



Section 7: How will you create the content for your posts?

- Which social networks will you use?
- Will you create text-based posts?
- Will you create graphics?
- Will you create video or audio content?
- How will you make the post accessible to all?
- Is the content ethically and culturally appropriate?
- How will you use this content?

Section 7-

Tactical plan / Content Production Plan - How will you create the content for your posts?



7A Which social networks will you use?

Importance ★★

Time ★

Cost ★

Summary

In order to create appropriate content, select which social networks you'll be posting on to match how you present the message with the audience and style of each platform.

Why is it important?

People may follow your accounts on different social networks for various reasons – for example, on Twitter for news updates, on Facebook for community connection, and on TikTok for entertainment. *Understand the reasons why your priority audiences use each site so you can match the style and type of content they want.*

Each platform can be used to support your behaviour change objectives in specific ways. Some examples include:

- **Twitter** – provide information and cues to action in real time, build community around hashtags
- **Facebook** – reinforce social norms among family and friends, use ads to provide tailored messages to very specific priority groups
- **Instagram** – apply social influence
- **YouTube** – offer step-by-step instructional videos and demonstrations
- **Pinterest** – use aspirational values to connect the behaviour to what people care about
- **Whatsapp** – create a more personal experience
- **TikTok** – make the behaviour fun and appealing



Key Considerations:

1

If you have not done research directly asking your priority audiences which social networks they are on, refer to other sources of data that can give you a rough idea of which are the most popular social networks for your country and demographic groups.

2

If you have the capacity, you could create multiple accounts assigned to different geographic areas or audiences.

3

Having inactive accounts may be more harmful for your organization's reputation than not to have an official site at all.



Action steps:

1

Identify which social networks will best reach your priority audiences.

2

Match up the behaviour change approach for a specific post with the platform(s) that will best support it.

3

Create posts for each platform customized based on requirements for text formats, image size, video length, etc. as well as style.

For more information:

- [The 5 Types of Social Media and Pros & Cons of Each](#)
- [Twitter for Nonprofits: Does Your Organization Really Need to Tweet? Social Media for NGOs](#)
- [Social Platforms Cheat Sheet: A Look at Key Differences](#)
- [50+ Social Media Sites You Need to Know in 2020](#)
- [We Are Social/Hootsuite Social Media Data by Region and Country](#)
- [Always Up-to-Date Guide to Social Media Image Sizes](#)

Example:

Most Popular Social Networking Sites



Source: <https://www.colibricontent.com/social-media-latin-america/>

7^B Will you create text-based posts?

Importance ★★

Time ★★

Cost ★

Summary

Several options exist for using text within your social media posts, depending on the specific platform. Decide if and how you will include text – as the primary communication or as an “add-on” to a post in another medium like a graphic or video.

Why is it important?

Even if you create a post that's video- or image-based, you'll likely want to include some words with it as a descriptive caption or headline, or to emphasize the visuals or audio while it runs. In these cases, less is more, and the text should reinforce the most important points (remember your key messages!) in what people are seeing and hearing without detracting from the content.

When text is the main format you'll use to convey your message, two basic options are:

- **Short-form text** – such as posts on Twitter, Facebook, LinkedIn, etc.
- **Long-form text** – such as blog posts on Wordpress, Medium, etc.

You can think of long-form content as a “meal,” which is filling and satisfying by itself, and short-form content as a “snack,” which gives you a quick bite of information. Ideally, both types of content complement each other and provide reinforcement of your messages and call to action.

Short-form text fits the way many people browse their social media feeds like Twitter and Facebook,

providing a brief idea that people can digest quickly as they scroll by. Using around 200 words or less, short-form content keeps your audience coming back for more on a regular basis. ***Keep the content simple and don't try to pack too much into one post.*** Images can help draw attention and reinforce the message, and links can provide additional information when the text is not enough.

