



COVID-19: REMOTE OUTREACH AND CAMPAIGNS TOOLKIT

INTRODUCTION

HOW TO USE THIS TOOLKIT

When COVID-19 infections first appeared in South Africa, Zambia, Ivory Coast, Tanzania and the Democratic Republic of Congo, you quickly responded to the lockdowns and social distancing measures by adapting your journalistic reporting approach to a remote method. Since March 2020, you have remotely reported on, and broadcast, insightful, informative and important shows on the coronavirus, such as:

- COVID-19: Background, Symptoms, Prevention and Treatment
- Children, Youth and Mental Health During COVID-19
- Domestic Violence and Safety During COVID-19
- Health and Hygiene during COVID-19

Remote reporting allowed you to continue producing radio shows from the safety of your homes, providing updated information and ensuring that youth perspectives, opinions and experiences are heard during this crucial time.

Not only have you ensured that each week your listeners receive accurate and easy to grasp information, but you have widened your reach by using social media platforms such as WhatsApp, Instagram and Facebook to engage with your listeners and community at large.

We would like to applaud you, Youth Reporters, for your resilience, attitude and positivity thus far. It's been a tough and uncomfortable time, which has required creativity, flexibility and positivity. You have brought that, and more.

Now that you have adapted to remote reporting as the 'new normal', we would like to introduce you to the Remote Outreach and Campaigns Toolkit. This toolkit is designed to help you think through the process of developing a series of remote activities that will ensure engagement with your community beyond the airwaves.

Though this toolkit explores COVID-19 as a focus topic, the methodology of remote outreaches and campaigns should be used in all the themes you report on in your radio shows; themes such as climate change, sexual and reproductive health, education, migration, violence and community safety, and others.

This process requires identifying the issues you want to tackle beyond the airwaves, considering how big an impact you'd like to make, who you would like to reach, and the steps it will take to get there while adhering to COVID-19 safety measures.

GOALS OF THIS TOOLKIT

Conducting outreaches and campaigns remotely means you will adhere to social distancing and the lockdown measures in place while engaging with community members on a certain issue. Outreaches will be kept out of socially crowded places and, likely, conducted from the safety of your homes. This is important because of the decreased chances of you coming into contact with an infected person. It remains vital to slow down the transmission of COVID-19, so that the healthcare system in your country can manage the number of cases.

With the loosening of lockdown restrictions in most countries, many individuals have

relaxed their efforts to reduce the rate of infections. COVID-19 presents a big threat to our health, and is a topic that needs to be taken seriously. As a Youth Reporter, it is key that you continue adhering to the safety measures, and double-check all your facts before you share any content through outreaches.

This toolkit has three main goals:

- To introduce you to remote outreaches and campaigns.
- To demonstrate ways you can safely and remotely engage with your community.
- To equip you to get other young people and adults in your community passionate about and open to sharing their COVID-19 stories.

WHY OUTREACH AND CAMPAIGNS

If you think about the impact your radio shows have on your community, you will realise that your shows inspire conversation and change. Most of the topics you tackle on your shows are complex, and require additional steps and ways of broaching them.

Outreaches are another way of presenting social issues to your community. Outreaches are activities used to mobilise communities for social change. They are a great opportunity to continue conversations started on air - to continue raising awareness on an issue, and to inspire action.

Campaigns are strategic and well planned. They are usually carried out over a number of months (or they require a number of months to plan and execute), and involve partners/ community members. They also require hard work, but the effort is worthwhile because when they are executed well, they can result in great change in your community.

COVID-19 presents new opportunities to engage listeners on various social media platforms where they are already “hanging out”. Remote outreach events hosted online are suitable for building online communities with local businesses, community-based organisations, as well as young and old people who listen to your show, but do

not always engage with the content you broadcast weekly.

You will need to organise outreach events in the forms of live chat sessions, where you can engage with each other in real time. You can keep the campaign going by asking them to like and/or comment on your content. They can also share audio, videos, and images that you can, in turn, share. Radio has become visual, and can now exist on more platforms.

THINGS TO THINK ABOUT

With the present pandemic, it is important for you to understand what is realistic and possible in both outreaches and campaigns done online.

Before we unpack the types of outreaches that are possible, below are some factors to consider:

- **Few people have access to technology, and data is expensive:** Most of your listeners don't have access to cellular services and data, therefore, it is important to keep your engagement with community members' resources light and low on data. Plan well so that you can maximise on time and resources. It would also be useful to research where your target audiences virtually hang out, and meet them where they already are, as opposed to drawing them to a new platform.
- **Representation and inclusion matter:** Often when we draw audiences to events, we tend to attract community members who look, speak and think like us. When conducting social change, it is important to mobilise all community

With remote outreach and campaigns, you can build global awareness about local community issues online. Think local, act global! You'll have opportunities to increase participation, inspire listeners to take action, and market your shows while building your online brand and presence.

members. Inclusion creates diverse, rich and complex conversations, and allows all to be involved in solution-finding. Some of the groups of people society tends to neglect from these spaces include, girls and women, people living with disabilities, the LGBTI community, unemployed and/or uneducated people, the elderly, as well as people who are ill or immunocompromised. Through inclusion, you build trust in your community.

- **Listen:** The role of a radio journalist is not only to inform, but also to listen. Outreaches are a great opportunity for a two-way conversation between you and your community, and they are also a space where dialogue and relationships among community members can be created.
- **Understand community perception:** Outreaches gather various community members, therefore, a wealth of thoughts and comments are bound to arise. During an outreach, it would be useful to gather some of the interesting and poignant quotes, questions and statements. This information can inform show topics for upcoming radio shows and outreaches.

