NATIONAL ORGANISATION FOR FASD-UK

MARKETING PLAN
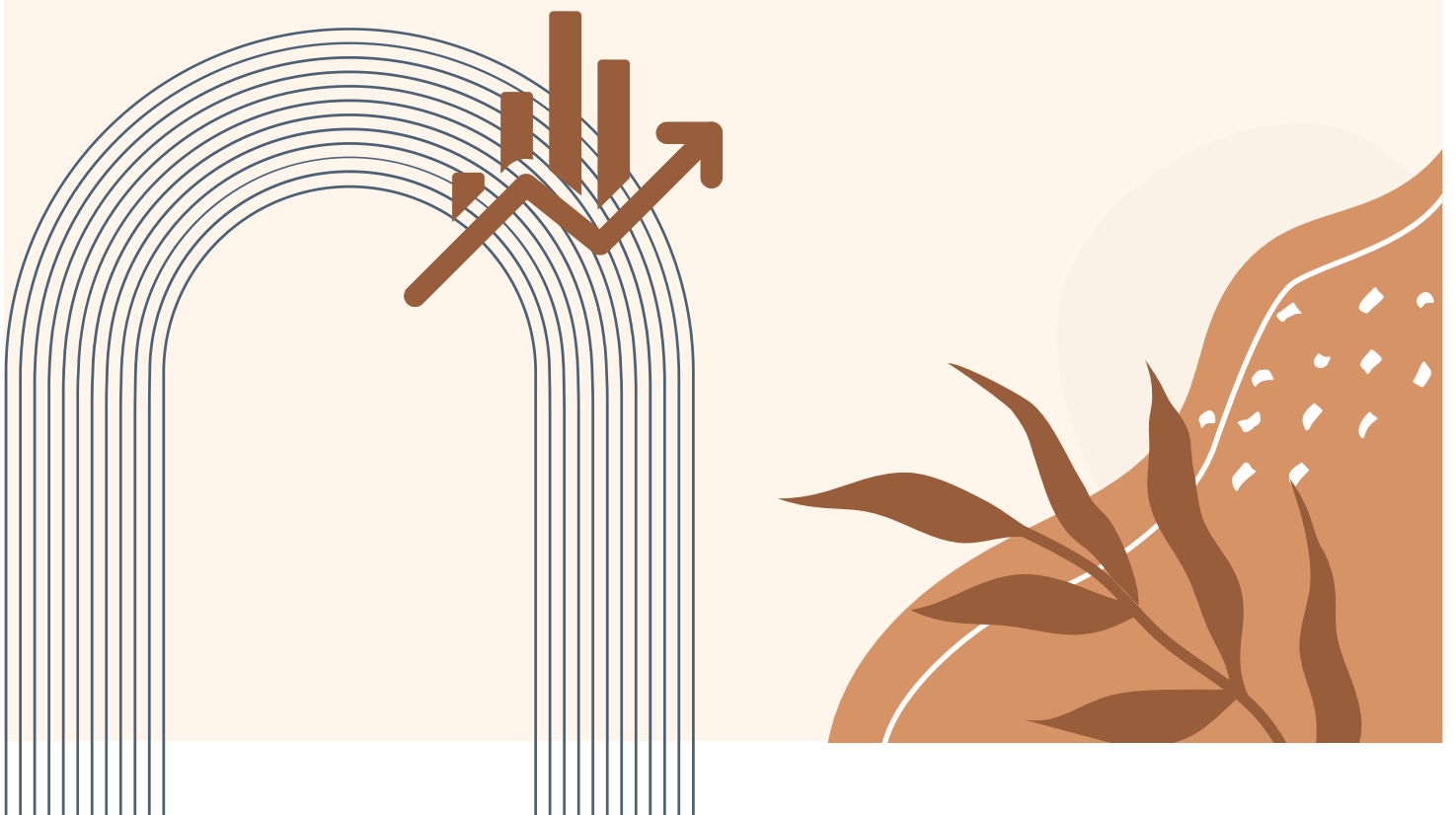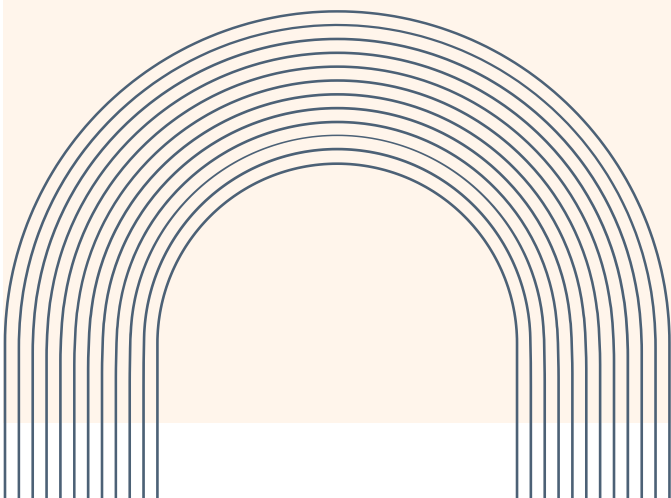
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OVERVIEW

