WHAT TOOLS WILL YOU USE TO REACH AND INVOLVE YOUR COMMUNITY? Now that you have a good understanding of how to build your digital strategy, you can focus on the fun part: choosing your tools. As you choose your tools, take a moment to think about your audience(s) again. What
are they saying or asking about cancer? Are they more active on a particular digital or social media platform? Now think about the overall goals, objectives, and activities in your digital strategy and activities. How can these tools complement those efforts and encourage your priority audience to be involved online and offline?

Although digital tools are constantly evolving, they should be part of your overall approach and digital strategy. These tools can help you reach your priority audience where they are and in the formats they are most comfortable with. The Select Your Tools and Content worksheet beginning on page 49 can help you determine which tools your audience is using, if your team is already using them, and if they might be a good fit for your social media efforts.

The following questions can also help you manage your tools more effectively and help you think strategically as you plan and disseminate content.

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**Stories of Success**

In 2015, Dabur India, a cosmetics company, launched the “Brave and Beautiful” campaign to break down stereotypes about cancer. The campaign served as an ode to “brave and beautiful” cancer survivors in an attempt to redefine beauty. Dabur Vatika invited cancer survivors to share their stories via social media sites such as Facebook and Twitter and featured survivor stories on its website.

Key stakeholders such as government organisations, health care firms, such as Credihealth, and celebrities, such as Sonakshi Sinha, retweeted...), their campaign YouTube video to support the cause. The campaign also received significant coverage from mainstream media outlets such as *The Times of India*. 
Where do I start?

The answer to this question may come easily. Take a moment and identify a champion or staff member in your organisation who acts as a community manager for your social media tools. Once you have your staff identified, it is also a good idea to begin with a social media policy before jumping into content creation. A policy can help you set rules for how social media is used within your organisation and how you want your community to interact with the digital tools owned by your organisation. Do not worry if you do not have time to create a policy. PolicyTool can help you quickly generate a policy that incorporates the guidelines most important for your organisation or initiative.

What will we say?

Do not feel like you have to create brand new content for each of your social media tools. Although it is important to make sure your content aligns with audience needs, repurposing content can help you reach new followers and use your time efficiently. Some ideas for repurposing content are as follows:

• Write a blog post and use Facebook, Twitter, or Instagram to drive people to your blog or website.
• Repurpose in-person trainings and testimonials as YouTube videos.
• Reformat data or images from PowerPoint presentations into an infographic to share on Pinterest or Instagram.
• Provide behind-the-scenes videos of events on Snapchat or Facebook Live.
• Draw inspiration from local news stories, such as The Logical Indian, ScoopWhoop, and Mad Over Marketing, to stay abreast of social initiatives and issues that your audience cares about.
• Use attention-grabbing themed posts that hook your audience. For example, you could host a different post each day on healthy habits:
  • Monday Motivation: Use the stairs at your workplace
  • Watchful Wednesday: Count your calories
  • Throwback Thursday: No smoking or other bad habits
• Post around key events and observances your organization celebrates, such as Diwali, World AIDS Day, or World Health Day. See the World Health Day post by IndiaMART below as an example.
When will we post?

One of your community manager’s first jobs will be to create an editorial calendar that identifies key dates, events, and opportunities to share your content. Editorial calendars can be simple or elaborate, but they must have a common goal to help your organise and plan your content. They also ensure that you post consistently as you manage a variety of tools. See A Content Marketer’s Checklist: Editorial Calendar Essentials for the essential components of an editorial calendar.

Make sure that the webpage or social media account you create is updated frequently. Start by posting as often as you can, and work up to posting or engaging your audience in conversations every day. Focus on providing interesting content that will engage your priority audience when it appears in their newsfeed.

How much time will it take?

Although it is true that many of the tools you want to use are free, they still require your time. Each tool comes with its own requirements for creating and sustaining content and social connections and requires you to be strategic in your planning and approach. Not every tool will require the same amount of time, but Table 3 provides an estimate for the amount of time each tool will. The table also lists a variety of tools that can assist you in implementing your strategy and key elements to consider for each.
### Table 3. Social Media Tools and How to Use Them

<table>
<thead>
<tr>
<th>Tool</th>
<th>Top Demographic of Users</th>
<th>Estimated Time</th>
<th>Length</th>
<th>Frequency of Posts</th>
<th>Quick Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>Adults aged 30–49 years</td>
<td>4–6 hours per week</td>
<td>250 characters</td>
<td>2–3 per week (or more)</td>
<td>Photos and videos increase engagement</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>Adults aged 30–49 years</td>
<td>1.5–2 hours per week</td>
<td>140 characters</td>
<td>5 per week (or more)</td>
<td>Photos and videos increase engagement</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td>Adults aged 18–29 years</td>
<td>2–3 hours per week</td>
<td>Photo video (less than 60 seconds)</td>
<td>2–3 per week</td>
<td>Use hashtags and geo tagging in your content</td>
</tr>
<tr>
<td><strong>Pinterest</strong></td>
<td>Adults aged 18–29 years</td>
<td>2–3 hours per week</td>
<td>Not applicable</td>
<td>Varies</td>
<td>Create theme-based boards</td>
</tr>
<tr>
<td><strong>Snapchat</strong></td>
<td>Teenagers and college students aged 13–24 years</td>
<td>4–5 hours per week</td>
<td>Vertical video (10 seconds)</td>
<td>Varies</td>
<td>Stories (‘snaps’) have a lifespan of 24 hours maximum</td>
</tr>
</tbody>
</table>

