

Campaign #IAmSAFE



Campaign Guide

#IAmSAFE



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#ASAP #PPAS #IAmSAFE

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#IAmSAFE



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Introduction

#IAmSAFE campaign guide.

This campaign aims to increase the mobilization of stakeholders and influencers around access to safe abortion services.

This guide orients you on how you can launch and participate in the **#IAmSAFE** campaign.

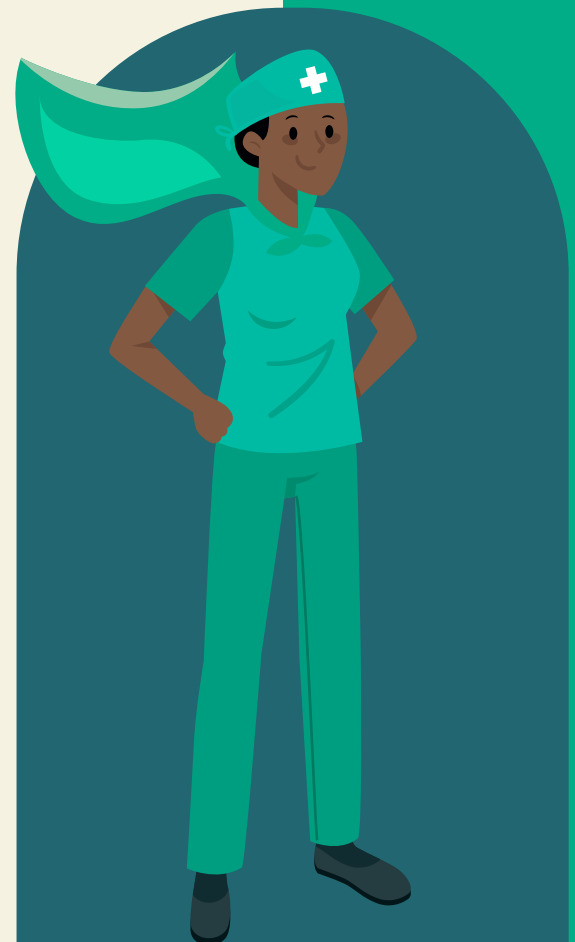
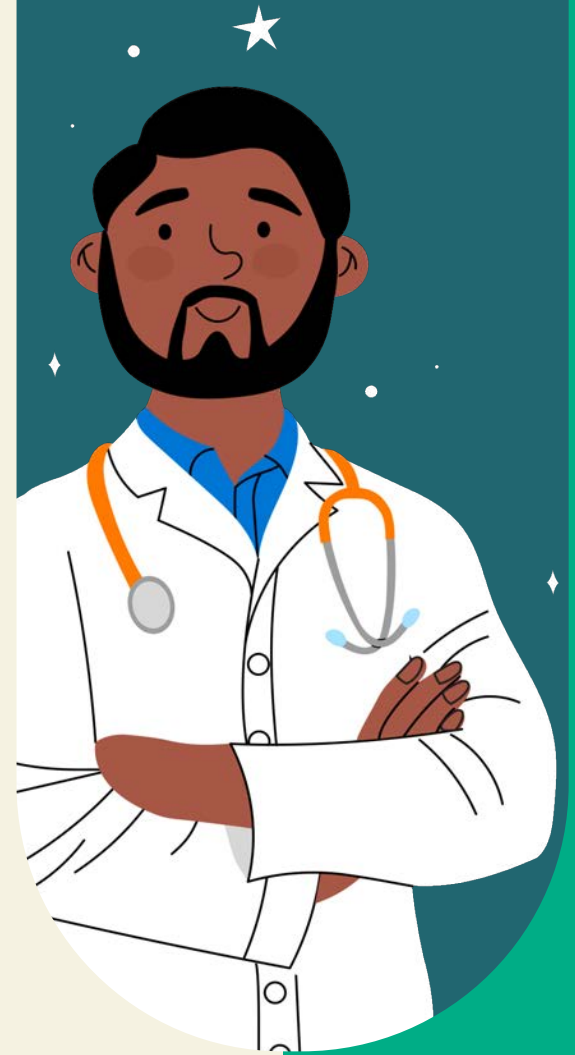


