



COMMUNITY MEDIA TRUST

INFORM + INSPIRE

IMPACT OF
SOCIAL MEDIA ON
PUBLIC HEALTH
MESSAGING

WHO WE ARE



**COMMUNITY
MEDIA
TRUST**



Protect Yourself. Protect Others.

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



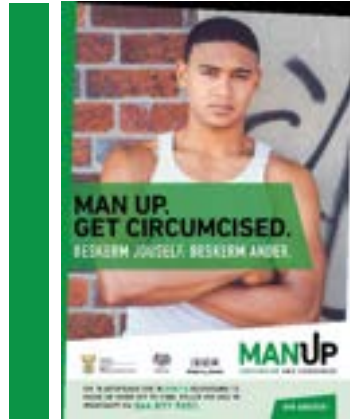
MANUP
CIRCUMCISE AND CONDOMISE

MAKE THE RIGHT DECISION. GET CIRCUMCISED.

TO BOOK A **FREE** CIRCUMCISION WHATSAPP US ON **064 877 9051**

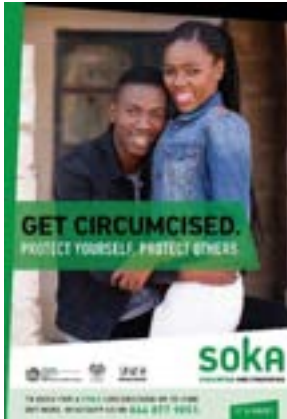


VMMC | **MANUP**
Voluntary Medical Male Circumcision
Get the smart cut. It's easy, safe and simple.
GET THE SMART CUT



MAN UP. GET CIRCUMCISED.
BESAZEM JONGELE. BESKIRM ANGER.

MANUP
CIRCUMCISE AND CONDOMISE



GET CIRCUMCISED.
PROTECT YOURSELF. PROTECT OTHERS.

soka



SOKA. ZIVIKELE. UVIKELE NABANYE.

MANUP
CIRCUMCISE AND CONDOMISE



BE SMART, GET TESTED — and — CONDOMISE



JOIN the SMART CREW!

VMMC
081 309 2729
@VMMCNamibia

MANUP
GET THE SMART CUT

USAID

SHA'P

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

I BELIEVE IN MY DREAMS AND MYSELF. I GOT TESTED FOR HIV SO I CAN PLAN AHEAD.

SHA'P SHA'P



SHAYINGOBA
SHA'P

Facebook, Instagram, Twitter icons
@Shayingqoba

TRAVEL

TO GET TESTED FOR HIV OR START TREATMENT, WHATSAPP US ON 064 877 9051

I BELIEVE IN MYSELF. MY VOICE COUNTS. I INSIST THAT WE USE A CONDOM.

SHA'P SHA'P



SHA'P

TO GET TESTED FOR HIV OR START TREATMENT, WHATSAPP US ON 064 877 9051

dablapmeds



SHA'P

COLLECT YOUR MEDS FROM ONE EASY PICK UP POINT

HIV TREATMENT IS SIMPLE, SAFE AND FREE



SHAYINGOBA
SHA'P

EVERYTHING YOU NEED TO KNOW ABOUT ARVs



SHA'P

EVERYTHING YOU NEED TO KNOW ABOUT ARVs



SHA'P

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



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

St. Michael's
Inspired Care. Inspiring Science.

PIs: *Sheree Schwartz*, PhD & *Harry Hausler*, MD, PhD, MPH

Funded by NIMH/NIH 5R01MH121161





**ONE LE KIP KIP A DAY,
KEEPS HIV AWAY.**



Le KIP KIP
PrEP - THE PILL THAT PREVENTS HIV



071 583 7678

**ONE
LE KIP KIP
A DAY, KEEPS
HIV AWAY.**

Le KIP KIP
PrEP - THE PILL THAT PREVENTS HIV

PREP'ED UP



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.

Le KIP KIP
PrEP - THE PILL THAT PREVENTS HIV

071 583 7678

@Le_KipKip

**#1 PROTECTION
AGAINST HIV.**



LeKIPKIP
PREP - THE PILL THAT PREVENTS HIV

BE SMART ABOUT IT.



