

Doctors Without Borders: Malaria Cases Spike in Niger

<http://www.doctorswithoutborders.org/article/niger-malaria-cases-spike-after-three-year-decline>

Doctors Without Boards is reporting the startling fact that reported cases of Malaria have drastically increased this year. Around 7000 cases have been reported so far this year in the country. That is almost double the reported cases of last year around this time. Doctors without boards believes preventative care is the best course of action to fight this growing disease. Distribution of mosquito nets treated with insecticide, the implementation of a chemoprevention program, and the epidemiological monitoring of cases could all go a long way to help solve this problem. Doctors without Boards is seeking support to deal with Malaria crises in Niger and stop its spread to other areas.

PLATFORM #1 Facebook

Messaging/Tactic A.

The first message for the Facebook platform should be a post by the Doctors without Borders page about the Malaria issue overall. Included information on what is happening but keep it small. A link to Website for more information or to donate would be a part of the post. This post is concentrated on asking for donations. I would like to include an image because a picture is “worth a thousand words” and people would much prefer to look at a sad photo then read a thousand word Facebook post. The photo is from the very article found on the Doctors without Borders website about the spread Malaria across Niger.



Messaging/Tactic B.

Unlike the first tactic, this post will concentrate on spreading information not necessarily asking for donations. There will be a donation option once the potential reader clicks the link. This post will be the sharing of an article that is one the Doctors without Borders site on this increased spread of Malaria. Sharing articles on Facebook is very popular and hopefully the many for already follow Doctors without Boards will share the post so it may spread to many other Facebook users.

Message/Tactic C.

Facebook is the most popular social media site, especially for older people. I believe it is important to have as much content as possible of this site to generate the most awareness for the Malaria problem. A post or multiple post that share content from platform #3 YouTube is a good idea. People enjoy video content and sharing another platforms content is an easy way to make sure it receives an increase of views.

Facebook provides certain free monitoring services but that are limited, some include likes and shares. Business and organizations can purchase services that go deeply into the analytics of Facebook. From seeing how many views each post gets to tracking overall actions of Facebook. Some service provides for this type of monitoring is Hootsuite. However, other services providers that do the same type of monitoring are available.

PLATFORM #2 Twitter

Messaging/Tactic A.

The first tactic for Twitter should be the sharing of the article of the increased spread of Malaria. Twitter is a popular platform to view shared articles. A caption and picture will be the post on this site. Clicking on the post will direct users to the Doctors without Borders website where the article is. An option to donate will be available there. A very sad picture will be needed to captivate people's attention on the issue. This photo of a mother in her child in Niger should make people want to view more.



Messaging/Tactic B.

The next tactic will be to share a donation link. This link will give the Twitter user a chance to donate to help the Malaria crisis. After donation is made it allows them to post a “I donated” type of post. People love to let others know they did something good. This idea is derived from the “I voted” stickers for the election. I believe people are more likely to share that type of content with their peers. The “I donated” post will include a link so others could donate as well.

Message/Tactic C.

Twitter is unique compared to other social media with incorporation of things like polls. Using the popularity of polls may be a unique way to get potential donors involved. Asking trivia like how many people get infected with Malaria each year could be a step to generate interaction. After the potential donors answers the poll the correct answer could be shown with an option to donate underneath it.

Message/Tactic D.

Twitter now has a service designed for interaction with consumers, in case donors. The automated service allows for better customer service by allowing third party companies to have better conversations with potential customers or donors. The automated chatbox system can let Doctors without Borders answer any question a donor might have on donating or what their money is being used for.

Twitter has the same capability to be monitored like Facebook. Many third party companies provide this services. Using one overall service to monitor all platforms would be cheaper than having a different service for each social media site. Chatbox is also a good way to monitor any question a potential donor could have.

PLATFORM #3 YouTube

Messaging/Tactic A.

Video is the biggest selling point of YouTube. A video can be made spreading awareness of Malaria. It can feature shots of doctors helping the sick of Niger. The video should concentrate on children the most at risk. No spoken words for this video. Just a sad melody and written words on the screen. Information on donating will be at the end on the video.

Messaging/Tactic B.

The second video will differ from the first. It should feature those affect by the disease telling their story of how Doctors without Borders saved their life’s or the life of a loved one. Then a doctor or spokesperson should explain how every donation helps save life’s and how they need donation immediately. Donation information can be at the end of the video. Each video should have links to both donation and the Doctors without Borders website.

YouTube offers ways to view statistics on one’s video views, likes, shares, and etc. These tools can be used to monitor the content. Third party companies can be used as well for the YouTube platform.

EMERGING NEW PLATFORM: Yubl

I am choosing this platform for the campaign because Yubl is one of the fast growing and most popular social media apps in the UK. Doctors without Borders is not only can access the US market but gain resources from any country willing to help. This app can be used to receive donation from English and other European countries. Yubl is not even available in the US currently.



Messaging/Tactic.

Yubl is very detailed and very colorful. This may seem like a disadvantage to try to but a bleak message like Malaria crisis on this site but I believe there are ways around that. Making the Yubl content more positive and including all Doctors without Borders have done so far could be the way to go on Yubl. A donation option will be clearly visible as long as a link to the website. This colorful picture of people receive aid could be good for this site.



Hootsuite provides monitoring of this social media site as well. Other option could be available. Other than learning of this site in another class and reading some article to refresh myself I do not know much about this new and very popular site. It has not been released in the United States so having a familiar person will be needed. With Doctors without Borders being an international organization finding someone knowledgeable should not be difficult.

CONCLUSION:

I may have chosen different concepts for each site based on the strengths of that particular social media site. Most concepts are interchangeable though if one would like to reuse certain concepts. Also any concept could be shared between sites, like sharing YouTube videos on Facebook. Combining strengths of different site by using them together is a good strategy. Any site I did not specifically list can be used in the campaign as well.