Going Online

11 MAY 2023

Social Media for HIV Service Demand Generation

CREATING DEMAND FOR HIV SERVICES ON SOCIAL MEDIA FOR LATIN AMERICAN AND CARIBBEAN COUNTRIES

Presentation by FHI 360

Facilitator: Shanthi Noriega, Technical Advisor, Telehealth, FHI 360

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Photo by Joel Valve on Unsplash

Background

Most people in Latin American and Caribbean countries are connected online and on social media. Virtual channels are now an essential modality to reach and engage this ever-growing population in HIV services.

Presenter: Shanthi Noriega, Technical Advisor, Telehealth, FHI 360

Global mobile, internet and social media trends

- 68% mobile phone use globally in 2023 (3% increase from 2022)
- 59.4% social media use in 2023 (3% increase from 2022)
- 6:37 hours – average amount of time that internet users aged 16-64 spend using the internet each day
- In a broad global survey in 2022, the most popular reason for using the internet is “finding information” with 57.8% of respondents and 12th most popular reason is “researching health issues and health care products” at 34.7% of respondents
- Coverage gaps, areas where people are living that have no broadband network coverage, continues to decrease.
- Gender and rural-urban gaps persist, however this varies by region

Source: https://datareportal.com/reports/digital-2023-global-overview-report

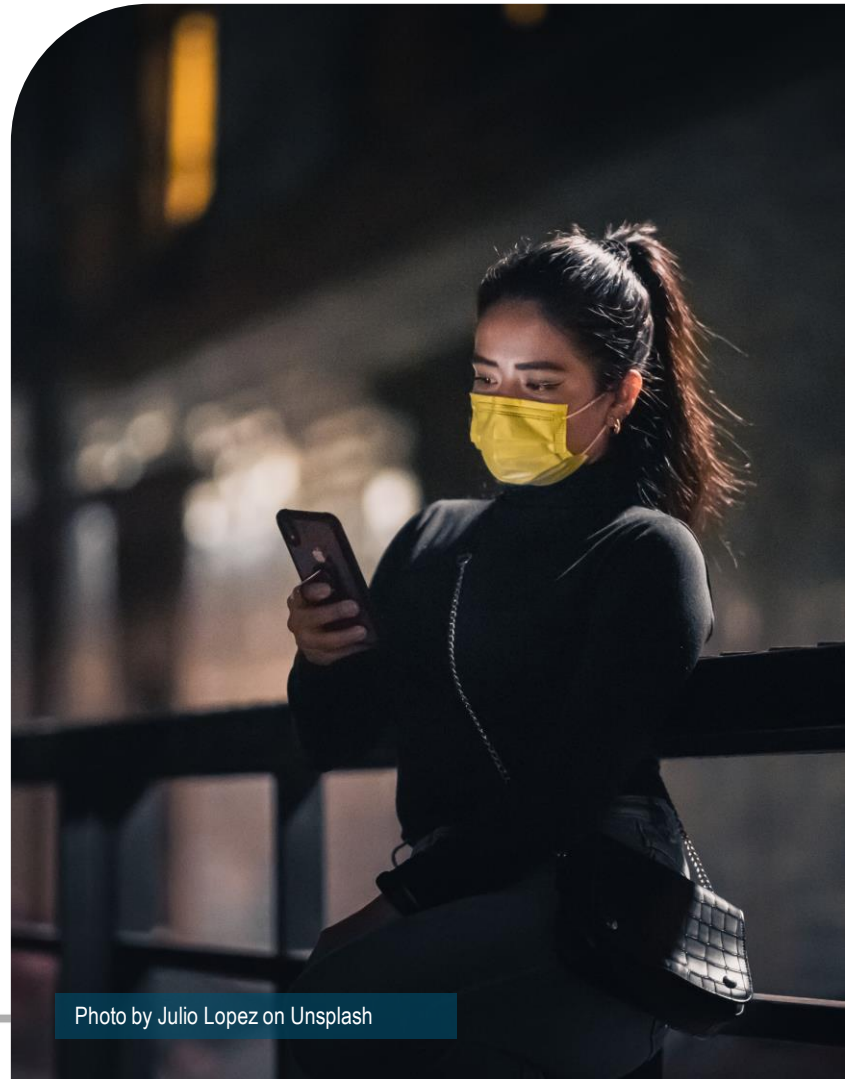
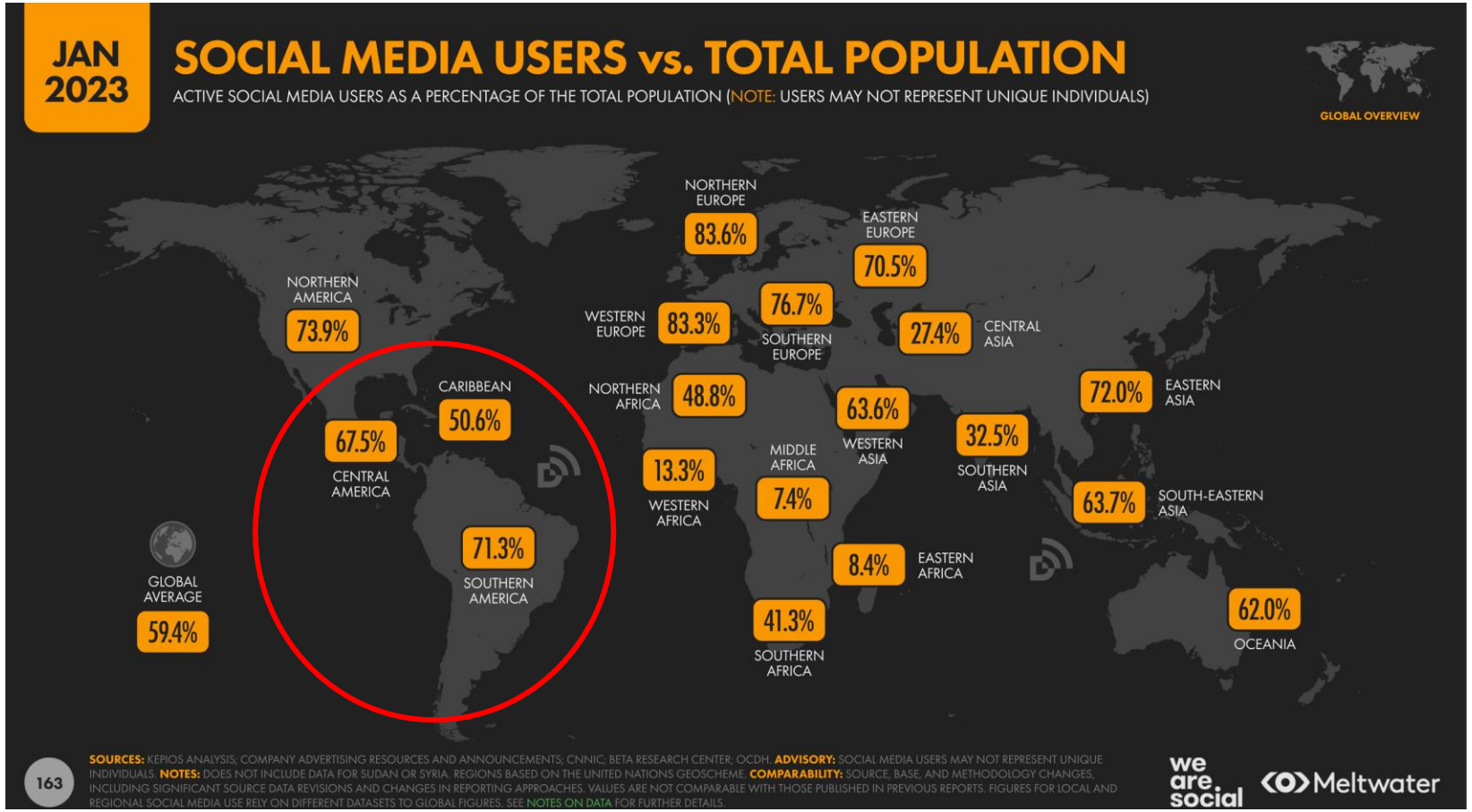


