

PERCH | PROJECT

Social Media Strategy

Ljubljana, March 2024



PERCH
PartnERship to
Contrast HPV



**Co-funded by
the European Union**



Work Package 2 – Dissemination

Deliverable 2.2 Communication and Dissemination Plan

Annex

Document Information

Authors:	Matej Črnjavič (Digitalk, Slovenia), Tina Eržen (Digitalk, Slovenia), Urška Ivanuš (IOL, Slovenia), Mitja Vrdelja (NIJZ, Slovenia), Petra Turk (IOL, Slovenia), Katja Turk (NIJZ, Slovenia), Anita Odveig Daae (NIPH, Norway), Elizabeta Radelj Pepevnik (IOL, Slovenia), Marianne Riise Bergsaker (NIPH, Norway), Fredrik Skår (NIPH, Norway), Lina Schollin Ask (PHAS, Sweden), Madelene Danielsson (PHAS, Sweden), Lill Trogstad (NIPH, Norway)
Contributors:	Ivana Andrijašević (CIPH, Croatia), Irena Barišić (CIPH, Croatia), Tatjana Nemeth Blažić (CIPH, Croatia), Claudia Cosma (UNIFI, Italy), Sophie Denoël (SCI, Belgium), Lenka Vostalova (UZIS, Czech Republic), Imre Kaas (NIHD, Estonia), Ioanna Dourou (1st YPE, Greece), Péter Csizmadia (NPHC, Hungary), Rasa Liausediene (NVSC, Lithuania), Ewa Augustynowicz (NIPH NIH – NRI), Carmen Ungurean (INSP, Romania), Daniela Kállayová (SK MoH, Slovak Republic), Amela Duratovič Konjevič (IOL, Slovenia), Maria Brotons Agullo (ICO, Spain)
Work Package:	WP2 – Dissemination
Deliverable:	D 2.2 - Communication and Dissemination Plan Annex
Date of publication:	30/06/2025
Dissemination level:	Public

Project Information

Project Acronym:	PERCH
Project Full Title:	PartnERship to Contrast HPV
Grant Agreement N°:	101075314
Co-Funding Body:	EU4Health programme 2021-2027
Starting Date:	01/11/2022
Duration:	34 months
Coordinator:	Istituto Superiore di Sanità (Italy)

Disclaimer: Project PERCH is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them.



TABLE OF CONTENTS

1. INTRODUCTION – SOCIAL MEDIA AND HEALTH-RELATED COMMUNICATION	4
1.1. HPV-RELATED COMMUNICATION ON SOCIAL MEDIA	4
2. MAIN OBJECTIVE.....	5
3. TARGET AUDIENCES	5
4. SOCIAL MEDIA CHANNELS	6
4.1. FACEBOOK.....	7
4.2. INSTAGRAM	7
4.3. TIKTOK	8
4.4. CHOOSING THE RIGHT SOCIAL MEDIA CHANNEL FOR EACH TARGET AUDIENCE	8
5. APPROACH / STRATEGY	9
5.1. REASON-EMOTION COMMUNICATION.....	9
5.2. PUSH-PULL APPROACH	9
6. SETTING THE FRAME	10
6.1. CANCER.....	10
6.2. TAKING CONTROL.....	11
7. TONE AND VOICE	11
8. MESSAGING.....	12
8.1. MESSENGERS	13
8.2. COMMUNICATION MATRIX.....	13
9. DELIVERY OF INFORMATION.....	17
10. ADVERTISING AND CAMPAIGNS	18
11. SOCIAL MEDIA TOOLKIT	19
12. REFERENCES	21

1. INTRODUCTION – SOCIAL MEDIA AND HEALTH-RELATED COMMUNICATION

In the rapidly evolving landscape of contemporary communication, **social media has emerged as a powerful platform** that transcends geographical boundaries, connecting individuals worldwide. Among the myriad topics that find resonance in this digital realm, health-related communication stands out as a **dynamic and influential discourse**. As individuals increasingly turn to social media for information and support, the intersection of health and **online communication becomes a critical focal point for researchers, healthcare professionals, and the general public alike** [1, 2].

The pervasive nature of social media has transformed the way health information is disseminated, consumed, and discussed. Platforms like **Facebook, X, Instagram and TikTok** serve as virtual spaces where individuals share personal health experiences, seek advice, and engage in discussions about a myriad of health-related topics.

Moreover, the influence of social media on health-related behaviours cannot be overstated. From promoting **healthy lifestyles to shaping perceptions of illness**, these platforms wield **considerable power in shaping public attitudes and behaviours**. Health campaigns, challenges, and advocacy movements often find their roots in social media, fostering a sense of community and solidarity among individuals with shared health concerns.

This democratization of information has both positive and challenging implications, as it empowers individuals to access diverse perspectives but also raises concerns about the accuracy and reliability of health information circulating online [3]. **Misinformation, sensationalism, and the amplification of unverified claims can pose significant risks to public health**. Therefore, it becomes crucial for healthcare professionals, organizations, and advocates to actively engage in social media conversations, providing **evidence-based information and countering misinformation**.

Understanding the dynamics of information dissemination, the role of influencers, and the impact of algorithmic curation are essential aspects in navigating the nuanced terrain of health communication in the digital age.

1.1. HPV-RELATED COMMUNICATION ON SOCIAL MEDIA

A comprehensive examination of existing literature pertaining to the **communication of HPV and HPV vaccination on social media** [4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16] was conducted. While these platforms can enhance awareness and knowledge, their impact on health behaviour related to HPV vaccination uptake remains **limited**, with a slightly greater correlation between **potential exposure to negative, anti-vaccine content and lower vaccination rates** [4].

Despite this limitation, social media interventions present a cost-effective avenue for educating the public about HPV infection, associated diseases, and available prevention strategies, particularly vaccination. By providing **interactive environments**, these platforms have the potential to address parental vaccine hesitancy and facilitate the engagement of adolescents in HPV vaccine uptake [9, 13].

