



NIGERIA CENTRE FOR DISEASE CONTROL

SOCIAL MEDIA STRATEGY



NCDC NCDC NCDC
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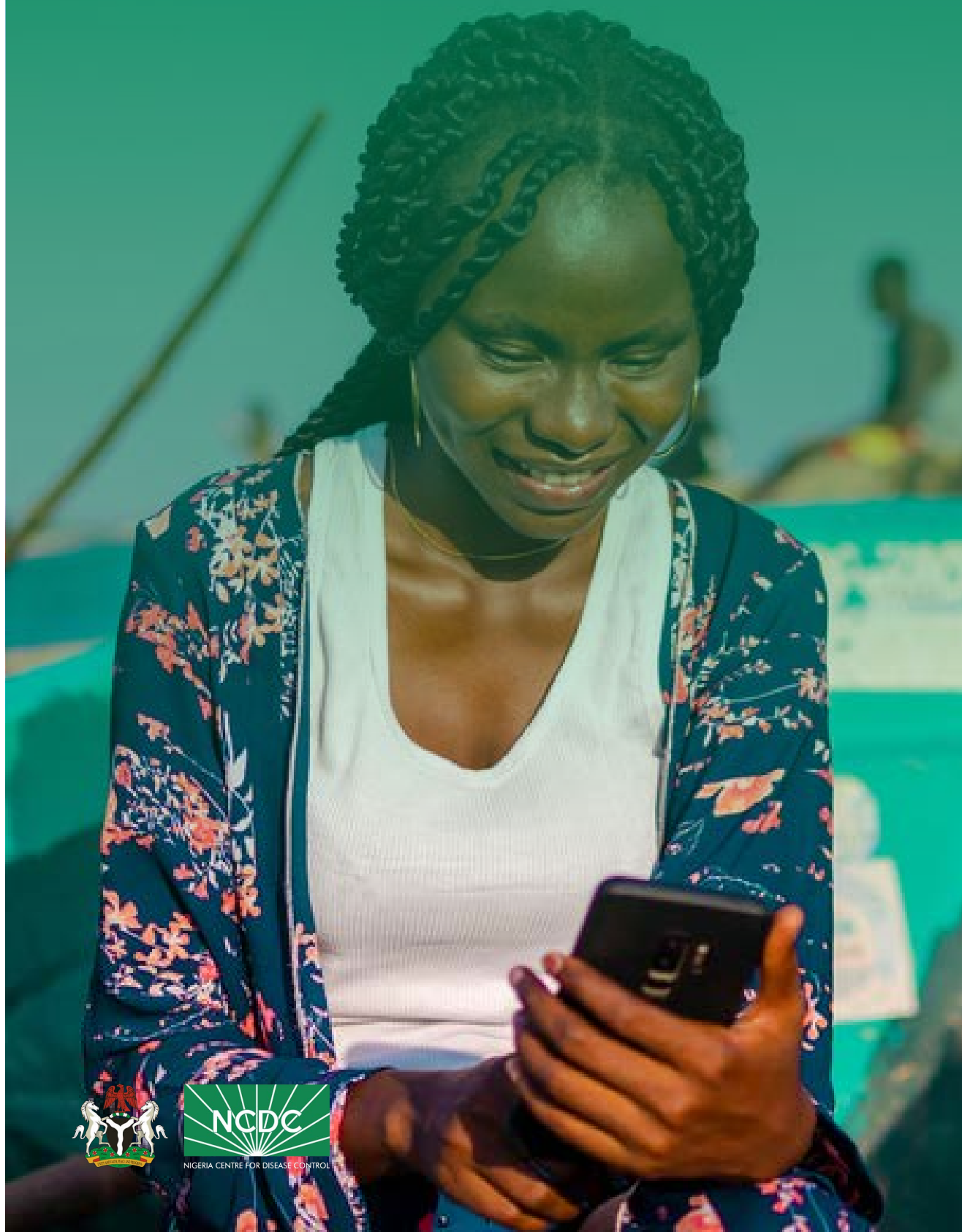


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Foreword

Social media has fostered interactions between individuals and health organisations by changing the nature and speed of engagement. The Nigeria Centre for Disease Control (NCDC) has prioritised the use of social media to engage our audiences, share verified health-related information and promote behaviour change.

Our agency has found the use of social media as a cost-effective way for public health practice to inform audiences of health issues, enhance communication during public health emergencies or outbreaks, and respond to public reporting of public health issues. Over the last five years, we have developed and implemented various approaches for the dissemination of knowledge and audience engagement on social media. The NCDC's social media accounts have grown to be one of the most followed among public sector organisations in Nigeria.

The COVID-19 response has particularly shown the power of social media for health communication and addressing misinformation. The pandemic has tested our ability to quickly adapt our messages in line with rapidly evolving knowledge, in a situation filled with anxiety and with feedback from Nigerians. We have leveraged social media to carry out several health related campaigns. With the growing demand for instant



Dr Chikwe Ihekweazu

Director General
Nigeria Centre for Disease Control

communication and concise information, we have developed this strategy rooted in best practices, consistency, and awareness of our target audience. The goal is to ensure that our use of social media maximises engagement and reach, while promoting behaviour change for public health.

Our goal is that this document is well utilised at national and state level, to guide the use of social media for disease prevention, detection and response.

Message



Dr Chinwe Ochu

Director, Prevention, Programmes
& Knowledge Management

Social media is a critical and cost-effective tool for communicating and engaging with a wide range of diverse audiences on public health issues. In line with the NCDC mandate to protect the health of Nigerians, our social media platforms are significant channels for health communication through which we disseminate vital messages to positively influence behaviour, raise awareness on matters of public health concern and share critical activities of the agency.

Our social media platforms have grown tremendously and proven highly effective for providing accurate and verifiable information and tackling rumours and debunking misinformation, disinformation as seen with the COVID-19 pandemic. The experiences and lessons learned from other outbreak responses have also shaped the development of this strategic document, ensuring that the information is robust and reflective of the reality of the work that we do at NCDC.

This document provides the framework for sharing timely and accurate information with the public particularly, during outbreaks of infectious diseases. While social media is not the only means of communication used by the agency, it is vital that as the work that we do increases, our social media activities also grow in tandem and strategically. This document is comprehensive, yet easy to understand. I do not doubt that it will complement other means of communication by NCDC and be an effective guide for users now and in the future. We are grateful to everyone and partners who have supported and contributed to the development of this document.

Acknowledgement



Yahya Disu
Head, Communications.

The Communication Team of Nigeria Centre for Disease Control (NCDC) wishes to express its immense gratitude to the leadership of the agency for providing overall direction for communications of the agency with public and stakeholders.

We are also grateful to our partners including Breakthrough ACTION-Nigeria (BA-N), Centre for Communication and Social Impact (CCSI), MS Corona, Nigeria Health Watch and others for their invaluable support during the development of this strategy. We express our special thanks to our partners within and outside Nigeria that contributed immensely to the development of the strategy.

We equally want to thank all the current members and alumni of NCDC communications team for the foundation they laid through their previous efforts that made the development of the strategy possible. This achievement was not without the collective teamwork and support of colleagues at the NCDC.

