IMPACT OF SOCIAL MEDIA ON PUBLIC HEALTH MESSAGING
Community Media Trust (CMT) provides media production and interpersonal communication services in the fields of health and human rights.

CMT has 25 years of experience as a leading provider of social and behaviour change communication services in the non-profit sector.

**CMT’S SERVICE PORTFOLIO INCLUDES THE FOLLOWING:**

- Brand Development – from focus group testing to design and rollout
- Activations
- Television, Radio, Out of Home, Digital, Social Media
- Development, Production, including media buying and scheduling
- IEC material development, Print, Outdoor
- Web-based and social media
- Interpersonal communication services in communities across the country, motivating and supporting to access health services
- CMT is guided by a holistic, evidence-based approach that addresses various socio-economic realities and structural issues.
PRESENTATION HIGHLIGHTS

1. Addresses the use of social media for a highly segmented audiences.

2. Key findings include:
   a. Social Listening: Identifying critical trends and myths while addressing misconceptions within the target audience.
   b. Content Creation: Developing content that directly addresses the insights gained from social listening to engage and connect with our audience.
METHODOLOGY

1. Content is produced based on evidence-based research, audience participation, and human-centred design

2. Material is tested in focus groups in multiple languages with the target audience

3. Mixed media channels of television, radio, digital platforms, and social media used to disseminate information, raise awareness and engage with the audience
S’KHATHI SETHU

• For 35 and over
• To increase adherence and start treatment
MANUP
VMMC

• Men aged 18-35
• HIV prevention campaign to increase uptake of VMMC for men
**SHA’P**

- Men and women aged 15-35
- HAST councillors and Coaches
- HIV prevention and to increase uptake
LE KIP KIP

• Develop a brand which will increase the uptake of PrEP
• A brand which has flexibility and longevity
• To reach these groups in the specific areas with both PrEP and other health information

Adolescent girls and young women (AGYW)
• Aged 15-24
• KwaZulu-Natal (KZN)
• Setswana, isiZulu and English

Female sex workers (FSW)
• Aged 18 -35
• North West (NW), KwaZulu-Natal (KZN)
• Setswana, isiZulu and English

Funded by NIMH/NIH 5R01MH121161
PIs: Sheree Schwartz, PhD & Harry Hausler, MD, PhD, MPH

COMMUNITY MEDIA TRUST
WHAT DO I NEED TO KNOW ABOUT PrEP?

- Important to have an HIV test every 3 months.
- PrEP does not cure HIV.
- PrEP is part of a combination approach to prevent HIV, so we encourage you to use other safe sex practices such as using condoms and lubricants.
- Your pills are for you ONLY. Please do not share them with anyone else as this may harm their health and yours too.
IS PrEP SAFE?

PrEP is very safe. PrEP is also safe with alcohol and drugs, as well as contraceptives and other medicine.

WHAT IS PrEP?

PrEP or pre-exposure prophylaxis comes in the form of a pill, it is 200mg of emtricitabine and 300mg of tenofovir, mixed together.

PrEP is a new, safe, HIV prevention method for HIV-negative people to reduce the risk of becoming infected. PrEP pills need to be taken daily and help to prevent HIV.

When used consistently and as prescribed, PrEP has been shown to reduce the risk of HIV infection by more than 90% among people at high risk for HIV infection.
What is the difference between PeP and PrEP?

What are PrEP side effects?

Can I get PrEP? They refused to give it to me at the clinic.

How do I get Le Kip Kip?

Where can I get PrEP?

How does PrEP work?

How does Le Kip Kip work?

Can I get PrEP? They refused to give it to me at the clinic.

What are PrEP side effects?

What is PrEP?
Le KipKip: PrEP Leads Place of Residence, November 2022 - August 2023

- Ehlazeni (MP): 841
- Umgungundlovu (KZ): 642
- Ngaka Modiri Molema (NW): 577
- Dr KK (NW): 394
- Zululand (KZ): 364
- Other: 38
- Total PrEP leads: 2,855

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COMMUNITY MEDIA TRUST
BEST PERFORMING POST

Reach: 73 372
Reactions: 3.1K
Background

- Zwakala was first tested and piloted by UN Verified in Khayelitsha an informal settlement in Cape Town, SA.
- Zwakala showcases real people and community champions in all material.

Methodology

- Zwakala content is evidence-based and developed with audience participation.
- Uses popular culture and humour to attract and interact with the target audience.
- Provide accurate, evidence-based information to encourage young people to get vaccinated.
- Various media channels, including mass media, community events, IEC materials, digital marketing, and social media was used.
- Zwakala content was shown on mobile trucks at community events where people could get vaccinated on-site.
- The content is available for partners, including the National Department of Health, to use.
ZWAKALA SOCIAL LISTING

Technical Working Group National:
• Department of Health (NDOH)
• Non-Governmental Organisations working in health – UNICEF, USAID

Weekly social listing reports were shared, covering the following areas:
• Identified key trends, myths, and misconceptions
• Discussed relevant topics

This information was gathered from various sources, including social media platforms, community networks, media monitoring, dedicated info/hotlines, and collaborations with partner organisations.
COVID-19 vaccines were developed too quickly, so they must be unsafe. It will not work.

COVID-19 vaccines were developed quickly through global collaboration, technology advancements, and FDA review, ensuring their safety. Immunisation is essential, and we know it works.
The booster does not help against newer variants such as Omicron.
The booster gives you full cover. It offers more protection against variants, including Omicron.
The 30-second digital ads used humour and irony to engage audiences and mitigate messaging overload.

Ads were used across Zwakala’s social media pages, Google, YouTube, and TikTok.

The best-performing platform was TikTok, with a younger audience and higher engagement/view time.

Zwakala videos are played on trucks at community events where people can get vaccinated on-site.
RESULTS

Zwakala uses a mix of media channels and interventions to assist in reaching diverse target audiences on multiple platforms.

- Zwakala’s social media pages went live the day the 18+ group could get vaccinated.
- Unique WhatsApp number visible on campaign material helped 4,011 clients with information and referrals to vaccination sites.
- 1st Digital MMC (3 wk, Dec’22): Clicks of 353,346 unique users, avg Click Through Rate of 22.5%.
- 2nd Digital MMC (4 wk, Mar’23): Campaign delivered 7,867,120 completed video views. (Unique Completed View Rate @ 92%, showing maximised reach.)
- Digital ads placed on Google, TikTok, Instagram and YouTube
- TikTok had the highest view time and reached a younger audience.
- Humorous digital media campaign increased followers and engagement.
- Project ran until March 2023.

ZWAKALA data:

| Engaged – In-person in communities during activations | 164 625 |
| Vaccinated – Directly linked to Zwakala activations | 10 117 |
| Capacitated – Mobilisers trained in communities | 469 |
THANK YOU