1

Campaign goals

The objectives of the **#IAmSAFE** campaign are as follows :

- Strengthen the creation of communication tools adapted to national contexts for better communication on abortion.
- Strengthen partnership and collaboration of civil society for advocacy on access to safe abortion through their participation in the campaign in the region
- Educate the public on the importance of access to safe abortion services.
- Reduce the stigma related abortion.
- Encourage governments and health organizations to improve access to these essential services. Foster an open and constructive dialogue around women's reproductive health.



2

Communication channels



To disseminate campaign messages, you can use the following communication channels :

- Social media (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.) using the hashtags **#IAmSAFE** and **#JSuisSAFE, #ASAP**
- Websites
- Blogging
- Awareness and advocacy events

Visit the official campaign website here:

www.jsuissafe.com/en/

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Communication media

The communication media for the campaign are:

- engaging visuals and infographics to share on social media,
- blog posts,
- resources,
- videos.



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How to launch and participate in the campaign?

Follow the guidelines below to launch or participate in the campaign:

- Write the messages that will accompany each communication medium for the appropriate post.
- Choose and use the appropriate communication medium for the post (visual, video, etc.).
- Use the hashtags **#IAmSAFE**, **#ASAP** and **#JSuisSAFE** in your post.
- Put Call To Action (CTA): Invite Internet users to interact with the post: Like, comment, share.
- Check for errors and correct them before publishing.





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Use of hashtags and mentions

The consistent use of the hashtags **#IamSAFE** are essential and indispensable to create a strong identity for the campaign. It is recommended that the five (05) member societies (**CNGOB, SOGOB, SOGOC, SOGOCI, SOMAGO**) use them in all their publications related to the campaign, as well as mentions of the partners involved.

Methods/techniques to follow the publications of other people (hashtag tracking, creation of lists of partners on the networks)

To track other individuals' posts in the campaign with the specific hashtags **#IAmSAFE**, **#ASAP**, **#JSuisSAFE**, we recommend using the following methods and techniques:

A. Hashtag Tracking

Hashtag tracking consists of following posts that include a specific hashtag related to the campaign, in our case, these are the hashtags **#IAmSAFE**, **#ASAP** and **#JSuisSAFE**.

Here are some steps to do so:

- On social networks such as Twitter, Instagram and LinkedIn, use the search bar to enter the hashtag **#IAmSAFE**, **#ASAP** and **#JSuisSAFE**
- The platforms will then display all public posts that use these hashtags.
- You can also use the social media management tool, Tweet Deck, to create specific search columns for the **#IAmSAFE** hashtags.

This tool will allow you to follow posts in real time, respond to comments and interact with users.

B. Creation of Partner Lists

Creating partner lists on social media will allow you to group partner NGO accounts for easier tracking. Here's how:

