



Insights From Verified

Creating Compelling Content for Social Media

To create content that engages your audience and compels them to change their attitude or behavior:

- ✓ collaborate with people in your target audience and center their voices and experiences,
- ✓ tailor your content to the social media platform you are using,
- ✓ use storytelling to engage your audience.

Insights that helped us use TikTok to increase young people's vaccine confidence

Hi I'm Lisa, an Associate Director on Team Halo, part of the Verified initiative to stop the spread of misinformation that has aggravated the COVID-19 pandemic. Team Halo is an innovative public health communications network of 100+ healthcare professionals and scientists who share credible and engaging content on social media.

In 2021, when COVID-19 vaccines were becoming available more widely, young adults were found to be less likely to take the vaccines than older adults. Misinformation was rampant.

Healthcare professionals and scientists are among the most trusted people for information on public health, including vaccines, but they often aren't active on the social media platforms young people are using. Team Halo's Guides – the term we used to build a sense of community among the doctors and scientists who made up our network of messengers – brought expert voices directly to the social media platforms young people were using and where misinformation was spreading, such as TikTok.



Use the Right Messengers for your Audience

- ✓✓ Use messengers your audience already trusts.
 - ✓✓ Recruit experts in your issue area to help you craft and share messages.
 - ✓✓ Experts who share a cultural background with your audience can be even more persuasive.
- ✓✓ Encourage them to embrace their personal communication style and speak in their own words and tone.
 - ✓✓ The most compelling content is personal and authentic. Provide your messengers with talking points, and let them speak in their own voice.

Case Study

Doctors and Scientists Communicating Directly in their own Voice



Team Halo's Guides draw on their own expertise and personal backgrounds to directly address audience concerns about COVID-19. We provide key messaging points from our partners, such as the Vaccine Confidence Project and the United Kingdom's National Health Service (NHS), and encourage them to put their own spin on the information they shared. This allows them to share information in a way that is accessible and relevant to their audience.

Often our experts speak directly to their backgrounds. For example, [Dr. Jara](#), a Bangladeshi doctor at the NHS, shared TikToks in Bengali to address the South Asian community's concern about vaccine safety. [Dr. Arif](#), a Muslim doctor, addressed common concerns among the Islamic community, for example, confirming that the United Kingdom's COVID vaccines were halal.

***“Our audience really connects with our Guides when they bring their own personal style and character to their videos. TikTok’s self-shot format really helps with this, allowing our Guides to speak directly to their audience and highlight their own personality and perspective. Bringing the audience directly into their homes, places of work and leisure, really personalized them and made their messaging more accessible and engaging.*”**

- Lisa



Tailor your content to the platform you are using

- ✓✓ Understand your platform's unique capabilities and strengths.
 - ✓✓ Platforms such as WhatsApp or Telegram, allow for more audience two-way engagement and feedback;
 - ✓✓ Platforms such as Facebook and TikTok are more suited to wide broadcasts.
- ✓✓ Match your content to the platform you are using
 - ✓✓ You can adapt the design elements and approach of your content using the special features of your platform.
 - ✓✓ Find links to best practices for different platforms in the Common Mistakes section below.

Case Study

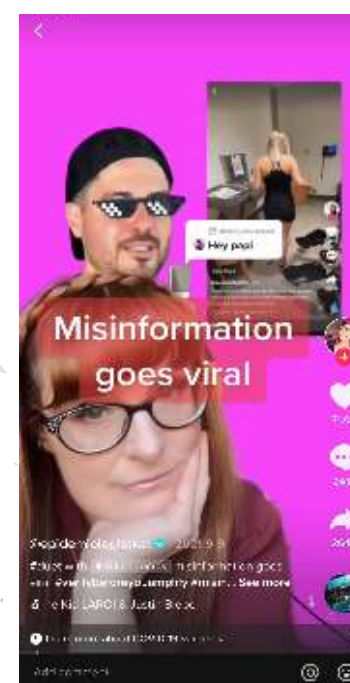
Tracking the Metrics and Adjusting in Real Time to Amplify COVID-19 Messaging

In order to meet our audience where they were, we focused our campaign on TikTok, which is increasingly the social media platform of choice for young people. To help our doctors create compelling content, we brought in influencers to share best practices on shooting videos, keeping content short, using subtitles and hashtags, engaging with trends and directly replying to people's videos and comments.

