#), and [Mad Over Marketing](#), to stay abreast of social initiatives and issues that your audience cares about.
- Use attention-grabbing themed posts that hook your audience. For example, you could host a different post each day on healthy habits:
  - ◆ Monday Motivation: Use the stairs at your workplace
  - ◆ Watchful Wednesday: Count your calories
  - ◆ Throwback Thursday: No smoking or other bad habits
  - ◆ Post around key events and observances your organization celebrates, such as Diwali, World AIDS Day, or World Health Day. See the World Health Day post by IndiaMART below as an example.





### **When will we post?**

One of your community manager's first jobs will be to create an editorial calendar that identifies key dates, events, and opportunities to share your content. Editorial calendars can be simple or elaborate, but they must have a common goal to help you organise and plan your content. They also ensure that you post consistently as you manage a variety of tools. See A Content Marketer's Checklist: [Editorial Calendar Essentials](#) for the essential components of an editorial calendar.

Make sure that the webpage or social media account you create is updated frequently. Start by posting as often as you can, and work up to posting or engaging your audience in conversations every day. Focus on providing interesting content that will engage your priority audience when it appears in their newsfeed.

### **How much time will it take?**

Although it is true that many of the tools you want to use are free, they still require your time. Each tool comes with its own requirements for creating and sustaining content and social connections and requires you to be strategic in your planning and approach. Not every tool will require the same amount of time, but Table 3 provides an estimate for the amount of time each tool will. The table also lists a variety of tools that can assist you in implementing your strategy and key elements to consider for each.



**Table 3. Social Media Tools and How to Use Them**

Tool	Top Demographic of Users	Estimated Time	Length	Frequency of Posts	Quick Tips
<b>Facebook</b>	Adults aged 30–49 years	4–6 hours per week	250 characters	2–3 per week (or more)	Photos and videos increase engagement

**When to use:** Foster relationships and conversations, create events, add photos or videos, provide real-time updates from in-person events

**When not to use:** When content is best suited for short responses or cannot be visually represented

**Example:** [Public Health Foundation of India](#)

<b>Twitter</b>	Adults aged 30–49 years	1.5–2 hours per week	140 characters	5 per week (or more)	Photos and videos increase engagement
----------------	-------------------------	----------------------	----------------	----------------------	---------------------------------------

**When to use:** Instant updates and conversations; short, targeted responses

**When not to use:** When content requires relationship building or for longer pieces of content, videos, or images

**Example:** [@OperationASHA](#)

<b>Instagram</b>	Adults aged 18–29 years	2–3 hours per week	Photo video (less than 60 seconds)	2–3 per week	Use hashtags and geo tagging in your content
------------------	-------------------------	--------------------	------------------------------------	--------------	--

**When to use:** Photo sharing, short and crisp messages, and quick video

**When not to use:** When content is text heavy

**Example:** [Indian Cancer Society Mumbai](#)

<b>Pinterest</b>	Adults aged 18–29 years	2–3 hours per week	Not applicable	Varies	Create theme-based boards
------------------	-------------------------	--------------------	----------------	--------	---------------------------

**When to use:** Sharing photos or ideas visually

**When not to use:** When content is text heavy or video based

**Example:** [CARE India](#)

<b>Snapchat</b>	Teenagers and college students aged 13–24 years	4–5 hours per week	Vertical video (10 seconds)	Varies	Stories (“snaps”) have a lifespan of 24 hours maximum
-----------------	---	--------------------	-----------------------------	--------	---

**When to use:** Real-time engagement; personalisation with filters and topics

**When not to use:** When content requires longer videos with detailed captions, public comments, or playlists

**Example:** [United States–based DigitalGov’s “usagov” account](#)

Tool	Top Demographic of Users	Estimated Time	Length	Frequency of Posts	Quick Tips
<b>YouTube</b> (videos)	Adults aged 25–34 years	5–7 hours per video	4 minutes	2 per month	Share trainings, interviews, testimonials, tutorials, and public service announcements via video

**When to use:** Video storytelling

**When not to use:** When events or content require real-time, on-the-ground storytelling

**Example:** [CARE India](#)

<b>Blog</b>	Adults aged 18–29 years	5–10 hours per blog	500–750 words	1–2 per month	Use your blog to target your audience’s main interests
-------------	-------------------------	---------------------	---------------	---------------	--

