NAVIGATING ADVOCACY

A Social Media Toolkit for Youth Advocates

Caribbean Vulnerable Communities
SOCIAL MEDIA TOOLKIT

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Comprehensive Sexuality Education
Navigating Advocacy: Comprehensive Sexuality Education Toolkit

This toolkit is a resource created by the Caribbean Vulnerable Communities Coalition (CVC) with the support of the Global Fund and the Elton John AIDS Foundation to help adolescents and youth advocate for the incorporation of Comprehensive Sexuality Education in the Health and Family Life Education Curriculum. This aim of this toolkit is to encourage youth across the Caribbean region to become advocates for the successful and effective implementation of Comprehensive Sexuality Education as a solution that addresses the issues and risks that pose a threat to the health of all young people. This toolkit facilitates the strengthening of capacity in social media advocacy and provides an avenue into existing strategies for targeted youth-led intervention.

Prepared by Christopher Harper
April 2018

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Comprehensive Sexuality Education

Comprehensive Sexuality Education (CSE) is a curriculum-based process of teaching and learning which explores the cognitive, emotional, physical and social aspects of sexuality. It aims to equip them with knowledge, skills, attitudes and values that will empower them to realize their health, well-being and dignity and develop respectful social and sexual relationships. CSE also prepares adolescents and youth to understand their rights and appreciate how their choices affect their individual well-being and that of others.

Countries are under an international obligation to ensure that CSE is effectively implemented from early childhood by acknowledging the various dimensions of human relationships, respecting the evolving capacities of children and realizing that informed decisions from adolescents and youth regarding their sexuality should be from participatory, intercultural, gender-sensitive and human rights based perspectives.

Regional governments should move to remove any and all legislative and constitutional barriers that hinder the right to access adolescent and youth sexual and reproductive health information, services and commodities.

Emphasis should be placed on adopting measures and strengthening laws aimed at guaranteeing these rights without any form of discrimination. All laws, policies and regulations concerning the sexual and reproductive health of adolescents must also be cognizant of the obligation to protect the best interest of the child.

Regional governments should also ensure that adolescents and young people are involved in all levels of the development, implementation and monitoring of CSE curricula and to share their opinions and experiences in order to ensure that such programming remains youth-centred and youth-friendly. Partnerships with families and communities should also be explored so as to guarantee collective support in the design and implementation of an effective CSE program.

CSE should also be implemented from the primary level up to the end of secondary training, be provided to young people in state-run institutions including places of safety and juvenile detention centers and be provided to young people who are out of school. Young people are a vulnerable population and as such, due regard must be given to the protection of their sexual and reproductive health and the promotion of their collective rights.

Specific provisions should be developed to ensure the effective training of teachers and other agents who will deliver CSE and health workers who will engage with young people about their sexual and reproductive health. Governments should also invest in the provision of up-to-date and evidence-based resources to complement all training efforts across the spectrum.

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2 Montevideo Consensus
Advocacy refers to the deliberate process to directly and indirectly influencing decision makers, stakeholders and relevant audiences to support and implement actions that contribute to the fulfilment of the rights of young people. It is a means of seeking change in governance, attitudes, behaviours, knowledge, power, social relations and institutional functions. The goal of advocacy can be to address imbalances, inequity and disparities and promote human rights, social justice or to further opportunities for young people, among other things. Effective advocacy brings the issues to the fore of local, regional and international agendas by building awareness, visibility and public momentum and support.

In recent times, advocacy has benefited from the influence of social media which has transformed how issues are communicated and how persons are engaged. Social Media is a dynamic online medium that has changed the way we work. Similar to traditional media, social media offers opportunities to collect and share news, communicate with audiences and advocate for change. However, unlike traditional media, social media allows for this to happen on the web in real-time through highly interactive global or regional spaces.

Social Media allows individuals and groups with limited resources to multiply their audience reach, connect with people and inform them about important issues affecting their lives and communities. There are numerous social media platforms which has facilitated advocacy efforts over the decade but the most dynamic of them all are Facebook, Twitter, Instagram and YouTube.

