



**Date:** June 6, 2024

**Title:** Social Media Consultant

**Client:** MOMENTUM Integrated Health Resilience (MIHR)/Corus International

**Location:** This position is expected to be based in Juba, South Sudan with field travel to Yambio for 10 working days.

**Summary description:** MOMENTUM Integrated Health Resilience (MIHR) is a global U.S. Agency for International Development (USAID) cooperative agreement # 7200AA20CA00005 designed to strengthen equitable and quality maternal, newborn, and child health (MNCH), voluntary family planning (FP), and reproductive health (RH) care and service delivery in fragile settings. It is part of a suite of six MOMENTUM awards and is designed to facilitate family and country journeys to health resilience, help ensure the tailoring of investments in USAID countries (spanning humanitarian and development interventions and activities) to country contexts, and foster sustainability. MIHR's goal is to reduce maternal, newborn, and child mortality and morbidity and increase the health resilience of families, communities, and nation-states. It will also advance global knowledge on strengthening FP/RH/MNCH service delivery and building resilience in fragile settings. MIHR works to implement projects in Burkina Faso, the Democratic Republic of the Congo, Mali, Niger, South Sudan, Sudan, and Tanzania.

MIHR works with in 24 public health facilities, 28 private facilities, 72 communities across eight counties of South Sudan to support improved FP/RH/MNCH outcomes and strengthen the USAID/South Sudan resilience platform. MIHR works with the Ministry of Health (MOH), other implementing partners (IPs), and key stakeholders to achieve the following objectives: (1) Increase access to and quality of integrated FP/RH/MNCH care and services in public and private health sectors; (2) Increase demand for and utilization of quality FP/RH/MNCH interventions and care by individuals, families, and communities; and (3) Enhance resilience and inclusiveness of the health system in South Sudan with increased capacity to provide integrated client centered FP/RH/MNCH care and services.

In July 2023, MIHR initiated efforts to provide comprehensive and accurate information on self-care methods and practices to four target audiences, including women of reproductive age who are prospective users or new users, young people, and males. The practice of self-care – defined by the World Health Organization (WHO) as the ability of individuals, families, and communities to promote health, prevent disease, maintain health, and cope with illness and disability with or without the support of the health provider – holds potential to advance voluntary contraceptive uptake and continuation, meet needs for individuals and couples to

achieve their reproductive goals, and promote reproductive autonomy. In 2021/2, the WHO issued evidence-based normative guidance to support individuals, communities and countries with quality health services and self-care interventions based on primary healthcare strategies, comprehensive essential service packages and people-centeredness. WHO outlined 10 recommendations for selfcare for family planning on top of existing guidance that already supported self-care and one recommendation for digital health.

To this end, the MIHR project is working to translate these selfcare global guidelines for family planning and reproductive health (FP/RH) into practice by developing and integrating self-care information and messages through several media channels, including print media (brochures/flyers), community dialogues, radio, social media (WhatsApp and Facebook), and interpersonal communication through providers at the community and facility level.

The MIHR project intends to hire a Social Media Consultant, with technical expertise in FP/RH, to implement information education communication and engagement activities for FP/RH selfcare through the social media channel, specifically WhatsApp and Facebook.

**Contract period and place of performance:** 1<sup>st</sup> August- through 30 September 2024 in Juba, South Sudan. There is potential for the contract to be amended past this period.

**Estimated level of effort:** The local consultant should anticipate working a total of no more than 60 days.

**Points of Contact:** MIHR's Health Service Strengthening Advisor (FPRH) Expert. The consultant will also work with the Social Behavior/Gender Advisor and Family Planning Specialist.

### **Major Tasks and Activities:**

#### **THE MAIN PURPOSE OF THE ROLE**

To implement information education communication and engagement activities for the FP/RH selfcare through the social media channel, specifically WhatsApp and Facebook. clients through online drop-in via Facebook, WhatsApp, and TikTok as well as in-person dialogue with peer networks.

#### **MAIN DUTIES**

- Develop monthly lesson plans and share them with the MIHR FP/RH Self-care Technical Team for review and approval.
- Develop and maintain a content calendar for regular postings on various social media platforms (Facebook and WhatsApp)
- Develop informational, engaging, and persuasive message content and share it with the MIHR FP/RH Self-care Technical Team for review and approval before posting on social media platforms to ensure it aligns with community guidelines.
- Work with designated graphics designer to develop social posts for review and approval before posting on social media platforms. This also includes sourcing meaningful

(infographic and video) content to post to the group (e.g. interactive quizzes, tips for looking after your reproductive health and life)