The extent of discussion surrounding HPV, particularly its vaccination, on social media is rather limited. However, analysis shows that **pro-vaccine** messages predominantly focus on **delivering factual information and appealing to logic**, whereas **antivaccine** messages often tap into **emotional appeals**,

potentially overshadowing the rational reasons for choosing HPV vaccination and consequently hindering vaccine uptake [3].

These findings carry significant implications for the framing and formulation of messages on social media to effectively promote HPV vaccination. They also informed the proposed strategy and approach to HPV-related communication on social media as elaborated in following chapters.

It is crucial to acknowledge that while social media communication plays an important role, it should be viewed as an **integral component** within a broader communication strategy. This comprehensive approach should encompass a diverse range of communication channels and tools to effectively reach and resonate with the target audiences.

2. MAIN OBJECTIVE

Knowledge gaps and misconceptions about HPV significantly impact vaccination rates among adolescents and young adults, as well as their parents and guardians. These gaps contribute to the underutilization of HPV vaccines, despite their proven efficacy in preventing HPV-related diseases, including certain cancers [2, 4, 10, 12, 13].

Therefore, the primary goal is to bridge these knowledge gaps by raising awareness about HPV infection, its potential health implications, and the importance of preventative measures. By ensuring that individuals within target groups are educated about HPV and the potential consequences of infection as well as well-informed about the benefits and availability of HPV vaccination, the aim is to empower them to make informed health decisions, thereby increasing vaccination uptake and contributing to the broader public health effort to mitigate HPV-related health issues.

Thus, the main objective of the social media strategy is as follows:

Raise awareness about HPV infection, related diseases, and prevention strategies among adolescents and young adults and their parents or guardians. Specifically, ensure that individuals within the target groups are fully informed and aware of the availability and benefits of HPV vaccination as a critical preventative measure.

3. target audiences

Understanding the diversity and specific needs of target audience is crucial in forming effective communication strategies. These groups play pivotal roles in the decision-making process related to health and vaccination. By acknowledging **different perspectives, concerns, and informational gaps** across different demographics, the strategy can be tuned to address these factors directly. This approach ensures that communication is not only received but resonates on a personal level, **encouraging informed decisions and actions.**

For HPV-related communication on social media following target audiences were identified:

- primary: adolescents and young adults;
- primary: parents or guardians of adolescents and young adults;
- secondary: EU and national stakeholders, healthcare professionals.



While the influence of parents on vaccination decisions is often essential, **young people are increasingly becoming more involved** in personal health-related decision making [8, 16]. This suggests the importance of tailoring HPV vaccination messages to both parents and their children. Young people use social media at the highest rate of all age-groups, revolutionizing how they share and receive ideas and information, including health-related content [8]. Thus, social media platforms represent a crucial way to reach an important audience with recommended HPV messaging.

EU and national stakeholders as well as **healthcare professional**, individuals who are crucial for recommending and advocating for the HPV vaccine, are identified as **secondary publics**. Thus, they will not be addressed directly through social media platforms as these will be reserved for targeted communication to adolescents and young adults and their parents or guardians. To reach secondary audiences, especially healthcare professionals, more suitable communication channels, tools and activities are identified in the general communications strategy.

4. SOCIAL MEDIA CHANNELS

There are around 682 million social media users in Europe [17]. The majority of Europeans use Facebook (67%), WhatsApp (61%) and YouTube (56%). Twitter / X is one of the least used social media platforms in Europe [19].

Social media users by age group:

- **8–11 years:** TikTok and WhatsApp are the most used social media platforms (32%), followed by YouTube (27%) and Snapchat (24%).
- **12–15 years:** WhatsApp is the most popular social media platform (80%), followed by Snapchat (62%), Instagram (46%) and TikTok (44%).
- **15–24 years:** Instagram is the most used social media platform (79%), followed by YouTube (76%), WhatsApp (63%), Facebook (54%), TikTok (49%) and Snapchat (43%).
- **25–39 years:** Facebook is the most popular social media platform (73%), followed by YouTube (67%), WhatsApp (65%), and Instagram (59%). Messenger, a Facebook-associated platform, is used by 45% of this age group.
- **40–54 years:** Facebook is highly prevalent with a usage rate of 72%, followed by WhatsApp (64%), YouTube (57%), Instagram (40%), and Messenger (37%) [18, 19].

While most of the popular social media platforms (e.g. Facebook, Instagram, TikTok) require users to be at least 13 years of age before they can register, it is important to note that some users join at a younger age, and they can be effectively reached through targeted communication, especially on TikTok.

For the HPV-related communication, the focus on Facebook, Instagram, and TikTok is strategically chosen based on the widespread use of these platforms among key target audiences [18, 19]. These platforms offer an **opportunity to reach a wide and engaged demographic efficiently**. Limited human resources for managing social media accounts necessitate a concentrated approach, ensuring that efforts are maximized where they are most likely to have a significant impact on raising awareness about HPV and HPV vaccination.

However, adapting evidence-based HPV messaging for the social media environment presents a challenge due to the unique characteristics of each platform. Crafting an effective message requires a



nuanced understanding of how to tailor information to fit these diverse platforms while maintaining accuracy and relevance [2, 7].

The predominant peer-driven and user-amplified nature of social media further complicates the challenge, as the spread and reception of information are heavily influenced by user interactions and community dynamics. To successfully navigate this challenge, it is crucial to develop **strategies and tactics that not only align with the specific features of each platform** but also leverage the **power of peer influence** [14] to ensure the widespread and accurate dissemination of evidence-based HPV messaging in the social media landscape.

4.1. FACEBOOK

With over 408 million monthly active users in Europe [20], Facebook offers a diverse range of features, including personalized profiles, pages and groups, multimedia sharing, real-time updates, and a dynamic news feed. Launched in 2004, this digital space has become an integral part of daily life for many, fostering connections, enabling communication, and serving as a hub for social interaction, making it a cornerstone in the ever-evolving landscape of social networking. Today, Facebook is part of Meta Platforms, Inc.