OUTREACH AND CAMPAIGNS

WHATSAPP OUTREACH AND CAMPAIGNS

Community mobilisation and involvement are essential when communities are hit by social issues such as the COVID-19 pandemic. A collaborative approach is necessary to respond to such emergencies. WhatsApp is an integral platform to cultivate individual and community involvement.

Most young people have access to WhatsApp because it is easy and affordable. It's a hub where they engage with individuals, both formally and informally. Outreach events have proven to be effective when people gather in person and have solution-driven dialogue. WhatsApp has the potential to be as effective. It can be used to target small to large groups with specific messages. It also allows immediate and direct Calls for Action to spread virally.

If you consider how quickly fake news spreads through WhatsApp alone, you can imagine it's potential to raise awareness on the social issues you tackle, invoking change and changing perceptions, if planned and executed well.

There are a couple of considerations for a successful WhatsApp Outreach Campaign. Below, are some of those elements:

Who to invite

As Youth Reporters, you are often tasked with the responsibility of finding appropriate show guests according to the radio topic you are exploring. This is necessary for outreaches hosted through WhatsApp too. It's important that people who are invited to your WhatsApp outreach events understand and care about youth livelihoods and are experts in their respective fields.

You must determine your target audience prior to the outreach event. You must also identify collaborators. Examples of people to collaborate with:

- **Community-Based Organisations:** These are organisations that are for, and led by, young people. They also raise awareness about COVID-19. These can also include community-based organisations you have already partnered with in the past. They can participate as guests and/or collaborators.
- **Listeners:** These are your radio show listeners who are already engaging with you weekly on your different platforms, including WhatsApp.
- **Social Media Followers:** Expand your impact by sharing your WhatsApp group link for outreach with your social media followers when intending to host a large group of people.
- **Civil Society Organisations:** Look to partner with civil society organisations, which already have a social network and media presence, and are hosting outreach events.
- **Youth Reporters Network:** There are Youth Reporters across the network who are reporting on the same issues; bringing communities together to spark intentional dialogue about COVID-19. Collaborate with them, hear about their community-based solutions and learn from their experiences.
- **People in your WhatsApp contact list:** No one has been spared by the COVID-19 pandemic. Everyone has experienced either economic, mental and/or social challenges during this difficult time. People would want to be part of important conversations and solutions.
- **Radio Station Partner:** Find out what the radio station is already doing in response to the pandemic, and see how you can collaborate with them. Otherwise, you can involve them in your initiatives.
- **Community Leaders:** Teachers, social workers, chiefs, religious workers, healthcare workers, etc.

Structure

WhatsApp Remote Outreaches and Campaigns don't always require people to be in groups. Campaigns include multifaceted elements that often include calls to action that can be achieved in isolation. However, like in-person outreaches, a WhatsApp outreach event has to be attended by a group of people for it to qualify as an outreach event.

- A small group outreach includes a minimum of 15 to a maximum of 30 participants. Smaller groups allow for focused engagement, and minimal planning and effort. They also tend to not go over time. Short and straight forward dialogue is essential for data purposes. It's also difficult to guarantee people's attention for a long period of time when you are engaging with them via WhatsApp. So, the more precise and short the outreach event is, the better.
- A large group outreach requires in-depth planning and effort, as it can be overwhelming. The duration is usually longer than small groups and, therefore, can take up a lot of data. However, there are ways of ensuring that data is spent sparingly. Sharing the group link invite on all your platforms is an easier way to invite people to participate.

Roles and Responsibilities

- **WhatsApp Coordinator:** This person ensures that all the tasks that need to be done, and the steps that need to be followed prior to the WhatsApp outreach implementation are done and followed. She/he makes sure everyone is doing what they are meant to do in order for the outreach to run smoothly. This person is also responsible for coordinating WhatsApp activities that follow after the outreach.

The role of the WhatsApp coordinator is to:

- Ensure that the schedule and deadlines are being adhered to.
- Ensure everyone understands their responsibilities and adheres to them.
- Manage the WhatsApp groups created and monitor communication.
- Invite and communicate with guests and attendees.
- Provide support where needed.
- **Host:** These are Youth Reporters responsible for leading WhatsApp group outreach events' interactions. All the youth reporters will be added to the WhatsApp outreaches, but only a few, 3 max, will engage and host the outreach. This is the same way it is done during an in-person outreach event.
- **WhatsApp Administrator(s):** They are responsible for marketing and communications. They market the outreach event either by posting about it as a WhatsApp status or by sending outreach details and information directly to contacts using the broadcast list function. They are responsible for ensuring that fairness and safety rules are in place when WhatsApp groups are created, and are in use. Their role is to understand group controls. They can decide if all participants, or only group admins, can send messages within the group, for example. WhatsApp admins are also responsible for adding and removing participants in groups.
- **Researcher:** After the topic, angle and potential sources of information have been decided together as a group, the researchers are responsible for finding the necessary information to help the hosts with writing the script.

DO'S AND DON'TS

DO'S

Keep your voice notes and audios to a 5 minute maximum. If your audio is longer than 5 minutes, upload it onto your SoundCloud, and share it as a link on WhatsApp.

Keep your video length to 2 minutes. If your videos are longer than 2 minutes upload them onto Facebook, Instagram or Twitter, and send them as a link on WhatsApp.