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4USAID, Social Networking: A Guide to Strengthening Civil Society Through Social Media
Globally, of the 7.6 billion persons that make up the total population, there are 4.021 billion internet users and 3.2 billion active social media users. Within the last year, there has been a 7% increase in the number of internet users, a 13% increase in the number of active social media users and a 14% in the number of active mobile social users.

With more than 4 billion people using the internet for an average of 6 hours each per day, digital has become an essential part of everyday life for most. Connectivity is being used in almost every aspect of life. As a result, individuals and entities need to evolve and build seamless digital integration into everything that they do.

In the Americas, 73% of the total population are internet users, 64% are active social media users, 106% have mobile connectivity and 57% are active mobile social media users. Data suggests remarkable growth over the last year.

In the Caribbean specifically, 48% of the total population have access to internet, 40% are active social media users and 74% have mobile connectivity.

The most used platforms in the Caribbean Region are:

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5Hootsuite, Digital In 2018: Essential Insights into Internet, Social Media, Mobile and Ecommerce use around the World, 2018
Creating a Social Media Strategy

Social Media strategies help individuals and organizations plan, organize and maximize the different social media platforms to achieve a specific result. Prior to embarking on any form of social media engagement, it is recommended that advocates develop a clear strategy in the context of transmitting clear positions around Comprehensive Sexuality Education and Adolescent and Youth Sexual and Reproductive Health. A clear social media strategy facilitates two-way conversation between you and your target audience, and this critical fact creates an advantage over engagement within the limits of traditional media. An effective social media strategy needs to include a plan for launching the social media platform identified, a promotional plan on how to reach your target audience and an engagement plan for how you will sustain the conversation and achieve desired outcomes.

social media advocacy – The Process

Pre-Process Activities

Before diving into the gambit of social media advocacy, good advocates have a clear goal in mind which inherently… Around the integration of Comprehensive Sexuality Education in Caribbean Society, embarking on digital advocacy requires one to consider the following:

1. What you wish to achieve;
2. Who needs to be involved;
3. What is being done outside of your medium/platform

Step One:
Identify platform(s) on which your target audience has a significant presence and create the relevant profiles to begin utilizing it for your objective

Defining Your Audience

Understanding what is important to its audience will allow an organization or individual to frame its message appropriately and align it with the particular concerns and need of its audience. The key is to invest in understanding your audience and its behaviors, then allocate, resources to a platform that has the potential to reach the audience.

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6USAID (Ibid)
Step Two: Determine how you will achieve each goal via social media

Social Media Tools

Decide on what social media tools you will use for your campaign. Make sure it matches the goals of your sexual and reproductive health advocacy and that it reaches your target audience. For example, will you use Facebook, Twitter, YouTube, Instagram and Blog simultaneously or choose one in place of the order?

Table 1 – Social Media Platforms

<table>
<thead>
<tr>
<th>Channel</th>
<th>User Group</th>
<th>Description</th>
<th>Level of Effort</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook pages</td>
<td>Youth, Stakeholders</td>
<td>Facebook pages are for organizations to share stories and connect with people. Pages offer analytics and allow for posting stories, hosting events, adding apps, and more. People who like your page and their friends, can get updates.</td>
<td>Medium - High</td>
</tr>
<tr>
<td>Facebook Groups</td>
<td>Youth</td>
<td>Facebook groups are spaces created to share status updates, photos and messages with a smaller set of people. Members are approved or added by other members. Unlike pages, notifications are sent to Group members by default after each new post or discussion.</td>
<td>Low - Medium</td>
</tr>
<tr>
<td>Instagram</td>
<td>Youth</td>
<td>Instagram is a free photo and video sharing app that allows users to transform the look and feel of a photo and then post to it. Instagram posts can support hashtags and are shareable through Facebook and Twitter. Instagram also has the ability to produce analytics.</td>
<td>Low - Medium</td>
</tr>
</tbody>
</table>
Table 1 – Social Media Platforms