- and
- Contribute to the creation of educational materials to help users understand community guidelines and expectations
- Manage and monitor comment and chat dialogue in WhatsApp group/ peer network dialogue for relevance, accuracy, and appropriateness, including instituting reprimand measures according to established terms and conditions of use of the services.
- Scheduling posts on social media sites to increase exposure to target audiences.
- Searching and posting interesting articles or resources that are relevant to reproductive health/family planning products or services
- Adherence to terms and conditions for the use of digital social media in South Sudan and the Data Protection Policy and ensuring all content is factually accurate, clear, and adheres to the organization's messaging guidelines
- Support clients to safely use WhatsApp group
- Responding to user comments and questions about topics relevant to the topic of discussion.
- Participating in online conversations with clients or potential clients through social media channels such as WhatsApp platform.
- Moderating weekly chat sessions in the WhatsApp groups.
- Engaging and responding to questions from users of the one-on-one WhatsApp platform.
- Provide clear and constructive feedback to users regarding content violations and necessary actions.
- Monitor adherence to safeguarding principles.
- Investigate and resolve user-reported content issues, taking appropriate actions based on established protocols. Collaborate with cross-functional teams to address complex or escalated cases.
- Coordinating with reproductive health/FP experts to develop strategies for engaging users with the content on social media platforms
- Stay updated on industry trends, emerging issues, and changes in social media policies. Provide insights and recommendations for policy improvements based on evolving content trends.
- Maintain accurate records of content moderation activities and produce regular reports on key metrics. Document and escalate issues that require attention beyond the moderation team's scope.
- Monitoring Meta statistics such as unique visitors, page views, and repeat visitors to help determine advertising effectiveness.
- Generate reports and submit reports bi-weekly.

## **QUALIFICATION, ABILITIES, AND EXPERIENCES**

- Bachelor's degree/Diploma in Medicine, Public Health, Midwifery/Nursing.
- Specialized training in family planning and reproductive health (FPRH)
- At least 2 years of work experience in FP/RH education and service delivery
- Prior experience in digital social media (Facebook and WhatsApp groups) content development, posting, and moderation is preferred.
- Strong written and verbal communication skills in English.
- Ability to analyze social media content quickly and make informed decisions.
- Comfortable using various social media platforms and moderation tools.
- Demonstrated ability to handle complex and sensitive content issues.
- Ability to adapt to changing policies, guidelines, and industry trends.
- Exercise sound judgment in enforcing policies and addressing content concerns.
- Collaborative mindset and the ability to work effectively within a team.

## **PERSONAL QUALITIES NEEDED**

**Patience:** developing and moderating social media content is not always easy and sometimes it can be challenging to maintain a high pace while not jeopardizing accuracy. When faced with factors that might slow you down, it's necessary to stay patient and not get distracted.

**Integrity:** It's all about work ethic and staying true to who you are and what you do. Always remember why you are developing and moderating social media content, and don't lose track of the final objective.

**Curiosity:** As a content developer and moderator, you're guaranteed to stumble onto items you didn't even know existed. It's important to stay curious and research the items to ensure they're in the right category or should be refused – if they don't meet the platform's rules and guidelines.

**Communication:** Moderators use communication skills to interact with social media users and administrators. They use communication skills to respond to comments, answer questions, and address concerns. Moderators also use communication skills to communicate with other moderators and administrators to share information and collaborate on projects.

**Active listening:** Active listening is the ability to hear and understand what someone is saying. Social media moderators need to be able to listen to and understand comments and messages from their audience. This can help them to better understand the audience's needs and expectations. Moderators can also use active listening to help them better understand the tone of a message and to help them to respond appropriately.

**Empathy:** Empathy is the ability to understand another person's perspective. As a social media moderator, empathy is an important skill to have when interacting with others online/in person. Empathy can help you understand the emotions of others and respond appropriately.

**Time management:** Time management skills help you manage your tasks and projects on time. As a social media moderator, you may have many tasks to complete each day, so time management skills can help you meet your company's expectations. For example, you may need to check and respond to comments on several social media platforms throughout the day. Time management skills can help you stay focused on your tasks and complete them promptly.

**Research:** Moderators should have strong research skills to keep up with the latest trends in social media. They should be able to research topics and hashtags to ensure they understand the content they're moderating. They should also be able to research users to ensure they're following the rules of the social media site.

**Deliverables:**

- Detailed work-plan
  - Monthly Lesson plans
  - Social media FPRH content (infographic, videos, and catalog)
  - Group discussions moderated and responses provided to users of one-on-one WhatsApp group
  - Bi-weekly report
- 
- Interested applicants should submit bids/applications with a detailed workplan and financial proposal to [southsudanprocurement@imaworldhealth](mailto:southsudanprocurement@imaworldhealth) or Hand deliver to IMA WORLD HEALTH Head office at Heran (Eco Bank) Building 3<sup>rd</sup> Floor Opposite Juba Stadium not later than July 10<sup>th</sup>, 2024 at 5.00 pm