

Training Manual for Youth Social Media Advocates



EXECUTIVE SUMMARY

ABBREVIATIONS

AIDS- Acquired Immune Deficiency Syndrome
ASRH- Adolescent Sexual and Reproductive Health
AYP- Adolescents and Young People
BBC- British Broadcasting Corporation
CNN- Cable News Network
EVA- Education As a Vaccine
FB- Facebook
FP- Family planning
GBV- Gender-Based Violence
QR- Quick Response
HIV- Human Immunodeficiency Virus
IAC- InterActiveCorp
NCC- Nigeria Communication Commission
NGO- Non-Governmental Organizations
PPC - Pay-per-click advertising
SEM- Search Engine Marketing
SEO- Search Engine Optimization
SMM- Social Media Marketing
SRHR- Sexual and Reproductive Health and Rights
SRH- Sexual and Reproductive Health
TV- Television
UNFPA- United Nations Population Fund
YSMA- Youth Social Media Advocates
YHA- YouthHubAfrica

DEDICATION

This manual is dedicated to all young people who are willing and committed to raising their voices and utilize their time and resources to increase awareness of sexual and reproductive health and rights including ending sexual/gender-based violence and supporting a healthy sexual and reproductive life.

ACKNOWLEDGEMENT

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INTRODUCTION AND BACKGROUND

In reaching young people with messages on Sexual and Reproductive Health and Rights (SRHR) and Family Planning (FP), having a guaranteed effective approach to reaching the over 12 million¹ social media users in Nigeria is key. According to Nigeria Communication Commission (NCC), over 98 million of Nigerians use the internet as at April 2019 while about 12% of this number have a social media account. WhatsApp is the most active social media platform in the country with 85% of users, followed closely by Facebook at 78%, Instagram at 57%, Facebook Messenger at 54% and Youtube at 53%. Back in 2017, about 75% of Nigerians use social media² With over 17 million Facebook subscribers. This shows about 55,000% growth in the last 1 year.

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To effectively reach this wide and fast growing community and also extend its borders, United Nations Population Fund (UNFPA) Nigeria is working with Education as a Vaccine (EVA) and YouthHubAfrica (YHA) to expand its reach to young Nigerians who are existing social media influencers and empower them with requisite skills and resources that will help them share information with other young persons within their communities and their social networks both online and offline.

The Youth Social Media Advocates (YSMA) program will build a community of young advocates who will use social media as an effective tool and strategy to raise awareness, share impact stories, and connect with relevant stakeholders to drive social change solely within the UNFPA Nigeria areas of works.

GOAL

Build a network of youth advocates using social media to reach and engage people especially their peers on issues related to adolescent and young people's SRHR.

OBJECTIVES

1. Build capacity of 40 existing youth leaders and social media influencers across 20 states in the use of social media for advocacy

¹ NCC 2019

² Minister for Communication, Adebayo Shitu 2017

³ Africa Internet Usage, 2019 Population Stats and Facebook Subscribers):
<https://www.internetworldstats.com/stats1.htm>

2. Develop a social media strategy and campaign plan
3. Develop and implement issue-based and commemoration day campaigns.

THE FOCAL STATES

The focal states are Oyo, Gombe, Akwa Ibom, Sokoto, Bauchi, Kano, Kaduna, Borno, Adamawa, Kebbi, Yobe, Osun, Ekiti, Imo, Ebonyi, Lagos, Cross River, Ogun, Benue and the FCT. EVA will support youth advocates in the North and YouthHubAfrica will support organizations in the South.

TRAINING AND CAPACITY BUILDING

The Youth Social Media Advocates will be part of a training program to improve their capacity on the following:

- understanding UNFPA mandate and activities in Nigeria;
- Use of social media in supporting UNFPA's mandate especially in reaching out to young people.
- Storytelling to effectively deliver SRH and FP messages to young people within their immediate and digital community.

SUPPORTING UNFPA AND UNFPA-RELATED ACTIVITIES

The YSMAs will support UNFPA works from their (advocates) state of residence. While YHA and EVA will provide information and support to the advocates, the program will count on the innovativeness and creativity of the advocates to spread messages to young people on social media. It will also be essential that from time to time, advocates take part in physical activities supported by UNFPA happening in their locality. Information about such activities will be shared, as advocates will be expected to help improve the social media messaging around UNFPA programs and activities at all levels. . Furthermore, youth advocates will be able to use social media to:

1. Disseminate information,
2. Involve supporters, peers and other critical stakeholders in activities (online and offline)
3. Facilitate interaction on the online platforms through learning, sharing and other forms of engagement including the use of audiovisual aids

While YouthHubAfrica and EVA will

1. Build a community of youth advocates that help to support and drive social change efforts online.
2. EVA and YouthHubAfrica will provide administrative and technical support for 6 months to the program as well as support the advocate with timely and relevant information as needed in order to ensure a successful campaign
3. The social media advocates will be supported with stipends to cover the cost of data and travel to specific local events which UNFPA and its partners will be hosting throughout the duration of the project.
4. There will be monthly virtual review meetings to track and review progress and impact.

OUTCOMES

This manual introduces social media users as well as learners to the use of social media in communicating, marketing, public relations, and disseminating non-profit works and impact.

