



When recruiting champions, a personal investment can make a big difference. Having shared interests other than work can help. Building a relationship with them helps ensure that they stay committed when facing competing requests for their time, contacts/networks and energy. Consider the following when brainstorming personalities who could become a champion:

- What links are already established with policy-makers?
- Who do you know who might know or have influence on one – or ideally several – of your policy-makers?
- Is the champion known and respected among them?
- What other potentially useful connections/networks does the champion bring to the campaign?
- What does the champion know about the programme and issue? Or is the champion open to learning about the programme and issue?
- How personally invested is the champion in the cause? If they have a personal connection, that is great. If they don't, are they interested in learning more, by meeting survivors of malaria or seeing health workers in action to fight malaria, etc.
- Will the champion require payment, or will their time be volunteered?

Campaign branding

Organizations spend considerable effort and time creating a brand, which is a name, a tagline and a visual representation of who they are and what they do.

A strong brand improves recognition of the campaign and what it represents. This recognition can help you get the attention of your priority audiences and the media, and to gain access to powerful influencers and decision-makers. A good brand name can help your work and ensure that your message will be heard and remembered.

Countries are welcome to use the Zero Malaria Starts with Me name, logo, and associated materials if they think it will resonate in their language and with their target audiences. If your country already has a named campaign, however, there is no need to change the name.

If you are choosing a name for a new campaign, branding strategists suggest considering the following¹²:

- Make sure the name is pleasing to the ear.
- Make it easy to remember.
- Initials aren't names.

- Think multilingual.

Keep in mind that your brand reflects your messaging (see [Message development](#) guide (pg. 28)). Paint your campaign as a winning cause that others will want to join; avoid words that imply victimization, vulnerability or despair.

Logos should be recognizable and reflect your campaign's goals and values. Think about the most memorable logos used by different companies and organizations. Even without knowing that much about an organization, a good logo helps people remember who they are and what they do.

Logos are also important instruments in alliances and coalitions. Displaying partners' logos on materials allow you to recognize your partners for their contributions. Always use partners' logos with consistency and care. Alternatively, the logo for your country's campaign could represent all partners involved and be a tool that they can use on their materials to show their support for zero malaria.

Logos should not be too sophisticated. The best logos are based on simple, clever ideas. Even simple designs created on your computer can work well. The most important thing is that the image may be easily recognized, remembered and understood by those who know little or nothing about you. Over-designed logos tend to make little impact, the very opposite of what they are supposed to achieve.

Social media

Social media channels, like Facebook, Twitter and Instagram, can help your campaign reach a wider audience and interact with them in a familiar way.

Maintaining a social media presence takes consistent effort. An effective social media account is regularly updated with relevant, interesting, and engaging content.

The most popular platforms for social media advocacy are **Facebook**, **Twitter**, and **Instagram**. Note that social media trends can change quickly. Don't be afraid to experiment with a new platform if it will help you connect with your audience.

- **Facebook** allows you to create a social media page where you can share photos, text posts, videos, and external links. Users who follow your page will see your posts in their newsfeed and can interact through liking your content, sharing it with their networks, and commenting.

12 Adapted from: Jack Trout, Steven Rivkin (1996). *The New Positioning*. New York: The McGraw Hill companies. 1996.

- **Twitter** also allows you to share short text, photo, or video posts with your followers through “tweets”. As of 2018, Twitter allows users to post 280 characters at a time, though the average length is still closer to 140 characters. Twitter is a platform for conversations. Use it to interact with stakeholders, share thoughts on news, and respond to questions or comments from your audience.
- **Instagram** is primarily a tool for sharing images with short descriptions or captions. Your followers can like your content. It is more difficult to share links on Instagram, but you are allowed to include a link in your profile to drive traffic to a website that you manage.

Posting content without an advertising budget will enable you to reach those who already follow you or those you are interacting with, known as “organic reach.” These platforms have advertising options that can greatly expand your reach at a relatively small cost. If you are new to social media advertising, however, this option might not be worth your time, so consider this step optional.

Paid content will appear in the newsfeeds of new audiences. Additionally, both platforms allow you to target who will be reached by your ads, filtering by location and interests. Be creative in your approach—you can target communities in a certain geography for malaria messages, private sector or political actors in major cities, or a general national audience.

For information about advertising on social media, use the following resources:

- **Facebook:** <https://www.facebook.com/business/products/ads>
- **Twitter:** <https://business.twitter.com/en/solutions/twitter-ads.html>
- **Instagram:** <https://business.instagram.com/advertising/>

Media engagement and visibility resources

Engaging with the Media: A companion to the advocacy toolkit for influencing the post-2015 development agenda:

A guide to support media engagement on development issues. Available at: <http://www.stakeholderforum.org/fileadmin/files/Engagingwiththemedi.pdf>

Graphic resources: Campaign logos, stock photos, and graphics ready to use on social media to support your campaign. Available at www.zeromalaria.africa

Social Media Advocacy: How to Build a Brand Advocate Programme:

A short guide by Hootsuite, a company providing tools for social media, on how to use platforms for maximum effect. Available at: <https://blog.hootsuite.com/social-media-advocacy-brand-advocate/>