

# SOCIAL MEDIA FOR BEHAVIOUR CHANGE TOOLKIT (SM4BC)

*FOR DISASTER PREPAREDNESS  
AND DISASTER RISK REDUCTION*

IN LATIN AMERICA AND THE CARIBBEAN



Global Disaster  
Preparedness Center



**USAID**  
FROM THE AMERICAN PEOPLE

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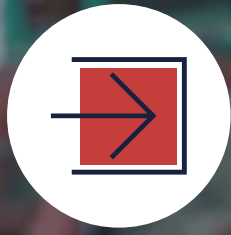
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**Click on the section of your choice to skip to that section.**





# Introduction

- **What is this toolkit for?**
- **What do we mean by “social media”?**
- **Who is this toolkit for?**
- **How should you use this toolkit?**

# INTRODUCTION:

**What is this toolkit for?** Have you heard (or do you agree with) any of these ideas?

- We just need to give people information about what to do to prepare for a disaster, and then of course they'll do it.
- I already know what our community needs from us. Research isn't going to tell me anything new.
- All of our posts are relevant to everyone.
- Why would it matter what people are saying to each other on social media? We're the experts so they'll listen to us.
- What other motivation for disaster preparedness do people need besides staying alive? That should be enough!
- We don't need to be strategic about the social media platforms we use – everyone's on Facebook (or Twitter or Instagram or...).

**All of these statements are just not true in most cases.** If you're working to promote actions that will keep your community members safe and alive in the face of disasters, you need to understand how behaviour change works. Social media is an effective method for reaching people wherever they are, and for that and many other reasons, it's a key tool you can use for bringing about behaviour change.



## WHAT DO WE MEAN BY “SOCIAL MEDIA”?

The term covers many different types of digital platforms, but essentially it refers to websites and apps that connect people to each other, allowing them to easily share and interact around ideas, information and content they create. While the most popular social networks include Facebook, WhatsApp and Instagram, social media includes blogs, photo and video sharing, discussion sites, review sites and more. The social nature of these sites makes them an ideal place to influence people's attitudes and behaviours, which are strongly determined by what others in their social network think and do.

**This toolkit will help you** to learn and apply the most important concepts of behaviour change to use in your social media planning, content development and outreach. In fact, the ideas you'll gather here can help you with all aspects of your program's communications and project design. The activities described in this toolkit fit in well with a community engagement and accountability approach, with a basis in listening to communities' needs and feedback and encouraging participation in the process.

The content and examples in the toolkit are geared towards those working in the areas of disaster preparedness and disaster risk reduction, with a special focus on issues related to the Latin America and Caribbean region. However, the core concepts are applicable across the board, no matter what type of behaviour change you are working towards or where in the world you happen to be.

### **This toolkit is NOT:**

- A basic introduction to using social media
- An in-depth guide to applying behavioural science
- A comprehensive how-to manual for succeeding on all the latest social networks
- A handbook for how to use social media for disaster response and recovery

Many other guides on exactly these topics already exist, so rather than duplicating those, this toolkit focuses specifically on the intersection between social media, behaviour change and disaster risk reduction. But you will see links to other helpful resources for more details on related topics.



## WHO IS THIS TOOLKIT FOR?

This toolkit is designed to be helpful to anyone who wants to use social media to bring about positive behaviour change regarding disaster risk reduction among people in their community or other groups they serve. It will be most useful for:

- Humanitarian aid and public sector professionals working to help communities take actions related to disaster preparedness and disaster risk reduction
- Organizational staff responsible for social media outreach activities
- Communicators who want to make their social media content more effective
- Executives who understand the need to build behaviour change capacity in their organization
- Individuals who care about their own communities and want to maximize the impact of their personal engagement on social media



## HOW SHOULD YOU USE THIS TOOLKIT?

The toolkit is designed as a **flowchart** to lead you through the key questions that need to be answered in order to be successful in using social media for behaviour change.

**Depending on your current level of knowledge and skills in various areas, you have the ability to either:**

1. Work through the toolkit from beginning to end to master the material  
**OR**
2. Jump to the section that's relevant to what you need to know **RIGHT NOW**

From the overview flowchart, each diamond represents a section based on the desired output and will take you to a series of components, containing steps that will help you consider key issues and make decisions. By answering the questions and filling in the digital worksheets, you can create and save your own printable Social Media for Behaviour Change (SM4BC) strategy.

Each component provides information, key considerations and additional resources on one specific step of the SM4BC process. Note that on each component, ratings of relative importance, time and cost for that step are depicted on a scale of one to three stars, to help you judge where best to invest your time and budget. Worksheets provide a format to structure and capture your SM4BC strategy.

For best results, include a representative team from across your organization and/or community in the SM4BC process to ensure that the strategy you create takes into account the input and voices of all stakeholders.



## Using this toolkit will help you:



**LEARN** – understanding the concepts and frameworks that underlie the recommendations provided in the other sections



**ANALYZE** – clarifying how social media fits into your organization's work and providing guidance on how to better understand your priority audiences



**PLAN** – designing a social media for behaviour change strategy that takes into account all the elements needed to drive your community to take action



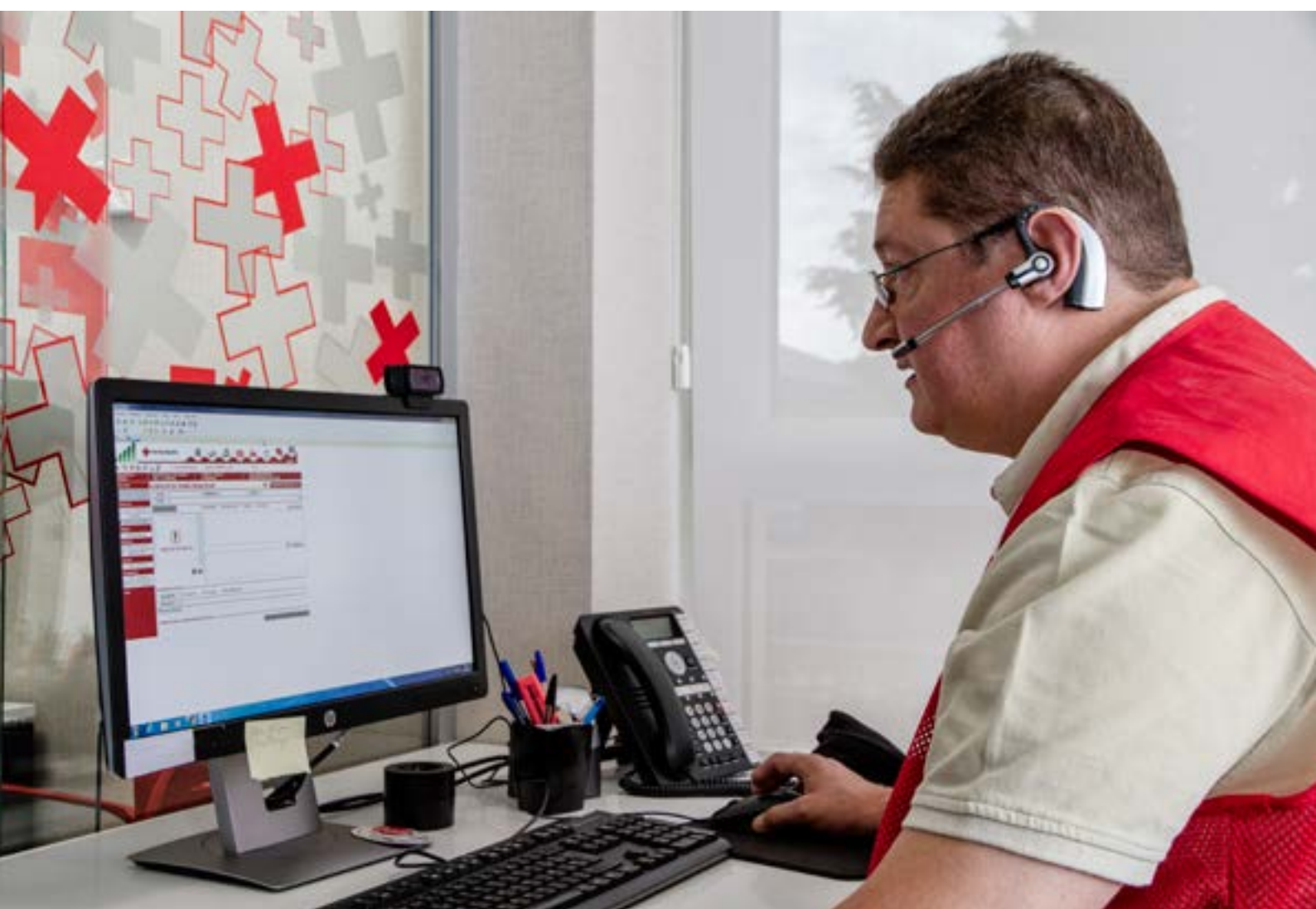
**CREATE** – developing effective messages and social media content that are optimized for behaviour change



**ENGAGE** – interacting with your priority audiences on social media to disseminate content and bring about behaviour change objectives



**EVALUATE** – assessing how effective your efforts have been in order to refine and improve your approach





# MAIN FLOWCHART - OVERVIEW OF SM4BC PROCESS

## Social Media for Behaviour Change

### Overall Flowchart





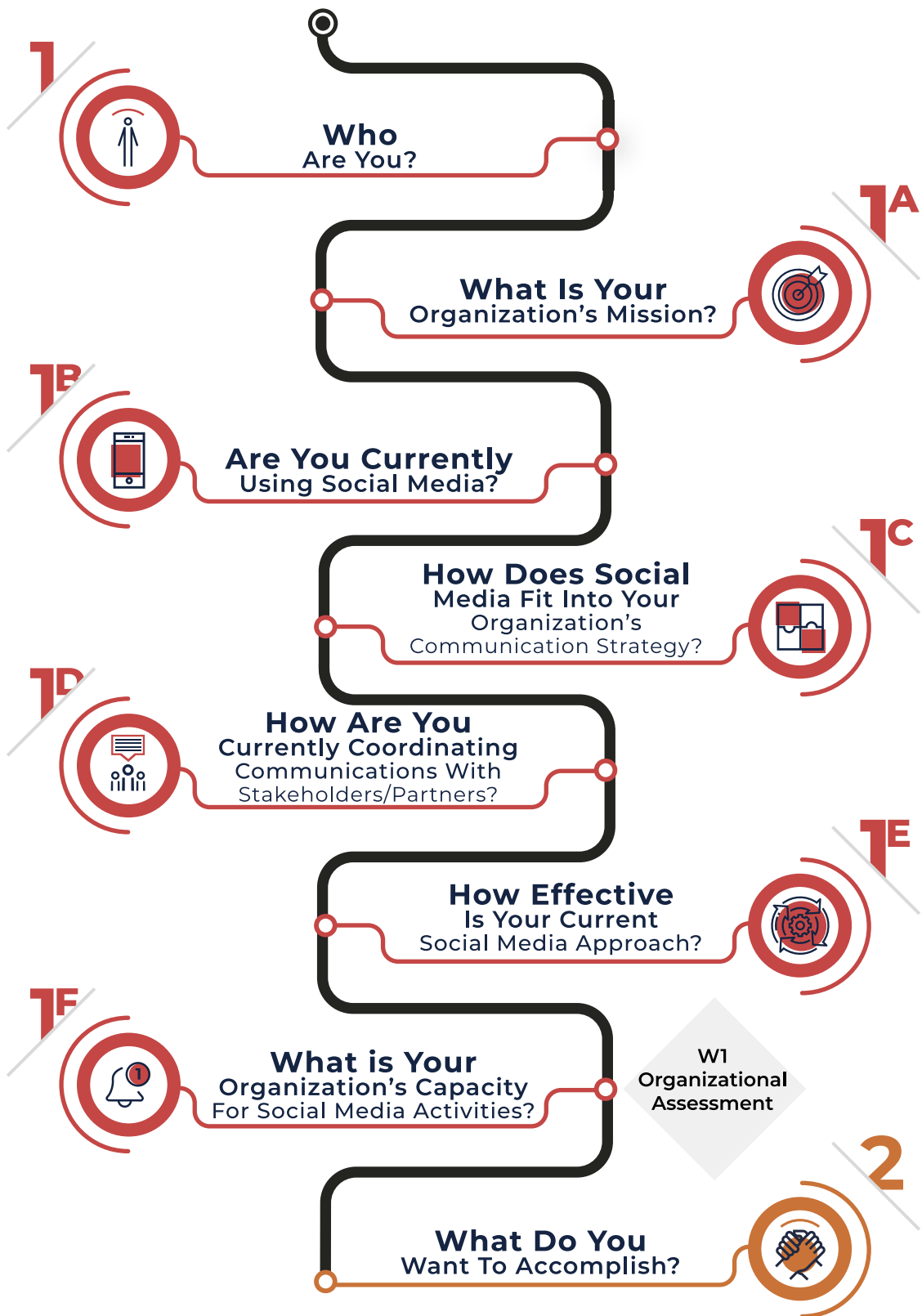
# Section 1: Who Are You?