By the end of this course, users will be able to:

- Understand the importance of social media for communicating SRH/FP messages and SRH/FP program impacts to a broader audience of social media community
- Understand and be able to engage young people - on the social media - in SRH/FP and other UNFPA Nigeria areas of works
- Understand the strengths and weaknesses of various social media platforms and be able to utilise the platforms for their campaigns
- Understand pitfalls and sensitivity of social media use and how to avoid them
- Design social media campaigns, understand what resources to use and be able to measure the performance and success of the Campaign
- Understand and be able to identify tools and techniques for successful social media communication to advocate for specific interests and issues such as Gender, Health, and Education.

UNITED NATIONS POPULATION FUND (UNFPA): WORKS AND CONTRIBUTION TO IMPACT

The United Nations Population Fund (UNFPA), formerly the United Nations Fund for Population Activities, is a UN organization in various countries of the world. . The UNFPA is the “lead UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled.”⁴ UNFPA Nigeria works in partnership with the Government of Nigeria to implement development activities that provide universal access to sexual and reproductive health, promote reproductive rights, reduce maternal mortality and accelerate progress towards the achievement of the ICPD declaration.

The Fund began its operation in Nigeria in 1997. It works with the Government through a "Country Framework of Cooperation" (Country Programme) and the United Nations Development Assistance Framework (UNDAF). As an International Non-Governmental Organisation, it is present in all the thirty six (36) states of country, including the Federal Capital Territory (F.C.T), with three (3) sub-offices in Lagos, Kaduna and Cross Rivers states. The Fund’s intervention within has helped build structures for a potentially vibrant and strong health system in Nigeria and the West Africa Region. In 2015 for example, for the first time in the history of the country, a comprehensive bill on reproductive rights and gender based violence was enacted. Its intervention in Nigeria is particularly significant in a country where population and reproductive health programmes compete with many other underserved sectors for allocation of funds amidst dwindling resources. For instance, for many years allocation to the health sector by the Government of Nigeria was undesirably less than the 5% of Gross National Product, recommended by the World Health Organization (WHO). Although significant progress has been made in making the environment conducive for the implementation of sexual and reproductive health programmes, there is still a resistance to issues of family planning or child spacing, sexuality education, reproductive rights and elimination of harmful practices such as female genital mutilation and other forms of gender based violence.

Gender inequality is still pervasive but progress has been made. According to the 2013 NDHS, 38% of women lack formal education compared to 21.% of men. Only 4 in every 10 women

⁴ <https://www.unfpa.org/about-us> accessed 8 July 2019

have higher education compared to 8 in every 10 men. About half of the women are unemployed compared to only 24% of men. Maternal mortality is high at 576 per every 100, 000 live birth (this is due to the population size of the country). Contraceptive prevalence is low at 10%. Although the age at first sexual intercourse is 21 years for boys and 17.6 years for girls, there is a sharp contrast in regional variations; with the North West and North East averaging as low as 12 years. This reflects the prevalence of early marriages in these regions and is linked to the high incidence of vesico vagina fistula (VVF). In Nigeria, women remain more at risk of being infected with HIV/AIDS, particularly between the ages of 15-24 years than men. They bear most of the burden of reproductive health due to limited access.

There is therefore a need to strengthen the health system to redress the context using the strategic framework for adolescent reproductive health, HIV/AIDS and family planning as well as advocacy for the use of policy frameworks such as national policies on health, women, population, youth and poverty eradication.

Key components of the UNFPA Nigeria mandate:

- A. Gender based violence and Harmful practices.
- B. HIV/AIDS
- C. Sexual and Reproductive Health
- D. Child Marriage
- E. End Fistula
- F. Family Planning/Child Spacing

UNFPA assists the Government of Nigeria at the state and federal levels through institutional capacity building and the network of stakeholders including donor agencies to create the right environment for addressing the nation’s population and reproductive health needs.⁵

A. Key events happening in 2019

Date	Event Name	Theme
July 11, 2019	World Population Day	Accelerating the promise

⁵ UNFPA Nigeria: <https://nigeria.unfpa.org/en/node/6038>

Jul 28, 2019	World Hepatitis Day	Find the Missing Millions
Aug 12, 2019	International Youth Day	Transforming Education
Oct 11, 2019	International Day of the Girl-Child	Empowering Girls for a Brighter Tomorrow"
Oct 24, 2019	United Nations Day	Climate Action for Peace
Nov 12-14, 2019	Nairobi Summit on ICPD 25	Accelerating the promise
Nov 25, 2019	International Day for the Elimination of Violence Against Women	Orange the World: #HearMeToo,
Dec 01, 2019	World AIDS Day	

PART TWO: MODULES

Module 1: Sexual Reproductive Health & Family Planning/Child Spacing

Time Allocated:

Materials Required: Flip charts, Maker;

Introduction/ Background

Learning Objectives

Triggering Questions:

Introduction/ Background

UNFPA defined good sexual and reproductive health as a state of complete physical, mental and social well-being in all matters relating to the reproductive system. It implies that people are able to have a satisfying and safe sex life, the capability to reproduce, and the freedom to decide if, when, and how often to do so.⁶ A key component of this is that young people should also know is the ABC of Comprehensive Sexuality Education, it stands for Abstinence (delaying initiation of sexual intercourse), Being Faithful to one (1) partner (for those who are already sexually active), and Correct and Consistent use of the Condom.