This social media network users can post updates, share photos, and interact with friends, pages and groups. On Facebook, users can create:

- posts that include text, images, videos, and links with no specific text length limit, although shorter texts often perform better;
- Facebook Stories are short content, usually in the form of video, lasting 20 seconds and disappearing after 24 hours;
- Videos on Facebook can be up to 240 minutes long, with a recommended file size of under 4 GB;
- Facebook Live allows streaming for up to 8 hours, requiring a strong and stable internet connection.

Facebook allows users to run advertisements (Meta ads) to achieve meaningful results, including building awareness, driving engagement, generating leads and sending more traffic to a page or website. Meta ads are a valuable tactic to reach a wider audience through detailed targeting and get attention of individuals who are likely to be interested in the HPV-related content.

4.2. INSTAGRAM

Launched in 2010, Instagram has swiftly become a leading force in the realm of social media, captivating users with its visually oriented platform. The app allows individuals to share photos and videos with a global audience, fostering creativity and self-expression.

Instagram's user-friendly interface, coupled with features like Stories, Reels and a variety of filters, has made it a go-to platform for both personal and professional use. With around 338 million monthly active users in Europe [21], Instagram continues to shape modern digital culture, providing a dynamic space for visual storytelling, community building, and exploration of diverse interests.

Instagram gives users the possibility to create:

- Photos / graphic posts;
- Video posts can be up to 60 minutes long;



- Instagram Stories last up to 60 seconds and vanish after 24 hours, and they can include interactive elements like GIFs and polls. They can be saved to Highlights on the user's profile;
- Reels are short videos lasting up to 90 seconds;
- Live feature video with duration up to 4 hours.

On Instagram, it is recommended to use hashtags as a way to label and categorize content. They then help Instagram serve posts to relevant users who might have a high interest in the post's content. Instagram advised creators to use between 3-5 hashtags on their posts, despite allowing up to 30.

Similar to Facebook, Instagram allows users to run advertisements (Meta ads).

4.3. TIKTOK

TikTok, launched in 2016, has swiftly risen to prominence as a dynamic and trend-setting social media platform. TikTok allows users to create and share short-form videos set to music, showcasing a diverse array of creative content. The platform's algorithm driven "For You" page ensures personalized content discovery, fostering a unique and engaging user experience.

With its user-friendly interface and emphasis on user-generated content, TikTok has become a global phenomenon, influencing pop culture and reshaping digital storytelling. Boasting a vast and active user base – 142 monthly active users in Europe [22] – TikTok has established itself as a cultural hub for creativity, trends, and community interaction in the ever-evolving landscape of social media.

Formats:

- TikTok primarily focuses on video content. When recording videos within the app, they can range from 15 seconds up to three minutes long. Videos uploaded to the app can be up to 10 minutes long. It also offers a live streaming feature, although the time limits can vary depending on the account and region.

4.4. CHOOSING THE RIGHT SOCIAL MEDIA CHANNEL FOR EACH TARGET AUDIENCE

When targeting adolescents, young adults, and their parents or guardians with HPV-related messages, social media platforms are chosen based on the **unique demographics, preferences, and usage patterns of these primary audiences**. The selection of specific social media platforms aims to optimize reach and engagement, ensuring the communication strategy is both effective and efficient.

Adolescents and young adults

- **Instagram and TikTok:** These platforms are very popular among adolescents and young adults due to their visual and video-centric content. Instagram and TikTok are ideal for sharing engaging, creative content such as short videos, infographics, and stories that can effectively convey HPV vaccination messages. The use of influencers, relatable to the target age group, could further enhance message reception and engagement.

Parents and guardians

- **Facebook and Instagram:** Given the wide demographic reach, Facebook is well-suited for reaching parents and guardians. The platform supports detailed posts, article sharing, and

community engagement through groups and forums, where parents often seek and share advice and experiences related to their children's health.

5. APPROACH / STRATEGY

Disseminating accurate, yet culturally resonant HPV-related information (considering country specifics) is critical in light of the polarized social media environment, particularly around vaccination [2]. Based on the available literature and examples of good practice [11], the following overarching dissemination strategy that can significantly increase the reach of HPV (and HPV-vaccine) related messages on social media is adapted: **reason-emotion communication underpinned by a push-pull approach**.

5.1. REASON-EMOTION COMMUNICATION

Content related to personal stories evoking emotions in the message recipient combined with content related to factual information / evidence on HPV, HPV transmission, risks, and prevention.

The reason-emotion communication is a sophisticated approach designed to deeply resonate with the target audience by **intertwining factual information with emotionally compelling personal stories**. This method leverages the power of storytelling to humanize the abstract and often complex data surrounding HPV, its transmission, risks, and preventative measures. By presenting personal narratives, the strategy seeks to evoke empathy and emotional engagement, making the information more relatable and memorable. These stories serve as a bridge, **connecting the audience's emotional responses to the logical reasoning** behind the importance of vaccination and preventive behaviour.

Incorporating factual content ensures that the emotional appeal is grounded in solid evidence, enhancing the credibility of the message. This dual approach addresses both the heart and the mind of the audience, facilitating a deeper understanding and retention of the information. It acknowledges that decision-making, especially in health-related matters, is influenced by a blend of cognitive and emotional factors [11].

By appealing to emotions through personal stories while simultaneously providing factual evidence, the reason-emotion communication strategy aims to motivate informed decisions regarding HPV vaccination, encouraging proactive steps towards health and prevention.

5.2. PUSH-PULL APPROACH

Publishing content that evokes curiosity and interest to generate more impressions and reactions, and engage users with intervention content (comments, interactions and shares).

The push-pull approach is a dynamic content strategy designed to maximize engagement on social media by **sparking curiosity and interest among the audience**. This method leverages a balanced mix of content that "pushes" informative and educational materials to the audience and "pulls" them into deeper interaction through content that is intriguing and encourages active participation.

"Push" content is typically direct and **informative**, designed to educate the audience on HPV, its transmission, the risks involved, and the prevention measures, including vaccination. This content is crucial for building a foundation of knowledge and awareness among the target audience.

