

MAKE  
WAY»

# Capacity building

*Social media*

**01**

**INTRODUCTION**

**02**

**SOCIAL MEDIA  
STRATEGY**

**03**

**CREATING  
ENGAGING  
CONTENT**

**04**

**ADVOCACY &  
COMMUNITY  
ENGAGEMENT**

**05**

**PERFORMANCE  
& ANALYTICS**

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WRAP-UP**



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Intersectionality  
for Health Equity  
& Justice

01

# Introduction



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# General information & house rules



- ✅ This is a safe space – please be kind and respectful.
- 💬 Questions and discussion are welcome in the chat anytime!
- 📷 Please turn on your camera – we'd love to see you.
- 🔇 Keep your mic off unless speaking or asking a question.
- 📹 This session will be recorded for internal use.
- 🗣️ The spoken language is English. For other languages, please turn on your captions and select your preferred language.
- 🔧 Tech issues? Message Jenny Bos for help.



## *Unlocking the power of social media*



### **Key session objective**



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# Speakers



**Ndiilokelwa Nthengwe**

Communications  
Coordinator

AMwA



**Jenny Bos**

Communication  
Advisor

Liliane Fonds



**Jerrylynn Kariuki**

Comms & Advocacy  
Advisor

VSO



**Rhona MacGuire**

Communication  
Advisor

Wemos



*Introduce yourself:*

*Name, role & organization*

*What hashtag(s) would you give to describe yourself?*

---

**Welcome!**



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# Why are we offering a social media workshop?

Strategy

Management  
& planning  
tools

Presence

Consistency

Community  
engagement

Set-up

Channels

Reaching the  
right target  
audiences

Advocacy



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02

# Social Media Strategy and consistency



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***It is not what you say you are, it is  
what people say you are.***



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# The importance of a content calendar

## STRATEGY

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1. Maintaining Consistent Advocacy
2. Timely Response to Events
3. Strategic Storytelling
4. Aligning with Key Dates and Awareness Weeks
5. Coordinating with Advocacy Campaigns

## CONSISTENCY

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1. Engaging Your Community
2. Responding to Sensitivity with Tact
3. Cross-Promotion and Partnerships
4. Content Variety and Education
5. Planning for Crisis Communication
6. Measuring Impact
7. Avoiding Information Overload



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# How to define your target audience and craft a message that resonates

## Define your target audience

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- Identify Key Demographics
- Understand their needs, concerns and pain points
- Attitudes and Behaviour
- Segmentation

## Crafting a message that resonates

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- Start with a strong core message
- Make it emotionally engaging
- Make it actionable
- Tailor your message for different channels

## VALUES

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**What are the organization's core values?**

# TIPS FOR CREATING A CONSISTENT BRAND VOICE AND VISUAL IDENTITY



# Setting Goals and KPIs

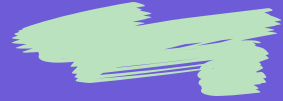
Date	Content Theme	Platform	Goal	KPI	Status
March 1st	Campaign Launch	Instagram	Increase subscribers	Conversion Rate	Scheduled
March 3rd	Community Testimonial	Blog	Increase community trust	Engagement Rate	Drafted
March 7th	Insights	LinkedIn	Establish thought leadership	Traffic Growth	Pending

## Example of how this might look in a content calendar:

In this example, each piece of content is tied to a specific goal and KPI. Tracking them will help you evaluate performance and ensure you're moving toward your objectives.



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**Share one challenge you face  
with consistency on social  
media?**



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Q&A



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# 03

## Creating Engaging Content

Create engaging content across different platforms, with two examples



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# 1. What is engaging content?

## Something new and relatable

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Engaging content offers something new: a new perspective, an unexpected laugh, bits of knowledge, or something helpful, inspiring, or entertaining.



## 2. What makes content engaging?

- Know your audience
- Strong storytelling
- Interactive content
- Consistency but adapted per platform



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# 3. Cross-platform engagement

Why does platform choice matter?

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# Let's look at two engaging examples