Long-form text refers to posts over about 1,000 words, usually in the form of a blog post, article or case study. This format can provide in-depth education on a topic that requires details to understand and act on it. It's also a great way to tell a story, such as a case study, or to build your credibility by demonstrating expertise in the topic. Another bonus of long-form text is a longer lifetime than other forms of social media, and your content is more likely to appear in people's online searches (referred to as "search engine optimization" or "SEO").



Key Considerations:

1

Short- and long-form content work together well. Use short-form posts to drive interest to the link where the long-form content lives. And use the content from the body of the long-form content to create interesting and relevant short-form content across accounts.

2

A challenge of long-form posts is that big blocks of text can be off-putting and make reading them feel like a chore. Format them with section headers, pull-out quotes, bullet lists and images that make the text easier to read and understand. And keep the reading level appropriate for your audience!

3

The "short-form" and "long-form" labels are not hard-and-fast rules. For example, though Twitter posts are limited to 280 characters, a Facebook status post can hold about 63,000 characters (more than 30,000 words!). A short or long post should only be as long as required to make your point.



Action steps:

1

For each post you create, decide whether the message would be better presented as short-form text, long-form text, or in combination with visual content.

2

Create a mix of long- and short-form text posts that contain your messages and complement each other for the social media platforms you will be using.

For more information:

- [How to Combine Text and Visual Content for Better Social Engagement](#)
- [Short-form & Long-form: Where They Fit in Your Content Strategy](#)
- [How to Create Long Form Content and Why You Should](#)
- [We Analyzed 912 Million Blog Posts: Here's What We Learned About Content Marketing](#)
- [How to Write a Blog Post in 2020: The Ultimate Guide](#)
- [A Handy Dandy Guide on How to Write Social Media Posts: Best Practices, Length, & More](#)
- [Know Your Limit: The Ideal Length of Every Social Media Post](#)

Example:

Research has found the ideal lengths for different types of posts to increase engagement with your audience and social sharing:

Ideal Length of a Facebook Update:
40-80 Character

Ideal Length of a Tweet:
71-100 Characters

Ideal Length of a Instagram Caption:
138-150 Characters

Ideal Number of Hashtags for Instagram Captions:
5-10

Ideal Number of Characters in a LinkedIn Status Update:
50-100 Characters

Ideal Length of a Blog Post:
1,000-2,000 words

Ideal Length of a Blog Headline:
14-17 words



7^c Will you create graphics?

Importance ★★

Time ★★

Cost ★★

Summary

Adding graphics to a text-based post or creating a visual as the primary communication method, depending on the social media platform, often increases the effectiveness of the post.

Why is it important?

Social media posts that include *visuals increase attention to the message*, as well as the likelihood of engagement, such as link clicks, likes, comments and shares. Graphic elements also influence comprehension, memory and learning.

The main types of graphic content on social media are:

- **Photos/illustrations** – photographs or illustrated pictures that may or may not contain text
- **Infographics** – graphic depictions that make data and information easy to understand
- **Memes/GIFs** – humorous images or video loops that tap into internet and cultural references to make a point

Photos and illustrations provide an opportunity to signal for whom the message is intended, to show how to carry out the behaviour, and to reinforce elements of the message. Photos should be culturally appropriate, clear in what they are depicting, and demonstrating the behaviour you DO want, not the wrong behaviour. Illustrations are another way of producing eye-catching graphics customized exactly to your needs. Photos often provoke emotions, but illustrations excel at conveying an abstract idea or process.

Infographics simplify complex subjects using graphic elements, colors and data. They are not just graphs and charts, but a logically presented set of concrete, clear messages organized and depicted graphically. In addition to presenting data, infographics can also provide instructions and tips.

Memes are photos or illustrations that are reused over and over with different humorous captions to provide commentary on an event or situation. They can be adapted and customized by anyone, and the funniest ones are shared widely. Memes can help your audience see the issue or behaviour in a new or surprising way, to help them understand it better.

GIFs are short video clips that loop and are often used as amusing reactions to other people's posts. They can also be effectively used to demonstrate concepts, such as how immunizations prevent sickness in a population, or how to wash hands effectively.





