



Social Media for Campaigns

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Why do we need Campaign and Advocacy

- The more we talk, the better it is
- Keeps us all connected – local to global
- Who disagrees that healthcare should be affordable?
- Should we invest in poverty alleviation?
- Devil is in the details
- Need to break myths by corporates and powers-that-be

How are corporates able to create successful myths

- Lobbying
- Communications
- Advertisement

Pfizer: \$ 10.4 million in 2021, mostly for Covid-19 vaccine

AstraZeneca: \$ 1.5 million in Q4 of 2021

Social Media: PHM Experience

Platforms

- Website
- Twitter
- Facebook
- *PHM-Exchange for dissemination*

Collaboration:

- Organisations with similar goals - #Health4All
- Like-minded individuals
- Involving grassroots organisations

Social Media: Important tools and terms

- Followers/Following
- Tag @: engage with an individual or any entity with a social media profile
- Hashtag [#HealthForAll](#) [#nutrition](#) [#RightToFood](#):
 - to identify digital content on a specific topic
 - Create your own #hashtag
- Trending:
 - Topic of the day/hour
 - Can choose global or regional
- Twitter storm / Social Media Campaign
- Troll/Trolling

Twitter woes

- Never start a Tweet with @: Limits its reach
- Video: 2.20 minutes
- 280 characters / 256 with a link (13 characters for a link)
- One plus pt: Can tag in photos / images

Social Media: Indicators

- Let's not compromise to compete
- No. of retweets
- No. of quote tweets
- Increase in followers

More in glossary*

 **PHM** @PHMglobal · Nov 2

Are you a young health activist keen on learning about Global Health Governance? Then this is for you.

PHM is going to "watch" @WHO's Executive Board meeting #EB152 coming Jan & Feb. Join us in watching. ...

[Show this thread](#)


31


20


2

No. of times the tweet has been seen

Indication of user interaction

Impressions ⓘ

3,295

Engagements ⓘ

233

Detail expands ⓘ

38

New followers ⓘ

2

Profile visits ⓘ

34

Types of Campaigns

General:

- Raising awareness
- Putting out PHM's politics and perspectives
- Simple language

Targetted:

- Forcing specific/sometimes-unfriendly agencies/govts to hear us
- Raising and reinforcing particular issues
- Technical

Personal

- Emotional appeal
- Humane angles
- Discussing larger issues through people

1. Safe Abortion Campaign – 20-28 Sept., 2022

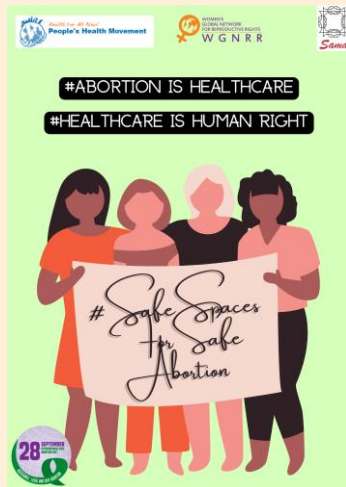
- Led by Women's Global Network for Reproductive Rights (WGNRR): 14+ organisations joined: [@pinsanorg](#), [@Fos_Feminista](#), [@asapasia](#), [@AsiaPacAlliance](#), [@wgnrr_Africa](#), [@YoSHANepal](#), [@voicesamplified](#), [@YAS2SRHR](#), [@KuzaSME](#), [@TICAH_KE](#), [@YourAuntyJane](#), [@yanaanetwork](#), [@PHMglobal](#), [@WeAreSama](#)

- Working with like-minded organisations
- Led by Sama and Gender Justice Thematic within PHM
- **Started early**
- Toolkit:

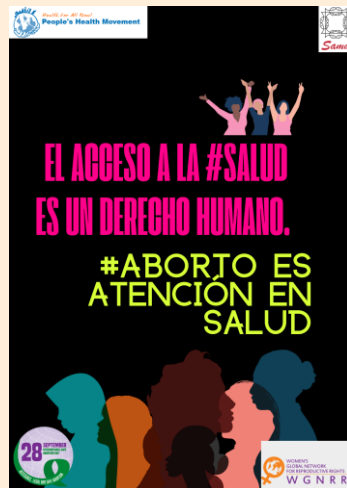
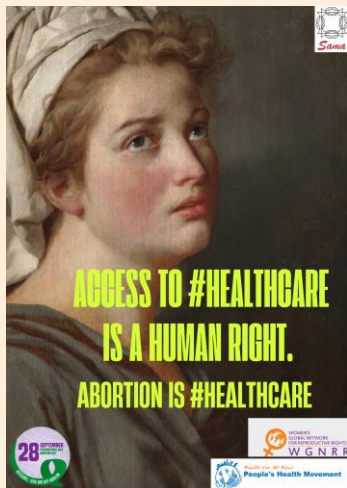
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Collaboration with **feminist circles** across the world, especially **Global South**



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on](https://phmovement.org/campaign-on-safe-legal-and-free-abortion)



2. TRIPS Waiver Campaign – 2020 – 2022

- Targetted at WTO and developed countries
 - Decide the target: Internal information
 - Look for relevant organisations and people to tag @
 - Strong #hashtags
- Using simple as well as technical language
- Targetted messaging
- Toolkit:

<https://docs.google.com/document/d/1-j2J5qttr0-bLVRKwm3T3DJPJVfiCs2UAquQtjW5vll/edit#heading=h.nwcu1ho1z6ui>

Collaboration with orgs working on GHG; Trade Unions; Health Workers unions; women's groups, among others