- What is your Organization's Mission?
- Are you currently using social media?
- How does social media fit into your organization's communication strategy?
- How are you currently coordinating communications with stakeholders/partners?
- How effective is your current social media approach?
- What is your organization's capacity for social media activities?



## Section 1 -

### Assess internal capacity - Who are you?



# 1A What is your organization's mission?

Importance ★★ ★

Time ★

Cost ★

## Summary

Every organization has a purpose for which it exists. What is the goal that drives your organization to do the work it does?

## Why is it important?

*Knowing what your organization is trying to accomplish* will guide every decision you make from this point onward, in terms of which problems to address via behaviour change and how to do that. This toolkit is geared specifically towards organizations that have disaster preparedness and/or disaster risk reduction as part of their mission.



### Key Considerations:

1

Making decisions without considering the organization's mission and goals means that, even if you create something you consider amazing, it may be ultimately useless or even counterproductive to your organization's work.

2

If your organization does not have disaster preparedness or disaster risk reduction as part of its mission, you can still use this toolkit effectively by adapting and applying its lessons to your own issues.

3

Global commitments such as the UN Sustainable Development Goals, the Sendai Framework for Disaster Risk Reduction, and the Paris Climate Agreement may be used to direct your organization's goalsetting.



### Action steps:

1

Read and understand your organization's mission statement and its current set of goals and objectives.

2

As you proceed with the SM4BC process, be sure that you align the choices you make with your organization's mission and goals.

## For more information:

- [Roundtable: What Does It Mean To Be Mission-Driven?](#)
- [How to Create an Effective Non-Profit Mission Statement](#)

## Example:

The [International Federation of Red Cross and Red Crescent Societies' vision statement](#), which guides the mission statements of its National Societies is:

*"To inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the*



*maintenance and promotion of human dignity and peace in the world.”*

## The IFRC’s activities are guided by three aims:

1. Save lives, protect livelihoods, and strengthen recovery from disasters and crises
2. Enable healthy and safe living
3. Promote social inclusion and a culture of non-violence and peace.

# 1B Are you currently using social media?

Importance ★★

Time ★

Cost ★

## Summary

As you consider how to apply social media for behaviour change, first look at whether and how your organization is currently using social media in its activities.

## Why is it important?

If your organization already has social media-savvy staff and a social media presence, building in a behaviour change orientation to your digital outreach should be a relatively straightforward process.



## Key Considerations:

1

If your organization is already using social media, consider why and how it is currently being used. Who are the staff that are involved in its development? What resources have been invested in it to date? Does it make sense to continue as-is or expand capacity?

2

If your organization is not currently using social media or does not intend to make it a priority, consider partnering with other NGOs or government agencies with similar missions or priority audiences to combine your important content expertise with their social media capability.



## Action steps:

1

If you intend to add a behaviour change approach to your current social media outreach activities, identify the key staff who are involved and include them in the SM4BC process.

2

If you do not yet have a social media outreach component, but would like to develop that capacity, begin the process of identifying appropriate staff, providing them with training on how to use social media tools, and allocate resources to establish an ongoing social media presence.

3

If you do not have, and do not intend to start using social media within your own organization, identify potential partners among your stakeholders or beneficiaries who you can work with to implement SM4BC activities outside of your own organization.

## For more information:

- [Getting Started with Social Media: A Guide for Nonprofit Organizations and Government Agencies](#)
- [Social Media Effectiveness for Public Engagement: An Example of Small Nonprofits](#)
- [7 Reasons Nonprofits Don't Try Harder with Social Media](#)
- [Top 10 Reasons to Avoid Social Media](#)

## Example:

### Case Study:

Through its Barrio Resiliente (Resilient Neighborhood) program, GOAL Honduras worked to reach the community via its beneficiaries, rather than directly through the organization's own social media outreach. Staff trained administrators at the local Water Management Boards to build their organizational capacity to use social media to reach their customers with behaviour change-focused communications. GOAL Honduras helped the administrators investigate and understand their communities' needs, taught them how to use Facebook pages and engage with the public, and created message templates for them. Their first objective was increasing on-time payment of water bills, so they created content that showed how paying bills on time helps support the community infrastructure. Also, to achieve this objective, they carried out training on customer service, empowerment, teamwork and administration. Their tracking showed that the percentage of people paying on time increased as a result of the SM4BC strategy and the Water Boards now regularly report progress in the water and sanitation infrastructure in their communities.

### Example post from one of the Water Boards:



**Translation:** "Pay to all what is owed to them: taxes to whom taxes are owed, revenue to whom revenue is owed, respect to whom respect is owed, honor to whom honor is owed." – Romans 13:7. Your friend, Piochin



# How does social media fit into your organization's communication strategy?

Importance ★★

Time ★

Cost ★

## Summary

Your SM4BC social media strategy needs to be aligned with your organization's overall communications strategy to complement and support primary goals and objectives.

## Why is it important?

Social media should not be created in a vacuum, unrelated to the other work that your organization does. If your organization does not have a communications strategy, that needs to be your first step to ensure all your efforts work together to make them more effective. *A useful communications strategy includes a plan for how you will use social media in concert with other outreach approaches to support each specific communication objective.*



## Key Considerations:

1

Does your organization have an overall communications strategy? This type of plan is critical for guiding all outreach and promotional work that you do, to ensure that the team is working towards the same key objectives.

2

Social media is just one method of reaching people. Digital outreach is not the only, or always, the best approach. Your communications strategy must put it in context and coordinate social media activities with other effective ways of reaching your priority audiences.



## Action steps:

1

Review your organization's communications strategy to understand how social media can best be used to support key organizational objectives.

2

If your organization has not created a communications strategy, now is the time to create at least a basic framework to guide your efforts. Determine how communications, including social media, can reinforce the other work that your staff is doing, to create an integrated approach.

## For more information:

- [What Goes Into a Nonprofit Marketing and Communications Plan or Strategy?](#)
- [Social Media Best Practices for Nonprofit Organizations: Integration with Existing Communications](#)
- [The Strategic Communications Toolkit](#)
- [Template: Develop a Communication Plan in Nine Steps](#)

**Example:**  
Social Media in Your Communication Strategy



**Goals/Objectives:**  
Which goals/objectives can social media help achieve?



**Priority Audiences:**  
Which social networks do they use? What can you learn about them via social media?



**Key Messages:**  
What are people saying online about your issue and organization?



**Communication Methods:**  
How can social media support and complement the other tactics you're using?



**Budget:**  
What social media resources do you need to plan for?



**Ongoing Monitoring and Evaluation:**  
How can social media help identify how your audience is responding to your communications?

**TP**  **How are you currently coordinating communications with stakeholders/partners?**

**Importance** ★★

**Time** ★★

**Cost** ★

**Summary**

Your organization's account is just one voice in the ecosystem of social media communications. To be most effective, coordinate with the other organizations and public agencies that are responsible for disaster management to ensure unified messaging.

**Why is it important?**

NGOs like the Red Cross/Red Crescent National Societies and local chapters often play an auxiliary function in concert with national and local government agencies to provide support before, during and after disaster incidents. To best serve the community, NGO and public sector staff should mutually develop a communications plan before a crisis begins, to be sure that key messaging is unified and led by a single agency, and to define roles for how to divide up tasks in various types of circumstances. Otherwise, contradictory information being disseminated by different organizations can cause confusion and can even mean the difference between life and death.





## Key Considerations:

**1**

Is there an existing interagency disaster preparedness planning group for your country or local region? Who are the NGOs, public agencies, stakeholders and other partners that need to be involved?

**2**

Do you currently have any kind of plan in place for coordinating communications among relevant organizations, stakeholders and partners? If so, is it only activated in crisis situations, or do you proactively coordinate messaging for disaster preparedness and risk reduction as well?

**3**

You need time to build the types of relationships that create trust among the participants to collaborate in an efficient way. Don't wait until a crisis to reach out to the other key players the community will turn to for lifesaving information.

**4**

In a large organization, it's possible that many of your staff already have their own social media accounts and are publicly posting while identifying themselves as employees. This situation needs to be managed and coordinated internally to make sure that the messaging is aligned with the organization's strategy.



## Action steps:

**1**

Reach out to local stakeholders and partners to begin the process of coordinating disaster-related outreach, to ensure that the community does not receive contradictory and confusing information.

**2**

If your organization is already working in conjunction with stakeholders and partners, take a proactive approach to social media outreach based on identified needs of the community.

### For more information:

- [Improving Coordination - IFRC](#)
- [A Red Cross Red Crescent Guide to Community Engagement and Accountability \(CEA\) - Community engagement and accountability in rapid-onset emergencies Section](#)
- [Guide to the Auxiliary Role of Red Cross and Red Crescent National Societies - Americas](#)
- [IASC Emergency Response Preparedness Guidelines](#)
- [Social Media Checklist For Emergencies and Disasters Response](#)
- [CERC: Crisis Communication Plans](#) and [CERC: Understanding the Roles of Federal, State, and Local Community Health Partners](#) - CDC

## Example:

The Government of the Republic of Trinidad and Tobago created a Crisis Communication Guidelines and Response Plan that very clearly lays out the responsibilities of each government agency and how they would work together.

The Regional Migration Platform for Venezuelan migrants is an inter-agency portal for UN agencies, NGOs and CSOs, providing regional coordination for communicating with communities, outreach, and engagement initiatives.

# How effective is your current social media approach?

Importance ★

Time ★

Cost ★

## Summary

If your organization has been using social media for a while, now is a good time to take a look at how effective your current approach has been.

## Why is it important?

*Looking at what's been working and not working to engage your followers* will help you to expand your efforts further. And if you have not been tracking and evaluating the success of your approach up until now, it is time to start so you will have baseline data in place.



### Key Considerations:

1

Has your social media outreach been tied to specific objectives in your program? If so, have you met those objectives?

2

Do you track social media analytics, so you have an idea of which types of posts are sparking the most engagement? And do you understand what the analytics are telling you?

3

On which social networks have you built the biggest audience?



### Action steps:

1

If you are not already tracking and assessing your social media outreach, set up a social media analytics dashboard to start collecting data. (See 8E for guidance.)

2

If you do have data, analyze it and use the results to help guide you in decisions that will come later in the SM4BC process.

## For more information:

- [Ten Steps To A Social Media Audit](#)
- [How to Assess and Improve Your Social Media Marketing: A Monthly Plan](#)

- [How to Create a Social Media Report](#)

## Example:

Elements of a Social Media Audit

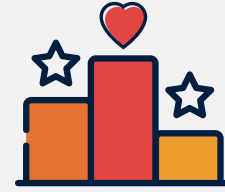


### Social media metrics for all your accounts

- total followers, likes, shares, clicks, etc.
- best performing social networks, posts, times
- organic reach vs. paid reach ROI



### Referral traffic to your website



### How your competition is using social media



### Audience demographics



### Consistency and quality across your accounts



### Response rate (time to respond to comments and messages)



### Budget





# What is your organization's capacity for social media activities?

Importance ★★ ★

Time ★ ★

Cost ★

## Summary

The scope of social media outreach that is reasonable for your organization will depend on whether adequate staff time, expertise and resources are available to support the desired level of activity.

## Why is it important?

While the use of social media is ostensibly free, *it does require an investment of resources*. Staff time must be devoted to tracking relevant social media conversations, developing content, and engaging with the online community. Your organization may decide to create content that costs money to produce or requires special equipment, such as videos or podcasts. And it may make sense to use paid advertising to reach specific audiences or to grow your following. Unless your organization's leadership understands the importance of social media to fulfilling your mission, and makes it a priority in terms of resource allocation, your social media outreach is unlikely to succeed.



## Key Considerations:

1

Is your organization's leadership on board with investing the necessary resources to ensure that your SM4BC efforts will flourish?

2

Who are the people who will be involved in your social media content development and community engagement? What skills do they need to be successful?

3

Your organization's capacity will determine decisions such as how many different social networks to have accounts on, your level of engagement, what types of media and formats you will use, and what type of analytics you will be able to collect.

4

This capacity assessment is critical, because if your organization establishes a social media presence, then stops updating or responding, any trust that was built with your audience may disappear.



## Action steps:

1

Consult with your organization's leadership to secure their commitment to the necessary investment for SM4BC.

2

Determine staffing and resource levels needed for the desired level of social media engagement and content production.



## For more information:

- [Is Your Nonprofit Ready to Use Social Media?](#)
- [Social Media Time Management: Resource Allocation](#)
- [Resource Planning for Social Media](#)
- [How to Set Your Digital Marketing Budget](#)

## Example:

### Elements of a Social Media Budget

**PAID PARTNERSHIPS**  
Influencer Campaigns  
Co-branded campaigns



**PAID ADVERTISING**  
Dependent on social network



**CONTENT CREATION**  
Photography  
Graphic Design  
Video Production  
Talent/Casting- e.g. actors, social media influencers  
Translation



**Social Media Budget**

**TRAINING**  
Dependent on staff needs



**MANAGEMENT**  
Social media team staff time



**SOFTWARE/TOOLS**  
Content Hosting  
Editing Tools  
Social Media Management/scheduling  
Analytics Tools





# Worksheet 1 - ORGANIZATIONAL ASSESSMENT WORKSHEET

**ACCESS WORKSHEET ONLINE [HERE](#)**

1.

