



# Social Media for Campaigns

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# Why do we need Campaign and Advocacy

- The more we talk, the better it is
- Keeps us all connected
- Who disagrees that healthcare should be affordable?
- Should we invest in poverty alleviation?
- Devil is in the details
- Need to break myths by corporates and powers-that-be
- E.g.: pharma companies' claims re: R&D and innovation

# Changing the narrative: uphill and crucial task

## Narrative:

Pharma Companies need money for innovation and R&D of medicines needed to save people's lives:

- Unaffordable medicines – Novartis' SMA treatment costs \$2.1 million
- Insurance – pressure on govts.
- Irrational treatments

## Reality:

- Public money
- Not much is spent on R&D

# Changing the narrative: uphill and crucial task

- AbbVie spent \$11 billion on sales and marketing in 2020; \$8 billion on R&D
- **Pfizer: \$12 billion on S&M; \$9 billion on R&D**
- Novartis: \$14 billion on S&M; \$9 billion on R&D
- GlaxoSmithKline: \$15 billion on S&M; \$7 billion on R&D
- Sanofi: \$11 billion on S&M; \$6 billion on R&D
- Bayer: \$18 billion on S&M; \$8 billion on R&D
- **Johnson & Johnson: \$22 billion on S&M; \$12 billion on R&D**

Source: *THE CAMPAIGN FOR SUSTAINABLE R PRICING*

# How are they able to create successful myths

- Lobbying
- Communications
- Advertisement

Pfizer: \$ 10.4 million in 2021, mostly for Covid-19 vaccine

AstraZeneca: \$ 1.5 million in Q4 of 2021

# Social Media: PHM Experience

## Platforms

- Website
- Twitter
- Facebook

## Collaboration:

- Organisations with similar goals - #Health4All
- Like-minded individuals
- Involving grassroots organisations

# Campaign for release of Shatha Odeh

- PHM Steering Council member
- Illegally arrested by Israeli Occupying Forces
- Steps of PHM Campaign:
  - Well-drafted statement asking for endorsements:
    - First release: 800 signatures
    - Increased to 1000
  - Aimed at WHO and UNHCR
    - Gave options to tag them
    - Placed articles in The Lancet and progressive media outlets

# Campaign for release of Shatha Odeh

- Finding opportunities to continue campaign
  - One month of arrest
  - International Human Rights day
  - International Women's Day
  - Letter from the prison
  - Other important days for Palestinian struggles
- Collaboration
  - Across PHM
  - Shatha's family
  - Palestinian organisations
  - Other organisations interested in Palestinian cause
  - Influencers



# Safe Abortion Campaign

- Working with like-minded organisations: Led by Women's Global Network for Reproductive Rights. Southern-based global network with a rights, justice and feminist framework
- [@pinsanorg](#)
- [@Fos Feminista](#)
- [@asapasia](#)
- [@AsiaPacAlliance](#)
- [@wgnrr\\_africa](#)
- [@YoSHANepal](#)
- [@voicesamplified](#)
- [@YAS2SRHR](#)
- [@KuzaSME](#)
- [@TICAH\\_KE](#)
- [@YourAuntyJane](#)
- [@yanaanetwork](#)
- [@PHMglobal](#)
- [@WeAreSama](#)

# What do these mean?

- Followers/Following
- Tag
- Hashtag #HealthForAll #nutrition #RightToFood
- Trend/trending
- Viral
- Twitter storm
- Troll/Trolling

## For maximum impact.....

### Tag

- Acknowledge - whose work are you posting?
- Advocate - whom do you want to reach?
- Accentuate – who can help to reach more people? - Influencers

### #HashTag

- Power of photographs
- Timeliness most important

# How to keep your social media safe?

- Avoid Third-Party Sign-Ins
2. Keep Your Passwords In Check
3. Two-Factor Authentication
4. Use A VPN
5. Customising Privacy Settings
6. Rethinking What You Share Online

*Source: 6 Ways To Keep Your Social Media Safe by Terry Hearn  
<https://feminisminindia.com/2019/03/29/social-media-safe-ways/>*

## Important to keep in mind.....

### Issues of Accessibility

- People with disability
- People we work with in the community
- Internet blockage

Social media mirrors society (discrimination, domination, inequality) - Who gets trolled? Who gets heard?

Social media is not an alternative to ground level action and mobilisation, but can be used as a powerful tool to highlight our work, further our causes and connect with people who have similar ideas/beliefs

Personal and organisational accounts

Thank You!