3. Campaign for release of Shatha Odeh (July 2021 – June 2022)

- A nurse; head of Health Work Committees (HWC) of Palestine
- PHM Steering Council member
- Illegally arrested by Israeli Occupying Forces
- Steps of PHM Campaign:
 - Well-drafted statement asking for endorsements:
 - First release: 800 signatures
 - Increased to 1000
 - Aimed at WHO and UNHCR
 - Gave options to tag them
 - Placed articles in The Lancet and progressive media outlets



Campaign for release of Shatha Odeh

- Finding opportunities to continue the campaign
- Profile: Health Worker; Palestinian Activist; Feminist; Works on Human Rights
 - One month of arrest
 - International Human Rights day – 10th Dec
 - International Women's Day – 8th March
 - Letter from the prison
 - Important days for Palestinian struggles





Health for All Now!
People's Health Movement

- Denied medical care
- Denied change of clothes
- Denied court proceedings in her language
- Denied dignity in prison

***WE DEMAND IMMEDIATE
RELEASE OF SHATHA ODEH***

***FREE
SHATHA ODEH***





“the chains will
be destroyed,
and the prisons
will not always
remain sealed”

*Palestinian Human Rights
Activist, Shatha Odeh,
writes from the prison*

#FreeShathaOdeh



Health for All Now!
People's Health Movement

Popularisation of letter by Shatha from the prison

Our dearest Shatha,

We, the members of the People's Health Movement (PHM), Public Services International (PSI), the Palestinian General Federation of Trade Unions (PGFTU), and Amnesty International, assure you that we will always stand by you, especially today on Palestinian Prisoner's Day.

We are committed to seek justice and freedom for you, and for incarcerated medical colleagues and health workers advocating for human rights in Palestine and worldwide. We are grateful for your work to realize the right to health for all, women's empowerment and human rights. Your courage to speak out against injustice and for women's rights is inspiring.

On the 10th of April, you celebrated your birthday in a prison but countless wishes from all over the world were and will be with you.

Sister Shatha, we look forward to celebrate with you on the day of your freedom which we hope will be realized very soon.

May you be patient and strong to face these difficult times.

We stand in solidarity with Shatha!

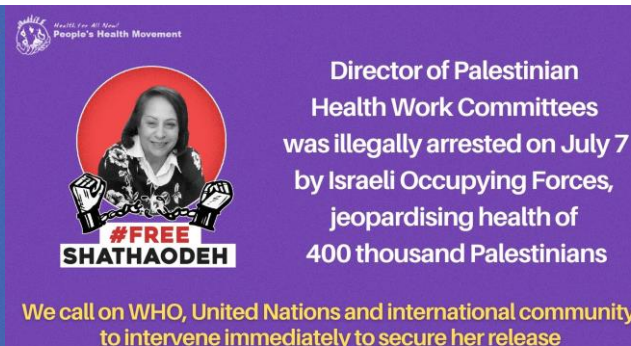
Freedom for Shatha!

The logos of the People's Health Movement, PSI, and Amnesty International are displayed at the bottom of the poster.

Letter by PHM, PSI, Amnesty International, PGFTU on
Palestinian Prisoners' Day

Campaign for release of Shatha Odeh

- Collaboration
 - Across PHM
 - Shatha's family
 - Palestinian organisations
 - Other organisations interested in Palestinian cause
 - Influencers



For maximum impact.....

Tag

- Acknowledge - whose work are you posting?
- Advocate - whom do you want to reach?
- Accentuate – who can help to reach more people? - Influencers

#HashTag

- Power of photographs
- Timeliness most important

How to keep your social media safe?

1. Avoid Third-Party Sign-Ins
2. Keep Your Passwords In Check
3. Two-Factor Authentication
4. Use A VPN
5. Customising Privacy Settings
6. Rethinking What You Share Online

Source: 6 Ways To Keep Your Social Media Safe by Terry Hearn
<https://feminisminindia.com/2019/03/29/social-media-safe-ways/>

Important to keep in mind.....

Issues of Accessibility

- People with disability (**Alt text**)
- People we work with in the community
- Internet blockage

Social media mirrors society (discrimination, domination, inequality) - Who gets trolled? Who gets heard?

Social media is not an alternative to ground level action and mobilisation, but can be used as a powerful tool to highlight our work, further our causes and connect with people who have similar ideas/beliefs



Glossary

Facebook

- Post reach: the number of unique people who saw any of your posts
- Post impressions: the number of times people saw any of your posts
- Post clicks: the number of post clicks
- Reactions: the total number of reactions you earned during selected date range
- Engaged users: the total number of unique, engaged users. These users have liked your page or clicked on your content (includes comments, shares, reactions, etc.).
- Page and post engagements: the total number of earned engagements, including reactions, shares, comments, event RSVPs, page likes, page mentions and check-ins
- New fans: the net gain of fans you earned during the selected date range
- Video views: the number of times your video was viewed for three seconds or more
- Schedule Posts well in advance

Glossary continued...

Twitter

- Tweets: the number of tweets sent in the selected date range, not including replies or retweets
- Retweets: the number of retweets you received on tweets sent in the selected date range
- Clicks: the number of clicks you earned, as recorded by Twitter, on tweets sent in the selected date range
- Impressions: the number of impressions on a tweet sent in the selected date range. An impression is the number of times a tweet appears to users in either their timeline or search results.
- New followers: the number of followers you gained during selected date range
- Engagements: the total number of times a user interacted with the tweets you sent during the selected date range. Interactions include retweets, replies, follows, likes and clicks on links, cards, hashtags, embedded media, username, profile photo or tweet expansion.
- Likes: the number of likes received on tweets sent in the selected date range
- Replies: the number of replies received on the tweets sent in the selected date range
- Video views: the number of times your video was viewed for three seconds or more
- Schedule Posts well in advance



Thank you