Everyone has the right to make their own choices about SRH and part of what advocates must do is to work with other partners to increase access to SRHR (sexual reproductive health and rights). This includes family planning. Family planning is central to gender equality and women's empowerment, and it is a key factor in reducing poverty. Yet in developing regions, more than 200 million women who want to avoid pregnancy are not using safe and effective family planning methods, for reasons ranging from lack of access to information or services to lack of support from their partners or communities. This threatens their ability to build a better future for themselves, their families and their communities. Modern Contraceptives Prevalence rate in Nigeria for Women in 2018 is put at 15.1. With average fertility rate in Nigeria being 5.7 and the North East and North West having a rate of 7.2 and 7.3 respectively, family planning and child spacing is therefore important. The South West, North Central have a rate of 4.5 and 5.4 respectively while the South South has a rate of 4.7 and the South East 4.8. Family Planning, is

⁶ UNFPA: Overview of Sexual and Reproductive Health: <https://www.unfpa.org/sexual-reproductive-health>

also called Child Spacing, Particularly in the northern part of the country. It helps to avoid pregnancies at an age too early, at short intervals and also at an age too old. Ultimately, it prevents the death of mothers thereby reducing the burden of maternal mortality.

UNFPA works to support family planning by: ensuring a steady, reliable supply of quality contraceptives; strengthening national health systems; advocating for policies supportive of family planning; and gathering data to support this work. UNFPA also provides global leadership in increasing access to family planning, by convening partners – including governments – to develop evidence and policies, and by offering programmatic, technical and financial assistance to developing countries.⁷

Learning Objectives

- Advocates will know and understand what SRH, SRHR and Family planning is
- And why young people should be empowered to make the right SRH and family planning choice

Key Terms: Sexual and Reproductive Health, Sexual and Reproductive Health and Rights, Family Planning

Activity 1: Understand SRH/FP

Methodology: PowerPoint Presentation

Class Activity: Presentation **30 Minutes**

Topic(s): SRH/FP and advocacy for SRH/FP

Resource person share slides on each topic

Youth advocates who will be the message carriers and communicating SRH and FP goals, and ideas to their community must have an in depth knowledge of UNFPA Nigeria's stand and work within the fields. For instance, a key component of Sexual Education for young people in Nigeria is the ABC method with emphasis on abstinence and condom use; the advocates would be carefully guided in understanding this method and every other available methods supported by UNFPA.

⁷ UNFPA: overview of Family Planning: <https://www.unfpa.org/family-planning>

Activity 2: Understanding the need to bring SRH/FP information to the communities

Methodology: Group Work, PowerPoint Presentation & Class work

Class Activity: General Discussion **20 Minutes**

Sexual and reproductive Health Right is a human right and every individual should have uninhibited access to make choices as to their SRH needs.

Topic of discussion I: Challenges limiting access to SRH/FP and SRH/FP information and services in our communities. (Other questions can follow as appropriate) ;

Topic of discussion II: What will be your own way to mention SRH/FP to people who naturally wouldn't want to hear about SRH/FP? (Other questions can follow as appropriate)

Triggering Questions:

1. Does every young man or woman have unhindered access to SRH and SRH information in your community?
2. Do you see needs why SRH/FP information should be taken to the communities? (explain)
3. How can we ensure the right SRH and FP messages gets to the young people in our community?

MODULE 2: TECHNOLOGY (SOCIAL MEDIA)

Time Allocated:

Materials Required: Flip charts, Maker,

Introduction/ Background

Learning Objectives

Triggering Questions:

Key facts

Activity 1: Introduction to Social Media

Introduction/ Background

The advent of new technologies such as the internet and other networks have changed the world and the way and the ease with which things are done. This technological improvement has brought faster means of interaction, communication and better and effective means of information dissemination. There have been huge known benefits of what is referred to as the Information Age, the Computer Age, Digital Age, or New Media Age. The symbolism of digital, computer or new media in the 21st-century world explains how fast and creative the use of computer affiliated devices and technology could be. In this module, we shall be looking at the effect of social media or new media on our work in ensuring young people have access to SRH/FP information and services with actual examples. We will compare side by side, the success of social media and traditional media without trivializing the non-exhaustive influence and reach of the traditional media.

Learning Objectives

- Advocates will learn how technology has been leveraged for success most importantly in regards to health education and related advocacy
- Advocates will understand how effective use of media (focus on social media) can bring critical messages to the unreached or hard-to-reach audience and most especially young people
- Advocates will have an idea of what social media can achieve and how to use it for positive engagement

Methodology: Presentation and Class Discussion

Materials Required: Flip charts, Maker, Slides, Stick-it-note

Triggering Questions:

1. New Media: has it done more good than bad?
2. Can one rely solely on social media for campaign or advocacy success?
3. What are the limits of social media?
4. Are WhatsApp and Telegram social media platforms or not?

Key Terms: New media, Traditional Media, Whatsapp, Telegram, Digital marketing.

Activity 2: Introduction to Social Media Campaign:

Methodology: PowerPoint Presentation & Pitching session

Definition: Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).⁸

It is defined by the Cambridge dictionary as forms of media that allow people to communicate and share information using the internet or mobile phones.

There are over 50 social media platforms. Some of them are listed below with numbers of monthly active users that they have. In Nigeria, there are about 22 million Facebook Users, 6 million twitter users, 5.7 million on Instagram and over 7 million users of Youtube.