**LE KIP KIP
IS SAFE &
FREE.**



LeKIPKIP
PREP - THE PILL THAT PREVENTS HIV

IS PrEP SAFE?

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



LeKIPKIP
PREP - THE PILL THAT PREVENTS HIV

066 319 6960 | @Le_KipKip

WHAT IS PrEP?

**PrEP or pre-exposure
prophylaxis comes in the form
of a pill, it is 200mg of
emtrici-tabine 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.**

LeKIPKIP
PREP - THE PILL THAT PREVENTS HIV

066 319 6960 | @Le_KipKip



Document 1

Document 2

Document 3

Document 4

Document 5

Document 6

Document 7

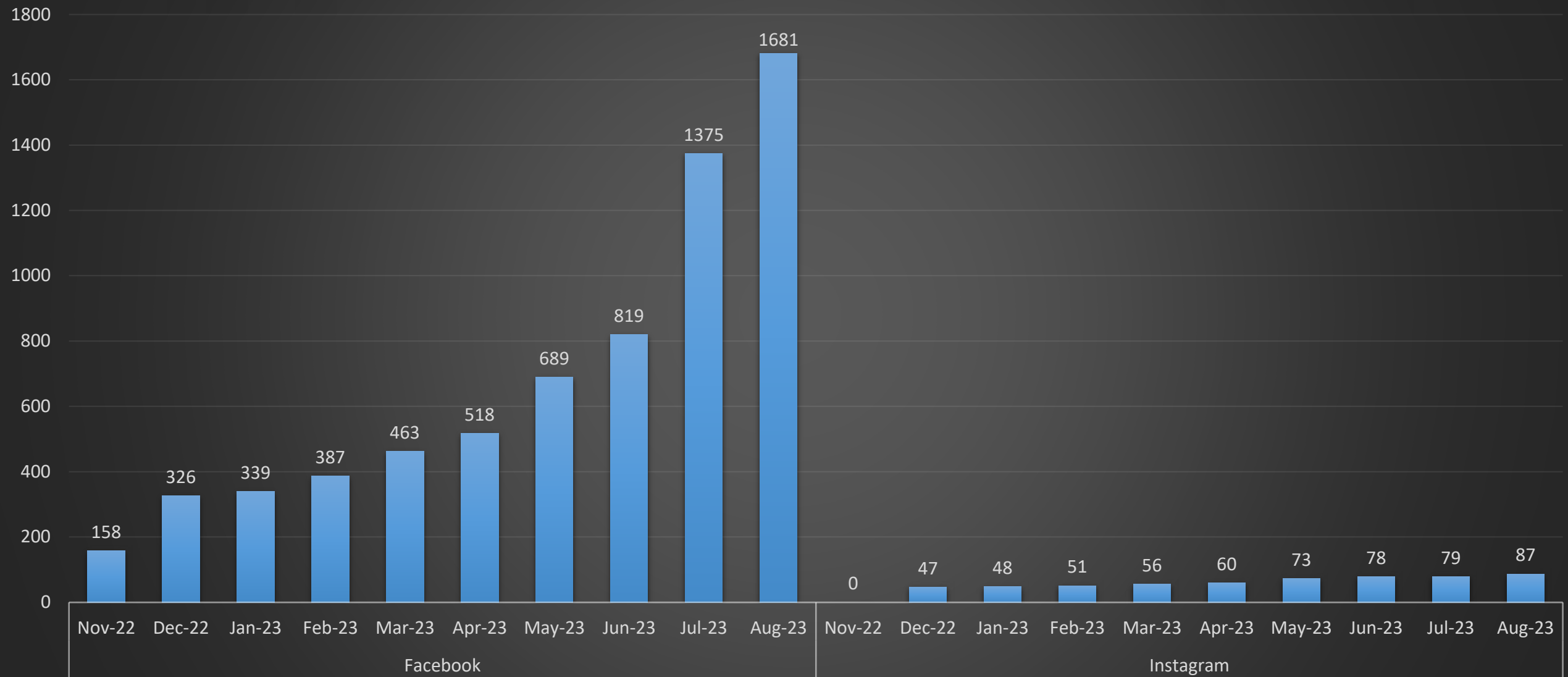


100% Daily sales
Principles of law
Planning law

Blue folders and boxes on a desk.