Key Considerations:

1

If you can, avoid obvious stock photos using models because they are more likely to be ignored. Instead use photos of real people from the priority audience community whenever possible.

2

A common social media graphic approach, especially on Instagram and Pinterest, is a photo with a text overlay featuring an inspirational quote or an excerpt from an expert's book or presentation. This can be used to motivate or to apply social influence, if the expert is known and respected.

3

Be careful when posting memes and GIFs because the organization risks losing credibility if not done well. They should only be created by a "digital native" who knows the priority audience well and can make sure the implementation is not tone deaf or offensive. Done well, memes and GIFs can create a connection through humor with the community and show that your organization understands them.

If you can, avoid obvious stock photos using models because they are more likely to be ignored. Instead use photos of real people from the priority audience community whenever possible.



Action steps:

1

Determine whether you will add visuals to complement a primarily text-focused post or whether you will create a stand-alone graphic.

2

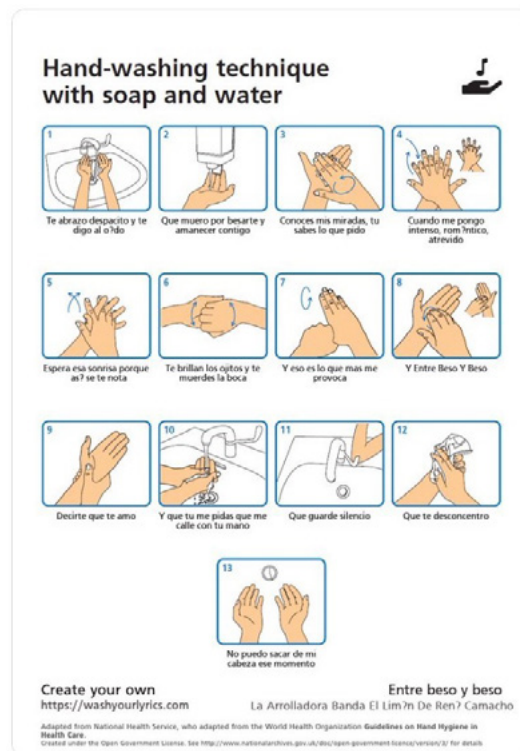
Match the message to the appropriate type of graphic and be sure that the implementation of the picture conveys the message and tone effectively.

For more information:

- [Graphic Design for Behavioural Change](#)
- [4 Ways to Integrate Text with Visual Content on Social Media](#)
- [6 Ways to Tell Your Nonprofit Story With Images](#)
- [How Designers Do It: 15 Easy Steps to Design an Infographic from Scratch](#)
- [How to Use Memes: A Guide for Marketers](#)
- [4 Things You Should Know Before You Start Using Memes on Social Media](#)
- [The Ultimate Guide to GIFs: How to Create Them, When to Use Them and Why They're Essential for Every Marketer](#)

Example:

Photos/Illustrations:



Customized at <https://washyourlyrics.com>

Infographics



https://conred.gob.gt/www/index.php?option=com_content&view=article&id=4460&Itemid=963