**Name of  
Organization:**

---

---

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---

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2.

**Organizational  
Mission:**

3.

**Is your  
organization  
currently using  
social media?**

- Yes
- No but want to start
- No and don't want to start
- Which organizations could you partner with that are social media savvy?

---

- It's integrated into the overall strategy
- It's not connected to the overall strategy
- We do not have a communication strategy
- Who will be responsible for creating or updating the communication strategy?

---

---

4.

**How does  
social media  
fit into your  
organization's  
communication  
strategy?**

5.

## How are you currently coordinating communications with stakeholders and partners?

- We coordinate proactively
- We coordinate only during a crisis
- We do not coordinate
- Which stakeholders and partners do you need to coordinate with?

\_\_\_\_\_

\_\_\_\_\_

- Which types of communications require coordination?

\_\_\_\_\_

\_\_\_\_\_

- Committed leadership
- A person or team overseeing social media
- Appropriate staff social media skills and/or training
- Staff time devoted to social media activities
- A budget/resources for items like social media content development and paid ads

6.

## Which of these elements does your organization have that can contribute to its capacity for social media activities?

7.

## If your organization currently uses social media, how savvy are you in terms of engaging in the following basic best practices? (check all that currently apply)

- Focusing on sites your audience spends time on
- Setting up accounts with your organization's branding
- Providing links to your social media accounts on all marketing materials
- Posting original content on a daily schedule
- Using graphics and/or video to enhance text-based posts
- Sharing content from others regularly
- Responding to comments, mentions and messages daily
- Engaging in "social listening" to understand your audience
- Tracking mentions and relevant keywords
- Using hashtags
- Monitoring your audience engagement and other metrics

8.

Have you conducted a social media audit to better understand your current strengths, weaknesses and opportunities?

- Yes
- No
- Not applicable

9. What next steps does your organization need to take to make sure it is ready to use social media effectively?

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## Section 2: What do you want to accomplish?

- What is the problem you want to address?
- What are the factors that contribute to the problem?
- Which factors are changeable via SM4BC?
- What are your social media objectives?

## Section 2-

Set goals/objectives - What do you want to accomplish?





# 2A What is the problem you want to address?

Importance ★★ ★

Time ★

Cost ★

## Summary

Get specific about the problem to be addressed so you can ensure that all your efforts are focused in the right direction.

## Why is it important?

You likely already have an idea of the main problem that needs to be solved, based on your organization's mission and current priorities. *Defining the problem as clearly as possible from the beginning* ensures that you don't end up spinning your wheels on the wrong issue.



### Key Considerations:

1

Which problems does your organization's mission address?

2

Have you done a needs assessment to determine what the population you serve sees as the major problems?

3

Based on your organization's overall strategy, what are the priority issues for your communication efforts?

4

Is there a particular sector or angle of the problem that you will address? For example, for the problem of households not being prepared for disasters, you could focus on a particular type of natural hazard (e.g., floods, fire, earthquake), specific tasks that people need to do (e.g., preparing a first aid kit, reinforcing their home's foundation), relevant local policies (e.g., zoning regulations), or higher level policies (e.g., climate change-related legislation).



### Action steps:

1

Consult with your organization's leadership to ensure that the problem(s) you will be focusing on fit with existing or new priorities.

2

If possible, conduct a needs assessment to help align your efforts with what your community sees as the main problems.

3

Define the problem as clearly as you can, including what aspects you will include and what you will not include.

4

Consider reframing the problem in a different way, to help identify more creative solutions.

## For more information:

- [Are You Solving the Right Problems?](#)
- [Solve the Right Problems with this 7-Step Problem Framing Workshop Template](#)
- [How To Frame A Problem To Find The Right Solution](#)

- [Recognition: Define Your Problem and Map Out the Challenge - Humanitarian Innovation Guide](#)
- [IFRC CEA Hub](#)

Example:



<https://twitter.com/NoNatDisasters/status/1221946804788518912>

## 2<sup>B</sup> What are the factors that contribute to the problem?

Importance ★★ ★

Time ★ ★

Cost ★ ★

### Summary

Big problems usually have many different causes. By identifying the factors that are involved for your community, you can assess where to focus your efforts on solutions.

### Why is it important?

Even when you think you understand the problem, you may not have taken into account all the elements that contribute to it. You can identify these factors by talking with experts and seeing what information is already available online and elsewhere. Most important is *how your community sees the problem through their eyes* – they may know about issues that are not obvious.

For example, if the problem you want to address is reducing residential damage from earthquakes, think about some of the different levels that might influence how that happens:

- **Individual level** – Perhaps people don't believe that they have the ability to prevent earthquakes from damaging their homes
- **Interpersonal level** – Making structural improvements to their home, which has shared walls with another home, may cause resentment from their neighbors because of potential noise and dust
- **Environmental level** – The house gas shutoff valve is rusted into the “on” position and is hard to move
- **Organizational level** - The local hardware shop does not stock water heater brace kits
- **Community level** – The community is used to having NGOs assisting after disasters, and so they do not have a community preparedness plan in place
- **Societal level** – Residents are poor, and they do not have the economic ability to build their homes strongly enough to withstand an earthquake



## Key Considerations:

**1**

Where can you find information about the problem and its contributing factors? Perhaps your organization already has compiled this information as part of its work.

**2**

Have you consulted with members of the specific community you're trying to help? They may have a better understanding of what the main factors contributing to the problem are and how they impact different parts of their lives.

**3**

Though it's easiest to look only at the individual level and stop there, you may be able to make a more comprehensive impact by thinking bigger. Addressing the higher level problems can create a cascade effect and result in positive changes for individuals.



## Action steps:

**1**

Search for information on the specific problem you want to address, its causes and potential solutions – in your own organization, in information found online, or in the research literature.

**2**

Conduct a needs assessment with members of your community to better understand the problem as they see it, the factors they believe contribute to it, and the solutions they propose. [\(See 2A\)](#)

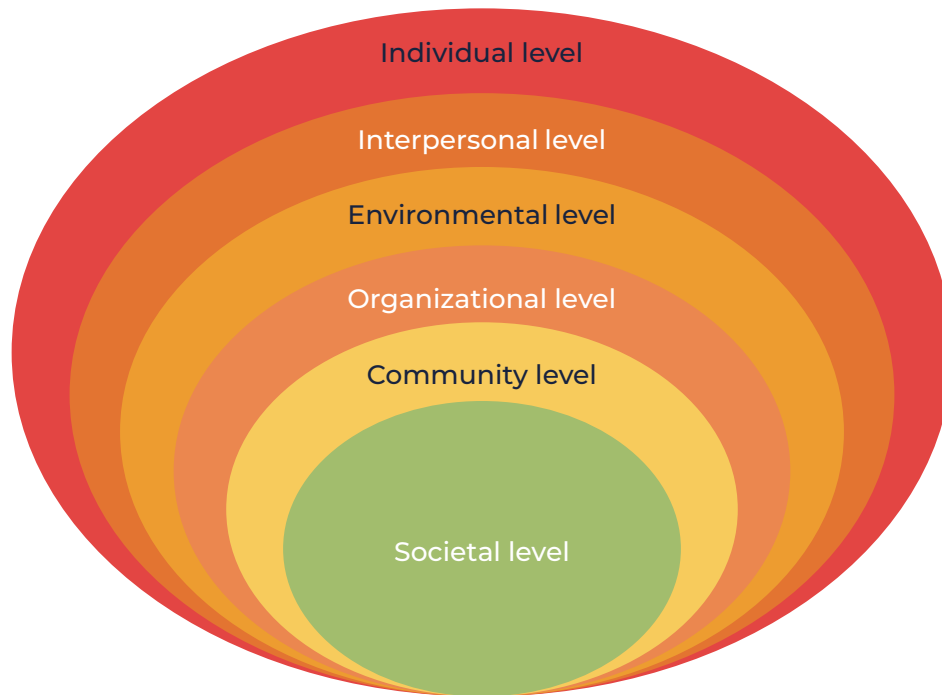
**3**

For each potential level of change, list out the factors that contribute to the problem, based on the needs assessment and other research you have done.

## For more information:

- [IFRC CEA Hub](#)
- [Socio-Ecological Model](#) – SBCC for Emergency Preparedness
- [Intro to the Ecological Model \(video\)](#)
- [Detecting Disaster Root Causes](#)

Example:



## 2<sup>c</sup> Which factors are changeable via sm4bc?

Importance ★★ ★

Time ★

Cost ★

### Summary

Not every factor influencing the problem can likely be solved via SM4BC, so focus your objectives on the elements of behaviour that can be best addressed via social media.

### Why is it important?

Once you've identified the components that contribute to the problem, you can then *analyze which will be most likely to respond to a SM4BC approach*. Issues that are reinforced by societal forces and power structures, such as poverty or systematic discrimination, may not respond as well to an individual behaviour change-oriented approach and require a different type of intervention.

Social media is most effectively used to address certain pieces of the behaviour change puzzle, including:

- Education and awareness
- Empowerment
- Skill development
- Self-efficacy (the belief that you have the ability to do the behaviour)
- Social norms (helping people feel like it's the normal thing to do)
- Social support
- Call to action (reminding people to take action at the right time/place)



## Key Considerations:

1

Think about each factor related to the problem and whether it's something individuals could take action on themselves. Are the key audiences even reachable via social media? If not, you may need to use other types of change activities.

2

Social media is all about communication. Are there aspects of the problem that would be easier to talk about in the short format that social media provides? Are some parts too complex? Is this something that is better dealt with through face-to-face contact between a health care professional and patient?

3

You may decide to focus on specific behaviour change elements that need to be addressed in your community, such as skill development and self-efficacy, or education and social norms, rather than all of them at once. Or take a stepped approach and shift emphasis over time, based on your theory of change.



## Action steps:

1

Develop a theory of change that describes the process of how each root cause connects to each other and the main problem.

2

Look at the list of factors that influence the problem and highlight those that you think are most changeable via the methods described above.

### For more information:

- [Theory of Change - DIY Toolkit](#)
- [Theory of Change in Ten Steps - NPC](#)
- [Behaviour Change Communication Using Social Media: A Review](#)
- [How to Create Sustainable Behaviour Change Through Social Media Marketing](#)



### Example:

In this graphic, the individual characteristics in the yellow center are most influenceable via social media. We may also be able to affect the green interpersonal factors, but those at the structural outer level likely require other types of interventions.



<https://views-voices.oxfam.org.uk/2020/09/wash-your-hands-why-influencing-behaviours-is-more-complicated-than-we-think/>

## 2<sup>nd</sup> What are your social media objectives?

Importance ★★ ★

Time ★

Cost ★

### Summary

Your social media objectives should support your program’s overall communication goals and objectives. They define specifically how social media activities will contribute to creating behaviour change.

### Why is it important?

Objectives describe the *steps that need to happen to reach your ultimate goal of behaviour change*. What will it take to get the community to take action? Do people need to know what should be included in a family emergency plan? Do they believe that their home is at risk for a fire? Creating specific objectives gives you the structure for a strategy to get to your ultimate destination of behaviour change. They also help you evaluate whether you’re on track.

- ☐ WHO will do WHAT by HOW MUCH and by WHEN

When you write your objectives, make sure they are SMART:

- Specific – What observable change will occur?
- Measurable – What metrics will you use to track the amount of change?
- Achievable – What type and amount of change is reasonable to expect?
- Relevant – Will it move you closer to your overall goal?
- Time-framed – What amount of time is reasonable to allocate to accomplish this objective?



Focus on a small number of objectives specifically for your activities in social media so you're not trying to tackle too many different elements.



## Key Considerations:

1

Each social media objective should relate back to your organization's overall goals. Otherwise, you may be wasting your time on irrelevant activities.

2

You may have different objectives for different groups of people. As you define your priority audiences, consider what each group needs most to change.

3

Remember that objectives are not the actual social media activities themselves, but the reasons why you choose particular tools and tactics.

4

Start thinking now about how you will track your progress on each of your objectives so you can build in evaluation indicators from the beginning.



## Action steps:

1

Refer to your overall communication objectives and determine which one's social media would best support.

2

Write at least three social media objectives in SMART format.

### For more information:

- [SBCC for Emergency Preparedness Implementation Kit – Unit 6: Developing Communication Objectives and Indicators](#)
- [25 SMART Social Media Objectives](#)

### Example:

For an Early Warning System where one of the communication objectives is that residents will leave their neighborhood when an evacuation order is announced, some examples of social media objectives in support could be:

- **Knowledge:** Social media followers will know via our program's social media feed that an evacuation order has been called for their neighborhood within 15 minutes of its official announcement and be aware of updates every 30 minutes thereafter.
  - **Sample social media activities:** Posts with lists of neighborhoods and map graphics
- **Attitudes:** 90% of parents will believe that our community emergency shelters are a safe place to bring their children in the event of an evacuation, within 2 months from the start of our campaign.
  - **Sample social media activities:** Pre-emergency posts with pictures and videos of examples of family-friendly shelters, posts during an emergency highlighting parents talking about the experience
- **Social support:** At least 10 people following our social media accounts will share information about the evacuation order or locations of shelters on their own accounts during a given emergency.
  - **Sample social media activities:** Encourage followers to share information widely, thank them when they do so accurately, and address misinformation if shared.