Keep your text length short as often as you can. Get straight to the point, make sure that your tone is respectful, and that your instructions and information are clear.

Keep your texting frequency to a minimum. If people agree to be part of your broadcast list and WhatsApp groups, be respectful and strategic about how and when you engage with them. Limit communications to during the day and on specific days. Keep the communication to suitable hours that participants have agreed on.

Write in full sentences, use punctuations correctly, keep your sentences short, and check grammar errors and typos.

Design your WhatsApp campaigns in ways that are collaborative, engaging and allow for a two way communication. Encourage interactions by asking participants to be involved in different ways (e.g. ask questions, comment, respond to questions, etc)

Remove participants (block, if necessary) who are not respecting the WhatsApp group space. Send a direct message to them to warn them about how their behaviour is affecting other participants. If they continue, remove them immediately, and apologise to the people in the group. Agree as a team on the code of conduct that you and the group will adhere to.

DON'TS

Don't send long audio messages and recordings because they use up a lot of storage space. People who do not have much storage space may not be able or choose not to access your audio.

Refrain from sending long videos for the sake of storage space, data bundles and connection issues. People may not be willing to download them.

Don't send long texts. People avoid reading long texts. If you have to send a long text, rather break it down into different, separate messages.

WhatsApp is an instant messaging platform so people do not like to be bombarded with text messages. It's also a personal space where people interact with family and friends. Don't send text messages at random times. Don't send messages early in the morning or late at night.

Don't use "mxit" language. Although abbreviations like "LOL" and "TBC" are common. Refrain from using this type of language as some people may either not understand it, or may not take you seriously.

QUICK TIPS

- **Emojis** :) are meant to be fun, light-hearted, and convey a broad range of emotions efficiently, and in a way that words sometimes cannot. Don't be afraid to insert emojis into your text. They have the ability to make it easier to portray your simple text.
- Clearly separated paragraphs help the reader scan and read your text with ease. Make sure to add space between paragraphs! Use **Bullets** or **Numbering** to sort a list of items, or to emphasise certain points.
- Throw in some bold and italics to get your point across! WhatsApp is great for most things. However, conveying tone isn't always one of them. Fortunately, there's a hidden little feature to help you better get your point across and help people understand the urgency of your messages.

MAXIMIZING YOUR EFFICIENCY

Before you conduct an outreach, a lot of communication (including marketing) goes into the planning process. This is also true even after the outreach has been completed. As part of your mobilisation strategy you must consistently interact with listeners, participants and CBO partners beyond the WhatsApp outreach groups. These interactions can form part of an ongoing campaign. Here is how you can maximize your group's efficiency on WhatsApp:

- **WhatsApp Status:** Promote your outreach on your WhatsApp status. These updates are also good for creating hype about your outreach events and

- Seamlessly sync your smartphone-based chats to your computer when conducting your outreaches!
- Star standout messages during an outreach so that you can easily find them in the future. WhatsApp messages can be starred simply by holding down the message of interest and tapping the pop-up star icon. You can then jump straight to a list of all your starred messages directly from your WhatsApp home screen. Hours of endless scrolling begone!
- Delete for everyone is a feature that allows you to "recall" or "revoke" a message within seven minutes, provided that the recipient has not read the message yet, and both of you are using the latest version of WhatsApp.

posting Calls to Action. Your WhatsApp status includes important details about your outreach event (platform, time, purpose, joining steps, focus statement, etc.)

- **Direct Messaging:** Send people direct messages when communication is directed to individuals. You can use this function for direct invites, notifications, reminders and thank yous. Broadcast messages are also useful for this purpose. You can use them for sending messages to a large number of people when you do not necessarily want them to see each other's responses.

CONSENT

Make sure to get every participant's verbal or typed consent before adding them to WhatsApp groups, sending them direct messages, or adding them on broadcast lists. In cases where you have created a group link and people join voluntarily, consent is not necessary. Participants can revoke their consent by leaving the groups and asking to be removed from the broadcast lists.

STEPS TO A SUCCESSFUL OUTREACH CAMPAIGN

- Invite participants, stakeholders and guests.
- Create a WhatsApp group.
- Add everyone to the WhatsApp group.
- Share the group link on their WhatsApp status, broadcast list, Facebook, etc., so that people join the group.
- Welcome everyone a couple of hours before the outreach event.
- Thank everyone for joining the outreach and share information you want them to note e.g. please note that this conversation will be 30 minutes long and quotes from the event will be shared on our Facebook.
- Do registration.
- Close and thank everyone.
- Share the flow of the conversation (house rules, reg, etc.)
- Announce the house rules.
- Introduce the hosts.
- Start outreach event.
- Make Call to Action.
- Thank everyone.
- Announce next outreach event and future engagement opportunities
- Delete or close group for the next engagement.

CALL TO ACTION

A Call to Action is a phrase, or sentence that encourages your audience to take a specific action. In other words, it **calls** on them to take **action**. Call to Action is often abbreviated as "CTA".

Some easy and effective ways to make a Call to Action on Twitter are: asking for a retweet, a follow, a reply and a tweet. However, some CTAs may include actions outside the social app. For example: *Inviting your audience to build Tippy Taps in their homes for regular hand washing for coronavirus prevention, while simultaneously saving water, and asking them to tweet and tag you.*

When you're writing a CTA, the choice of words really matters because that is what makes people act. Here's what you need to do to make that happen:

- Use action words - let the audience know the specific action they need to take next.
- Create urgency and scarcity e.g. countdown.
- Minimize risk.
- Focus on value.
- Invite readers inside.
- Get personal.
- Foster curiosity and anticipation.
- Avoid friction words.
- Show benefits and social proof.