Photo by Julio Lopez on Unsplash

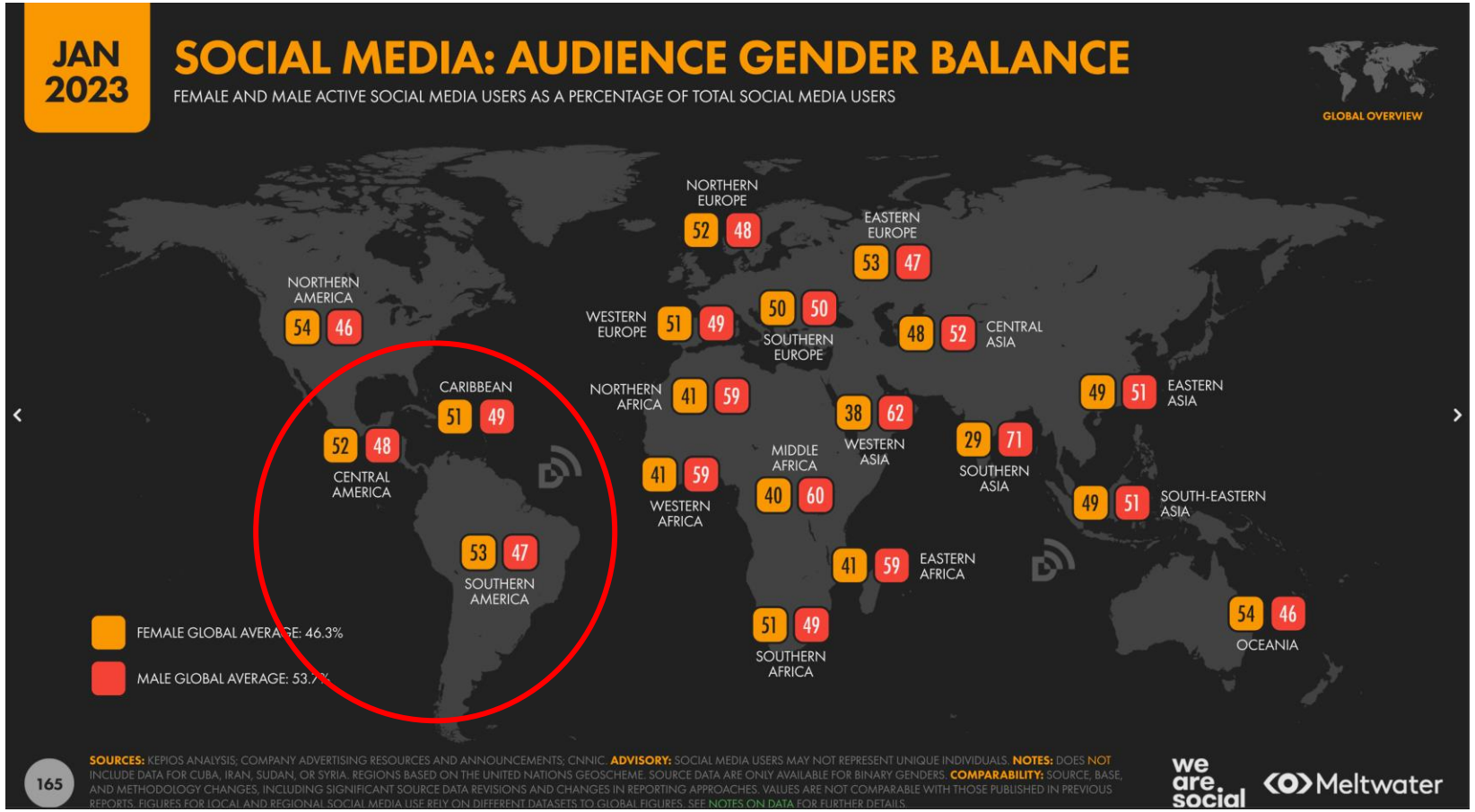
Over 50% social media use across LAC



NOTES

- Social media use in Central America and Southern America is higher than the global average of 59.4%
- The Caribbean has lower social media use at 50.6%
- Source: https://datareportal.com/reports/digital-2023-global-overview-report

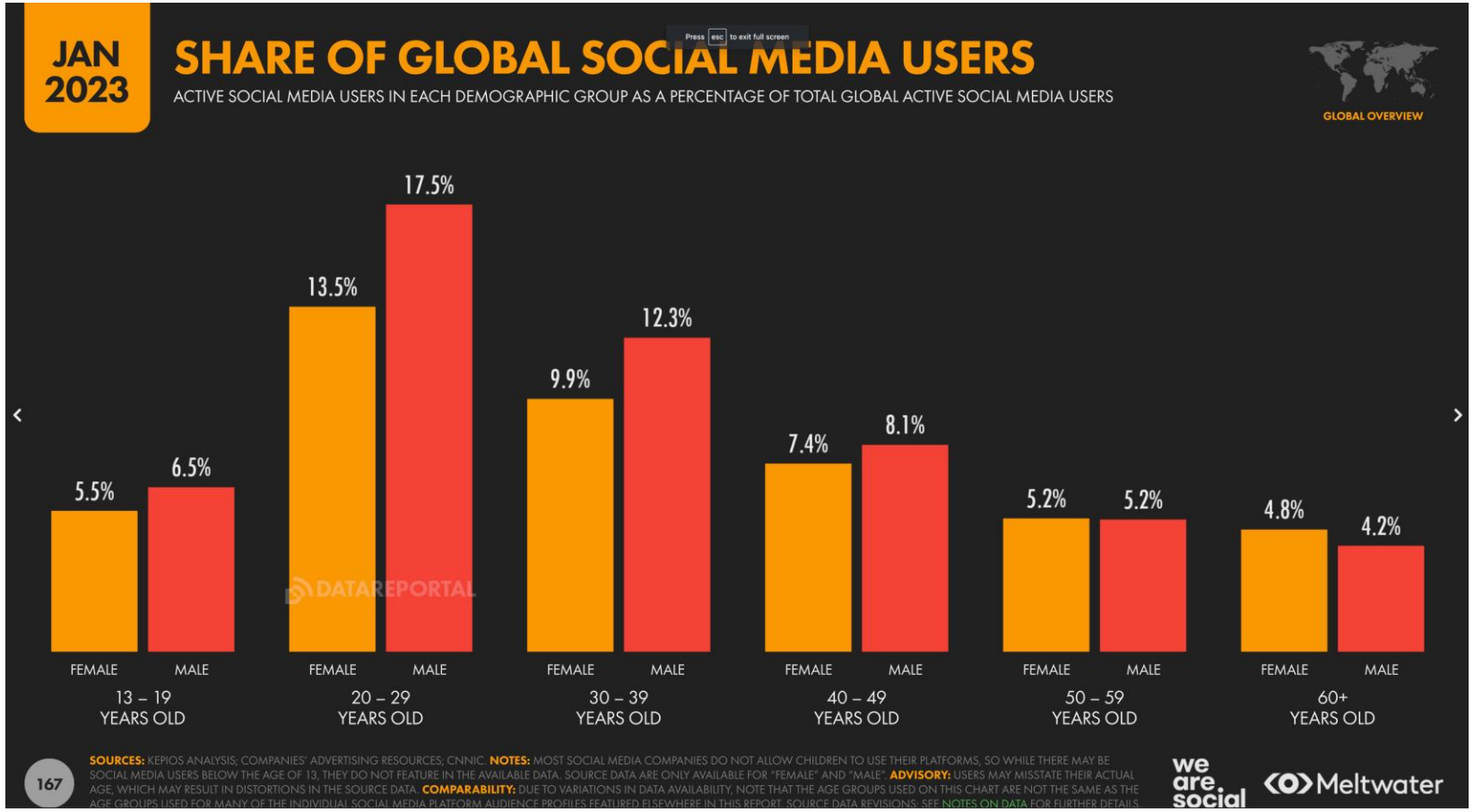
Female social media use is high in LAC



NOTES

- Female audiences in LAC have higher social media use than male, which is contradictory to the global trend.
- Source: https://datareportal.com/reports/digital-2023-global-overview-report

Globally, youth are the most common social media user segment



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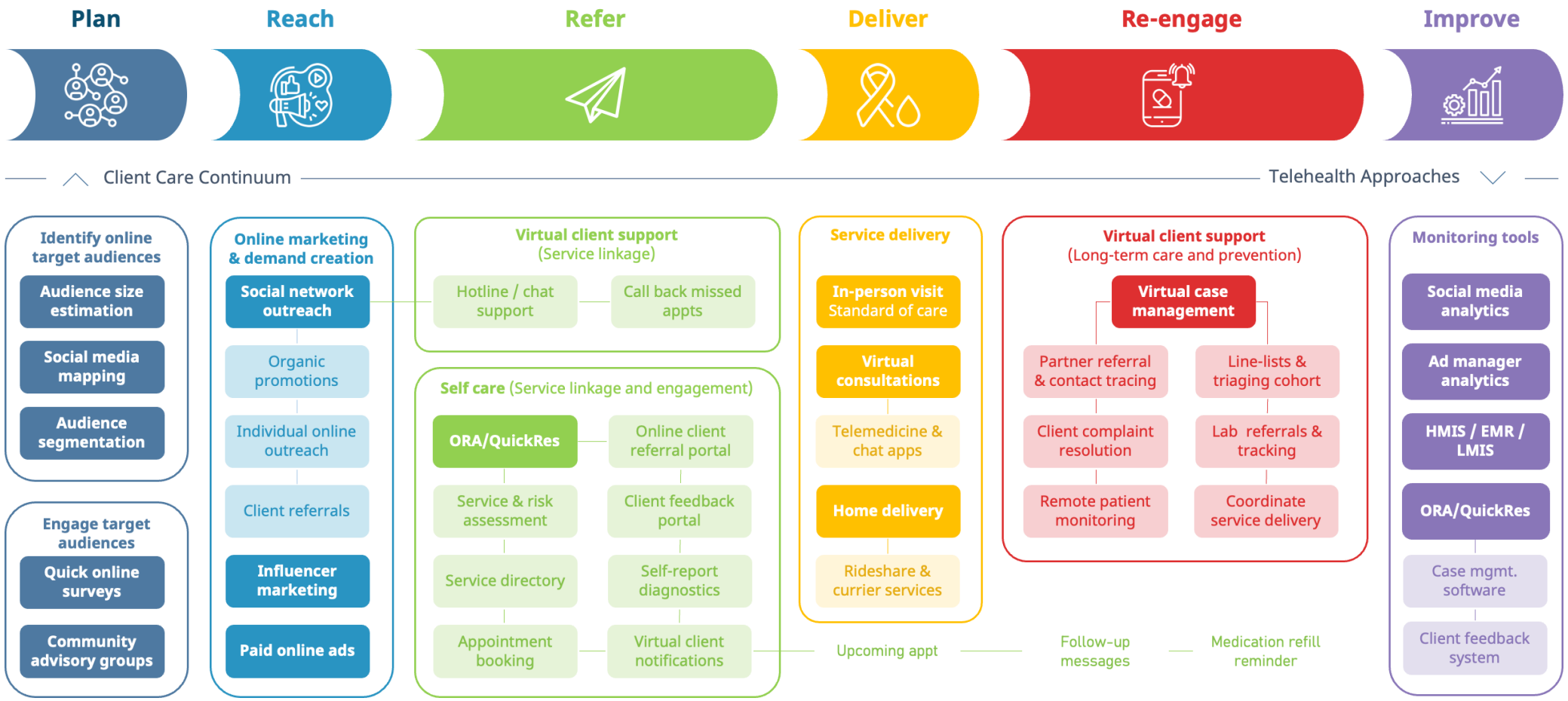
- Globally youth aged 20-29 years old are the most common age group of social media users.
- Social media platforms are particularly well suited for reaching this youth segment.
- Source: https://datareportal.com/reports/digital-2023-global-overview-report

Technical overview

Social media for demand generation. An overview of approaches to reach target audiences online, generate demand for HIV services, and reduce barriers to service uptake