## Worksheet 2 - SOCIAL MEDIA GOALS AND OBJECTIVES WORKSHEET ACCESS WORKSHEET ONLINE [HERE](#)

1.

What is the problem you want to address?

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2.

Based on the problem you've identified, what is the overall goal that you're working towards that social media will be used for? (Be specific on what success will look like.)

3.

Have you done a needs assessment with the population you serve to understand what they see as the key problem?

- Yes
- No => Be sure to check that your problem selection aligns with your audience's priorities.

a) At the individual level? (e.g., knowledge, attitudes, self-efficacy, perceived social norms)It's not connected to the overall strategy

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b) At the interpersonal level? (e.g., influence of friends and family, social support)

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4.

What are the factors that contribute to the problem?

4.

What are the factors that contribute to the problem?

c) At the environmental level? (e.g., the surrounding physical structures)

\_\_\_\_\_  
\_\_\_\_\_

d) At the organizational level? (e.g., work, school, businesses)

\_\_\_\_\_  
\_\_\_\_\_

e) At the community level? (e.g., leaders, government, local decision making)

\_\_\_\_\_  
\_\_\_\_\_

f) At the societal level? (e.g., cultural values, gender norms, economic conditions)

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5.

Now check off the factors above that are likely changeable via a social media for behaviour change approach.

6.

What are your key social media objectives?

a) [WHO?] will do [WHAT?] by [WHEN?] and [BY HOW MUCH?]

\_\_\_\_\_  
\_\_\_\_\_

b) [WHO?] will do [WHAT?] by [WHEN?] and [BY HOW MUCH?]

\_\_\_\_\_  
\_\_\_\_\_

c) [WHO?] will do [WHAT?] by [WHEN?] and [BY HOW MUCH?]

\_\_\_\_\_  
\_\_\_\_\_

6.

**What are your  
key social media  
objectives?**

d) [WHO?] will do [WHAT?] by [WHEN?]  
and [BY HOW MUCH?]

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## Section 3: Who do you need to reach?

- Whose behaviours need to change?
- What can you learn about your priority audience(s)?
- Who are the people who most influence your priority audience?
- What are they doing and saying online?

## Section 3-

Prioritize audience(s) - Who do you need to reach?





# 3<sup>A</sup> Whose behaviours need to change?

Importance ★★ ★

Time ★

Cost ★

## Summary

Be very specific about who needs to take action in order to reach your objectives. “Everyone” or “the general public” is not precise enough to be helpful as you design your strategy.

## Why is it important?

The clearer you are about which specific types of people to include in your priority audiences, the more effectively you can tailor your outreach to them. A one-size-fits-all strategy does not fit anyone very well. *Begin with your objectives and try to define which specific people in that category should take action.*



### Key Considerations:

1

Use what you know about the problem and how it can be addressed to figure out what types of people are able to take relevant actions. At what level in the socio-ecological model does it make the most sense to intervene?

2

Just as important as saying who you will include in your priority groups is identifying who you will NOT include. Not everyone is in a position to take action on a particular aspect of the problem. You can also specify the geographic area to focus on, if your program serves a particular community.



### Action steps:

1

Review the objectives you previously created. Can you get more specific on who needs to take action on each objective?

2

Use existing research to help you hone in on which groups' behaviour changes can make the biggest difference on the problem.

## For more information:

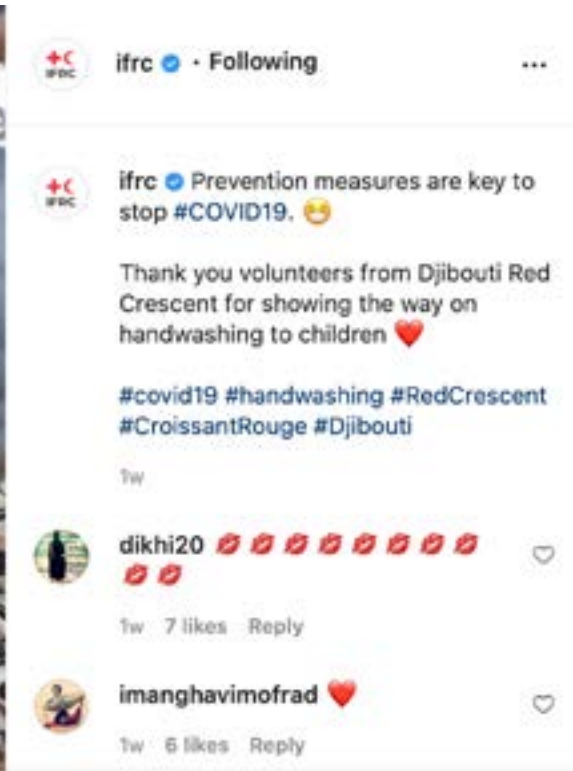
- [SBCC for Emergency Preparedness Implementation Kit – Selecting Priority Audiences](#)
- [Identifying and Prioritizing Audiences](#)



**Example:**  
Same Topic, Different Audiences, Different Approaches



[https://www.instagram.com/p/CH\\_M0GgnsS0/](https://www.instagram.com/p/CH_M0GgnsS0/)



<https://www.instagram.com/p/CF2CQKEIFt-/>





<https://www.instagram.com/p/B8Q8724gmHn/>

## 3B What can you learn about your priority audience(s)?

Importance ★★

Time ★★★

Cost ★★★

### Summary

Talk to the people in your priority audience(s) to understand what they already know about the problem, what will be motivating for them, and what barriers stand in their way to adopting key behaviours.

### Why is it important?

Whether you call it “research” or just “getting to know your audience better,” this step is critical for the success of your program’s social media outreach. Ideally, you would conduct formal research, such as surveys, focus groups or interviews with people in your priority audiences, *to explore how they think about the issue, what they’re already doing (or not doing) and why.*

Even if you cannot invest in formal research, there are many ways of finding information about your priority audiences—through secondary research that other programs have done with similar audiences, or by talking with audience members informally. In later steps you will also learn more about them by seeing what they’re saying online.

Here are some of the types of information you need to know about your priority audiences to help you design messages and materials that will be optimized for behaviour change:

- Demographics – sex, age, life stage, socioeconomic status, ethnicity, language, literacy levels
- Psychographics – lifestyle, values, personality type
- Risk factors – medical history, health status, home/neighborhood disaster readiness
- Knowledge – facts they don’t know, misinformation they believe, where they get their information

- **Attitudes** – opinions and beliefs about the problem and related behaviours, benefits and barriers they see to behaviour change, perceptions of social norms
- **Behaviours** – what they currently do related to the issue, frequency, in what circumstances, whether they are using social media



## Key Considerations:

1

Not all characteristics of your priority audiences will be relevant for you to focus on for behaviour change. Invest more effort on reaching people with the traits that likely have an impact on their disaster preparedness decision making or in how you will be able to reach them. For example, specific knowledge and attitudes may be more important than demographic factors in whether they take action, but demographics like language spoken or age may be very relevant to how you reach them online.

2

You can use the ideas of “high risk” and “high opportunity” to prioritize audience groups with particular characteristics. Who is most at risk of the problem if they don't change their behaviours? Who is most ready to make a change? These two groups don't always intersect, but sometimes by focusing efforts on those who are most ready, you can create momentum that then reaches the higher risk groups.



## Action steps:

1

Decide what type of information to collect directly from members of your priority audiences, and which research methods to use. Talk to as many people as you can to learn about how they think about the problem, what motivates them, and the barriers that stand in the way of behaviour change.

2

Find secondary research on similar audiences to supplement what you are able to collect yourself.

3

Prioritize the most important characteristics based on “high risk” and “high opportunity” groups.

### For more information:

- [How to Do an Audience Analysis](#)
- [How to Do Audience Segmentation](#)
- [Behaviour Change Communication in Emergencies Toolkit – Part 3: Tools](#)
- [Formative Research for Assisting Behaviour Change](#)





## Example:

In a study for the Global Disaster Preparedness Center, researchers found three distinct audience types when it comes to disaster preparedness digital engagement, which could extend to social media. Based on their different characteristics, each would need a specific type of strategic approach. They are:

1. **Preppers** – who have extensive experience in disaster preparedness or the emergency field, along with an extensive preparedness ecosystem. Disaster-related alerts trigger them to turn to other sources to confirm the information, then they take preparedness action and transmit the information to other people in their network.
2. **Learners** - who are interested in using technology for learning and exploring new knowledge about disaster preparedness. When they develop a sense of trust in an information source, they fill their own knowledge gaps and gain confidence in their own ability to act in emergency situations, becoming motivated and ready to act.
3. **Trustors** – who are not necessarily predisposed toward preparedness, but their relationship with and trust of another person in one of the other types leads to their taking action.

Source: [https://www.preparecenter.org/sites/default/files/strategies\\_for\\_effective\\_messaging\\_in\\_rcrc\\_digital\\_design\\_final.pdf](https://www.preparecenter.org/sites/default/files/strategies_for_effective_messaging_in_rcrc_digital_design_final.pdf)

# 3<sup>c</sup> Who are the people who most influence your priority audience?

Importance ★★

Time ★

Cost ★★

## Summary

Identify the people who your priority audiences trust and pay the most attention to in their lives. They may be an even more significant group to mobilize in order to reach your priority audiences.

## Why is it important?

No person is an island. *Everyone is influenced to some extent by the other people in their lives.* These influencers may include people like parents, spouses, teachers, doctors, local or online celebrities, or community leaders.





## Key Considerations:

1

In order to identify the likely influencers on the behaviour of your priority audience, ask them who they think is most knowledgeable and credible on your issue. Who would they go to with questions? Who do they admire and want to be like? Who is most associated with the issue?

2

If you choose to add an influencer group to your outreach, you'll need to follow the same process for that audience to develop your social media strategy that you are using for the primary priority audiences.

3

You can choose to work with individual social media influencers, either directly or through an agency, depending on how they operate. The most popular online celebrities generally charge a fee for sponsored posts, though you can likely find many who would share your information as a public service at no cost. Influential accounts can also be identified through social listening or other analysis to see whose posts your audience likes or talks about most.



## Action steps:

1

Include questions about influencers when you talk with members of your priority audiences.

2

Consider whether it makes sense to add an influencer group as an additional priority audience.

3

Keep a list of potential individual social media influencers to work with when you are ready to design your social media engagement plan.

### For more information:

- [How to Do an Audience Analysis](#)
- [How to Do Audience Segmentation](#)
- [Behaviour Change Communication in Emergencies Toolkit – Part 3: Tools](#)
- [Formative Research for Assisting Behaviour Change](#)





Example:



**IFRC Americas** @IFRC\_es

#RedCross teamed up with @baycmusic to address #COIVD19 stigma, creating this music video that supports the our work across the Caribbean. Spreading facts to keep people, their families, and their communities safe and healthy. #WeAreInThisTogether

#WeAreInThisTogether  
Reggae and dancehall star Bay-C lends his musical talent and celebrity status to support the work of the Red Cross as the...  
youtube.com

1:03 PM · May 5, 2020 · Twitter Web App

7 Retweets 10 Likes

[https://twitter.com/IFRC\\_es/status/1257717566199533571](https://twitter.com/IFRC_es/status/1257717566199533571)



**William Shatner** @WilliamShatner

For those of you under evacuation orders. Don't be silly and ignore them. Evacuate before it gets too bad. That's an order! #Dorian

3:48 PM · Sep 2, 2019 · Twitter for iPhone

304 Retweets 28 Quote Tweets 2.2K Likes

<https://twitter.com/WilliamShatner/status/1168611658974953472>

## 3<sup>D</sup> What are they doing and saying online?

Importance ★★

Time ★★★

Cost ★★

### Summary

Understanding your priority audiences' online activity is critical for designing an effective social media strategy to engage them.

### Why is it important?

Throughout the strategy design and content development process, *you need to have a good idea of how your priority audiences use social media and other online sites*. This means learning where they spend their time online, what they are doing there, and what they post about your issue.

Analyze your audiences' social media habits, or "technographics," such as:

- Do they use social media regularly? (If not, this is likely not the right way to reach them!)
- Which social networks are they most active on?
- Which accounts do they follow that they consider trustworthy and influential?
- What are their social media use patterns? Do they tend to lurk and just read what other people post? Do they interact with other people? Do they post their own content?

Use "social listening" to learn what people are saying on social media about your issue ([see 8B for more details](#)). Numerous social media analysis tools offer methods of tracking conversations via keywords and hashtags, so you can find out how people are talking about your issue and organization. Also important is learning which words they tend to use related to the topic, so you can talk to them in their own language.



## Key Considerations:

1

A great deal of secondary data exists on where different groups can be found on social media, and how they are using the sites. This can help get you started when looking at demographics like age, sex, ethnicity, country, etc.