SOME CTA TIPS

- Give clear directions.
- Provide an incentive to click.
- Use hashtags sparingly to keep the clicks focused on the Call to Action.
- Increase urgency by including a deadline.

FACEBOOK LIVE OUTREACH EVENTS

WHY FACEBOOK IS PERFECT FOR HOSTING COMMUNITY OUTREACH EVENTS

There are currently millions of people using Facebook. It is the most used social media platform in the world. In January 2020, it was recorded as the 3rd most used social media platform in South Africa, after Youtube and WhatsApp.

Facebook Live is a feature that has become more popular during the Covid-19 pandemic. It is a platform that you can use to raise awareness in partnership with stakeholders you cannot meet in person. You can opt to save the chat so that your fans who missed it can catch it at a later stage.

What is great about the Facebook Live video chat is that it is not just a two person show, but your virtual friends can watch it, and participate in real time by liking, commenting, asking questions, and sharing emojis and gifs. There are many ways to engage.

FACEBOOK LIVE BUILD UP: ATTRACTING YOUNG PEOPLE TO JOIN YOU

To have a successful and engaging Facebook Live outreach event you need to think carefully about getting the word out there. Here's how:

Make your posts timely: You have to post content about upcoming Facebook Live outreach events. Get your listeners to book an appointment with you. Think about the time of the day your friends are on Facebook and create a schedule for your posts.

Create hype: Your Facebook Live guests are your hook. Let your Facebook friends know who is coming up, why they are important,

and how they'll benefit from being part of your outreach event.

Create shareable content: Ask yourself whether your own friends would share the content you're about to share on your Facebook Live event.

Run quizzes: Leading up to your Facebook Live event, post fun facts about your guests, the topic you've chosen, and tell your Friends that the winners of the quiz will be announced during your event.

Facebook 24 hour stories: It is more likely that your friends will see your stories than your status post. Facebook algorithm is messed up.

Call to Action: Don't forget to request your Followers to like, comment and share your posts. Also ask them to share information about your Facebook Live event, and use your hashtags, mentions, tags and location. These improve your visibility and awareness. Above all, people like to be part of a solution, and your event is about finding solutions to a problem you've identified in your community.

Inbox: You can professionally inbox your guests and other people whom you'd like to attend your Facebook Live event. Don't spam people, i.e., sending lots of casual messaging like "Hi" "U gud". Be concise, courteous and avoid text speak in your messages.

WHO TO INVITE

If you are on Facebook, you have a community that follows you. That is a captive audience that's ready to support and participate in your Facebook Live outreach event. You can grow that community with attractive content that is relatable. For example, Covid-19 is a topic that is affecting

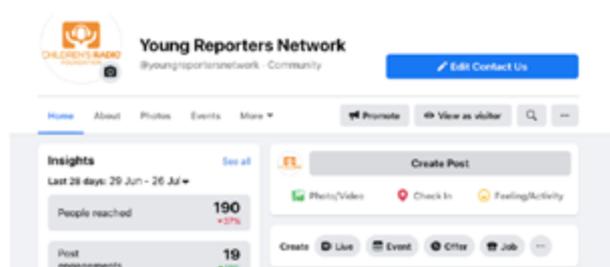
millions of people around the world. Your Youth Reporter group has a Facebook page that regularly posts your radio shows and formats you have done in the past. Your audience is, therefore, familiar with the work that you do. Your Youth Reporter Facebook page followers would be interested in seeing you in action, and involving them in what you have to say.

You can invite community leaders including: teachers, social workers, healthcare workers, CBOs and social clubs that have Facebook pages. In every community there are Facebook groups that are also organised to trade, share ideas, community announcements, etc. Invite them. You are an important part of your community that they want to interact with.

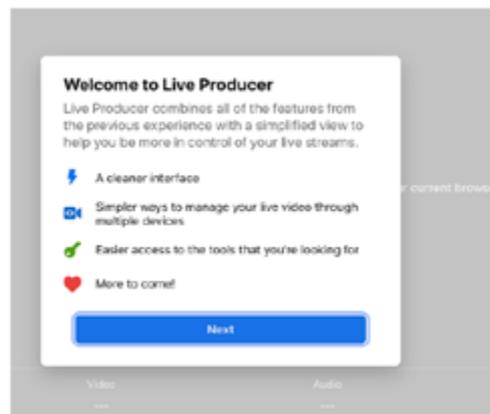
HOW TO START A FACEBOOK LIVE VIDEO

On the computer:

- The 1st step is to go to www.facebook.com/login on your preferred internet browser.
- Switch to your Youth Reporter Facebook Group or Page.

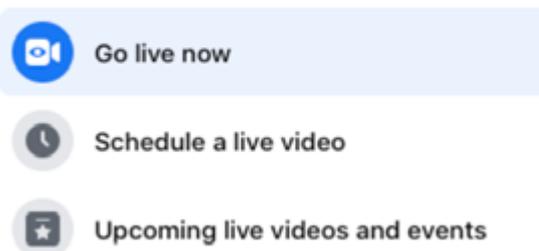


- Select the 'Live option' and click on 'next':



- Select 'Go live now'.