There exists a concerning lack of awareness surrounding Fetal Alcohol Spectrum Disorder (FASD) and the complications associated with alcohol consumption during pregnancy. This lack of knowledge among university students poses the risk of increased FASD prevalence. Therefore, it is imperative to take proactive measures to educate and spread vital information on these subjects to the next generation of future parents.

Objective

This plan will offer a guide for tactically executing marketing strategies designed to effectively engage university students aged 18-25 on FASD. By implementing strategic actions, the plan aims to address the knowledge gap and raise awareness about the dangers of alcohol consumption during pregnancy.

Goals

- Increased awareness within the target demographic of the effects of drinking while pregnant measured through views, likes, and comments on social media platforms
- Increased knowledge of FASD and the co-occuring conditions associated with it through creating informative post and video content
- Increased outreach to university students with content posted across multiple social media platforms
- Ensuring that the message of each post or video is clear and aimed at the target audience

AUDIENCE

In a 2020 survey, United Kingdom marketers were asked what their most successful marketing channel of the year was. Social media emerged as the predominant marketing channel, with 25.6% of respondents identifying it as their most effective advertising platform (Statista, 2021).

(Statista, 2023)

Share of social network users in the United Kingdom as of June 2023, by generation

Generation Z (1995-2012)	Millennials (1980-1994)	Generation X (1965-1979)	Baby boomer (1946-1964)
94%	94%	86%	74%

Share of users

Sources
Statista; Statista Consumer Insights
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Additional Information:
United Kingdom; Statista; July 4, 2022 to June 22, 2023; 24,183 respondents; 18-64 years old

Among UK social media users, the two largest demographics as of June 2023 were Generation Z (1995 and 2012) and Millenials (1980-1994), with 94% of each generation being social media users (Statista, 2023). As newer generations become the biggest consumers of products in the media, leveraging the platforms that are familiar to them is an important strategy being utilized by marketing professionals as well as individual content creators.

AUDIENCE

Generation Z reports usage mainly on three social media platforms.

71%
Reported Daily Use

68%
Reported Daily Use

68%
Reported Daily Use

61% of Generation Z and Millennials who were surveyed prefer watching videos that are 1 minute or less, according to a 2020 study. This study displayed an inverse relationship between length of video and percentage of users watching (Statista, 2021). A National Research Group survey conducted by Snap Inc. in 2020 found that 7 out of 10 Generation Z and Millennial individuals would rather engage with many short-form videos as opposed to one long video and 83% stated that short-form content is more digestible and fits better into their daily schedule (Snap Inc., 2020).