2

Find out which online news and information sites your priority audiences spend time on in addition to social media, to get a sense of their digital lives and how it all fits together.

3

Social listening is an important research method to use throughout the social media development and community engagement process. Tracking what people are talking about online in relation to your topic is critical to be able to address gaps in knowledge and negative attitudes, as well as to take advantage of social media trends that can make your posts more relevant.



## Action steps:

1

In your research with the priority audiences, be sure to ask them which social networks they use regularly and what they do on them, as well as where else they spend time online.

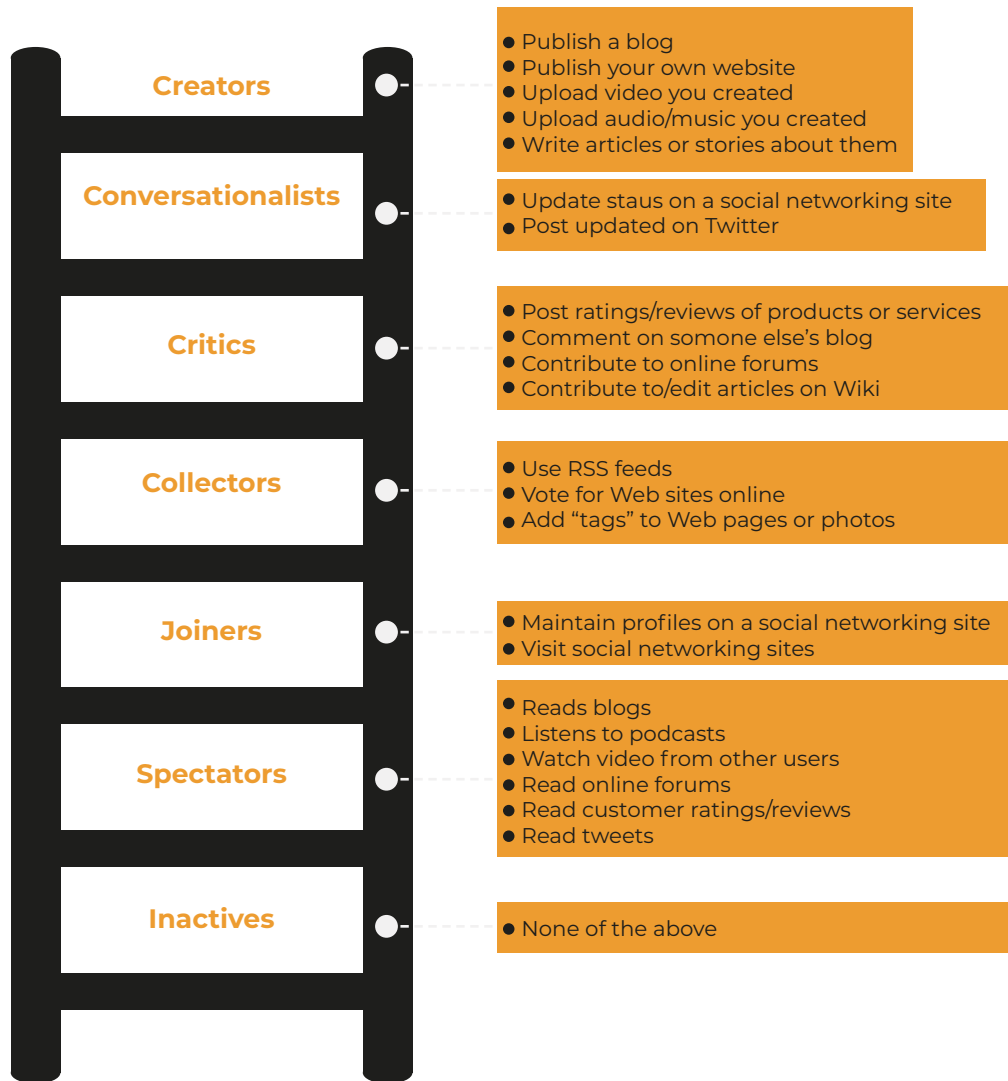
2

Set up a social listening system to start to understand what people in your audiences are talking about on social media.

### For more information:

- For more information on behaviour change documents go to the: [CEA HUB](#)
- [Social Technographics Profile](#)
- [What is Social Listening, Why it Matters, and 10 Tools to Make it Easier](#)

Example:  
What are social technographics?





# Worksheet 3 - PRIORITY AUDIENCE PROFILE WORKSHEET

**ACCESS WORKSHEET ONLINE [HERE](#)**

1.

What are the key groups whose behaviours need to change to make a difference on the problem, based on your objectives?

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- Secondary research (existing data about similar audiences)
- Interviews
- Focus groups
- Survey
- Other \_\_\_\_\_  
\_\_\_\_\_

2.

What kind of research will you do to learn about your priority audiences?

- a) Demographics  
\_\_\_\_\_
- b) Psychographics  
\_\_\_\_\_
- c) Risk factors  
\_\_\_\_\_
- d) Knowledge  
\_\_\_\_\_
- e) Attitudes  
\_\_\_\_\_
- f) Behaviours  
\_\_\_\_\_

3.

Based on the results of your research, what are the most relevant characteristics of your priority audiences for this issue? (Fill out one worksheet for each audience.)

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4.

Which audience group(s) are at highest risk of the problem if they don't change their behaviours?

5.

Which audience group(s) are most ready to make a change?

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## Section 4: What do you need them to do?

- What behaviours will help meet your objectives?
- How will you choose which behaviours to prioritize?
- How will you design the behaviour to maximize change?



## Section 4-

### Selecting behaviours - What do you want them to do?



# 4A What behaviours will help meet your objectives?

Importance ★★ ★

Time ★

Cost ★

## Summary

Often, a problem has many different behaviours that people could do that would make a difference. Begin by considering all the possible options, before narrowing them down.

## Why is it important?

*Clearly defining the behaviour to be promoted via social media helps ensure that both you and your priority audience know exactly what they are supposed to do.* A behaviour is an action that is observable. For example, “staying safe” is not a behaviour. But “taking cover under a heavy table during an earthquake” is an action you can see.

You also need to *specify the time, place, quantity, duration or frequency that the action should be done* – is it a once-in-a-while event (e.g., getting a flu shot each year) or does someone need to keep doing it every day (e.g., washing their hands correctly after using the toilet)?



## Key Considerations:

1

A common mistake in defining behaviours is saying you want people to “be aware of...,” “care about...,” or “believe...,” as the action. These may be objectives that can eventually lead to the behaviour, but they are not the behaviour itself. Figure out what you want people to DO as a result of knowing or caring about the issue.

2

The people in the priority audience need to have the ability and opportunity to carry out the behaviour to be a feasible choice for you to promote. If they don’t have the money or the skills to do what your program is proposing, you’re wasting your time.

3

In this step, make as big a list as you can of potential behaviours. You’ll narrow it down later. By considering all the different options, you may find some valuable alternatives that might not have been obvious at first.



## Action steps:

1

For each of your objectives for each priority audience, brainstorm a list of possible behaviours that they could engage in that would make a difference on the problem.

2

Take each behaviour on the list and carefully define it to be one (and only one) action that is:

- Observable
- Specific
- Actionable
- Feasible

## For more information:

- [What are You Asking People to Do?](#)
- [Designing for Behaviour Change: A Practical Field Guide – Step 1: Define the Behaviour](#)

- [Social and Behaviour Change: Insights and Practice – Chapter 3.1: Select the Desired Behaviours](#)

Example:



<https://twitter.com/ifrc/status/1218895889390956547>

## 4<sup>B</sup> How will you choose which behaviours to prioritize?

Importance ★★

Time ★★

Cost ★

### Summary

Once you have a list of possible behaviours to choose from, the next step is to identify which are most likely to be successful in being adopted by your priority audience and in making a difference.

### Why is it important?

All behaviours are not equal. *Some are harder than others, which means that people will be less likely to adopt them.* What makes a behaviour harder to change?

- Time intensive
- Frequent or ongoing action
- High cost or resource requirements
- Requires specific skills

- Goes against social norms
- Delayed payoff
- Can't be done by one person alone


The key criteria to use when choosing the target behaviours to prioritize are behaviours that:

1. Have a direct and significant impact on solving the problem
2. Have a high likelihood of your priority audience adopting them
3. Have a low penetration rate among your priority audience (in other words, they have not already been adopted by a large percentage of people in your priority audience)



### Key Considerations:

- 1**  
Though some behaviours may be considered “hard to change” because past programs promoting them have not been successful, sometimes the potential impact is worth trying a new approach.
- 2**  
Sometimes engaging in certain behaviours can create a “spillover” effect, having an impact on the adoption of other behaviours as well. For example, engaging in one environmentally friendly behaviour like biking to work may increase the likelihood that a person will adopt other behaviours like recycling.
- 3**  
Think also about how easily you will be able to measure each behaviour for evaluation purposes.
- 4**  
Consider your level of time and resources, in terms of whether to choose one or two to focus on, or a set that could be promoted to complement each other.



### Action steps:

- 1**  
Rate each of the behaviours on your list by potential for impact, probability of adoption, and opportunity to gain new adopters in your priority audience.
- 2**  
Use these ratings to choose the behaviours most likely to lead to success in reaching your objectives.
- 3**  
Take a new look back at your objectives to see whether they need to be adjusted based on the behaviours you chose to be done by each priority audience.

#### For more information:

- [Fostering Sustainable Behaviour – Step 1: Selecting Behaviours](#)
- [Achieving Behaviour Change: A Guide for Local Government and Partners – Behaviour Selection](#)
- [Behaviour Change 101 Series: Five Steps to Select the Right Behaviour/s to Target](#)
- [The Fogg Behaviour Grid](#)

## Example:

### Case Study

In the USAID response to the 2015 Zika outbreak in Latin America and the Caribbean, more than 30 different preventive behaviours were being promoted, which was challenging for social and behaviour change efforts. A group of experts developed an evidence-based process to prioritize and focus in on the behaviours with the highest potential to reduce Zika infection and transmission.

Using existing research, they and USAID's Zika implementing partners assessed each identified behaviour based on:

1. Potential effectiveness against Zika
2. Required frequency
3. Feasibility of the behaviour
4. Accessibility and cost of the necessary materials

The seven preventive behaviours selected were: apply mosquito repellent, use condoms during pregnancy, remove standing water, cover water storage containers, clean and remove mosquito eggs from water containers, seek prenatal care, and seek family planning counseling.

Source: [Evidence-Based Process for Prioritizing Positive Behaviours for Promotion: Zika Prevention in Latin America and the Caribbean and Applicability to Future Health Emergency Responses](#)



# How will you design the behaviour to maximize change?

Importance ★★

Time ★

Cost ★

## Summary

Each target behaviour should be designed to make it as actionable as possible for your priority audience.

## Why is it important?


Behaviours are often connected to each other— some require other things to happen first, and others are necessary to occur before other behaviours can follow. *Sometimes behaviours that seem to be one unit actually can be divided further into different pieces in a sequence.*

For example, creating a disaster preparedness kit requires someone to carry out a lot of other behaviours, such as:

- Creating or printing a list of what to buy
- Purchasing additional items when at the grocery store, possibly over the course of several weeks or months, to build a supply of water and non-perishable food
- Going to a pharmacy and purchasing first aid supplies, medications and other personal care products
- Going to a hardware store and/or specialty stores to buy tools and other survival items
- Going to the bank to take out emergency cash or traveler's checks
- Finding a bag or box to store the supplies

- Finding a place in the home to store the bag or box
- Periodically checking expiration dates and replacing items

The action of grabbing a go-bag when you have to evacuate means that you had to have completed the above first to have something to take. Each of the steps may have very different barriers, so getting specific about each one will help you design social media messages that take that into account. But be sure to focus the bulk of your efforts on the behaviour at the end of the chain that's the one that actually produces the desired outcome (the end-state behaviour).



### Key Considerations:

- 1**  
For the behaviours that you have chosen, creating a behavioural map can help you understand every step that someone has to do to successfully achieve the behaviour. What comes before it and what comes after it?
- 2**  
In your social media outreach, you can use the map to sequence messages over time in a logical way to help your audience make the changes step by step.
- 3**  
Always have your eyes on the prize of the end-state behaviour that ultimately will make the impact on the problem. The intermediate steps are important to get there, but not sufficient by themselves to achieve your objectives.



### Action steps:

- 1**  
For each of your priority behaviours, create a behavioural map to better understand how they may connect to other related behaviours.
- 2**  
Identify the end-state behaviours in the behavioural map.