**When to use:** Providing more in-depth information and conversation around specific topics

**When not to use:** When a more formal, static site is needed and content does not need to be updated frequently

**Example:** [Yoddhas Cancer Support Blog](#)

<b>Website</b>	All age groups	10–15 hours per month	Not applicable	1 per month	Use your site as a hub for all organisational social media channels
----------------	----------------	-----------------------	----------------	-------------	---

**When to use:** An online domain focused on audience needs and interests

**When not to use:** When fresh content is needed consistently and design and software programs are not realistic

**Example:** [Indian Cancer Society Delhi](#)

<b>LinkedIn</b>	All age groups	5–10 hours per month	Not applicable	Not applicable	Use your account to network professionally and build partnerships
-----------------	----------------	----------------------	----------------	----------------	---

**When to use:** As a means to fundraise, share knowledge, and connect with stakeholders

**When not to use:** When you want to connect with your priority audience instead of other organisations in the field

**Example:** [CARE India](#)



**Select appropriate tools for your digital communication initiative by completing the following activity, then proceed to Step 6: Track Your Impact.**

## BUILD MY INITIATIVE: SELECT YOUR TOOLS AND CONTENT

My digital communication initiative so far...

**AUDIENCE:** \_\_\_\_\_ (for example, youths aged 18 to 24)

Based on what you learned in the **Step 1: Understand Your Audience** section, write your priority audience here.

**OBJECTIVE:** \_\_\_\_\_

Based on what you learned in the **Step 2: Define Your Objectives** section, write one of your objectives here.

**STRATEGY:** \_\_\_\_\_

Based on what you learned in the **Step 3: Select Your Strategies and Tactics** section, write one of your strategies here.

**CONTENT:** \_\_\_\_\_

Based on what you learned in the **Step 4: Craft Your Messaging and Content** section, write your priority audience here.

The tools you choose are important parts of your digital strategy and will help you engage your groups with content and messaging that best fits their needs. Fill in this worksheet to help you determine which tools your audience is using, whether your team is already using them, and whether they might be a good fit for your social media efforts now and in the future.

Tool	Organisation Uses This Tool	Priority Groups Use This Tool	Staff Members Currently Use/ Have Skills to Use This Tool	Is This Tool Right for Your Organisation and Audience?		
				Yes	No	Maybe in the Future
Facebook						
Twitter						
Instagram						
Pinterest						
Snapchat						
YouTube						
Blog						
Website						
Other						

# STEP 6: TRACK YOUR IMPACT



While you are planning your objectives, strategies, and tactics, it is important to think about how you will know if your initiative is successful. Developing your monitoring and evaluation plan early, especially before your initiative starts, will not only save you time and money but will make sure you are collecting valuable information along the way.

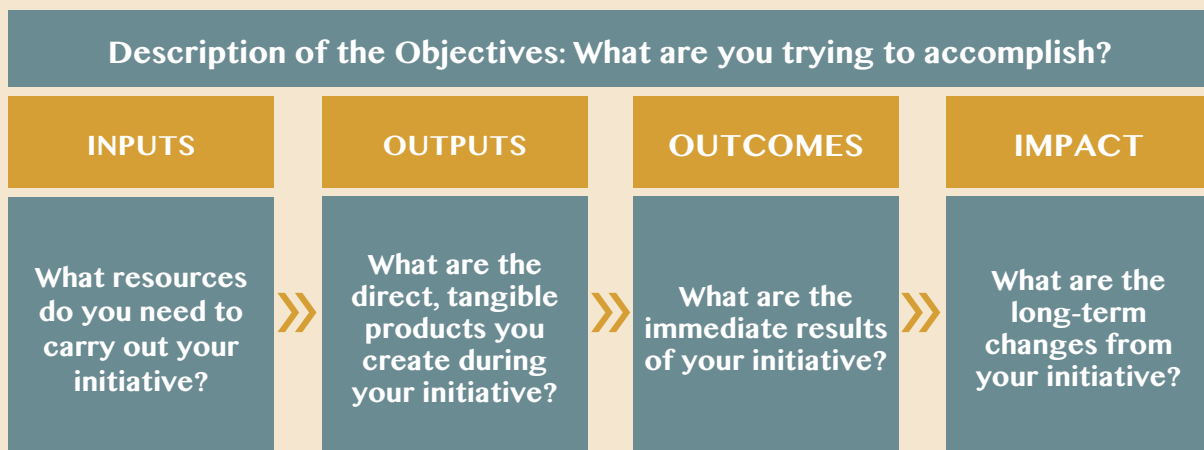
**What is monitoring?** Monitoring is the ongoing, routine tracking of key elements of your tactics. For example, the monitoring phase could track the audience reach (how many audience members view digital content); number of impressions (number of times a message is viewed); number of retweets (number of times a person reposts a tweet that another user created) or shares, and number of likes of Twitter messages on Twitter and other sites that Twitter links to such as, Facebook. As another example, digital communication initiatives that rely on celebrities or other well-known figures to promote the initiative on their social media sites (for example, YouTube, Twitter) would need to monitor whether those spokespeople promoted messages as planned and whether those messages achieved adequate audience reach and sharing across audience members. If these tactics are not working as planned, new ones should be developed or existing ones should be modified.