Team Halo's guides created upbeat explainers and did live Q&As to answer common concerns as they emerged. We encouraged them to use striking visuals and humor (where appropriate). We also kept an eye on emerging trends (such as dancing to viral pop songs) and let our Guide's know about them, so they could tap into them with specific messages about COVID-19. Throughout the process we tracked key metrics such as views, shares and comments so that we could adjust our content and guidance based on what was engaging our audience. Altogether this helped make their life-saving information more engaging.

"Social media trends change at a very fast pace, and the COVID-19 situation was rapidly evolving, so it was important to know what worked and what didn't. We integrated tips based on top performing content into the training for Team Halo Guides and constantly refined our approach. Our Guides were also great at spotting trends and sharing those with the wider Team Halo network. Especially as they got more confident working on TikTok, they started to come up with their own unique ways to engage audiences, based on their specific personality and expertise."

- Lisa



Create Engaging Narratives

Make the stakes clear and empower your audience to be part of the solution. What can they gain by acting (or lose by not acting)?

✓✓ Keep it simple, but stand out.

- Present a simple action that can help your audience be part of the solution. Humor, bold visuals, emotional stories, and/or questions can help grab your audience's attention.

✓✓ Join existing conversations.

- Monitor creative trends and topics of conversation that your audience is already following and use them for inspiration (but be sure to always credit the people who inspired you).

Case Study

Leaning into your Personality to Create Content that Stands Out

We encourage Team Halo Guides to create videos in their own style to highlight their personalities. For example, in one video [Dr. Mazzella](#) visualized the risks of getting COVID-19 versus getting the vaccine through walking and balancing on a tightrope. [Dr. Siyab](#), on the other hand, confronts the grave realities of the pandemic through direct explainers and myth busting videos. We always stress that a humorous approach isn't better or worse than a serious approach, it just depends on their style of communication.

“Social media can encourage a short attention span, so we knew we had to encourage our guides to be really dynamic and do things that would catch people's attention. Our Guides excel at this, coming up with creative content based on their own passions and interests that also highlight important and accurate information about COVID-19.” - Lisa



Oh no. #teamhalo
#learnontiktok

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Impact

Team Halo has reached over 40 million people online with COVID-19 related content. Some of our TikTok videos have received over 1 million organic views (with one reaching 16 million views). Among our target audience of 18-24 year olds, a brand lift study suggested that Team Halo content increased likeliness to take the vaccine by 12%, and belief in the vaccine's effectiveness by 7%.

“Traditional public health communications can sometimes be stiff and inaccessible, especially for young people. Team Halo's Guides make short, snappy, attention catching videos that reflect our young audience's preference for cool, authentic content.”

- Lisa

Common Mistakes and How to Avoid Them

✓✓ Giving your messengers rigid scripts.

- ✓✓ Provide your messengers with timely, accurate information and trust them to communicate with their audiences in their own language.

✓✓ Using the same content across multiple platforms.

- ✓✓ Different platforms require different approaches. Check out the following resources to find out what works best on different social media platforms.

- [TikTok Creative Best Practices](#)
- [Instagram Creative Tips](#)
- [YouTube Best Practices for Video Campaigns](#)
- [Facebook Ad Best Practices](#)
- [Posting Best Practices](#)

✓✓ Not evolving your content in real-time based on what you are learning and how the situation is changing.

- ✓✓ Don't stay static. Keep up with the conversation that is happening (and how your communications are impacting it) and make sure your content reflects changing situations.