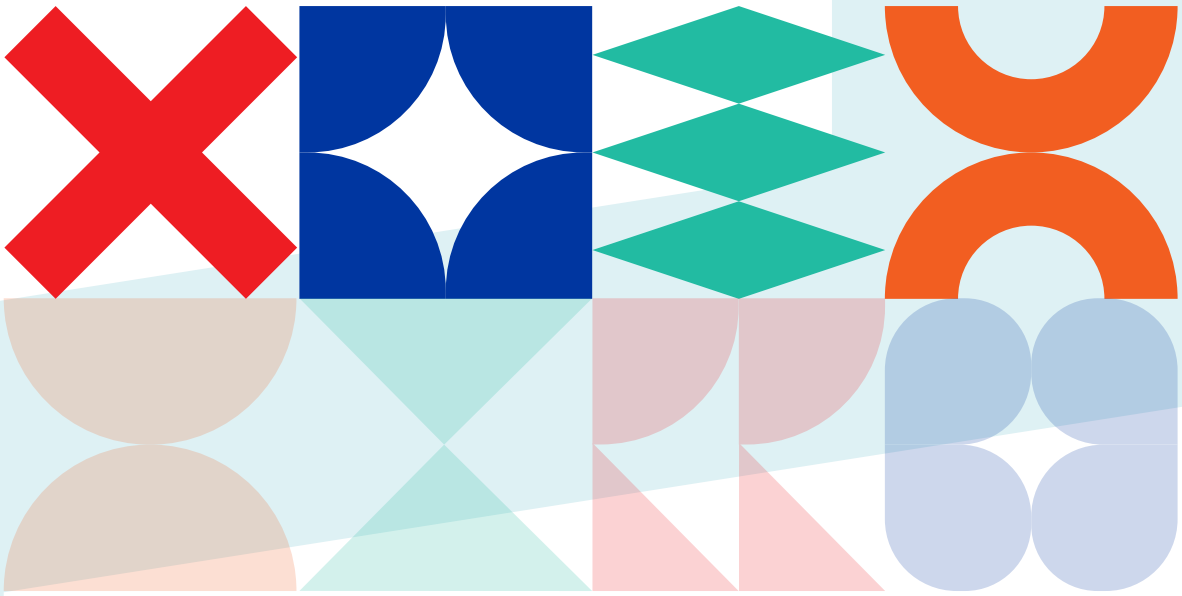
Busara

SHUJAAZ INC.

Sticky by design

Toolkit

Make it memorable. **Make it stick.**



How can you create content that sticks with your audiences? Research tells us that **stickiness is inherent in the content itself.**

Creating this type of content requires intentional, goal-driven decision-making.

In this toolkit, we outline potential steps you can take to design and adapt your content based on your target audience.

These steps may not always occur in the order they are presented here. We recognise that everyone is at different stages of content creation. For instance, if you are just starting a new social media campaign, it may serve you well to begin at the Align phase. However, if you are already circulating content through different channels, gathering feedback and iterating on your content's design may be more useful to improve engagement.

Phase

Align

Goal

To gain consensus on: The overall vision for the content, the outcomes, and impact you seek to achieve with your content.

Description

This is an internal exercise aimed at helping you (and your team) situate your roles in creating the content within the context of the overarching goal.

Once you have aligned on the content's scope and goals, it's time to have a conversation with any external stakeholders who are a part of operationalising the campaign/content.

Activities

- Stakeholder mapping
- Alignment workshop

Questions to ask

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The scope of the content: *What do you want to achieve?*
Behavioural goals: *What behavioural changes do you want to bring about, and how do you think your content will achieve them?*

Phase

Understand

Goal

To lay a strong foundation for your content, rooted in a deep understanding of your audience.

Description

Use the consensus from the Align phase to:

1. Gather information about the local context of your audience.
2. Synthesise your understanding of the context (people, their behaviours, and what incentives drive them).
3. Diagnose the barriers/enablers for the behaviour you want to encourage/ the change you want to make through your content.

