

Strengthening Social Media Outreach with Credible Research

October 28, 2021

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Research can...

- **Inform media articles and advocacy strategies**
- **Clarify priorities for policymakers**
- **Help guide funding decisions**
- **Improve public health outcomes**

Importance of Social Media in Digital Advocacy

- **Less costly and time consuming than offline and traditional efforts**
- **Reach new audiences and gain wider reach than some offline efforts**
- **Cultivate equitable relationships, build a collective voice, and strengthen advocacy networks**
- **Provide reliable information on health**



Guiding Principles for Communicating Research on Social Media

- Who Are Our Audiences?
- What Are Our Goals?
- What Are Potential Obstacles?

Guiding Principles for Communicating Research on Social Media

- **Keep it short**
- **Keep it simple**
- **Keep it real**

Strategies to Increase Visibility, Reach and Impact on Social Media



Contraceptive and abortion practices of young Ghanaian women aged 15–24: evidence from a nationally representative survey

Sarah C. Keogh^{1*}, Easmon Otupiri², Philicia W. Castillo¹, Naomi W. Li¹, Joana Apenkwa³ and Chelsea B. Polis¹

Abstract

Background: Young Ghanaian women experience high rates of unmet need for contraception and unintended pregnancy, and face unique barriers to accessing sexual and reproductive health services. This study provides a comprehensive national analysis of young women's contraceptive and abortion practices and needs.

Methods: In 2018, we conducted a nationally representative survey of women aged 15–49, including 1039 women aged 15–24. We used descriptive statistics, multivariable logistic and multinomial regression to compare young versus older (25–49 year-old) women's preferred contraceptive attributes, reasons for discontinuing contraception, quality of counseling, use of Primolut N-tablet, method choice correlates, and friends' and partners' influence. We also examined youth's self-reported abortion incidence, abortion methods, post-abortion care, and barriers to safe abortion.

Results: Among Ghanaian 15–24 year-olds who had ever had sex, one-third (32%) were using contraception. Compared to older women, they had higher desires to avoid pregnancy, lower ever use of contraception, more intermittent sexual activity, and were more likely to report pregnancies as unintended and to have recently ended a pregnancy. Young contraceptors most commonly used condoms (22%), injectables (21%), withdrawal (20%) or implants (20%); and were more likely than older women to use condoms, withdrawal, emergency contraception, and N-tablet. They valued methods for effectiveness (70%), no risk of harming health (31%) nor future fertility (26%), ease of use (20%), and no effect on menstruation (19%). Infrequent sex accounted for over half of youth contraceptive discontinuation. Relative to older women, young women's social networks were more influential on contraceptive use. The annual self-reported abortion rate among young women was 30 per thousand. Over half of young women used abortion methods obtained from non-formal providers. Among the third of young women who experienced abortion complications, 40% did not access treatment.

Conclusions: Young people's intermittent sexual activity, desire for methods that do not harm their health, access barriers and provider bias, likely contribute to their greater use of coital-dependent methods. Providers should be equipped to provide confidential, non-discriminatory counseling addressing concerns about infertility, side effects and alternative methods. Use of social networks can be leveraged to educate around issues like safe abortion and correct use of N-tablet.



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Published by Sprout Social · August 12 ·

Among young women aged 15-24 in Ghana that have had sex, only 32% are using contraception. Our researchers, including Philicia Castillo, worked with [Kwame Nkrumah University of Science and Technology \(KNUST\)](#) to provide tangible recommendations for providers to better meet young women's needs. Check them out: <https://www.guttmacher.org/.../contraceptive-and-abortion...>

#YouthDay #IYD2021 #Ghana

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GHANA

“Young women in Ghana experience high rates of unintended pregnancy.

They deserve high-quality and respectful sexual and reproductive health care and information that enables them to decide whether and when to have children.”



PHILICIA CASTILLO
Research Associate

Leveraging Opportunities to Amplify Our Message and Build Relationships

- **Join key conversations and social media events**
 - Days of Action or Awareness
 - Holidays
 - Conversations using key hashtags
 - Tweetstorms and chats



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Today is International Youth Day! Today and every day, we must listen to and work with young people to ensure that sexual and reproductive health care supports adolescents' reproductive autonomy!

In Ethiopia, this means investing in high-quality care for adolescents in order to uphold their human rights and help them prevent unintended pregnancies. Learn more:

<https://www.guttmacher.org/geography/africa/ethiopia>

#YouthDay #IYD2021 #Ethiopia

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ETHIOPIA

Adolescents
would experience a
81% DROP
in unintended pregnancies
if their sexual and
reproductive needs were met



Investing in high-quality health care is critical!

[guttmacher.org](https://www.guttmacher.org)

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Today as we recognize [#HumanRightsDay](#), let's reflect on the crucial & cost-saving investments countries can make in essential sexual & reproductive health services to save lives, uphold individuals' [#humanrights](#) & benefit societies—even during [#COVID19](#):
gu.tt/AddingItUp2019



Design and Photo Resources

COUNTRY PROFILE
Nigeria

Select a new country
Enter or scroll

Unmet needs for services

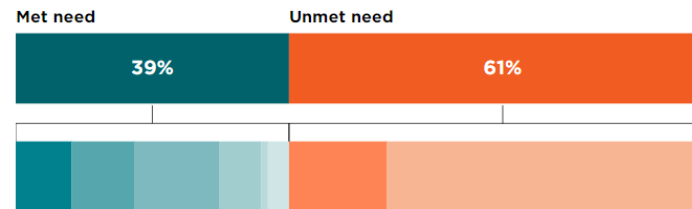
Meeting the needs for services

Unmet needs for essential sexual and reproductive health services

The data below come from the [Adding It Up project](#), which examines the need for, impact of and cost of fully investing in sexual and reproductive health care—services that together ensure people can decide whether and when to have children, experience safe pregnancy and delivery, have healthy newborns, and have a safe and satisfying sexual life. All data are for 2019.

Need for and use of modern contraception

Among all women aged 15–49 in Nigeria, **14,000,000** want to avoid a pregnancy: **5,600,000 (39%)** whose need for modern methods is met and **8,800,000 (61%)** who have an unmet need



- Methods**
- Condoms: 8%
 - Pill/patch/ring: 9%
 - Injectables: 12%
 - IUDs/implants: 6%
 - Sterilization: 1%
 - Other modern methods: 3%
 - Traditional methods: 14%
 - No method: 47%

Source:
gu.tt/Nigeria

Free Design Tool: Canva

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61%

of women aged 15-49 in
Nigeria who want to avoid
a pregnancy are **not** using
modern contraception

guttmacher.org

Photos



www.imagesofempowerment.org

Using Analytics to Improve Social Media Outreach and Grow Audience

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