Our final appreciation goes to the team of expert contributors and reviewers who helped with finalising this document including Dr Chikwe Ihekweazu (the Director General of the NCDC), Dr Chinwe Ochu (Director PPKM, NCDC), Babafunke Fagbemi (CCSI), Dr Olayinka Umar- Farouk (BA-N), Dr Chijioke Kaduru (MS Corona), Dr Abiodun Egwuenu (NCDC), Sloane Prince (Johns Hopkins Center for Communication Programs).

List of Acronyms

Ads	Adverts
COVID-19	Coronavirus Disease 2019
DG	Director-General
EOC	Emergency Operations Centre
FBO	Faith-Based Organisations
ICO	Internal Communications Officer
MDA	Ministries, Departments and Agencies
NGO	Non Governmental Organisations
NCDC	Nigeria Centre for Disease Control
NPO	Non Profit Organisations
PHEOC	Public Health Emergency Operations Centres
SBC	Social and Behavioural Change
SPSS	Statistical Package for the Social Sciences
TV	Television
TWG	Technical Working Group
WHO	World Health Organization
WHO EARS	World Health Organization Early AI-supported response

NCDC Mandate



NCDC Vision

A healthier and safer Nigeria through the prevention and control of diseases of public health importance.



NCDC Mission

To protect the health of Nigerians through evidence-based prevention, integrated disease surveillance and response activities, using a one health approach, guided by research and led by a skilled workforce.

A decorative header featuring a light green background with a pattern of various social media icons in white and light green, including Twitter, Facebook, LinkedIn, YouTube, and others.

Introduction

Background

Social media refers to the means through which people create, share, and/or exchange information and ideas in virtual communities and networks (1). The power of social media lies in its ability to connect and share information with anyone or many people simultaneously. Timely information dissemination to the public keeps people informed and empowers them to protect themselves and their communities against health threats or during crises. The importance of social media in health communications cannot be overemphasised as social networks are important health information as well as research sources. Studies have shown that health data from social media sources have improved disease and public health incident prediction that can enhance better preparedness and response (2). The Nigeria Centre for Disease Control (NCDC) leverages the advantages that social media offers in the fulfilment of its mandate to protect the health of Nigerians

The spread of misinformation is a major challenge in the response to disease outbreaks. This can be fueled by volatility, uncertainties, complexity, ambiguity, confusion, unmet information need of the public and delay in communication response. Social media posts need to be informative, timely and accurate as of the right message at the right time from the right messenger through the right medium can lead to compliance with response protocols and save lives during public health emergencies.

One of NCDC's primary means of communicating with Nigerians is through social media as it complements the traditional data sources through real-time data availability, ease of access and reduced costs. It also allows two-way communication where responses are provided to health-related questions and concerns. To optimise the benefits of social media for health communication and crisis management, this comprehensive social media strategy has been developed to complement other means of communication used by NCDC.



Goal of strategy

To guide the attainment of a well-informed, empowered and involved public in the detection, prevention and response to public health threats through effective management and sharing of real-time health and public health information

Objectives

The objective of this strategy is to use NCDC social media platforms to:

1. Provide timely/ real-time information on public health threats and events to the public
2. Empower the public through timely provision of preventive information to enable them to make healthy decisions during public health emergencies
3. Engage with the public through two-way communication and feedback for shaping response strategies
4. Update the public on general public health developments including government and stakeholders' actions
5. Manage the spread and mitigate the impact of misinformation through timely response
6. Amplify the reach of relevant public health resources e.g. World Health Organization (WHO) information sharing platforms



Target Audience

Social media content is targeted towards distinct audience categories. Periodic performance audits of social media channels will be used to tailor messages and platforms to the identified target audiences. The NCDC social media target audience includes:



**General public
within and
outside Nigeria**



**Broadcast
media**



**Public health
community**



**Healthcare
workers**



**Government
Ministries
Departments
and Agencies**



**Development
partners**



**Civil Society
Organisations**



Businesses

NCDC Social Media Channels

The NCDC currently maintains active accounts on the following platforms:



ncdcgov



Nigeria Centre for Disease Control



Nigeria Centre for Disease Control



<https://t.co/hozu9wVBD3>

STRATEGY

Social media team

The social media team consists of skilled individuals in the following roles

Roles	Responsibility	Required skills	Resources
Social media manager	<ul style="list-style-type: none"> • Execution of the strategy to ensure effective management of the organisation's social media platforms • Monitor, evaluate, and measure the organisation's social media presence • Maintain organisation's social media brand • Develop and manage the social media content calendar • Work with other members of the team to coordinate, monitor and escalate rumour and/or misinformation to appropriate channels • Post reviewed and finalised content across social media platform • Respond to relevant social media private messages, comments and tags of the organisation • Monitor and escalate relevant events to the appropriate channels • Provide weekly activity reports on responsibilities 	<ul style="list-style-type: none"> • Coordination • Copywriting • Written and verbal communication • Proficiency in the use of MS-office • Proficiency in the use of social media scheduling tools • Proficiency in social media analytical tools 	<ul style="list-style-type: none"> Laptop Tablet/phone Social media scheduling application subscription Ad/campaign budget Internet connection
Infodemic Manager and Analyst	<ul style="list-style-type: none"> • Monitor and escalate rumour and/or misinformation to social media manager • Apply evidence-based interventions that bring understandable, localised evidence-based information to citizens and drive positive health-seeking behaviours • Conduct online social listening and produce weekly/monthly reports • Manage rumours and misinformation • Analyse organisation's social media presence to inform strategy, planning and messaging • Manage/analyse feedback from the public across social media platforms • Provide a bi-weekly report of social media analysis and feedback • Provide weekly activity/progress report on responsibilities 	<ul style="list-style-type: none"> • Communication • Training and Management • Process improvement skills • Monitoring and Evaluation • Use of online social listening tools • Research • Infodemic Management • Report writing • Use of social media analytic tools and 	<ul style="list-style-type: none"> Internet connection Laptop Social listening tools subscription e.g media toolkit, rumour manning, monitoring tool Data analytic and visualisation tools e.g STATA, SPSS, Tableau, Microsoft Excel, Microsoft PowerPoint



Roles	Responsibility	Required skills	Resources
Researcher	<ul style="list-style-type: none"> • Provide accurate, relevant and up-to-date information on infectious diseases and infectious disease outbreaks for use in social media material • Ensure appropriate use of scientific terms • Share relevant updates from NCDC technical working groups for inclusion in social media material • Provide weekly activity/progress report on responsibilities • Conduct regular polling (surveys) and data analysis to inform content and strategy 	<ul style="list-style-type: none"> • Public health/epidemiology knowledge • Infectious disease terminology • Social science knowledge • Report writing • Copywriting • Scientific interpretation skills 	<ul style="list-style-type: none"> Access to journals Laptop Internet access
Content reviewer	<ul style="list-style-type: none"> • Ensure that the materials to be posted on social media channels are accurate, high-quality, free of errors, and appropriate for the intended audience • Ensure consistency of messages across platforms • Responsible for the final approval before the publishing of any content on the social media handles • Responsible for receiving content approval from the Director-General when the need arises • Provide weekly activity reports on responsibilities 	<ul style="list-style-type: none"> • Editing knowledge • Strong analytical and communication skills • Interpersonal skills • Written and verbal communication • In-depth understanding of social media platforms 	<ul style="list-style-type: none"> Laptop Internet access Plagiarism and grammar check apps
Studio/visuals	<ul style="list-style-type: none"> • Develop infographics, audiovisual and visual to promote content • Ensure brand-compliant visuals are used across platforms • Provide event photos to promote organisational events • Provide weekly activity reports on responsibilities 	<ul style="list-style-type: none"> • Graphic design • Video creation and editing • Animation creation • Photography and editing • Usage of content rendering tools 	<ul style="list-style-type: none"> Laptop Photography and video editing tools e.g Adobe graphic suite, Corel draw e.t.c Camera

