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# WHO QualityRightsTR e-Training Platform Social Media Strategy



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SOSYAL HİZMETLER BAKANLIđI



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## Introduction

QualityRights e-Training platform works as a tool to support countries in assessing and improving the quality and human rights of their mental health and social care facilities. And its aim in Turkey, as in Ghana and other countries, is to promote attitudes and practices that respect the dignity and rights of people with mental health conditions, psychosocial and intellectual disabilities through e-learning.

In Turkey, 82 million 3882 people live (TÜİK February 2019). 59.36 million of the total population are active internet users (app. 72 percent of the total population). 44 million users are active mobile users (mobile internet users makes up 53% of the total population).

According to a study conducted in 2019 in Turkey, 84 percent of Internet users go online every day and spent average 7 hours for using the internet via any device and 12 percent of the society goes online at least once every week.

96% of all internet users in Turkey are Facebook members, a percentage which is nearly unparalleled anywhere in the world and which makes the nation the fourth largest in world usage of the site. Google+ had made considerable inroads in Turkey before it was shut down, with 75% of all online Turks holding one of the Googleplex's accounts. Just behind Google+ is Twitter which has a Turkish market penetration of 72%.

Unsurprisingly, According to the Germany-based statistics portal, Statista, Turkey ranks fifth among countries with most Instagram users. As of October 2018, there are 37 million active Instagram users in Turkey which equals 45 percent of the entire population. And YouTube, which dominates the online video sharing, is used by 41% of the Turkish population.



In light of these aforementioned statistics, it would not be wrong to say that Turkish community will be interested in QualityRights e-Training program, if it is introduced and promoted in a timely and interactive manner. And to achieve their participation, QualityRights accounts will be created in the mainstream social media platforms (Facebook, Twitter, Instagram, Youtube and LinkedIn) and all categories of Turkish society will be targeted with content-related posts, graphics, videos, polls and surveys.

# 1- Building the Strategy

Following the creation of social media accounts, a full social media audit, benchmarking current positions, implementing key improvements identified and developing content plans and styles to deliver consistent communications will begin to be implemented and updated frequently to meet changing trends.

The very first thing that will be initiated is the introduction of the “QualityRights”, which will be “KaliteHaklar” in Turkish, through informative and infographic posts and short (0:59min) videos in which the staff of WHO, various ministries and service users will deliver the message “What QualityRights is”.

This inception period will be supported with small quizzes, polls and direct questions to enable interaction with audience.

The engagement from existing followers and hashtags and links of relevant ministries will be used to draw new audiences – without the need of driving purchase through organic & paid activity.

After monitoring the interactions with the social media audience, we will test and learn about the community and the brand in a social space, in order to shape the future growth of social media audiences and social driven purchase.

## 1.2. Context Analysis

The term QualityRights and e-Learning are very new concepts in Turkey and in order to promote them, all mainstream social media platforms will be used, and a sincere language will be used to reflect the playfulness of the platform. In Turkey, these platforms are used by different age and cultural groups with different approaches. Therefore these platforms will have different agendas in order to address whole society.

### a) Facebook



*Facebook mock-up design*

Although the trend among the youth in Turkey is toward not using Facebook, the age group 25-65 still uses this platform daily and pay attention to what is shared. Therefore, the introduction and promotion will be done in Facebook with all created content. Infographics, photographs, videos, quizzes and polls will be shared on a daily basis.

## b) Twitter



*Twitter mock-up design*

In recent years, the concept of Twitter has evolved from being a social media platform to news-broadcasting tool. Accordingly, the content to be shared in Twitter will mainly include updates, statistics, retweets of other social media insights with minimum level of created content shared.