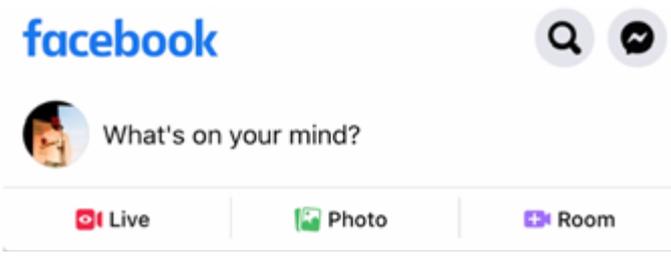
Live



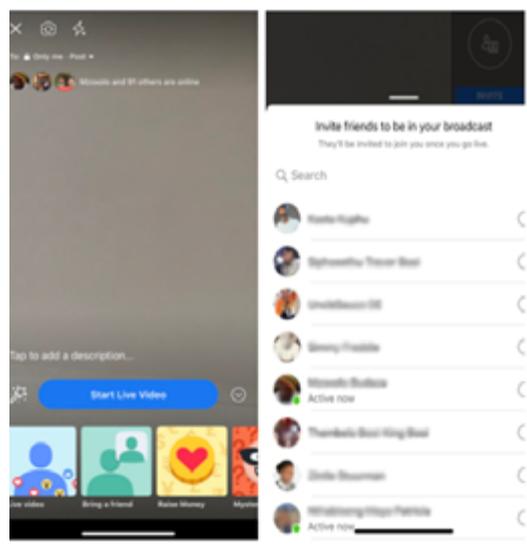
- Add your guest and save when you have finished the broadcast.
- Always make sure you have power on your laptop (you cannot host a Facebook Live event on a desktop computer).
- Make sure you have a stable internet connection.

On the mobile App: The 1st step is to download the Facebook Mobile App.

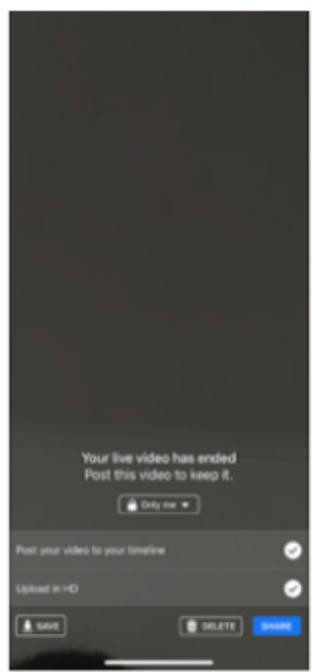
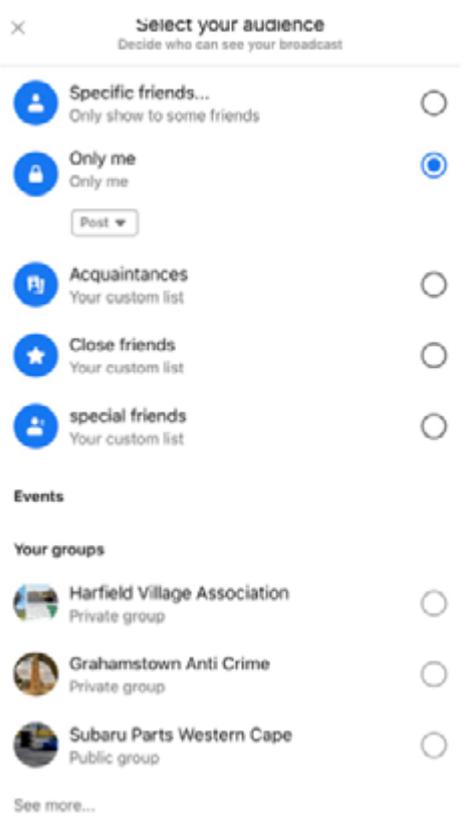
- If you're a member, log in using your username and password. If not, sign up using your cell phone number.
- Under *what's on your mind?* status box, click on the red live video icon.



- Once you click on the red live icon, you choose if you select your audience.
- You can also choose which of your groups you'd like to be part of your audience.



- Your friend, or guest, will have to accept your invitation to be on the broadcast.
- At the end of your Live Facebook event, you will get the following prompted:



- You need to invite your guest before you click the 'Star Live Video' by clicking on 'bring a friend'. Once you click the 'bring a friend' button, a list of your friends will expand.

- Choose to share on your timeline instead of saving, otherwise it will be saved on your camera roll (and use up your phone space).

QUICK TIPS

- Use a mobile phone tripod to avoid your phone shaking.
- If you do not have one, be creative with what you have. You can use a book as a platform to support your phone.
- Test these steps before you go live so that you do not waste your time and data.
- For more practical tips, go to: https://www.youtube.com/watch?v=PZafV0_QqzU

ROLES AND RESPONSIBILITIES

Facebook Live Coordinator

The role of the Facebook Live coordinator is to:

- Creates a Facebook Live Reminder on Facebook and adds participants on the invite.
- Ensures that guests are invited. Also briefs them about questions they'll be asked and the time of the event.
- Ensures that the host and guest(s) have the Facebook app downloaded onto their phones.
- Preps the host about the script and questions to ask, and reminds him/her to save the Facebook Live chat.

Host: These are Youth Reporter(s) who are responsible for holding the Facebook Live conversation with the guest(s). They ask questions, read comments and encourage participation during the event. It helps to acknowledge who is present during the event. The hosts have to announce quiz participants and winners who participated before the event took place.

Facebook Live Administrator(s): The administrators produce the live event, using the existing Youth Reporter WhatsApp group or setting up a new one. This would be to aid the host, picking questions and comments that can be addressed by the guest and host. The administrators let the host know if there

are any technical glitches during the event. Communication is key during the event so that the host can focus on the guest and the script.