Social Media Post Content and Calendar

Aim of social media post calendar:

- To provide an overview of upcoming social media posts among the Communications Team and within the organisation
- To plan and organise content for NCDC's various social media platforms



The content that is disseminated on NCDC social media platforms includes but is not limited to:

- Behavioural change messages for priority diseases
- Articles and Publications
- Messages to mark public health days
- Events - internal and external
- Field response (Rapid Response Teams)
- Seminars/webinars
- Disease situation reports
- Weekly Epidemiological Reports
- Media appearances and interviews
- Emergency updates

Daily Social Media Calendar

To ensure a constant stream of content on the NCDC social media platforms, we use a schedule for daily social media posting. Resources used includes:

- Text content
- Social media graphics, photos and videos

The social media calendar will contain:

- The exact date and time the post is going live
- The social network and account where the post will be published (platform)
- The post's copy and creative assets (i.e. photos or videos)
- Links and tags to be included in the post
- Any additional relevant information (e.g. is this an Instagram feed post or a Story?)



Social Media Post Schedule

The content posting for each social media platform is to be carried out at consistent timings.

The social media team must ensure that the prime time for engagement on the various social media platforms is taken into consideration for the scheduled posts.

The table below shows the prime time for the various social media platforms and is to be reviewed regularly subject to available data:

Platform	Schedule	Prime days	Primetime
Twitter	Minimum of five posts scheduled daily	Monday - Friday	8 am - 6 pm
Facebook	Minimum of five posts scheduled daily	Monday - Friday	9 am -1 pm, 6 pm
Instagram	Minimum of five posts scheduled daily	Wednesday-Saturday	9 am -1 pm, 6 pm -9 pm
Telegram	Minimum of five posts scheduled daily	Monday - Friday	9 am -1 pm, 6 pm
YouTube	Minimum of one video scheduled per week	-	-
LinkedIn	Minimum of one post scheduled daily	Monday - Friday	9 am
TikTok	Minimum of one post scheduled per week	Monday - Friday	10 am -2 pm



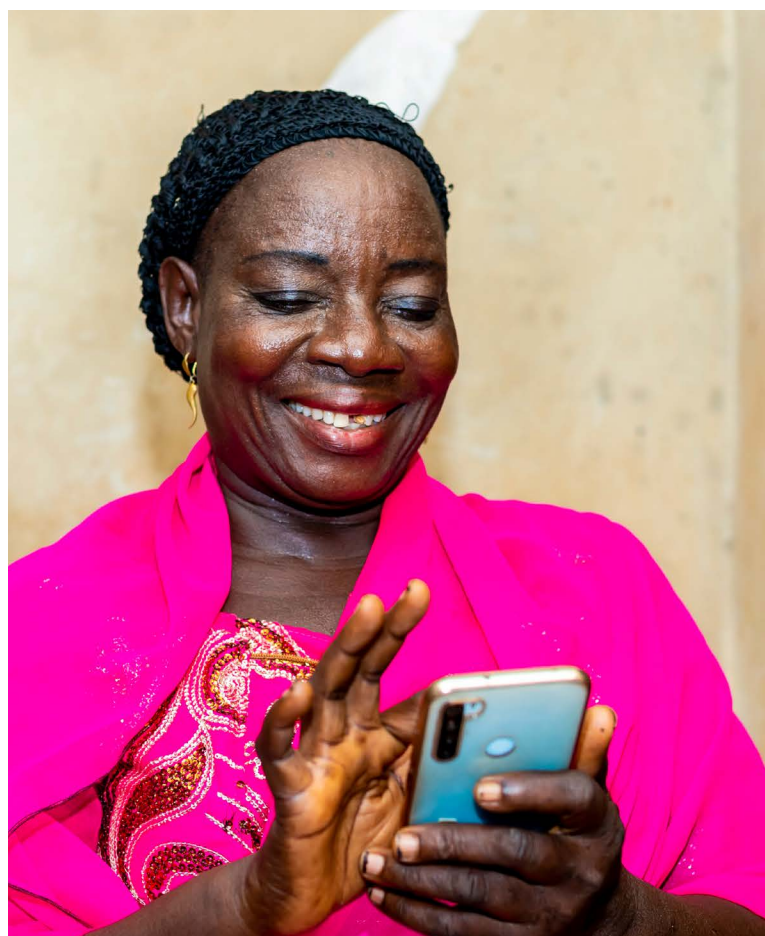
Social Media Posts Creative Assets and Communication Flow

Platform	Creative Assets	Communication Flow
Twitter	Text, photo, graphics, video, animation, GIF	Two way
Facebook	Text, photo, graphics, video, animation, GIF	Two way
Instagram	Photo, graphics, video, animation, GIF	Two way
Telegram	Text, photo, graphics, video, animation, GIF	Oneway
YouTube	Video, animation, GIF	Two way
LinkedIn	Text, photo, graphics, video, animation, GIF	Two way
Tiktok	Text, video, animation, GIF, photo, Emoji	Two way

Two-Way Communication

The NCDC prioritises feedback and two-way communication with the members of the public and partners through Twitter, Facebook, Instagram, LinkedIn. This is carried out on social media through responding to private messages, important comments, important account tags, conducting polls and surveys.

It is advised that a template of responses to Frequently Asked Questions is developed and readily available to ease the process. (Refer to the process flow for responses)





Social media performance analysis/audit

A periodic (weekly/monthly) data analysis of the social media platforms should be conducted to study platform performance, platform content to inform messaging priorities and strategy review

- Track essential social media metrics such as followers, engagement (eg, likes, retweets, clicks, shares)
- Social media audit to understand the relevance of the various social media platforms to enable optimisation of their use:
 - What is the purpose of the account?
 - Is the account achieving its identified purpose?
 - Which audience engages with the social handles?
 - Which other social networks are used by the audience?
 - Measure social media presence
 - Identify and report imposter accounts
- Create audience persona
 - Age, Sex, Location and other demographics of the audience on various platforms



The table below describes the variables for social media performance analysis/audit

