

Girl

Focus

Toolkit

CAMPAIGN
PLANNING GUIDE
FOR SOCIAL
MEDIA



G
Girl
Effect

Gavi
The Vaccine Alliance



This guide will help you understand the potential of using social media in your campaign. It is divided into four sections.



1. SOCIAL MEDIA: INTRODUCTION

We can help you decide if social media should be included in your campaign.



2. PLANNING YOUR SOCIAL MEDIA PRESENCE

This covers the operational requirements of social media platforms. For the team members responsible for running your social it is essential reading.



3. SETTING-UP PROMOTIONS USING BUSINESS MANAGER

This section details the actual workings of the backend of the social media platforms. It is essential reading for anyone who is responsible for the management of social media pages.



4. MEASURING CAMPAIGNS ONLINE

We'll introduce you to agile and easy-to-use tools on social media platforms that will help you measure and monitor the



The following sections have been designed for:

- EPI Managers**
- Communication Managers**
- Design Agencies (who will be implementing the campaign)**

1 SOCIAL MEDIA: INTRODUCTION

Social media is an effective way to share information with adolescent girls. This document sets out the opportunities and the features available on these platforms for effective campaign management.

Please read this document carefully. It will help you assess if this opportunity is appropriate for your country. You can then make an informed choice on whether social media will benefit your media plan overall.

- **Why use social media to reach girls?**
- **Advantages of using social media platforms for campaigns**
- **Which social media platforms should you use?**



Why use social media to reach girls?

GIRLS ENGAGE MORE DEEPLY AND PERSONALLY WITH SOCIAL MEDIA

Social media provides a unique opportunity for us to reach girls more effectively. We can talk to talk to them in an environment which feels more relaxed. It's informal which makes it less daunting.

With limited physical space, the opportunity for privacy in a home is difficult for a girl. But her mobile phone offers her a special place of her own. It is a safe haven, an alternative space. She can explore and imagine a world away from the media she shares with her parents. It's open 24/7 and she is free to express herself. And her phone allows her to seek information that is relevant to her life choices.

Mobile phones and social media platforms offer girls independence and privacy. It's why they now use them to find the health-related information they want and need.



Why use social media to reach girls?

GIRLS' ACCESS TO SOCIAL MEDIA PLATFORMS IS GROWING

Digital and social media is where girls are now. And their numbers will only increase in the future.

Two thirds of the world have access to a mobile phone. Over the next five years, two out of every three new mobile phone users will be female. Of all the internet users who use social media sites on a regular basis, 76% are women and girls.

Research by Girl Effect and the Vodafone Foundation shows that even when mobile phone ownership is low amongst girls, they are still find ways to access the internet. They simply borrow phones from friends, parents, boyfriends, siblings, etc.



Advantages of using social media platforms for campaigns.

Most social media platforms enable campaign creators to access data and features that help them reach and communicate with the target audience in a focused, efficient and effective manner.

INTERACTIVE FEATURES

Features like Polls, Ask Me Anything, tag your friends, etc. allow the conversation on vaccines to become a dialogue instead of a one-way communication.

INFLUENCERS

Influencers are highly active on social media and an important component of campaigning. Girls are more likely to engage and interact with them online.

AUDIENCE TARGETING

Platforms like Facebook allow you to send messages to a select group of people. This means you can create tailored messages for different groups (by age, etc.) This streamlines the messaging, allowing the audience to be reached more cost effectively.

MEASUREMENT

Platforms like Facebook and YouTube allow you to access powerful statistics. These include the number of people reached, how much content they viewed and what actions they took. (like, share, etc.)

TRACKING AND RETARGETING

Retargeting is sending more content to people who have already seen or heard of your campaign. This allows you to send additional posts to reinforce the message and also send reminders.



Which social media platforms should you use?

Your choice should be based on which platforms the girls in your country use most and which ones suit your campaign purpose best. It is likely a combination of platforms will be needed to launch your campaign.

FACEBOOK

Platforms such as Facebook (FB) allow 'comments' to be posted from users, facilitating discussions and personal opinions to be expressed. It offers a range of message options such as long videos, short videos and even simple infographic posts. It has advanced audience segmentation and measurement metrics for tracking campaign performance.

INSTAGRAM

Instagram is a highly visual platform. Motivating posts using photography/illustrations will perform well here. Young audiences love this platform for all the interactivity options they offer (polls, quizzes, voting, filters, etc.). This platform can also be used to get feedback from the audience.

TIKTOK, INSTAGRAM REELS, SNAPCHAT

Spaces such as TikTok and Instagram Reels and Snapchat work well for creating initial engagement and excitement in the audience - it is also an opportunity for user-generated content.



2 PLANNING YOUR SOCIAL MEDIA PRESENCE

This section includes a detailed breakdown of considerations for executing your media promotions (called media campaigns) for your posts and videos on Facebook.

We'll give you guidance and help on designing your campaign. This begins with building your presence across social media platforms, especially the Facebook ecosystem.

- 1) What are Business Tools?**
- 2) Why have an online response management strategy?**
- 3) How to plan for your media campaign**
 - Know your audience
 - Use associated audience tools
 - Choose type of promotion buying



Using business tools

Business Tools on Social Media Platforms provide a clear overview to help you manage multiple pages/accounts efficiently.

Managing social media assets can be challenging. From memorising multiple login details to dealing with access and privacy issues to managing partners, there are many aspects to plan for and monitor.

The Business Manager on Facebook is one such tool.

It allows you to consolidate all your pages/accounts across Facebook, Instagram, Messenger, WhatsApp into a central control system. The tool opens up as a dashboard and also allows you to monitor the performance of your respective pages. Similar tools exist for other social media platforms as well.

Once your Business Manager has been setup, the platform guides you through all the steps required to create your page. If you are using an existing page, it should be added to the Business Manager.

The page (or ‘handle’ on Instagram) should reflect your campaign look-and-feel. From the more visible spaces like profile picture and cover photo, to everything that falls under Page Info (Page Settings/ Page Setup) from description, about us, category of page, contact details and policy details.

<Follow [FBs FAQ page](#) on setting up a page>

<Follow Facebook guide on [how to create your Business manager](#)>

<Follow [this link](#) for a video tutorial>

Managing the page

ONLINE RESPONSE MANAGEMENT (KNOWN AS MODERATION STRATEGY)

For the smooth running of your page it is good to design a response/moderation plan for your campaign.

Girls who watch your campaign on social media will usually reach out to you through public comments or private messages. These comments will typically range from communication related curiosity, general questions on the vaccine or sometimes even doubts or negative comments.

Planning for these comments well in advance will help you respond and keep girls engaged in the campaign.

Create a bank of replies or FAQs to the most common questions you are expecting and have a dedicated person handling all the engagement activities on the page to maintain consistency in your responses.

Some tips:

- Not all comments need a written reply - consider a ‘like’ or an emoji as a response too.
- Have a standard reply to negative comments you might get - or consider deleting them.
- Assign the task of monitoring your campaign pages and comments received to one person - they will ensure you sound consistent in your responses.
- Maintaining a log of the questions and comments received means they can be analysed for creating more communication and even monitoring your campaign.



Planning your responses

Here are some of the questions we prepared responses for in advance for our campaign on routine immunisation in India.

When the audience shares a bad incident that happened to them, something that went wrong, or is seeking advice

It may happen that sometimes, your children may have fallen sick after a dosage. It is important for us to understand why this happens. Every human body differs from one another. For instance, what medicine may work for someone, does not necessarily suit another person. Vaccines are like any other medicine. Fever, pain, discomfort are normal reactions in the aftermath of getting vaccinated. Therefore, we strongly recommend that you consult your doctor and follow their advice.

Are Vaccines free? How much do they cost?

The cost of immunisation may vary if you choose to get it done from a private hospital. This is usually a more expensive route. However, all immunisation services for both mother & child are provided free of cost at government health facilities closest to you.

