

Using social and digital media to reach African communities

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What I'll talk about..

- Why we chose to go online
- How we reach African communities
- How we measure results
- Useful insights

“Is it possible to reach African communities online?”

Internet access for black African people in GB

Internet	GB Population	White British	Other White	Mixed ethnic groups	Asian: Pakistani	Asian: Indian	Asian: Bangladeshi	Black Caribbean	Black African
Broadband at home	71%	70%	75%	80%	73%	82%	75%	71%	76%
Connects to WiFi hotspots	18%	17%	26%	32%	24%	29%	24%	16%	27%
Influenced by comments / reviews posted online	20%	18%	33%	32%	30%	35%	37%	19%	25%

Source: Ethnic Minority Groups and Communication Services: An Ofcom Special Report, 2013

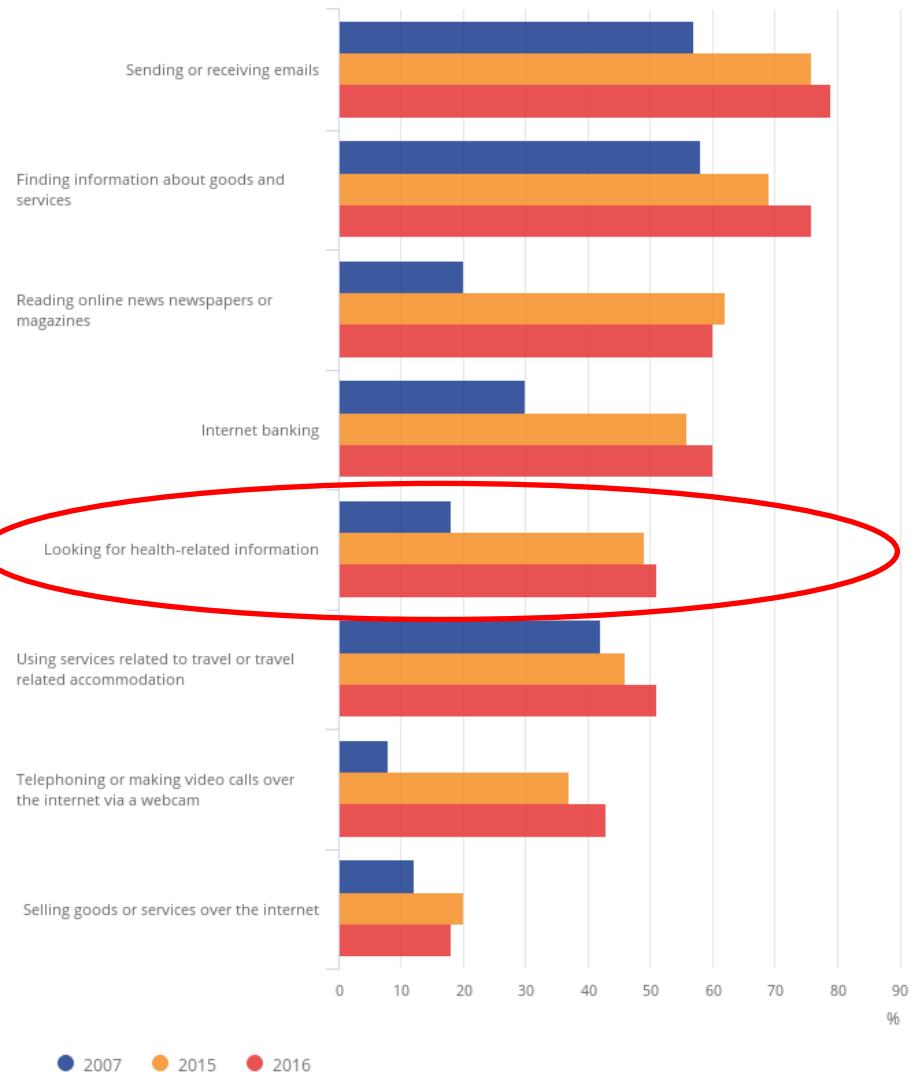
Factors influencing uptake:

- age profile
- household size
- education and qualifications
- Employment and income

Figure 4: Internet activities by year, 2007, 2015 and 2016, Great Britain

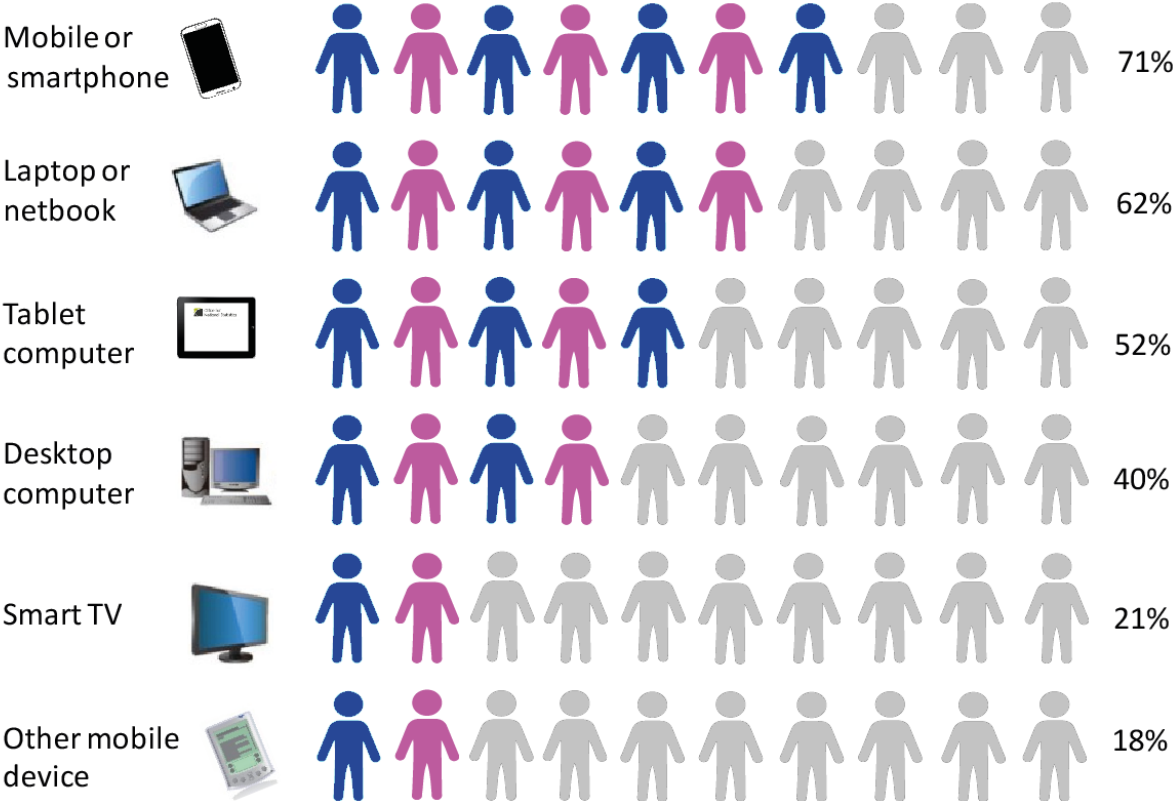
Internet usage in GB

- 82% of adults (41.8 million) in Great Britain used the internet daily or almost daily in 2016.
- In 2016 just over 50% of 16+ people said they had used the internet bto look for health-related information compared to 20% in 2007.



