

# MAINSTREAMING COVID-19 IPC: A SOCIAL MEDIA DANCE CONTEST

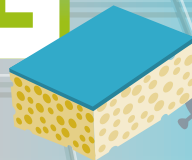


A SOCIAL MEDIA CAMPAIGN TO PROMOTE SCHOOL-BASED  
COVID-19 INFECTION PREVENTION AND CONTROL (IPC) MEASURES.  
INSIGHTS FROM A SUCCESS STORY IN THE PHILIPPINES

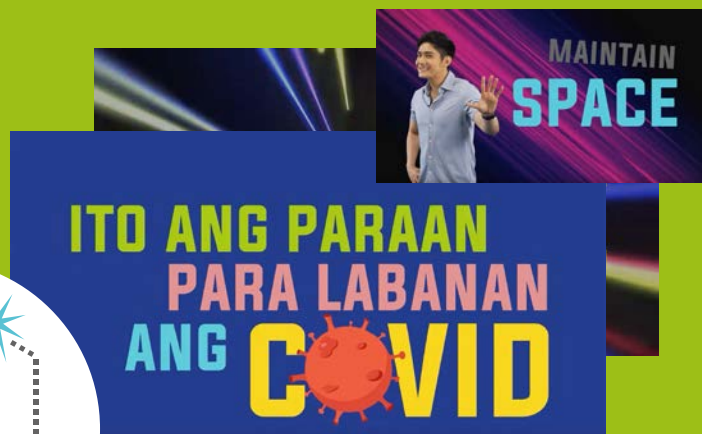


**HANDS**  
**FACE**  
**SPACE**  
**SURFACE**

SOAP



# HANDS-FACE-SPACE-SURFACE A SOCIAL MEDIA CAMPAIGN



Watch the jingle on youtube:  
<http://bit.ly/3xBJPz7>

## BACKGROUND

The school setting has been an effective venue for mainstreaming various campaigns targeting school-age children as this is where they spend most of their time. With school closures due to the pandemic, the challenge was to look for other platforms to deliver these campaigns. The continuous rise of the popularity of social media has turned it into an obvious option when deciding on a campaign's channel. The challenge, however, is standing out from all the other information competing for the target audience's attention.

The COVID-19 infection prevention and control (IPC) social media campaign was crafted in a way that can address the challenges of ensuring engagement and effective message delivery. This document features the social media campaign by the Philippines' Ministry of Education, supported by GIZ's Fit for School Programme, which includes information on the campaign's experience in:

- › Developing a social media campaign to mainstream COVID-19 IPC measures.
- › Selection of the personality/influencer to deliver the message.
- › Choosing different platforms and channels to ensure that the materials can reach the target audience.
- › Using jingles and dance video contest to increase the campaign's reach and engagement.

The Philippine Department of Education (DepEd) and GIZ, in cooperation with Save the Children and UNICEF, under the flagship of the DepEd WinS Technical Working Group, produced a series of videos on COVID-19 IPC measures in both the home and school settings.

## CAMPAIGN DEVELOPMENT

The team collated important information about COVID-19 IPC measures from the national guidelines and other reputable international organizations and came up with different key messages. The key messages were delivered in a manner similar to a children's show to grab the learners' attention. The video featured animations, puppets, a live actor, and jingle/song to make it more interesting. The concept of 'password' (Hands-Face-Space-Surface), which was provided by the Hygiene and Behaviour Change Coalition and contains the key message of the campaign, was integrated and underlined in the video. A jingle, which summarizes the core messages of the video, was produced to further capture the attention of the intended audience.





Watch the video on youtube:  
<https://bit.ly/3Em5oaK>

**ROBI DOMINGO**

TV-HOST

## CHOOSING THE INFLUENCER

To make the message more credible, the influencer was identified based on acceptability criteria (reputable, articulate, having a clean image, and can engage both adult and child population). Choosing Robi Domingo, a Filipino television host, as the influencer made the videos more appealing because of his popularity among the age group, and credible at the same time because of his associations with youth-oriented and educational shows.