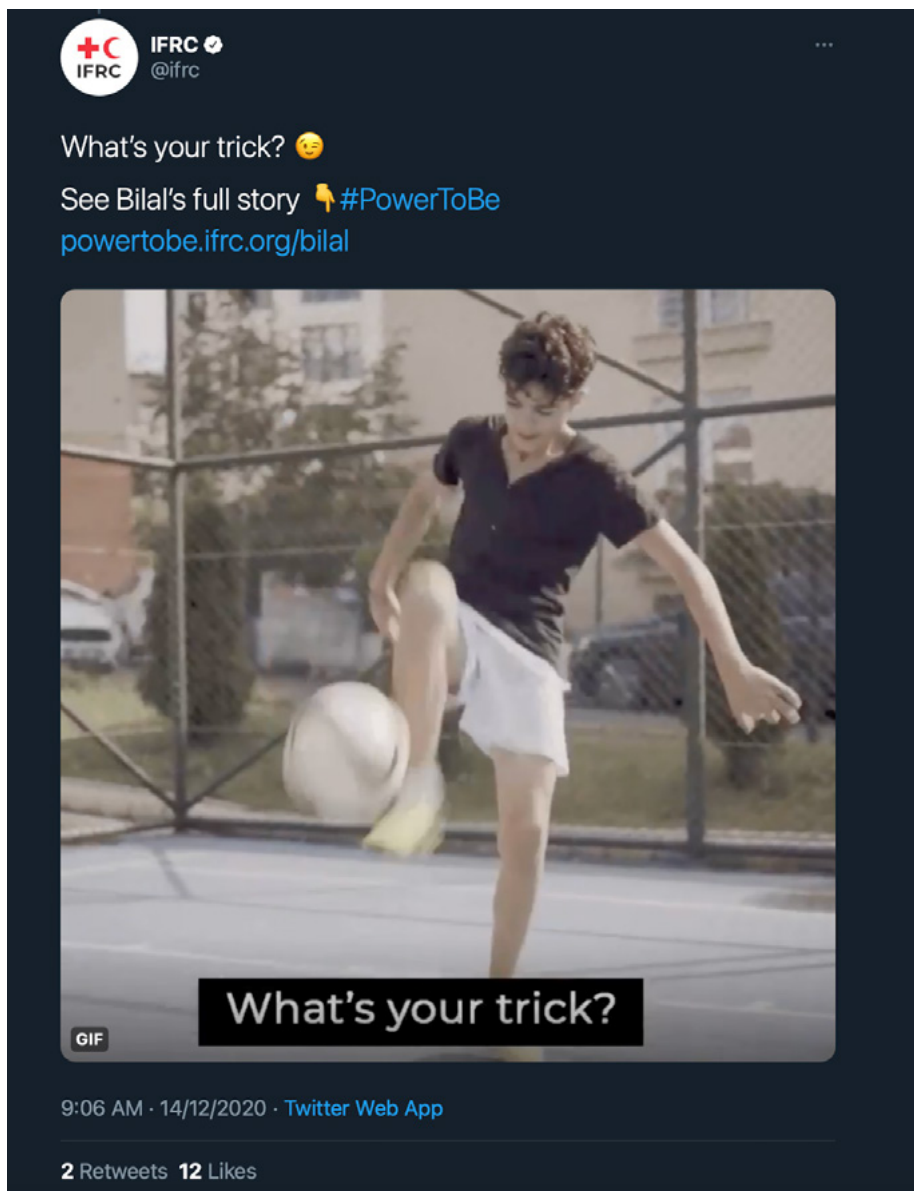
Memes



<https://twitter.com/Carabdechile/status/776571375511154688>



Gifs



<https://twitter.com/ifrc/status/1338470368240078848?s=21>



7^D Will you create video or audio content?

Importance ★★

Time ★★

Cost ★★

Summary

Video is a key component of many social networks and can play an important role in conveying your messages and influencing the behavioural levers of change.

Why is it important?

Video is one of the most effective ways to engage your audience. If a picture is worth a thousand words, video plus audio is worth a million. *It's the closest medium we have to one-on-one human communication, and our brains respond to it accordingly.*

Include people early on in the video to keep your viewers' attention and to add an emotional component. A story-oriented approach works well in a video format, especially when it's kept short and focused.

Video can be used to influence behaviour change in several ways, such as:

- How-to demonstrations to build skills
- Informational approaches to educate and reduce barriers
- Social influence via testimonials, expert interviews, peer generated content
- Storytelling to evoke emotion
- Relationship-building with your organization to create trust and credibility

Live streaming video is a real-time method for sharing an event as it happens, commenting on an emerging potential disaster situation or holding an interactive question and answer session with your audience. Live streaming can build excitement and engagement, and a recording of the resulting video can be shared afterward for those who were not able to participate.