Presenter: Ben Eveslage, Associate Director, Technical (Telehealth), FHI 360

A vision: Telehealth across the client care continuum



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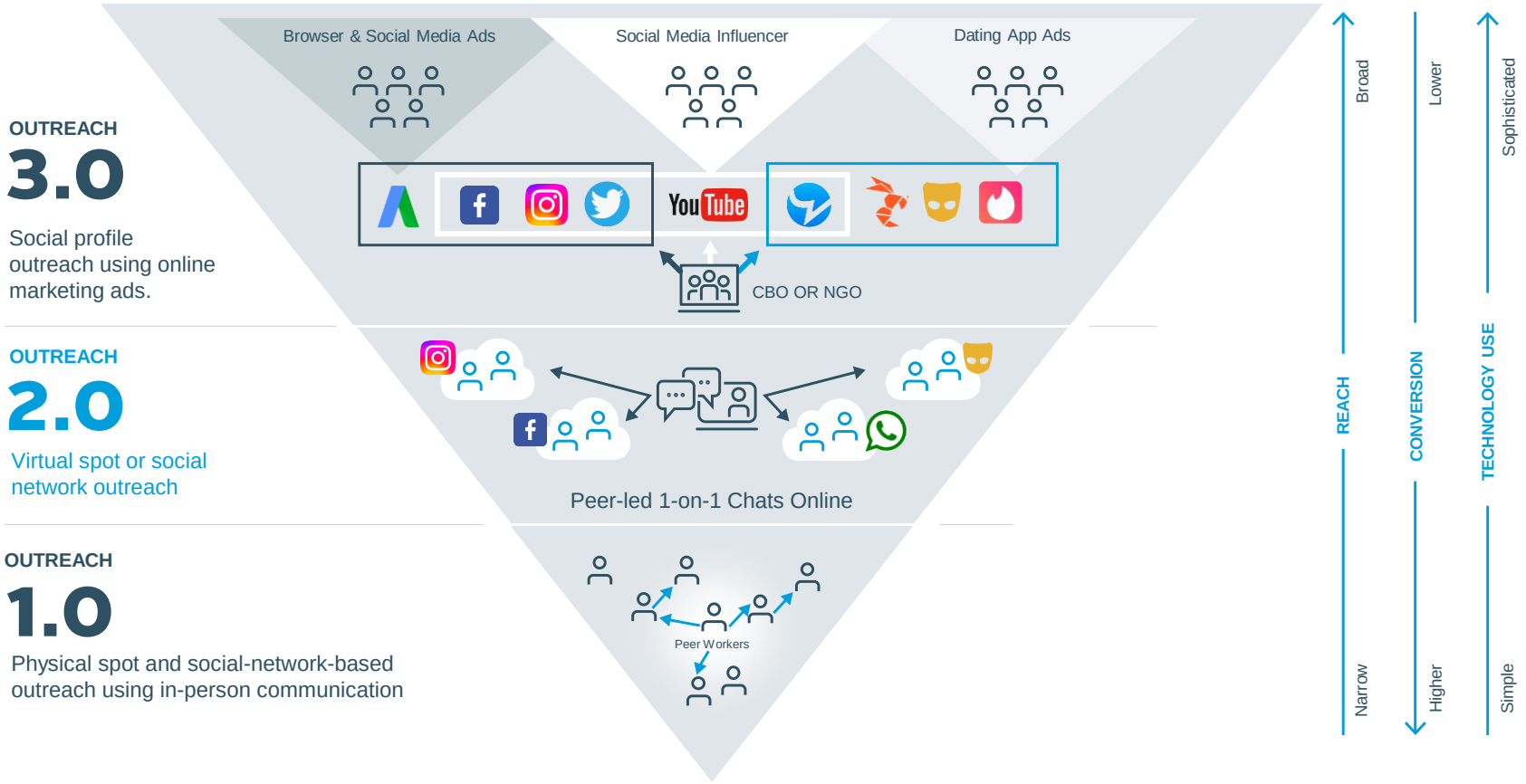
See more at FHI360.org/GoingOnline

Generations of Outreach



NOTES

Over the years, virtual channels opened new pathways to reach and engage audiences in HIV services.

- **Outreach 1.0** reaches people through hotspots and in-person social networks (targeted, narrow, and high conversion)
- **Outreach 2.0** reaches people through online social networks (slightly broader reach, medium conversion)
- **Outreach 3.0** reaches broader audiences through online marketing like ads/influencers (broad reach, low/mixed conversion)

Categories of social media demand generation

- **Social network outreach:** organic social media content creation and management. And use of outreach staff to push content through online social networks, including client referrals.
- **Social influencer outreach**: Engagement of popular people on social media who have reach and influence among your target audiences to build trust and generate demand for services.
- **Social profile outreach:** use of online ad managers to target and deliver content sites and apps used by target audiences (social media, dating apps, search ads)

Photo by Jorge Gerdner on Unsplash

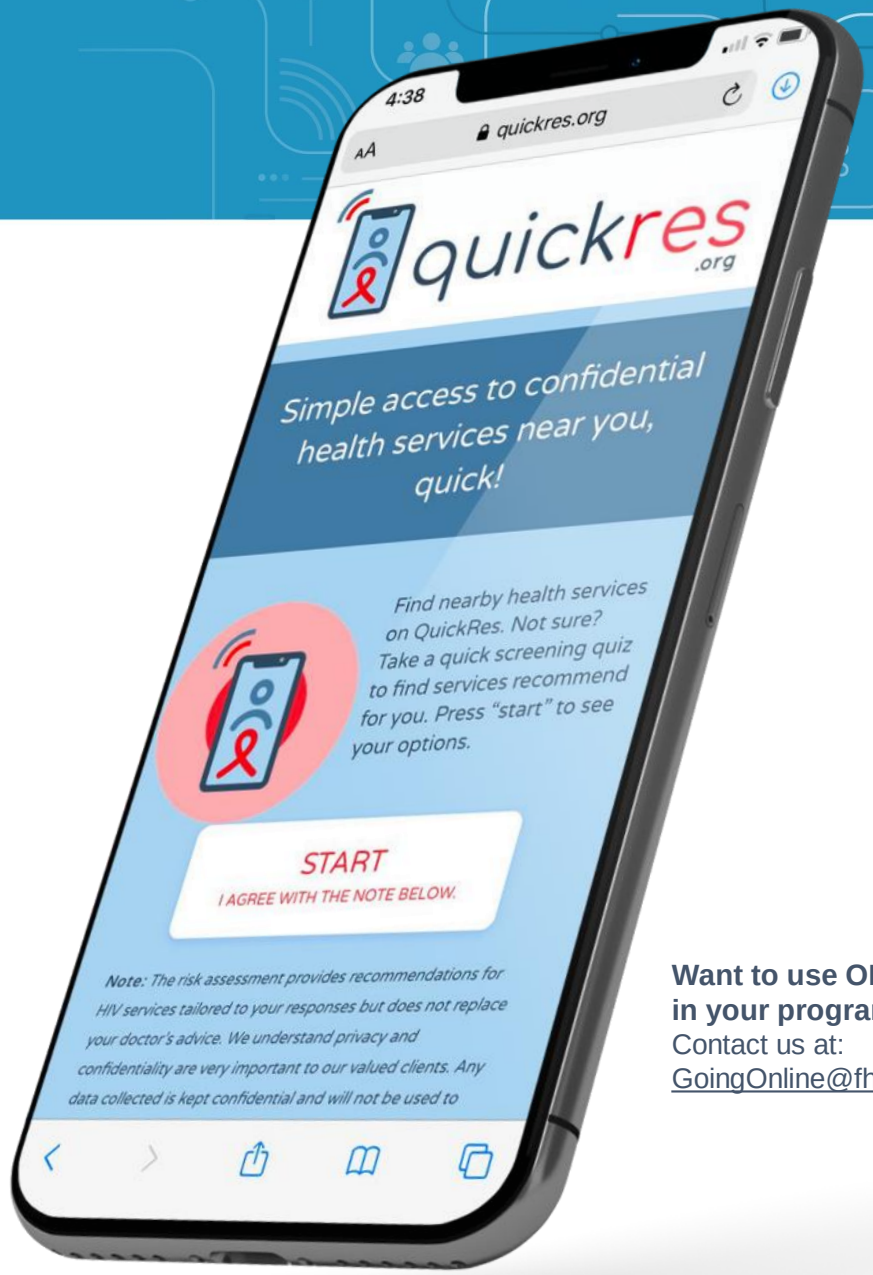
Monitoring social media demand generation

- **Social network outreach**
  - # unique posts (⏳ time-consuming)
  - # chats with clients (⏳ time-consuming)
  - # page follows/likes (👍 easy)
- **Social influencer outreach**
  - # unique posts (😟 time-consuming)
  - # reached per post (😟 difficult)
- **Social profile outreach**
  - # reached/viewed ad (👍 easy)
  - Engagement rate on social media ads (👍 easy)
  - Click-though rate (👍 easy)
- **All methods (recommended – 👍 easy with ORA)**
  - # click-throughs to service booking platform
  - # appointments booked
  - # appointments “arrived”
  - # services delivered among arrived appointments

Photo by Jonathan Borba on Unsplash

About ORA

- Online Reservation and Case Management App (ORA) is a web-app accessible via web browser
- **Can easily track results of online demand generation toward key results** (traffic, bookings, arrival, and service delivery)
- Can be used by clients, providers, case managers, and program managers
- Relevant for a wide range of health services (HIV, STI, family planning, violence, mental health, and COVID-19 services)
- Client confidentiality and data security ensured through secure hosting and web-services, security functions, and tailored implementation
- Deployment options: 1) country specific ORA or 2) join multi-country ORA (QuickRes)



Want to use ORA/QuickRes in your program?
Contact us at:
GoingOnline@fhi360.org

ORA functions across the client care continuum

Client-facing functions

Assess health needs

- HIV/STI service assessment
- COVID-19 risk and vaccination screening

Book health services

- Find nearby providers and services
- Online appointment booking (for in-person, virtual, or delivered services)
- Chat support

Service delivery

- Automated appointment reminders

Follow-up

- Client referral tool
- Client satisfaction and complaint survey
- SMS notifications when test results have been posted (for HIV and viral load)
- SMS reminders to support retention (e.g., missed appointments; low ART and PrEP stock)

Data use

Provider and program functions

Book health services

- Edit provider information, services, and availability
- availability per provider
- Provider appointment management
- Backend appointment booking function

Service delivery

- Report appt attendance
- Report health services delivered to client
- Initiate virtual consultation with client
- Decentralized service referrals and tracking (DDD)

