STEP 3: SELECT YOUR STRATEGIES AND TACTICS

What will motivate your priority audience? Now that you have determined who you are trying to engage and what you want to achieve, what are you going to do and how are you going to do it?

Key Terms

• **Strategy**: The ‘big picture’ or overall approach you take to achieve the objectives you set for your initiative.

• **Tactics**: The various activities you conduct to implement your strategy.
Table 2. Examples of Strategies and Tactics

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Tactic</th>
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<tr>
<td>Encourage prostate screening among young men by making it more fun and less taboo by changing social norms and socializing the behaviour.</td>
<td>Launch Movember, an annual campaign that involves growing moustaches during November to raise awareness about prostate cancer screening and early detection. The campaign includes several tactics, such as in-person fundraisers, social media photo sharing, and a user-submitted video contest.</td>
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<tr>
<td>Raise awareness of breast cancer and early detection by evoking pride among Indian women through storytelling.</td>
<td>Launch the HealthCare Global Enterprises campaign, which uses transgender women as symbols of femininity and spokespeople on billboards and in a film to persuade women to take pride in the breasts they were born with and protect them by conducting self-examinations.</td>
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Below we outline potential strategies and tactics you might adopt. While reading about the benefits and key components of each strategy and tactic, think about how they might help you achieve your objectives and engage your audience. You can use these strategies and tactics individually or in combination for any project—whether you are creating a website or managing a text messaging campaign. Think of them as building blocks that you combine to build your strategy.

**EMPLOY A HUB AND SPOKES STRATEGY.** Multiple digital platforms, such as websites and social media accounts, can overwhelm and confuse Internet users. To increase awareness of your organisation and ensure consistency across your communication channels, house all your products and information on one dedicated platform—typically a website because the content is more ‘static.’ This website will serve as the hub, with all tactics and activities serving as spokes linking back to the hub (see Figure 1 for an example). To facilitate this integrated communication strategy, use one logo and color scheme across all platforms. Also, develop a hashtag to connect your content across social media platforms like Facebook, Twitter, and Instagram. As an example, the HIM initiative used one primary website to distribute its breast self-examination tool and the #HIMInitiative hashtag to engage users in a contest on social media and drive users back to the site to use the tool. Sample tactics or spokes might include the following:

- A YouTube video contest in which users submit their own videos
- A Twitter feed updated daily with the latest campaign news and updates
- Text messages reminding people to make appointments to get screened and support early detection
- Emails highlighting new resources and tools.
Narratives have the power to build empathy and forge emotional connections among people by showing rather than telling them what you want them to know. As demonstrated in the story of success below, storytelling also can help reduce shame and stigma around conditions and diseases by showing the priority audience people who are ‘just like them.’ Specific storytelling tactics include the following:

- **Focus on lessons learned and successes.** Shared or similar experiences help people understand that challenges are common, but overcoming those challenges is possible and within reach.

- **Use multimedia.** Photographs and audio of real people and places can make your stories come to life.

- **Highlight a main message or key statistic.** For instance, if you use the story of a testicular cancer survivor, be sure to emphasize the key lessons from his experience. Perhaps he frequently performed self-examinations, which led to early detection, successful surgery, and healthy recovery. Consequently, the call to action would be ‘perform self-examinations often.’ Also consider one statistic that conveys your main message (called a ‘hero statistic’). Perhaps that statistic is the survival rate for testicular cancer patients if cancer is diagnosed early.

**Stories of Success**

**Operation ASHA** (a nonprofit organisation dedicated to eradicating tuberculosis [TB]) partnered with **Youth Ki Awaaz** (‘mouthpiece for the youth,’ one of the most-read online news platforms in India) to promote a 3-month campaign: ‘No More TB’.