Source: Office for National Statistics

Internet devices GB



DECIDING ON HOW WE REACH AFRICANS ONLINE

Sites visited on the internet

- Social media sites
- Newspaper sites (above GB average)
- Music (above GB average)
- Sport (above GB average)

Other insights:

- In our research we found that sites such as the BBC, Daily Mail, The Sun etc. were the most commonly used by different African population groups in the UK.
- More cautious about things offered/bought online (78% v 68% GB average)- (Ofcom, 2013)
- 50% agreed that they notice online advertising - (Ofcom, 2013)

Platforms we use to reach African people

Facebook: Most used social media platform and ideal for key age group

Instagram: Increasingly popular platform with high engagement rates

Twitter: active conversations

YouTube: relevant content

Google Display Network: allows us to target websites with content relevant to Africans

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What we offer

Tools

WHEN TO TEST 

Find out when you should test for HIV

WHICH TEST 

CONDOM QUIZ 

Find the best condom for you

WHERE TO TEST 

Find out where to get a free HIV test near you. You can search by postcode or a place name.

Videos



Inspirational stories



Ade, a broadcaster helping the conversation on HIV testing - It Starts With Me

For Ade, HIV is a very important subject that needs more awareness and he aims to use his work as a radio and TV broadcaster to help get more people tested for...

STARTSWITHME.ORG.UK

Facebook Advertising Targeting



Audience Details

View how this audience is defined

Audience Name BA Schools and Univers
Saved Audience Details Location: United Kingdo
Age: 20-45
People who match: Sch
University-Kenya, Unive
Lagos(UNILAG), Makere
Secondary School, Kisii
Universty Dar Es Salaan
Mombasa, University of I
States International Univ
Makerere University, Ma
Zimbabwe, Joseph Ayo I
Accra Institute of Techno
University of Port Harcou
secondary school, Lycée
Science And Technology
University Kampala Uga
Technology, Harare Insti
limpopo(galito's), Daysta
Secondary School, Lagc
Moi university-Town Can
School(Mubs)Nakawa., I
Fort Hare, Falcon Colleg
University of Malawi, Ca
University of Technology
Harare, University of Joh
universitaire d'Abidjan, Z
Cameroon, université de
Founders High School, E
Meibhi Aviation College



Audience Details

View how this audience is defined

Audience Name BA Politics 2017
Saved Audience Details Location – Living in: United Kingdom: England
Age: 20-45
People who match: Interests: Edgar Lungu, African National Congress Youth League, Grace Mugabe, New Patriotic Party, Peter Kenneth, People's Democratic Party (Nigeria), Thabo Mbeki, Étienne Tshisekedi, African National Congress, Action Congress of Nigeria, John Dramani Mahama, Nana Akufo-Addo, Yoweri Museveni, Patriotic Front (Zambia), Inkatha Freedom Party, Raila Odinga, Thomas Sankara, Paul Kagame, African Christian Democratic Party, Daniel arap Moi, Martha Karua, Movement for Democratic Change – Tsvangirai, Moses Wetangula, Goodluck Jonathan, Jacob Zuma, Margaret Kenyatta, Hakainde Hichilema, Kwame Nkrumah, Kalonzo Musyoka, Julius Malema, South African Communist Party, John Atta Mills, Mwai Kibaki, National Democratic Congress (Ghana), Solomon