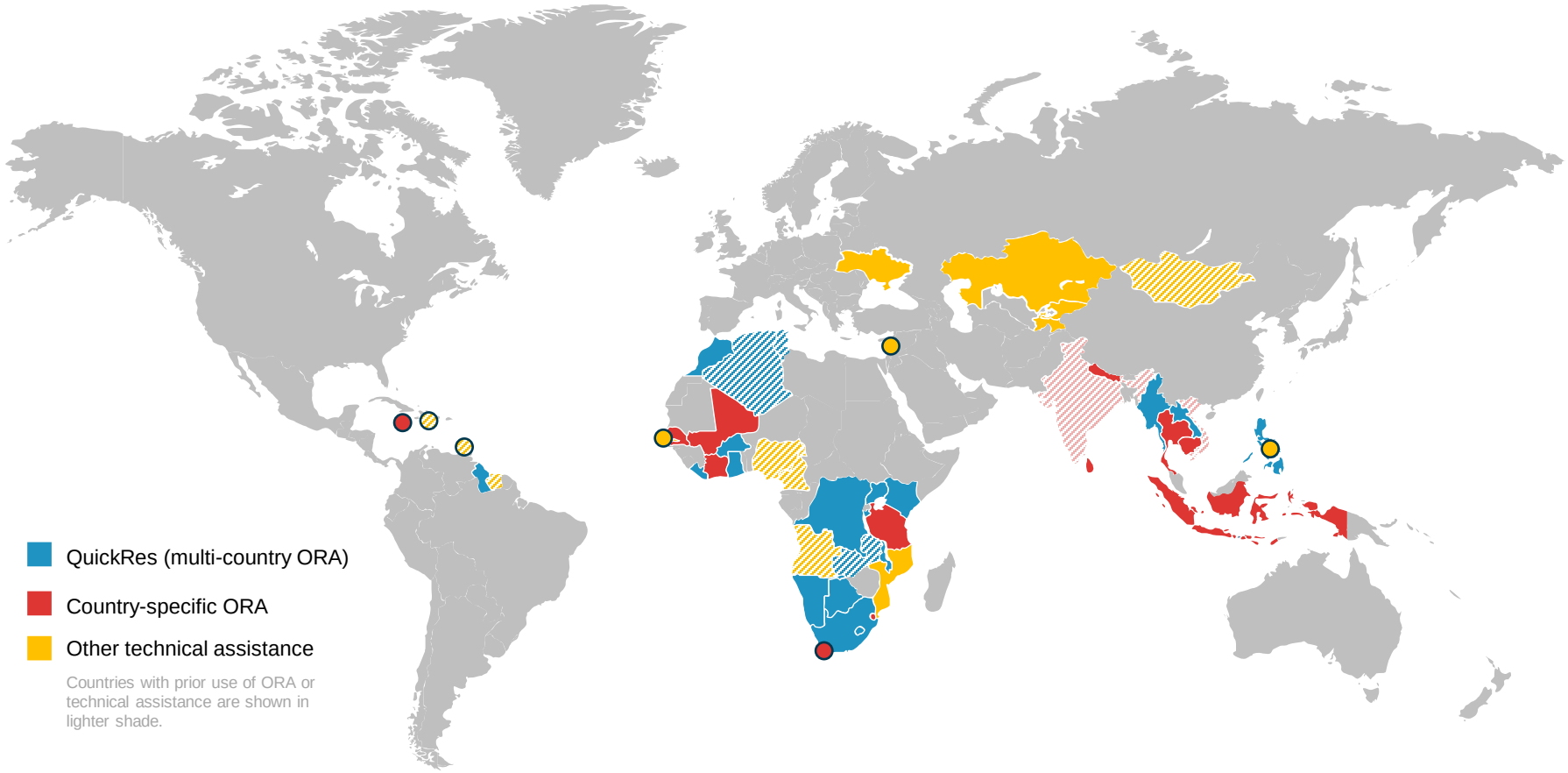
Follow-up

- Case management and longitudinal ART, PrEP, and C19 cohort tracking
- Autobook ART/PrEP refills
- Offer and manage client referrals and feedback (including tracking resolution of client complaints)
- Send SMS to client cohorts

Data use

- Track results from online campaigns and outreach (using “tokens”)
- Live data visualizations (cascade, timeline, compare, client referral, HIVST)
- Data export of reservations, client referrals, and client feedback for custom analysis and reporting

Global footprint and use cases



IMPACT ACROSS 45 COUNTRIES

1. **USAID/EpiC:** Niche implementation for online KP audience booking and arrival
2. **Jamaica/EpiC:** Client management for private HIV service providers
3. **Wits RHI SA:** Scaled implementation for ART case management at 7 gov't sites scaling to 40 (general population) – potentially expanding for PrEP navigation for AGYW (CAB-LA)
4. **Morocco/EpiC:** Broad health reservation and client management for specific CSOs

PARTNERS (ORA FUNDED BY):

fhi360 · PEPFAR · USAID FROM THE AMERICAN PEOPLE · WITS RHI · World Health Organization · UNAIDS · THE GLOBAL FUND

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Resources

- Meta Accelerator Program Case Studies (2022): Cambodia; Ghana; Nepal; South Africa; Thailand
- Policy brief: Virtual interventions in response to HIV… UNAIDS and WHO (2022)
- Digital Health Landscape Report, PROMISE Project (2022)
- Going Online: A Budgeting and Programming Aid for Virtual HIV Interventions (2022)
- Local Partner Capacity Development for Going Online (2022)
- Secure Use of Mobile Devices and Apps (2021)
- LINK Technical Guide: An Electronic Client Feedback System for HIV Programs (2021)
- QuickRes Technical Guide: A Global Online Reservation and Case Management App for HIV Programs (2021)
- A Vision for Going Online to Accelerate the Impact of HIV Programs (2019)
- Various technical briefs: Quick Online Surveys, Social Media Mapping, Social Influencer Outreach, and Social Network Outreach

Social network outreach in Jamaica

Online outreach workers and organic social media promotions for HIV services in Jamaica

Presenter: Danny Simmonds, Technical Advisor, Telehealth, FHI 360

About iFLEX

- iFLEX is a virtual health campaign that targets men with essential health information, services and support to improve overall health-seeking behaviors in Jamaica.
- iFLEX was created in 2018 by the Children First Agency with support from USAID through FHI360's LINKAGES Project.
- HIV and syphilis testing services are available and promoted through peer-led online outreach.

Approach to Social Network Outreach

- Trained online outreach officers go on dating apps and social media sites to:
  - identify clients,
  - engage them in prevention messaging
  - and support them in accessing services.
- Online Outreach can be either through direct 1-1 engagements or by maintaining a social media presence that led clients to initiate chats with the outreach officer.

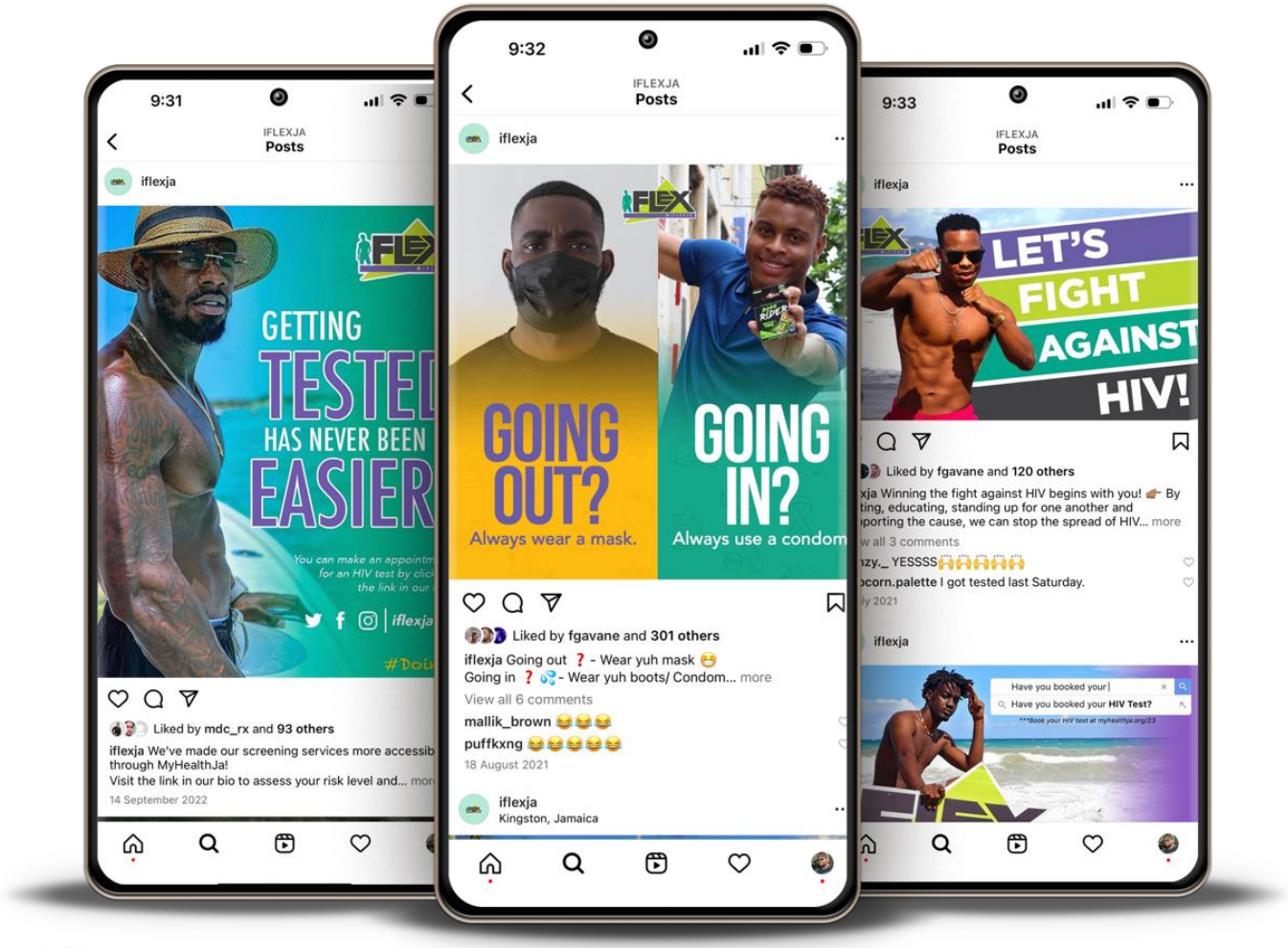
Photo by iFLEX (2020)

Approach to Social Network Outreach

- iFLEX uses an online reservation app called MyHealthJA.
- MyHealthJA helps ORWs to:
  - Book appointments for HIV testing.
  - Facilitate follow-up, referrals and rescheduling as needed.
  - Keep track of their clients to book appointments for repeat services in the future.