This is not true. You are liars. Are you a doctor? Are you the government?

We get our information verified by doctors and also draw from government sources. However, it is always good practice to verify any or all information that you're unsure about, from a trustworthy doctor.

NOTE: It is important to translate these questions and answers in the language that is spoken by your target audience.

How to plan for your media campaign?

It is important to understand Ads manager and its components in detail, before diving into the setting up of your media promotions on the platform.

Planning your campaign requires an understanding of three essential stages of ads manager. These are shown below in detail.

STAGE 1: KNOW YOUR AUDIENCE

How do they appear on the platform?
Understanding targeting on Facebook.

STAGE 2: USING THE ASSOCIATED AUDIENCE TOOLS

Understanding how to use the multiple audience tools available on the Ads Manager.

STAGE 3: TYPES OF PROMOTION BUYING

Deciding on the right promotion buying requirements for an impactful campaign.

SETTING UP PROMOTIONS

A breakdown on the steps across the promotion setup on AdsManager.

The following pages will outline these in more detail.

Know your audience

BUILD A CLEAR SET OF 'IDENTIFIERS' FOR YOUR AUDIENCE.

Alongside understanding your audience to build the communication, it is important to know the 'identifiers' of your audience across Facebook - which can be any of the following (and more):

- Where are they located? What language do they speak?
- What kind of device would they own to use Facebook?
- How do they consume media? - music, other pages, influencers, TV shows, celebrities, slang words etc.
- What kind of education qualifications?
- What kind of attributes and characteristics will definitely NOT be your audience? (exclusion identifiers can be very useful)

The 'Gathering Insights' section in the Step-by-Step Guide (pages 22-26) discusses how to understand your audience's Knowledge, Beliefs, Attitudes and Behaviours. This is helpful in shortlisting some of the questions posed above.

AN EXAMPLE

For our campaign in India, our target audience was: Young mothers, 19-24 years, with children <5 years of age, Hindi speaking states in India, lower socio-economic strata.

The 'identifiers' we used on Facebook were:

- Location - specific high-density locations based on government data with a 20km radius to cover nearby areas.
- Mobile device usage - Android phones only and low cost handset brands; excluding all iPhones and high-end devices like Samsung Note etc.
- Media consumption - popular TV shows that are tagged with mass appeal, regional movies and artists, regional internet influencers.
- Education classifications - high school education; excluding all higher education.
- Persona based - pregnancy, working mothers, childcare, etc.

Use the associated audience tools

HOW TO IDENTIFY: AUDIENCE INSIGHTS TOOL

Facebook's **Audience Insights** tool is available on your Ads Manager dashboard. It aggregates many layers of information about audiences on Facebook, and even those who follow your page. This information will help you learn how many people are active on Facebook each month, as well as some high level identifiers. This will help you refine your understanding of your audience on the platform.

HOW TO STORE: AUDIENCE TOOL

Once you have put down your audience identifiers, you can use the **Audiences** tool. It's available as part of the main Ads Manager to build this audience on Facebook. You can now invest to ensure posts from your campaign are viewed by this audience.

HOW TO TRACK: FACEBOOK PIXEL

If you have an existing website where information can be accessed about the vaccine, you can use Facebook's tracker tool called the **Pixel**. This will enable you to track your audience, know when they view your post and whether they click through to your website.

Choosing which promotion type to buy

PREDICTABILITY VERSUS FLEXIBILITY

When beginning the campaign promotion setup, it is essential to identify the ultimate promotion objective. Facebook Ads Manager provides two distinct choices - Reach and Frequency Buy AND Auction Buy.

1. Reach and Frequency Buy: This type of buying is most useful when you want to reach a very large audience, as opposed to segmented audiences, and is focused on achieving those numbers and predicting outcomes.

2. Auction Buy: We recommend this is used for behaviour change led campaign promotions. It offers more flexibility and allows you to change the way your ads are set up mid-way, allowing for real-time learning.

To understand the intricacies of both these Buy Types, please read [this article](#).



This section details the actual workings of the backend of the business manager account and how to use it to set up your ad promotions. It is essential reading for anyone who is responsible for the management of social media pages.

It will take you through the process of setting-up the promotions in detail and will include:

1. Setting-up promotions

- Set-up
- Ad-sets
- Adverts

2. Going live considerations



Setting-up the promotions

Once you have determined the strategy of your communication campaign, Facebook platform has a three-step structure for setting-up promotions:

1. Set-up

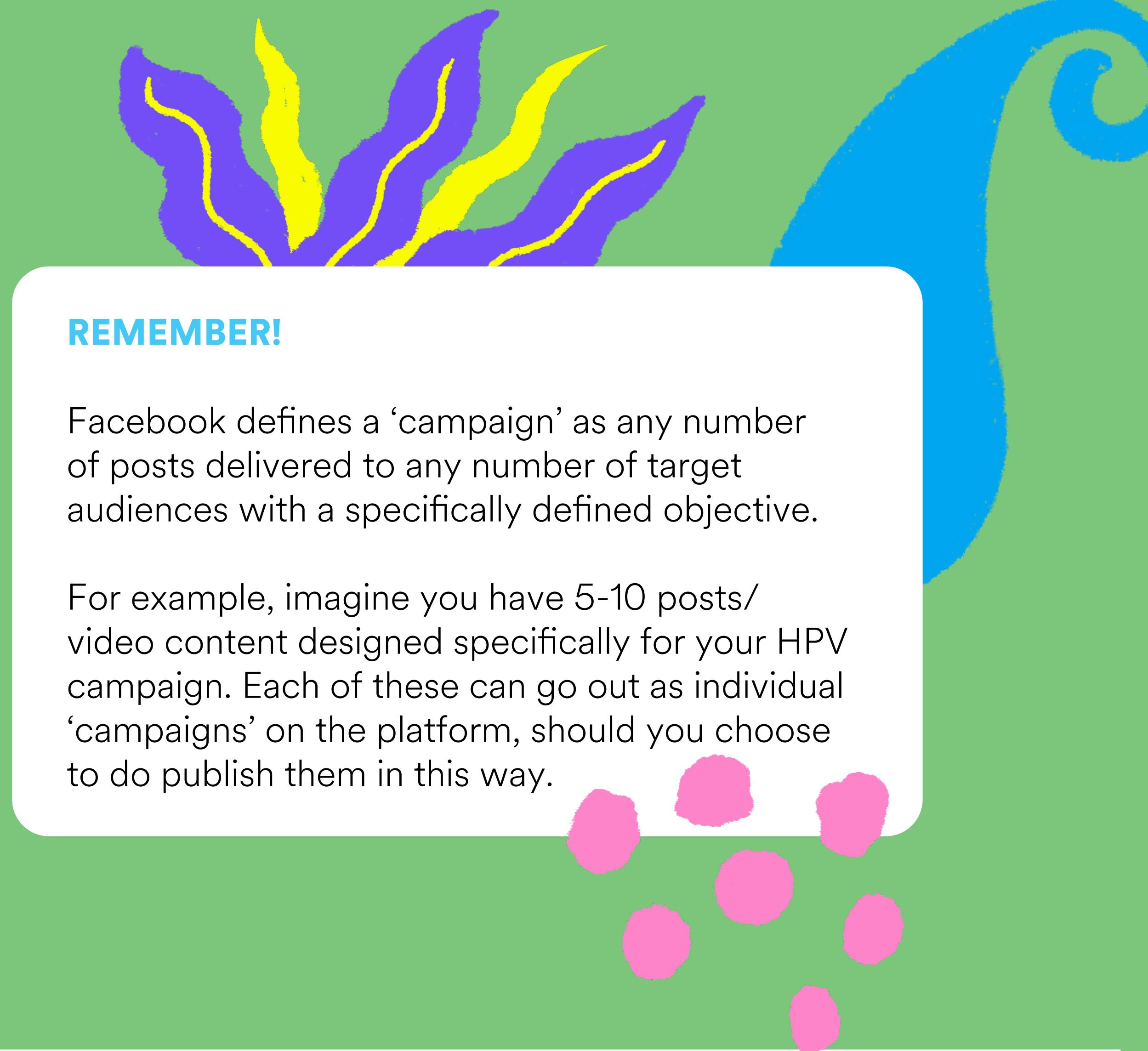
You will first set-up your ‘objective’. Facebook then targets the distribution of the ads to maximize value and impact based on the objective chosen.