Audience Details

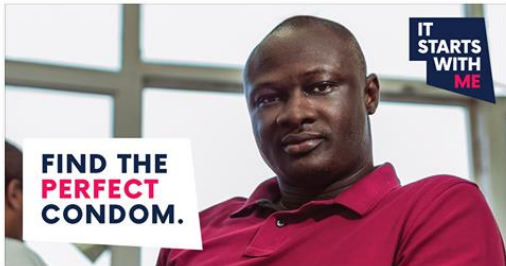
View how this audience is defined

Audience Name BA Religion
Saved Audience Details Location – Living in: United Kingdom: England
Age: 30-65+
People who match: Interests: Pastor Chris Live, PASTOR E. A. ADEBOYE, Chris Okotie, Tope Alabi, Enoch Adeboye, PASTOR W F KUMUYI, T. D. Jakes, Sam Adeyemi, Christ Apostolic Church, Pastor Chris Online, William Kumuyi, PASTOR BIMBO ODUKOYA, Mountain of Fire and Miracles, RCCG Holy Ghost Congress, Pastor Chris Oyakhilome, Pastor Sam Adeyemi, David Oyedepo, Matthew Ashimolowo, Pastor Chris, Bishop David O. Oyedepo, Bishop David Olaniyi Oyedepo, Dr David Oyedepo, Benson Idahosa, Winners' Chapel, Chris Oyakhilome, Bishop David Oyedepo, Ayo Oritsejafor, Redeemed Christian Church of God, Paul Adefarasin, Living faith church, Deeper Christian Life Ministry, TB Joshua The SCOAN, T. B. Joshua, David Oyedepo Ministries International Inc., TB Inehua Ministries, Pastor Mrs Folu Adeboye, T. D. Jakes Ministries of Christ Embassy, Emplavere THE

Facebook Advertising

It Starts With Me UK
29 March · 🌐

Are you using the best condom for you? Take this short quiz to find out and get a free sample pack based on your results, while stocks last.



Choose the best condom
Condoms protect against HIV.

STARTSWITHME.ORG.UK

Learn More

Like Comment Share

You and 10 others

Top comments

It Starts With Me UK
7 November 2016 · 🌐

According to Public Health England, 17% of all people living with HIV in the UK are unaware that they have HIV. Order a free test today



Free HIV Postal Test

It's reliable and confidential.

TEST.HIV

Learn More

It Starts With Me UK
4 November 2016 · 🌐

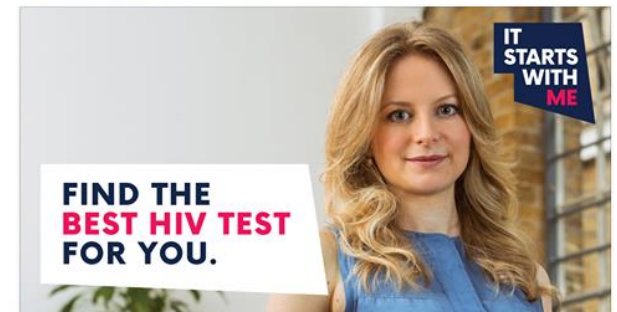
Ade shares his story about his experience of testing for HIV. When was the last time you got tested? Find out if you're due for another test: <https://goo.gl/GGPDn4>



192k Views

Like Comment Share

Testing for HIV is now easier than ever with many options of how you can get tested. As you stay on top of your health this year find out what option might be suitable for you.



Which HIV Test?

Choose an option suitable for you

STARTSWITHME.ORG.UK

Learn More

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Working with influencers



Yvonne Chaka Chaka

@YvonneChakaX2

Follow

urging everyone! Know ur **#HIV** status-Test 4 **#HIV** & **#TB** **#WorldAIDSDay** @THTorguk @voxafricauk @startswith_me @StopTB @GlobalFund @STOPAIDS



thesporashow

Follow

2,241 likes

26w

thesporashow Beautiful Sunday, out and about raising awareness. **#NationalHIVTestingWeek** **#HIVTestingWeek** **#imTesting** **#ItStartsWithMe** **#Sporah** **quotes_of_wisdom** **Nc** **ninodominotz** **Kali yao** **kifantizo** **Sporah** **irenehinjo** **Gud** **flora_ulanga** **Nc** **mikopo2wafanyakazi_0713125050** a ba ada ya 24hrs tu, utapata your loan ,kwa maelezo zaidi, wasiliana na 0713125050

Log in to like or comment.

...



ahmedmusa718

Follow

4,698 likes

24w

ahmedmusa718 **#HIVTestWeek?**Get tested.Make a difference.🙏🙏🙏

load more comments

sphilpott9 U r a legend musa 😊😊

hamisu_a_nuhu Allah yakare mana kai

loay_almarbo3e12 17 اسطورة فينا

hqclothingng Amazing Page 🙌

vashappy37 Good to see!

Log in to like or comment.

