

**SOCIAL MEDIA
PROMOTION
KERALA STATE
AIDS CONTROL
SOCIETY (KSACS)**



Primary Objective: Design and execute social media campaigns focusing on major observance days as well as support KSACS in achieving their goal of eliminating HIV/AIDS from Kerala by 2030

Focus of messaging: To integrate campaigns around 'Know Your Status' and 'Voluntary Blood Donation'

Challenge: Stigma associated with stories related to HIV/AIDS

Duration: 7 months (September 2018-January 2019); contract renewed

The Approach

1. HIV Prevention Campaign

We have offered an approach that provides clear communication on grey areas surrounding HIV. The purpose of the strategy is to emphasize HIV as a potential risk that affect anyone, without invoking fear or stigma associated with the infection or AIDS, the disease caused by the infection. The key messages helped to educate different segments of the population. The core message of the campaign-- **“Know Your Status”**--aimed to raise awareness among risk groups who should be tested, with an idea of increasing the number of people



2. Voluntary Blood Donation Campaign

The social media campaign on voluntary blood donation is to provide regular and reiterated communication focusing on the World Health Organization's postulate that voluntary blood donation is the foundation of a safe and sufficient blood supply.

The primary target group for the voluntary blood donation campaign is to **Catch them Young**, viz., youngsters between the ages of 18 and 25. Varied communication **strategies** such as video based content and interactive contests are used to draw the attention of the targeted audience. Since youngsters disdain preaching and sermonizing, the idea is to challenge them with our own hashtag like **#DareToDonate**, **#HerosOfTheCity**, **#DonateBloodSaveLife**.



Communication Milieu

To reach out to varied segments of the population, the communication approach is also varied. Different types of messaging tones, from blunt and direct to explanatory, nuanced and holistic have been used.

Since evidence shows the co-existence of HIV and drug abuse through injections, Hepatitis B and/or C co-infections, the communication approach also dwelt on these aspects.

As a results of the campaign, a majority of our initiatives received appreciation from NACO India.

Main Campaigns done during the last 7 months

1. Manju Warriar Selfie Contest on KSACS Red Ribbon Club Page

1 October 2018: National Voluntary Blood Donation Day

Manju Warriar, the celebrity actor, dancer and also the brand ambassador of KSACS Red Ribbon Club was brought onboard to launch the Selfie Contest. The online selfie contest drew the attention of the larger audience towards the relevance of voluntary blood donation. We launched paid boosting and increased the traction in our pages. We also launched a blog page for promoting this contest.

We made a series of videos titled #HerosOfTheCity. This was in connection with the day's activities, in which participants not only donated blood during the National Voluntary Blood Donation Day Campaign but also inspired others to donate blood by joining the Red Ribbon Club Selfie Contest.

We also received a huge response from the people as well as on social media response, apart from garnering wide media coverage. The "Heros of the City" videos received a large number of views--reporting a rise of about 1250% from the previous 30 days.



2. International Youth Day (12 August 2018) - #SafeSpacesforYouth, a Hashtag Campaign which was basically an 'On Campus Intervention' event

MD Niche launched a Twitter page for this purpose, with the handle -- @ksacsredribbonclub. The proposed Hashtag campaign titled #SafeSpacesforYouth was planned to be conducted in campuses across the state with the launch of '#RRCTalks' - a campus- based talk shows in line with TEDTalks.

3. World AIDS Day - We seamlessly contributed to the UNAIDS Campaign by using Malayalam language, especially in a video featuring the World AIDS Day 2018 message by UNAIDS Executive Director, Michel Sidibé.



Malayalam Quiz Contests On AIDS Awareness (for KSACS) :
 The purpose of this plan was to create hype before the launch of the World AIDS Day campaign, through the launch of a quiz series in November. We translated the WHO's quiz and gave explanations for each point.



4. **Quiz Contests on Blood Donation** (for RRB; Bilingual quiz) : The primary objective of these events was direct the attention of both donors and recipients to the importance of donating blood, and the dos and don'ts of blood donation.



5. **1097 Animation Video** (Off-peak time audience engagement - November)

Aimed at popularizing **KSACS Helpline No 1097**, we created an interesting animation film to **encourage people to use the helpline number**. We also launched paid boosting and cross-platform posting to gain more traction.

Ideation, visualisation and production of 3D animation video was a complete in-house effort at MD Niche. The job included ideation, scripting, recording and other pre- and post-production tasks like character creation, texturing, lighting, rigging, rendering and compositing.

The 56 sec video has got 13-plus hours of views so far (as of 31st January 2019).