On the other hand, "pull" content is crafted to be **engaging and interactive**, often posing questions, challenges, or thought-provoking statements that invite the audience to think more deeply about the subject. This could include interactive polls, quizzes, or calls to action that encourage users to comment, share their experiences, or participate in discussions. Such content is designed to evoke curiosity and interest, prompting users to engage more profoundly with the topic, share the content with their networks, and contribute to the spread of information through their interactions [2].

The synergy of push and pull content creates a vibrant ecosystem of engagement on social media platforms, where users are not only recipients of information but also active participants in the dissemination process. This approach helps to generate more impressions and reactions, significantly increasing the visibility and reach of HPV-related messages. By engaging users with intervention content, this strategy fosters a community of informed individuals who are motivated to act, share knowledge, and contribute to the collective effort of promoting HPV vaccination awareness and uptake.

6. SETTING THE FRAME

In framing theory, frames are abstractions that work to organize or structure message meaning. They tell the information recipient how to understand and interpret the received message [23]. Two different frames were identified to communicate HPV: **cancer** and **taking control**.

6.1. CANCER

Understanding and framing communication about HPV in **relation to cancer** is paramount for effective public health messaging. It serves several crucial purposes.

Firstly, framing HPV in relation to cancer underscores the severity and potential consequences of the infection. By highlighting the link between HPV and various cancers, individuals are more likely to perceive the virus as a serious health threat, prompting increased attention to preventive measures such as vaccination.

Secondly, this framing helps reduce stigma associated with HPV. Society often associates the virus primarily with sexually transmitted infections, leading to misconceptions and judgment. Framing HPV within the context of cancer shifts the focus from the mode of transmission to the potential life-threatening outcomes, fostering a more empathetic and understanding perspective.

Thirdly, emphasizing the cancer connection promotes the uptake of preventive measures like vaccinations and regular screenings. Individuals are more likely to prioritize health behaviours that directly correlate with avoiding severe health outcomes, making them more receptive to vaccination initiatives and screening programs.



6.2. TAKING CONTROL

The HPV-related communication on social media should be framed in a way that **encourages target audiences to be in charge and/or take control**.

For adolescents and young adults, this frame emphasizes the importance of taking ownership of their lives, future, health decisions, including the choice to get vaccinated against HPV. It presents vaccination as a proactive step towards safeguarding their future health and wellbeing, positioning it as an empowering choice in the journey towards adulthood. Messages designed with this frame might highlight stories of individuals who have taken control of their health through vaccination, reinforcing the idea that adolescents and young adults have the power to protect themselves against HPV and its potential consequences.

For parents, the frame taps into their moral obligation and responsibility to protect their children against cancer – that they are in charge of securing their children will have a healthy future. It appeals to their sense of responsibility to make informed health decisions on behalf of their children, positioning HPV vaccination as a key measure in securing their children's healthy future. Messaging might focus on the protective aspect of the vaccine, emphasizing the parent's role in guiding and making health decisions that will shield their children from HPV-related cancers and diseases.

By framing messages around the concept of being in charge and taking control, the strategy aims to shift the perception of HPV vaccination from a passive health requirement to an active, empowered choice. This approach seeks to motivate individuals by highlighting health outcomes, thereby fostering a sense of empowerment and encouraging proactive health behaviours.

Moreover, this frame aligns with the broader goal of fostering a health-conscious society where individuals feel equipped and motivated to act for their health. It encourages a dialogue about health that is positive, forward-thinking, and centered around empowerment and responsibility. In doing so, it not only promotes HPV vaccination but also contributes to building a culture of preventive healthcare and informed decision-making.

7. TONE AND VOICE

The tone and voice are foundational to building trust and encouraging informed decisions. These elements go beyond mere words, embodying the empathy, support, and respect necessary for discussing sensitive health topics. An approach that is empathetic, positive, inclusive, sensitive, educational, conversational, and transparent invites open dialogue and deepens engagement. It acknowledges the emotional complexities and diverse perspectives surrounding healthcare decisions, making the information not only accessible but also relatable.

By carefully crafting the tone and voice, the campaign aims to create a supportive environment where individuals feel seen, heard, and empowered to make choices about their health. This strategic approach to communication ensures that messages not only inform but also resonate on a personal level, increasing the likelihood of positive responses and actions towards HPV vaccination.

Tone and voice should be:



- **Empathetic and supportive:** Acknowledge emotional aspects of discussing health topics. Many people may feel vulnerable or uncertain. Use empathetic language to recognize concerns and provide reassurance.
- **Positive and encouraging:** Focus on the positive outcomes of vaccination, such as preventing cancer and promoting overall health.
- **Inclusive (and gender neutral):** Recognize and respect diverse perspectives and experiences related to healthcare decisions. Address diverse audiences, including parents, young adults, and healthcare professionals, as well as both females and males. Ensure that the tone is inclusive and respectful of different perspectives.
- **Sensitive:** Be mindful of the sensitivity of the topic. Communicate with compassion and avoid language that may cause unnecessary fear or anxiety.
- **Educational and clear:** Provide clear, accurate, and evidence-based information. Break down complex concepts into easily understandable messages. Use language that educates without being overly technical, making the information accessible to a broad audience.
- **Conversational:** Use a conversational tone to engage with the audience. Encourage questions and discussions to foster a sense of community.
- **Transparent and open:** Be transparent about the benefits and limitations of HPV vaccination. Address common questions and concerns openly, promoting a culture of honesty and trust.

Communication should not come from a position of authority. Rather, the delivered messages will empower primary target groups to take informed decisions on HPV-vaccination.

8. MESSAGING

A detailed set of key messages tailored for individual primary target groups are available in a separate document. In general, HPV-related social media communication focuses on:

- **Cancer/disease prevention** (HPV vaccine as a cancer-prevention measure) rather than sexual transmission (HPV may be transmitted independently of the type of sexual activity),
- **High risk for acquiring HPV** (messages that improve knowledge about transmission and prevention of HPV),
- Understanding **consequences of long-term HPV infections**,
- Emphasizing the **need for both boys and girls to be vaccinated**,
- **Vaccination:** why it is administered at a certain age, safety and efficacy/effectiveness of the vaccine.