2. Ad-sets

This is when you select your audience(s), choose your ad-schedule, where they appear and how much you’ll pay.

3. Adverts

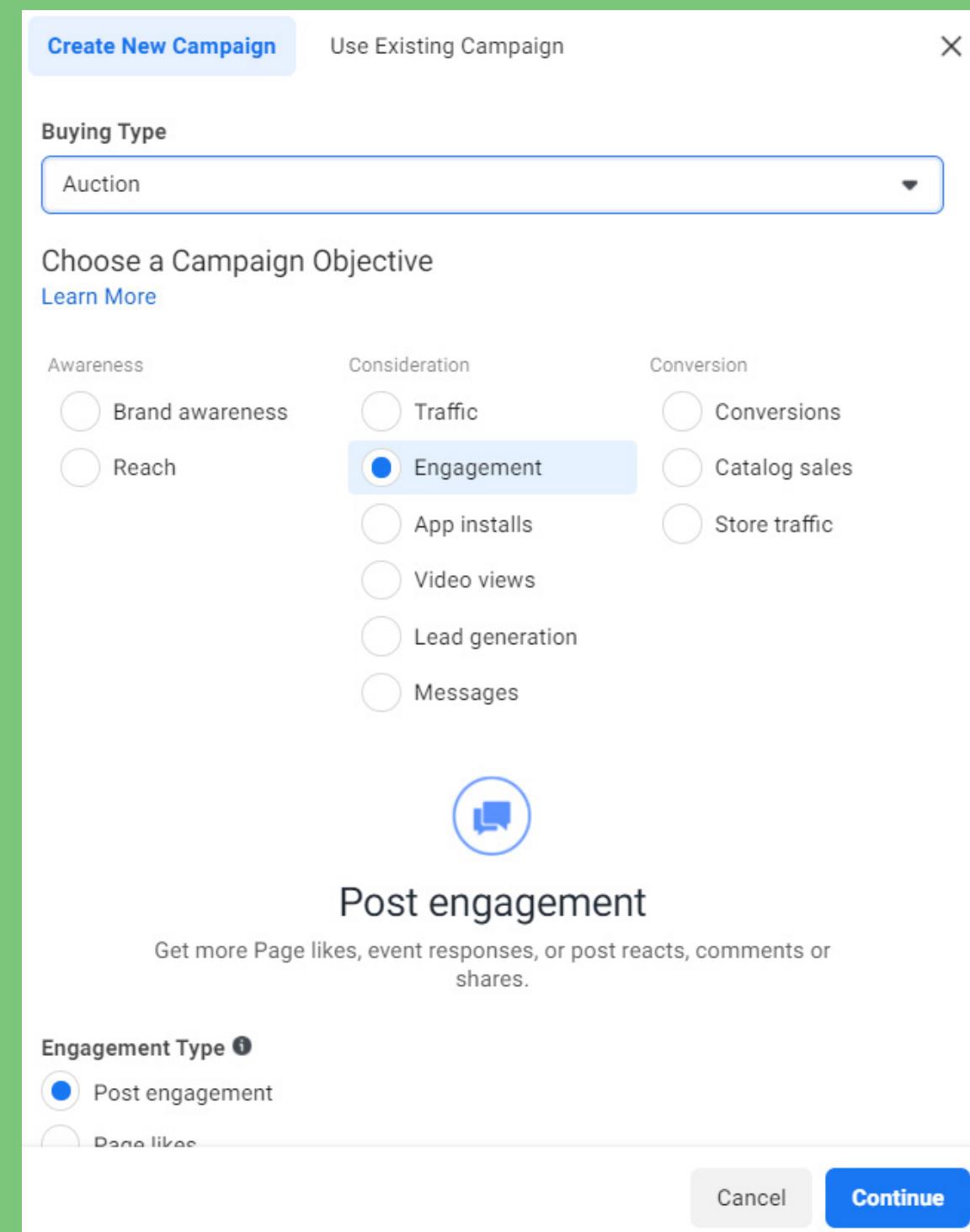
This is what people will see. Here you will define your ad - photos, videos etc. The process, and how to plan as you go through these steps, is shown on the next page



Setting-up the promotions

STEP 1: SETTING-UP THE CAMPAIGN

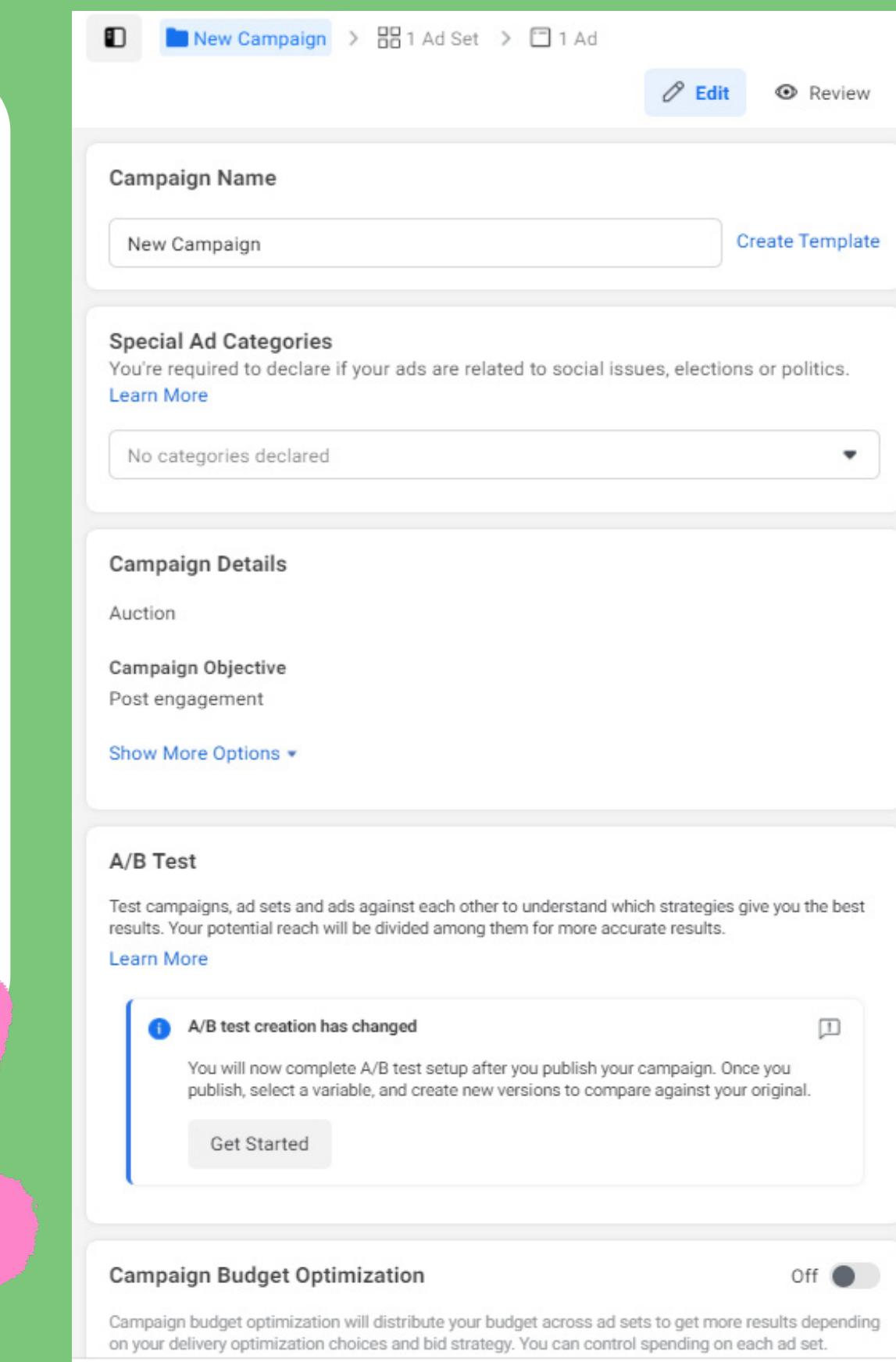
Facebook calls every promotion set-up as a ‘campaign’. But this is not to be confused with the communication campaign that you are designing overall. This promotional campaign set-up is to lock-down high level objectives that will run across this particular promotion. Please note that a promotion-based campaign can have one or many posts (images/videos, etc) associated with it.