S/N	Platform	Purpose	Audit frequency	Tool	Metrics	Audience audit
1.	Facebook	To increase the visibility of NCDC's public health work Keeping audience up to date with public health events and topic	Weekly Quarterly Annually	Media toolkit Facebook insights Hash tracking Polls Ms-Excel Hootsuite	Likes and unlikes Shares Followers Impressions Engagements Number of posts Hashtags Imposter accounts Comments Mentions Account tags Gender distribution and location	Age Location Gender
2.	Twitter	To increase the visibility of NCDC's public health work Keeping audience up to date with public health events	Weekly Quarterly Annually	Tweet deck Hootsuite Media toolkit Twitter analytics Hash tracking Polls Ms-Excel	Likes Retweets Impressions Engagements Number of posts Hashtags Imposter accounts Comments Mentions Account tags Gender distribution and location	Age Location Gender
3.	Instagram	To increase the visibility of NCDC's public health work Keeping audience up to date with public health events and topics	Weekly Quarterly Annually	Media toolkit Instagram analytics Hash tracking Polls Microsoft Excel Hootsuite	Followership Likes Views Repost Comments Hashtags Impressions Engagements Number of posts Imposter accounts Mentions Gender distribution and location	Age Location Gender
4.	Telegram	Keeping audience up to date with public health events and topics	Weekly	Telegram insights Polls Microsoft Excel Hootsuite	Followership Views Shares Number of posts Notifications Interactions Gender distribution and location	Age Location Gender



S/N	Platform	Purpose	Audit frequency	Tool	Metrics	Audience audit
5.	YouTube	To increase the visibility of NCDC's public health work For event support - live stream and post-event documentary	Weekly Quarterly Annually	YouTube analytics Hootsuite	Impressions Engagements Audience summary Views Clicks Gender distribution and location	Age Location Gender
6	TikTok	To increase the visibility of NCDC's public health work Use subtle humour to communicate public health topics and generate behavioural change trends	Weekly Quarterly Annually	Hootsuite TikTok analytics	Comments Likes Hashtags Trends Number of plays Shares Engagements Followers Published videos Gender distribution and location	Age Location Gender
7.	NCDC website	Triangulation of social media platform performance		Google business	Website clicks Website searches Calls	-

Social Media Post Log

For proper documentation, analysis and future reference, a log of posts made are documented. This serves as a repository of all the posts made on the various platforms

Online Social Listening

This aims to archive the following:

- Analyse top narratives forming the topic of social media discussions/conversations in the country.
 - Key narratives
 - Key questions
 - Key emerging concerns
- Analyse variations in interests in topics on social media by gender, location etc



- Make recommendations based on key insights
- Translate insights to action
- Prioritise topics for action
- Share social listening report with identified key stakeholders

Tools for social listening and conversation tracking include media toolkit, google alert, Hootsuite, Tweetdeck, spike, WHO Early AI-supported response (EARS), polls and google trends

Timing: weekly, quarterly and annually

Feedback mechanism:

This is done to gain insight into the audience perception, key narratives, response to posts or activities of the NCDC. The report from the feedback process will guide the development of key message priorities, press releases, debunking of misinformation and prebunking and response to key and emerging concerns.

Crisis Communication for Social Media

Social Media Crisis

This is any social media occurrence that portrays the image and brand of NCDC in a negative light to the public and relevant stakeholders. It could occur online or offline but has the potential to gain traction.

Categories of Social Media Crisis

For this document, this is categorised into stakeholder/audience and organisation related crisis:

1. Stakeholders/Audience related: This could constitute negative perceptions, causal attributions, unrealistic/wrong expectations, and negative reactions to NCDC's social media activities by the public or relevant stakeholders.
2. Organisation Related: This could be related to identified internal errors that need to be addressed or corrected in the public domain to maintain the image and brand of NCDC. These include organisational scandals, mistakes, communication issues, stakeholder relations and staff relations.



Identifying a Social Media Crisis

This is a continuous process and requires constant monitoring. Typical examples could include but are not limited to the following:

- Any post that generates negative comments from relevant authorities/stakeholders
- Any post that gains negative traction from the public
- Any enquiry from the public that the response may generate negative traction
- Any miscommunication generated through NCDC's social media posts
- Any post that has the potential to generate series of enquiries without concrete answers

Mechanisms for addressing a Social Media Crisis

- Pause all scheduled posts
- Conduct an immediate assessment that answers the following:
 - Description of post/event
 - Time of post/event
 - Reach of post/event
 - The immediate impact of post/event
 - Recommendations
- Escalate to Supervisor/Head of Communications
- The Supervisor should carry out the following actions
- Verify report
- Determine the level of the crisis – passive, active, urgent, and critical
- Contact relevant units or stakeholder(s) for further information or action
- Review available information to inform decision or recommend action as necessary
- Escalate to the Director General
- Perform social listening to monitor events as they unfold and to evaluate the handling of the crisis (this should commence from the moment crisis is identified)



Information Dissemination

The NCDC uses various social media platforms to disseminate information and messages to the public and stakeholders on public health, disease prevention and control messages

Process Flow

Process Flow of Social Media Posting

- **Platform:** The Social Media Manager defines and determines the platform for posting
- **Content:** The Social Media Manager, Researcher and Studio/Visual generates content daily, weekly or monthly, based on available activity
- **Share:** The Social Media Manager shares with the Review Team
- **Review:** Each member of the Social Media Team reviews content within 2 to 48 hours based on urgency
- **Adapt:** Content is adapted by the Social Media Manager and the Studio/Visual team
- **Approve:** The content is approved by the Head of Communications and event focal person
- **Schedule:** The Social Media Manager schedules post using relevant tools
- **Post:** The Social Media Manager posts on identified platforms based on content uniqueness

Process Flow of Post Responses

- A. Categorise comments based on Enquiry, Complaint and Misinformation

ENQUIRY

1. About NCDC
2. About specific disease/symptoms
3. About actions to take when ill
4. Public health reporting of disease or events
5. Enquiry from major stakeholders/partners/MDAs
6. Enquiries about opportunities
7. Enquiries about partnerships
8. Enquiries about employment/internships
9. General enquiries