**Audience:** Young people

**Objective:** To break down stereotypes and stigma associated with TB

**Strategy:** ‘No More TB’ adopts a digital storytelling strategy by recording and sharing stories and emotionally stirring pictures and video of TB patients on the Youth Ki Awaaz website. One story refers to famous people diagnosed with TB, such as Amitabh Bachchan, Tina Turner, Muhammad Ali Jinnah, and Nelson Mandela. By associating such popular celebrities and leaders with TB, the story mitigates the stigma and stereotypes associated with the disease. Several other stories illustrate the struggles, loss of opportunities, and suffering of TB patients to draw empathy from the audience. This example demonstrates the power of personal stories to build empathy and reduce stigma related to medical conditions.
LEVERAGE PARTNERSHIPS. To help preserve resources and reach your audience more efficiently, leverage trusted organisations and opinion leaders in cancer research and prevention as partners to deliver your messages. By strengthening existing partnerships and building new relationships, you will be able to maximize your reach and mobilize support beyond your own constituents. Specific partnership tactics include the following:

- **Employ or partner with key opinion leaders or celebrities to act as ‘goodwill ambassadors’ for your health communication initiative.** Indian audiences pay attention to our nation’s celebrities. As ambassadors, celebrities can use their fame to increase public awareness for health issues, and in return, they increase their status through public relations.

- **Know how you can support your partner in return.** Do not just think about how your partner can help you. An effective, sustainable partnership is built on give and take. How might you promote a potential partner’s content or services while also advancing your initiative’s objectives? You might create a new infographic (see below) that showcases data from the organisation, while making the call to action your own (for example, ‘The data show that early treatment works, so screen early and often by using our tool’).

- **Identify the key communication networks to leverage.** Research a potential partner organisation to determine the most appropriate networks and platforms for your goals. If you are trying to reach a young audience, for example, look for the organisation’s communication channels that prioritize that group, such as social media, platforms, websites, and blogs. As demonstrated in the ‘No More TB’ case example, Operation ASHA partnered with the Youth Ki Awaaz site, a highly popular news platform among youths, to extend the reach of their stories to more than 2 million readers each month.

For example, celebrity Amitabh Bachchan served as a goodwill ambassador for UNICEF’s campaign for a polio-free India. By 2011, India had only one case of polio thanks to help from celebrities like Amitabh Bachchan.
• **Identify brand ambassadors and guardians.** Reach out to your most engaged audience members via email or social media to provide feedback on a new product or campaign material before its release or to take a survey after its release. Also ask these ambassadors to promote your cause through their own channels as a way to build brand recognition and infiltrate social groups in a more organic way.

For example, a group of engaged Delhiites created “Delhi Turns Pink,” a local branch of the “India Turns Pink” campaign for breast cancer awareness, and released a series of YouTube videos on its Pink Ambassadors.

• **Develop a kit for partners to promote and share your work.** The promotional kit might include sample social media posts, email language, and graphics that the partners can easily take directly or customize to their liking and then share through their communication channels to promote your digital communication initiative.

» **INCENTIVIZE ACTION.** People are more likely to support your effort, spread your message, and adopt your promoted behaviour if they get something in return. Having people read or share your content is a great first step, but how do you get them to actually take action? Consider the following tactics:

• **Host a contest.** Encourage audiences to participate in your initiative through a social media contest. For example, as part of the HIM initiative for breast cancer awareness, Philips India hosted a social media contest in which those who posted the top five social media ‘selfies’ were given the chance to win household products from Philips.

• **Build anticipation.** To encourage interest and engagement, create a buzz about your contest before it begins. Try revealing bits of information about the contest over time. For example, for the social media campaign ‘Ray of Hope,’ HDFC Life promoted financial preparedness in case a family member is diagnosed with cancer. Over a week, HDFC Life promoted its upcoming contest by slowly revealing its celebrity spokesperson, Lisa Ray a cancer survivor.
Post 1: First Tweet

A face that launched a million brands? Guess Who? Coming soon. Stay tuned. #RayOfHope #ContestAlert