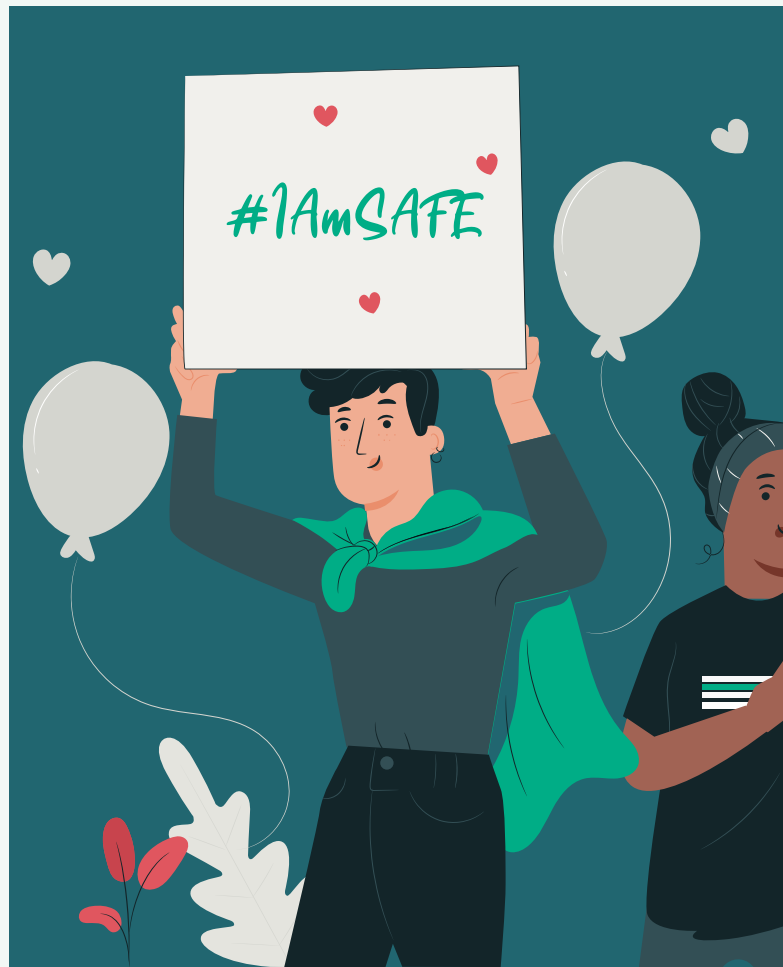
- On Twitter, you can follow partner NGO accounts and add them to your follow list. Use the "Lists" function to create a specific list for NGO partners. Add NGO Twitter accounts to this list.
- On Instagram, you can save partner NGO accounts to your "Saved" section by creating a specific collection.
- On LinkedIn, you can follow partner NGO accounts and add them to your watchlist.

By creating specific lists for partners, you can easily view their posts, interact with them, and make sure you don't miss any important information.

C. Alertes Google

You can also use Google Alerts to monitor mentions of the campaign or your partners outside of social media. Set up a Google alert for the term "**IAmSAFE**" and you will receive email notifications whenever a new article or post mentioning these terms appears online.

By using these methods, you will be able to effectively track other individuals' posts, monitor campaign impact, and keep track of your partners' activities. It will also allow you to stay engaged with the target audience and respond quickly to comments and interactions, boosting the overall effectiveness of the campaign.



Campaign editorial calendar: What, when and where to publish?