Similar to video, podcasts are a way to bring the human voice into your communications, making the message more intimate and immediate. Podcasts can take several forms: as scripted radio-like content such as a news report or magazine show, as a conversation, or as a serial entertainment education story.





Key Considerations:

1

Professional videos are nice, but with the good quality video cameras built into our smartphones, creating videos does not have to be an expensive proposition. People do not expect Hollywood-level video production on social media video content, and often prefer the more authentic user-generated approach. But do make sure that at least the audio is captured well.

2

The majority of people browsing their social media feeds do so with the sound muted. Be sure to include subtitles, or at least text captions, in your video so that they will get your message even if they watch without the sound on.

3

If you'd prefer not to include real people in your videos, for cost or privacy reasons, consider an animated approach or text motion graphics.



Action steps:

1

Identify how video and/or audio content could help you effectively convey your messages and augment other social media formats you are using.

2

Match up the approach you use in a video or podcast with the levers of behaviour change being addressed with each message.

For more information:

- [Social Media Video Tips & Strategies](#)
- [How to Create Engaging Short Videos for Social Media](#)
- [26 Ways to Use Video for Your Social Media Marketing](#)
- [11 Different Types of Videos for Social Media](#)
- [How to Live Stream](#)
- [The Viral Video Toolkit for Nonprofits](#)
- [Video for Change Impact Toolkit](#)
- [The Step-by-Step Guide: How to Start a Podcast](#)



Example:

Coronavirus: How the Red Cross is using TikTok to keep Gen-Z safe



<https://www.tiktok.com/@ifrc/video/6800376233327676678>



7^E How will you make the post accessible to all?

Importance ★★

Time ★

Cost ★

Summary

A few small adjustments to your posts will assure that everyone you want to reach will be able to fully access and understand your social media communications.

Why is it important?

Whoever your priority audiences are, it's likely that some people within them have disabilities or other conditions (e.g., hearing, vision or mobility limitations) that affect their use of social media. *By utilizing some of the social networks' lesser-known features and being aware of potential obstacles to accessibility, you can make your content easier to comprehend for everyone – not just those with disabilities.*

Accessibility solutions primarily involve adding options to your content such as:

- Captions for the audio portion of videos
- Audio descriptions for visual elements of videos
- Transcripts for audio content, such as podcasts
- Image descriptions, or "alt text," for photos, graphics and GIFs



Key Considerations:

1

The colors you choose to use for graphics can also help to make the important visual elements stand out. Use a high color contrast and remember that certain colors may appear differently to people who are colorblind.

2

Rather than thinking that you are only helping a small number of people who are permanently disabled, realize that many people need these inclusion adjustments at different times in their lives for temporary medical conditions or other situations that change their ability to hear or see, such as a loud or dark room.



Action steps:

1

For each of your social accounts, get to know how to use the platform's features for increasing accessibility, such as alt text for images, and captioning for videos.

2

As you write the text for your social media posts, or design graphic or video content, identify how you can make them more inclusive from the start. Then use the available options for adapting the content when you post.

For more information:

- [Federal Social Media Accessibility Toolkit Hackpad](#)
- [Everything You Need to Know About Inclusive Design for Social Media](#)
- [Captions and Transcripts and Audio Descriptions, Oh My!](#)
- [Designing for Accessibility](#)
- [Designing with the Colorblind in Mind Will Improve Your Design for Everyone](#)

Example:

Alt Text



Global X

+ Follow

Earthquake Survival Kit

My new motto is "Grab and Go!"

Everything on this picture fits in my small Red Cross back pack, except for the helmet which fits on top. As a member of NERT (Neighborhood Emergency Response Team), I am prepared!

Note the universal (i.e. USB 2) phone charger: I want to be able to tweet the Big One!

Photo Credit: [Global X](#)



Video Captions



<https://www.youtube.com/watch?v=Vf76gq41YCo>

7^F Is the content ethically and culturally appropriate?

Importance ★★

Time ★

Cost ★

Summary

Before posting, review the content one more time to be sure that the messages and images are presented in an ethical way, and that it is culturally appropriate for the specific priority audience.