STEP 1a

After clicking on ‘Create’ in the Ads Manager, step one is always to identify your specific campaign objective. The platform provides three choices between Awareness, Consideration and Conversion.

This guide from Facebook will help you identify the best option for your campaign.



STEP 1b

After clicking on ‘Continue’ the set-up begins. You can choose certain campaign level optimisations, such as:

- Setting a spending limit to ensure that the campaign does not exceed the allocated budgets
- Running A/B tests to understand what works best, essential for future campaigns
- Budget optimisation where the campaign budget is automatically redistributed across Ad Sets and the Ads within it.

Setting-up the promotions

STEP 2: SETTING-UP THE AD SET

Once the campaign set-up is complete and Next has been clicked, we go into the creation and set-up of Ad Sets. This is where the budgeting, audience definition and placement of your ads is set. Each campaign can have multiple Ad Sets with their own separate creatives, budgeting and audience targeting. As such, it is advisable to name your Ad Sets.

The screenshot shows the 'New Ad Set' creation interface. It includes fields for 'Ad Set Name' (New Ad Set), 'Budget & Schedule' (Daily Budget: \$11.00 USD, Start Date: May 6, 2021, 6:01 AM Kolkata Time), and 'Audience' (Create New Audience, Use Saved Audience). A 'Create Template' button is also present.

STEP 2a

This is where you set the budgets and schedule for your campaign. You can choose Daily or Lifetime budgets. Lifetime budgets allows the platform to take its time to find the audience closest to your target.

The screenshot shows the 'Audience Definition' section. It includes fields for 'Audience' (Create New Audience, Use Saved Audience), 'Locations' (United Kingdom), 'Age' (18 - 65+), 'Gender' (All genders), 'Detailed Targeting' (Off), and 'Languages' (All languages). Estimated results show a potential reach of 5,30,00,000 people, a daily reach of 1.1K - 3.3K, and post engagement of 135 - 391. A note states that estimates are based on past data and market data.

STEP 2b

While the platform allows you to define your audience every time a new campaign is set-up, it is recommended to have your Core audience in place. This can be accessed through the 'Use Save Audience' option. Through the Use Saved Audience option. It works more efficiently and allows for any changes (e.g. new manager) to not affect the scheduling of your campaigns.

Follow [this link](#) to learn more about how to refine your audience.

Setting-up the promotions

The screenshot shows the 'Placements' section of the Facebook Ads Manager. It includes:

- Placements** section with 'Automatic Placements (Recommended)' and 'Manual Placements' (selected).
- Devices**: All devices.
- Platforms**: Facebook (checked), Instagram (checked), Audience Network (checked), Messenger (unchecked).
- Asset Customization**: 9 / 9 placements that support asset customization.
- Placements** list:
 - Feeds**: Get high visibility for your business with ads in feeds (checked).
 - Stories**: Tell a rich, visual story with immersive, fullscreen vertical ads (unchecked).
 - In-Stream**: Quickly capture people's attention while they're watching videos (checked).
 - Search**: Get visibility for your business as people search on Facebook (checked).
 - Messages**: Send offers or updates to people who are already connected to your business (unchecked).
 - In-Article**: Engage with people reading content from publishers (checked).
- In-Stream** example image showing a Facebook post with a pie.
- Text at bottom**: For Facebook In-Stream: we recommend **fullscreen horizontal (16:9)** or **square (1:1)** images or videos.

The screenshot shows the 'In-Stream' section of the Facebook Ads Manager. It includes:

- In-Stream** section with 'In-Article' and 'Apps and Sites' selected.
- In-Stream** details: For Facebook In-Stream: we recommend **fullscreen horizontal (16:9)** or **square (1:1)** images or videos.
- In-Stream** details: For Instagram IGTV: we recommend **fullscreen vertical (9:16)** videos of 15 seconds or less.
- Hide Options** button.
- Specific Mobile Devices & Operating Systems** section with device filters: All, Only when connected to Wi-Fi, No.
- Exclude Skippable Ads**: Available for In-Stream Videos.
 - Skippable ads are included
- Brand Safety**: Prevent your ads from appearing within or alongside content that's not conducive to your brand. Manage in [Brand Safety Controls](#).
- Inventory Filter**:
 - Facebook In-Stream Videos, Facebook Instant Articles and Instagram IGTV : Standard Inventory
 - Audience Network : Standard Inventory
- Block Lists**: None selected.
- Content Type Exclusions**: None selected.
- In-Stream Topic Exclusions**: None selected.
- Optimization & Delivery**

STEP 2c

Here you select where and how your promotional ads will be seen by your audience. The selection of placements can be automatic or manual. Manually choosing the placements shows you exactly how and where your ad will be seen and allows you to decide based on your understanding of your audience.

Please follow [this](#) guide if you wish to learn more about selecting placement options on your own and measuring their efficacy.