## CHOOSING THE PLATFORM

The full 20-minute video was initially launched on DepEd's official Facebook page during the celebration of One Health Week. The full-length video, along with shorter 5-minute segments, were also broadcasted via DepEd's national TV channel among other platforms owned and managed by DepEd, to facilitate the delivery of these critical and relevant messages to learners and their parents.

## LAUNCHING THE DANCE CONTEST

Riding on the popularity of TikTok dances and videos, the campaign launched a dance video contest to allow the target audience to actively participate in the campaign. An official memo from the Department of Education central office was circulated to invite teachers and school staff to join the contest.

## MECHANICS OF THE CONTEST

- .....

➤ The video showing the contestants dancing along to the full jingle of DepEd's COVID-19 IPC video should not exceed one (1) minute.

.....
- .....

➤ There will be 3 categories for the contest – learners, teachers, and school.

.....
- .....

➤ Contestants are encouraged to create their original choreography while integrating the hands-face-space-surface gestures demonstrated by Mr Robi Domingo in this video.

.....
- .....

➤ Use of costumes, props, and video effects are allowed.

.....
- .....

➤ The entry must be an original work of the contestant.

.....
- .....

➤ The entry must not contain or show inappropriate gestures, languages, and clothing.

.....
- .....

➤ The entry must exude positive and inspiring energy.

.....
- .....

➤ The entry must be posted on the contestant's Facebook page starting from October 22, 2021 until November 30, 2021. To allow the contest organizers to view the submitted entry, the privacy of the specific post must be set to public, and the caption must include the following hashtags: #OKSaDepEd #HandsFaceSpaceSurface #ForTheWinS #WinSPH2021

.....
- .....

➤ Video entries were judged based on their originality, visual appeal, and creativity.

# CAMPAIGN RESULTS

## CAMPAIGN PLATFORMS:



5.3 MILLION FOLLOWERS



23 000 FOLLOWERS



OVER 20 MILLION CAN ACCESS THE CHANNEL

## REACH AND ENGAGEMENTS OF THE VIDEOS:



MAIN VIDEO:

59 000+ TOTAL VIEWS



DANCE CONTEST:

|                   |             |                  |
|-------------------|-------------|------------------|
| 200+              | 500 000     | 140 000          |
| SUBMITTED ENTRIES | TOTAL VIEWS | LIKES/ REACTIONS |

SOME OF THE WINNING ENTRIES CAN BE FOUND HERE:



LEARNERS  
<https://bit.ly/3ZF0iiJ>



TEACHERS  
<https://bit.ly/3knMxFi>



SCHOOLS  
<https://bit.ly/3Knrxrv>

## KEY SUCCESS FACTORS

### 1 AVAILABILITY OF SYSTEMS AND CHANNELS WITH LARGE REACH AND FOLLOWING

Having access to established channels with a large following can greatly help the campaign succeed. Existing systems and processes in place such as issuance of special memos from the Department of Education can also be utilized to gather more participation from the target audience.

### 2 BANKING ON THE SCHOOL'S COMPETITIVE SPIRIT

Launching a competition can be very effective in generating hype around a campaign especially if the target audience has an innate competitive spirit which is what happened in the case of the IPC campaign. Banking on their tendency to express their school pride, the contest greatly improved the reach and engagement of the campaign materials.

### 3 RIDING THE WAVE OF TIKTOK'S POPULARITY IN THE COUNTRY

It could also be useful to take note of the latest trends when planning the campaign. In the case of the IPC campaign, Tiktok dances were very popular, making people more confident to post their dance videos. This made launching a dance contest helpful for the campaign to reach as many people as possible.

### 4 PRODUCING A CATCHY SONG/JINGLE TO ATTRACT ATTENTION

Using an upbeat tune to deliver the message of the campaign was helpful to easily grab the people's attention. People tend to remember the words to a song better than when delivered in a speaking manner, so jingles can be very effective to make the message catchier and more memorable.

### 5 AIMING AT INTEGRATION ACROSS EVERY POSSIBLE TOUCH POINT

Consistency and coherence of the campaign is also critical for reinforcing behavioural cues. The team made sure that the jingle (audio) produced was strongly connected with the posters (visual) that DepEd strategically placed in key locations in schools. These posters serve as nudges to trigger the desired behavior.