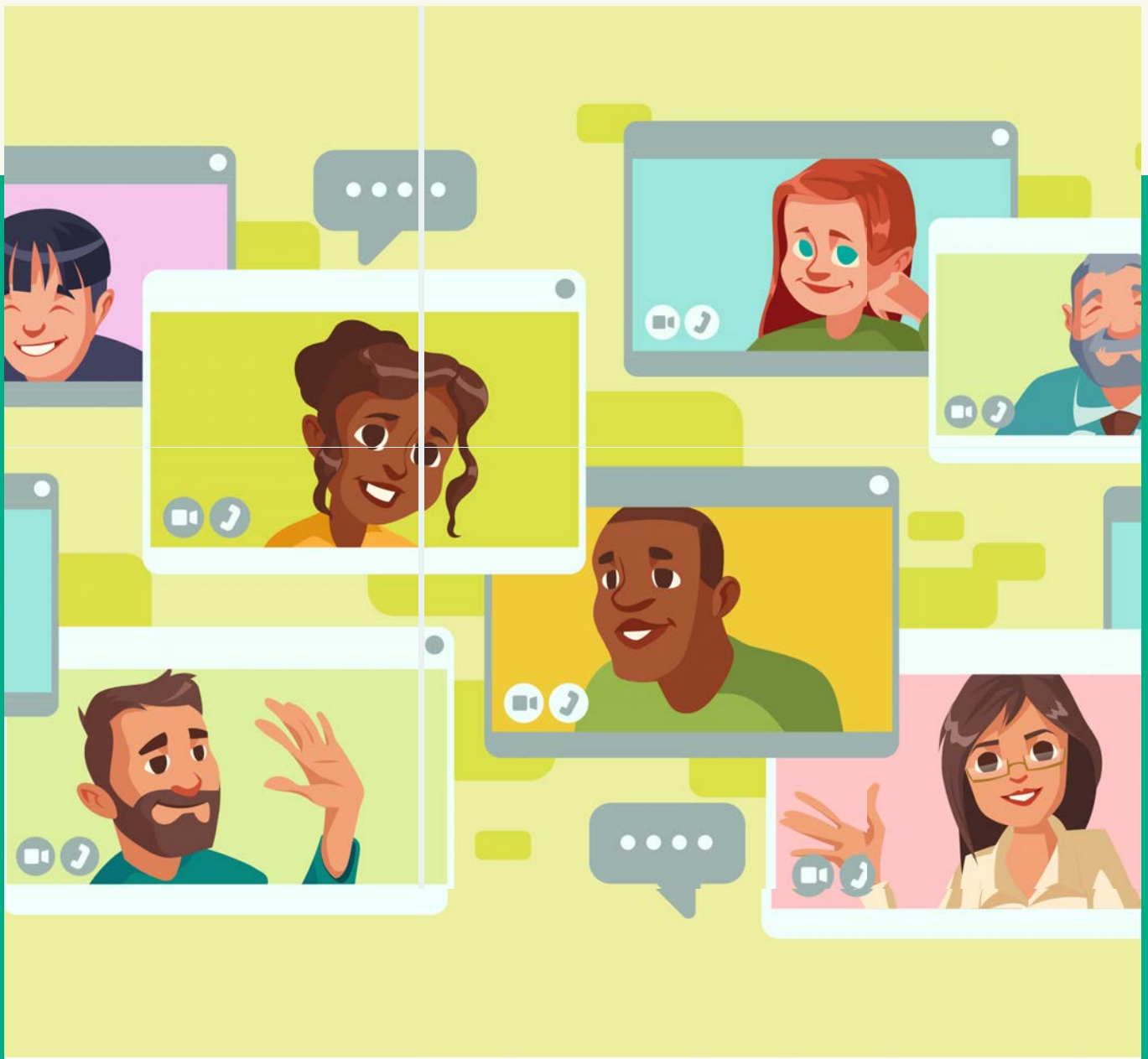
The role of the editorial calendar is to plan, organize and manage the content of a publication, whether for a blog, a website, social networks or any other communication channel. It is essentially a management tool that will help you maintain consistency in the various publications and meet their communication objectives.

Here is for you the editorial calendar proposed as part of this campaign.

Communication channels	Posting days and times Posting hours	Type of content to publish	Posts
- Facebook, Twitter, Instagram, LinkedIn, - Website	Thursday August 03, 2023 at 10 a.m.	Launch visuals	<p>Option 1: #IAmSAFE campaign. Let's save lives by providing access to safe abortion care. Date: From August 01 to October 30, 2023</p> <p>Option 2: #IAmSAFE Campaign Save lives by providing access to Comprehensive abortion Care. Date: From August 01 to October 30, 2023</p> <p>Option 3: #IAmSAFE campaign Save lives by providing access to Safe abortion. Date: From August 01 to October 30, 2023</p>
- Facebook, Twitter, Instagram, LinkedIn, - Website	Friday August 04, 2023 at 10 a.m.	Visuals	I strongly support campaigns and initiatives that help women and girls access free and available safe abortion healthcare. #IAmSAFE.