Share of Generation Z and Millennials watching mobile videos daily worldwide as of October 2020, by video length

Generation Z's Reasons for Using Social Media	Instagram	TikTok	YouTube
For entertainment	40%	59%	63%
To keep in touch with friends	40%	10%	6%
To keep in touch with family	14%	5%	4%
To create content (e.g. videos, reels)	11%	14%	8%
To build an online following	10%	8%	6%
To create a personality for social media	9%	7%	5%
To follow celebrities / influencers	26%	19%	20%
To keep up to date with the news	11%	11%	14%
To share my opinions / point of view	7%	6%	5%
To join groups / meet people with similar interests	9%	8%	6%
To avoid boredom	27%	43%	41%
I need to as part of my job	5%	4%	4%
For inspiration	15%	17%	20%
Other, please specify	0%	0%	1%

(Statista, 2022)

AUDIENCE

As seen in the above figure, in a survey done in 2022 of social media users aged 16 through 24 the main reasons for using the three most popular Generation Z platforms is entertainment and to avoid boredom (Statista, 2022). Although platforms such as Instagram also had a high percentage of users reporting using the platform to keep in touch with friends, mostly the platforms were used to consume entertaining and fun content that provides entertainment. This reiterates the need for content to be engaging and entertaining for Generation Z users to catch their attention for long enough to begin to educate them. Because of this in our initial campaign testing, we employed a strategy of making videos that were humor-focused and used colloquial language.

TARGET MARKETS

Young adults are the target audience, however let's segment this further.

- **University Students**
  - **Freshers (First-Year University Students)**
  - **Undergraduate Students**
  - **Post-Graduate Students**
- **Young Adults not in University**
  - **Those who are working**
  - **Those on Gap Year**

TARGET MARKETS

Through our interviews and focus groups, we determined that there is a large knowledge deficit in the young adult demographic regarding FASD, as well as a prevalent university drinking culture. The main needs that our target demographic has expressed are more education regarding Fetal Alcohol Spectrum Disorder in an engaging, informative format.

Overall, the students who participated in the focus groups found our social media content easily accessible and easily digestible. However, they had some feedback about our initial stage of the campaign.

All the students from the group believed Instagram and TikTok to be the best social media platforms to use in order to reach our target audience based on their own personal use of them. However, they also stated that there was frequent use of Youtube Shorts, which is the platform's built in short-form video content section. This would be another way to reach young adults. There was a general consensus about Generation Z not using Facebook regularly, which reiterates our knowledge there are better platforms to reach our target audience.

TARGET MARKETS

Additionally, it is highly important that the message conveyed in social media campaigns makes it very clear who the intended audience is, and none of the content could be deemed insensitive by viewers. Incorporating bright colors and trending content are also vital for the success of a campaign geared towards university students, aged 18 to 25. With this feedback, our team recognized the need to be more bold and adventurous with the content posted to captivate the target audience effectively.

Another point that was brought up during our interviews with university students was the social pressure relating to alcohol consumption within this target audience. Celebratory events such as festivals were identified as significant contributors to the normalization of heavy drinking. Additionally, students highlighted the influence of alcohol in shaping social interactions and the belief that alcohol is crucial for having a good time. This pressure to conform to drinking norms not only contributes to excessive consumption but also leads to feelings of isolation for some individuals. The key takeaway from the interviews with students was that promoting responsible drinking habits and enhancing education about alcohol-related risks, especially concerning alcohol and pregnancy, through the social media posts is of paramount importance.

RELEVANT RESOURCES

Platform Information

One important thing to consider is the type of content that can be posted on each respective platform.

TikTok is a short-form video platform. Videos made within the platform can be up to 60 seconds long and videos uploaded from outside sources to TikTok can be up to 3 minutes long (TikTok, 2024). Keeping videos short and engaging is therefore something that is integrated directly into the application. TikToks tend to be short, entertaining, and often include popular music and audio trends that users create, which can be found in the sounds tab that appears when making a new TikTok.