Researcher: When the group decides on a Facebook Live topic and angle, the research team is responsible for making the information on the Fact Sheet suitable for their event. They also get relevant information to help the hosts with writing the script, and help to write the marketing or promotional material leading up to the event.

HOW TO INCREASE YOUR FACEBOOK ENGAGEMENT

- Conduct Facebook polls to continuously 'improve' your followers' knowledge about the issues in your community.
- Let your followers be part of solving problems in your community. You can do this by designing Call to Action campaigns, which give them a voice and remind them that their opinions are valuable.
- Schedule posts so that they can be posted by Facebook even when you're not online. You can post quizzes from the Fact Sheets, do shout-outs, and ask them to request songs they would like to hear on your show.
- Post about your shows: what you'll be talking about next and the guests you will have. Ask them to comment about the topic and read their comments live on air.
- Keep up with social media trends and hashtags, such as: Flashback Fridays #FBF, Throwback Thursdays #TBT, Chooseday, etc.
- Promote your other social media platforms such as Twitter and WhatsApp numbers.
- Analyse popular posts and, taking learnings, look at your previous posts that were hits. Try to understand why.

FACEBOOK LIVE DO'S AND DON'T

DO'S	DON'TS
Keep your Facebook Live outreach short.	Long Facebook Live chats use up a lot of data.
Stick to the script.	Social media users have a short attention span and move between apps a lot.
Invite guests ahead of time so they can prepare.	Unprepared guests will lead to a poor or little engagement.
Strive for an environment that has clear sound and would give you the best video quality.	Do not be in a noisy place. Be away from sunny places, your viewers will not be able to see you. Avoid busy backgrounds where there's a lot of movement, people and cars.
Give your guest enough time to respond to your questions.	Avoid talking over your guest; the sound will be distorted.
Always thank your guests before and after your conversation.	
Acknowledge listeners who are "live" with you during your event. And respond to their comments.	
If you promised to giveaway prizes during your event, honor that promise.	

INSTAGRAM LIVE OUTREACH EVENTS

Just like Facebook, Instagram Live is a feature which works well for hosting conversations that you and other young people in your community care about. You can access the feature on Instagram Stories, where you can stream videos to your followers and engage in real time. Your Live conversation will be permanently saved on Instagram TV (IGTV) for viewers to go back to, or for others who missed it to catch the action.

When you hit the 'live' button, your followers will be notified that you are live. You cannot create a reminder that will alert your followers when you'll be live.

INSTAGRAM LIVE BUILD UP: ATTRACTING YOUNG PEOPLE TO JOIN YOU

- Radio is visual on Instagram!
- Keep your Instagram posts short, and your images should be decent quality.
- Post on your 24 hour story to increase awareness of your event.
- You can archive your 24 hour stories if your event will take place in more than 24 hours, so that your followers can always view them.
- Instagram is perfect for promoting your event using cool graphics.
- Instagram is the playground for brands and influencers. If you do plan your outreach events properly, you have an opportunity to attract a lot of interest.

INSTAGRAM LIVE FEATURES

- Stream video in real time.
- Save a replay of the video to Instagram Stories.
- Engage with followers as they send likes or comments.
- Pin selected follower comments to top of the video.

USING INSTAGRAM LIVE

- Open the Instagram app on your mobile device.
- Select the camera icon on the top left of your screen.
- Swipe left to see the 'Live' button and click on the round 'LIVE' icon.
- You'll see a 'now you're Live' message in the centre of your screen.
- At the bottom of your screen you'll notice a few options: comment, questions, send messages, go live with, filters and images you can share while you're live.
- When you have finished your Live event, you can click the 'end' button at the top of the screen. Select 'End Now'. A pop up window will show up, saying, "Live Video Ended". You'll have options to Share to IGTV, Download Video and Delete Video. Choose to Share to IGTV for your video to be archived.



Example of an Instagram poster advertising a Live Event

QUICK TIPS

- You can have multiple guests on your Instagram Live outreach.
- Keep your Instagram Live outreaches short.
- Use Instagram in conjunction with other social media platforms.

TWITTER CAMPAIGNS

Twitter serves as an interactive tool for public messages, and works best for social distance outreaches and campaigns. Twitter community and listener engagement can be an extension of an outreach campaign. It doesn't have all the tools that WhatsApp has to cater to an outreach event structure. However, it has tools that can be used to promote outreach events, your show and competitions. It is also a great platform for Calls to Action, polls and quizzes.

POLLS

Twitter opinion polls allow you to garner information by conducting a series of questions. You can pose a question to your audience in a tweet with up to four response options (but you can choose only two or three, if you like). With this tool, you can create a quick survey, and get your followers' opinions and thoughts on certain topics. This process can form and inform parts of your outreach campaign and shows.

There is no directing of followers to another page, no asking them to fill out a form, and no taking up minutes of their time. It takes only a second or two—at most. There's also no waiting for results like traditional surveys. Users see results instantly. They can retweet your poll to others spreading it organically!