You should gather and analyse information to identify the gaps in your knowledge about your audience. In other words, now that you have clarity about the behaviour change you want to bring about, you must seek to fully understand what you don't know.

Activities

- Interviews
- Surveys
- Ethnographic research

Questions to ask

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What is the local context in which the target audience lives?
What behaviors does the audience engage in?
What values does your audience hold?
What factors support / hinder the aspects you want to change?

Phase

Design

Goal

To create content that resonates with your audience.

Description

Ideate to design content that meets your goals. The result of ideation is usually a long list of content ideas.

Prioritise your ideas by ranking each for cost, ease, impact, measurability, and fit.

Prototype your prioritised ideas. Prototyping is an iterative process in which you test and get feedback on your ideas before rolling them out to audiences. Prototyping has standard tools used in the design community.

Refine and implement your campaign using the feedback you gather.

Activities

- Co-design workshops, including members from the target audience as much as possible.
- Gather feedback quickly online by posting your content and monitoring audience reactions.

Questions to ask

What types of media channels does the audience use?
What types of messages does the audience respond to?
What type of content is feasible to create?

Phase

Iterate

Goal

To create sticky content.

Description

Consider all rounds of iteration to be additional rounds of design.

Activities

- Embedded testing using different headlines, captions and endings to see what sticks.
- Check platform data to identify how audiences are engaging with the content.
- Use the comments section as a source of feedback.

Questions to ask

How might the content be updated to:
1. *Improve engagement.*
2. *Drive the change you want to bring about.*

Why Context Matters

Context includes all internal and external factors that affect your audience's decision-making processes and behaviours. When identifying gaps in your knowledge about your audience, ask yourself:

- *What interactions between people (demographics, social norms, personal history) and in which places (physical environment, available resources) guide behaviours?*
- *At what moments in their lives (including the person's mindset and the local stimuli) should you make sure your message reaches your audience?*

Context is not static and cannot be 'understood' at a single point in time. Whether we can fully understand an audience's context as outsiders is up for debate. Therefore, it is essential to talk to locally embedded stakeholders while trying to understand the context. You can think of understanding your audience's context as a process that you continually engage in, learn from, and adapt to your content's needs.

Session 1

Align & Understand

Goal

Write down what you want your content to achieve. Try to think of a concrete change you'd like to affect, and why you think this change is important.

Goal:

Reasoning:

Illustrative example:

Goal: *After viewing our content, the audience will check information against credible news sources before believing or sharing it.*

Reasoning: *Young Kenyans are not always confident in their ability to identify misinformation. Providing concrete, relatable examples of how to verify information can help build their confidence and strengthen their fact-checking skills.*

Platform

Decide where you want to share your content. Write down the reasoning behind your chosen platform(s).

Platform:

Reasoning:

Illustrative example:

Platform: *YouTube*

Reasoning: *Misinformation is a serious topic that needs time to talk about. Audiences on YouTube are generally more receptive to long-form content.*

Session 2

Design

Use this template to help design your content. Make sure to design your content keeping in mind the content's goal and the platform(s) you intend to share your content on.

Remember, designing content that leaves an impact is an iterative process. This is your first pass. At this stage, you can make assumptions based on your observations and experiences as a content creator. You will have a chance to change your design choices based on feedback later in the session. An important step is to document your design choices and the reasoning behind them at each stage.

Design decision:	Reasoning:
Illustrative example: *Our video will be about 20 to 30 seconds long.*	***Illustrative example:*** *The video will be posted on TikTok. We've noticed that TikTok audiences prefer shorter, punchier videos than, say, Facebook.*

Session 3

Share & Iterate

Use this template to keep track of what you would like to change about your content and why.

Feedback received:

Illustrative example: *The video doesn't grab attention at the outset.*

Resulting change:

Illustrative example: *Add a hook in the first 10 seconds of the video.*