

# ESTABLISHING A DIGITAL IDENTITY



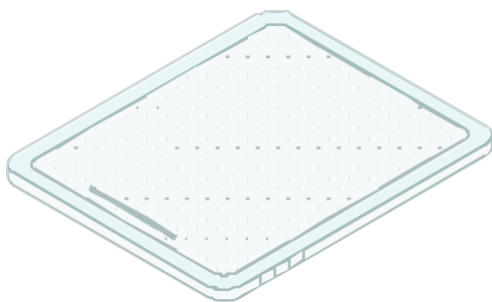
Digital  
strategy  
guide



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Organisation:  
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## FROM A DIGITAL IDENTITY TO A DIGITAL STRATEGY



Based on the information obtained from consultations with members, an Alliance for Health digital identity was defined to convey the spirit, meaning and values of the Alliance to the digital environment and establish how the movement exists in this digital environment. This process ended with articulating this identity into a strategy that pulls together details on how to act in the digital environment in a way that aligns with these stated goals, interests and values. This guide attempts to bring together how to transform the Alliance's digital strategy into daily activities.



This document defines the digital strategy on how to develop the Alliance's daily activity on the web. It does not provide instructions for specific actions and campaigns. In these instances, changes could be made to the daily activities in line with specific objectives (intensifying the frequency, focusing on a specific network or using a specific tone, language or visual concept). In all cases, changes should be justified and should always aim to maintain a coherent approach.

## >>>>>>>>>> WHO ARE WE TARGETING? OUR AUDIENCE

Our digital identity identified a target audience composed of different social groups, which justifies applying different strategies. We can divide our main audiences to be reached on social networks into three groups: the first, includes decision-makers; the second, other Mozambican civil society organisations as well as international organisations and journalists; and the third includes groups of young university students, urban youth in informal environments and women in those same informal environments.

## >>>>>>>>>> WHERE WILL WE BE? OUR SOCIAL NETWORKS

According to the different foci of attention (the groups with which we wish to establish interactions and objectives) we need to develop our activity in the following networks, provided the dynamic of some of these networks does not substantially change:



- **Facebook:** is still the most popular network, it provides access to a wide and unspecialised public, including those less familiar with technology; to a large degree, it represents the main access point to the world of digital social networks.
- **Twitter:** seems to be in an uncertain position, though some groups still consider it important. It may be the profile that scores lowest, but it is worth further exploration and analysis of the results it brings to our activities.
- **Instagram:** appears to be a network enjoying extensive growth and is preferred by young audiences. It is the network where influencers are most visible.



- ♦ **LinkedIn:** reports show it is used considerably in the country, corresponding to a growing dynamic. Due to its professional and prestigious nature, it would help strengthen the activities related to the production and dissemination of knowledge and the desire for the Alliance to be a point of reference for the production of knowledge.

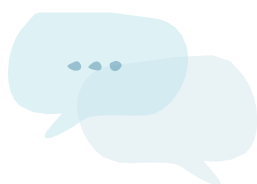


## WHAT CONTENT WILL WE SHARE? TONE, LANGUAGE & MATERIALS

The dual spirit of the Alliance as a producer of knowledge on the one hand and as a mobilising and awareness-raising actor on the other clearly signals the use of two different tones, depending on the specific situation.

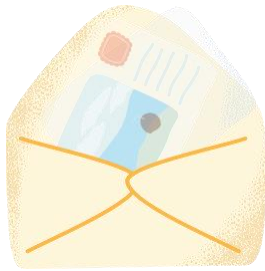


- ♦ On the one hand, the Alliance's messages should adopt an informative **tone** for disseminating knowledge to help build the narrative on the right to universal access to health care, offering arguments to civil society organisations and following the conversation in the public sphere in this regard. On the other hand, it should adopt a mobilising tone because of this knowledge. Calls to action should not adopt a confrontational tone, but rather a tone of "inevitability". Evidence and knowledge necessarily lead to a position intended to be constructive.