## b) Instagram

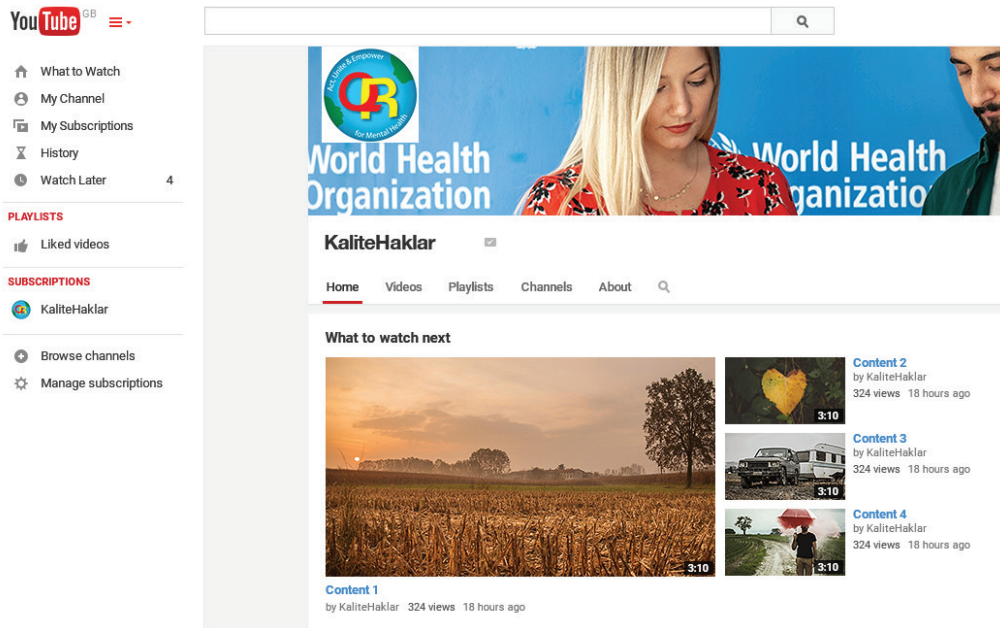


*Instagram mock-up design*

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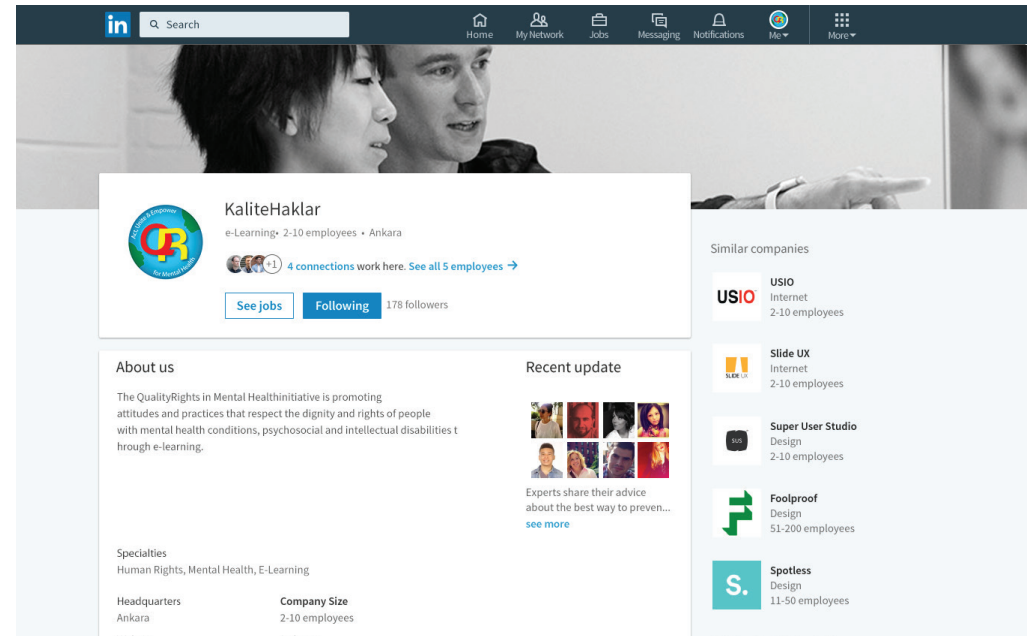
## c) Youtube



*Youtube mock-up design*

Due to its video-restricted nature, YouTube will only be used as a host of the created video-content but will work as a meeting point for all other social media platforms. Facebook and Twitter accounts will feed from YouTube links and all videos uploaded to YouTube will contain the links of other social media platforms.

