STEP 5: SELECT YOUR TOOLS
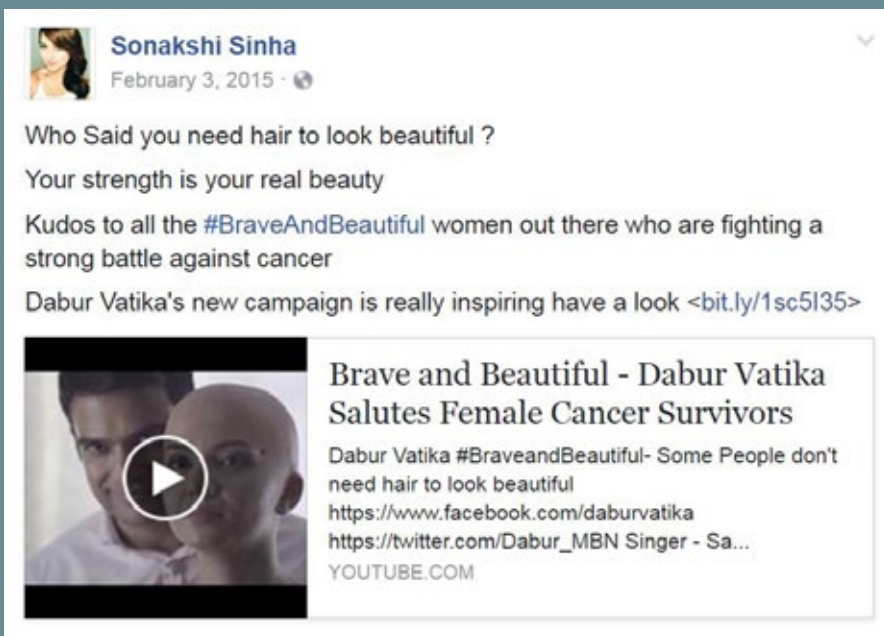
WHAT TOOLS WILL YOU USE TO REACH AND INVOLVE YOUR COMMUNITY? Now that you have a good understanding of how to build your digital strategy, you can focus on the fun part: choosing your tools. As you choose your tools, take a moment to think about your audience(s) again. What

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.

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 <u>The Logical Indian</u>, <u>ScoopWhoop</u>, and <u>Mad Over Marketing,</u> 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.
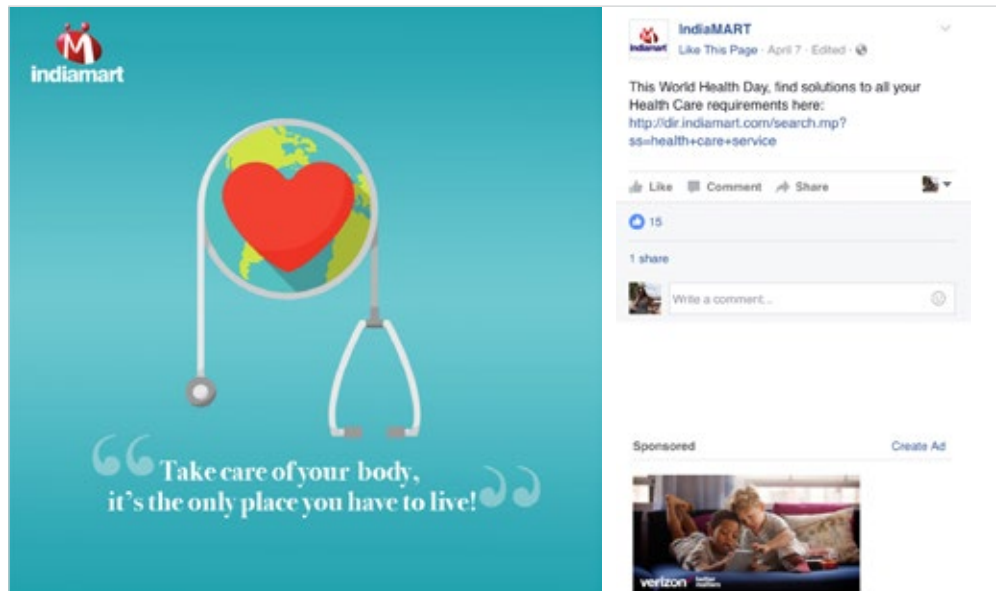
When will we post?

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 your 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
Facebook	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

Tool	Top Demographic of Users	Estimated Time	Length	Frequency of Posts	Quick Tips
Twitter	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

Tool	Top Demographic of Users	Estimated Time	Length	Frequency of Posts	Quick Tips
Instagram	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

Tool	Top Demographic of Users	Estimated Time	Length	Frequency of Posts	Quick Tips
Pinterest	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

Tool	Top Demographic of Users	Estimated Time	Length	Frequency of Posts	Quick Tips
Snapchat	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
YouTube (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

Tool	Top Demographic of Users	Estimated Time	Length	Frequency of Posts	Quick Tips
Blog	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

Tool	Top Demographic of Users	Estimated Time	Length	Frequency of Posts	Quick Tips
Website	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

Tool	Top Demographic of Users	Estimated Time	Length	Frequency of Posts	Quick Tips
LinkedIn	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						