Photo by iFLEX (2020)

Sample Organic Social Media Content from iFLEX



- ORWs use organic content to stimulate engagement through their social media pages.
- Organic social media content is generated through a team effort, where ORWs band together every week to strategize content and design them using more accessible tools like Canva.
- Live polls and stories on Instagram and Facebook helps with making information simpler.

Some Results linked to Social Network Outreach

- 1 in 5 clients reached online between October 2021 and September 2022 was tested for HIV and Syphilis.
- Online outreach contributed to 57% of service uptake within the Children First Agency between February to September of 2022.

Key Considerations

- Identify key social media influencers, pages, and groups for targeted message distribution and resource sharing.
- Use online surveys and interviews to find the best platforms for increasing digital interest and the most effective way to offer support.
- Strategically schedule staff time, particularly for those also supporting in-person outreach.
- Build staff capacity on conversational techniques that encourage clients to take action.

Online outreach workers at IFLEX. Photo by IFLEX (2020)

Key Considerations

- Adopt an online booking system like ORA/QuickRes, enabling outreach staff to manage appointments and referrals for clients reached online.
- Identify and prepare for the promotion of specific services online, considering those that can be delivered virtually, in-home, or expedited in person.
- Plan for mobile devices and data bundles.

Social media content creators busy at work. Tabs Project (2020)

Social influencer outreach in Guyana and Indonesia

Engaging social media influencers to generate demand for HIV services in Guyana and Indonesia

Presenter: Danny Simmonds, Technical Advisor, Telehealth, FHI 360

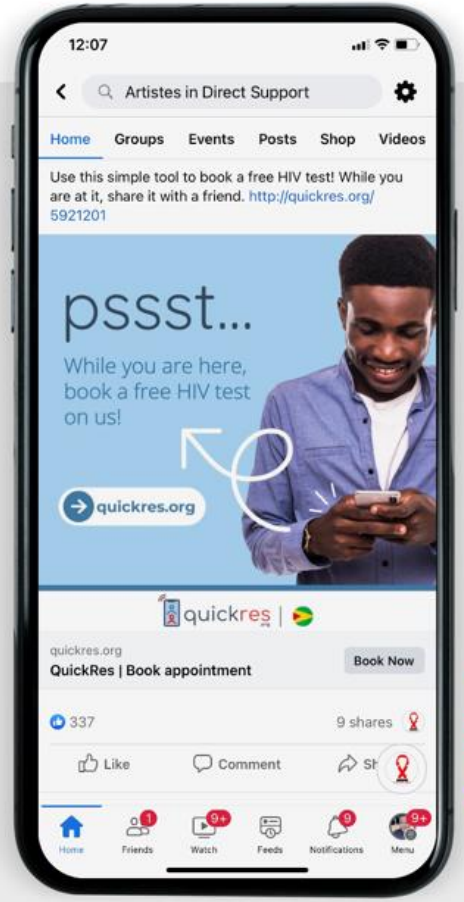
Artiste’s Approach to Social Influencer Outreach

- 2021 collaboration: FHI 360 & Guyana-based Artistes in Direct Support.
- Local comedians with large followings integrated health messaging, focusing on QuickRes.
- One-month engagement resulted in a 40% traffic increase to Guyana's QuickRes site.
- Simple contracts paid influencers per mention about the program and QuickRes.
- Influencers shared brief explanatory videos about services and access on social media.

Photo by Seyi Ariyo on Unsplash

Diversifying Approaches in Guyana

Social Influencer, Noreen, shares about QuickRes on TikTok



Social media posts help to drive traffic to QuickRes.

Outreach Workers share links to book appointments online.

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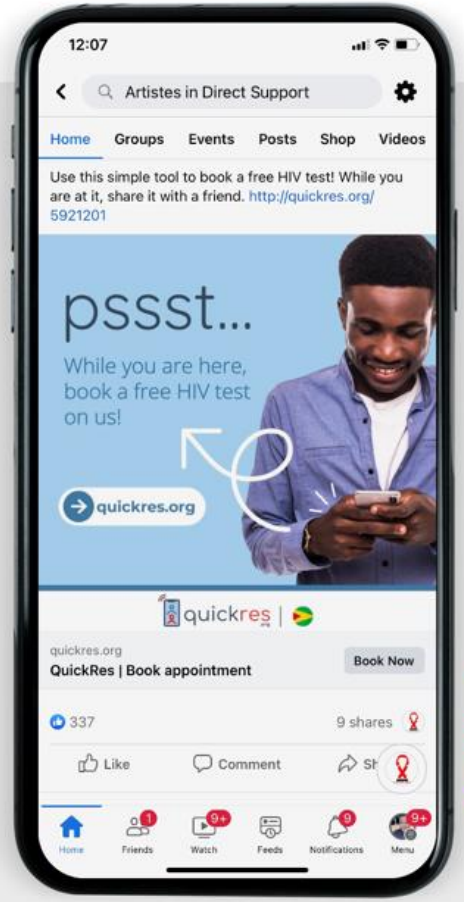

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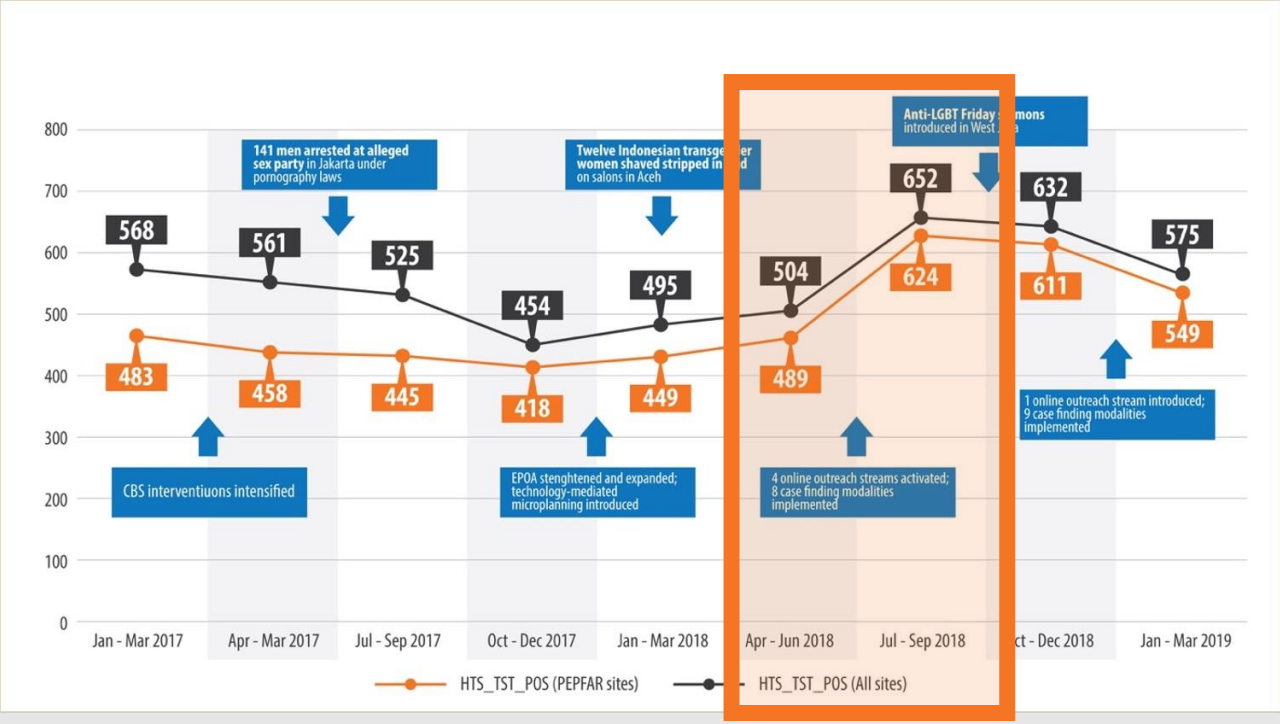
Outreach Workers share links to book appointments online.

Influencer campaigns in Indonesia

- In 2018, FHI 380 led a broad social media demand generation campaign in Jakarta called “UpdateStatus”, including influencer promotions
- On the right is an influencer video of Stasya. She is a transgender makeup artist and social media influencer with 166k followers.
- We hired a creative agency to film a few short silly videos where she demystified the clinic experience.
- Stasya posted this video for her followers. And FHI 360 reported the video in social media ads and posted them to her followers and we posted them as ads on social media for clients to click and book appointments online.

Increased HIV testing and case finding during influencer promotions

- Graph shows the number of HIV positive cases detected across all clinics in Jakarta
- 23% increase at the same time as the program launch of the influencer promotions
- The 9 clinics receiving appointments from UpdateStatus, found a 58% increase in case finding during the time of influencer promotions.



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Key Considerations

- Offer clients simple way to act, e.g., online appointment booking platform (QuickRes)
- Provide influencers unique links to share with their followers to book appointments, helping to track performance/ outcomes
- Consider macro influencers for broader reach/trust and nano-influencers for targeted reach and higher conversion
- Extend influencer content into social media ads
- Simplify influencer contracting and payments. Consider pro-bono engagement too.
- Remain engaged with influencers to provide accurate HIV messages, and to address questions from followers

Photo by Jorge Gardner on Unsplash

Managing Facebook Ads

An example of social profile outreach – paid targeted ads (with case study from South Africa)

Presenter: Thato Kasongo, Telehealth Consultant, FHI 360

What is Facebook Ads Manager?

- Facebook Ads Manager is a unified platform for managing Facebook and Instagram ad campaigns.
- It streamlines campaign management, measurement, and tracking, which is useful for demand creation.
- It provides precise audience targeting using age, gender, interests, and more.
- It has customisable ad scheduling, device targeting, and location-based display.

Facebook Ad Manager Framework

1. CAMPAIGN

Choose the advertising objective.

2. AD SETS

Configure target audience, budget, and schedule.

3. AD CREATIVES

Select ad format, create visuals and copy, and set placements.

