Assignment

Name

[Institutional Affiliation(s)]

Author’s Note

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Studies have shown that social media campaigns have a strong influence on creating awareness among communities. Last month, I have participated in a seminar where the influence and impact of the social media campaign was highlighted. Later, I came to know that this organization has conducted various local media campaigns on existing media such as radio, television, and newspaper. I have proposed my name to become part of the future campaign. After joining, I have observed that through these media campaigns, powerful messages regarding various health risk behaviors including child survival, road accidents, screening and prevention and use of tobacco and sex-related behaviors were propagated (González-Bailón & Wang, 2016). In recent years, local media campaigns have been found very active in social work.

A large population has been receiving important health-related messages through these campaigns. The campaign has been working for the welfare and education of communities. This campaign was utilizing social media platforms such as Instagram and Facebook. The young generation is actively using these platforms; therefore, the messages regarding lifestyle change would be effectively delivered. This campaign has used PIE components to effectively address the major health risk behaviors of the communities. For example, the use of alcohol, drug abuse, and child survival and screening and prevention programs of illnesses. The campaign was prepared and the members have utilized a real timeline in which pages and videos were prepared for the communities. The page was monitored using a Gantt chart to effectively implement the program. The campaign was prepared by experts in healthcare organizations.

Healthcare professionals have been participated in the campaign, they delivered interviews regarding prevention and screening programs and other related issues were discussed. The videos were recorded and played online on the timeline. The evaluation of the messages was recorded using likes, messages received on-page, shares, and feedback from the reviews. The effectiveness of the campaign was also measured through the feedback of communities as people were sharing the videos as healthy activities presented in the videos (González-Bailón & Wang, 2016). The members of the campaign were active and efficient in working as all of them were actively engaged in previous campaigns.

I have been working in the department of evaluation of the campaign where we were guided to use the Gantt chart which is a kind of bar chart that illustrates us about the project. The major components of the evaluation were designing of project, analysis of the promotional campaign, approval from the authorities, and analysis of campaign results through posts (González-Bailón & Wang, 2016). The other related elements of promotion were reviews of the page to make it more persuasive and convincing. The page was shared among different communities and cultures that represent us the results with positive feedback (Palmer et al., 2019).

Major elements of effective and persuasive local media campaigns include an effective platform or network, approval from the authorities and journalists, evidence-based practices and research, coverage of successfully stories, PR opportunities such as aligning with the local newspapers and media platforms and fundraising activities for the successful growth of the campaign. Members of the campaign should be actively engaged on these media platforms to respond timely to the clients. I have seen that the major PIE components in the campaign as the quality product is essential for the performance and the positive attitude of the members is also important for a local media campaign (González-Bailón & Wang, 2016). Participants of the campaign should know what they are doing to achieve the aims and objectives of the local media campaign. For example, the vision and mission of the participants should be in alignment with the objectives of the campaigns or organization.

# References

González-Bailón, S., & Wang, N. (2016). Networked discontent: The anatomy of protest campaigns in social media. *Social Networks*, *44*, 95–104.

Palmer, J., Skowronski, P., & Anthony, B. U. I. (2019). *Modification of advertising campaigns based on virality*. Google Patents.