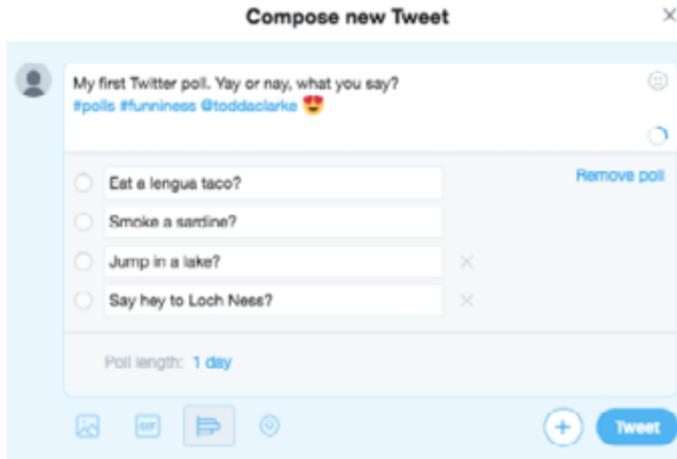
HOW TO CREATE A POLL ON TWITTER

It's easy to create a poll on Twitter. After defining your question and answers, it will only take a minute or two. Here are the steps to follow:

- **Start a Tweet:** Click the 'Compose new Tweet' button at the top right corner — just like you would for any tweet.
- **Start your poll:** Click the 'Add poll' option in the dialog that pops up. Add some relevant hashtags, @mentions and links. Like your tweets — keep it short, clear and fun.



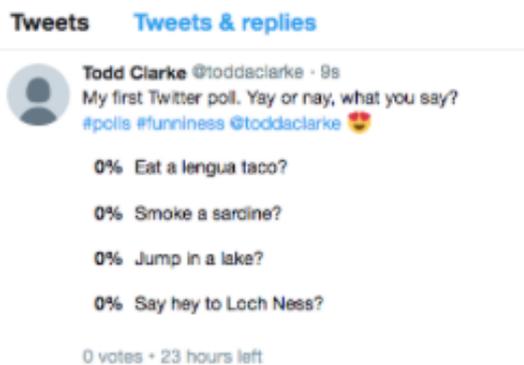
- **Add poll questions:** Ask the questions you want answers for — again, up to four. Be unique, quirky or dull. It's your poll!



- Set poll duration



- How it looks in the end



- Tell Twitter how many days you want to run this poll (seven days max).
- Expand your reach and discoverability by including relevant trending hashtags.

You can set your Twitter Poll to end between five minutes and seven days after it has been posted, depending on how long you would like for it to run. Make sure your end date matches the content of the poll. For example, if you're creating a poll about a recent event, make sure the end date isn't after the topic has stopped being relevant. Pro Tip: When someone votes in a poll, their participation isn't shown to others. Neither the poll creator nor other participants can see who has voted or how they voted.

QUIZZES

Scale up your pop quizzes and expand your reach by tapping into your Twitter audience. Inform your audience about a quiz competition that you are running by tweeting about it as often as you can. Twitter is a sound bite platform, so make sure that your tweets about the competition are not too short or too long. Give clear details about the quiz competition including the qualifying criteria. Remember to use images in your tweets. Using visuals will increase engagement and the number of participants in your quiz.

ZOOM AT A GLANCE

ZOOM is a video communications app that allows you to set up virtual video and audio conferences, webinars, live chats, screen-sharing and other collaborative capabilities. For a virtual face-to-face focused engagement, ZOOM serves as an alternative to some of the social media platforms we've covered. ZOOM works best for an advocacy virtual outreach event, where you'd invite stakeholders who are decision makers in your community. The intention of such an outreach would be to come up with a resolution that can be adopted by the decision makers to permanently solve a community problem, for example. You can also participate as guests in outreaches planned by your community partners and stakeholders in your network.

ZOOM has many advantages and functions that make the experience efficient. It makes group collaborations easier, and everyone has an option to have a face-to-face experience. It also has disadvantages, such as the 40 minute meeting duration cap for

users with a free APP edition. Also, people with poor internet connection can struggle to participate in ZOOM meetings/calls. Some of you are holding production meetings on ZOOM already, and are well acquainted with the app.

If ZOOM feels like a feasible platform for your next outreach, here is how you start and join a meeting, and how you share your screen:

HOW IT WORKS

Joining a Meeting:

- Go to Zoom.us
- Click the 'Join a Meeting' tab. You can find the tab on the top right corner of the homepage.
- When prompted, add your designated Meeting ID (The Meeting ID can be a 9, 10, or 11-Digit number). The Meeting ID should be provided by the host.
- You're in!

Start a Meeting:

- Go to Zoom.us
- Hover over the 'Host a Meeting' tab on the top right hand corner.
- Choose whether you would like to keep video chat on or off.
- Sign in using your login information or create a new account.
- Launch the ZOOM application and open it.
- Send out the meeting details, including the Meeting ID and/or link.
- You've created a meeting!

Sharing Your Screen:

- ZOOM allows users to share their screen with everyone on their conference call! To do so, simply click 'Share Screen' at the bottom of the window. Note: Only one person can use 'Screen-Share' at a time, and one person must 'Stop Sharing' before someone else can start sharing.
- To stop sharing the screen, simply click 'Stop Sharing'.

ELEMENTS THAT MAKE AN OUTREACH

Consider the following elements when planning an outreach campaign:

CHOOSING AN ANGLE

Once you have a clear understanding of the outreach topic, consider the outreach angle. Similar to a radio show production, consider the following when choosing a campaign angle:

- What can you think of within the topic of COVID-19?
- What are all the types of things you can talk about when you think of this topic? Your brainstorm could include:
 - What are young people's attitudes regarding COVID-19?
 - How does the way COVID-19 is managed in your area affect people's lives?
 - How are people experiencing the negative impact of how COVID-19 is managed in your community? Is anything being done about it?
 - What do you think influences the government to better manage the COVID-19 outbreak? Do you see any examples of this in your community?
- When you have chosen one angle, consider the following questions to ensure that the angle suits your community:
 - Can you find contacts and sources for this?
 - Will your community care about this issue?
 - Has your audience grown tired of this issue?
 - Is this new, useful or interesting to your community?