Messages will be communicated through:

- **Personal stories (*emotion*)** – voices of cancer survivors, vaccinated individuals, adolescents/young adults (girls and boys) and their parents/guardians:



- since first-hand experiences may resonate on a more personal level, stories from cancer survivors, parents who have already vaccinated their children and peers who have received the vaccine can have a greater impact;
- personal stories in communicating HPV and related risks are valuable as they humanize the message and make it more personally relatable.
- **Factual information, educational topics (*reason*)** – healthcare experts:
 - consistent, reliable scientific data to raise HPV awareness and knowledge, and decrease scepticism about the HPV vaccine's efficiency, safety (side effects), and necessity;
 - use of scientifically accurate data not only to promote the HPV vaccine, but also to combat misconceptions, dis- and misinformation shared by sceptics and vaccine hesitant individuals;
 - highlight the necessity for women who have been vaccinated against HPV to still participate in cervical cancer screening programs once they reach the recommended age (where such programs are available).

8.1. MESSENGERS

Selecting the right voices to convey the message is crucial in **shaping public perception and influencing decisions**. The strategic choice of messengers can significantly enhance the efficacy of communication campaigns, making it imperative to identify and engage individuals and groups that resonate most with the target audiences [7].

Peer influence, leveraging connections among adolescents, young adults, and parents, has been shown to be a powerful catalyst in promoting health behaviours. Personal stories and recommendations from peers can often break down barriers of scepticism and fear more effectively than generic health messages.

On the other side, the credibility and authority of medical professionals and expert sources cannot be underestimated [7]. Their endorsement of the HPV vaccine adds a layer of trust and validation to the information being presented. These experts not only provide the scientific backing needed to support the benefits of vaccination but also play a critical role in dispelling myths and misinformation that can hinder vaccination efforts.

Thus, following messengers were identified:

- **Peers** (adolescents, young adults, parents):
 - adolescents who hear about the HPV vaccine from friends may be more likely to advocate for the vaccine for themselves, and parents may be similarly likely to take advice from other parents;
 - audience-generated messages offer an effective strategy in health communication.
- **Trusted medical professionals**, credible, expert sources.

8.2. COMMUNICATION MATRIX

To enhance communication with primary audiences in partner countries, a communication / messaging matrix has been developed, as depicted below.

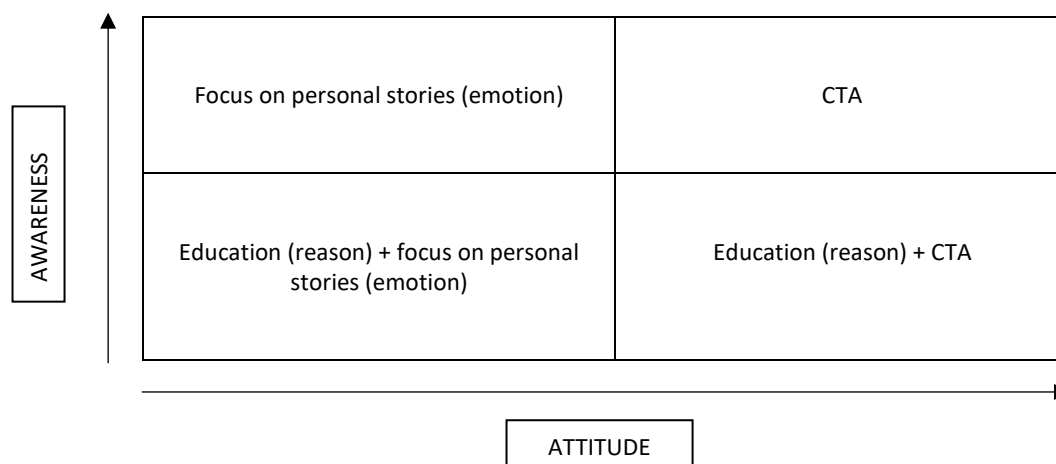


Examination of the landscape of HPV awareness and vaccination attitudes reveal that European countries exhibit varying levels of awareness and diverse attitudes toward HPV vaccination [15]. Recognizing this diversity, the development of a comprehensive communication matrix was deemed essential. This matrix serves as a valuable tool by delineating specific communication focuses, key messages, strategies, and approaches tailored for each individual primary target group within each country.

Considering the **unique cultural, social, and healthcare contexts**, the matrix enables a nuanced and **contextually relevant approach**. By doing so, it empowers countries to navigate their specific positions on the matrix strategically. This framework not only facilitates a more effective and impactful dissemination of information but also empowers nations to customize their communication efforts, addressing the specific needs and perceptions of their populations.

The matrix guides the choice of approach in individual countries based on the current levels of awareness and knowledge about HPV (vertical axis) and attitudes toward (HPV) vaccination (horizontal axis) in that specific country. This involves selecting key messages and approaches that align with the audience's existing perceptions and knowledge gaps, ensuring that messages resonate and drive the desired outcomes effectively.

Object 1. Communication / messaging matrix.



The matrix is designed to tailor messages for HPV social media communication by combining personal stories, education, and calls to action (CTA) to influence certain target audiences. It is divided into four quadrants as further detailed below:

Low Awareness + Unfavourable Attitude = Education (Reason) + Focus on Personal Stories (Emotion)

This approach combines information with personal narratives to inform and emotionally engage.

▪ **Adolescents and young adults:**

- **Approach:** engaging stories of similar-aged individuals benefiting from the HPV vaccine and cancer survivors are paired with clear facts about HPV transmission, risks and vaccine prevention benefits. Sharing testimonials from peers who have received the HPV vaccine, highlighting their reasons for choosing to get vaccinated and how it



fits into their lifestyle or personal health goals, as well as sharing stories of cancer survivors paired with their support for the HPV vaccine. This approach can make the decision to vaccinate feel more personal and relatable, breaking down barriers of fear or misinformation.

- **Messages:** stories highlight individuals taking proactive steps towards health, emphasizing the vaccine's protective role against cancers.