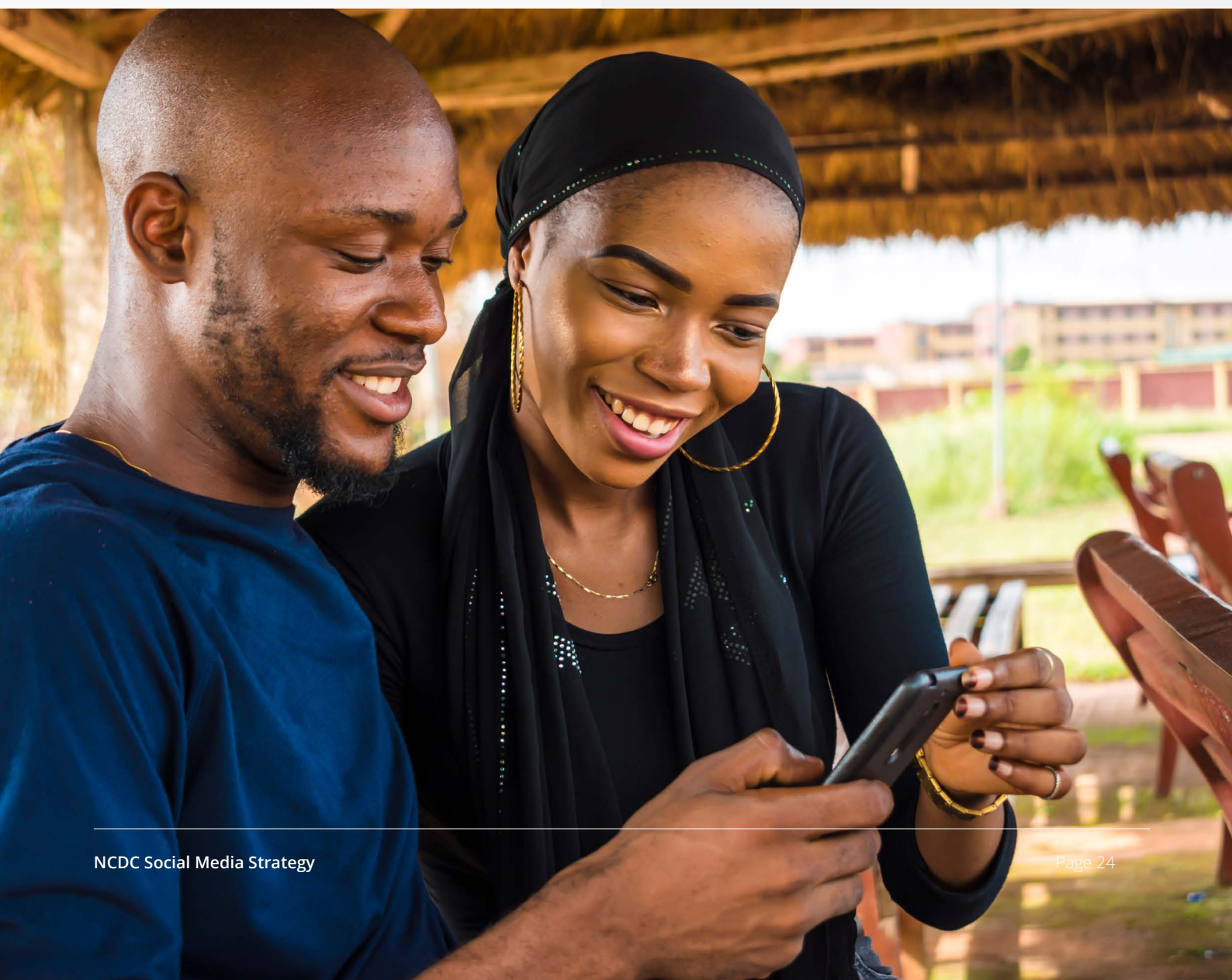


COMPLAINTS:

1. About interaction with NCDC staff
2. From major stakeholders/partners/ Ministries Department and Agencies (MDAs)
3. About NCDC guidelines
4. About a specific post
5. General complaints

MISINFORMATION:

1. NCDC or relevant MDAs
 2. Infectious diseases or cure
 3. General Misinformation
- B. Provide already existing responses and post based on identified category
- C. Draft response and post





Process Flow of Live Social Media Coverage

For major events, the communications unit provides live updates on social media on the event, primarily on Twitter and Facebook. To ensure smooth and efficient coverage, roles are assigned by the Communications Manager or Social Media Manager. Specifically, the following roles are needed:

- **Content curation:** statements, names and other important details are pulled into draft tweets by one or two support members.
- **Photography:** Social media posts have been proven to be more engaging when shared with a graphic or video. Moments are captured from the event and matching images are shared with the text. Furthermore, the team member responsible for this picks the best images to be shared along with a press release where it is needed.
- **Posting to social media:** See process flow for posting
 - **Twitter:** A member of the team posts live updates to Twitter (and an initial post to Facebook and Instagram) for the event, editing the draft content to fit the NCDC communications style, and using the photographs shared.
 - **Facebook and LinkedIn:** A summary of the event should be prepared and shared on LinkedIn and Facebook. If the public audience is allowed, live stream the event on an identified social media platform for online participation
 - **Press Release:** A link to the press release, if developed and published on the NCDC website, is to be shared on appropriate social media platform(s).
 - **Video Highlight:** If developed, the video highlight is uploaded to YouTube and shared on identified social media platform(s).
 - **Hashtags and Influencers:** The Head of Communications with the social media team decides on hashtag(s) to use for the events, and identify relevant stakeholders/influencers to tag.



Process Flow For Global/National Health Events

The Communications Team tracks and plans for global and national health events related to health security, as well as national holidays in Nigeria. These and other events are reflected on the communications google calendar.



Curating events:

- **Global/National events:** At the start of the year, dates for global events for the year as well as national days are curated and reflected on the communications Google calendar. Messages for these days should be developed at least one week before the day.
 - **NCDC events:** Through conversations with relevant contact persons (heads of departments, projects and EOCs/TWGs, as well as contacts from the DG's office), events at NCDC are also curated and reflected on the communications team event calendar.
- **Partnership: Explore opportunities for collaboration with other MDAs and partners on some events as necessary:** media appearances, joint statements/media releases, co-host events, etc. Ahead of the event, compile social media handles of high profile participants for ease of use.



- **Events communication plan:** An events communication plan is developed for each event as they approach, guided by the teamwork plan. Resources developed include:
 - NCDC key messages for the event
 - Graphic or video as needed
 - Preparatory activities, timelines and people assigned to tasks
- **Hashtags and social media influencers:** The head of communication with the social media team decides on hashtags to use for global and national events, and identify relevant stakeholders/influencers to tag when we share our messages. Aside from our list of Twitter influencers, check to see if the global event has an existing hashtag and specific handles to tag.

Process Flow For Social Media Measuring And Reporting

- Determine metrics for measurement based on activity
- Identify the relevant measuring tool
- Harvest data/information per week or month
- Report, Monitor, Measure and analyse metrics
- Design result
- Communicate result with relevant internal and external stakeholders

Event Support

The communications team provides support and coverage for events at the NCDC through the development of key messages, images/graphics/videos and dissemination of such messages and graphics primarily on Twitter, Facebook, Instagram, Telegram, and on Youtube and LinkedIn where necessary. Examples of such events include launch events, receptions, review meetings, EOCs/TWGs, seminars/webinars, trainings, workshops etc.



Events notification form: Through the events notification form, teams at the NCDC notify the Internal Communications Officer (ICO) of the details of their events. The ICO tracks responses and follows up with the requesting team to clarify their needs and sends out the event schedule to the rest of the team. The event schedule is to contain details on the event name, event date, requesting department and unit, event summary, required communications support (video coverage or photographs) focal person. The concept note can also be attached to provide additional context.

Social Media Content Promotion

This is to increase the reach of posts and engagement of a wider audience. This would be done through

1. Use of promoted posts (paid ads)
2. Use of social media influencers
3. Use of social media platforms of partners and other Ministries, Departments and Agencies

The content to be promoted is to target a specific audience, age range, sex, geographical location, ethnic group etc.