Instagram has 5 main posting categories: Feed, Reels, Stories, IGTV, and Lives. (Steckly, 2021) Generation Z favors three main features on Instagram: Stories, Reels, and classic feed posts (YPulse, 2023). Classic feed posts are a collection of up to 10 photos and short videos that can be posted onto the user's account with a caption. Stories are a 24-hour expiratory post that allow users to take or upload pictures, ask and answer questions from friends and followers, and repost content from public users. Reels, a built-in short-form video subsection on Instagram, mimic the style of video featured on TikTok with a maximum time limit of 90 seconds (Help Center, 2024) and many users upload content created on TikTok onto Instagram Reels.

RELEVANT RESOURCES

Youtube has five main posting categories: Videos, Live Streaming, Live Shopping, Shorts, and Community Posts (Heddadi, 2021). The main relevant posting category we will focus on is Youtube Shorts. Shorts are videos up to 1 minute long that can include multiple video recordings, audios, music, and effects. Users tend to post similar TikTok style videos to the platform which can either be posted from the users device or filmed directly in the app.

Relevant Applications

Employing third-party applications to create content for these platforms can improve the quality of posts. The two most relevant applications are Canva and CapCut. Canva is a free to use online graphic design tool that has various templates and design elements that users can utilize in order to create visually appealing graphics (Canva, 2023). There is also a paid version of Canva that provides more graphics, templates, content, and features that aid in the design process. In the context of social media, Canva is mainly used for creating Instagram posts, with the team using it to create all the current Instagram content as well as the profile picture for the created social media accounts.

Canva - upload: Giov.c, Public domain, via Wikimedia Commons

RELEVANT RESOURCES

CapCut is a free to use video editing software that is owned by TikTok's parent company ByteDance, meaning it has streamlined integration with the TikTok app (Mileva, 2023). It can be used to compile videos, add effects, and utilize templates that allows the user to add photos and videos into a preloaded format. There are paid features that allow the user to access additional templates and paid effects, however these are mostly relevant in the case of advanced video editing which is not something classic TikTok videos require.
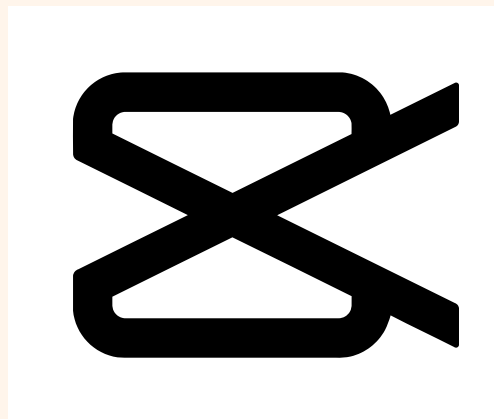
capcut, CC BY-SA 4.0 <https://creativecommons.org/licenses/by-sa/4.0>, via Wikimedia Commons

Trends

The team used a few strategies to figure out which post and video types were popular, which can be applied to the National Organisation for FASD-UK's social media strategy. The first strategy is merely scrolling through the "For You" page of the account we created in order to see which videos are getting a high number of likes and have sounds or concepts that can be adapted to the campaign.

RELEVANT RESOURCES

The second strategy we used was looking in the trending sounds tab, which as previously stated can be found when making a new TikTok video and selecting sounds. These trending sounds are another guide to what is currently popular on TikTok. We also utilized previously popular trends, as TikTok videos with older trends can become popular once again, as evidenced by our account statistics. In regards to Instagram, the team solely utilized slideshow informational posts, so trends did not play as a factor.

Algorithm: Instagram

The Instagram algorithm has a few different contributing factors. The first one is hashtags. Hashtags will increase post reach, and when utilizing relevant hashtags that have a lot of use then users will be recommended the new post more frequently (Worb, 2023). Another contributing factor is the ideal time to post on Instagram, which is determined to be early in the morning (Gagliardi, 2024). This allows for the most engagement possible. Understanding that analytics may display followers interacting with the account at a different time and adapting to that is also something important to understand regarding an Instagram audience. The best way to optimize engagement is to observe the existing audience and their habits. Partnering with other organizations or creators to have them repost

RELEVANT RESOURCES

content is an important connection on Instagram, especially if the creator discusses relevant topics related to drinking and alcohol safety in university. Finally, posting TikTok videos on Instagram Reels can contribute to engagement numbers, as Instagram Reels receives a significant amount of daily engagement.