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## Example 1

**WWF's Earth Hour –  
*Turn off your lights for  
one hour***



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# Mission



## Uniting for people and our planet

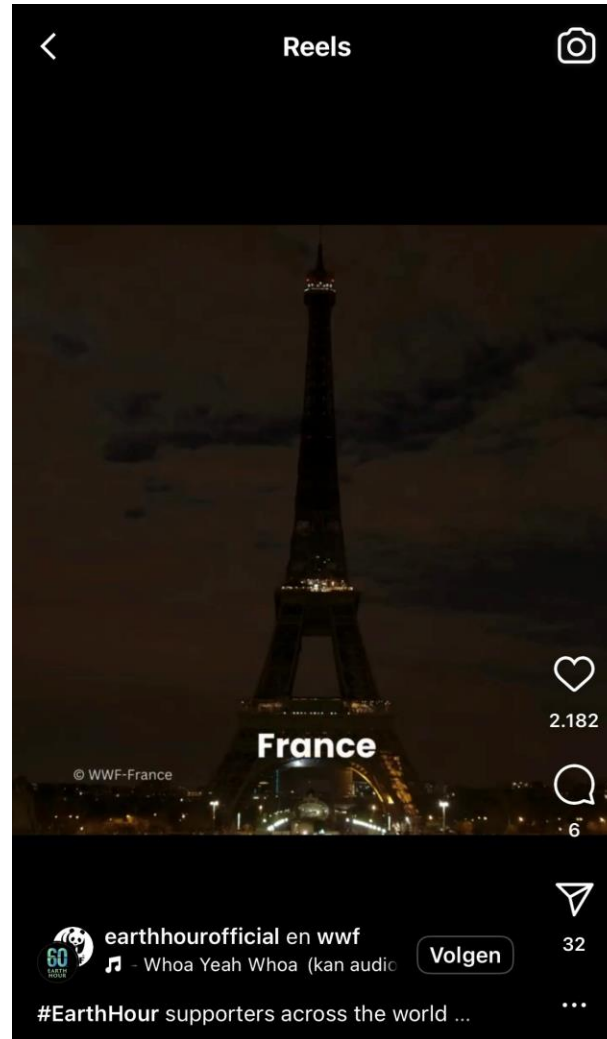
Since our beginnings, Earth Hour has been known for the symbolic “lights off” in support of our planet. But starting 2023, we’ve stepped things up, breathing new life into our movement and mission to create the Biggest Hour for Earth.

[Our mission](#)



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# Instagram



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# TikTok #Earthhour



#earthhour

1.1M berichten



Lights will be turned off for one hour around the world on 25 March for #EarthHour to raise awareness about energy use and environmental footprints. Show what your commitment to and love for the environment looks like. #EarthHour in partnership with WWF



Сколько осталось 🌍



Various landmarks around



Earth Hour 2024 🌍 On



Celebrating earth hour



Do you care for saving

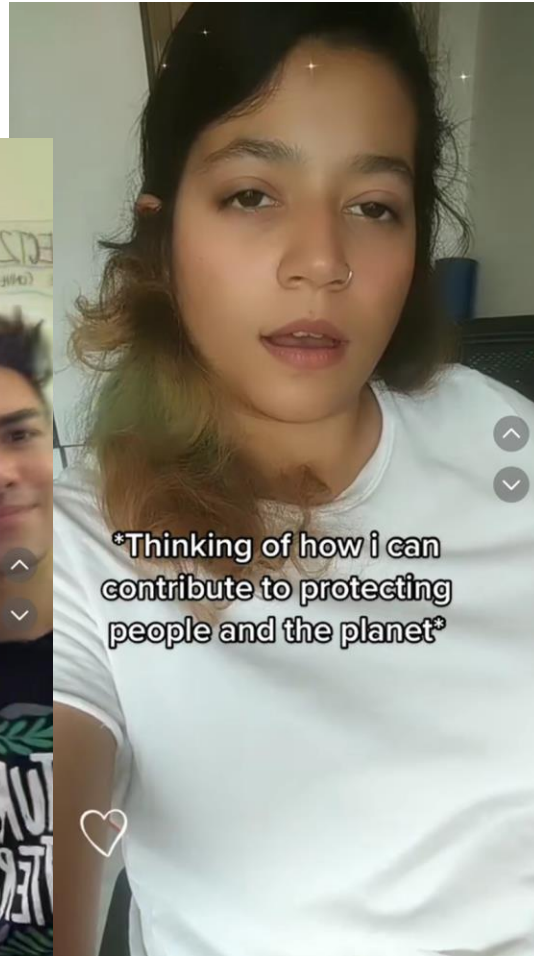


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# Users on TikTok



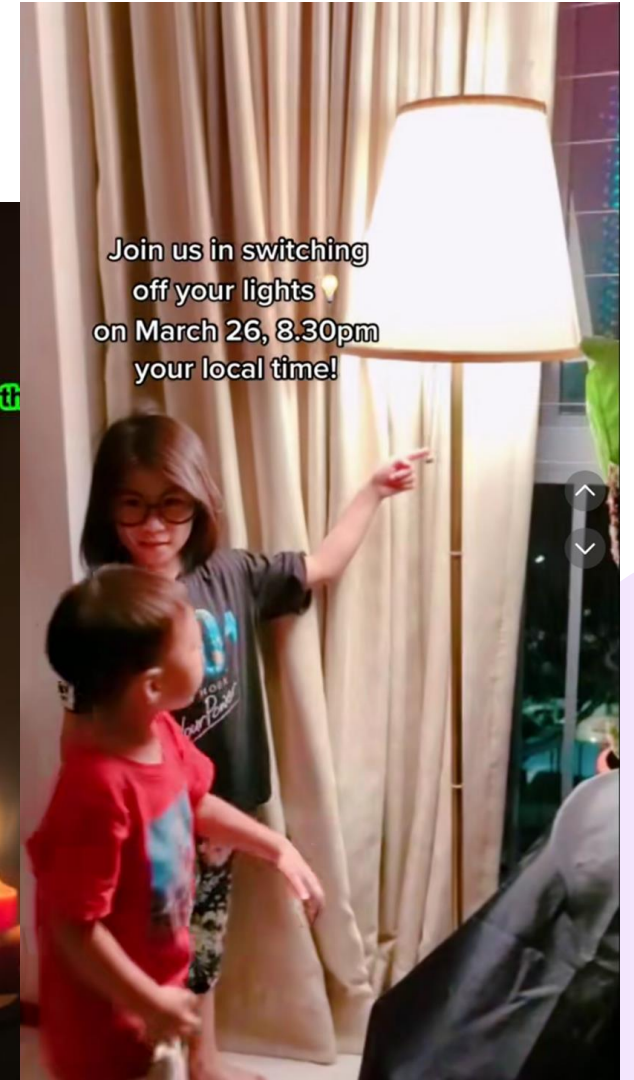
“I’m just one person, I can’t do anything to help our planet 🙄”