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<th>Channel</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>Youth, Stakeholders</td>
<td>Twitter is a service that people use to write short updates, called “tweets,” of 240 characters or less. These messages are posted to your profile, sent to your followers and are searchable. Tweets can support hashtags, photos, videos, gifs and links. Tweets can also be made into threads (a string of tweets grouped together). Twitter is a free service and also offers analytics.</td>
<td>Low</td>
</tr>
</tbody>
</table>

Refine the Language

Selecting an appropriate language to communicate with your organization’s target audience is also an important consideration when developing a social media strategy. Using plain language is usually the most appropriate option.

Prepare Your Content

Remember that each social media platform has its own niche and format. Content strategy focuses on the planning, creation, delivery and management of content. It provides structure to your message and should be informed by what your community is talking about and what commands their attention and mobilizes them to action.

Tailor the content to each platform. It is critical to develop content that is engaging, that people want to share, comment and react to. Based on your weekly themes, start thinking through what content you can develop that speaks to your key messages.

Engage with your Audience

By engaging with its audience on social media, individuals and groups have the opportunity to foster relationships and build long lasting advocates. The goal is to build trust and encourage the audience to return for reliable and valued content.

- Foster dialogue with followers. Comment on feedback, respond to questions and ask questions to demonstrate that you care and that you are listening.
- Launch polls, live chats or other interactive strategies. This creates distinct opportunities for engagement and offers valuable insight into the audience.
- Create opportunities for offline engagement. Invite followers to events, workshops and lectures and share pictures from the events to continue the engagement.

Defining Success

The success of the strategy and social media engagement is defined by your set metrics. Key Performance Indicators: This measures your reach and the quality of your content. Keeping a close eye on your metrics can help you improve your strategy during implementation.

Examples of Indicators include:

- Increased followers on Twitter and fans on Facebook
- Numbers of “Likes” on Facebook, Retweets/Mentions/Favourites on Twitter
- Number of shares and comments on posts
- Responses to call for actions
- Increased event participation

Impact Indicator: This will be developed to correspond to your strategy objective. If your social media strategy objective is to influence your ministry of health or education to include reference to sexual and reproductive health and rights in the 2030 climate, a success indicator could be:

- Ministry of Health or Education publicly responds to social media campaign

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Footnotes:

9 Adolescent Pregnancy Prevention Program (Ibid)
9 ACT2030, Creating a Social Media Strategy
Social Media Presence

1. **Followers:** These are easily measurable numbers of social media users who have subscribed to your account so they can see your content on their feed.

2. **Number of Mentions:** A mention is “the act of tagging another user’s handle or account name in a social media message.” In measuring the number of mentions you are getting on social media, you are able to not only monitor conversations that you are engaging in but also, it’s a means of securing a good indication of your overall reach.

3. **Reach:** This refers to a data metric that determines the potential size of audience any given message could reach. It does not mean that that entire audience will see your social media post, but rather tells you the maximum amount of people your post could potentially reach. It is determined by a fairly complex calculation, that includes number of followers, shares and impressions as well as net follower increase over time. Reach should not be confused with Impression or Engagement.

4. **Impressions:** This refers to the number of times your content is displayed, no matter if it was clicked or not. An impression means that content was delivered to someone’s feed. A viewer doesn’t have to engage with the post in order for it to count as an impression. Also, one person could have multiple impressions for a single piece of content.
Social Media Engagement

Retweets: These are your tweets forwarded by people who follow you to their own network of followers. This gives you the opportunity to reach more people who may think your content is valuable.

Shares: Shares take your content to the next level by spreading it across networks that you are not directly connected to. This allows you to increase social media engagement and brand awareness.

Comments: Comments are messages and feedback left by other users, and a great way of tracking your audience’s general sentiment and feedback.