Choosing an angle will help you zoom in on one issue, and make it easier for you to research, produce and create impact. Make a note of all the other angle suggestions for future outreaches. Once you have chosen your angle, develop your focus message.

CREATING A FOCUS MESSAGE

An outreach needs to have a focus message. The focus message is consistent and repeated often. It is what you want your community to understand, and is the golden thread that runs through all the outreaches and media you produce. Narrow your message to something very specific. This will help you create good, clear content and messaging for what you will produce.

SETTING AN INTENTION/GOAL

An outreach aims to achieve something or address a problem. The aim may be to grow awareness through sharing information. It may also be for community members to change their behaviour. Choose an achievable goal for your outreach. Also think about how you are able to measure whether you have achieved your goal or not.

COMMUNITY MAPPING

Once you have your angle, focus message and a goal set, think about the community resources you can draw inspiration and support from. These support structures come in the form of:

- People,
- Places and
- Resources (physical resources like: books/pamphlets/newspapers).

The community map should be made up of resources that you could draw on for information on your topic and angle. The people you approach don't need to be experts or professionals, but can also be average people with personal experiences related to the topic. Diversify your resources. However, it is often beneficial to gain buy-in and support from influential community members such as religious leaders, chiefs,

radio station managers, local government officials, etc.

DETERMINING YOUR TIMELINES

Though outreaches are once off, campaigns differ as they run over a certain period of time. Timelines are more relevant to campaigns. It is also important for campaign organisers to be able to know how much content they need to produce, how long they need to keep community members excited about one thing, and how often the message requires repetition over a few days/weeks/months. The type of campaign you design will determine the timeline you set. Some things to consider when determining your timeline are:

- How will you run your campaign, and for how long?
- What resources are required? How much time is required to gather these resources?
- What are the different outreaches of your campaign? How long will each outreach take? E.g. a phase aimed at ensuring that government policy is changed will require more time than a phase aimed at raising community awareness.

TARGET AUDIENCE

Decide who you are talking to and targeting through your outreach. How you create content, and the style of the language and of your message, will be influenced by who your primary audience is. Are you talking to the youth, parents, community leaders, government officials or health institutes? Your audience will also determine which media platforms you use. Think of where your audience "hangs out" the most? How important is it for them to see themselves reflected in your outreach and in the media you produce?

Choosing a champion or ambassador for your message is another good way to get specific audiences interested and engaged.

MULTIMEDIA

As you produce content for radio and social media, imagine how much more effective your outreaches would be if all the pieces of media linked up together to make your message stronger? If you have a radio show about a focussed topic, use the same topic for your outreach, and get your audience engaged and talking about it on social media. This way, there is a better chance that your audience will grasp and understand your message as you share it across various platforms. Drive your social media and outreach audiences to your radio shows, and drive your live and virtual audiences to your radio shows. This is a smart way of linking all your media to the audience you're talking to.

ACTION

People feel most valued, and that their contributions matter, when they are asked to participate in an action. There is a feeling of belonging to something bigger and a feeling of accomplishment when groups of people are asked to do the same thing for the same cause. Be specific and clear in the action you are encouraging audiences to take. Ensure that the action is within their means and capacity, and support them to take this action. Make sure you give feedback to people on the change or impact their action has created. This will encourage them to participate in further Calls to Actions. Some of the action you can ask your audiences to take include:

- Participating in a virtual outreach event;
- Engaging with you through social media platforms;
- Sharing information about your topic and helping spread the message. Maybe you have a special hashtag for your

message. For example: #COVID-19 #youthfightingcovid;

- Sharing your content (a radio format, a quote, a poster or picture) on their social media through Instagram, Facebook, Whatsapp, Twitter and directing their followers to your page;
- Talking to their family and friends about the outreach issue explored; and
- Joining a community action like signing a petition, making masks, voting for someone or a cause, etc

GAUGE THE IMPACT OF YOUR OUTREACH

Remember, the intention of an outreach is to address an issue relevant to your community through raising awareness by sharing information. So, how can you measure whether you have achieved your goal or not? Whether knowledge, awareness and maybe a positive behaviour that has increased amongst your listeners and participants?

Quizzes are a great and interactive way to measure a change in knowledge. By drafting simple questions from the information you have shared, you are able to assess your participants' level of understanding on the issue you're addressing. A good habit is to conduct quizzes immediately after a radio show or outreach event while the information is still fresh in your participants' memory.

Listening Groups are another way to measure your radio programming impact. The most important thing is to ensure that your radio show shares the same topic as your outreach, and that the same information is shared across both activities. This way you can invite your participants to listen to a snippet of your radio show and facilitate a discussion on the topic. This is another useful way to gauge your participant's understanding of the topic and its impact on their life.

THANK YOU

CRF would like to thank you for your receptiveness to the remote outreach and campaign toolkit in response to the COVID-19 pandemic.

We are looking forward to seeing the creative ways in which you overcome the obstacles you encounter, and to share your learnings across the network. We are mostly looking forward to hearing the COVID-19 community stories that you will capture and share.

Stay safe. Stay conducting outreaches.