Why is it important?

Ideally any ethical or cultural issues with the content would be resolved before this point, but it's always a good idea to do a final check before posting. *All of your communications should maintain respect and dignity for the members of your priority audience, as well as the specific people who might be featured in any of your posts.*

Avoid ethical concerns by being sure that your posts:

- Do not apply excessive social pressure to the point of coercion or stigmatization of people who do not engage in the desired behaviour
- Do not make false promises about the benefits of the behaviour or availability of resources

- Are transparent about your organization's identity and your relationship to the problem you're addressing
- Ensure that people featured in your posts agree on how their story is to be used, and that no potential harm will come to them as a result of sharing it
- Include only accurate and verified information

In addition, check that the post is culturally appropriate for its intended audience, and tailored as much as possible to their needs and sensibilities. Generic messages borrowed from other campaigns are unlikely to be effective. The post should be localized to the context and population, as well as focused on the specific hazards that are most likely in that geographical area. The language and wording of the post should match how your audience speaks day-to-day. If translated from another language, be sure a native speaker has reviewed the text and that it's not just a word-for-word translation, but culturally appropriate as well. Visuals should include people who look like your priority audience in similar settings to where they live. *Essentially, your priority audience members should feel like the post was created just for people like them.*



Key Considerations:

1

Be mindful of the message your posted images could send about the people being depicted and be sure their dignity is always respected. Would you be comfortable if someone posted a picture of you in the same situation? Avoid the possibility of cultural or racial stereotyping of people, places or situations.

2

Obtain written consent from the subjects of the photos or videos for use on social media or be sure that the original source has done so. This is especially important when children are depicted.

3

Your social media accounts should clearly show that they come from your organization, with a link to your website in the profile or other contact information. Your staff should also make it clear that they are affiliated if they will be posting from their personal accounts.

4

If you are working with social media influencers in exchange for a fee or other items of value, they must be transparent about that and follow relevant disclosure laws in their own posts.

5

If any of your posts or shared content are later found to be inaccurate or misrepresenting the truth, do your best to correct them publicly right away.



Action steps:

1

Build a development process that will ensure that ethics and cultural considerations will be an integral and ongoing part of your social media outreach.

2

Before every post, do a final ethical and cultural check of your message and visuals.

For more information:

- [A Guide to Understanding and Implementing the Code of Conduct on Images & Messages](#)
- [7 Steps to Ethical Storytelling](#)
- [Behaviour Change Toolkit for International Development Practitioners – Section 1.4: \(Un\) Ethical Behaviour Change](#)
- [How to Adapt SBCC Materials](#)
- [SocialMedia.org Disclosures Best Practices Toolkit](#)
- [Disclosures 101 for Social Media Influencers](#)
- [Social Media Best Practices for Nonprofit Organizations – Developing Social Media Guidelines](#)



Example:



https://twitter.com/IFRC_es/status/1184142041892171777/photo/1



7c How will you use this content?

Importance ★★

Time ★★

Cost ★

Summary

Develop and post your content in a planned, strategic way that helps you meet your objectives and maximize its impact.

Why is it important?

In order to be sure you cover your program's various social media objectives, priority audiences, levers of behaviour change and intervention approaches, take a step back and think about how to *fit the pieces together in a logical, strategic way* over time.

Apply the concept of transmedia storytelling, telling different parts of a cohesive story across multiple platforms. Rather than sharing essentially the same post in each of your social accounts, offer different angles of the overall big picture. For example, you might use Twitter to build a community of practice with professional audiences and potential organizational partners, Facebook to connect with citizens around home and family disaster preparedness, Instagram to post aspirational and identity-focused content, and a blog to provide more in-depth understanding of the issues covered on the other platforms.

The repetition of the core messages in different ways will help your priority audience become familiar with the concepts and remember them when they need them.