Setting-up the promotions

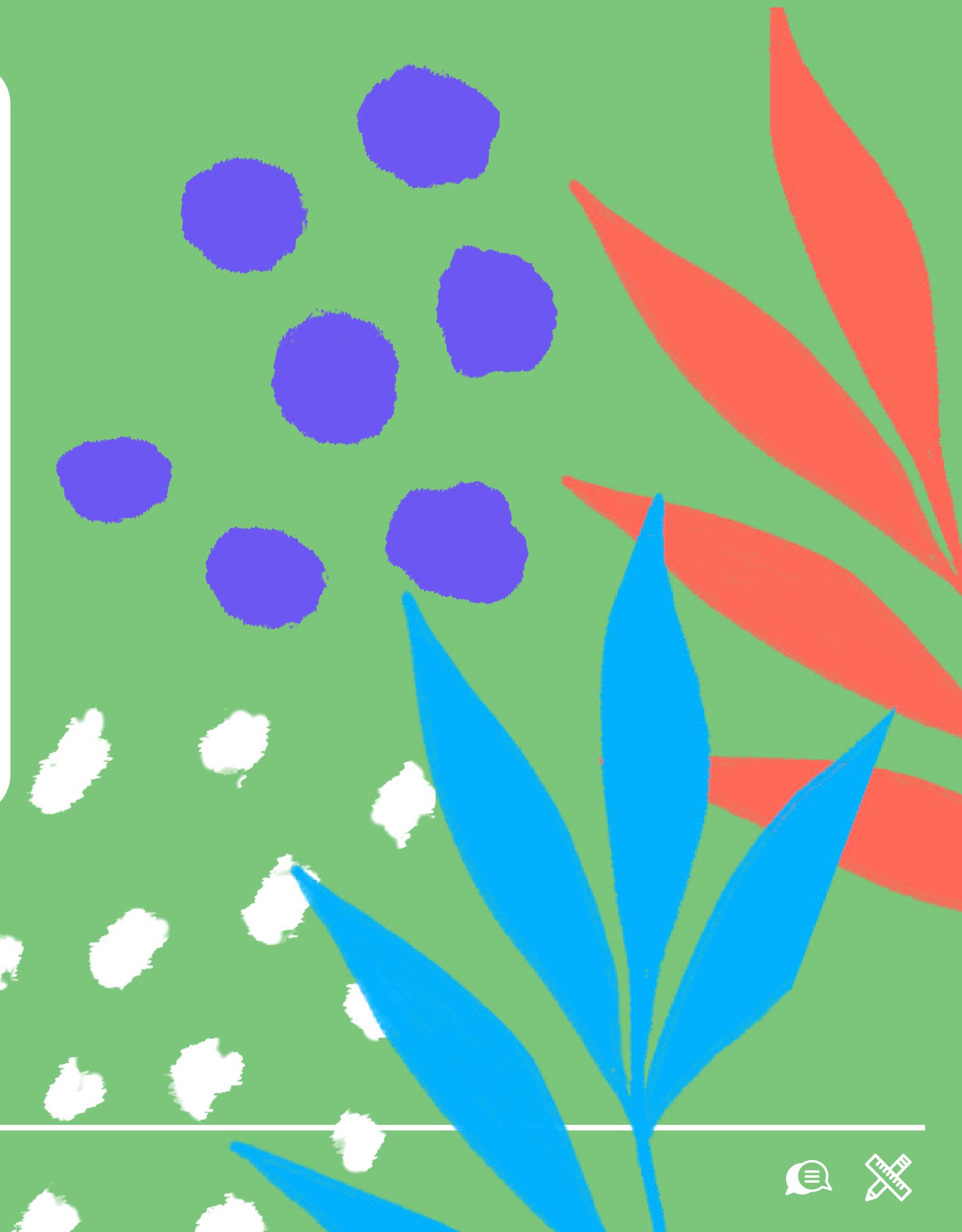
The screenshot shows the Facebook Ads Manager interface for setting up a new Ad Set. The top navigation bar indicates 'New Campaign' > 'New Ad Set' > '1 Ad'. The main area is titled 'Edit' and 'Review'. Key sections include:

- Audience Definition:** Shows a dial from 'Specific' to 'Broad' with the needle pointing towards 'Broad'. Potential Reach is listed as 5,30,00,000 people.
- Estimated Daily Results:** Shows Reach (1.1K - 3.3K) and Post Engagement (135 - 391).
- Optimization & Delivery:** Includes 'Optimization for Ad Delivery' (Post Engagement) and 'Cost Control (optional)' (USD \$X.XX).
- Cost Control (optional):** A note states: "Facebook will aim to spend your entire budget and get the most post engagements using the lowest cost bid strategy. If you want to set a cost control, enter an amount."
- Hide Options:** Options for 'When You Get Charged' (Impression) and 'Delivery Type' (Standard).
- Bottom Buttons:** 'Close' (with a checkmark and 'All edits saved'), 'Back', and 'Next'.

STEP 2d

The last and final step in setting up the Ad Set is Optimising for Ad Delivery. While you have already locked down on the objective of the campaign, this space allows you to control the type of auction spends this campaign will have.

It is always good to have Bid Caps to ensure that while delivering your promotional ads to your audience, the platform does not allow for indiscriminate bidding.



Setting-up the promotions

New Campaign > New Ad Set > New Ad

Ad Name
New Ad [Create Template](#)

Identity

Facebook Page
Point Toh Hai

Instagram Account
pointtohhai

Branded Content
If this post features a third-party brand or product then you must tag your business partner's Page. [See branded content policy](#)

Ad Setup

Create Ad
 Create Ad
 Use Existing Post
 Use Creative Hub Mockup

New Campaign > New Ad Set > New Ad

Ad Setup
Create Ad

Fullscreen Mobile Experience
 Add an Instant Experience

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement.
[Learn More](#)

Media
 Add Media [Create Video](#)
Select or upload an image or video for your ad.

Primary Text
Tell people what your ad is about

Call to Action
No Button

★ Branded Content Has Moved
You can now tag branded content in the Identity section.
[Tag Branded Content](#)

New Campaign > New Ad Set > New Ad

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement.
[Learn More](#)

Media
Bhaukaal Times 1.mp4
0:30 1000 x 1000
[Edit Video](#) [Add Poll](#) [Change Video](#)

Primary Text
1 of 5
पिंक पर लिखा कैरे और शेर करे अमन टीकाकरण से जुड़े अनुभव और सताहें दूसरी माओं के साथ ताकि वो भी आपको तरह बन सके नीं ऑफ की ईपर।
Link par click karein aur share karein apna teekakaran se juda anubhav aur salhein dusri maaoen ke sath taki wo bhi apkii tarah ban sakein "Mother of the Year".
#PointTohHai #PTH #teekakaran #immunisation #staysafe #childcare #vaccine #healthcare #ma #mother #baccha #kidshealth

Call to Action
No Button

★ Branded Content Has Moved
You can now tag branded content in the Identity section.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

[Close](#) [All edits saved](#) [Back](#) [Publish](#)

STEP 3: SETTING-UP THE AD SET

This is the last step. An Ad is detailing and setting-up everything to do with the creative assets (images/videos etc) to ensure it's correctly set-up for the promotions. Just as there can be multiple Ad Sets within a Campaign, there can be multiple Ads set-up under one Ad Set. So we recommend naming each Ad appropriately. It allows for the creative to be uploaded on this tool OR you can also set-up a promotion for an existing post on the page (we recommend this). This is also where tracking details (i.e. using of a pixel) are set-up. Clicking on 'Publish' will make your promotion live!

Going live considerations

Now that your promotion campaign has been published, Facebook will begin its delivery of your communication. Before this begins to rollout, you will go through two further stages:

- Review Stage - This where the platform will check all of your promotion campaign details against its various policies and either approve or disapprove your promotion. Here are **further details** on what this stage entails.
- Learning Stage - Once you receive an approved status, your promotion campaign will automatically move into a learning phase. This is where the delivery system of Facebook is trying to understand how best to help deliver on the various parameters set within the campaign. Here is **more information** on this stage.

It is essential to keep an eye on your promotion when in the Learning Stage. This stage should not last very long, and if it does continue for more than 48 hours then your campaign will require a reassessment and potentially a major edit.

Once the Learning Stage is crossed, your promotions are LIVE!



Media budget planning

Campaign/communication objective

Essential to lock down on what will be the markers of your success. And hence in identifying the kind of media planning objective that works for your campaign. It can range from broad awareness to click to website



Number of creative assets

The number of content pieces created for the campaign will help in identifying:

- how much does the budget cover the whole gamut of content created
- if the budget answers for your objectives
- how many content pieces you want to finally promote



Promotion platforms

Knowing how many platforms your content will rollout on will help understand what kind of splits your budget will require.

For example, your campaign is going live on Facebook and Instagram. But your audience might prefer Facebook, so you could decide to have higher split on FB than IG.



Types and weight of creative assets

You need to think beyond the number of creative assets to the types of assets (video, gif, carousel, static, etc.). This will ensure the right emphasis is given to the types of assets. For e.g. Facebook prioritises video formats. These are seen with much higher efficiencies. So planning with the assets in mind is essential.



Cost of Ad buys

For each objective, the platform of choice will have an associated cost for the various ad types being purchased. From Cost per View (CPV) to Cost per 1000 impressions (CPM), Cost per Engagement (CPE), Cost per Click (CPC) and so on. These will have different efficiencies which are necessary to factor into your planning.