Process:

1. Promoted posts (preferably with engaging audiovisuals) can be determined based on the weekly/biweekly message priorities and/or events (webinars, international days etc) as described in the table below

Promotion Content	Frequency	Platform	Promotion Type
Public health messaging	Biweekly	Facebook, Instagram, Telegram	Paid ad, influencers
Webinar/conference	As needed	Facebook, Instagram, Telegram, LinkedIn	Paid Ad, MDAs
Emergency update	As needed	Facebook, Instagram, Telegram, LinkedIn	All
International days	As needed	Facebook, Instagram, Telegram, LinkedIn	Paid ads, MDAs

2. Identify target audiences
3. Quantify duration and reach (geographical, demographics etc.) of promotion
4. Draft budget and get approval
5. Secure release of funds
6. Promote the approved content

Website Management

Review

Website review

The NCDC website is reviewed regularly to ensure optimal functionality and responsiveness of the site. The objectives of the website review are

1. identify and flag inconsistencies, broken links and outdated content
2. conduct error check on spellings, title and content/graphics match
3. ensure the website contents are updated with the most recent relevant information
4. ensure consistency and high-quality content across platforms

This review is done on a daily, weekly, monthly and quarterly basis based on the activity and content being reviewed.





Frequency	Content	Activity
Daily	Error check - website load	<ul style="list-style-type: none"> Website load time (verify with 2 team members) Website display
Weekly	Home tabs and sub-tabs	<ul style="list-style-type: none"> Flag broken links
	Articles and publications	<ul style="list-style-type: none"> Flag broken links Ensure visibility of articles and publications
	Situation reports	<ul style="list-style-type: none"> Flag broken links Ensure visibility of previous reports
	Weekly Epidemiological Report	<ul style="list-style-type: none"> Flag broken links Ensure visibility of previous reports
	Spellings check	<ul style="list-style-type: none"> Flag spelling errors sighted anywhere on the website
Monthly	Content placement <ul style="list-style-type: none"> Mobile view Web view 	Alignment Pixel size
	Videos	<ul style="list-style-type: none"> Constant stream and rotation of videos with updated information
	Pictures	<ul style="list-style-type: none"> High-quality pictures
	Graphics	<ul style="list-style-type: none"> High quality and updated graphics
Quarterly	In-depth review of the website content	

Microsite review

Frequency	Content	Activity
Daily	Daily statistical updates	Ensure statistics are updated
Weekly	Tabs and sub-tabs	Flag broken links
	Guidelines	Ensure outdated publications are archived
Monthly	Videos	Constant stream and rotation of videos with updated information
	Pictures	High-quality pictures
	Graphics	High quality and updated graphics



Website and Microsite Performance Audit

1. Follow up with the IT team on a monthly, quarterly basis or as the need arises for a performance audit of the website to capture metrics such as:
 - Website visits which should include the geographical locations
 - Website clicks
 - Most engaging content
 - Duration of visit
 - Pages visited
 - Origin of traffic (social media, web searches)
 - Device source (mobile or web)
2. Obtain reviews or comments of users on their experience of using the website from the feedback portal on the website (What is helpful or difficult, what to retain and what to improve on, what and how they use the information) This requires the creation of feedback portal on the website.
3. Conduct periodic surveys on social media platforms to get feedback on the website performance

Process flow

1. Review of the website/microsite at the required frequency
2. Log all reviews on the online website review document
3. Share the suggested reviews with the Head of Communications/Supervisor for authorisation
4. Suggested reviews are authorised by the Head of Communications /Supervisor
5. Share the approved reviews to the responsible persons with issues identified for actions
6. Responsible persons take actions and indicate action status
7. The website review team confirms the implemented actions

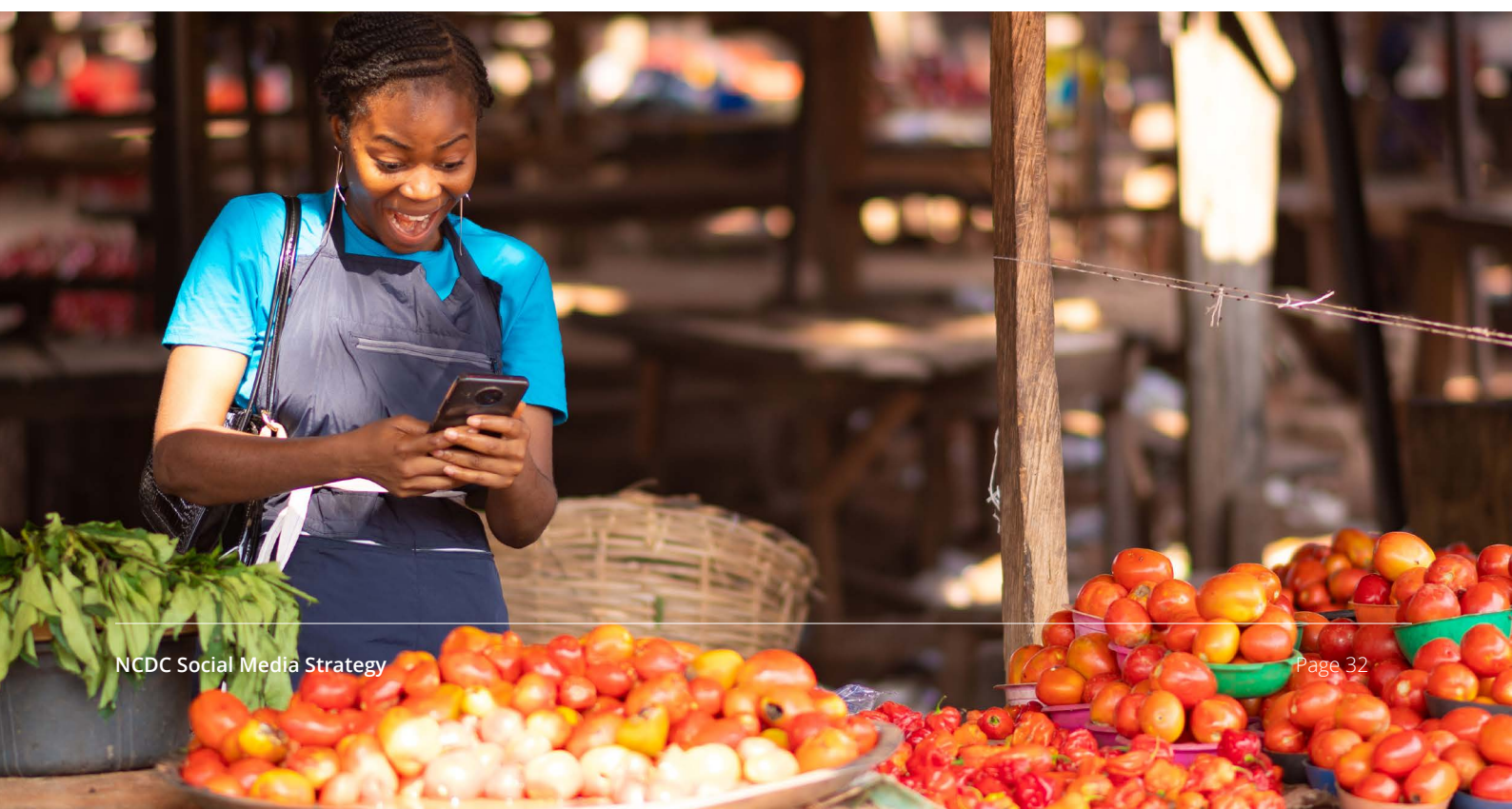
Website Team

A trained team made up of risk communication and corporate communication officers are dedicated for reviewing the website.