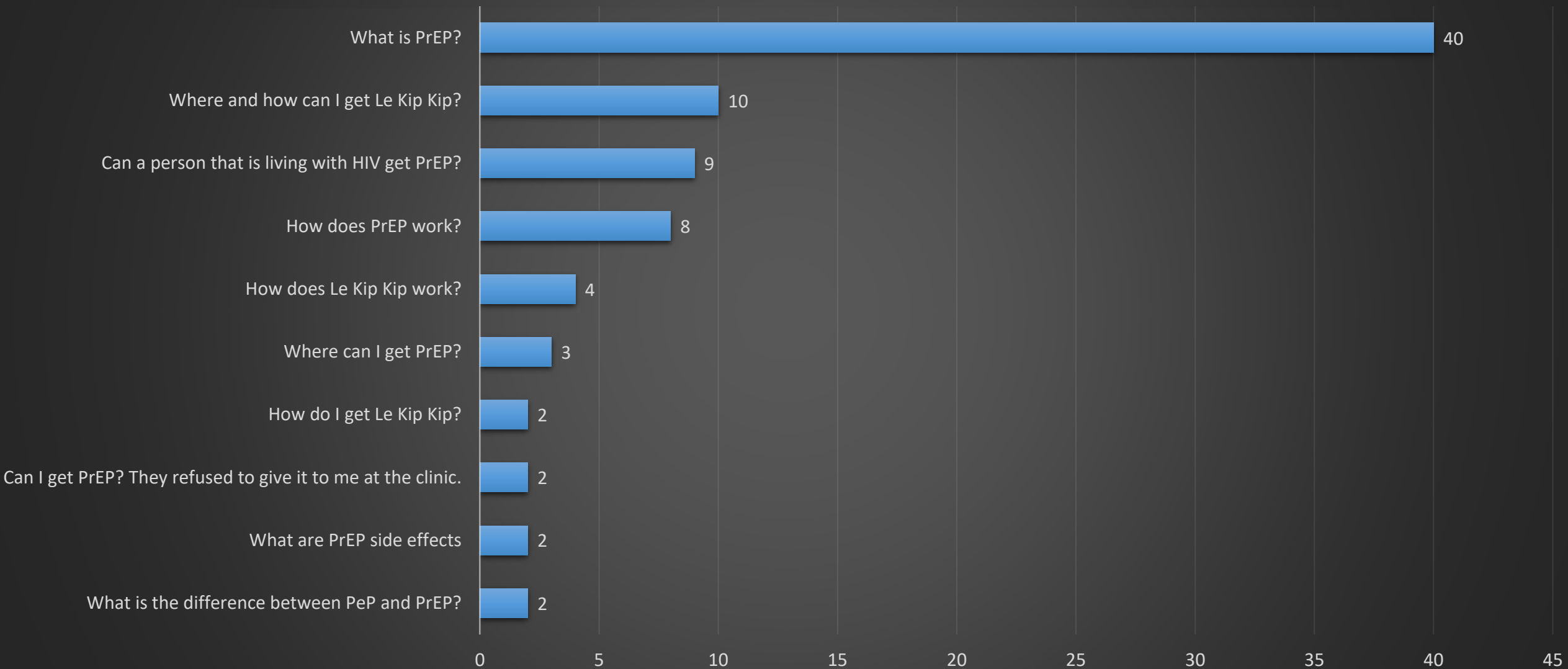


Le KipKip: Growth of Facebook and Instagram Followers, November 2022 - August 2023