- ♦ As for **language**, to consistently convey the Alliance's identity, we will use language familiar to the public (populist), while being careful to remain correct (to reinforce our image as experts and authorities in the production of knowledge). Depending on the case, we will emphasise one of these two variables, e.g. Facebook posts can use less formal language, while LinkedIn content will use platform-appropriate content without putting the reader at arms length. Likewise, Instagram posts should use dynamic language calling for specific action given we are targeting a mainly young audience that looks for attractive materials (which we will also take advantage of to fill with content).

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- And finally, the materials we will share will combine **content** from experts and academic authorities (reports, studies, research) with a similar purpose and which reinforce the values and messages of the Alliance. We will look for serious and reliable sources so as to bring knowledge produced by respected and reputable sources closer to the wider population and to support advocacy. At the same time, we will share attractive materials (though not at the cost accuracy) that reach younger populations, encouraging them to adopt a position. In these cases we will use a more visual approach and more innovative look that connects with urban cultures and design trends, with less text and more direct and straightforward wording.



## WHEN WILL WE POST? FREQUENCY



How frequently we post can vary considerably depending on different factors. These include the Alliance's activities, for example when important content has been generated or when we are in a moment of particularly intense activity. But also depend on the context, whether we are reacting to external stimuli or whether an important moment of debate is taking place and we are establishing our position. And the resources available, in terms of the time that can be devoted to this activity. More intensive activity would be ideal for creating our own space in the media ecosystem and making the most of all the possibilities for interaction, communication and networking offered by these tools, but we also need to be realistic and rationalise available resources.

What follows is an indicative proposal on the frequency of posting. Preferably we would have a higher intensity (if more resources were available) and, equally, it would not be advisable to post less frequently. The most important thing is stability in order to generate constant conversation and also reinforce the identity of the Alliance as a reference point in its social media presence. To do so, we must combine our own original content with other posts that reproduce content from others aligning and contributing to the Alliance's interests and objectives. This action plan does not include interactions, i.e. reactions and answers to questions, which we will talk about later. The proposed updates would be as follows:



- Facebook: Two posts per week.
- Twitter: four posts per week (including retweets).
- Instagram: One post per week in the feed, i.e. in the conventional thread of posts. If at some point it is possible to increase allocated resources, it would be interesting to increase activity through regular, consistent posts using stories or reels, depending on the results identified.
- LinkedIn: A weekly post.



## HOW WILL WE POST? NETWORK ACTIVITY DYNAMICS



Beyond the obvious desire to disseminate information and content that accompanies posting our messages, in the case of the Alliance, social networks are intended to strengthen the image projected by the movement, especially at this early stage. The Alliance's activity on the networks should help to build the prestige it intends to claim and for this it is essential it creates a space in the digital ecosystem, a place and a community of its own. To this end, as already mentioned, it is essential to maintain constant and stable activity in terms of updates and contributions to discussions on the networks. If the Alliance aspires to be a point of reference, it must necessarily become an actor with a reliable reputation, so people who go to the Alliance's profiles are sure that the Alliance will be there where communication demands it. Therefore, in addition to the stable rhythm of posting, it is essential to nurture the dynamics of interaction. We will clarify what that means in this section, and it will be implemented in two ways: the interactions between Alliance members and the interactions of the Alliance with its public.



- The Alliance's bi-directional interactions with its members is critical in these first moments. The organisations that make up the movement have a long history and proven track record, so it is important these organisations 'introduce' the Alliance to society. The Alliance aims to transcend the critical mass already achieved by its members, so it is also an opportunity for these organisations to broaden their audiences. A basic dynamic is that the organisations making up the movement demonstrate their links by sharing the content disseminated through the Alliance's profiles. Likewise, it is important the Alliance serves as an umbrella for its members' publications, establishing mechanisms for constant exchange and amplification.