\*Thinking of how i can contribute to protecting people and the planet\*



#TurnOnHope and join the Earth



Join us in switching off your lights on March 26, 8.30pm your local time!



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@andrea hijarsagastegui1245 Abonneren

Earth Hour TikTok example 02

The Good Part · AJR

# Facebook



Earth Hour

9 mei 2024 · 🌐

Earth Hour is thrilled to have partnered with Epson this year, joining forces to raise awareness of the role we can all play to create a positive difference to our planet.

Thanks to the simple energy saving switches you made to Give an hour for Earth alongside Epson's leaders and employees, we helped create the Biggest Hour for Earth yet.

Let's continue to make these simple switches to reduce our energy consumption year round!... [Meer weergeven](#)



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**Youtube**



**Could an Hour  
change the world?**



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# Why it worked

- Strong images, videos and real-world stories
- Encouraging people worldwide to take part in a shared experience
- Encouraged user-generated content
- Simple participation: “Turn off your lights for an hour.”
- Hashtags, influencers and viral content to spread its message
- Pressing environmental concerns, making it compelling

 **Lesson: small actions, when done collectively, can create a big impact.**



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## Example 2

# Intersectionality #SeeMe campaign – Make Way



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# Instagram



wemos\_healthjustice • Volgen



wemos\_healthjustice We are delighted to announce the launch of our #SeeMe campaign! 🌍

Everyone needs access to healthcare, including sexual and reproductive health and rights (SRHR). Yet, many people are left behind because of, for instance, their gender, sexuality, financial situation and social status. In this campaign, we share the stories of trailblazers who are paving the way in SRHR by using an intersectional approach. So that those who are often excluded when it comes to policies, services and information can finally be seen.

We call on policymakers to implement an intersectional approach to ensure SRHR for all.




metakenya2018 en anderen vinden dit leuk  
18 september 2024

Aanmelden om dit leuk te vinden of hier op te reageren.




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# LinkedIn

**Akina Mama wa Afrika**  
6.046 volgers  
4 mnd • 

[#SeeIntersectionality](#)  
🔥 Have you heard about intersectionality and how it relates to sexual and reproductive health and rights (SRHR) ? ...meer

Vertaling weergeven





**MAKE WAY»**

What is  
**INTERSECTIONALITY?**

« There is no thing as a single-issue struggle because we do not live single-issue lives. »

— Audre Lorde

0:57 1x  



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X

 **VSO Rwanda**  @VSO\_Rwanda · Oct 16, 2024  


**#RwOX!**  
Do you want to make your communication more inclusive and intersectional?

Check out our **3** tools from the Intersectional **#SRHR** Toolkit! These resources help you ensure your messaging is part of the solution.

**#Intersectionality #SeeMe**

<p><b>SRHR Toolkit</b></p> <p>Communication edition</p>  <p><i>"Language is very powerful. Language does not just describe reality. Language creates the reality it describes."</i></p> <p>Intersectional messaging</p>	<p>Developing an intersectional communication and media strategy</p>  <p><i>"A goal without a plan is just a wish."</i> - Antoine de Saint-Exupéry</p> <p>This tool's 10-step guide helps you create a comprehensive, intersectional communication and media strategy, from setting objectives to choosing formats, channels and media</p> <p>Checklist for accessible communication</p>
 <p><i>Until the lion tells the story, the hunter will always be the hero.</i> - African proverb</p> <p>This tool helps create empowering narratives, centre minoritised voices, acknowledge diversity, use respectful</p>	 <p><i>"Accessibility allows us to tap into everyone's potential."</i> - Debra Ruh</p> <p>This tool helps make your communication accessible, meaningful, and usable for your entire</p>