Financing social media strategy

Effective implementation of the strategy requires adequate funding to enable it to meet its set objectives. Funding options and their possible sources could include one or the combination of the following:

Category	Examples	Resources
Government	MDAs	MDA budget line, grants, content promotion
Development partners		Technical assistance, grants, support fund, content promotion
Private organisations		Technical assistance, grants, support fund, content promotion
Corporate bodies	Communication agencies Telecommunications Social media companies	Technical assistance, ads credit, support fund, grants, content promotion
NGOs, NPOs and FBOs		Technical assistance, grants, support fund, content promotion
Media	Radio stations TV stations Print media	Content promotion
Individual support		Technical assistance, content promotion, support fund



Framework for Social Media Communication

Governance structure

There should be an establishment of social media coordination platforms/ structures at national and subnational levels for outbreaks, risks and crisis communications and event support. States are encouraged to adopt/adapt the social media strategy to their local context in alignment with the national strategy

Tools development and adaptation

Based on the needs, tools and instruments can be acquired, developed or adapted considering the local context for the implementation of the strategy. These tools might include softwares, guidelines, protocols, processes etc.

Capacity building

There is a need for regular capacity building for social media teams at all levels. The strategy document can serve as a guide for the development of training materials, training modules and conduct of trainings.

Evaluation of strategy

The strategy is to be reviewed periodically or based on emerging situations. This is to measure the achievement of objectives, assess progress, aid planning and adjustment of the strategy. The evaluation should take into cognisance all the relevant stakeholders.



A decorative header featuring a light green background with a pattern of various social media icons in white and light green, including Twitter, Facebook, LinkedIn, YouTube, and others.

Social Media Platforms Terms of Use

The Terms of Use for NCDC's social media platforms is reproduced in this chapter.

Introduction

Welcome to the Nigeria Centre for Disease Control (NCDC). The NCDC is the national public health institute with the mandate to lead the prevention, detection and response to infectious disease outbreaks in Nigeria. By accessing, using, communicating and/or commenting on NCDC's online and social media platforms, kindly adhere to these Terms of Use.

Purpose

The purpose of NCDC's website and social media pages (referred to as NCDC's online platforms, including but not limited to Twitter, Facebook, Instagram, Telegram, YouTube and WhatsApp) is to serve as a communication channel with the public, enabling the institution to share timely public health information. This includes the latest guidelines and advisories, press releases, Information, Education and Communication (IEC) materials and data about infectious diseases in Nigeria.

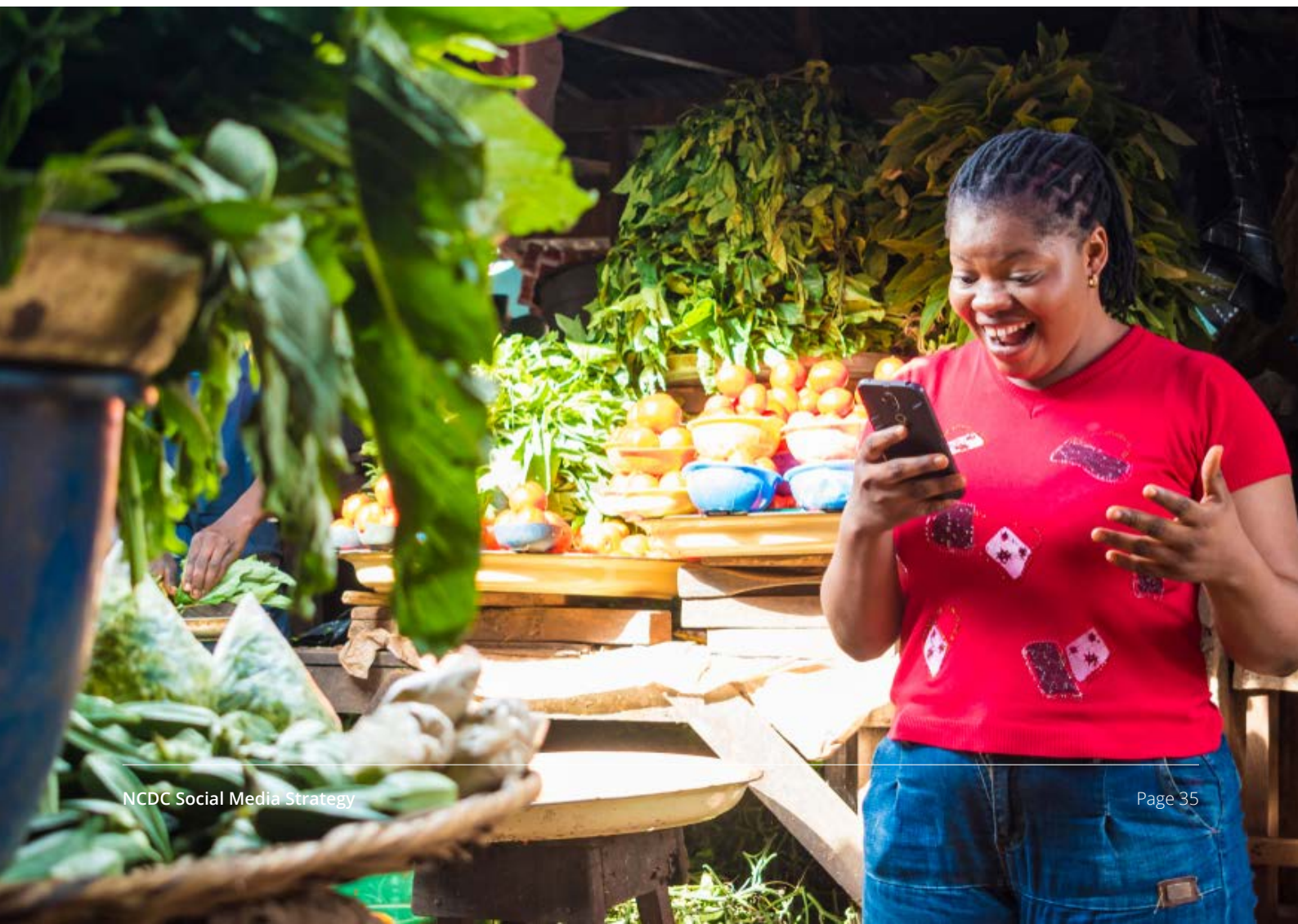
These platforms are also used to obtain feedback and respond to enquiries within our mandate through regular monitoring and evaluation.

Conduct

1. All information, data, messages or other material, whether publicly posted or privately transmitted, is the sole responsibility of the person from which such content originated. This means that the sender, and not the NCDC is entirely responsible for all content they share via NCDC's online platforms.
2. NCDC's online platforms should not be used to:
 - Post or make available any content that is unlawful, harmful, threatening, abusive, harassing, tortuous, defamatory, vulgar, obscene, libellous, invasive of another's privacy, hateful
 - Impersonate any person or entity;



- Post or make available any unsolicited or unauthorised advertising, promotional materials, “junk mail,” “spam,” “chain letters,” “pyramid schemes,” or any other form of solicitation;
 - Post or make available any material that contains software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment;
 - Disrupt the normal flow of dialogue or otherwise act in a manner that negatively affects other users’ ability to engage in exchanges;
 - Stalk or otherwise harass another; or
 - Collect or store personal data about other users.
3. The NCDC reserves the right to delete posts and/or block users who violate these Terms of Use. We appreciate your cooperation in adhering to and reporting/flagging content that violates these terms.