Ad Sets can be enhanced by closely monitoring performance metrics, and making adjustments to targeting, budget allocation, and ad creatives based on data-driven insights.

Example: Facebook Ad Campaign

A Program wants to use social media ads to increase the number of among MSM accessing HIVST. The Program's campaign objective is to increase **traffic** to their online booking app.

1. CAMPAIGN

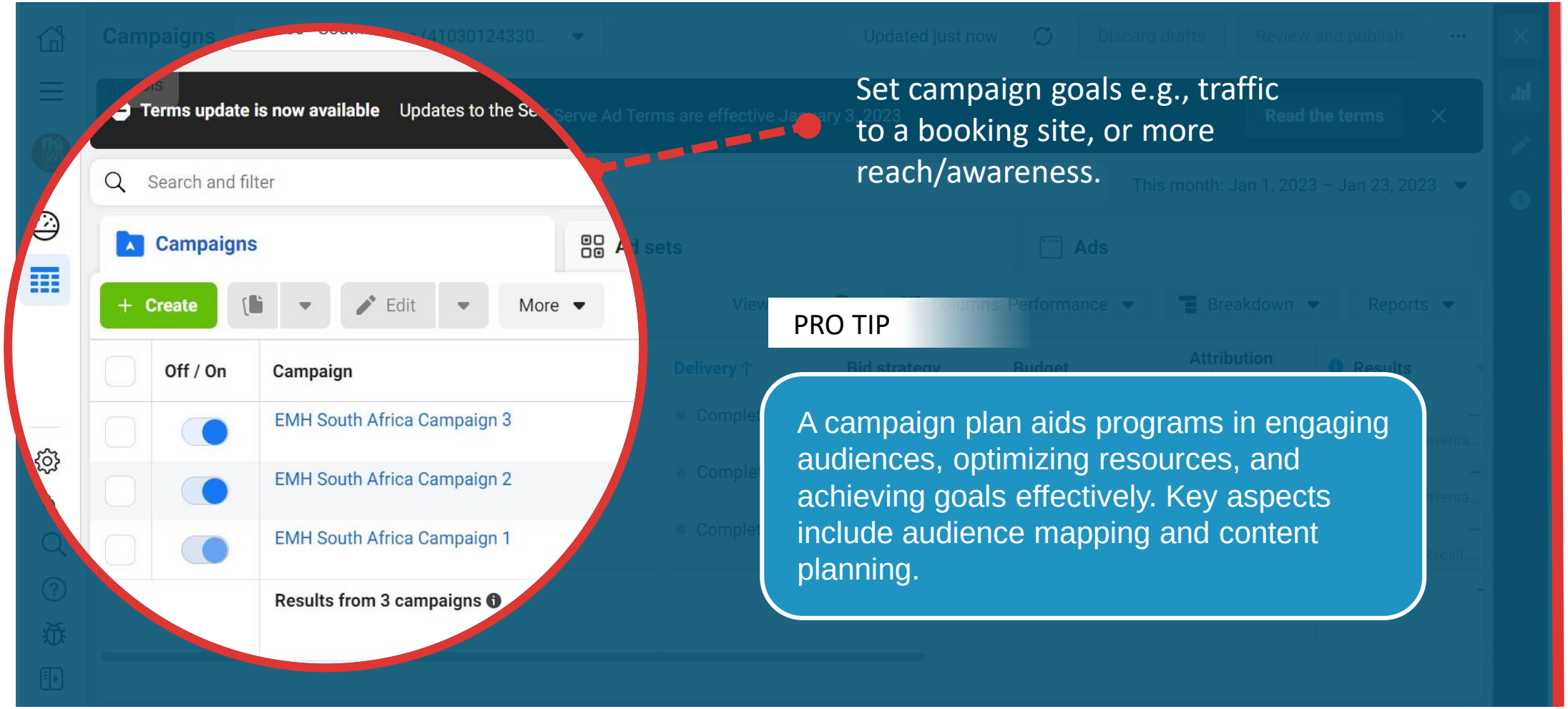
The program creates two ad sets for Young MSM (18-35) and older MSM (36+). They use interests, pages, and influencers followed by other people who identify as MSM to add detailed targeting.

2. AD SETS

The Program chooses fitting ad formats like single image, carousel, or video to effectively communicate their message. Ad copy includes captivating headlines, engaging text, and clear CTAs directing users to the booking app.

3. AD CREATIVES

Campaign Management

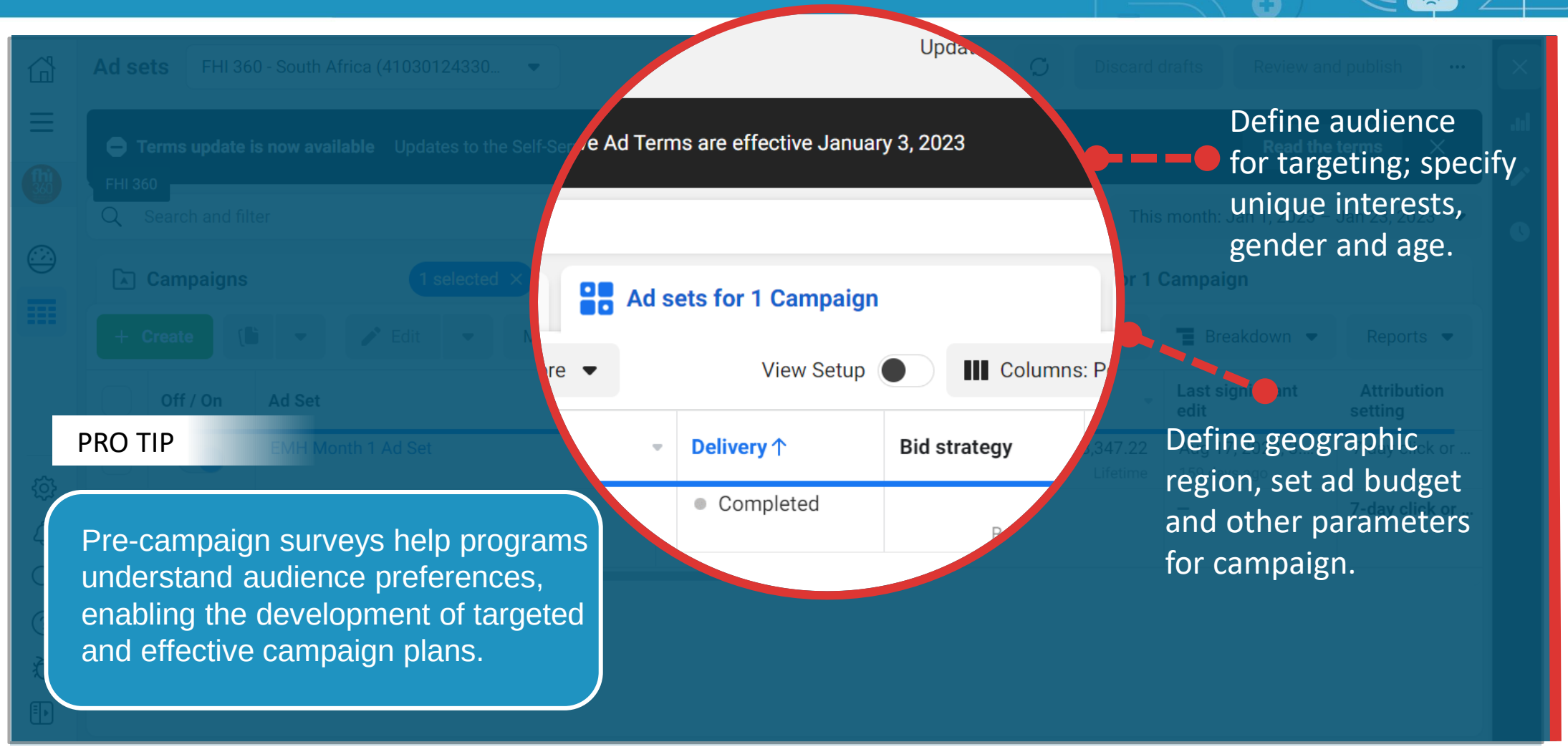


Set campaign goals e.g., traffic to a booking site, or more reach/awareness.

PRO TIP

A campaign plan aids programs in engaging audiences, optimizing resources, and achieving goals effectively. Key aspects include audience mapping and content planning.

Creating Ad Sets



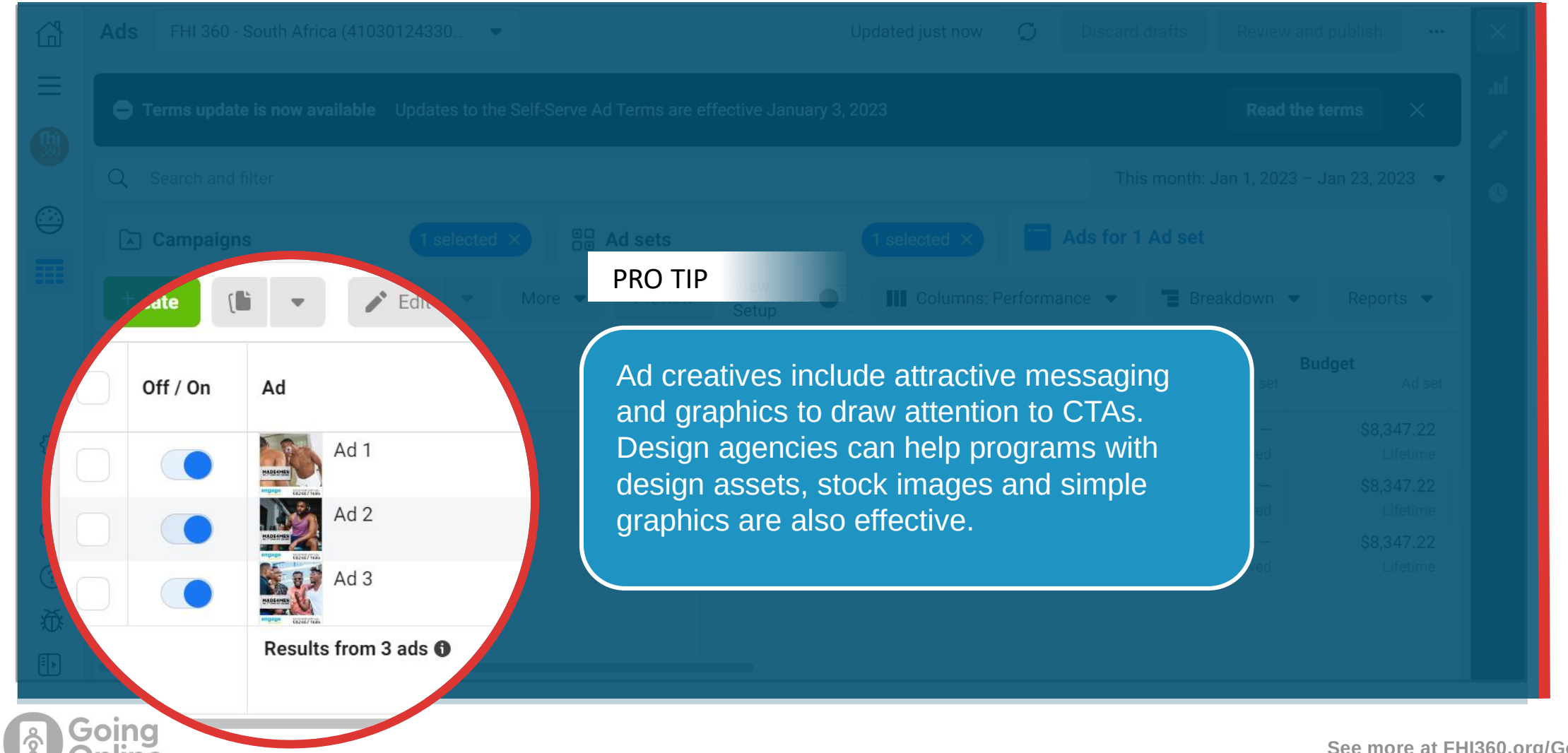
Define audience for targeting; specify unique interests, gender and age.