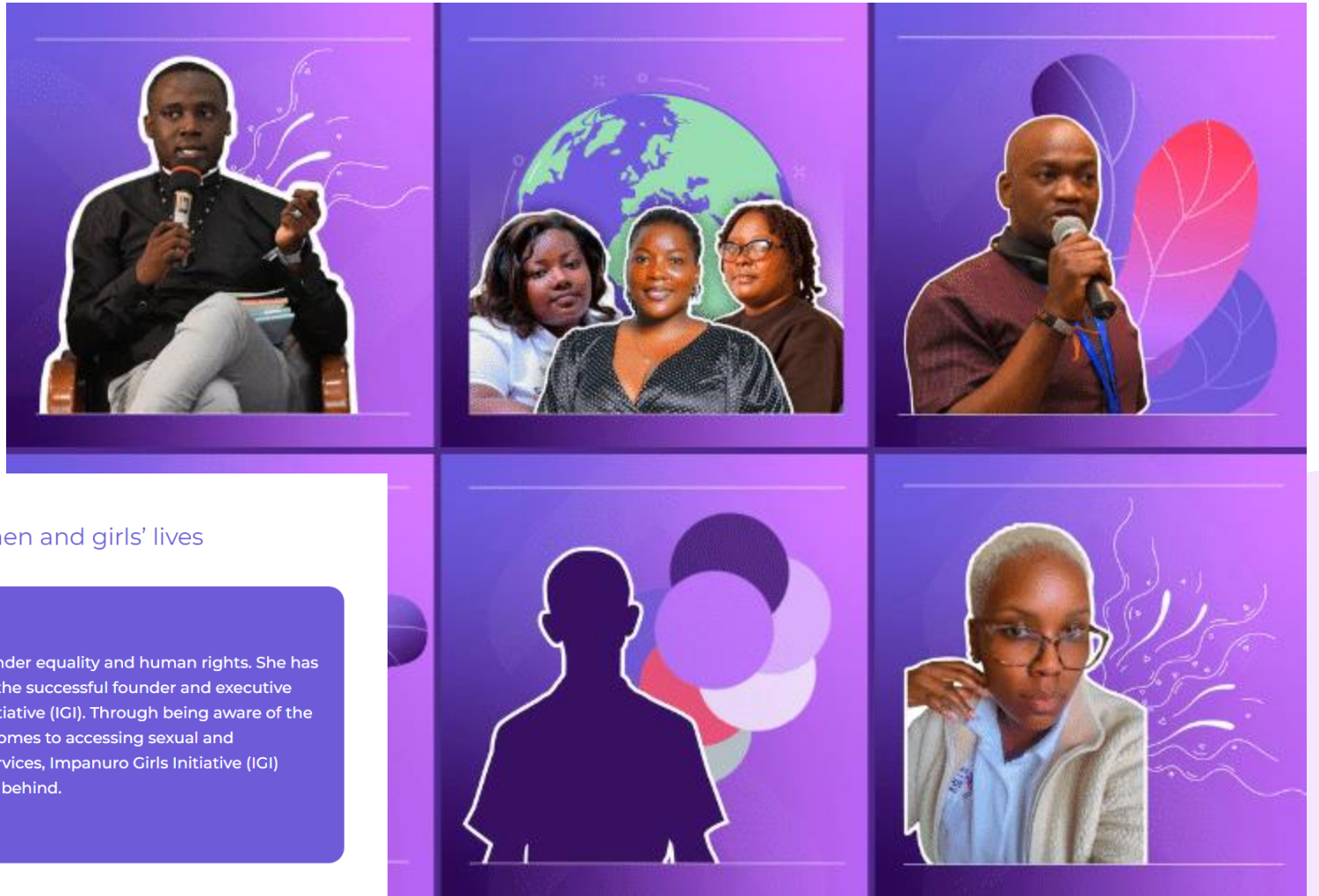
VSO and 9 others

 7  32  161  56K  



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# Real stories



## MARIE ANGE RAISSA UWAMUNGU

Founder of Impanuro Girls Initiative (IGI) striving to improve women and girls' lives



### Marie Ange Raissa Uwamungu

Marie Ange Raissa Uwamungu is a young trailblazer in gender equality and human rights. She has beaten all the odds from living life in a slum to becoming the successful founder and executive director of the civil society organisation Impanuro Girls Initiative (IGI). Through being aware of the significant disparities that women and girls face when it comes to accessing sexual and reproductive health and rights (SRHR) information and services, Impanuro Girls Initiative (IGI) applies an intersectional approach to ensure no one is left behind.

[Read more →](#)

*Founded in 2017, Impanuro Girls Initiative (IGI) is a young women-led civil society organisation in Rwanda that fosters women empowerment and builds girls' agency. One of their key focus areas is SRHR, where they work to improve knowledge, increase access to information and services, and work on the prevention and response of sexual and gender-based violence. The Impanuro Girls Initiative (IGI) is also a Rwandan collaborating partner in the Make Way programme.*



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# Video



# Why it worked

- Personal – inclusive - stories
- Visually compelling
- Clear call to action
- Collaborative effort
- Accessible resources

✓ **Lesson:** Personal stories make global issues more relatable and easier to understand.