Social Media Reach and Influence

Share of Voice: This is a metric for understanding how many social media mentions a particular campaign or conversation is receiving in relation to any competing interest. It is usually measured as a percentage of total mentions within a particular theme or topic or among a defined group of stakeholders. For example, share of voice factors current conversations from both allies and opposition around the implementation of Comprehensive Sexuality Education as a means of responding to issues faced by regional young people.
Internal KPIs

Posts: It's important to take into account how many hours go into the creation of a single post, and how many of these your page is posting per week. What are the returns being seen on each post? Consider all of these factors when determining whether you are concentrating on the most effective strategy. You also want to keep this consistent so that you remain top of mind for your audience, but you definitely don’t want to overwhelm them with a barrage of constant posts.

Videos: It is a smart idea to dedicate time and resources to making video a top priority in your social media strategy. However, the creation and editing of video can easily become a timely endeavor, so it’s especially important to track how many hours you are dedicating to this.

A hashtag is a word or phrase preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search of it. Whenever a user adds a hashtag to their post, it is able to be indexed by the social network and becomes searchable/discoverable by other users. Once someone clicks on that hashtag, they’ll be brought to a page that aggregates all of the posts with the same hashtags, in real-time.

Almost 75% of people on social media use hashtags. Using a hashtag on a social post is as simple as adding the # sign before a single word or phrase, without spaces or punctuations. You can also include numbers in your hashtags as well.

Popular Hashtags include:

- #BlackLivesMatter
- #MeToo
- #HerStory
- #Health4All

Step Five:
Measure success. Based on results, adjust or continue strategy

Evaluation

Write a monthly evaluation plan to improve your social media strategy where necessary. For example, what content got the most likes and shares and why? What did not work? What suggestions are fans and followers sending to you?
Comprehensive Sexuality Education builds on and promotes an understanding of universal human rights – including the right of all persons to health, education, information, equality and non-discrimination. #CSEforMe

Comprehensive Sexuality Education is responsive to the changing needs and evolving capacities of children and youth. #CSEforMe

Comprehensive Sexuality Education provides adolescents with opportunities to acquire comprehensive, accurate, evidence-informed and age-appropriate information on sexuality. #CSEforMe

Comprehensive Sexuality Education prepares adolescents and youth to understand their rights and appreciate how their choices affect their individual well-being and that of others. #CSEforMe

Comprehensive Sexuality Education promotes the acquisition of basic life-skills ensuring one’s ability to develop a healthy lifestyle and good social relationships. #CSEforMe

Comprehensive Sexuality Education promotes more gender equitable attitudes among young people, including addressing attitudes towards violence against women and girls and promoting inclusiveness. #CSEforMe

Comprehensive Sexuality Education neither accelerates sexual debut nor increases the frequency of sexual relations. #CSEforMe

Comprehensive Sexuality Education provides links to local services that can support young people and let them know their rights to access them. #CSEforMe

Comprehensive Sexuality Education empowers young people to take responsibility for their own decisions and behaviours and the ways in which they may affect others. #CSEforMe

Comprehensive Sexuality Education aids adolescents and youth to develop life skills needed to support healthy choices such as the ability to reflect and make informed decisions, communicate and negotiate effectively and demonstrate assertiveness. #CSEforMe

Comprehensive Sexuality Education promotes more gender equitable attitudes among young people, including addressing attitudes towards violence against women and girls and promoting inclusiveness. #CSEforMe

Comprehensive Sexuality Education promotes the gradual acquisition of information and knowledge necessary to develop the skills and attitudes needed for a full and healthy life as well as to reduce sexual and reproductive health risks. #CSEforMe
Position Paper: Comprehensive Sexuality Education

The Caribbean Community (CARICOM) must implement, in its Health and Family Life Education (HFLE) Curriculum, a life-skills based, culturally relevant, age-appropriate Comprehensive Sexuality Education (CSE) module that addresses the plethora of current sexual and reproductive health issues that adolescents and youth face on a daily basis.