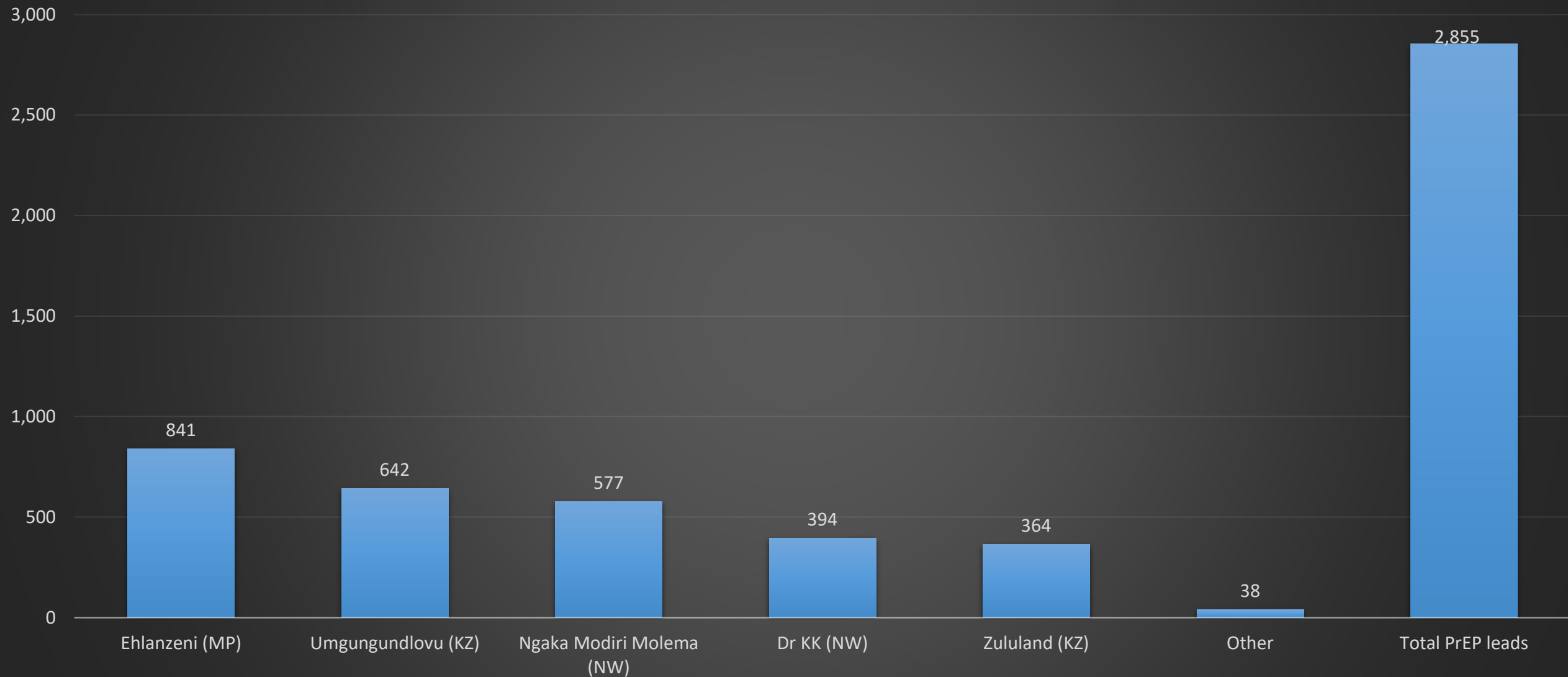
PIs: **Sheree Schwartz**, PhD & **Harry Hausler**, MD, PhD, MPH
 Funded by NIMH/NIH 5R01MH121161

Le KipKip: Top 10 Frequently Asked Questions, November 2022 - August 2023



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

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



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

BEST PERFORMING POST

Reach: 73 372
Reactions: 3.1K



LeKipKip
PREP - THE PILL THAT PREVENTS HIV

Le_KipKip
Published by Piliso Anelisiwe · 1 August

Her health is important to me. Which is why I support her to take Le Kip Kip. It is safe, free and it protects her from HIV.

For more info WhatsApp us on 071 583 7678.