**When to use:** Foster relationships and conversations, create events, add photos or videos, provide real-time updates from in-person events

**When not to use:** When content is best suited for short responses or cannot be visually represented

**Example:** Public Health Foundation of India

**When to use:** Instant updates and conversations; short, targeted responses

**When not to use:** When content requires relationship building or for longer pieces of content, videos, or images

**Example:** @OperationASHA

**When to use:** Photo sharing, short and crisp messages, and quick video

**When not to use:** When content is text heavy

**Example:** Indian Cancer Society Mumbai

**When to use:** Sharing photos or ideas visually

**When not to use:** When content is text heavy or video based

**Example:** CARE India
<table>
<thead>
<tr>
<th>Tool</th>
<th>Top Demographic of Users</th>
<th>Estimated Time</th>
<th>Length</th>
<th>Frequency of Posts</th>
<th>Quick Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube (videos)</td>
<td>Adults aged 25–34 years</td>
<td>5–7 hours per video</td>
<td>4 minutes</td>
<td>2 per month</td>
<td>Share trainings, interviews, testimonials, tutorials, and public service announcements via video</td>
</tr>
<tr>
<td>When to use:</td>
<td>Video storytelling</td>
<td></td>
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<tr>
<td>When not to use:</td>
<td>When events or content require real-time, on-the-ground storytelling</td>
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<tr>
<td>Example:</td>
<td>CARE India</td>
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<tr>
<td>Blog</td>
<td>Adults aged 18–29 years</td>
<td>5–10 hours per blog</td>
<td>500–750 words</td>
<td>1–2 per month</td>
<td>Use your blog to target your audience’s main interests</td>
</tr>
<tr>
<td>When to use:</td>
<td>Providing more in-depth information and conversation around specific topics</td>
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<tr>
<td>When not to use:</td>
<td>When a more formal, static site is needed and content does not need to be updated frequently</td>
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<td>Example:</td>
<td>Yoddhas Cancer Support Blog</td>
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<tr>
<td>Website</td>
<td>All age groups</td>
<td>10–15 hours per month</td>
<td>Not applicable</td>
<td>1 per month</td>
<td>Use your site as a hub for all organisational social media channels</td>
</tr>
<tr>
<td>When to use:</td>
<td>An online domain focused on audience needs and interests</td>
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<tr>
<td>When not to use:</td>
<td>When fresh content is needed consistently and design and software programs are not realistic</td>
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<tr>
<td>Example:</td>
<td>Indian Cancer Society Delhi</td>
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<tr>
<td>LinkedIn</td>
<td>All age groups</td>
<td>5–10 hours per month</td>
<td>Not applicable</td>
<td>Not applicable</td>
<td>Use your account to network professionally and build partnerships</td>
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<tr>
<td>When to use:</td>
<td>As a means to fundraise, share knowledge, and connect with stakeholders</td>
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<tr>
<td>When not to use:</td>
<td>When you want to connect with your priority audience instead of other organisations in the field</td>
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<tr>
<td>Example:</td>
<td>CARE India</td>
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</table>

Select appropriate tools for your digital communication initiative by completing the following activity, then proceed to Step 6: Track Your Impact.
BUILD MY INITIATIVE: SELECT YOUR TOOLS AND CONTENT

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 one of your objectives here.

STRATEGY: _____________________________________________________

Based on what you learned in the Step 3: Select Your Strategies and Tactics section, write one of your strategies here.

CONTENT: _____________________________________________________

Based on what you learned in the Step 4: Craft Your Messaging and Content section, write your priority audience here.

The tools you choose are important parts of your digital strategy and will help you engage your groups with content and messaging that best fits their needs. Fill in this worksheet to help you determine which tools your audience is using, whether your team is already using them, and whether they might be a good fit for your social media efforts now and in the future.
<table>
<thead>
<tr>
<th>Tool</th>
<th>Organisation Uses This Tool</th>
<th>Priority Groups Use This Tool</th>
<th>Staff Members Currently Use/Have Skills to Use This Tool</th>
<th>Is This Tool Right for Your Organisation and Audience?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>Yes</td>
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<td>Facebook</td>
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<td>Twitter</td>
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<td>Instagram</td>
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<td>Pinterest</td>
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<td>Snapchat</td>
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<td>YouTube</td>
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<td>Blog</td>
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<tr>
<td>Website</td>
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<tr>
<td>Other</td>
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