Opposition to CSE has consistently challenged it on the basis that CSE encourages and promotes adolescent sexual activity. Such perspectives are grounded in a belief that CSE facilitates the transmission of radical sexual ideologies and behaviours often inconsistent with the laws, religious and cultural values of a country.

There is no merit in these perspectives and data suggests otherwise. Adolescents and youth are rights holders and duty bearers, such as governments, legislature and policy makers, and other responsible entities, are therefore under an obligation to protect, empower and educate them to make responsible sexual decisions. Countries in the Caribbean region are required under the remit of international law to ensure the effective implementation of CSE from a participatory, intercultural, gender sensitive and human rights based perspective. Such responsibility is critically reinforced by the rights of children and adolescents to the enjoyment of the highest attainable standard of health which is complemented by their right to access sexual and reproductive health information and material from a diversity of national and international sources.

CSE is a curriculum-based process of teaching and learning about cognitive, emotional, physical and social aspects of sexuality. It aims to equip adolescents and youth are rights holders and duty bearers, such as governments, legislature and policy makers.
CSE is a curriculum-based process of teaching and learning about cognitive, emotional, physical and social aspects of sexuality. Children and young people with knowledge, skills, attitudes and values that will empower them to: realize their health, well-being and dignity; develop respectful social and sexual relationships; consider how their choices affect their own well-being and that of others; and, understand and ensure the protection of their rights throughout their lives. CSE favours the gradual acquisition of information and knowledge necessary to develop the skills and attitudes needed or a full and healthy life as well as to reduce sexual and reproductive health risks. Regional Ministers of Health have acknowledged that CSE neither accelerates sexual debut nor increases the frequency of sexual relations. Instead, CSE is a method of learning which aims to aid young people to make evidence-informed, responsible and autonomous choices in a world plagued by serious health issues and where they remain a primarily susceptible to such. Furthermore, CSE responds to current modalities in a transformative manner which allows for the effective transmission of positive values and attitudes which enable young people to treat others with respect, acceptance, tolerance and empathy regardless of their ethnicity, race, social, economic and immigration status, religion, disability, sexual orientation or gender identity.
A country which respects a child’s right to health and one which must factor a child’s best interests as a paramount consideration should not be limited by social, cultural or religious inclinations that ultimately strive to stifle the realization of this right. Countries who are signatories to international conventions and who have agreed to protocols and declarations are under a legal obligation to amend existing legislation to achieve consistency and to ensure that these laws are respectful of the rights possessed by adolescents and young people in light of their current realities.

In light of the aforementioned, the following recommendations are being proposed:

#1 Regional governments should move to remove legislative and constitutional barriers that hinder the right to access adolescent and youth sexual and reproductive health information, services and commodities. Emphasis should be placed on adopting measures and strengthening laws aimed at guaranteeing these rights without any form of discrimination. All laws, policies and regulations concerning the sexual and reproductive health of adolescents must also be cognizant of the obligation to protect the best interest of the child.

#2 Regional governments should also ensure that adolescents and young people are involved in all levels of the development, implementation and monitoring of CSE curricula and to share their opinions and experiences in order to ensure that such programming remains youth-centred and youth-friendly. Partnerships with families and communities should also be explored so as to guarantee collective support in the design and implementation of an effective CSE program.
#3 CSE should also be implemented from the primary level up to the end of secondary training, be provided to young people in state-run institutions including places of safety and juvenile detention centres and be provided to young people who are out of school. Young people are a vulnerable population and as such, due regard must be given to the protection of their sexual and reproductive health and the promotion of their collective rights.

#4 Specific provisions should be developed to ensure the effective training of teachers and other agents who will deliver CSE and health workers who will engage with young people about their sexual and reproductive health. Governments should also invest in the provision of up-to-date and evidence-based resources to complement all training efforts across the spectrum.

1. Montevideo Consensus
2. Committee on the Rights of the Child, General Comment No. 1, 2001

Regional governments should also ensure that adolescents and young people are involved in all levels of the development, implementation and monitoring of CSE curricula.