Algorithm: TikTok

The TikTok algorithm also places a strong emphasis on hashtags, with popular ones such as #foryou being present on almost every video posted. Putting hashtags on TikTok videos will increase the video reach and place that video on more user's feeds (West, 2023). Another important step, as discussed in trends, is adding popular music and sounds to Tik Tok videos so that the algorithm is more likely to recommend the video. In addition, this places the video on the sounds' page so when users scroll through they will see it. Utilizing the built in video making features is also beneficial to the poster. Making videos responding to user comments on previous posts and duetting popular videos on the platform with witty responses can also enhance interaction. The best time to post on TikTok is the late afternoon, as most users scroll on the app for afternoon entertainment (Keutelian, 2023). Consistent posting is key, with accounts posting multiple times a week or even every day getting significantly more engagement.

RELEVANT RESOURCES

Algorithm: Youtube

Youtube, specifically Youtube Shorts, works similarly to TikTok in the sense of following trends and utilizing fun and entertaining content. The trends on TikTok tend to correlate to the trends on Youtube Shorts, so finding trends can be done through TikTok. However, content creators should search certain video concepts or songs in the Youtube search bar to see what shorts are being made on the app already. Music is important to the algorithm of Shorts, with users being more likely to view a video that has a popular song in the background rather than continually scrolling. Youtube provides content creators with a metric showing percentages of users who viewed a Short compared to the percentage who swiped away, which can aid in figuring out which content users do not find appealing (Christison, 2023). Be particular with hashtags, using one or two as opposed to the many used on TikTok and Instagram. Finally, ensure that the thumbnail of the Youtube Short is visually appealing to the viewer.

Employing these tactics maximizes engagement and creates content that educates and entertains young adult viewers.

SAFESIPS_UNI

Our team created Instagram and TikTok accounts under the username @safesips_uni. This username was chosen with the target audience in mind, who we determined would not resonate with or engage with names that directly reference FASD or pregnancy. Highlighting the message of when consuming alcohol is safe, and especially unsafe, is something that we determined would be more engaging and transformative to our target audience who, at this age, would not resonate well with social media posts only focused on pregnancy. We made sure to highlight important topics throughout both accounts such as affirming that there is no safe amount of alcohol during pregnancy by outlining the UK Chief Medical Officer's Low Risk Drinking Guidelines.

ByteDance, Public domain, via Wikimedia Commons

diej4cob, Public domain, via Wikimedia Commons

SAFESIPS_UNI

During the 2 weeks our team was posting content, we made 3 Instagram posts and 11 TikTok posts. Two of the Instagram posts depict a consistent style, while one is a more vivid and bright style that corresponds with our focus group feedback.

The Instagram posts were mainly in slideshow format, with an initial post that had a shocking fact or statistic, and supplementary information as the user swiped through the post. At the end, we included resources that we used as well as support resources for the user such as the National Organisation for FASD-UK hotline and other alcohol support networks. All posts contained the following hashtags in the caption: *#unilife #uni #fasd #fasdawareness #alcoholfree #alcoholfreepregnancy #preventfasd #alcoholsafety #alcoholfreelife #drinking #university #london*

Fetal Alcohol Spectrum Disorder (FASD) affects almost TWICE as many people as Austism Spectrum Disorder (ASD) in the UK

That's about 2 in 100 people

FASD can present in many forms:

428 DISTINCT conditions have been identified in people with FASD

less than 10% of those on the FASD spectrum have sentinel facial features associated with FASD

around 50% have ADHD

62% have vision impairment (30 times higher than gen. population!)

83% have speech and language delays

58% have hearing problems (100 times higher than gen. population)

91% display impulsivity and inappropriate behavior

Drinking in pregnancy?