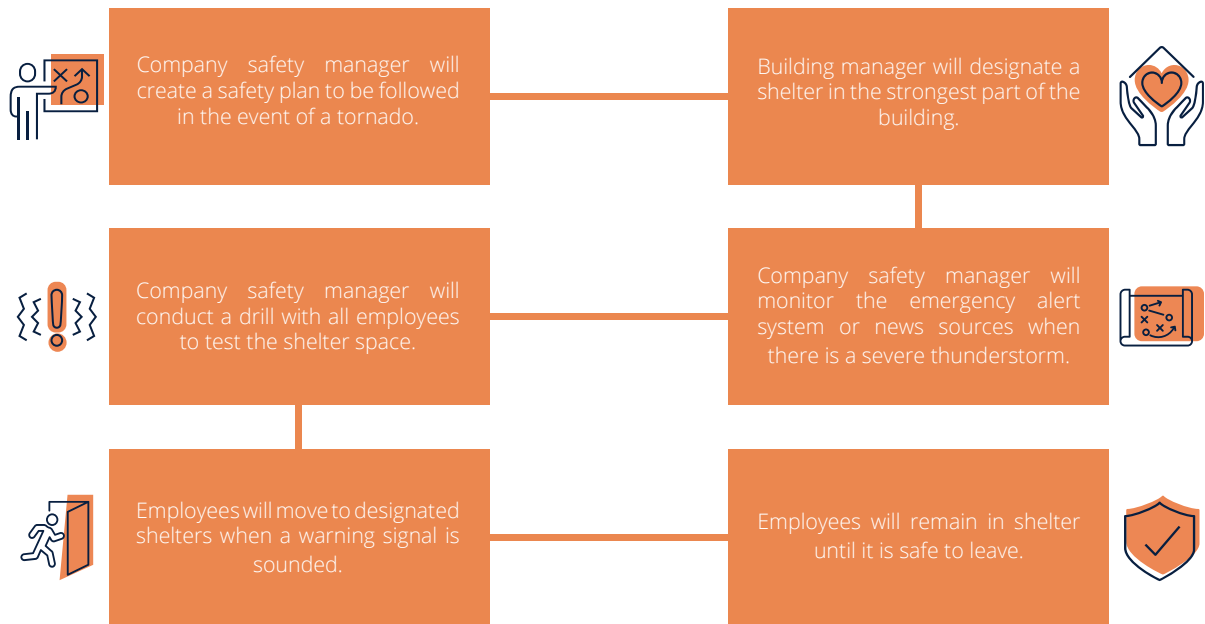
#### For more information:

- [Behavioural Design – Phase 1: Do a Behavioural Diagnosis](#)
- [Fostering Sustainable Behaviour – Step 1: Selecting Behaviours](#)
- [Is it a Behaviour or Is It an Action?](#)



### Example:

Behaviour: Employees will move to shelter at the workplace in the event of a tornado.





# Worksheet 4 - BEHAVIOUR SELECTION WORKSHEET

**ACCESS WORKSHEET ONLINE [HERE](#)**

**1.**

Brainstorm a list of all the possible behaviours that could make a difference on the problem addressed by your objectives (don't be limited by the number of lines!):

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**2.**

Now, go through each of the behaviours on your list and rewrite them, if needed, to make them observable, specific, actionable and feasible for your priority audience:

**3.**

Rate each of the behaviours on your list by estimating their potential for impact, probability of adoption, and opportunity to gain new adopters in your priority audience. Add those scores together to compare behaviours.

Behaviour	Low = 1, Medium = 2, High = 3			Add columns
	Potential Impact	Probability of Adoption	Opportunity to Gain new Adopters	Overall Score

4.

Select up to three priority behaviours (or more if you prefer) with the highest scores and write them here:

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5.

Create a behavioural map for each of the priority behaviours.



## Section 5: What can you do to help their behaviour change?

- What can we do to influence their behaviour?
- What are their main barriers to adopting the behaviour?
- What are their main motivators to adopting the behaviour?
- What are the social factors that influence adopting the behaviour?
- What are the windows of opportunity to cue the behaviour?

## Section 5-

Identify levers of change - What can you do to help their behaviour change?



# 5A What can we do to influence their behaviour?

Importance ★★ ★

Time ★ ★

Cost ★ ★

## Summary

Behaviour is determined by many different factors. By understanding the various levers that influence someone's decision to take action, you can design your messaging and approach to increase the chances of success.

## Why is it important?

Though different types of people may have a range of reasons why they do or do not engage in a behaviour, they generally fall into specific categories. These *determinants are based on decades of behavioural research that resulted in theories identifying the elements needed for change*. Find out which reasons drive the decisions of many of the priority audience members, through research and talking with them, to design an effective SM4BC strategy.

The main levers of change we can use to influence behaviour via social media are:

1. **Remove barriers** – make it as easy as possible for someone to take action
2. **Increase motivation** – show the benefits of taking action
3. **Apply social persuasion** – use the influence of social norms and social proof
4. **Provide reminders** – create a call to action or a nudge

Research with your priority audience is critical at this stage to understand what they perceive as barriers and benefits to the behaviour, how social factors impact it, and the context in which reminders could be most helpful.



### Key Considerations:

1

Some strategies may draw on levers of change from all four categories, and others may focus on one or two. Your research will help you determine what's needed.

2

One method that is particularly helpful at this stage is called a doer/non-doer barrier analysis. By interviewing people who are already doing the desired behaviour and those who are not doing it, you can identify the key barriers and motivators to target for the non-doers.



### Action steps:

1

Read the descriptions of each of the categories of levers of change in the rest of this section.

2

Conduct research with members of your priority audience(s) to better understand their barriers, motivators, social perceptions and reminder opportunities.



## For more information:

- [Assessment: Doer/Non-Doer Barrier Analysis Tool – IFRC](#)
- [Barrier Analysis Resources](#)
- [Social and Behaviour Change: Insights and Practice – Chapter 2: What Influences Behaviour Change?](#)
- [Achieving Behaviour Change: A Guide for Local Government and Partners – COM-B Diagnosis](#)

## Example:

Community health workers conducted a barrier analysis using an in-person survey in a primarily Hispanic area on the Texas Coastline that is prone to hurricanes. They compared those who said they were “very” or “somewhat” prepared for a hurricane with those who were less prepared.

The unprepared people were more likely to report the barriers to evacuating in the event of a hurricane (out of a list of 15) that they:

- Think the roads would be too crowded to leave\*
- Think evacuating will be dangerous
- Believe they will be safe at home
- Believe being unable to work will mean being replaced\*
- Worry their possessions would be stolen or damaged
- Cannot afford to leave (travel expenses)
- Report that their entire family cannot leave\*
- Have a family member with medical special needs\*

*\*Highest likelihood of being unprepared*

Those who reported being prepared were more likely to:

- Have \$300 or more in cash savings
- Have smaller households
- Have a person age 65+ living with them
- Live closer to the shore
- Be of Hispanic ethnicity

Knowing this type of information about your community can help define your priority audiences and develop messages to address their biggest concerns.

Source: [Barriers to Disaster Preparedness among Medical Special Needs Populations](#)



5<sup>B</sup>

## What are their main barriers to adopting the behaviour?

Importance ★★ ★

Time —

Cost —

### Summary

Even if someone is motivated to engage in the target behaviour, they may get tripped up by stumbling blocks on the road to behaviour change. Identify the barriers and remove them to make it as easy as possible for people to take action and stick with it.

### Why is it important?

*Many different types of barriers may stop people from taking action* – physical, psychological, financial, and more. Here are some categories of barriers with the questions that will need to be answered:

Type of Barrier	Questions to Ask
Knowledge	<ul style="list-style-type: none"> <li>• What do they know about the problem?</li> <li>• Do they know what to do to solve or prevent the problem?</li> </ul>
Beliefs and Attitudes about Problems and Behaviours	<ul style="list-style-type: none"> <li>• Do they believe they are at risk?</li> <li>• Do they believe that the consequences of not taking action are serious and severe?</li> <li>• Do they believe that the behaviour will make a difference in the problem?</li> </ul>
Self-efficacy	<ul style="list-style-type: none"> <li>• Do they believe they have the ability to carry out the behaviour?</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Do they have the skills to do the behaviour?</li> </ul>
Ability	<ul style="list-style-type: none"> <li>• Do they have the physical and/or mental strength to carry out the behaviour?</li> </ul>
Opportunity and Accessibility	<ul style="list-style-type: none"> <li>• Will they have the opportunity to take action?</li> <li>• Does the behaviour need to be carried out at a time or place that is accessible?</li> <li>• Do they have the necessary money or equipment, if any, to engage in the behaviour?</li> <li>• Do they remember to do the behaviour at the appropriate time?</li> </ul>
Perceived Negative Consequences	<ul style="list-style-type: none"> <li>• What are the bad things they think might happen if they adopt the behaviour? (Related to the problem, their own health and wellness, their family, their social status, their economic status, their community?)</li> </ul>

*With each barrier you can remove, adopting the behaviour will become easier and easier for your audience.* Some barriers will not be possible to reduce via social media (e.g., a lack of money to buy necessary safety equipment), but consider how you might be able to help them maneuver around that problem (e.g., share what they could substitute that they probably already have at home).



## Key Considerations:

**1**

Note that barriers are as seen from the priority audience's point of view. You may see nothing standing in their way, but the only thing that matters is how they see it.

**2**

When you know specifically what your audience's barriers are, you can then help them to overcome the obstacles via your social media activities. For example, if they have misconceptions about the problem or its solutions, post the correct information. If they do not have the necessary skills, provide a video leading them through the steps. If they don't think they can do the behaviour, share examples of other people like them who have been successful.



## Action steps:

**1**

Based on your research, identify the most common barriers faced by your priority audiences. Be as specific as you can.

**2**

As you continue through this guide, apply the information to address each barrier and help your audience overcome their obstacles to behaviour change.

### For more information:

- [EAST: Four Simple Ways to Apply Behavioural Insights \(and Spanish version\)](#) – Make It Easy
- [Don't Condemn People Who Don't Evacuate for Hurricane Florence](#)



**Example:**

What are the potential barriers to evacuating before a hurricane for people living in poverty?

Type of Barrier	Potential Evacuation Barriers	Ideas for Removing Barriers via Social Media
<p><b>Knowledge</b></p>	<ul style="list-style-type: none"> <li>• Don't know why it's important to evacuate.</li> <li>• Don't know where they can go</li> <li>• Don't know how to get there</li> <li>• Don't know when they are supposed to leave or how to find out</li> </ul>	<ul style="list-style-type: none"> <li>• Post content in different formats addressing information about what to do in the event of an evacuation</li> <li>• Share information about shelter locations with links to map directions</li> <li>• Provide links/offline resources to track evacuation orders</li> </ul>
<p><b>Beliefs and Attitudes about Problems and Behaviours</b></p>	<ul style="list-style-type: none"> <li>• Don't believe the risk of injury or death is high if they stay</li> <li>• Believe they will be stuck on crowded roads when the storm comes</li> </ul>	<ul style="list-style-type: none"> <li>• Share stories and images from past hurricane events showing severity</li> <li>• Amplify expert and official explanations</li> <li>• Provide estimates of travel times from previous evacuations</li> </ul>
<p><b>Self-efficacy</b></p>	<ul style="list-style-type: none"> <li>• Given all their disadvantages, don't believe they have the ability to evacuate</li> </ul>	<ul style="list-style-type: none"> <li>• Share stories and posts from people like them who are evacuating</li> </ul>
<p><b>Skills</b></p>	<ul style="list-style-type: none"> <li>• Lack of skills to file paperwork to get reimbursed for being displaced</li> </ul>	<ul style="list-style-type: none"> <li>• Create how-to video or step-by-step graphic to provide assistance</li> </ul>
<p><b>Ability</b></p>	<ul style="list-style-type: none"> <li>• Elderly and disabled cannot evacuate without assistance, may have specialized medical equipment</li> <li>• Don't have transportation options</li> </ul>	<ul style="list-style-type: none"> <li>• Share information and links about publicly funded and medical transportation options if available</li> </ul>
<p><b>Opportunity and Accessibility</b></p>	<ul style="list-style-type: none"> <li>• Lack of money for car, hotel, gas</li> <li>• Lack of social support to have free place to stay</li> <li>• Lack of ability to miss work shifts</li> </ul>	<ul style="list-style-type: none"> <li>• Amplify offers from others online who can share rides or a place to stay</li> <li>• Provide link to legal requirements for employers to allow time off in case of evacuation</li> </ul>
<p><b>Perceived Negative Consequences</b></p>	<ul style="list-style-type: none"> <li>• Their home may be vulnerable to looting</li> <li>• They may be exposed to the storm if stuck in heavy traffic</li> <li>• Evacuation centers may be unsafe for themselves and their family</li> <li>• Loss of social support</li> </ul>	<ul style="list-style-type: none"> <li>• Post tips on how to safeguard or pack valuables</li> <li>• Post prompts to get people moving early to avoid the worst traffic</li> <li>• Livestream video from evacuation centers so people can see what they look like and share safety precautions</li> <li>• Engage online community with a hashtag to build social support opportunities</li> </ul>

5<sup>c</sup>

# What are their main motivators to adopting the behaviour?

Importance ★★ ★

Time —

Cost —

## Summary

Align the behaviour with what your priority audience members already want to accomplish. Make them an irresistible offer that they can't refuse, and they'll be more likely to take action.

## Why is it important?

Your audience research will tell you which of their problems or needs they think the behaviour will help. *Understanding their core values, identity and aspirations will assist you in aligning your messaging and approach with how they want to think of themselves and present themselves on social media.*

If your audience does not feel strongly about the positive aspects of the behaviour, consider using goal setting and incentives to encourage them to make progress and stick with it. Social media challenges, contests and giveaways done in a fun way can help get people more excited about the behaviour.