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# Key take-aways

- Know your audience
- Strong storytelling
- Interactive content
- Consistency but adapted per platform

*“Good content isn’t just about being creative—it’s about understanding where your audience is and how they engage.”*



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Q&A



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04

# Social Media Advocacy & Community Engagement

Leveraging social media for advocacy and community-building.



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# 1. Engage the Community

## Thought Leadership

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- *Knowledge sharing*
- *Interesting facts*
- *Opinion pieces*
- *Policy/law updates*

## Communication Loop

---

- Call to action in caption
- Respond to comments
- Ask audience questions

## Recognizing Supporters

---

Celebrate the contributions of your advocates and similar accounts

- features
- shout-outs on your platforms.(tagging)
- Collaborations



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## 2. Amplify Local Voices

### Host Virtual Events

---

Organize online gatherings

- X spaces
- IG & Facebook live

### Advocacy Challenges

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Create social media challenges that encourage participation and sharing among supporters

### Stay Relevant

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Linking your advocacy efforts to current events

- News
- Policies
- Laws
- Culture moments



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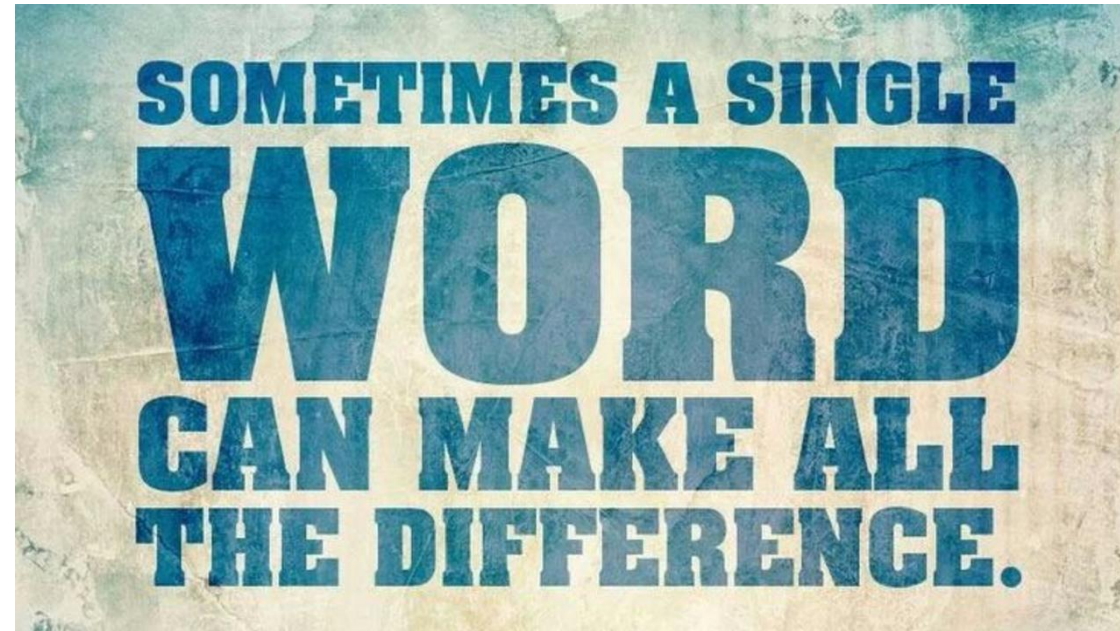
## 3. Be inclusive and accessible

### Responsive language and visuals

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Ensure your words and visuals preserve people's dignity and are the truest representation of them or their communities.





**Share examples of inclusive/responsive language**

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# 3. Be inclusive and accessible

## Leveraging accessibility features

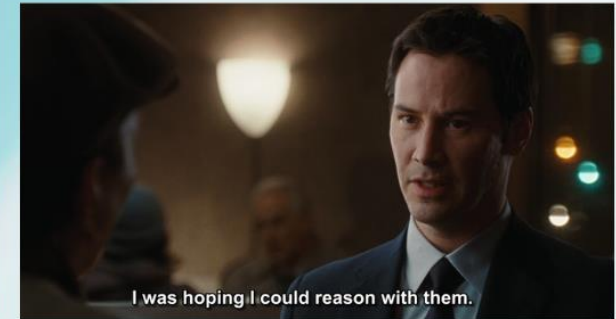
Strive to ensure everyone can have access to your content.

