VIVA! Communications – outcomes PowerPoint notes:

General:

- Title the PowerPoints appropriately – i.e. "campaign title launch_outcomes summary_DATE"
- All logos needed to be on a transparent background (remove the background) & in high-resolution
- Make pages visually appealing
- Make sure the text is the same size in side-by-side photos
- Divide slides with title slides and divide them according to type of outcome/clipping e.g. medical, tv, radio, social media.
- We use shorthand in PowerPoints:
  - & instead of typing out 'and'
  - % instead of typing out 'per cent'
- Every time you include a copyright symbol (®) it needs to be superscripted®
- Kept text size consistent across all slides
  - Headings size – 32
  - Subheading (e.g. "homepage") size – 28
  - Text in body size – 13.3
  - Footer size – 9
- Make sure images are the same size when more than one image/clipping features on a slide
- Centre images in slides
- Add the logo of the client to the top right-hand corner (easily do this by editing the master slide)
- When laying out expert profiles and patient case studies, make sure they appear in the same order that they appear in on the media alert
- Footer layout:
  Title
  Publication
  Audience:
  Month day, year
  URL (must be hyperlinked) / page number (print only)
- Only add a shadow to campaign collateral and social media outcomes
- Hyperlink links and VNRs.
- Note: a grab means a small quote that a KOL or patient has given that we have provided

Clippings:

- When clipping our material and adding it into a PowerPoint, please make sure it is high enough res that the audience can read it and it isn't blurry
- When clipping our materials screenshot from the PDFs, not the word document; otherwise, you capture the curser

- When clipping a document, you have to clip the whole document– you can't just leave pages off or only include the first page (this is true even when the clipping is long – it is okay to have two pages of clippings if necessary)
- When clipping outcomes, it is important that you include ALL pages the story appeared on (homepage, news page, health page etc.) when you originally clip the outcome.

Upfront section:
- Even though Kirsten / Jules writes the upfront section (the first few slides), it is still up to us to include all the slides she needs to fill in, including the subheadings
  - o Even if the person writing the upfront section is not writing a full case study, it is always best practice to include all slides because then the person writing it can remove anything they don't want to include instead of having to figure out what is missing.
  - o The upfront headings remain consistent across clients

Campaign collateral:
- Make sure the clippings aren't too small or blurry.
- Make sure to include all campaign collateral. A lot of time and work goes into creating campaign material, so we must capture all of it!
- When you have two or more images on the same slide, where possible, make sure they are the same size

Outcomes (general):
- When adding an outcome to a slide, it is important that we show it exactly how the article appears online
  - o The only thing we can crop out is ads or excessive white spaces
- Please make sure you clip every single page the article runs on
- Include reference pages – this shows how much work we did.

Radio:
- Download audio clippings from isentia, when downloading you have to manually edit the clippings so they don't feature other news stories & also so it captures the whole story
- Once an audio outcome is downloaded, you need to upload the outcome to google slides in the relevant outcomes folder for the campaign, create a sharable link & use that link in the PowerPoint; this is because our client's do not have access to iSentia & incase iSentia removes the outcome
- With radio outcomes, we add three outcomes per slide
- Radio interview outcomes should be captured in one single recording not cut up over multiple outcomes / recordings
- When calculating the audience number you have to include the audiences numbers for all the syndicated stories as well
  - To find the audience numbers by looking in existing outcomes excels OR population of town divide by number of radio stations in town

TV:

- You have to be super careful you include the correct vimeo links (link to the video not to the backend of VIVA! vimeo account)
- When downloading TV clippings you have to edit the clippings so they don't feature other news stories (you can do this when downloading them from isentia, in vimeo or on your laptop)
- The correct formatting for TV outcomes should like the below
  Channel, location – TV program
  Featuring (list KOLs, patients, if VNR footage or animation we provided is included)
  Month day, year – time aired
  Duration
- [Vimeo link](#) (cant use automatic link from webpage- get link from the link icon on vimeo. Be careful when getting videos from iSentia and make sure the correct part of the video is shown.)

Online outcomes:

- Don't just include the article / outcome itself you need to include all pages that our story appears on (as we count each of these as addition outcomes)
- You cannot rearrange parts of article on the slide (i.e. putting paragraphs out of order or images before text when it doesn't appear that way on the website) it needs to be an exact / accurate copy of the outcome as it appears on the website

Socials:

- You need to link to the social post itself not an account profile.
- In the clipping, include the person who reposted/shared
- You group social outcomes via platforms (i.e. put all the LinkedIn outcomes together, then all the Facebook, then all the Twitter, etc.)
- When clipping social media outcomes, you need to ensure you include the number of people that have liked / commented or shared the post
- Add shadows also to SoMe.
- Note that SoMe isn't usually included in clippings, but it is in the outcomes PowerPoint.