Take a deep breath. Most likely, it will be ok. There is no way to know if your child is affected, but the sooner you stop, the better. Avoid alcohol to the best of your ability.

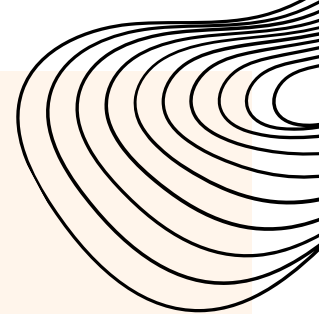If you need support to quit, there is help.

AA: www.alcoholics-anonymous.org.uk
Birth Companions: /www.birthcompanions.org.uk
Soberistas: www.soberistas.com
Local drug and alcohol services
Local mental health services
Samaritans: www.samaritans.org or call 116 123

You're not alone

National Organisation for FASD:
www.nationalfasd.org.uk
FASD UK Alliance: www.fasd-uk.net

For more information:
- https://hub.salford.ac.uk/fasd/ *(FASD Research at the University of Salford)*
- **https://nationalfasd.org.uk/**
- https://theconversation.com/how-foetal-alcohol-spectrum-disorders-could-be-a-hidden-epidemic-52835

SAFESIPS_UNI

The TikToks were posted to the sound of either popular music or TikTok sounds that had popular sounds with the format of video and corresponding text.

We also included more information in the caption as well as any resources for viewers to reference. All posts contained the following hashtags in the caption: *#preventfasd #uni #university #unilife #universitystudent #studyabroad #london #foryou #FASD #alcoholfree #alcoholawarness #preventFASD*. All captions related to study abroad were included because as students abroad we felt that some of our content related to students in the "study abroad" category.

"Go to www.nationalfasd.org for more info!"

"and it is way less researched and often overlooked. If you want more info on this search up the University of Salford FASD Study!"

SAFESIPS_UNI

No alcohol, including red wine, has been proven to be safe during pregnancy, and can actually have a lasting negative impact on the fetus!

Even if you are not planning to become pregnant, be aware that alcohol intake following unprotected sex could lead to an alcohol exposed pregnancy!

These platforms can be resources for the National Organisation for FASD-UK in a number of ways. They can either be continued and become the organization's new outreach to university students and young adults, or they can be utilized as reference points for the organization to continue platforms such as PreventFASD. However, if PreventFASD is continued as an initiative, we recommend having the account include additional content related to alcohol safety and alcohol consumption in university in order to reach the target audience.

INSPIRATION

Below are some accounts that post content that can serve as inspiration for social media content and brand interaction with Generation Z.

Username	Platform	Description
@duolingo	Instagram and TikTok	A language learning app that has adopted strategies for corporate outreach to Generation Z through humorous content
@sobergirlsociety	Instagram	A community account providing information and support for women who are sober, posting informative slideshows and graphics
@ryanair	TikTok	An airline that makes entertaining content targeted towards Generation Z, adopting many trends that are current
@chipotle	TikTok	A restaurant that makes Generation Z centered content, with a mix of advertisements and humorous videos
@dryjanuary	Instagram	A campaign by Alcohol Change UK that focuses on alcohol safety and being sober during the month of January, this account posts vivid graphics and informational messages

IMPORTANT DATES

Events throughout the year where alcohol plays a large role are opportunities to raise awareness about alcohol safety and FASD awareness. Posting information about FASD, seasonal mocktail recipes, and safety information is an opportunity to reach the target demographic with themed content. Some examples of these dates are:

- **Dry January** - the whole month of January
- **Sober October** - the whole month of October
- **Valentines day** - February 14th
- **Winter Holidays** - December 5th - December 26th
- **New Years** - December 31st/January 1st
- **Halloween** - October 31st
- **St. Patrick's Day** - March 17th
- **Vacations** - Summer Break/Spring Break
- **Freshers Week (first few weeks of university)** - September 9th -October 7th
- **Large Football Matches**
- **Euro 2024 (Football Tournament)** - begins June 14th
- **Paris Olympics 2024** - July 26th - August 11th
- **Six Nations (Women's Rugby)**