Media budget planning

An example

For our child immunisation campaign in India, we considered the following factors while planning the media budget:

- 1. The campaign objectives:** reach as the primary objective and engagement as the secondary objective
- 2. The number of content pieces:** 51 total
- 3. The different types of content:** ‘narrative’ content and ‘short-form’ content
- 4. The campaign platforms:** Facebook and Instagram

Narrative Content

- Narrative content tells a story and is often more expensive because it is produced on location with actors.
- In general, narrative content will be limited in number.
- For this campaign, our narrative content included 5 long videos of 3+ min each and 6 short videos of around 1 min each.

Short-form Content

- Short-form content is either derived or edited from narrative content (clips, compilations and so on) or it is designer or animator created content in GIF, slideshow, carousel, static, illustrative, or photo formats.
- Generally, there will be a large number of short-form content pieces within a campaign.
- For this campaign, there were 36 short-form content pieces.



Best practices while media planning

Platform best practices

Each social media platform allows for certain content pieces to thrive. Paying close attention to the platform's preferences will allow for a more efficient campaign.

1. Facebook is partial to >1 minute videos. It works very well as a platform to 'broadcast' long-form content.
2. Instagram is partial to videos <1 minute. These videos can be watched and engaged with directly on an individual's feed.

Instagram requires that videos >1 minute are uploaded as Instagram TV (IGTV) videos. After 20-25 seconds of the video autoplaying, the user will be required to click 'watch IGTV video'. This adds another step for users to consume the entire video

Content promotion best practices

Different types of content have different associated ad buys that provide different efficiencies and reach.

1. Video content allows for more nuance, context and relatability. It is considered good practice to provide this content with more budget to allow for maximum reach.
2. Across platforms a view is considered to be 3 seconds; on the Facebook ecosystem it is best practice to plan for a ThruPlay ad buy i.e. the platform only charges when a view is 15 seconds or above.
2. All platforms prefer video content. Therefore, the cost to promote static content is generally much lower. This provides an opportunity to create a larger number of short-form posts to reinforce messages, allowing for the same message to be delivered through multiple messages. It also allows for a somewhat similar budget to be allocated to short-form content and narrative video content.

Media budget planning

An example

Using the input variable and the best practices, the media budget was broken down as follows:

Content Type	Total number	Objective	Platform		Ad buy	Budget/ Asset	Total budget
			FB	IG			
Narrative Content <i>3+ min videos 1+ min videos</i>	5	Reach/ views	Yes	No	CPV		60% of the total budget
	6	Reach/ views	Yes	Yes	CPV		
Short-form Content	25	Reach	Yes	Yes	CPM		40% of the total budget
	10	Engagement	Yes	Yes	CPE		

- The 5 long videos of 3+ minutes were only uploaded on Facebook. All other content pieces (41 total) were uploaded on both Facebook and Instagram.
- The majority of the budget was allocated to the narrative content i.e. the 5 long videos and 6 short videos were assigned 60% of the budget. The remaining 35 short-form posts were assigned 40% of the budget.
- The budget assigned to the same ‘type’ of content across platforms was kept the same i.e. a 1 minute video that was uploaded on Facebook and Instagram had the same budget assigned on both platforms. This helped us understand what kind of content type did well on which platform.

These budget breakdowns can be used as a baseline template across any campaign. They are also essential to optimise the budget spend based on actual reach and engagement figures.

For example - during the campaign, if it becomes clear that Instagram promotions are showing $\frac{1}{2}$ the reach OR double the cost of the same content on Facebook, budgets should be moved to support the promotions on Facebook.

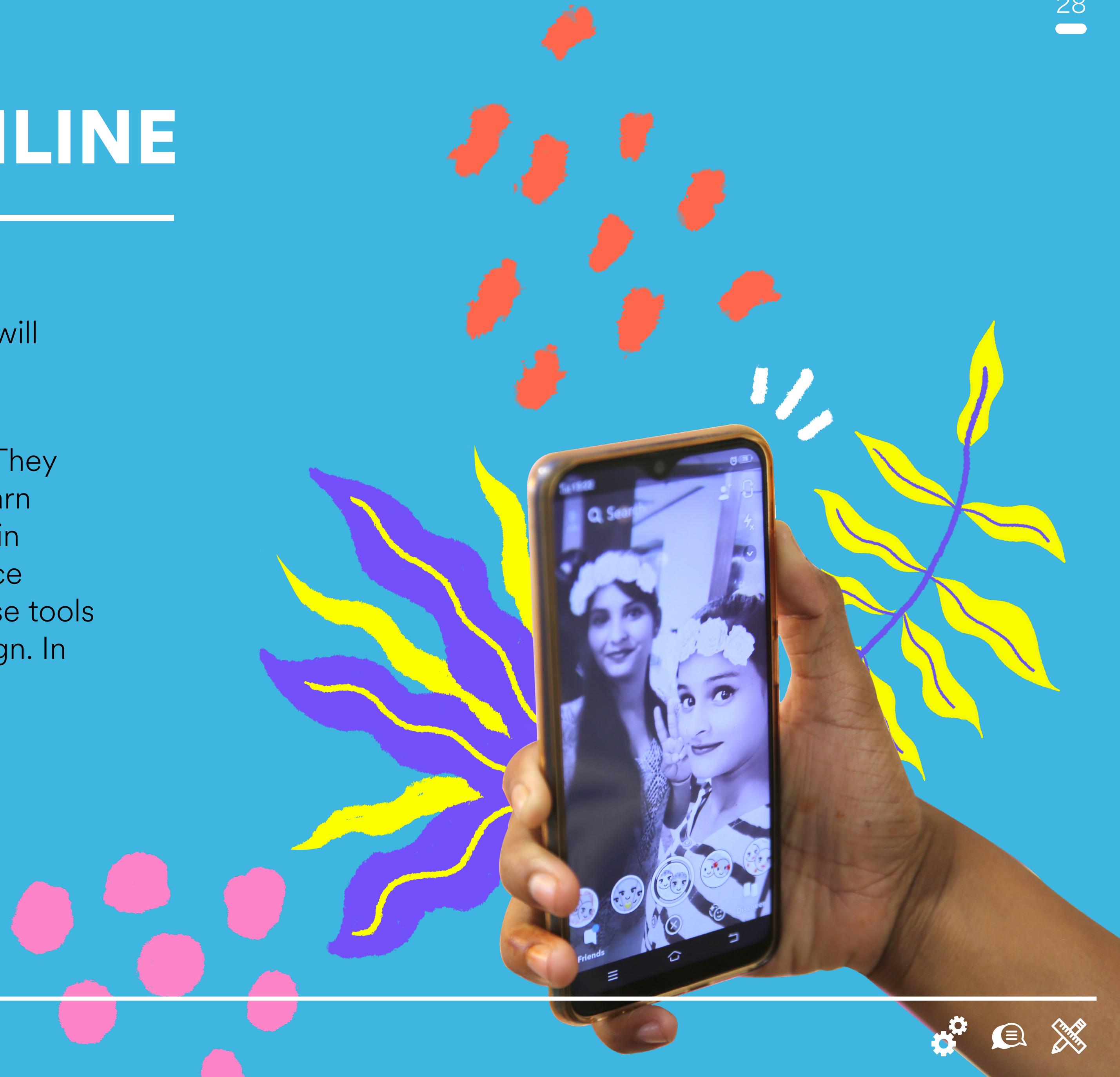


4 MEASURING CAMPAIGNS ONLINE

To help you use social media platforms to measure and monitor how your campaign is performing, this section will introduce you to multiple easy and agile tools.

These tools will help you plan and monitor in real time. They give you the scope to revise, adapt and continuously learn along the journey of your campaign. You can use these in conjunction with traditional method, such as face-to-face interviews for campaign evaluation. Or you can use these tools alone to help you monitor progress of an online campaign. In this section we will talk in detail about:

- Online survey tools
- Facebook business manager
- Facebook A/B testing



Online survey tools

You can use online survey tools like **Typeform** or **Qualtrics** to build a survey and then post it on Facebook, Instagram, etc. for your audience to participate with.