▪ **Parents or guardians:**

- **Approach:** testimonials from parents who have vaccinated their children and stories of cancer survivors are shared, alongside evidence-based information on HPV transmission, risks and vaccine safety and efficacy, emphasizing protection. Sharing posts and videos on Facebook and Instagram from parents/influencers who decided to vaccinate their children against HPV or have HPV virus, focusing on their thought process, concerns, and why is vaccination the right choice, as well as sharing stories of cancer survivors paired with their support for the HPV vaccine. This can create a sense of community and shared concern that is powerful among parents making health decisions for their children.
- **Messages:** narratives focus on parental decisions to protect their children's health through vaccination.

Low Awareness + Favourable Attitude = Education (Reason) + CTA

This approach combines informative content with action prompts to empower and motivate immediate action.

▪ **Adolescents and young adults:**

- **Approach:** educational content about HPV is made accessible and engaging, emphasizing HPV vaccination's importance for long-term health, alongside guidance on accessing vaccination services. This can take form of interactive online quizzes or infographics that educate about HPV and its potential consequences, ending with a strong call to action like locating the nearest vaccination centre or talking to a parent/guardian or healthcare provider about getting vaccinated.
- **Messages:** content educates and raises awareness about HPV as encourages immediate action for health control through vaccination, with practical information on vaccine access.

▪ **Parents or guardians:**

- **Approach:** concise information on HPV and HPV vaccination benefits for children reinforces positive attitudes towards health actions, with clear directions to vaccination resources.



- **Messages:** messages educate parents/guardians about HPV and motivate them towards taking action for their children's health by providing vaccination access information.

High Awareness + Unfavourable Attitude = Focus on Personal Stories (Emotion)

This approach uses personal experiences to make HPV vaccination relatable.

▪ **Adolescents and young adults:**

- **Approach:** emotional narratives from peers affected by HPV-related health issues and cancer survivors aim to challenge existing biases and encourage vaccine reconsideration.
- **Messages:** stories from peers advocate for vaccination, emphasizing missed opportunities for prevention.

▪ **Parents or guardians:**

- **Approach:** real-life cases from parents who reconsidered their stance on HPV vaccination after personal experiences aim to resonate with protective instincts.
- **Messages:** parental narratives transition from skepticism to advocacy for vaccination, influenced by personal journeys.

High Awareness + Favourable Attitude = CTA

This approach directly encourages specific actions, i.e. HPV vaccination.

▪ **Adolescents and young adults:**

- **Approach:** positive attitudes and high awareness are leveraged with calls to action, highlighting vaccination as one of the easiest and most effective ways to prevent HPV infection and essential for personal and community health. Leverage social media challenges or hashtags encouraging vaccination, such as a #BeInCharge and #TakeControl challenge, where adolescents and young adults are encouraged to share their vaccination journey or support messages to create a movement of positive reinforcement around the action of getting vaccinated.
- **Messages:** the community movement towards health empowerment is emphasized, encouraging vaccination participation.

▪ **Parents or guardians:**

- **Approach:** parents/guardians are motivated to vaccinate their children by emphasizing their role in promoting both their child's and community health. Organizing Facebook/Instagram Live sessions or webinars featuring medical professionals to provide accurate information about the HPV vaccine and to answer questions from parents in real-time. These sessions are followed with posts that



strongly encourage viewers to discuss vaccination with their healthcare providers, including direct links or contact information to facilitate the next steps.

- **Messages:** messages encourage parental leadership in health protection through HPV vaccination.

9. DELIVERY OF INFORMATION

Communication on social media requires a strategic approach that not only **prioritizes authenticity and credibility** but also **ensures consistency in presentation**.

To achieve this, a comprehensive visual identity has been developed, incorporating templates, fonts, and imagery for use across various platforms. These elements serve to enhance the comprehension of the content while maintaining a focus on the core message, ensuring that visuals attract the attention but do not overshadow the information conveyed. They are designed to be easily editable by individuals, ensuring quick adaptation to different messages while maintaining visual consistency.

For an effective HPV awareness campaign across different social media platforms, tailoring content to the unique format and audience of each platform is crucial. The HPV-related social media communication will leverage different options available on Facebook, Instagram, and TikTok:

Facebook

- **Posts and updates:** short, engaging text posts that highlight key facts and personal stories about HPV and vaccination, encouraging community discussion.
- **Videos:** educational and emotional videos that delve into stories of individuals affected by HPV and cancer survivors, expert interviews, and Q&A sessions that provide depth and foster engagement.
- **Images and infographics:** visually appealing graphics that summarize important HPV statistics, prevention tips, and vaccine information, designed for easy sharing.
- **Live sessions:** interactive live streams featuring medical professionals and peers addressing common HPV questions and disinformation as well as discussing the importance of vaccination.

Instagram

- **Posts (feed):** High-quality images or graphics and messages that inform and motivate. Carousel posts can be used to break down complex information into multiple parts.
- **Stories and highlights:** Content that can capture immediate attention with quick tips, polls, and quizzes to engage users. Highlights can be used to permanently store valuable information on the profile.
- **Reels:** Short, engaging videos that use creative storytelling or visual effects to convey messages about HPV prevention and vaccination in an entertaining way.
- **Live:** longer-form video content for in-depth discussions, interviews, and detailed educational content about HPV and its prevention.

TikTok



- **Videos:** short, creative videos that use trending music, challenges, and hashtags to spread awareness about HPV vaccination in a relatable and engaging manner.

10. advertising and campaigns

This chapter provides various tactics to enhance HPV communication on social media beyond conventional methods.

Targeted **advertising on social media** can effectively reach specific demographics, providing them with tailored messages about HPV and the importance of HPV vaccination. By investing in visually compelling and educational content, advertisements can convey key information and encourage engagement.

