

## MEDIA FORMATS AND THEIR KEY FEATURES

A well-rounded campaign should include a mix of owned (campaign-managed), paid (advertisements, paid search), earned (news coverage, writeups), and social (online networking) media. Each media type has its own benefits and drawbacks, and selection of the appropriate media mix will depend on campaign goals. For example, the extent of social media use will depend on the campaign’s focus on audience engagement via two-way interaction vs. one-way message dissemination. The table below summarizes key features and considerations for each media type, as well as examples of how that media type was leveraged by the FCR COVID-19 Convalescent Plasma campaign.

Media Type	Key Features	Key Considerations*	FCR Strategy Highlights
Owned Media	Under direct management of the campaign (e.g., campaign websites, landing pages, blogs), owned media allow for total control of how and when messages are delivered.	Owned media vehicles should: Include relevant content for the audience, opportunities for two-way interaction, a clear drive to action, and regular frequency of new content. Utilize a keyword strategy to drive SEO. Ensure a cohesive experience with the paid, earned, and social media campaign design (i.e., look and feel).	The MSA landing pages included distinct calls to action (e.g., a “donate” button)
Paid Media	Paid media can be traditional (billboards, point of service advertisements) or digital (website banners, paid search, connected TV ads). While not owned by the campaign, paid media placements allow the campaign to control to whom, when, and how often the message is delivered.	To ensure the most effective use of paid media, determine: Whether audience awareness is minimal and campaign benefits are not observable (i.e., when ads can demonstrate the outcome). The extent to which paid media content can be targeted and personalized to the audience of focus. Whether paid media placements will increase the amount of noise to which the audience is exposed, potentially limiting impact.	As the preferred method of TV consumption during the COVID-19 pandemic, Connected TV advertising allowed the campaign to reach a broader audience.

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Social Media	Referring to online social networking sites, social media can reach many people in a relatively short amount of time by leveraging word of mouth and online natural networks (Berkowitz, 2017; MITRE COVID-19 Health Communication Playbook, 2021). These channels allow for bi-directional communication that allows campaigns to not only “push” messages to the audience, but also allow the audience to respond.	Use of social media requires: Frequent monitoring to identify misinformation and disinformation and a plan to address these issues when they arise. Frequent engagement, as the interactive nature of social media allows the audience to change the message through their comments, reposting portions of the message, and putting it in a different context.	Twitter allowed the campaign to mirror local news sources and target similar handles for engagement.
Earned Media	With earned media, the campaign lacks control over how and when messages are delivered. These decisions are driven by journalists, editors, and other earned media stakeholders. Despite this lack of control, earned media coverage is essential to adding credibility to the campaign, and can drive interest through storytelling.	Earned media engagement requires: Quick and continuous action to identify threats and opportunities. Tailored communications to specific outlets/ journalists, with an understanding of how stories are typically presented on target outlets (e.g., focus, time given).	FCR identified local news resources and focused on a combination of print and digital placements for better coverage.

\*For additional earned, social, and paid media considerations, see *Media Operational Plan Checklist*.