These surveys can be designed and uploaded easily and quickly. Typically, responses can be gathered within one week.

Online surveys can learn more about girls and caregivers, or to measure impact of a campaign. For example, “Did you get the vaccine?”, “Do you intend to get your child vaccinated?”

In India, we have used online surveys to understand more about the attitudes of caregivers around vaccinations and their biggest barriers to vaccine uptake.

Some tips for designing an online survey:

- Keep your survey short or the audience might become frustrated. Only ask between 10-20 questions.
- Include questions with selection response options, as these are easier to fill in for the audience than typing in answers.
- Keep the language simple (as you are not able to explain the questions in person)
- Use some words of encouragement as the survey progresses (e.g. “You are doing well!”), or use gifs and photos for engagement and to make it fun!
- You can even include emojis!

Facebook business manager

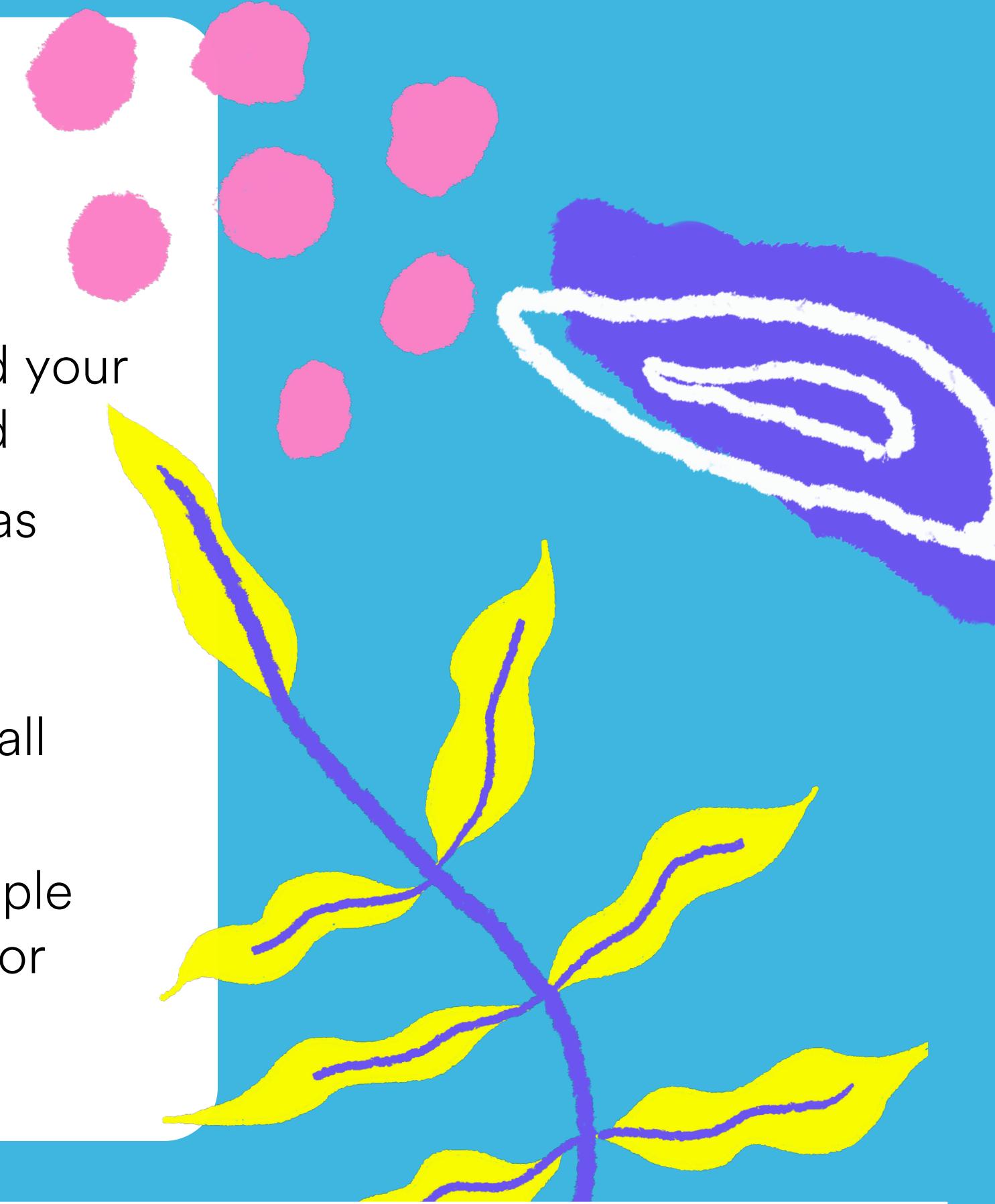
Facebook Business Manager opens up as a dashboard. In addition to consolidating your pages, it is a great tool for monitoring how well your campaign and its posts are performing.

Typically, your media manager or media agency will be using these metrics to keep watch over the campaign and adjusting messages and ad-spends to reach your audience most effectively.

SOME OF THE METRICS YOU CAN CHOOSE ON THE BUSINESS MANAGER TO EVALUATE YOUR PERFORMANCE INCLUDE:

- **Reach:** number of unique individuals who have seen your ad/post
- **Cost Per 1,000 Impressions (CPM):** the average cost of each ad/post to 1,000 people - (aim for lowering your CPM over time)
- **Link Clicks:** the number of people who clicked on your ad and were directed to your website
- **Cost Per Click (Link):** the cost of one click-through to the website

- **Leads:** the number of people who visited your website after clicking on your Facebook ad
- **Thruplay:** number of times your video has been viewed for 15 seconds or more
- **Average percentage of video viewed:** specific percentage of your video seen by all the people who “viewed” it
- **Video views to 75%:** percentage of people who viewed your video and watched 75% or more of it.



Facebook A/B testing

Facebook's Ads Manager tool includes a feature for A/B tests for your content. This lets you test which message, image, illustration, etc is more engaging for your audience

In India, we tried an experiment to understand what content performed better at engaging young caregivers - that written in the Devanagari script (Hindi script) or that written in a more informal 'Hinglish' script.

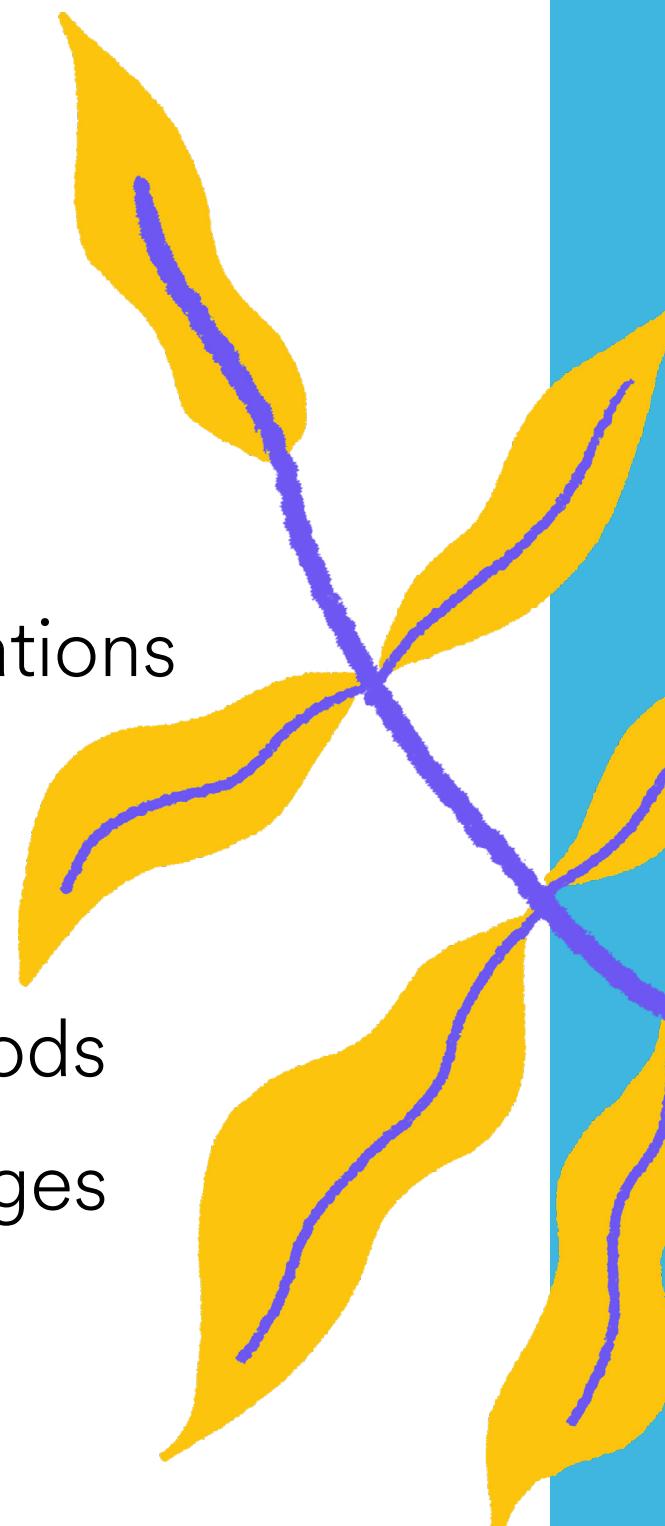
We ran the experiment for six posts and then switched all communication (additional 12 posts) to Devanagari script, as that had more views. The engagement rate per post, rose by 14% on average for the Devnagiri scripted post as compared to the English ones and we chose that as the final option.