- With the same objectives in mind, ensuring interaction with the profile's followers is a basic pillar of network activity. Taking into account the Alliance's digital identity, it is essential to take advantage of the networks' mechanisms for interaction, to respond to messages, queries and comments; so users who approach the Alliance discover there is a person on the other side who is concerned with bringing clarity and resolving doubts, with establishing and strengthening ties and building a community based on exchanges. If we manage to build a solid community, this can, however, become laborious. This interaction will always depend on the availability of resources (human, economic and material), but it should be considered a priority because it marks our identity and underpins the goals of our existence in the digital environment.
- Sometimes messages may be negative, in which case the spirit of the Alliance and the reputation we are trying to build still obliges us to respond, offering active listening and extending our hand, showing openness and willingness to interact. If the negative interjections continue to be repeated in the same conversation (two or three messages seeking confrontation) or if there is not even a minimal effort to observe the most basic of good manners, the conversation must be ended politely but categorically, for example with a message that appeals to a willingness to debate but not to disqualify, and clearly ends a lack of respect for the basic rules of constructive conversation.



## HOW WILL WE ADMINISTER THE NETWORKS? ORGANISATION



Given the multiplicity of organisations that make up the Alliance, the best way to manage the social networks is a joint arrangement. The idea is to create a communications executive committee in which the organisations that have the capacity to do so contribute part of their communications staff and, among this group, the Alliance's profiles are managed in a collaborative and coordinated way. The establishment of consensual guidelines that respond to the sensitivities of the movement through this Guide, and other working documents, will make this collective arrangement feasible.



## OTHER CHANNELS & OTHER USES. DIVERSIFICATION



There are other ways to use some digital tools which do not exactly count as social media activity but which can fulfil similar objectives, of spreading messages, strengthening connections, and for cohesion or community mobilisation. Instant messaging platforms such as WhatsApp or Telegram offer great possibilities in this respect and are an area where the most effective dynamic still need to be established. It is important not to remember these communication channels are, in principle, private communication channels, so the implicit rules of use are different from those of public social media channels. It is necessary to clearly establish the principles of communication in groups that have huge potential reach. Be careful not to be invasive and not to intrude into people's private sphere where you are not welcome.

Furthermore, in addition to daily activity and specific campaigns, we should think about the possibility of systematising the use of our channels to broadcast live the activities we want to be more public.

Fundamentally, Facebook (through Facebook Live) and Instagram (through the different modalities of IGTV) allow us to increase the reach of our activities (including interviews, speeches or messages in audiovisual format) by broadcasting live and generating videos that also remain available later, if we so wish. It is a powerful tool for building a community and reinforcing our communicative autonomy.

## >>>>>>>>>> WHAT ABOUT NETWORK PERFORMANCE? ANALYSIS & EVALUATION

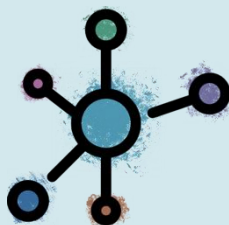


Each community has its own dynamic and its own operating logic. That is why it is necessary to constantly analyse the results of our activities. Just by using social media metrics (especially Facebook and Twitter) we can obtain very valuable information about the profiles, habits and preferences of our community. In this way we can assess whether we are moving in the right direction and whether we are making progress towards our goals. We have other possible methods of evaluation, looking at the reach achieved by our posts, if they resonate in other circles, or whether they are also shared by other prominent users, as well as whether they achieve visibility in conventional media, for example. In any case, it is important to keep a constant eye on the results of our activity.

## >>>>>>>>>> HOW CAN WE IMPROVE? REORGANISATION



Data obtained from evaluation and analysis of our posts will allow us to know, for example, at what times our community is most active and will therefore give us a clue on what is the best time to share our content or to get in touch with the community. We will also know, for example, which materials get the best results, whether videos generate more interactions or images are shared more systematically and which tone or language is best accepted by our community. All of this allows us to shape our communication more efficiently.



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