BUDGET

Instagram has a built-in advertising program called "boosting", where you can advertise specific posts to other Instagram users. There are options to set the demographic and location so the posts will be directed toward the feeds of the target audience. The reach of the posts, as well as statistics on the demographic, can be viewed after the post has been boosted to see if the algorithm has been successful in directing the posts to the intended demographic. (Instagram for Business, 2024)

Pricing is up to the discretion of the creator. A custom price and date range can be set, and when setting these values Instagram projects the amount of reach the sponsored post will have. This can help the creator make choices about how much money they want to spend.

An example of the analytics provided by Instagram when running a boosted post

(Instagram for Business, 2024)
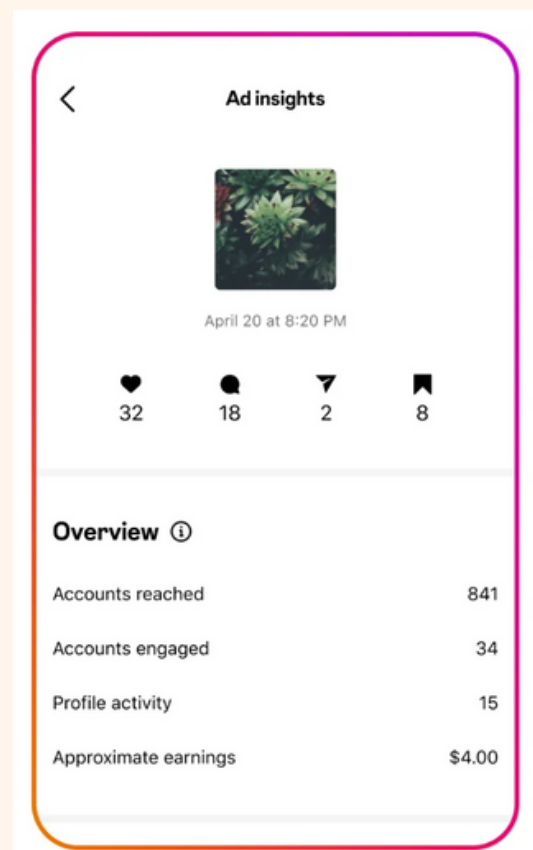
FEEDBACK

Feedback should be obtained periodically in order to gauge the success of the current marketing practices and ensure that the social media is being run to its highest potential. This feedback can be obtained through a couple avenues.

The first avenue for feedback is the analytics on social media. By looking at likes, followers, view counts, and advertisement analytics, the creator can determine whether the users who are interacting with their content have positive or negative experiences. With positive experiences, there will be more likes, comments, and other direct interaction by the users. Views are also an indication of a campaign's success, as when users watch a video it continues to be recommended to similar users. With negative experiences, creators will see a lack of engagement with the campaign, whether through views or direct interaction. Creators can take these analytics and analyze the aspects of their content that did and did not succeed.

The second avenue for feedback is direct feedback from university students or young adults within the target audience. Just as our team gathered feedback on our initial social media posts from university students, creators can gather groups of students to give direct feedback and what they engaged with and what they disliked. By offering incentives such as gift vouchers or refreshments, measurable feedback can be obtained directly from the target audience. This feedback proved to be one of our most successful avenues throughout our research.

CONCLUSION

Reaching a target audience composed of young adults can seem daunting when faced with the sheer amount of media online. However, utilizing social media platforms is paramount for effectively reaching this target demographic. Through targeted use of popular platforms, engaging content, and trend monitoring, capturing the attention of this demographic is within reach. This marketing plan can serve as a guide for creators to learn about the background of young adults in the United Kingdom and the content they consume, as well as how to educate them on alcohol safety and Fetal Alcohol Spectrum Disorder.

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