- closed captions
- subtitles for videos
- alternative texts in images

### CLOSED CAPTIONS



### SUBTITLES



Without Alt Text



 Img\_1234



With Alt Text



 Airplane landing



Q&A



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05

# Performance & Analytics

Unlocking insights for improved engagement



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*To enhance our social media (strategies and content) by reviewing performance and analytics.*

---

**Objective**



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# The importance of tracking social media performance

1

**Measure  
success**

2

**Optimise  
strategy**

3

**Improve  
engagement**

4

**Track  
conversions**



# The importance of tracking social media performance

5

**Audience insights**

6

**Competitive analysis**

7

**Identify trends**

8

**Data-driven decisions**

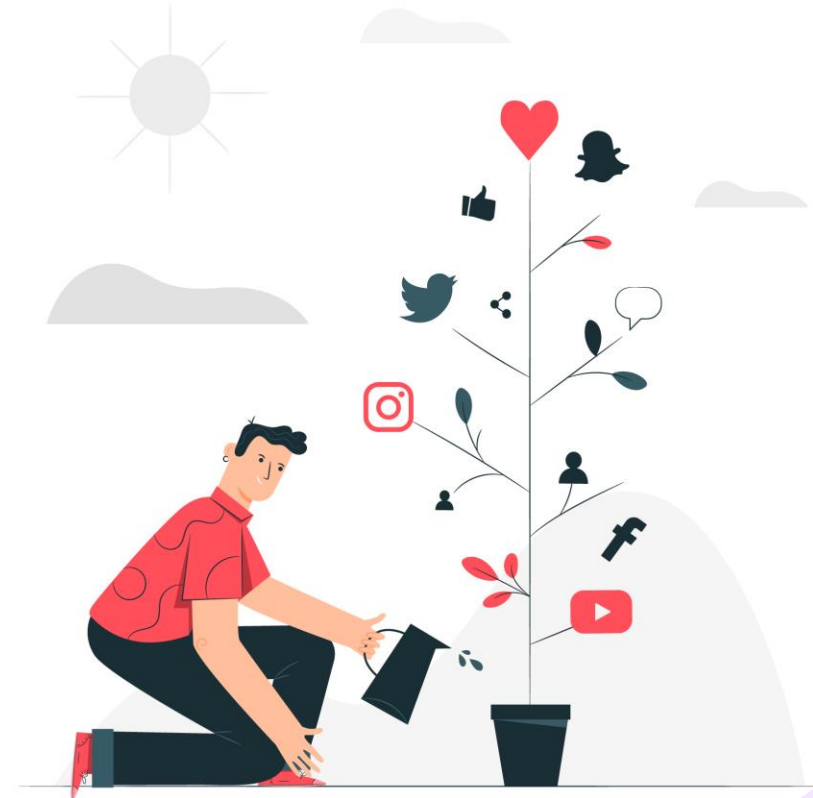
# What makes a post a success?

It all depends on your social media strategy & key performance indicators (KPIs)...



# What makes a post a success?

1. Compelling content & storytelling
2. Visual appeal
3. Strong call-to-action
4. Platforms best practices
5. Hashtags & key words
6. Analytics & adaptation



# Key metrics to track

## Engagement

---

- Likes, comments, shares
- Engagement rate
- Click-through rate

## Reach and awareness

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- Impressions
- Reach
- Follower growth rates
- Brand mentions



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# Key metrics to track

## Conversion

---

- Conversion rate
- Lead generation
- Cost-per-click
- Website visitors

## Content performance

---

- Top performing posts
- Video watch time



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*What do you look for in a good post?  
What do you spot in these posts?*



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## Video performance <sup>?</sup>

**694**

Total views

**39,294**

Sponsored

## Post performance <sup>?</sup>

Total

Sponsored

**Organic**

**669**

Impressions

**69**

Engagements

**10.31%**

Engagement rate

**44**

Clicks

**6.58%**

Click-through rate

**20**

Reactions

**0**

Comments

**5**

Reposts

Show all results →

**Wemos**

[WEMOS](#)

5,836 followers

3mo · Edited ·

Calling on policymakers to use an intersectional approach to ensure SRHR for all!

Everyone needs access to healthcare, including sexual and reproductive health and rights (SRHR). Yet, many people are left behind because of, for instance, their gender, sexuality, financial situation and social status. This needs to change. Over the past couple of months, Make Way and partners have shared the stories of trailblazers who are paving the way in SRHR by using an intersectional approach. So that those who are often excluded when it comes to policies, services and information are finally seen.

We hope that these stories from youth, journalists, religious leaders and civil society have brought to light the power of intersectionality and the need for its application in SRHR. A big thank you to all our partners who collaborated [Akina Mama wa Afrika](#), [The Circle](#), [Cheshire Disability Services Kenya](#), [Liliane Fonds](#), [FAWE RS](#), [VSO Nederland Access to Medicines Platform Diverse Empowerment Foundation Impanuro Girls Initiative \(IGI\)](#) & more. Let's continue our call for intersectionality!