Furthermore, occasional **communication campaigns** can be designed to coincide with relevant events, creating a focused and intensified effort to amplify the message. These campaigns should incorporate a mix of user testimonials, scientific information, and interactive elements to foster a sense of community and encourage open discussions. Campaigns that invite participation, such as live Q&A sessions with healthcare professionals, interactive quizzes about HPV and HPV vaccine, and hashtag challenges that encourage users to share their vaccination stories, have the potential to have greater impact.

Leveraging **international campaigns and awareness days** for promotion can significantly enhance the reach and impact of HPV vaccination awareness efforts. Relevant opportunities that can be used for promotion through enhanced communication on social media platforms:

- **Cervical Cancer Awareness Month** (January): An opportunity to increase awareness about how to prevent cervical cancer through vaccination and regular screening.
- **World Cancer Day** (February 4th): A day to raise awareness of cancer and to encourage its prevention, detection, and treatment.
- **International HPV Awareness Day** (March 4th): Dedicated to raising awareness about HPV and its associated diseases.
- **World Immunization Week** (24th – 30th April): An initiative by the World Health Organization (WHO) to promote the use of vaccines to protect people of all ages against disease.
- **International Day of Action for Women's Health** (May 28th): This day can be used to specifically target messages around HPV vaccination and its role in preventing cervical cancer and other HPV-related diseases in women.
- **European Week Against Cancer** (25th – 31st May): initiative aimed at promoting cancer prevention, research, and support services.
- **Cervical Cancer Elimination Day of Action** (November 17th): a dedicated day to raise awareness and mobilize efforts towards the elimination of cervical cancer.



- **Prevention Month** (November): A month-long focus on the importance of preventive measures and early detection in combating various forms of cancer.

Also, **collaboration with influencers** across social media platforms can reach broader audiences. Influencers can help legitimize the message through personal testimonials, Q&A sessions, and sharing scientific information in an accessible manner. They can help normalize the conversation around HPV and HPV vaccination and spread factual information to diverse audiences.

Having a **social media influencer as national ambassador** for HPV vaccination advocacy brings numerous advantages, including:

- **trust and credibility:** a well-respected national ambassador can lend credibility to the HPV vaccination campaign. When a trusted figure endorses a health initiative, it can significantly increase public trust in the vaccine;
- **wider reach:** influencers often have a broad and diverse audience. Their endorsement can help the message reach various segments of the population, including those who might not be reached through own social media channels;
- **increased awareness and education:** by using their platform to share accurate information, ambassadors can help dispel misinformation about the HPV vaccine, increasing awareness and understanding of its benefits;
- **personal connection:** ambassadors can share personal stories or testimonials about why they support HPV vaccination, creating a more personal and relatable message that can resonate with the public.

11. SOCIAL MEDIA TOOLKIT

A Social Media Toolkit to assist effective dissemination of HPV related content on different social media platforms is available for partner countries. The toolkit includes:

- **Key Messages and Talking Points:** Bullet-pointed talking points to guide healthcare professionals in crafting their posts. Emphasize the benefits of vaccination, the link between HPV and cancer, and the safety of the vaccines.
- **Frequently Asked Questions (FAQs):** A document addressing common questions and concerns about HPV and HPV vaccination. Including evidence-based answers to help healthcare professionals respond to inquiries from their followers.
- **Pre-Written Social Media Posts (samples):** Ready-to-use social media posts with engaging captions that healthcare professionals can share directly or customize. Including a mix of text, images, and hashtags to maximize reach.
- **Educational Videos:** Five different scenarios for educational videos that can be used for video production.



- **Testimonials:** Real-life testimonials from individuals who have been vaccinated against HPV or survived HPV-related cancers.
- **Shareable Graphics and Templates:** Branded graphics and templates that healthcare professionals can use to create their own posts, stories, reels. Include space for personalization and customization.
- **Promotional materials:** Adaptable ads with space for personalization and customization.
- **Call-to-Action (CTA) Templates:** Templates for effective CTAs that encourage followers to get vaccinated, share their vaccination stories, or seek more information.
- **Community Management and Engagement Tactics:** Guidelines on managing followers' reactions and comments. Tips and tricks for enhancing engagement and organic reach, as well as practical information and advice on managing social media campaign and social media monitoring and listening tools.
- **Managing misinformation / disinformation:** Approaches to address misinformation / disinformation from social media users engaged in published content.
- **Sample Posting Schedule:** Information on general post scheduling – time of day, frequency etc.
- **Social Media Metrics and Analytics Guide:** Track metrics in the analytics page of each social media platform on a consistent basis and use that information to adjust strategy accordingly.