Post 2: Second Tweet

Here goes another hint! #RayOfHope

Post 3: Third Tweet

Here you go tweeps! Dedicate a line to her with #RayOfHope! 3 lucky winners will be announced in the next 20 minutes!
Post 4: Final Tweet
by Lisa Ray

So important to me I’ve come out of retreat to share: An exclusive preview of @HDFCLife
Cancer Care #RayofHope

Cancer Care #RayOfHope - Fighting Cancer with Mental... Emotional and emotional strength is very important to fight Cancer, but financial strength is just as important. Actress, model and Cancer survivor Lisa Ray sha... youtu.be.com

RETTWEETS 111 LIKES 203

• Offer monetary discounts or contributions. As an example, Estée Lauder and Uber teamed up for the Breast Cancer Awareness campaign, in which they offered an Uber promotional code. Both companies promised to contribute 10 rupees each to the Women’s Cancer Initiative in Tata Memorial Hospital for every Uber ride taken across India through the promo code. Not only did this discount provide value to the user, it also raised awareness of the campaign and provided corporate funding to the cause.

• Offer non-monetary incentives. Rewards for participation don’t have to be monetary. Nonmonetary incentives typically provide something else the priority audience values, such as recognition or appreciation. Consider offering certificates, exclusive content, ‘sneak peeks’ of products, or the chance for the person’s picture and personal story to appear on your website, as seen in the image for Dabur Vatika’s ‘Brave and Beautiful’ campaign.
• **Involve your priority audience in creating your content.** For instance, you might host a video contest and then use the winning video as your campaign public service announcement. Or you might invite members of your priority group to help brainstorm features and designs for a new screening tool you are creating. By offering a stake in your cause, you will get your audience to be more invested in its reach and sustainability.

» **ENHANCE OFFLINE ACTION WITH ONLINE INTERACTION.**
Your offline activities can be enhanced with online components to achieve your objectives. Tactics to do this include the following:

• **Use hashtags to promote and monitor an event.** For example, you can advertise an upcoming health fair, then share highlights from the event on social media using a designated hashtag. This strategy allows people to participate in the dialogue online, even if they are not able to attend the event in person, thereby expanding your reach and engagement. You can also look back at the conversation to inform your monitoring and evaluation.

For example, see Dabur Vatika’s promotional post for the cancer rehabilitation clinic as part of the ‘Brave and Beautiful’ campaign with #BraveAndBeautiful.
• **Use geotagging to increase visibility.** Increasingly, Internet users look for social media content based on their location. By tagging the location on all of your content (for example, a tweet, a Facebook post), you will be able to tailor your outreach to people who can physically attend an offline event or who are directly affected by the particular issue.

• **Encourage offline participants to share content online.** You can extend the life of your initiative and grow your communication materials by asking participants to upload their own videos and photos from the event to social media platforms like Facebook and Instagram. By encouraging participants to use a designated hashtag for your event, you'll be able to easily find, aggregate, and repurpose the visuals after the event ends.

• **Post to Facebook or Twitter from live events to increase your reach.** Live tweeting or posting to Facebook helps you share the energy of an in-person event online and vice versa. Sharing information about the event online can boost visits to your social media page as people attending the event also post and people online respond. Live sharing may also encourage others to attend in the future because they know what your events look like.

For example, Dabur Vatika showcased its Brave and Beautiful event in a short video.
BUILD MY INITIATIVE: SELECT YOUR STRATEGIES AND TACTICS

My digital communication initiative so far...

AUDIENCE: ____________________________________________ (for example, youths aged 18 to 24)

Based on what you learned in the Step 1: Understand Your Audience section, write your priority audience here.

OBJECTIVE: ____________________________________________

Based on what you learned in the Step 2: Define Your Objectives section, write your priority audience here.

Barriers and Facilitators
Why is your audience not already doing what you want them to do? What will help them to make changes?

Strategies
What do you plan to do to engage your audience, overcome barriers, and achieve your objectives?