

Appendix E: Additional Resources

Resources

While the *FP INFOcus Guide* provides you with all of the information that you need to prepare, produce and promote mobile phone videos, you may find that you want more information on a particular topic. Here are resources to learn more about social and behavior change communication, FP, mobile phone video production, storytelling and social media promotion.

You are encouraged to share any other helpful resources that you find with CCPinfo@jhu.edu or on the [FP INFOcus page on Springboard for Health Communication Professionals](#).

Social and Behavior Change Communication

- Health Communication Capacity Collaborative, “The P Process: Five Steps to Strategic Communication”

<http://www.healthcommcapacity.org/wp-content/uploads/2014/04/P-Process-Brochure.pdf>

This document walks readers through a step-by-step roadmap to designing, implementing and evaluating strategic communication activities to address a variety of health topics regarding strategic communication.

- The Health COMpass, “How-to Guides”

<http://www.thehealthcompass.org/how-to-guides>

This website contains short guides with step-by-step instructions to a number of health communication topics, including how to conduct a situation analysis, design SBCC message and create a monitoring and evaluation plan.

- Health Communication Capacity Collaborative, “Urban Adolescent Sexual and Reproductive Health Social and Behavior Change Communication Implementation Kit: What is Social and Behavior Change Communication?”

<https://sbccimplementationkits.org/urban-youth/urban-youth/part-1-context-and-justification/social-and-behavior-change-communication-and-theory>

This section of the Implementation Kit provides an overview of what is social and behavior change communication and how it is able to influence behavior.

Family Planning

FP Methods:

- Planned Parenthood
www.plannedparenthood.org/learn/birth-control
- The Bedsider
www.bedsider.org/methods
- LARC First
www.larcfirst.org
- Global Family Planning Handbook
<https://www.fphandbook.org>

FP Data and Reports:

- Guttmacher Institute
<https://www.guttmacher.org/international/contraception>
- Performance, Monitoring and Accountability 2020
<https://www.pma2020.org>

Adolescent and Sexual Reproductive Health:

- International Federation of Planned Parenthood
www.ippf.org
- Health Communication Capacity Collaborative, “Urban Adolescent Sexual and Reproductive Health Social and Behavior Change Communication Implementation Kit: Focus on Adolescent Sexual and Reproductive Health”
<https://sbccimplementationkits.org/urban-youth/urban-youth/part-1-context-and-justification/focus-on-adolescent-sexual-and-reproductive-health/>

Mobile Phone Video Production

Filming:

- Primal Video, “What is Primal Video?”
<https://www.youtube.com/channel/UCO4Nw0vUpxgb0zszij1SaMg>

Video professional provides recommendations and suggestions to teach entrepreneurs how to get strong video results, walks viewers through various video techniques.

Editing:

- Walter Murch, “On Editing”
<https://www.youtube.com/watch?v=WcBpXLNmS3Q>

Acclaimed editor shares tips behind good editing.

- Primal Video, “Android Video Editing: Best Video Editing Apps for Android”
<https://www.youtube.com/watch?v=LIJQAYi53OU>
 Video professional recommends video editing apps.
- Rocket Jump Film School, “Cuts and Transitions 101”
https://www.youtube.com/watch?time_continue=113&v=OAH0MoAv2CI
 This video explains the common cuts and transitions used to enhance movies.
- National Public Radio (NPR), “NPR’s Ear Training Guide for Audio Producers”
<http://training.npr.org/audio/the-ear-training-guide-for-audio-producers/#editing>
 A website that walks through common audio recording, editing and mixing problems and provides solutions.