**What is evaluation?** Evaluation is the assessment of change associated with your initiative. Ultimately, evaluations should measure whether the outcome changed during or after the initiative and whether those changes can be attributed to the initiative. Does the audience, for example, report seeing social media advertisements about cancer prevention, or do they share social media messages regarding the campaign with others in their social network? Do audience members' beliefs about cancer screening change after exposure to those messages? Do they engage in desired behaviour changes after exposure to the initiative?

Read on to develop an effective monitoring and evaluation plan for your digital health initiative using the following three steps: 1) define your evaluation question; 2) create your data collection approach; and 3) implement your plan.

### Step 1: Define your evaluation question

First, define the question you want your evaluation to answer. Developing a logic model can be a helpful way to narrow down your evaluation question. A logic model outlines the resources and activities needed to accomplish your intended outcomes and impact. Figure 3 is an example of a logic model.



**Figure 3. Example Logic Model**

- **Inputs:** The resources used to implement your initiative. These can be staff, partnerships, money, materials, your digital platform, and so on.
- **Outputs:** The activities you do to implement your initiative. Often, outputs will mirror the tactics you use.

- **Outcomes:** Your audiences' responses to your inputs and outputs. For instance, outcomes can be changes in awareness, knowledge, beliefs, or behaviours. Outcomes can also be changes to policy. Evaluations aim to answer questions about these outcomes.
- **Impact :** Usually assesses changes at the population level. For instance, impact could be a reduction in cancer cases or quality of life improvement for patients with cancer. Impact is often the most costly and complicated item to evaluate.

Mapping out your logic model will help you narrow down the question you want to ask. For instance, are you interested in understanding whether all the activities you planned were completed in the way you intended? If so, this evaluation would be focused on your outputs (a process evaluation). Or are you interested in seeing whether people who were exposed to your campaign changed a particular behaviour, such as scheduling a cancer screening appointment. If so, that would be an outcome evaluation.

## Step 2: Create your data collection approach

Once you have defined your evaluation question, the next step is to plan how you will collect the information, or data, needed to answer that question. You will often need to use more than one approach. Here are some common examples of types of data you can collect for evaluations:

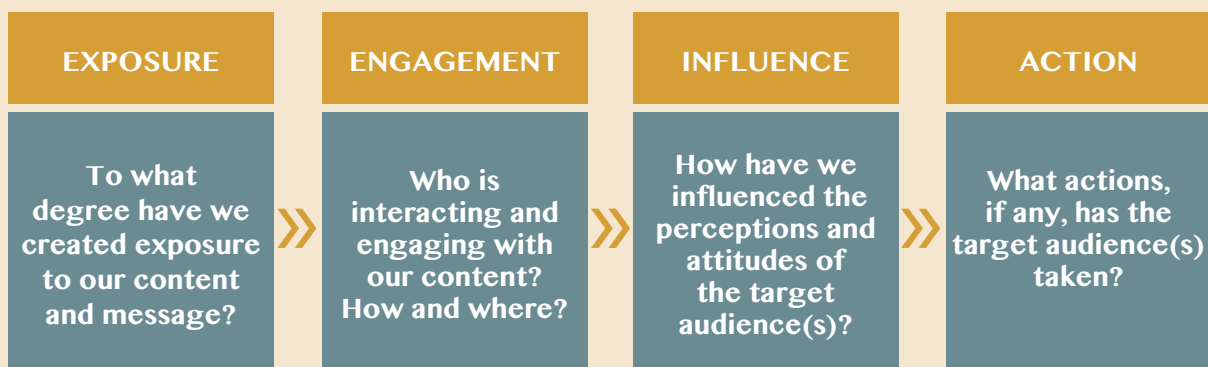
- **Digital monitoring/organisation records:** Routine information collected by organisations, or monitoring data, can be helpful if you are trying to understand how your initiative was implemented. This information could include the number of staff members who worked on the initiative, the number of visits to an organisation's website, or the cost associated with carrying out intervention activities. Digital tools like [Social Studio](#), [Hootsuite](#), and [Social Mention](#) make monitoring your social media activities simple.
- **Qualitative surveys:** Qualitative data is often information you get from asking open-ended questions to understand experiences, opinions, or thoughts. Qualitative surveys can use methods such as individual interviews or focus group discussions to gather these open-ended data. For example, someone could hold a focus group discussion to ask how the digital campaign affected their perspective on cancer.