Appendix

Hashtags

S/N	Focus		Hashtags		
1.	Public Health	Reflection	#BuildingBackBetter		
		Partnerships and projects	#StrongerTogether	#REDISSE	#NiCaDe
			#OneHealth	#InclusivityInResponse	
		IPC	#TurnNigeriaOrange	#OneNationOnePlan	#InfectionPreventionandControl
	#HandHygiene		#OrangeNetwork	#SafeHealthworkerSafePatient	
	AMR	#SecondsSavesLives			
		#AntimicrobialResistance	#Antimicrobials	#BeAntimicrobialsAware	
	2.	Priority Diseases	Cholera	#Cholera	
COVID-19			#COVID19		
Cerebrospinal Meningitis			#CerebrospinalMeningitis	#CSM	
Lassa Fever			#LassaFever		
Measles			#Measles		
Monkeypox			#Monkeypox		
Yellow Fever			#YellowFever		
3.			Campaigns	COVID-19	#TakeResponsibility
	#PreventCOVID19Spread	#WashYourHands			
	YellowFever	#YellowFeverInfo			



NCDC Twitter Influencers

S/N	Message Focus/ Audience	Person/ Organisation	Twitter Handle
1.	Federal Government Nigeria	Government of Nigeria	@NigeriaGov
		President of Nigeria	@Mbuhari
		Presidential Steering Committee on COVID-19	@PSCCOVID19
2.	Ministries, Departments and Agencies	Ministry of Health	@Fmohnigeria
		Ministry of Agric	@FmardNg
		Ministry of Environment	@FMEnvng
		National Orientation Agency	@noanigeria
		National Primary Healthcare Development Agency	@NphcdaNG
		Nigeria Medical Association	@nmanigeria
		Lagos State Ministry of Health	@LSMOH
		National Tuberculosis and Leprosy Control Programme	@NTBLCP1
3	Honourable Minister of Health	Dr Osagie Ehanire	@DrEOEhanire
4	Honourable Minister of State for Health	Dr Olorunnimbe Mamora	@DrMamora
5	NCDC Director-General	Dr Chikwe Ihekweazu	@Chikwe_I
6	Doctors/Nurses	Medicalworld Nigeria	@MedicalworldNig
		Nigerian Nurses and Midwives	@nannm_nigeria
		Nursingworld Nigeria	@Nursingworld_Ng
		Nigerian Medical Students' Association	@NiMSA_Nigeria
7	Health Security	eHealth Africa	@eHealth_africa
8	Institutes/ Organisations	World Health Organization (WHO)	@WHO @WHOAFRO @WHONigeria
		Africa Centers for Disease Control	@AfricaCDC
		Centre for Disease Control	@CDCgov
		Royal Society of Tropical Medicine and Hygiene	@RSTMH
		Public Health Young Professional and Student Assembly of the Society for Public Health Professionals of Nigeria	@SphpnYps
		Liberia Field Epidemiology Training Programme	@LiberiaFETP
		Bernhard Nocht Institute	@BNITM_de
		West African Academy of Public Health:	@TheWaaph
		Zambia National Public Health Institute	@ZMPublicHealth
		TEPHINET (Global network of 69 Field Epidemiology Training Programs)	@TEPHINET
		American Public Health Association	@PublicHealth
		African Union	@AUC31



S/N	Message Focus/ Audience	Person/ Organisation	Twitter Handle
		ECOWAS Centre for Surveillance and Disease Control	@Ecowas_cdc
		Center for Global Health Practice and Impact	@GU_CGHPI
		West African Health Organisation	@OoasWaho
		United Nation's Children Fund	@UNICEF_Nigeria
		World Health Organisation Nigeria	@WHONigeria
		Public Health England	@PHE_uk
		World Health Organisation	@WHO
		Tony Blair Institute	@InstituteGC
		African Field Epidemiology Network Africa	@AFENETAfrica
		Resolve to Save Lives	@ResolveTSL
		The Fleming Fund	@FlemingFund
		Robert Koch Institut	@rki_de
		United Kingdom in Nigeria	@UKinNigeria
		African Field Epidemiology Network Nigeria	@AfenetNigeria
		eHealth Africa	@eHealth_africa
		Nigeria Health Watch	@nighealthwatch
		Medical Laboratory Science Council of Nigeria	@MedLabNigeria
		Japan International Cooperation Agency media	@jica_direct_en
9	Lassa	The Alliance for International Medical Action	@ALIMA_ORG
10	Vaccine Category	Coalition of Epidemic Preparedness and Innovation	@CEPIvaccines
11	Priority Media Houses	Vanguard Newspapers	@vanguardngrnews
		Punch Newspapers	@Mobile Punch
		Channels Television	@channelstv
		Arise News Feed	@Arisetv
		News Agency Nigeria	@nannews_ng
		Radio Nigeria	@radionigeriahq
		Nigerian Television Authority	@NTANewsNow
		Africa Independent Television	@OfficialAITlive
12	Communication partners/experts	Breakthrough ACTION - Nigeria	@BANigeria
		Nigeria Health Watch	@nighealthwatch
		Corona Management Systems	@coronams
		Centre for Communications and Social Impact	@CCSImpact
		Gatefield	@Gatefieldco
		Africa Check	@AfricaCheck_NG
		Pandemic Action Network	@PandemicAction
		U-report Nigeria	@UreportNigeria
13	Public Health Emergency Operations Centres (PHEOCs)	Kogi PHEOC	@kogipheoc
		Zamfara PHEOC	@ZamfaraPHEOC



S/N	Message Focus/ Audience	Person/ Organisation	Twitter Handle
		Kebbi PHEOC	@KebbiPHEOC
		Edo PHEOC	@EdoPHEOC
		Enugu PHEOC	@EnuguPHEOC
		Nasarawa PHEOC	@NasarawaPHEOC
		Cross River PHEOC	@CrossRiverPHEOC
		Ondo State PHEOC	@OndoPHEOC
14	NCDC Spokespersons	Dr Chikwe Ihekweazu	@Chikwe_I
		Dr John Oladejo	@johnoladejo
		Mrs Elsie Ilori	@ElaiIlori
		Dr Chinwe Ochu	@chinwe_ochu
		Dr Yahya Disu	@ywoga
		Dr Abubakar Jafiya	@JafiyaAbubakar
		Dr Abiodun Egwuenu	@beeodune
		Dr Hassan Muntari	@MuntariHassan9
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		Dr Olaolu Aderinola	@OlaoluAderinola1
		Dr Biodun Ogunniyi	@biodunesq
		Ms Chioma Dan-Nwafor	@chiomadannwafor



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Reference

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2. Social media-based surveillance systems for healthcare using machine learning: A systematic review. Aakansha Gupta and Rahul Kataria



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