Production Software and Apps for Android and PC

	Free	Paid
Audio (Recording, Android)	Smart Voice Recorder http://recorder.smartmobdev.com	
Audio (Editing, Android)	WavePad Audio Editor Free https://wavepad.en.softonic.com/	
Audio (Editing, PC)	Audacity http://www.audacityteam.org/download/	
Video (Android)	WeVideo https://www.wevideo.com Cyberlink Power Director www.cyberlink.com/downloads/trials/index.html	KineMaster (up to \$39) https://www.kinemaster.com
Video (PC)	Windows Movie Maker http://www.windows-movie-maker.org Davinci Resolve www.blackmagicdesign.com/products/davinciresolve	Adobe Premier (\$19/month) www.adobe.com/products/premiere.html Adobe SpeedGrade www.adobe.com/products/speedgrade.html

Storytelling

- K4 Health, “FP Voices Storytelling Toolkit”
https://www.k4health.org/sites/default/files/fp_voices_storytelling_toolkit.pdf
This toolkit provides tips on eliciting stories and conducting a good interview around topics of FP and reproductive health, among other topics.
- StoryCorps, “Do-It-Yourself Guide”
<https://storycorps.org/do-it-yourself-guide>
Storytelling nonprofit StoryCorps guide for those who are interested in recording, capturing and sharing the stories of others.
- The Moth, “The Moth’s Tips for Storytelling, Safety and Best Practices”
<https://s3.amazonaws.com/themoth-images-development/The-Moth-Tips-for-Storytelling-Safety-and-Best-Practice.pdf>
Podcast and storytelling experts, the Moth, provide some simple storytelling and tips, as well as tips for guiding others through shaping their own story.

Social Media and Content Promotion

- Centers for Disease Control and Prevention (CDC), “Guide to Writing for Social Media”
<https://www.cdc.gov/socialmedia/tools/guidelines/guideforwriting.html>
- Ogilvy, “Using Social Media Platforms to Amplify Public Health Messages”
<https://www.yumpu.com/en/document/view/31959224/using-social-media-platforms-to-amplify-public-health-messages>
- Internews, “Social Media in Health Communication Campaigns”
http://www.healthcommcapacity.org/wp-content/uploads/2014/12/HealthCommunicationCapacityCollaborativeSocialMedia_in_health_communication_campaigns.pdf

Best Practices for Promotion Activities:

Developing an Editorial Calendar:

- Hootsuite, “Creating an Editorial Calendar”
<https://hootsuite.com/education/courses/social-marketing/content/content-calendar>
- Sprout Social, “4 Steps for Creating a Social Media Calendar”
<https://sproutsocial.com/insights/social-media-editorial-calendar/>
- WPCurve, “How to Create an Editorial Calendar (and Stick to It!)”
<https://wpcurve.com/how-to-create-an-editorial-calendar/>
- HubSpot, “How to Create an Editorial Calendar Using Google Calendar”
<https://blog.hubspot.com/marketing/create-robust-editorial-calendar-ht#sm.00000npkrg53ite76yq1r30op8p14>

For Facebook Live Chats:

- Facebook, "How Do I Go Live on Facebook?"
<https://www.facebook.com/help/1636872026560015>
- HubSpot, "Facebook Live Guide"
<https://blog.hubspot.com/marketing/facebook-live-guide>

For Twitter Tweet Chats:

- HootSuite, "A Step-by-Step Guide to Twitter Chats"
<https://blog.hootsuite.com/a-step-by-step-guide-to-twitter-chats/>
- Heinz Marketing, "11 Tweet Chat Best Practices to Increase Engagement Content and Conversation"
<http://www.heinzmarketing.com/2015/04/11-tweet-chat-best-practices-to-increase-engagement-content-and-conversion>
- Forbes, "The Ultimate Guide to Hosting a Tweet Chat"
<https://www.forbes.com/forbes/welcome/?toURL=https://www.forbes.com/sites/stevecooper/2013/09/30/the-ultimate-guide-to-hosting-a-tweet-chat/&refURL=https://www.google.com/&referrer=https://www.google.com>

For Instagram:

- Instagram, "How Do I Share a Live Video on Instagram"
https://help.instagram.com/292478487812558?helpref=uf_permalink
- Classy, "25 Instagram Tips for the Modern Nonprofit"
<https://www.classy.org/blog/instagram-tips-modern-nonprofit>