WHAT CAN YOU TEST WITH A/B TESTING?

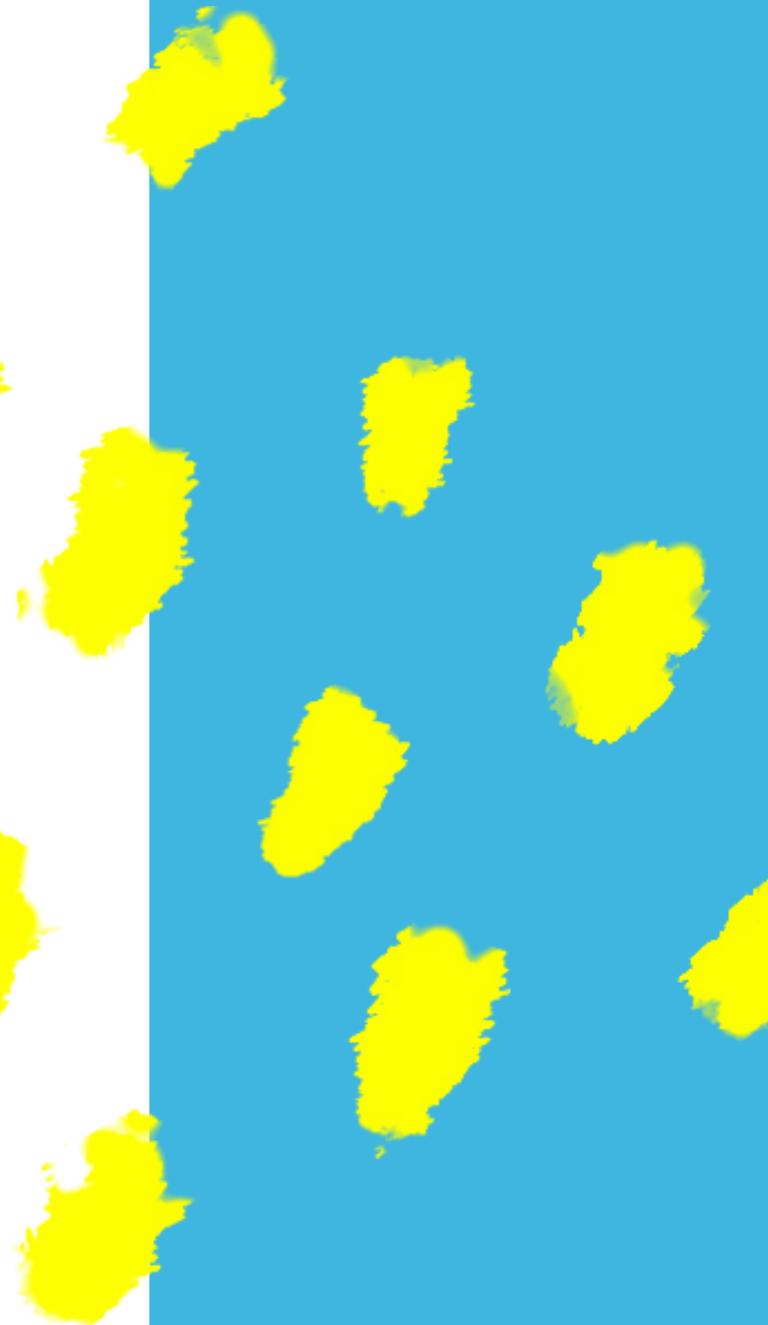
While we tested to understand which script works best with the audience, several other metrics can be tried and tested to refine performance:

- A/B test your Facebook audiences
- A/B test your Facebook ad types
- Split test your Facebook ads images
- Split test stock photos vs.custom illustrations
- Split test images vs. videos
- A/B test your headline
- Experiment with different bidding methods
- Split test your Facebook ads landing pages
- Split test different campaign objectives
- Split test your Facebook ad placement



BENEFITS OF A/B TESTING

1. A/B Testing helps you in identifying the best combination of elements on your creative that can retain attention for longer periods.
2. It is a great tool for behaviour change campaigns, to test different messaging and issue specific myths prevalent with your audience
3. There are no risks involved and data can be easily managed and analysed on the Business Manager.
4. You can keep testing your content, to gain insights and improve your copy and your value for money.



Facebook brand lift

Facebook Brand Lift is a tool that helps you assess the difference your campaign communication has made for the audience - helping you to know how successful your campaign was.

For example, it can help measure the extent to which your Facebook posts have affected people's levels of knowledge of, and attitudes and intention toward receiving a vaccination, than people who have not been exposed to your posts.

These surveys typically have no more than 3-4 questions and generate results within a week.

Facebook would like to hear from you
Advertiser-sponsored poll ·

Do you recall seeing an ad for [your Page name] online or on a mobile device in the last 2 days?

Yes

No

Not Sure

This is how a survey question appear before the audience in a Facebook Brand Lift Survey

It is recommended that you reach out to your designated Facebook representative to discuss the budget and set it up for you - you will be able to access this through the Facebook Business Manager tool.

Resources

- **How to create your Business manager**; follow **this link** for a video tutorial
- **How to set-up your Facebook page**
- Understand your audience better with Facebook's **Audience Insights** tool
- **How to create Core Audience in Facebook's ads manager**
- **Understanding how Facebook's Pixel Tool works.** This will let you track your audience, knowing when they view your post and might click through to your website
- **How to choose the Right Buying Type for your brand campaign**
- **How to plan your Media Budget** for your Facebook Ads
- **How to choose the right advertising objective for your campaign** guide from Facebook will help you understand which ad objective will be apt for your campaign
- **How to refine your Facebook Audience for better ad targeting**
- **Making the right choice for Facebook Ad Placements**
- **What happens in Facebook's Review Stage****Understand more about Facebook's 'Learning Stage'**
- **Facebook Brand Lift** is a tool that helps you assess the difference your campaign communication has made for the audience
- In addition to this, all social media will have a library of resources and courses for self-paced, step-by-step tutorials on how to use the platform. **Facebook Blueprint** is one such library for Facebook, consisting of courses on a wide range of topics that will help you learn how to navigate the platform