When you are juggling the development of many types of content on multiple social networks, creating an editorial calendar is critical. An effective editorial calendar helps you to develop a posting schedule that covers all aspects of your strategy and coordinates the writing and production of each post. By creating a schedule for each type of content, and building on the ideas you've previously generated here, your social media posts will be more systematic and strategic.

Your editorial calendar should include fields for:

- Posting date
- Social network
- Priority audience
- Objective/behaviour
- Lever of change
- Intervention approach
- Topic/core message
- Type of content
- Call to action
- Who is responsible



Key Considerations:

1

Though the majority of your social media posts should be planned in advance and scheduled on your editorial calendar, you can also build in the opportunity for spontaneous, timely posts based on the day's current events or trending social media topics.

2

Think in terms of weekly themes that can be supported by your social media posts. Or schedule certain types of content based on the day of the week (e.g., #MotivationMonday or #ThrowbackThursday).

3

Your editorial calendar can be in the form of a basic spreadsheet plus online calendar or a more fully featured social media scheduling app. Color coding can also be very helpful.



Action steps:

1

Create an editorial calendar in advance of each month, which specifies weekly themes and the general characteristics of each post on the schedule.

2

Generate ideas for the content of each post and keep a running list to refer to for the future.

3

Determine how posts can be repurposed as other types of content.

4

Design the content and post when scheduled.

For more information:

- [Five Rules for Repurposing Your Content](#)
- [How to Repurpose 1 Blog Post into 80+ Pieces of Content](#)
- [The Best Way to Get Organized With a Content Marketing Editorial Calendar](#)
- [How to Build an Editorial Calendar: 5 Useful Examples](#)
- [101 Ways to Source Content Ideas](#)
- [How a Tiny South Indian State Is Using Transmedia Storytelling to Fight COVID-19](#)

Example: Case Study

In 2016, Oregon Public Broadcasting (OPB) created an organization-wide transmedia storytelling project around the concept of preparing for a large-scale earthquake hitting their coast. OPB's Unprepared project included a television documentary, radio stories, an emergency preparedness app and social media posts that focused on helping residents take action to prepare for a major natural disaster. In this year-long initiative, content was coordinated to make sure it was consistent and integrated across all the platforms. OPB partnered with the Red Cross to share accurate information about how to prepare.

One engaging piece of the project was the "Live Off Your Quake Kit" experiment, which had four families spending a weekend living off the supplies in their emergency kits. The families then shared what they had learned, including creating content for social media channels. Online efforts also included the #14GallonChallenge, which encouraged people to stockpile emergency water and share the message with their own social networks. Survey research found that those who had been exposed to OPB's coverage were more than twice as likely to take action to prepare.

From: <https://current.org/2016/10/transmedia-journalism-expands-storytelling-for-deeper-impact/>



Worksheet 7 -

CONTENT PRODUCTION WORKSHEET

Note: These questions apply to each piece of content you create.

ACCESS WORKSHEET ONLINE [HERE](#)

1.

Which social network(s) will this content be posted to? (select all that apply)

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ Pinterest
- ☐ YouTube
- ☐ Blog
- ☐ Snapchat
- ☐ Tiktok
- ☐ LinkedIn
- ☐ Whatsapp
- ☐ Other:

- ☐ Short-form text
- ☐ Long-form text
- ☐ Photos
- ☐ Illustrations
- ☐ Infographics
- ☐ Memes
- ☐ GIFs
- ☐ Video
- ☐ Audio
- ☐ Other:

2.

Will this content include...

3.

Provide details on the content and approach:

4.

Who will take the lead on production?

5.

What accessibility solutions will be included?

- ☐ Video captions
- ☐ Audio descriptions
- ☐ Transcripts
- ☐ Image descriptions
- ☐ Other:

- ☐ Yes
- ☐ No

What are the specific concerns, if any?

6.

Have you reviewed the content for ethical concerns?

- ☐ Yes
- ☐ No

What are the specific concerns, if any?

7.

Have you reviewed the content for cultural concerns?

8. How can this piece of content be effectively repurposed for other platforms and/or formats?

9.

When is
this content
scheduled to be
posted?