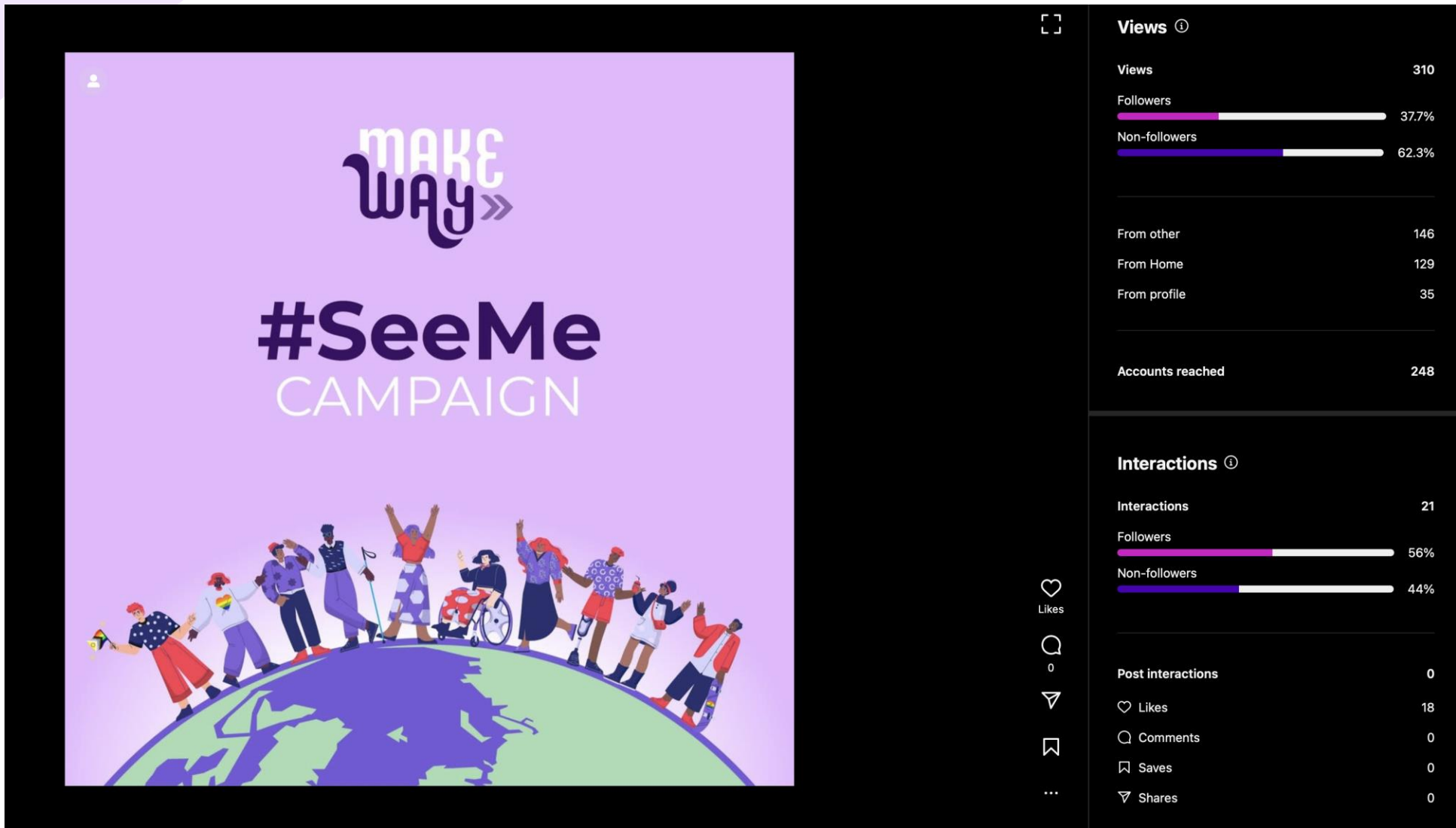
Check out the full [#SeeMe](#) campaign

<https://lnkd.in/gh4jg9FN>

[#SeeMe](#) [#MakeWay](#) [#Intersectionality](#) [#SRHR](#) [Ministerie van Buitenlandse Zaken](#)