- **Quantitative surveys:** Unlike qualitative data, quantitative data often use closed-ended questions with specific categories to get a reliable estimate of change. For example, if you wanted to know whether your initiative changed screening rates, you could send a survey to a random sample of people in an area and ask whether they have gone for cancer screening. The response categories would be ‘Yes’ and ‘No.’

### Digital monitoring

As you are planning your digital strategy tactics, it is important to keep in mind how you plan to monitor your progress through these tactics. Think of it like this: I will know I am successful by \_\_\_\_\_, and I can measure this by \_\_\_\_\_. For instance, you are developing a campaign to raise awareness about cervical cancer in India using Twitter. You will know you are successful by lots of Twitter traffic for your campaign, and you can measure this by the number of retweets of your posts, the number of posts using your hashtag, and the number of comments under your posts. The type of monitoring data you collect can be grouped among the following categories: exposure, engagement, influence, and action. You want to monitor the information you are sending out (exposure), who is interacting with your tactics (engagement), the kind of interaction with the tactics (influence), and how that interaction led them to perform one of your chosen outcomes (action), Figure 4 presents some key questions to ask for each category of monitoring data.

**Figure 4. Categories of Monitoring Data**



Note that you will often need to collect data at several time points to measure change. This could be before, after, or during your initiative. Creating a defined plan of what data collection approach you will use, when you are going to use it, and why you are using it will keep you on track to implementing a successful evaluation.



Table 4 displays an example of the kind of information you could gather for your digital monitoring plan.

**Table 4. Gathering Information for a Digital Monitoring Plan**

Metric	Data	Definition	Purpose	Hypothetical Baseline	Target
<b>Web Performance</b> (Websites, Blogs, Video Marketing, etc.)					
Engagement	Average number of unique visitors	Unique visit is one person (or IP address) who visits the site at least once during a designated period	Provides high-level information on breadth of traffic and content use	Average 1,300 unique visitors per month	At least 1,600 unique visitors per month
	Bounce rate	Percentage of visitors who looked at only one page and immediately left the site	Measures depth and quality of a visit	30% bounce rate from homepage	Less than 25% bounce rate from homepage
Influence	Page shares	Number of times a webpage is shared using the social media share buttons along the top of each page	Measures the number of users who are sharing the site with their social networks	800 per month	Varies monthly by content but ideally 1,500 shares
<b>Social Media</b> (Facebook, Twitter, Instagram, etc.)					
Exposure	Average monthly posts	Average number of an account's posts or tweets	Provides high-level information on digital presence	75 posts per month	At least 80 posts per month
Engagement	Followers	Number of accounts following your social media account	Provides high-level information on your reach and visibility	3,500 followers	10,000 followers
Influence	Interactions of followers	Average number of likes, shares, retweets, or posts with hashtag	Provides high-level information on your followers' level of engagement	30,000 likes, 5,000 shares, 350 posts with campaign hashtag	50,000 likes, 10,000 shares, 1,000 posts with campaign hashtag
Action	Website information seeking	Number of materials downloaded from the companion website, looking for patterns between posts and downloads	Provides insight on the impact of social media tactics on information seeking from website	55 materials	Varies monthly by content pushes but ideally around 150 materials

In addition to tracking exposure to digital media messages for specific members of a priority audience, it is possible to access general audience exposure and sharing data from social media websites. Facebook, Instagram, and Twitter provide data on reach (for example, the number of individual people who have viewed content), impressions (for example, the number of individual times content is viewed), clicks (for example, clicking on a post to get more information or to visit a campaign website), likes, shares, or comments on a specific page, post, advertisement, or other content posted to the social media platform as part of a digital media campaign. These social media platforms also provide basic demographic information (for example, age, gender, location) about people who are viewing or engaging with campaign content in these social media spaces. Facebook, Twitter, and Instagram also provide data on the type of device that a person is using—such as an iPhone, Android phone, desktop computer, iPad, Android tablet, laptop computer—when they are exposed to, share, or engage with campaign content on these social media platforms. Additional tools, like Google Analytics, are also available and allow for tracking audience reach and impressions of digital campaign content across any website or mobile app.