Define geographic region, set ad budget and other parameters for campaign.

PRO TIP

Pre-campaign surveys help programs understand audience preferences, enabling the development of targeted and effective campaign plans.

Ad Creatives



PRO TIP

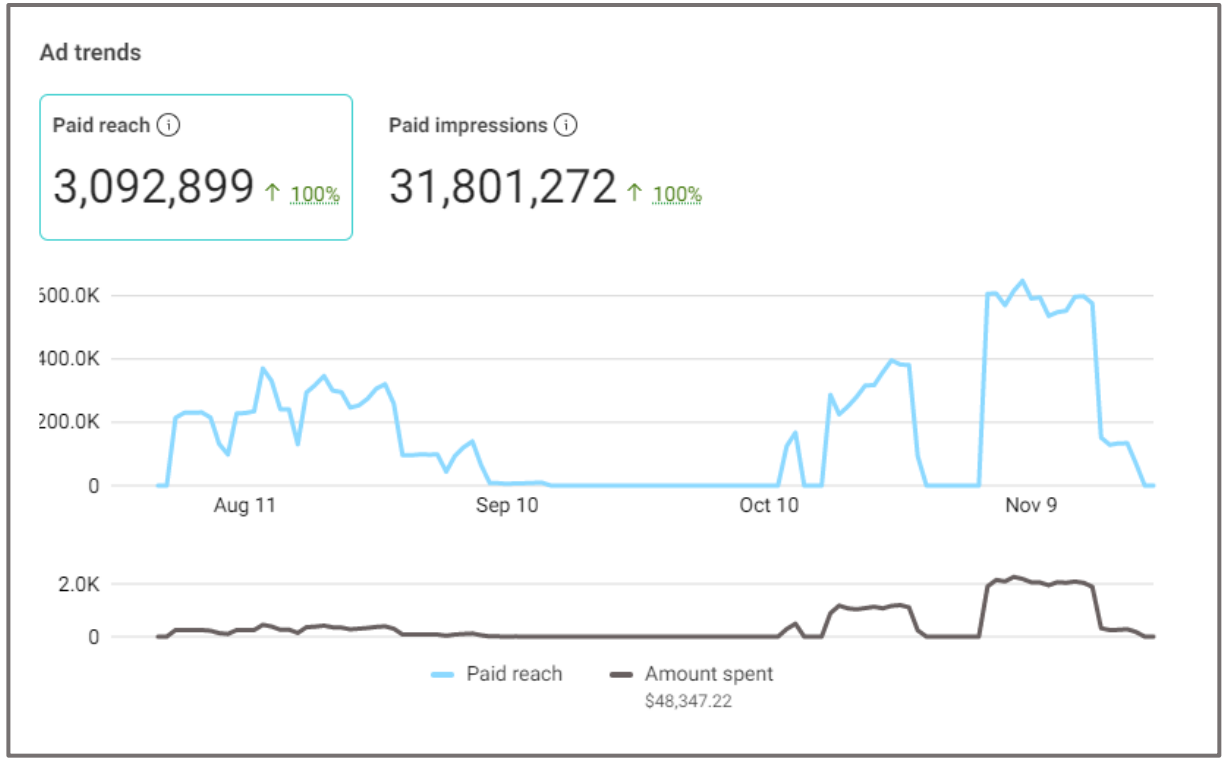
Ad creatives include attractive messaging and graphics to draw attention to CTAs. Design agencies can help programs with design assets, stock images and simple graphics are also effective.

Engage Men’s Health, South Africa: Case Study

- **Campaign Focus:**
  - Social media campaign spotlighting EMH's Men Only Clinics for MSM in Johannesburg.
  - Promoting HIV testing, PrEP, and EMH's safe, discreet facility.
  - Call-to-action: Direct message or WhatsApp EMH for inquiries or appointments.
- **Target Audience:**
  - Targeted Men aged 18-55 in the Johannesburg area.

Engage Men’s Health South Africa- Results

- +31,000,000 impressions
- +3,000,000 people reached across 3 months of running the campaign
- +10,000 direct enquiries



Key Considerations

- Utilize pre-campaign surveys and focus group discussions for deeper targeting insights.
- Engage creative agencies for enhanced support.
- Allocate staff time for updating schedules, monitoring outcomes, and refining campaign strategy.
- Maintain a social media presence organically as well.

Photo by Samantha Qeja on Unsplash

Key Considerations

- Create a budget for ads, it can range from 100-500 USD per month depending on the context and objective of the campaign.
- Empower and train outreach staff to respond to queries that may come in from clients engaging with ads online.
- Form a community advisory group to continually refresh and inform campaign strategy.

Photo by Patrick Pierre on Unsplash

Discussion

Facilitator: Keren Dunaway, Community Consultant, Human Rights and Gender

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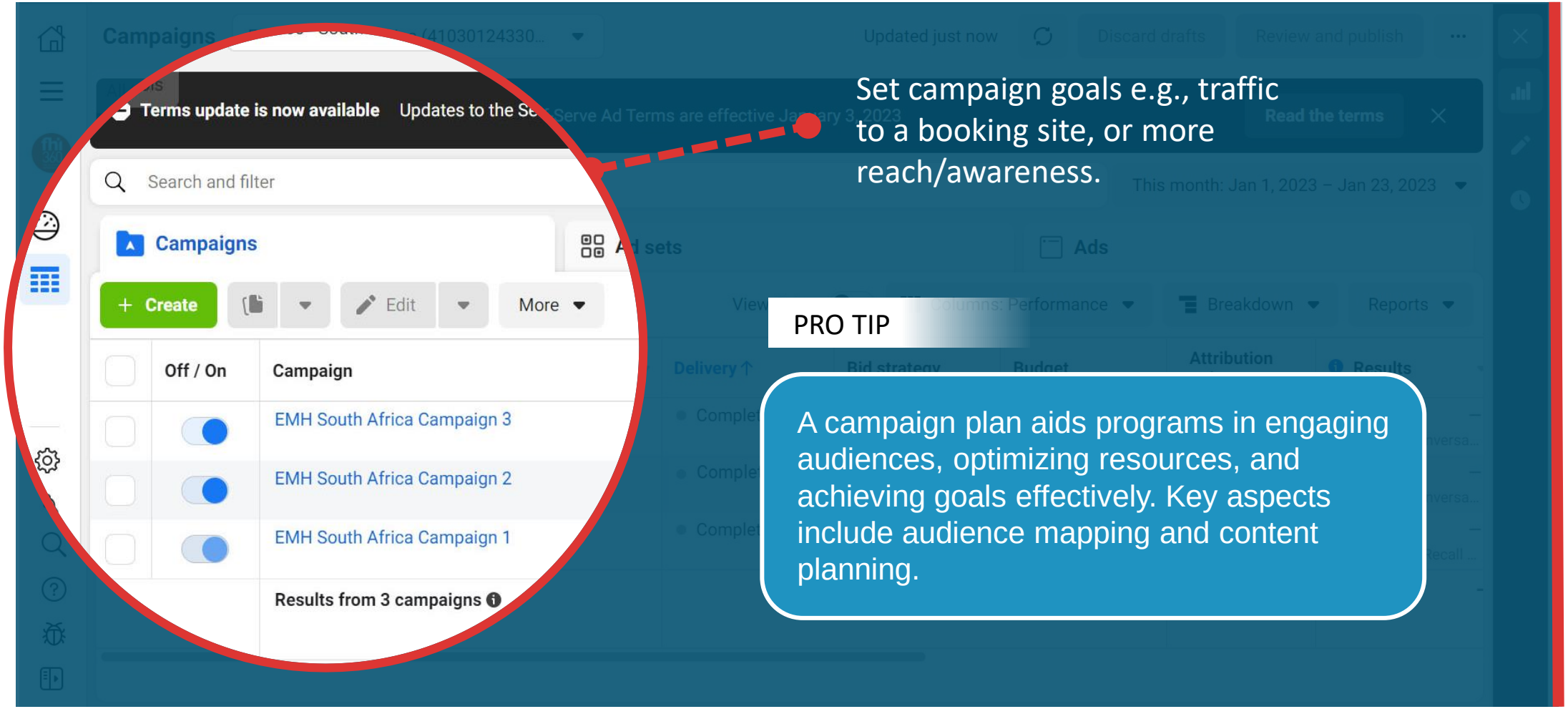