12. references

1. Limaye J., Rupali and Kaitlin Christenson. *Social Media Interventions and Vaccine Hesitancy: Findings From a Systematic Review and Key Informant Interviews*. [PowerPoint Presentation].
2. Hopfer, Suellen, Kieu-Diem Phillips, Kalani, Weinzierl, Maxwell, Vasquez, Hannah E., Alkhatib, Sarah and Sanda M. Harabagiu. Adaptation and Dissemination of a National Cancer Institute HPV Vaccine Evidence-Based Cancer Control Program to the Social Media Messaging Environment. *Frontiers in Digital Health*. (2022) 4:819228. doi: [10.3389/fdgth.2022.819228](https://doi.org/10.3389/fdgth.2022.819228).
3. Teoh, Deanna. The Power of Social Media for HPV Vaccination—Not Fake News!. *American Society of Clinical Oncology Educational Book*. (2019) 39: 39. doi: [10.1200/EDBK_239363](https://doi.org/10.1200/EDBK_239363).
4. Ortiz R., Rebecca, Smith, Andrea and Tamera Coyne-Beasley. A Systematic Literature Review to Examine the Potential for Social Media to Impact HPV Vaccine Uptake and Awareness, Knowledge, and Attitudes About HPV and HPV Vaccination. *Human Vaccines & Immunotherapeutics*. (2019) 15 (7–8): 1465–1475. doi: [10.1080/21645515.2019.1581543](https://doi.org/10.1080/21645515.2019.1581543).
5. Massey M., Philip, Togo, Elikem, Chiang C., Shawn, Klassen C., Ann, Rose, Meredith, Manganello A., Jennifer and Amy E. Leader. Identifying HPV Vaccine Narrative Communication Needs Among Parents on Social Media. *Preventative Medicine Reports*. (2021) 23:101488. doi: [10.1016/j.pmedr.2021.101488](https://doi.org/10.1016/j.pmedr.2021.101488).
6. Buller B., David, Pagoto, Sherry, Henry, Kimberly, Barteletti, Julia, Walkosz J., Barbara, Bibeau, Jessica, Baker, Katie, Hillhouse, Joel and Kelsey M. Arroyo. Human Papillomavirus Vaccination and Social Media: Results in a Trial With Mothers of Daughters Aged 14–17. *Frontiers in Digital Health*. (2021) 3:683034. doi: [10.3389/fdgth.2021.683034](https://doi.org/10.3389/fdgth.2021.683034).
7. Cartmell B., Kathleen, Mzik R., Carlie, Sundstrom L., Beth, Luque S., John, White, Ashley and Jennifer Young-Pierce. HPV Vaccination Communication Messages, Messengers, and Messaging Strategies. *Journal of Cancer Education*. (2019) 34(5): 1014-1023. doi: [10.1007/s13187-018-1405-x](https://doi.org/10.1007/s13187-018-1405-x).
8. Boatman D., Dannelle, Eason, Susan, Conn, Mary Ellen and Stephanie K. Kennedy-Rea. Human Papillomavirus Vaccine Messaging on TikTok: Social Media Content Analysis. *Health Promotion Practice*. (2022) 23(3): 382–387. doi: [10.1177/15248399211013002](https://doi.org/10.1177/15248399211013002).
9. Ortiz R., Rebecca, Shafer, Autumn, Cates, Joan and Tamera Coyne-Beasley. Development and Evaluation of a Social Media Health Intervention to Improve Adolescents' Knowledge About and Vaccination Against the Human Papillomavirus. *Global Pediatric Health*. (2018) 5: 1–10. doi: [10.1177/2333794X18777918](https://doi.org/10.1177/2333794X18777918).
10. Chodick, Gabriel, Rosenfeld Teper, Gally, Levi, Shai, Kopel, Hagit, Kleinbort, Asaf, Khen, Eviatar, Schejter, Eduardo, Shalev, Varda, Stein, Michal and Sehema Lewis. The Impact of a Facebook Campaign Among Mothers on HPV Vaccine Uptake Among Their Daughters: A Randomized Field Study. *Gynecological Oncology*. (2021) 160: 106–111. doi: [10.1016/j.ygyno.2020.10.037](https://doi.org/10.1016/j.ygyno.2020.10.037).
11. Sundstrom, Beth, Cartmell B., Kathleen, White A., Ashley, Well, Henry, Young Pierce, Jennifer and Heather M. Brandt. Correcting HPV Vaccination Misinformation Online: Evaluating the HPV



- Vaccination NOW* Social Media Campaign. *Vaccines*. (2021) 9(4): 352. doi: [10.3390/vaccines9040352](https://doi.org/10.3390/vaccines9040352).
12. Marshall, Sarah, Moore C., Anne, Flemin, Aoife and Laura J. Sahm. A Video-Based Behavioral Intervention Associated with Improved HPV Knowledge and Intention to Vaccinate. *Vaccines*. (2022) 10(4): 562. doi: [10.3390/vaccines10040562](https://doi.org/10.3390/vaccines10040562).
 13. Choi, Jihye, Tamí-Maury, Irene, Cuccaro, Paula, Kim, Sooyoun and Christine Markham. Digital Health Interventions to Improve Adolescent HPV Vaccination: A Systematic Review. *Vaccines*. (2023) 11(2): 249. doi: [10.3390/vaccines11020249](https://doi.org/10.3390/vaccines11020249).
 14. Zhao, Yuehua and Jin Zhang. Consumer Health Information Seeking in Social Media: A Literature Review. *Health Information and Libraries Journal*. (2017) 34(4):268–283. doi: [10.1111/hir.12192](https://doi.org/10.1111/hir.12192).
 15. Martin-Jarrand, Sylvia and Amanda Jaskowak (2022). *HPV Awareness Study with Parents, Final Report V3*. [PowerPoint Presentation].
 16. Sisson, Helen and Yvonne Wilkinson. An Integrative Review of the Influences on Decision-Making of Young People About Human Papillomavirus Vaccine. *The Journal of School Nursing*. (2018) 35(1): 39–50. doi: [10.1177/1059840518805816](https://doi.org/10.1177/1059840518805816).
 17. Shewale, Rohit (2024). *Social Media Users And Statistics In 2024*. Available at: <https://www.demandsage.com/social-media-users/> (accessed January 17, 2024).
 18. Ofcom (2023). *Children and Parents: Media Use and Attitudes*. Available at: https://www.ofcom.org.uk/data/assets/pdf_file/0027/255852/childrens-media-use-and-attitudes-report-2023.pdf (accessed January 17, 2024).
 19. Media Makers Meet (2022). *In Europe TV and Facebook Still Rule, TikTok and Podcasts Are on The Rise: A Look at EU Media Habits*. Available at: <https://mediamakersmeet.com/in-europe-tv-and-facebook-still-rule-tiktok-and-podcasts-are-on-the-rise/> (accessed January 17, 2024).
 20. Iqbal, Mansoor (2024). *Facebook Revenue and Usage Statistics (2024)*. Available at: <https://www.businessofapps.com/data/facebook-statistics/> (accessed February 24, 2024).
 21. Iqbal, Mansoor (2024). *Instagram Revenue and Usage Statistics (2024)*. Available at: <https://www.businessofapps.com/data/instagram-statistics/> (accessed February 24, 2024).
 22. TikTok (N. D.). Information about TikTok's Monthly Active Recipients number for the European Union. Available at: <https://www.tiktok.com/transparency/en/eu-mau-2024-2/> (accessed February 24, 2024).
 23. Mass Communication Theory (N.D.). *Framing Theory*. Available at: <https://masscommtheory.com/theory-overviews/framing-theory/> (accessed January 17, 2024).