### **Step 3: Implement Your Plan**

Outlining a clear data collection approach before your initiative starts is important so that you are getting the information you need at the right time. For instance, if the question you want to answer is ‘Are people more likely to talk to their friends and family about cancer after my Facebook campaign?’ it will be important to measure people’s willingness to talk about cancer before and after the campaign. If you do not collect these data before the campaign, it is hard to know whether the campaign made any change.

Continue to refer to your data collection plan and use it as your guide. Note changes if you move away from your plan and why you did it. Keeping good records will help you when you are justifying your approach and the results of your evaluation.



**Complete the following activity to identify what monitoring and evaluation activities are best suited to track the success of your initiative.**

## BUILD MY INITIATIVE: TRACK YOUR IMPACT

My digital communication initiative so far...

**AUDIENCE:** \_\_\_\_\_ (e.g., youths aged 18 to 24)

Based on what you learned in the **Step 1: Understand Your Audience** section, write your priority audience here.

**OBJECTIVE:** \_\_\_\_\_

Based on what you learned in the **Step 2: Define Your Objectives** section, write one of your objectives here.

**STRATEGY:** \_\_\_\_\_

Based on what you learned in the **Step 3: Select Your Strategies and Tactics** section, write one of your strategies here.

**CONTENT:** \_\_\_\_\_

Based on what you learned in the **Step 4: Craft Your Messaging and Content** section, write your priority audience here.

**TOOLS:** \_\_\_\_\_

Based on what you learned in the **Step 5: Select Your Tools** section, write your priority audience here.

Key Question(s) or Objective	Indicators	Data Source	Data Collection Time Frame	People Responsible
Example: Are our social media messages being shared across audience members as intended?	Average number of likes on Facebook posts	Monitor likes, shares, and comments	Weekly	Social media coordinator

# PARTNER WITH US

**We believe in the power of digital communication for health impact.** Our team of communication experts at RTI International and RTI Global India developed this toolkit to share an accessible digital approach you can use to make a difference in the communities you serve. We hope you will use the digital communication best practices and resources in this toolkit to further your public health efforts in India.

**We aim to collaborate and build capacity for maximal global health impact.** We would love to hear from you and assist in making your digital communication strategy the best that it can be. Whether it is helping you think through the right tactics and evaluation plan, or providing you with additional expertise on content strategy and user-centered design, contact us! We also provide physical toolkit copies.

Visit us online at [www.rti.org](http://www.rti.org)

Email us at [indiaprojects@rti.org](mailto:indiaprojects@rti.org)

For this toolkit, RTI Global India and RTI International's Center for Communication Science collaborated to provide best practices in communication science to address complex and persistent health issues in India. Read more about [RTI International](#), [RTI Global India](#), and [RTI's Center for Communication Science](#) below.

## RTI INTERNATIONAL

Headquartered in Research Triangle Park, North Carolina, USA, RTI International is an independent, nonprofit organisation dedicated to conducting innovative, multidisciplinary research. Our mission is to deliver the promise of science for global good. With more than 50 years of experience, RTI has a well-established reputation for integrity and research excellence. Our staff of more than





4,150 professionals provides research and technical expertise to governments, businesses, foundations, universities, and other clients in more than 75 countries in the areas of health and pharmaceuticals, education and training, surveys and statistics, advanced technology, international development, economic and social policy, energy and the environment, and laboratory and chemistry services.

### **RTI GLOBAL INDIA**

RTI Global India is RTI International's wholly owned subsidiary, incorporated in October 2014. The subsidiary was formally launched in February 2015 in New Delhi and aims to expand a portfolio of research and programs focused on enduring and emerging development challenges, including those associated with noncommunicable disease, gender inequality, women's health, water and sanitation, sustainable energy, and climate change. The establishment of the Indian subsidiary enables us to further expand our partnerships, respond rapidly to local demands, and ensure quality project management and implementation.

### **RTI'S CENTER FOR COMMUNICATION SCIENCE**

RTI's communication science professionals promote informed decision making by developing, implementing, and evaluating strategic communications, interventions, and campaigns for our clients. We examine how people seek, use, and process information and how they make decisions by exploring social, cultural, market, and media influences. We apply social marketing principles and techniques to promote behavior change and create social impact.