- Facebook, Twitter, Instagram, LinkedIn, - Website	Tuesday August 08, 2023 at 10 a.m.	Visuals	I strongly support campaigns and initiatives that help women and girls access free and available safe abortion healthcare. #IAmSAFE .
- Facebook, Twitter, Instagram, LinkedIn, - Website	Thursday August 10, 2023 at 10 a.m.	Visuals	I am a Community Leader, #IAmSAFE and I strongly support initiatives that promote the rights of girls and women to safe choice.
- Facebook, Twitter, Instagram, LinkedIn, - Website	Monday August 14, 2023 at 10 a.m.	Visuals	I am a decision-maker, #IAmSAFE and I support improved laws and policies for safe abortion cares

More posts here www.jsuissafe.com/en/participate-in-the-campaign/



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Impact Measurement

The impact of the **#IAmSAFE** campaign will be measured with detailed data on the engagement of Internet users on social networks (Number of Likes, shares, comments), websites (the number of traffic since the start of the campaign), the results of the events organized within the framework of the campaign with the tools shared on the resource center, as well as indicators of the success of the campaign such as the number of people sensitized or the type of people reached.



The five (05) Societies (CNGOB, SOGOB, SOGOC, SOGOCI, SOMAGO), international institutions and NGOs or anyone wishing to participate or support the campaign can share a tool or an important resource to contribute to access to health services. with a message and the hashtags #IamSAFE.

Here is an example of a message: The (CNGOB, SOGOB, SOGOC, SOGOCI, SOMAGO) supports the #IamSAFE campaign, Consult [the ASAP Compendium](#) highlights the great advocacy successes of FIGO within the framework of the ASAP project in Africa.

Find a list of resources in the table below.

Resources	Links
ASAP Project Video	https://youtu.be/mdEak_fw08g
Livingston Safe Abortion Charter	Livingston SAFE ABORTION CHARTER
ASAP Compendium	ASAP Compendium
Campaign website	https://jsuissafe.com/en/



- **ASAP** : Advocacy for Safe Abortion Project
- **Campaign** : A series of coordinated and planned actions aimed at specific objectives
- **CNGOB** : National College of Gynecologists and Obstetricians of Benin
- **SOGOBI** : Society of Gynecologists and Obstetricians of Burkina
- **SOGOC** : Society of Gynecologists and Obstetricians of Cameroon
- **SOGOCI** : Society of Gynecology and Obstetrics of Ivory Coast
- **SOMAGO** : Malian Society of Gynecology and Obstetrics
- **FIGO** : International Federation of Gynecology and Obstetrics
- **Hashtag** : a word or phrase preceded by the pound symbol (#) used on social networks and social media platforms to identify and categorize content. Example: **#IAmSAFE**
- **Number of Likes** : "Number of likes received by a post or content online, usually on social networks such as Facebook, Instagram, Twitter, YouTube, etc. It is an indicator of the level of appreciation or of engagement users have with the content in question.
- **Number of shares** : Number of times a post or online content has been shared by users on social media or other platforms. When a user shares with their own network of friends, followers, or contacts, this is counted as a share.
- **Number of comments** : Number of comments left by users on an online post or content, usually on social media, blogs or social media platforms. Comments allow users to express their opinions, ask questions, engage in discussions or provide feedback on posted content.
- **Number of website traffic** : Number of visitors who access a given website over a specific time period. Website traffic can be measured in many different ways, but the most common metrics include total unique visitors and total page views.

- **NGO** : Non Governmental Organizations
- **Stakeholders** : People, groups, organizations, institutions or entities involved in the campaign to have a strong impact. They may also have expectations, needs, rights or responsibilities for achieving goals.
- **ASAP** : Advocacy for Safe Abortion Project
- **LMIC** : Low and Middle Income Countries
- **PPAS** : Projet de Plaidoyer pour l'Avortement Sécurisé
- **PRFM** : Pays à Revenu Faible et Moyen

We hope this guide will help you communicate effectively about the **#IAmSAFE** campaign.

Good luck in your efforts to promote women's reproductive health and well-being! Do not hesitate to contact us if you have any concerns or need information. Together we can make a difference.



...y support campaigns and initiatives that
men and girls access free and available
abortion services.

#IAmSAFE



#IAmSAFE



a decision-maker

#IAmSAFE

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