## d) LinkedIn



*LinkedIn mock-up design*

LinkedIn account will only be used to disseminate official statements, articles, and news published by media. Due to its aim of creating work-related network, reaching to target group will be very difficult.

*YouTube, which dominates the online video sharing, is used by 41% of the Turkish population.*

## 1.3 Goals and Objectives

To stay in line with goals and achieve objectives, one criteria and two formulas will be followed.

### SMART Criteria

S = Specific in terms of what needs to be achieved

M = Measurable so that progress can be tracked and evaluated

A = Achievable so that the team has a realistic chance of success

R = Relevant to the campaign so it's aligned with overall campaign goals

T = Timeframe within which the objective must be satisfied

### 5+3+2 Magical Formula

5 reposts of other people's content; an article about the field, a news story, a new regulation, etc.

3 original self-produced content

2 fun or socially responsible content

### Magical Formula for Frequency

**5,4,3,2,1**

5 Tweets

4 Instagram posts,

3 Facebook posts

2 LinkedIn posts

1 YouTube post

## 1.4 Language and intimacy

We have two options for the language to be used in the management of social media accounts.

Our first option is a classic, customary, ordinary and formal language that will only promote the project, where current progress is shared.

The second is the use of a different language, which is more intimate, sincere, while giving information about the project, which can also be found in posts that can attract the attention of the target audience.

*LinkedIn Exception*

*LinkedIn is an area where professional language should be used among other platforms. The language in which the project will be positioned in professionalism will be preferred.*

## 1.5 Strategic Challenges

### Challenge 1:

Difficulties in reaching the target group

### Strategic Response:

Paid or sponsored posts will be implemented to reach wider audience. The content will be asked to be reshared by ministries and other missions.

### Challenge 2:

Prolonged delays due to approval processes

### Strategic Response:

A buffer will be created to have stocked content in the case of delays during the approval of the content.

## 1.5 Target Audience

The target audience of QualityRights in Turkey will be the general public. Each platform will be used to target a different age and cultural group and with the inclusion of Facebook, Twitter, Instagram, YouTube and LinkedIn, whole society will be addressed.

The target audience is divided into three, loyal, existing and potential. Since this will be the inception phase, we will build loyal audience, provide them satisfactory content for their existence and reach the potential audience by directing the existing audience to interact, reshare and retweet.

## 1.6 Timeline

### **15 November 2019**

Creation of social media accounts.

### **15 November – 1 December 2019**

Introduction of QualityRights concept

### **1 December – 10 December 2019:**

Introduction and Production of e-Learning Program

### **9 December – 10 December 2019**

Promotion of the Annual Conference

### **10 December – 31 December 2019**

Insights from the Annual Conference with created content to keep the focus on the e-Learning Platform

## 1.7 Objective

QualityRights e-Learning platform will be the first platform in Turkey to give training on quality and human rights of their mental health and therefore the first steps will not bring a big audience. To keep the objective realistic, we can say for the first month that:

Facebook will have 50-100 followers  
Instagram will have 100-200 followers  
Twitter will have 100-200 followers  
YouTube will have 20-50 followers  
LinkedIn will have 10-20 followers

## 1.7 Monitoring

The first month after the inception of social media accounts will require manual monitoring, to keep a constant eye on the interaction between the platforms and followers and feedback to the created content. In the following months however, due to increasing number of followers and the increase in the number of the posts, a paid third party software will be used for accurate monitoring and scheduling. The strategy will updated every month according to the feedback received from the followers habits.

## 1.7 Conclusion

The key to a successful social media management lies on;

- more traffic
- relationship building
- better follower satisfaction/retention
- better content service

Also, the one key part of using social media effectively that often gets left out is: consistency.

If you execute it for one day, you'll see **no results**.

If you execute it for a month, you'll see **some results**.

If you execute it for a year, you will see **significant traffic**.

Therefore, seeing significant results will take some time, but with consistent content creation and interaction with the target audience will fulfill the objectives of the strategy.

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