S/N	Social Media App	Number of Monthly Active Users (MAUs)
1	Facebook	2.23 billion
2	YouTube	1.9 billion
3	WhatsApp	1.5 billion
4	WeChat	1.06 billion
5	Instagram	1 billion
6	QQ	861 million
7	Tumblr	642 million

⁸ Merriam-webster dictionary

8	Qzone	632 million
9	Tik Tok	500 million
10	Twitter	335 million
11	Reddit	330 million
12	LinkedIn	294 million
13	Viber	260 million
14	Snapchat	255 million
15	Pinterest	250 million
16	Line	203 million
17	Telegram	200 million

Source: We are Social, 2018.

Triggering questions:

1. What are the popular social media platforms in Nigeria?
2. What platform do you use most and why?

Social Media platforms can be further grouped into⁹

1. Social networks—Connect with people
2. Media sharing networks—Share photos, videos, and other media
3. Discussion forums—Share news and ideas
4. Bookmarking and content curation networks—Discover, save, and share new content
5. Consumer review networks—Find and review businesses
6. Blogging and publishing networks—Publish content online
7. Interest-based networks—Share interests and hobbies
8. Social shopping networks—Shop online

⁹ <https://blog.hootsuite.com/types-of-social-media/>

Social Media Advocacy / campaign

A social media campaign is a planned and coordinated effort aimed at reaching a particular target audience with a message for a business goal on one or more social media platforms.

Consider

- Planned and Coordinated Effort
- Particular target Audience
- Message
- Business Goal
- Social Media Platforms

A social media campaign will have to be planned and should target a number of persons or group of people, or an individual with a message and the message must be such that it will achieve a predetermined goal. This case, a campaign must be on a social media platform to qualify as a social media campaign.

Triggering question: Can a Social Media Campaign leverage on a physical offline activity or event for success?

Advocacy happens on Social Media when one or more social media users make use of the elements of campaign to influence opinion or decision of target audience. Advocacy on social media will educate, inform, reveal and call attention, for instance, to a behavioral change. A social media advocate will therefore be a person that uses social media to make a strong case for a thing, a belief, a way of life etc.

Class Activity: Participants should mention one thing they would love to use social media to advocate.

Activity 3: Developing social media advocacy/campaign (within the context of SRH/FP)

Methodology: Presentation, Group work & Brainstorming session

There are simple basic steps and questions that need to be answered before embarking on a social media campaign.

- The need to have a clearer picture of what needs to be done and for who;
- the need to understand who the target audience is and how to reach them.
- Determine what media platform the target audience is and how to reach them, including other details.

Class Activity: What other thing (s) should be considered before embarking on a social media campaign?

This will include

- Determine the kind of message that will be appropriate for the target audience
- When are these audience active on social media?
- Are there other social media users that can reach the audience faster? (Influencer)

Class Activity: Advocates are to be split into 2 groups and come up with a simple campaign plan.

CAMPAIGN PLAN

SMART Objective	Actions	Audience	Output Indicators	Outcome Indicators	Expected time
	<i>Activities that support the achievement of your objective</i>	<i>The specific demographic your actions targeted at</i>	<i>Numerical outputs from actions</i>	<i>Measures the extent to which you have successfully reached your objectives</i>	<i>When actions should be carried out</i>

Put the following on cards and stick it up

1. Understand the goal of the campaign (answer the “why” question)
2. Answer the “How” question

3. Content plan is good - (answer the “which” question)
4. Content is key
5. Use smart tools
6. Monitor - Engage- follow-up
7. Analyze (evaluate)

Activity 4: Effective Storytelling: Stories have the power to change the world

Methodology: Video Presentation, Discussions, group work

Definition: Storytelling is a powerful tool in communication and advocacy. The effectiveness of your storytelling determines your ability to captivate the mind and interest of your audience and in the long run, shapen the reaction of your audience. The greater your ability to creatively and effectively tell stories, the greater your ability to influence and change the world.

Storytelling works in light of the fact that the human brain is wired to recall narratives and is prepared to encounter it as its being told. It's the most established powerful and useful asset to influence change in the public eye. Personal stories detailing the challenges one encounters are simpler and easier to connect with and bring out our ability to relate with the storyteller.

To effectively convey your message to the audience, aim to craft messages that will convince your audiences to act – rather than messages that simply communicate what you want to say.

Key points to note:

- Focus on people
- Engage with the audience.

Triggering questions:

- What do you want to achieve with telling stories?
- What is so alluring about a story and why do they continue to remain so interesting to us?

Activity 5: Social Media Tools: Assessing the Channels & Technologies

Methodology: Presentation

Definition: Good social media tools help you find more content to share. Use them to schedule posts at the perfect time, as well as measure the effectiveness of your campaigns. What's more, they give actionable insights you can use to improve your social presence.

Activity 6: Pitfalls to avoid in the use of Social media when discussing SRH/FP

Methodology:

- Group work, Presentation, Case Study.
- 5 case studies will be shared between 5 groups
- Groups will meet, read the case studies and answer the following questions:
 - Explain how the case study addresses or negated the sensitivity of brands or entities identified in the story
 - What could have been done better to avoid or enhance the situations

Case Studies on Brand Sensitivity

Case Study 1

At 10:19 a.m. on Friday, 20th December 2013, Justine Sacco, Senior Director of Corporate Communications at InterActiveCorp (IAC), posted this tweet shortly before an 11-hour flight



from London to Cape Town, South Africa to visit family for the holidays. Although she had only about 200 followers, someone emailed it to Valleywag editor Sam Biddle, who tweeted about her post and #HasJustineLandedYet started trending worldwide.