## REFERENCES

1. International Telecommunication Union. (2015). Measuring the information society report: 2015. Retrieved from <http://www.itu.int/en/ITU-D/Statistics/Documents/publications/misr2015/MISR2015-w5.pdf>
2. Internet and Mobile Association of India. (2015). 11th Annual report: 2014–15. <http://www.iamai.in/sites/default/files/annual-report/AnnualReport2014-15.pdf>
3. Telecom Regulatory Authority of India. (2016, March). Highlights of Telecom subscription data as on 31st January, 2016 [Press release]. Retrieved from [http://tra.gov.in/WriteReadData/WhatsNew/Documents/Press\\_Release\\_No.22.pdf](http://tra.gov.in/WriteReadData/WhatsNew/Documents/Press_Release_No.22.pdf)
4. Zainulbhai, H. (2016, April). Global tech companies see India's vast offline population as untapped market. Pew Research Center. Retrieved from <http://www.pewresearch.org/fact-tank/2016/04/06/global-tech-companies-see-indias-vast-offline-population-as-untapped-market/>
5. Gadgets Now. (2016, March). Facebook userbase crosses 142 million in India. Retrieved from <http://www.gadgetsnow.com/tech-news/Facebook-userbase-crosses-142-million-in-India/articleshow/51330777.cms>
6. Li, C., & Bernoff, J. (2008). *Groundswell: Winning in a world transformed by social technologies*. Boston, MA: Harvard Business Press.
7. Engelgau, M. M., Karan, A., & Mahal, A. (2012). The economic impact of non-communicable diseases on households in India. *Globalization and Health*, 8, 9. doi:10.1186/1744-8603-8-9
8. Viswanath, K., Nagler, R. H., Bigman-Galimore, C. A., McCauley, M. P., Jung, M., & Ramandahan, S. (2012). The communications revolution and health inequalities in the 21st century: Implications for cancer control. *Cancer Epidemiology, Biomarkers & Prevention*, 21(10), 1701–1708. doi:10.1158/1055-9965.EPI-12-0852
9. Census of India. (2011). Provisional population totals: India: Census 2011 [Web page]. Retrieved from <http://censusindia.gov.in/2011-prov-results/indiaatglance.html>
10. Guth, D. W. (2013). A simple guide to ethnography [Web page]. Retrieved from <http://www.dguth.journalism.ku.edu/Ethnography.html>
11. Oak Ridge Institute for Science and Education. (n.d.). Steps for conducting focus groups or individual in-depth interviews [Web page]. Retrieved from [http://www.ora.gov/cdcynergy/soc2web/content/activeinformation/resources/soc\\_focusgroup-indepthinterview\\_steps.pdf](http://www.ora.gov/cdcynergy/soc2web/content/activeinformation/resources/soc_focusgroup-indepthinterview_steps.pdf)
12. Diem, K. G. (2002, February). A step-by-step guide to developing effective questionnaires and survey procedures for program evaluation & research. New Brunswick, NJ: Rutgers Cooperative Research & Extension, New Jersey Agricultural Experiment Station, Rutgers University. Retrieved from <https://njaes.rutgers.edu/pubs/fs995/>
13. Uber. (2015, October). Ride for a cause with Uber this October [Web page]. Retrieved from <https://newsroom.uber.com/india/ride-for-a-cause-this-october/>
14. Deshpande, S., & Lee, N. . (2013). *Social marketing in India*. Thousand Oaks, CA: SAGE Publications.
- 15.) Malik, P. S., & Raina, V. (2015). Lung cancer: Prevalent trends & emerging concepts. *Indian Journal of Medical Research*, 141(1), 5–7.
16. Mazereeuw, A. (2015, May). Why infographics work. Lifelearn. Retrieved from <http://www.lifelearn.com/2015/05/12/why-infographics-work/>
17. Gardner, O. (2012, October). Why do infographics make great marketing tools? [Infographic]. Unbounce. Retrieved from <http://unbounce.com/content-marketing/why-do-infographics-make-great-marketing-tools/>
18. Perrin, J. (2014, June). 25 reasons you need to use video marketing [Infographic]. Koozai. Retrieved from <https://www.koozai.com/blog/search-marketing/25-reasons-need-use-video-marketing-infographic/>
19. U.S. Centers for Disease Control and Prevention. (2011). *The health communicator's social media toolkit*. Retrieved from [http://www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit\\_bm.pdf](http://www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit_bm.pdf)





RTI Global India Private Limited  
21 Nehru Place, Suite No. 610, Paharpur Business Centre  
New Delhi 110019, India | [Indiaprojects@rti.org](mailto:Indiaprojects@rti.org) | +91 9910 159998