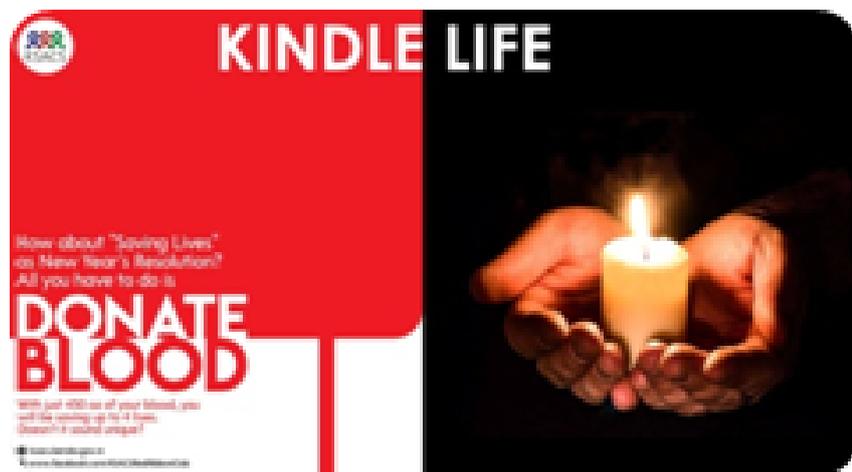
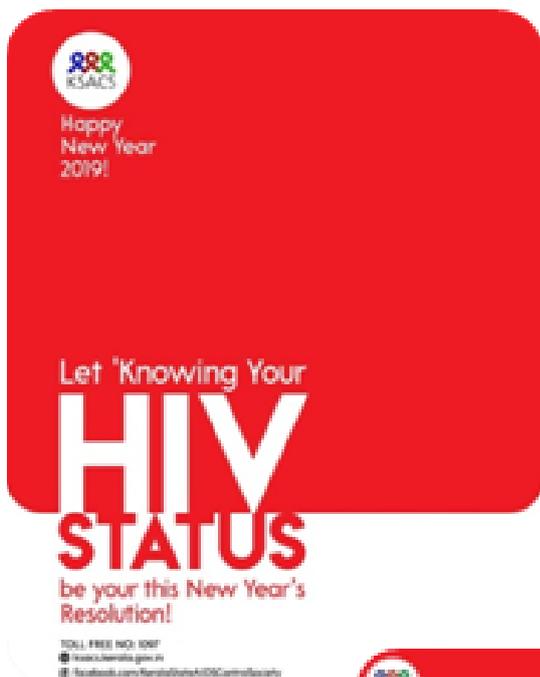


6. #BeFaithFul Festive Season Campaign

We used quotes from the Bible and posted a series of infographics during Christmas, which was well received by NACO India as well as KSACS followers.



7. **New Year:** Instead of making just a one-time New Year's greeting, we engaged the audience with a series of posts inspiring people to have more meaningful and rewarding New Year's Resolutions like "Know Your Status" as well as "be a voluntary blood donor".



8. #10YearFacebookChallenge

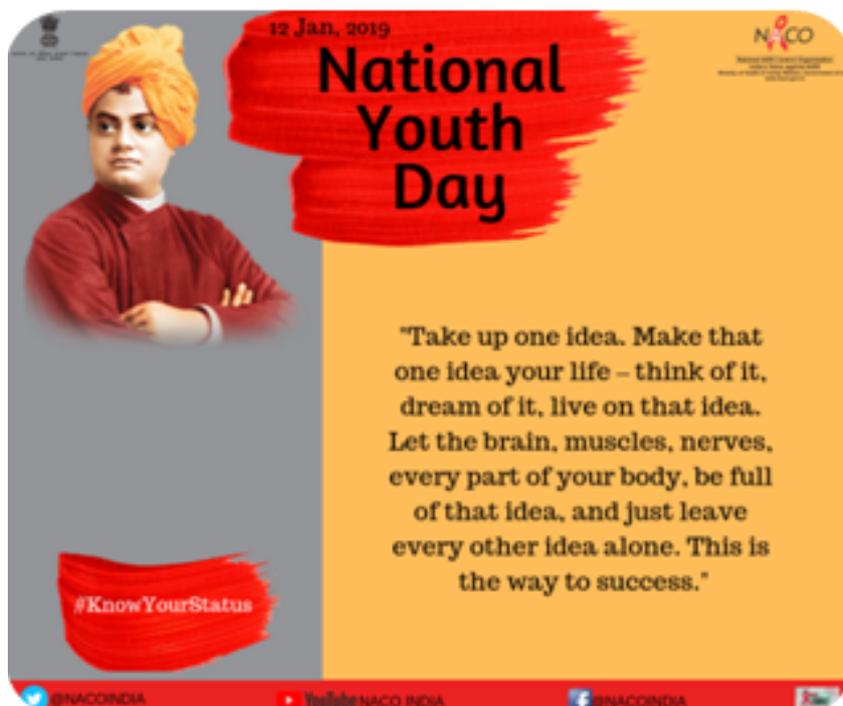
We took the opportunity to talk about achievements in the life of a blood donor, while inspiring others to donate blood.

#10YearChallengeInTheLifeOfARegularBloodDonor



9. January 12: National Youth Day

We were asked to use the NACO creative and hashtags to give maximum visibility.



Some of the other General Communication and PR Strategies adopted by us included:

- creating a WhatsApp group between KSACS and MD Niche teams for effective communication
- drafting the rules and regulations for the Contests and Quiz and timely submission of entries and contest responses to the KSACS Jury for evaluation
- posting shortlisted entries on the Facebook page, and announce winners of the contest through the social media pages
- providing materials to be uploaded on the KSACS website
- gathering newspaper and other media reports on KSACS and post on the KSACS social media pages
- disseminating infographics and posting links across groups through WhatsApp networks
- paid promotion on limited posts for both KSACS and KSACS Red Ribbon Club Facebook pages
- designing the placards for their various observance days and events
- customised cover pic for each platforms
- submitting Facebook pages for verification for both pages.

Platforms in use:

Facebook, Twitter, Blog

Facebook page <https://www.facebook.com/KeralaStateAIDSControlSociety/>

<https://www.facebook.com/KSACSRedRibbonClub/>

Twitter page <https://twitter.com/ksacsredribbon>

Blogger <https://ksacs2018.blogspot.com/>