The firestorm was fueled in part by the fact that Sacco, who was on a flight without Wi-Fi, couldn't get online to apologize or delete her tweet. The story dominated the media and was covered by The New York Times, CNN, ABC, BCC, and more.

When Sacco's plane landed at about 11:20 p.m. ET, she deleted the tweet and her Twitter, Facebook, and Instagram accounts without offering an apology.

On Saturday, IAC announced "the offensive comment does not reflect the views and values of IAC. We take this issue very seriously, and **we have parted ways** with the employee in question..."

What do you think Justine could have done better to avoid such backlash?

Reference: This Is How A Woman's Offensive Tweet Became The World's Top Story

Weblink:

<https://www.buzzfeednews.com/article/alisonvingiano/this-is-how-a-womans-offensive-tweet-became-the-worlds-top-s>

Case Study 2

Following the uproar and protests in Abuja, Lagos and different parts of Nigeria over the alleged harassment and rape of certain female sex workers in Abuja by police officers. Nollywood actor, Ime Bishop popularly known as Okon Lagos, posted a video on Instagram on the 15th of March 2019, where he intimated that prostitutes cannot be raped because they have no ‘dignity’. He claimed that the rape of prostitutes was “stealing” and not rape because prostitutes have no dignity. According to him, there is a difference between a woman who gets raped and loses her dignity and a woman who is involved in prostitution and gets raped.

The next day, the comedian then posted a video to supposedly clarify his position. he tried to make claims that rape was the same thing as stealing. He then captioned the video with the following, “It's terrible when we give a dog a bad name in order to hang it. Who justifies rape? Obviously not me. I think lots of people have problems with hearing and comprehension. Listen again to the video I made. I never defended the animals that raped the girls. I only tried to open up another perspective to the crime they committed and that is robbery which attracts in most cases, instant death penalty by jungle justice while also condemning commercial sex hawking! Hear, Listen, Understand or shut up!!!”

Reference: Okon Lagos' joke on prostitute-rape is crass, and his second video is trash

Weblink:

<https://www.pulse.ng/entertainment/music/okon-lagos-prostitute-joke-is-crass-and-so-is-his-rebuttal-video/bwej8h2>

Okon Lagos responds to backlash over controversial video on Abuja raped victims

Weblink:

<https://www.pulse.ng/entertainment/celebrities/okon-lagos-responds-to-backlash-over-controversial-video-on-abuja-raped-victims-video/lkemp71>

Case Study 3

On the 2nd of July 2019, Premium Times published a video showing Elisha Abbo, representative of Adamawa North-Central senatorial district assaulting a young lady in an adult shop in Abuja. The assault, which reportedly occurred on May 11, 2019, was done in the presence of an armed policeman, who rather than assist the victim, arrested her.

The viral video caused outrage among Nigerians, celebrities and human rights organisations including Amnesty International and various reputable people who called for the arrest and prosecution of Senator Abbo. On Twitter, the lawmaker attracted attention under the hashtag, #SenatorElishaAbbo.



Festus Keyamo, SAN @fkeyamo
The case of Senator Elisha Abbo is very straightforward: the Police MUST IMMEDIATELY take three steps: 1. Arrest him (no formal complaint is needed with the evidence on tape) 2. Obtain his statement (if he's willing to make one) and that of the victim 3. Arraign him in court.
12.1K 21:33 - 2 Jul 2019
8,642 people are talking about this

Amnesty Int. Nigeria @AmnestyNigeria
Senator Elisha Abbo, in company of 3-women, in an adult shop in Abuja assaulted women wildly in the presence of police @PoliceNG. This must be investigated. Victims of his violence must get justice. @MBuhari @ProfOsinbajo @NGRSenate @femigbaja @UN @unwomenafrica #Nigeria
3,828 18:11 - 2 Jul 2019
5,148 people are talking about this

Dr. Joe Abah @DrJoeAbah
To think that it was Elisha Abbo that spoke on behalf of newly-elected young legislators at the induction for them that I was invited to as a speaker. As @ChiomaChuka said to me that night and also tonight, he does not represent the #NotTooYoungToRun movement. He doesn't! twitter.com/chiomachuka/st...
Chioma Agwuegbo @ChiomaChuka
Replying to @DrJoeAbah
I wish he had proved me wrong. He is a spineless coward who could only be violent when his bodyguard arrived. Shame on the @PoliceNG for selling security to the highest bidder. @ElishaCliff is a disgrace and does not represent the #NotTooYoungToRun movement.
751 22:40 - 2 Jul 2019
473 people are talking about this

JJ. Omojuwa @Omojuwa
I just watched the video of Senator Elisha Abbo beating up a shop attendant. That Senator has the capacity for murder. He is a threat to humanity. His fellow senators must condemn that barbarian act, the ones that aren't Barbarians themselves. He should be made to pay for that!
5,497 20:07 - 2 Jul 2019
3,623 people are talking about this

We strongly condemn the brutal assault on the sales personnel by the 'not-so-distinguished' Senator Elisha Abbo.
He should be arrested and made to face the full wrath of the law. @PoliceNG @DrAhmadLawan@nassnigeria @NGRSenate @NGShineYourEye. <https://t.co/5iki6hv1XM>
— EIE Nigeria (@EIEigeria) July 2, 2019

Reference: Nigerians call for arrest of senator caught on video assaulting a woman

Weblink:

<https://www.premiumtimesng.com/news/top-news/338470-nigerians-call-for-arrest-of-senator-caught-on-video-assaulting-a-woman.html>

Case Study 4

On February 3, Khadijah Adamu, a 24-year-old pharmacist in Kano, Nigeria, told her Twitter followers about a harrowing case of physical abuse, detailing claims of how an ex-boyfriend almost killed her. "It was a burden that I was carrying around for two years," Adamu told Al Jazeera. "Talking to people didn't work, praying didn't work, nothing worked, and to make matters worse my abuser refused to leave me alone."