Type of Motivator	Questions to Ask
Perceived Positive Consequences	<ul style="list-style-type: none"> <li>What are the good things they think are likely to happen if they adopt the behaviour? (Related to the problem, their own health and wellness, their family, their social status, their economic status, their community?)</li> </ul>
Pleasure	<ul style="list-style-type: none"> <li>What would make the behaviour fun or attractive for them?</li> </ul>
Identity/Aspirations	<ul style="list-style-type: none"> <li>How does the behaviour help them be the kind of person they want to be, or want others to see them as?</li> </ul>
Values	<ul style="list-style-type: none"> <li>How does the behaviour support their core values?</li> </ul>





## Key Considerations:

1

The perceived benefits of the behaviour you are promoting need to be greater than the perceived barriers. How can you show that the target behaviour is different and better than the competition (i.e., what they are currently doing)?

2

Motivation to take action can come from an emotional connection to the issue, so knowing your audience's motivators will help you frame the benefits according to what people care about most to create that emotional response.



## Action steps:

1

Based on your research, identify the benefits to the behaviour that are most appealing to your priority audiences. Be as specific as you can.

2

As you continue through this guide, apply the information to build on each motivator and increase your audience's desire to take action.

### For more information:

- [EAST: Four Simple Ways to Apply Behavioural Insights \(and Spanish version\)](#) – Make It Easy
- [Designing for Behaviour Change: A Practical Field Guide](#) - Step 3: Conduct Barrier Analysis
- [Tools of Change: Building Motivation Over Time](#)





**Example:**

What are some potential motivators for evacuating before a hurricane?

Type of Motivator	Potential Evacuation Motivators	Ideas for Increasing Motivation via Social Media
Perceived Positive Consequences	<ul style="list-style-type: none"> <li>• Safety, staying alive</li> </ul>	<ul style="list-style-type: none"> <li>• Share success stories of people like them who were glad they evacuated</li> </ul>
Pleasure	<ul style="list-style-type: none"> <li>• Avoid discomfort of staying in damaged, flooded home and neighborhood</li> <li>• Spend time with family or friends out of town</li> </ul>	<ul style="list-style-type: none"> <li>• Share stories of people like them who decided not to evacuate and regretted it</li> <li>• Encourage evacuees to share pictures of themselves with the people they are staying with</li> </ul>
Identity/Aspirations	<ul style="list-style-type: none"> <li>• Responsible person</li> <li>• Member of a resilient community</li> </ul>	<ul style="list-style-type: none"> <li>• Post messages congratulating the people who evacuated for being responsible</li> <li>• Start a hashtag to instill pride in those who identify with their community (e.g., #CaribbeanStrong)</li> </ul>
Values	<ul style="list-style-type: none"> <li>• Security</li> <li>• Connection</li> <li>• Recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Post messages reinforcing that evacuating on time keeps you safe and secure</li> <li>• Encourage online community to connect in comments and replies to provide each other with social support</li> <li>• Share posts from members of your online community and ask others to provide advice – recognize good ideas</li> </ul>

## 5<sup>D</sup> What are the social factors that influence adopting the behaviour?

Importance ★★ ★

Time —

Cost —

**Summary**

Humans are social animals and generally want to do what they think “everyone else” in their social circle is doing. Take advantage of that potential social influence for behaviour change.

## Why is it important?

While the impact of social factors could also be included as a motivator or a potential barrier in the previous elements, the prominence of *social norms in determining behaviour means that you should consider it as its own category*. Understanding what members of your priority audience believe other people are doing and thinking will tell you a lot about how to influence them.

You can incorporate social persuasion by people whom your research shows influence the priority audience(s) via testimonials, ads, social media posts, or brand ambassador programs.

- Use social proof methods to highlight that other people like them have adopted the behaviour.
- Demonstrate that they will receive social support and feel part of the group or community when they engage in the behaviour.
- Find ways to link the behaviour to existing cultural practices or values to make it more acceptable to your audience.

Social Factor	Questions to Ask
Perceived Social Norms	<ul style="list-style-type: none"><li>• What do they believe other people like them are doing?</li></ul>
Beliefs About What Others Will Think	<ul style="list-style-type: none"><li>• What do they believe other people whose opinions they care about will think of them if they engage in the behaviour?</li></ul>
Social Influencers	<ul style="list-style-type: none"><li>• Who are the people who influence their decision making?</li></ul>
Social Connection	<ul style="list-style-type: none"><li>• How do they prefer to spend time with their friends and family?</li></ul>





## Key Considerations:

1

Shifting social norms toward widespread adoption of a behaviour is not easy, but social media can be a valuable tool toward that goal. The circle of people someone follows can influence their perceptions of how prevalent an attitude or behaviour is. If many in their online community post that they got a flu shot, it may feel like everyone is doing it, and increase their motivation to get one too.

2

Whenever you can find a way to make the behaviour a social experience—whether shared online or offline—it will be more fun and likelier to be adopted.

3

Consider creating a way that people can identify themselves to others as someone who has taken action and belong to your online community. This could be through an overlay frame for their profile picture, a unique name that members of your community use and include in their bios, or a distinctive hashtag they add to relevant posts.



## Action steps:

1

Based on your research, identify the social influences on your priority audiences related to the behaviour. Be as specific as you can.

2

As you continue through this guide, apply the information to build on social influence and increase your audience's desire to take action.

### For more information:

- [EAST: Four Simple Ways to Apply Behavioural Insights \(and Spanish version\)](#) – Make It Easy
- [Everybody Wants to Belong: A Practical Guide to Tackling and Leveraging Social Norms in Behaviour Change Programming](#)
- [Can We Use Social Influence to Drive Change for Good?](#)
- [The 7 Principles of Social Influence for Digital Psychology](#)



**Example:**

What are some potential social influences that could help for evacuating before a hurricane?

Type of Social Influence	Potential Evacuation Social Influences	Ideas for Using Social Influence via Social Media
Perceived Social Norms	<ul style="list-style-type: none"> <li>Perception of number of other people in their community who are evacuating</li> </ul>	<ul style="list-style-type: none"> <li>Share news reports and posts of other people getting ready to evacuate</li> <li>Do a poll of followers to see how many are planning on evacuating</li> </ul>
Beliefs About What Others Will Think	<ul style="list-style-type: none"> <li>Concern that others will think they are “wimps”</li> <li>Don't want to look like they are overreacting</li> </ul>	<ul style="list-style-type: none"> <li>Livestream a video interview with an expert to reassure that evacuation is necessary and that everyone else is doing it too</li> </ul>
Social Influencers	<ul style="list-style-type: none"> <li>Local celebrities</li> </ul>	<ul style="list-style-type: none"> <li>Partner with relevant celebrities to create social media content encouraging people to evacuate</li> </ul>
Social Connection	<ul style="list-style-type: none"> <li>Connecting with neighbors who are also evacuating</li> </ul>	<ul style="list-style-type: none"> <li>Create local hashtag for evacuees to use to find each other online</li> </ul>
Cultural Beliefs And Practices	<ul style="list-style-type: none"> <li>Hurricane and any related damage is God's will</li> </ul>	<ul style="list-style-type: none"> <li>Highlight appropriate religious figures in the community who encourage their congregation to evacuate</li> </ul>

## 5<sup>E</sup> What are the windows of opportunity to cue the behaviour?

Importance ★★ ★

Time —

Cost —

### Summary

Determine the times and places where people are most likely to be receptive to social media messages about the behaviour or are in a position to take action. Provide cues to remind them at the right time.

### Why is it important?

Reaching people where they are is a key tenet of behaviour change (both in terms of where their attention lies, as well as where they are mentally regarding readiness to take action). A critical piece to this is *identifying the specific social media platforms where your priority audiences spend time, and when they tend to scroll through their feeds so you can post when they will be most likely to see it.*

Windows of Opportunity	Questions to Ask
<b>Times</b>	<ul style="list-style-type: none"> <li>• At what days and times are they using social media?</li> <li>• At what days and times are they in a position to take action on the behaviour?</li> </ul>
<b>Locations</b>	<ul style="list-style-type: none"> <li>• Which social media platforms are they on?</li> <li>• Where are they physically when using social media?</li> <li>• At which locations are they in a position to take action on the behaviour?</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• Which types of events will provide occasion to engage in the behaviour?</li> </ul>
<b>States Of Mind</b>	<ul style="list-style-type: none"> <li>• What state of mind would make them more likely to engage in the behaviour?</li> </ul>



## Key Considerations:

**1**

Many people check their social media feeds constantly throughout the day. Others are more likely to do so at certain times, such as on the commute to work, at lunchtime, or in the evening after work. Knowing the habits of your specific priority audience and combining that with the context of when they may be in a position to take action on the behaviour will mean that you can post reminders and nudges that may reach them at the right time.

**2**

Social media analytics tools can identify the days and times that your audience tends to be most active online, as well as what type of device they use, to help you better time your posts and know when they are more likely to be out and about with a mobile device.

**3**

Events could include things like holidays that a majority of people celebrate, an incident in the news that is relevant to the behaviour, or even some sort of new life stage (e.g., becoming a parent). You can tie the behaviour into these events, either to your broad feed for the things that are universal or use social media advertising to reach people with very specific characteristics.



## Action steps:

**1**

Based on your research, identify the windows of opportunity to cue your priority audiences to perform the behaviour. Be as specific as you can.

**2**

As you continue through this guide, apply the information to build on opportunities to reach your audience at the right time and right place to help your audience take action.

**For more information:**

- [EAST: Four Simple Ways to Apply Behavioural Insights – Make It Timely](#)
- [How to Design Behaviour – Level 3: Triggers](#)
- [The Persuasive Power of the Digital Nudge](#)

**Example:**

What are some potential windows of opportunity that could trigger evacuating before a hurricane?

Type of Windows of Opportunity	Potential Evacuation Windows of Opportunity	Ideas for Using Cues to Action via Social Media
<b>Times</b>	<ul style="list-style-type: none"> <li>• Days between forecast of potential hurricane and evacuation order</li> </ul>	<ul style="list-style-type: none"> <li>• Shift messaging on posts over time to increase urgency of preparation for possible evacuation</li> </ul>
<b>Locations</b>	<ul style="list-style-type: none"> <li>• Local news social media accounts</li> <li>• Weather accounts</li> </ul>	<ul style="list-style-type: none"> <li>• Partner with local news and weather organizations to cross-post on social media accounts</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• Hurricanes in other locations</li> </ul>	<ul style="list-style-type: none"> <li>• Use news of other hurricanes to encourage preparedness for the next local hurricane</li> </ul>
<b>States Of Mind</b>	<ul style="list-style-type: none"> <li>• Information gathering</li> <li>• Concern/anxiety</li> </ul>	<ul style="list-style-type: none"> <li>• Anticipate information needs and use appropriate wording/tone to create emotional arousal to act, but without a fear response</li> </ul>







## Worksheet 5 - LEVERS OF CHANGE WORKSHEET ACCESS WORKSHEET ONLINE [HERE](#)

1. What are the main barriers to behaviour change you found in your priority audience?

	What are the Barriers?	How Can You Remove or Reduce the Barriers?
Knowledge		
Beliefs And Attitudes About Problem And Behaviour		
Self-efficacy		
Skills		
Ability		
Opportunity and Accessibility		
Perceived Negative Consequences		

**2.** What are the main motivators to behaviour change you found in your priority audience?

	<b>What are the Motivators?</b>	<b>How Can You Increase Motivation?</b>
Perceived Positive Consequences		
Pleasure		
Identity/Aspirations		
Values		

**3.** What are the main social influences to behaviour change you found in your priority audience?

	<b>What are the Social Influences?</b>	<b>How Can You Increase the Positive Effects of the Social Influences?</b>
Perceived Social Norms		
Beliefs About What Others Will Think		
Social Influencers		
Social Connection		
Cultural Beliefs And Practices		

**4.** What are the main windows of opportunity to cue behaviour change you found in your priority audience?

	<b>What Are The Windows Of Opportunity?</b>	<b>How Can You Use The Windows Of Opportunity To Cue The Behaviour?</b>
Times		
Locations		
Events		
States Of Mind		



## Section 6: What will your messages say?

- What is the purpose of this message?
- How will you match the message to the behavioural levers?
- How will you make the message memorable?
- How will you make the message actionable?
- How will you construct your post?



## Section 6-

### Creating a Message Strategy - What will your messages say?



6A



# What is the purpose of this message?

Importance ★★ ★

Time ★ ★

Cost ★

## Summary

Each message you post should have a reason behind it. Knowing the objective, it will support and to whom it's directed will guide the message content and style of delivery.