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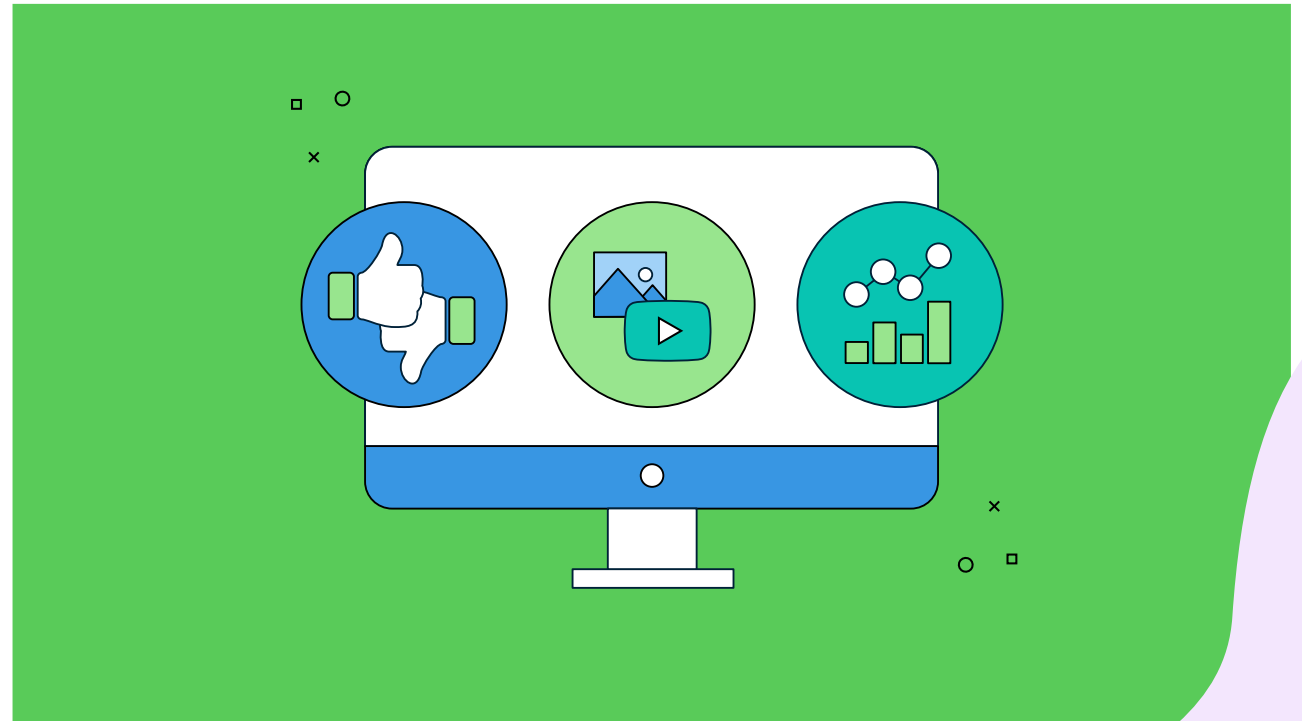


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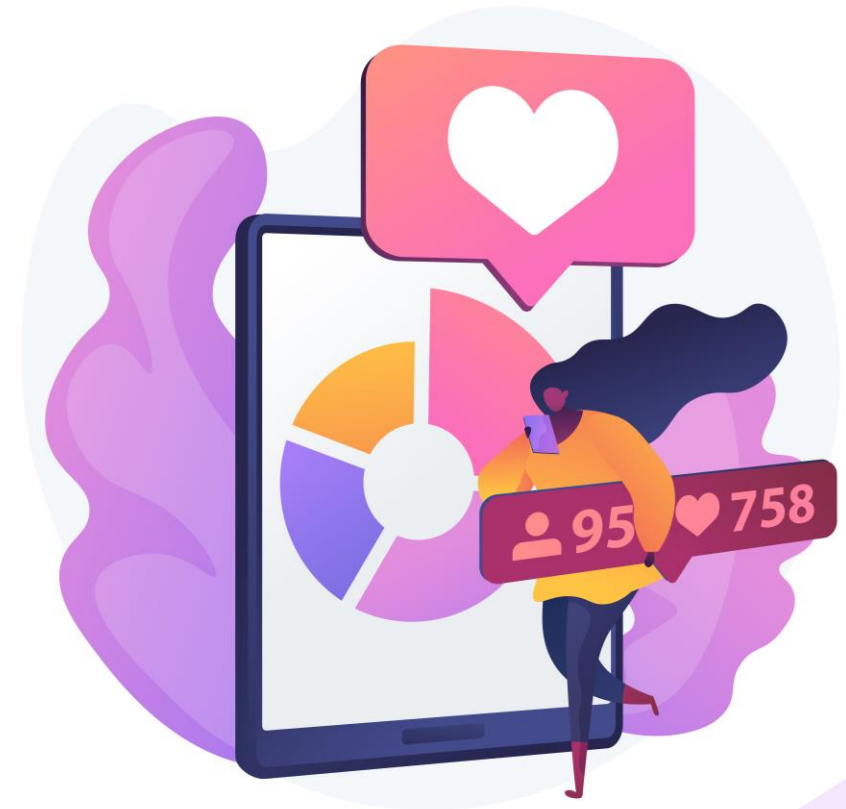
# Key tools to use (per post and overview)

- Analytics on each channel (e.g. LinkedIn Analytics, Meta Analytics, etc.)
- Google Analytics
- Hootsuite
- Buffer
- What tools do you use?



# Analytics action plan

- Identify top-performing posts
  - What insights do you see?
  - What would you change in your next social media post(s)?
- Monitor competition
- Create and experiment with new content based on data





Q&A



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06

Q&A  
& wrap-up



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# Key takeaways

- Strategy and consistency
  - Consistency is key: "Culture eats strategy for breakfast."
- Creating engaging content
  - Striking the right balance between knowing your audience, telling compelling stories, encouraging participation, and adapting without losing consistency.
- Advocacy and community engagement
  - It is about thinking of the best ways to cultivate solidarity and making everyone especially the most unrepresented seen and heard.
- Performance and analytics
  - Optimises content, improves engagement and helps reach your policy and advocacy goals.



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## Make Way tools & resources:

Developing an intersectional communication and media strategy

Checklist for accessible communication



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THANK YOU



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