Fakhriyyah Hashim, an entrepreneur and development worker in the Nigerian capital Abuja, noticed Adamu's tweet and replied with empathy, adding the hashtag #ArewaMeToo.

Soon, young women and men from the north started sharing experiences of rape and abuse on Twitter, using the hashtag. Some tweets even named the alleged abusers.

Reference: The #MeToo movement has reached Muslim-majority northern Nigeria

Weblink:<https://www.aljazeera.com/indepth/features/metoo-movement-reached-muslim-majority-northern-nigeria-190330231518587.html>

Case Study 5

The BBOG movement erupted in April 2014 following the abduction of over 200 schoolgirls from Chibok Secondary School, Northeast Nigeria, by the Boko Haram Islamist insurgency group. The news went viral and led to the creation of the hashtag #BringBackOurGirls which received support from individuals and organizations, both local and international.

The #BringBackOurGirls social media campaign transfixed people around the world concerned about the plight of 276 schoolgirls kidnapped and this led to the BBOG movement which aims to pressure the government to confront Boko Haram and bring the abducted Chibok girls back home safely. The movement is an "*online struggle for offline justice*" and are advocating for speedy and effective search and rescue of all our abducted girls and for a rapid containment and quelling of insurgency in Nigeria.

Reference: How Bring Back Our Girls went from hashtag to social movement, while rejecting funding from donors

Weblink:

<https://oxfamblogs.org/fp2p/how-bring-back-our-girls-went-from-hashtag-to-social-movement-while-rejecting-funding-from-donors/>

<http://www.bringbackourgirls.ng/>

Cross-channel Campaign

The most successful advocacy utilizes multi-channel outreach strategies in which each method of contact informs the others. Using cross-channel campaign strategies to enhance advocacy may be as simple as including social media icons on a website/blog or emails or be as sophisticated as asking happy readers to leave a comment. It has a major impact on audience retention and interaction.

Activity 7: Creative Strategies: Case Studies in relation to SRH/FP

Group work to be carried out by advocates.

MODULE 3

Time Allocated:

Materials Required: Flip charts, Maker,

Introduction/ Background

Learning Objectives

Triggering Questions:

Key facts

Activity 1: Social Media Content Creation for SRH/FP campaign Using Videos, fliers, and pictures

Introduction/ Background: In development, media is an essential part of advocacy and use of video is an integral part of development activities. With digital and multimedia becoming more accessible and more widely used in development work, it is important to learn and reflect on how it is being applied to promote development. Pictures and videos in development are visual contents used to tell stories that communicate, educate and engage viewers.

Creating content for SRH/ FP advocacy is essential to engage and create impact. Pictures and videos go a long way because they attract the visual senses of the audience.

A common visual feel for any information product (e.g. pictures, fliers, posters) gives a distinctive identity to your campaign. It is also an effective way to create a “halo effect” by using a common visual style.

Learning Objectives:

- understand what a good social media content for SRH/FP is
- Identify and create the right content for the social media campaign for SRH/FP
- Understand the importance of good visual content for SRH/FP advocacy.

Triggering Questions:

- How does your picture or graphics convey your message/story advocacy in SRH/FP?
- Why is good content important in advocacy?

Key Terms: Media in Development, Content Creation, digital media

Activity 2: Using Videos, Fliers, and Pictures: things to consider

Background: It is said that ‘a picture is worth a thousand words’. This is actually true. The power of an image should never be underestimated as one image can often have a greater impact than a full page of text or a mouthful of words. A great image, video, graphic design or infographics would have achieved its goal if it is able to communicate with the person looking at it.

Frederick R. Barnard is widely attributed with creating the term ‘a picture is worth a thousand words’ while discussing the effectiveness of graphics in advertising in a piece for Printer’s Ink in December 1921¹⁰. This philosophy is still the case today where the power of a photograph has never been as powerful. The role that videos, photos and images play in today’s society cannot be ignored.

Presentation: The Resource person will share tips, dos and don’ts in the video, picture usage online.

Class Activity:

1. Place 3 pictures in strategic parts of the room and ask each group to explain what the pictures communicate and what caption or write-up they can put on the picture to use it on social media. The groups will confer together, taking note and will come to present their thoughts in plenary
 - a. Note that a single picture will say so many things or mean so many things

Triggering question: How can you avoid your pictures/contents from being interpreted wrongly?

Activity 3: Reaching the right persons: Performing Audience analysis

Introduction/ Background: In advocacy, it is important your messages target the right audience.

Aside from having the right content, you need to know who your target audience is.

- Who are your messages targeted at? ?
- Do you want the audience to interact with your posts?
- Are the audience to respond to your post?
- How should they interact with your campaign?
- Is there a Call to Action in your message?

Four questions to consider to increase your audience performance.