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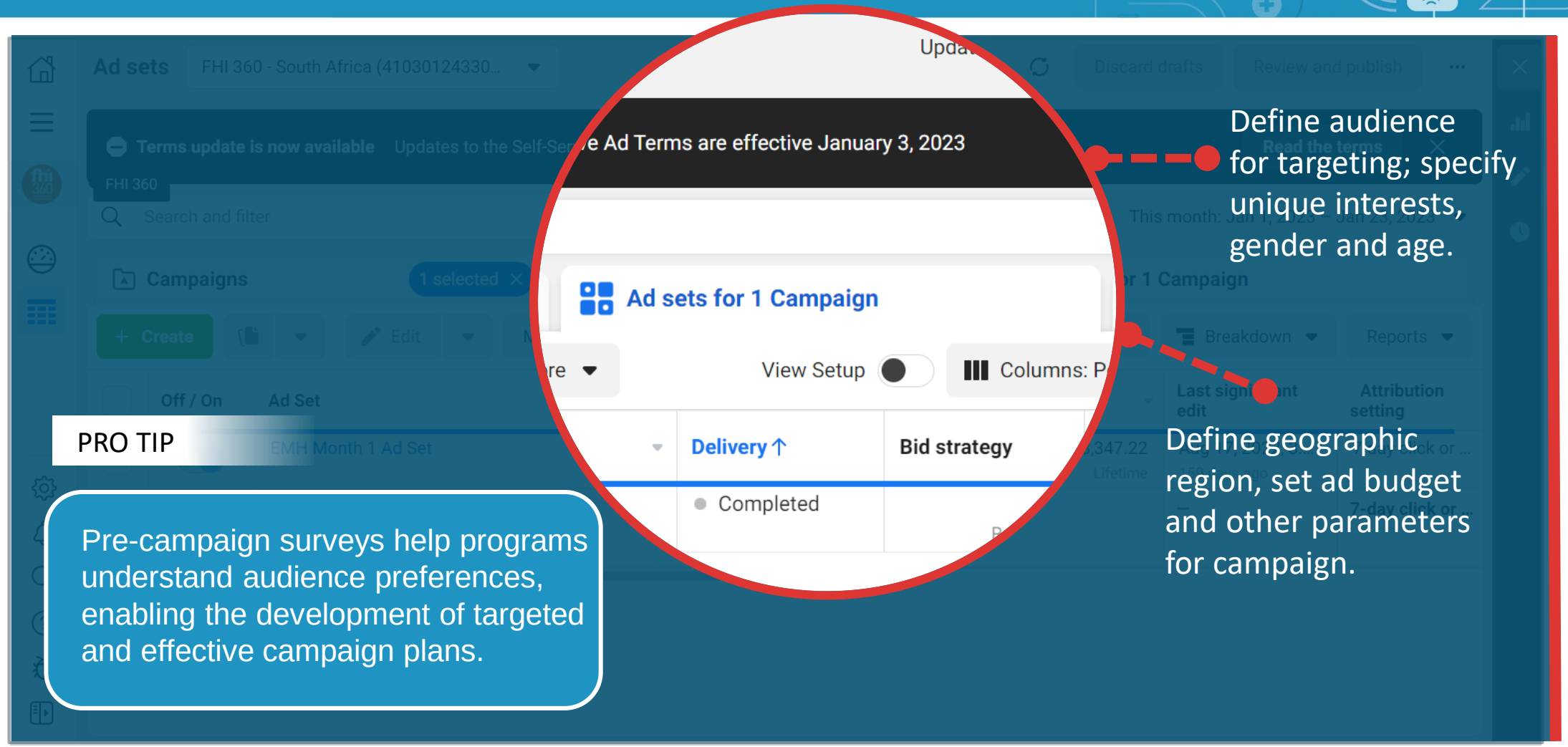

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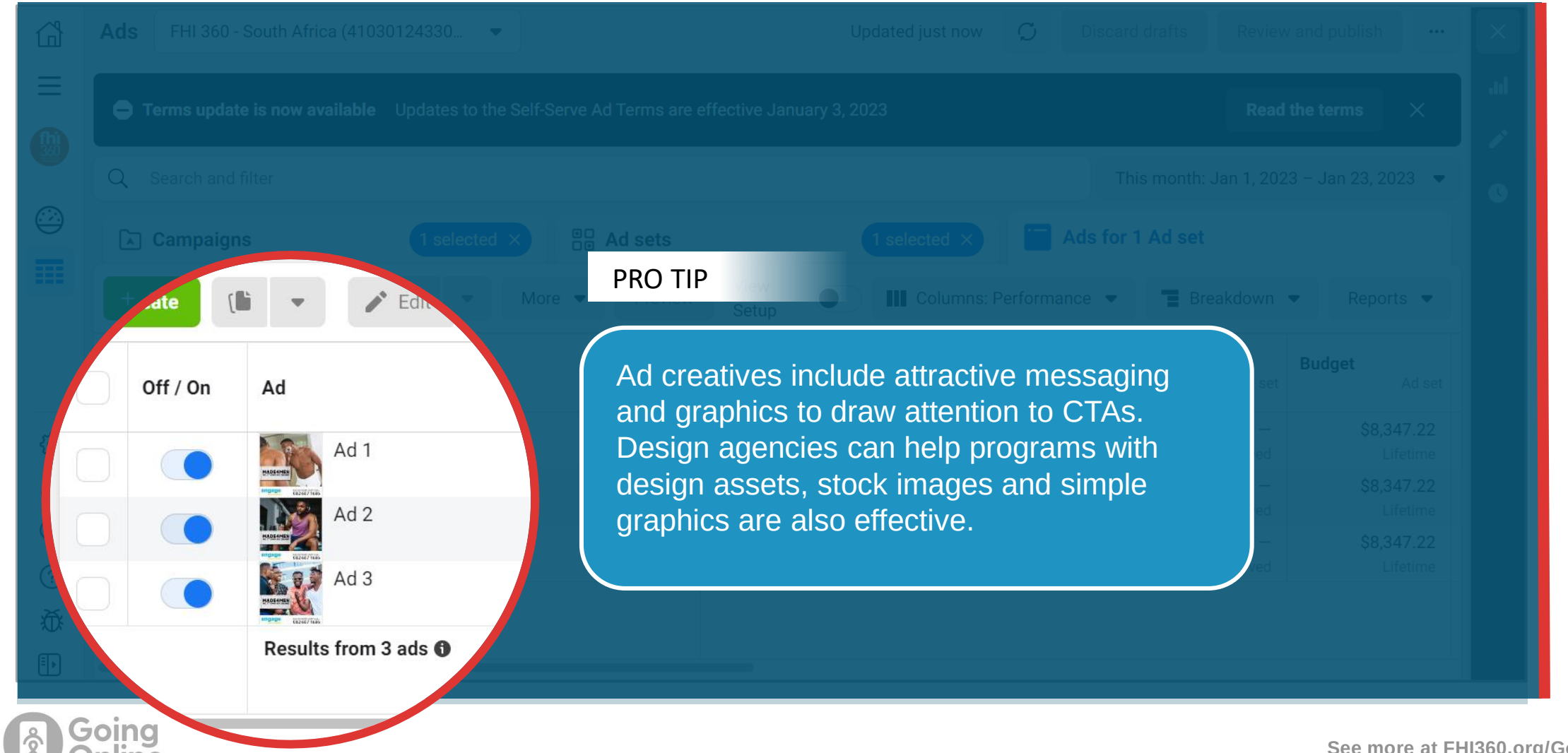

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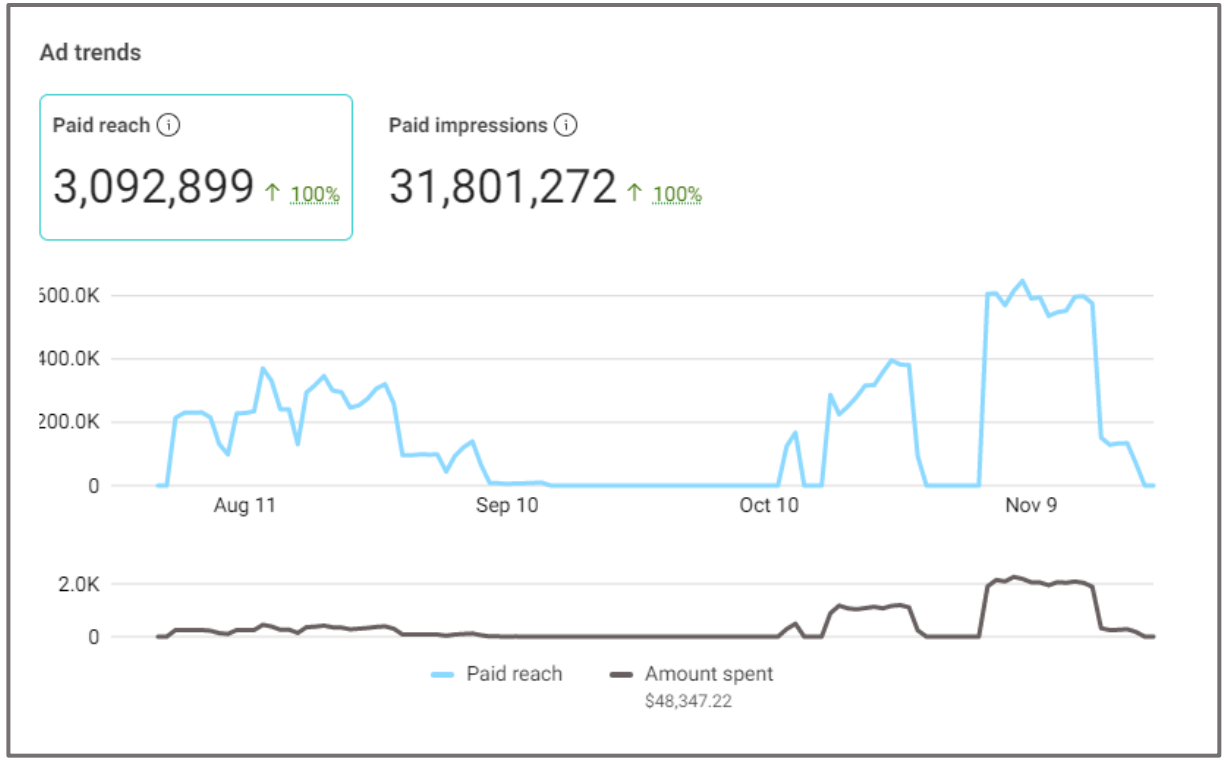

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Going Online

Thank you from the Going Online team at FHI 360!

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