...



iamsmade

SMADE E

Follow

245 likes

27w

iamsmade Bro !!!! This image / message is everything @shopsydoo proud of you. **#imtesting** ☑

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MEASURING RESULTS

Video results example

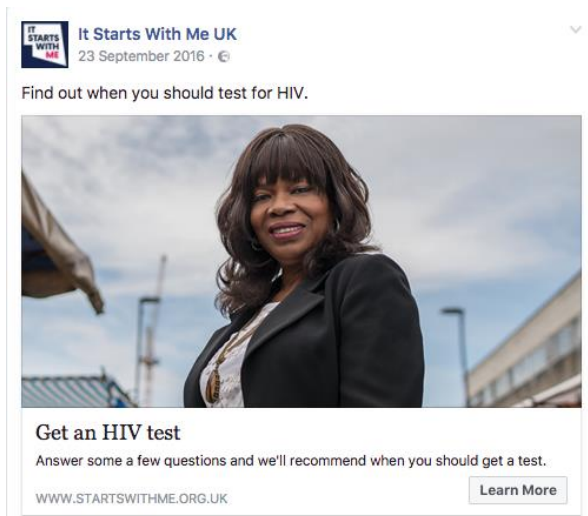


For example, for a spend of £187 Mercy's video received the following results

- 88,986 people reached
- 8,442 people watched at least 95% of the video
- 112 shares
- 96 link clicks
- 50 comments
- It cost £0.01 for every person who watched for at least 10 seconds

Website traffic and use of website tools

We measure website traffic and the usage of specific tools. An example of this is a campaign of this is when we encouraged people to find out if they needed an HIV test by using the 'When to test' tool. Below are the results we got.



It Starts With Me UK
23 September 2016 · €

Find out when you should test for HIV.


Get an HIV test
Answer some a few questions and we'll recommend when you should get a test.

WWW.STARTSWITHME.ORG.UK [Learn More](#)


- Spent - £1000
- There were 5009 visits to the tool
- 1475 people completed the use of the tool
- £0.68 per tool completion

SOME USEFUL INSIGHTS TO CONSIDER


Issues around representation

 This is rubbish why not the white ladies with HIV to come and make videos? They use you black people because of money they will give you. Stop say that nonsense.

Like · Reply · Message ·  2 · 6 April at 22:25

 Every bad thing they will pay a black person to come out and do rubbish.

Like · Reply · Message ·  1 · 7 April at 09:34

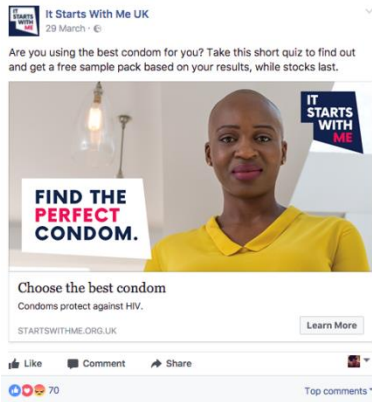
 I always said this, It Starts With Me have said they use more of the black community because the HIV rates are higher. I still don't agree, people shouldn't pick and choose when they want a black person to represent their cause. If this was an advert for adopting children I wonder how many black people they would ask to tell their story 🙄

Like · Reply · Message · 7 April at 10:17

 Why they always put black peoples for HIV 🙄🙄
Like · Reply ·  8 · 7 January at 11:00

 I always wonder why too
Like · Reply ·  1 · 7 January at 21:29

Facebook



Click-through-rate
2.82%

Conversions- Quiz
64.7%

Conversions- Orders
8.9%



Click-through-rate
2.62%

Conversions- Quiz
60.7%

Conversions- Orders
3.8%



Click-through-rate
2.77%

Conversions- Quiz
74.6 %

Conversions- Orders
8.7%



Click-through-rate
2.02%

Conversions- Quiz
43.1%

Conversions- Orders
5.8

Mobile
Mobile
Mobile

- On average, about 75% of engagement we get is from mobile phones

Conclusion

- It is possible to reach African people online
- Clear, measurable goals of what you want to achieve are essential
- Working with influencers can help you expand your reach significantly
- If you are to reach African make sure your content is mobile friendly

Thank you

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