¹⁰ “One Look Is Worth A Thousand Words”. [Piqua Leader-Dispatch](#). page 2. August 15”

What? - What are the unstated assumptions about SRH/FP-related issues? What social norms affecting SRH/FP are you challenging? What does someone have to believe to accept the story as true? What values are represented in the story? What media channel does your audience use the most?

Who- Who is your intended audience? Who are the specific individuals or groups of people you most need to reach and persuade to achieve your goals?

When?- At what time will the audience be most interactive?

How?- How many people are in the audience? How important it is that the audience change their behavior? How likely it is that the audience will change their behaviour?

Learning Objectives:

- Determine the priority audience.
- Determine the influencing audience(s).
- Understand the importance of audience and storytelling.

Triggering Questions:

- What timeframe do most people engage on social media?

Key Terms: priority audience, audience performance, call to action.

Activity 4: Message Creation

Background: Creating message for SRH/FP advocacy requires a lot of time investment and effort in creating strong, effective messages that will convince decision-makers or influence the general public. It is important to create compelling messages that include a call to action as this will guide the reaction of the audience to the message. In this way, your messages determines how your target audience perceives you and your campaign. An advocacy campaign message is critical to ensuring people understand what you are about and what you want to accomplish.

Messages need to be:

- credible, clear, compelling, concise, consistent and convincing;
- simple and persuasive, with a direct call to action;
- rational, moral and appealing to hearts and minds;
- repetitive and reinforced;
- consistent in visual style.

Key points to remember.

1. articulate the problem and the desired actions clearly
2. emphasize the urgency and high priority of the recommended actions;
3. make use of simple words
4. reach your audience emotions

Activity 5: Reaching the right audience

Background: When it comes to getting results with social media, one of the most important considerations is targeting the right audience. The most popular social media platforms have millions of users; so, without proper targeting, setting up your pages on social media is like calling people on the phone at random. The better you know your potential audience, the better equipped you are to create the kind of content they'll appreciate.

- Identify your target audience according to age, sex, interests, income, geography, profession, among others
- Use the appropriate media platform for particular groups within your audience. Part of targeting your audience is choosing which of the platforms will give you the best results. Knowing the demographics of social media users is very helpful.
- Determine your target audience size
- Find your audience and connect with them. Conduct polls and surveys to get to know them better.
- Tailor content for your target audience
- Create a well balanced content plan.
- Track your results by conducting thorough analytics, this is another way to tell if you are targeting the right audience. You can use the analytics tools supplied by social media sites or invest in more robust tools and services.

MODULE 4: SOCIAL MEDIA ANALYSIS

Time Allocated:

Materials Required: Flip charts, Maker,

Introduction/ Background

Learning Objectives

Triggering Questions:

Key facts

Activity 1: Understanding Trends and how to ride on them

Trend could mean the general direction which a group of people, a group of data or a group of conversation is tending to. It could also mean the objectives, actions or things capturing the most attention within a particular time. Generally, trends could mean the ‘rave of the moment’. It could also mean ‘the reigning action’ for the moment.

In media, trends are topics that receiving most attention as at a particular time. For instance, La-liga competition could be a trending during a football match. J.J Okocha could also be trending during this time because many people are talking about him.

Trends are location specific. While some topics can be trending worldwide, some others can be regional, and maybe local too.

Triggering questions:

- What are notable trends around you now?
- Why do you consider them as trends?
- Why do you think they are trending?

Some trends are premeditated while others occur naturally. Events and happenings can also be set in motion knowingly with the knowledge that it will trend naturally. There may be some scientific arrangements within specific social media platforms that could also help a topic or event trend over the other. And like it was initially mentioned, locations could also help an event to trend over another.

Class Discussion: Name one event that has gained national prominence recently.

1. Use Existing Audiences
2. Use a Unique Hashtag
3. Pick Your Timing
4. Give Precise Direction
 - a. Make a Simple Ask
 - b. Give Examples
 - c. Give Incentives
5. Involve Partners
6. Have a Plan
7. Pick 1 Account to Focus On
8. Create Entertaining Content
9. Create Calls to Action
10. Track Your Success

Some other things to consider when planning your campaigns include

1. Pay attention to time and seasons
2. Consider all other events happening at those times. You may not want to carry out a Twitter campaign when a crucial premiership football match is happening
3. Consider other trends that could be leveraged. Do you have a campaign that could go with Big Brother Naija?
4. Use Hashtags
5. Use mentions. @ at someone
6. Develop an eye or a sense for what we will call “Flammables”. These are discussions, topics, issues that could quickly snowball into a major national conversation. For instance, you heard that a girl was raped and you could just dig deeper and strike the right cord and you might be on your way to having a nationally revered trend.
7. Engaging influencers will work wonders
8. Leveraging on offline physical activity could produce a great result
9. Again, time is of essence and consistency is key
10. Visuals/Images such as videos and pictures are gaining more attention these days. You can write on the images.
11. Create custom polls with immediate data tracking information, like percentages.
12. Tag other accounts.

13. Livestream

Advocates could add to the list

Let's talk about Twitter

Trending topics on Twitter – How many tweets to reach the top? *Let's consider an interesting calculation.*

According to Twitter statistics, every second, on **average**, around 6,000 **tweets** are tweeted on Twitter, which corresponds to over 350,000 **tweets** sent per minute, 500 million tweets **per day** and around 200 billion **tweets** per year.

