

DIGITAL SOLUTIONS

# REACHING MILLIONS VIA SOCIAL MEDIA

SCALING-UP APPROACH  
BY S2HSS NEPAL  
& WAPO-RE



CREATIVE  
DIRECTOR

FILM  
MAKER

SECTOR  
PROGRAM

COUNTRY  
PROGRAM

LOCAL  
FILM  
TEAM

LOCAL  
PHOTO-  
GRAPHER

IN OUR DIGITAL WORLD SOCIAL MEDIA BECOME MORE AND MORE AN INTEGRAL PART OF COMMUNICATION STRATEGIES.

## Great visibility for great projects

WE CAN MULTIPLY OUR OUTREACH BY COMBINING A SPECIFIC SET OF ACTORS.

- Is your initiative receiving the attention it deserves?
- Do you want people talking about and engaging with your work?
- Want to take your social media communication to the next level?

If so, be inspired by our cooperation with a sector and bilateral programme.

There is no doubt that social media can be an instigator of social change. Successful social media campaigns can greatly contribute to increasing the visibility of initiatives and can boost scaling-up efforts. However, to make the campaign successful, it's essential to get the ingredients right.

Inspiring for you could be our experience with the highly successful social media campaign #NepalsMenstrualMovement where cooperating with a Goodwill Ambassador who has a solid reputation and is popular among target groups was a key ingredient. Choosing a representative for our project that has a wide area of influence and can credibly represent the motivation and goals of our campaign has proven to be a success factor to spread our message, reach a broad audience and garner positive publicity.

The results of #NepalsMenstrualMovement truly speak for themselves. Interested? Get in touch with us!

WE ARE HAPPY TO SHARE WITH YOU OUR EXPERIENCE IN:

Developing a social media campaign targeted towards your target groups

Finding a "suitable" Goodwill Ambassador that can credibly represent your project

Creating attractive/professional content for different kinds of social media (texts, graphics, videos)

Evaluating your social media strategy (e.g. developing suitable criteria)

KEY STEPS AND NUMBERS FROM OUR SUCCESS STORY IN NEPAL

## Social Media Campaign #NepalsMenstrualMovement



Keki Adhikari  
@officialkekiadhikari

**KEKI ADHIKARI**  
Actress, Producer,  
Goodwill Ambassador,  
Influencer 1.5 Mio Followers

FB POSTS TOTAL:  
8 VIDEO CLIPS  
& 1 GRAPHIC IN  
NEPALI & ENGLISH



Nepal's Menstrual Movement Video

>16 000 LIKES  
>200 000 VIEWS



Women Empowerment



Talking about menstrual health and ending period stigma: Full interview...

Interview with the German Ambassador in Nepal

### RESULTS OF THE CAMPAIGN



30 000 REACTIONS



OVER 0.5 MILLION VIEWS



2 MILLION PEOPLE REACHED



MHM Friendly Toilet

1300 LIKES  
10 000 VIEWS

START OF THE CAMPAIGN

DATA UNTIL DECEMBER 2021

10 - 200 LIKES  
<1000 VIEWS

# Social Media Campaign #NepalsMenstrualMovement

**THE CHALLENGE:** How to reach adolescents on a broad scale to raise awareness and share educational materials?

**THE SOLUTION:** Engage a popular national actress and influencer as Goodwill Ambassador.

Keki Adhikari is a well-known actress, model and film producer in her native Nepal. Since October 2020, she has a new role: as Goodwill Ambassador for menstrual health. Working with S2HSS and MHM PA, she is raising awareness about the challenges which women and girls in Nepal continue to face during their monthly periods. With more than 1.5 million followers on social media – a considerable percentage of the Nepali population –, Keki Adhikari is in a powerful position to raise her voice and reach Millions!

The Social Media Campaign #NepalsMenstrualMovement included several posts with Information and Education Materials in 2020.

To scale up, in 2021 a film documentary was produced with Keki Adhikari as a presenter and the award-winning German filmmaker Dirk Gilson. The aim was to showcase challenges and changes for girls and women in rural Nepal as well as education and advocacy efforts by local organizations and the MHM Partner's Alliance as a whole. The first part of the two-part series was released along with several video clips towards Menstrual Hygiene Day 2021 and reached altogether around 2 million people.

## KEY SUCCESS FACTORS – LESSONS LEARNED

### 1. It's important to choose the right person.

The Influencer should have a good image and be popular among the target group. Their intrinsic motivation is essential. Financial incentive alone should not be the only driving force to become an ambassador.

### 2. Getting to know each other is essential.

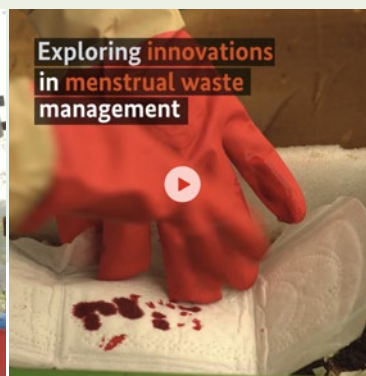
It's important to get to know each other and learn about the interests of the goodwill ambassador. The pandemic situation delayed face to face meetings with Keki Adhikari. However, there was an opportunity to spend some time with her during the documentary shoot which strengthened the collaboration immensely.

### 3. Briefing about the campaign is imperative.

It is important to thoroughly brief the ambassador about the project and the campaign. The goal is that the ambassadors should be able to convey the message in their own words to the public.

### 4. Exposure visit is helpful.

In the initial phase, the pandemic did not allow to take Keki Adhikari for an exposure visit in the community. However, this is seen to be important to make the ambassador more sensitized and aware on the issue through the interaction with different stakeholders.



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