#LeKipKip

Edit

3K 90 8

Like Comment Share

Most relevant

T Man T Stewart
Nice moves from the scientists

Thoble Thoble Hlatshwayo
Here in RSA we have prep

Baxter Moruti
"Her health is important to me." Make sure that Your health comes first, because it goes both ways... See more

Nonhlanhla Maseko
I'm using it

Nyiko Mathebula
Enunyanisa ha to ha maselane

Write a comment...



COMMUNITY MEDIA TRUST

INFORM + INSPIRE

ZWAKALA

- 18-34-year-old youth being the last to be eligible for vaccination.
- This group accounted for approximately 30% of the country's population.

Zwakala's objectives are:

- To increase the uptake of the Covid-19 vaccine among young people.
- To increase NPI (Non-pharmaceutical interventions) behaviour post-vaccination.



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.

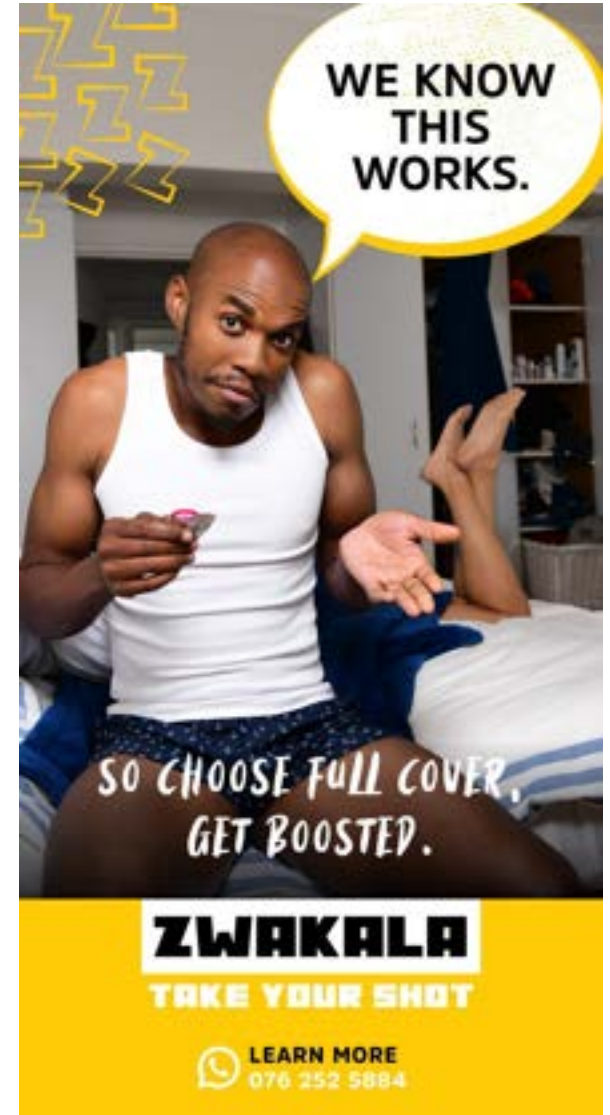




MYTH VS FACT

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.



COMMUNITY
MEDIA
TRUST

INFORM + INSPIRE



**MYTH vs
FACT**

The booster does not help against newer variants such as Omnicron.

The booster gives you full cover. It offers more protection against variants, including Omnicron.

YOU WOULDN'T SLEEP WITH HALF A BLANKIE, WOULD YOU?

GET FULL COVER, GET A BOOSTER SHOT.

ZWAKALA
TAKE YOUR SHOT

LEARN MORE
076 252 5884

YOU WOULDN'T GO FOR A RUN WITH ONE SHOE, WOULD YOU?

GET FULL COVER, GET A BOOSTER SHOT.

ZWAKALA
TAKE YOUR SHOT

LEARN MORE
076 252 5884

YOU WOULDN'T GO OUT IN THE RAIN WITH HALF AN UMBRELLA, WOULD YOU?

GET FULL COVER, GET A BOOSTER SHOT.

ZWAKALA
TAKE YOUR SHOT

LEARN MORE
076 252 5884

INTEGRATED MATERIAL

- 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 data:

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

- 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.

THANK YOU