The “**Trending Topics**” shown in the home page reflects the 10 most tweeted topics in real time. They are refreshed every 5 to 11 minutes.

But, the million dollar question is: *How many tweets are needed to trend on Twitter?* It actually varies according to the time of the day. As mentioned above, a trending topic is refreshed periodically. So, to figure at the top ten, the topic must be tweeted in a short period of time. It is necessary around 1200 tweets from 12am to 6am PDT to reach the top 10. From 6am to 12pm PDT, 1700 tweets. From 12pm to 6pm PDT, 1500 tweets. And 1900 tweets from 6pm to midnight PDT. The number of unique users tweeting also plays an important role in the equation, it ranges from 600 to 900 users.

Lately, we have seen some movements to make a topic trend (*class can mention a few*)

Activity 2: Tips for Successful Engagement and Discussions on SRH/FP with Social Media

General Discussion: This will be an open house for discussion on all the following ideas and tips

1. Initiate Conversation with Your Social Media Followers
2. Mention Your Followers
3. Connect Content with Current/special Events
4. Respond to Questions and Customer Issues
5. Ask Specific, Pointed Questions
6. Do AMAs (Ask Me Anything)
7. Promote User-Generated Content to Your Fans
8. Use Hashtags That Relate to Your advocacies or campaign

9. Search for Users Who Use Your Hashtags and Respond to Their Tweets
10. Respond to Mentions
11. Promote Other People's Content
12. Post What's Good for The Society (E.g. Charity and Help)
13. Organize Giveaway
14. Curate and Promote Other People's Content
15. Use Animated GIFs
16. Ask for Feedback
17. Do Surveys and Polls
18. Participate in Twitter Chats
19. Regularly Follow Relevant and Active People in Your Industry
20. Use Emojis to Show Humanity
21. Show Gratitude to Fans
22. Find the Best Time to Post Depending on When Your Fans Are Online
23. Use A Call-To Action
24. Share Photo Posts
25. Ask People to Retweet or Share
26. Shout Out to Amazing Content Creators
27. Cross Promote Your Social Profiles
28. Partner with Popular Brands
29. Use Social Media Management Tools
30. Monitor Mentions (Both Tagged and Untagged)
31. Get Your Employees on Social Media
32. Set the Expectation on Social Media
33. Write Captivating Headlines for Social Media
34. Be Active on Social Media.

Activity 3: SRH/ FP Social Media Goals and Measurement

Class Activity

Put the class into 4 groups to consider :

- Adolescent access to Reproductive health services/commodities

- Family planning, Unwanted pregnancies and unsafe abortions
- Sexual and Gender-based violence (S/GBV)
- Female Genital Mutilation/Cutting

Impacts of our campaign can be measured using various tools. *Listed below are a few popular ones.* However for the purpose of this project, we will focus on two (2) — Union Metrics and Cyfe.

- | | |
|------------------|----------------------|
| 1. Sprout Social | 11. Likealyzer |
| 2. Hootsuite | 12. Cyfe |
| 3. Zoho Social | 13. Union Metrics |
| 4. Sendible | 14. Quintly |
| 5. Keyhole | 15. Followerwonk |
| 6. Rival IQ | 16. SparkToro |
| 7. Social Report | 17. Audiense |
| 8. Socialbakers | 18. Klear |
| 9. Iconosquare | 19. Talkwalker |
| 10. Tailwind | 20. Google Analytics |

Apart from these third-party social media tools, we have the social networks' own analytics toolkits:

- | | |
|------------------------|-------------------------|
| 21. Facebook Insights | 24. Pinterest Analytics |
| 22. Instagram Insights | 25. LinkedIn Analytics |
| 23. Twitter Analytics | 26. YouTube Analytics |

NEXT STEP

After the training, the Youth Social Media Advocate (YSMA) program moves into the next phase which has to do with working from individual states, providing support for UNFPA Nigeria work, online follow-up meetings, and monitoring and evaluation.

Activity phase: *This phase will see each and every advocate*

1. Provide social media support for UNFPA and work from states of location
2. Attend physical meetings close to them.
3. Make social media posts which might include videos, tweets, pictures and quotes from attended events.
4. Share contents from general content pools made available by the coordinating organizations
5. Will commit to creating at least 6 contents/posts/tweets per week. There is however no limit to the number of posts that a person can post within the week.
6. Join online campaigns lead or instituted by UNFPA Nigeria or the coordinating organizations
7. Independently run at least 2 online campaigns within the next 6 months

Monitoring and Evaluation Phase

8. Join the virtual follow-up meetings on WhatsApp every month.
9. Submit a report when called upon to do so. This will be a report of physical and online activities participated in.
10. There will be an advocate of the month and this comes with a prize. The advocate of the month will be the person with the largest impression pooled from all the social media platforms in a month. There will also be other benefits in terms of opportunities and recognition for such advocates.
11. EVA and YouthHubAfrica staff will visit the states within the activity period to evaluate the level of contribution to UNFPA activities within the states.

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SOCIAL MEDIA HANDLES

SN	NAME	TWITTER	FACEBOOK	INSTAGRAM
1	UNFPA Nigeria	@UNFPANigeria	@NigeriaUNFPA	
2	YouthHubAfrica	@youthhubafrica	YouthHubAfrica	@youthhubafrica
3	Education As a Vaccine (EVA)	@EVA_Nigeria	@evanigeria	eva_nigeria
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