## Why is it important?

Social media is not just a one-and-done task, especially when it comes to behaviour change. Your success builds slowly, one message at a time. *Each message serves a purpose and builds an impression.*

*Your social media objectives, along with the relevant priority audiences, guide your overall messaging strategy.*

The bulk of your SM4BC messages should address the key behavioural levers of change you identified as being most important to your audiences' decision making and will be driven by the overall message concepts you develop next. Your messages should be created to do one or more of these:

- Reduce barriers and make it easy to take action
- Tie the things your audience cares about to the behaviour
- Use social influence, such as norms and social support, to encourage them
- Provide a call to action

For each of the levers of change (i.e., a specific barrier, motivator, etc.) for your audience, create a message map *to guide you in the themes to cover as you build your social media messages.* This consists of at least three key messages addressing the lever, and three to five supporting points with information that clarifies and expands on the messages.







## Key Considerations:

1

What is the desired outcome of your message? What do you want people to do, think or feel as a result of it? Not every message will have a call to action. Some of your messages may be intended to educate or change attitudes, or to create a specific emotion that increases the likelihood of change over time.

2

Who is the message intended for? Knowing the audience helps you tailor the message based on their needs – in terms of language, behavioural levers, local factors, social network used, etc.

3

Not every message must be laser-focused on one of the levers of change. Your social media activities create a relationship over time with your audience. This means that, in addition to posting behaviour-related messages, you also need to engage with your audience interactively, and that may include more spontaneous posts (in a purposeful way) based on what's happening on a given day. And though things like posts about your organization's activities may not necessarily tie into one of your behavioural objectives, they can bolster your credibility as an information source.

4

Pretesting messages with your priority audience is an important part of the behaviour change communications process. You can do this via research methods like focus groups or individual interviews, or even online surveys. Check to make sure the messages are understandable, appropriate, and relevant to your audience.



## Action steps:

1

Create a message map to guide your content development.

2

Before you develop a social media post, identify the desired outcome, based on the relevant levers of change or other social media engagement objectives.

3

Be mindful of each priority audience and its specific needs as you compose your messages for them.

4

When possible, pretest your core messages with members of the priority audience.

### For more information:

- [SBCC for Emergency Preparedness Implementation Kit – Develop Message Maps](#)
- [How to Create a Messaging Map for Social Media Engagement](#)
- [How to Use Ideas, Messages, and Themes to Build Your Content Strategy](#)
- [How Social Media is Redefining the Meaning of 'Message'](#)
- [How to Define Your Key Messages](#)

**Example:**  
**Message Map**

For example, if one of the barriers to creating an emergency stockpile of food is the cost, the message map might look like this:

<b>Audience:</b>		<b>Low income urban renters</b>	
<b>Lever of Change:</b>		<b>Barrier - I can't afford to buy a stockpile of food.</b>	
<b>Key Message 1</b>	<b>Key Message 2</b>	<b>Key Message 3</b>	
An emergency supply of food does not have to be expensive.	You can create your emergency stockpile slowly over time.	Stockpile foods you would likely eat anyways.	
<b>Supporting Facts</b>	<b>Supporting Facts</b>	<b>Supporting Facts</b>	
You can buy in bulk.	Every time you go shopping, just pick up one or two extra items for the stockpile.	Rotate out the foods that are close to expiring into your everyday pantry.	
Buy store brand items to save money.	When there is a sale, or when you have coupons, buy multiple items for your stockpile.	Learn to cook and can foods you would otherwise buy premade when the vegetables and fruit are in season and cheap.	
Staple items that are the building blocks of meals cost less than premade, processed foods.	Set a weekly stockpiling budget and stick to it.	Get to know the prices of foods you usually buy so you will know when a sale is a good deal to stock up.	

## 6<sup>B</sup> How will you match the message to the behavioural levers?

Importance ★★ ★

Time ★

Cost ★

### Summary

Depending on the lever of change you will be addressing in your message, use the specific behaviour change approaches for each that will be most powerful via social media.

### Why is it important?

Simply providing information is often not effective in creating lasting behaviour change, so don't rely only on fact-focused messages. Very often people know what they should do, but can't make it happen in their own lives. *To address the levers of change you've found are most relevant to your audience, your core messages will need to draw on a variety of intervention approaches.* Here are some examples of methods you could

apply through social media, each described in more detail in the Key Considerations section below:

Lever of Change:	Intervention Approach
<b>Barriers</b>	
Knowledge	<ul style="list-style-type: none"> <li>● Education</li> </ul>
Beliefs And Attitudes About Problem And Behaviour	<ul style="list-style-type: none"> <li>● Education</li> <li>● Demonstrations</li> <li>● Personalization</li> <li>● Emotion</li> <li>● Social modeling</li> </ul>
Self-efficacy, Skills, Ability	<ul style="list-style-type: none"> <li>● Training</li> <li>● Tips/How-to</li> <li>● Social modeling</li> <li>● Social support</li> <li>● Examples</li> <li>● Planning/Goal-setting</li> <li>● Challenges</li> </ul>
Opportunity And Accessibility	<ul style="list-style-type: none"> <li>● Training</li> <li>● Tips/How-to</li> <li>● Social modeling</li> <li>● Social support</li> <li>● Examples</li> <li>● Planning/Goal-setting</li> <li>● Challenges</li> </ul>
Perceived Negative Consequences	<ul style="list-style-type: none"> <li>● Education</li> <li>● Social Modeling</li> <li>● Social Support</li> </ul>
<b>Motivators</b>	
Perceived Positive Consequences	<ul style="list-style-type: none"> <li>● Commitment</li> <li>● Education</li> <li>● Incentives</li> <li>● Social modeling</li> <li>● Habit development</li> <li>● Emotion</li> </ul>

Pleasure	<ul style="list-style-type: none"> <li>● Social modeling</li> <li>● Challenges</li> <li>● Reinforcement</li> <li>● Recognition</li> <li>● Emotion</li> </ul>
Identity, Aspirations, Values	<ul style="list-style-type: none"> <li>● Emotion</li> <li>● Social modeling</li> <li>● Social support</li> <li>● Personalization</li> </ul>
<b>Social Factors</b>	
Perceived Social Norms	<ul style="list-style-type: none"> <li>● Education</li> <li>● Social modeling</li> <li>● Social support</li> </ul>
Beliefs About What Others Will Think	<ul style="list-style-type: none"> <li>● Social modeling</li> <li>● Social support</li> <li>● Tips</li> </ul>
Social Influencers, Cultural Beliefs And Practices	<ul style="list-style-type: none"> <li>● Social modeling</li> <li>● Social support</li> </ul>
Social Connection	<ul style="list-style-type: none"> <li>● Challenges</li> <li>● Recognition</li> <li>● Social support</li> </ul>
<b>Windows of Opportunity</b>	
Times Locations Events States of Mind	<ul style="list-style-type: none"> <li>● Reminders</li> <li>● Tips</li> <li>● Social support</li> <li>● Planning</li> <li>● Habit development</li> </ul>





## Key Considerations:

Here are brief explanations for the intervention approaches described above:

Approach	Description
<b>Challenges</b>	Using game-like activities to motivate people to change their behaviour
<b>Commitment</b>	Asking the person to affirm, publicly or privately, that they commit to performing the behaviour
<b>Demonstrations</b>	Showing how the behaviour should be done
<b>Education</b>	Providing facts and information about various aspects of the problem, its consequences, and the recommended behaviour
<b>Emotion</b>	Using appeals to what people care about via words, images, music and other methods
<b>Goal-setting</b>	Setting a personal goal of achieving a specific behaviour
<b>Habit Development</b>	Repeating the behaviour in the same context until it becomes a habit
<b>Personalization</b>	Finding ways for people to put their own spin on the behaviour or adapt it to their specific situation
<b>Planning</b>	Creating a plan for implementing the behaviour
<b>Recognition</b>	Acknowledging someone's contribution or achievement publicly
<b>Reinforcement</b>	Offering an incentive (e.g., a digital gift) or other encouragement when people do the behaviour
<b>Referrals</b>	Pointing to resources or services that can help someone take action



## Action steps:

# 1

For each behavioural lever of change you identified for your priority audiences, refer to the chart to find the specific approaches that will be most helpful in making that change.

# 2

Use the message approaches as a jumping-off point for thinking about what types of themes and posts you could create on that topic.



## Key Considerations: Continued

<b>Reminders</b>	Providing a cue to do the behaviour at a particular time
<b>Social Modeling</b>	Showing peers or influential people who have engaged in the behaviour as examples to emulate
<b>Social Support</b>	Enabling others to provide encouragement and assist with problem solving related to the behaviour
<b>Tips</b>	Offering ideas for how to carry out the behaviour more easily
<b>Training</b>	Providing how-to instructions or skills on how to perform the behaviour

**For more information:**

- For more information on behaviour change documents go to the: [CEA HUB](#)
- [Theory & Techniques Tool for Linking Behaviour Change Techniques and Mechanisms of Action](#)
- [The Behaviour Wizard](#)

**Example:**

Lever: Perceived Social Norms

Approach: Social Modeling



<https://twitter.com/RedCross/status/1168245925594247173>





Lever: Windows of Opportunity  
Approach: Reminder + Tips



<https://twitter.com/nemabahamas/status/1167785110663507973>

## 6c How will you make the message memorable?

Importance ★★

Time ★★

Cost ★

### Summary

Social media posts come and go. Your messages need to be designed to get people interested so they'll remember the content and be inspired.

### Why is it important?

Social media trades in the currency of attention. Your posts will be appearing in your followers' streams as just one of many others, so making your message stand out is critical. What are the characteristics of a memorable message? It must be:

- **Relevant** – addressing the things that your audience cares about
- **Timely** – taking social context and timing into account
- **Original** – not just the same idea that people have already seen many times

The way you frame your message can make it easier to understand and more compelling. Using the

framework from the Heath Brothers' excellent book *Made to Stick*, consider how you might present the core ideas to make them:

- **Simple** – Boil the concept down to its essence to make it as understandable as possible. For example, people don't generally need to know the complicated mechanics of a tsunami, but they do need to know in the event of an earthquake to head for higher ground.
- **Unexpected** – Surprise people! This could be by sharing a fact that goes contrary to what they would expect or by showing a situation from an angle they never thought about. What if instead of a parent saving a child from drowning in a flood, a child saved their parent based on something they learned in school?
- **Concrete** – Use the five senses to make an abstract concept real to people. Showing people, a packet of sugar and salt, with a bottle of water, is much easier to understand than the term "oral rehydration solution."
- **Credible** – Give your audience reasons to believe that what you say is true. A doctor may make a good spokesperson. Someone whose child died from the measles because they didn't get vaccinated is an even better messenger to promote immunizations.
- **Emotional** – Draw on your audience's emotions to help them remember your key point. Tie the issue to what they care about, such as building on people's identity and values. A community that values self-sufficiency as part of their identity will likely respond to a message tying that characteristic to disaster preparedness.
- **Stories** – Use stories, real or fictional, to bring in all of the previous approaches to make the core ideas more memorable and to see the behaviour in action. A short video of someone telling their own story of how the preparations they made in advance led to their survival in a disaster is much more compelling than an academic paper coming to the same conclusion.



## Key Considerations:

1

When you create social media content, think about what emotion you want the message to evoke: hope, belonging, trust, urgency, self-confidence, etc. These will likely be dictated by the behavioural lever of change you're working with.

2

Don't post on social media with the intention of making your content "go viral." That's an outcome that you have little control over beyond creating content that's compelling and share-worthy.



## Action steps:

1

Using your message maps, think about how you can make the ideas relevant, timely and original.

2

Also consider which *Made to Stick* elements you can use to create memorable, understandable social media posts.

### For more information:

- [The Six Principles to Make Your Ideas Stick](#)
- [Which Messages Go Viral and Which Ones Don't](#)
- [Are You Repeatable & Retweetable?](#)
- [How to Use Behavioural Triggers to Spur Social Media Actions](#)

- [Storytelling for Behaviour Change](#)
- [Social Media 101: How To Use Storytelling](#)

Example:

Simple



<https://twitter.com/KS1729/status/1236848918849294336>



Unexpected

 **US Consumer Product Safety Commission**  
@USCPSC

#Aliens



**WE MEET AGAIN,  
OLD FRIENDS**

**PUT A FRESH BATTERY IN YOUR SMOKE ALARMS**

USCPSC  CPSC.gov

<https://twitter.com/USCPSC/status/1255226075254263813>

Concrete

 **Ali Noorani**  
@ali\_noorani\_teh

Very informative! Iranian health professional uses paint to demonstrate spots we often miss when washing hands in the wake of #Coronavirus outbreak. At the end she shows how to safely remove disposable gloves without touching the polluted surface.



2:12 · 1.2M views

[https://twitter.com/ali\\_noorani\\_teh/status/1231800964945862661](https://twitter.com/ali_noorani_teh/status/1231800964945862661)



## Stories



<https://www.youtube.com/watch?v=6ypYUMJGeU4>

## Credible



<https://www.facebook.com/OficinaNacionalDeEmergencia/posts/2973526049344802>



Emotional



Recuerda hablar con los adultos mayores de tu familia. El riesgo de contraer #coronavirus #covid19 es mayor para ellos y pueden estar preocupados o confundidos.

Para más consejos sobre cómo cuidar de tus seres queridos, consulta @IFRC\_es y @opsoms +📺❤️

👉 @mariasemilla\_

Translate Tweet



[https://twitter.com/CICR\\_es/status/1242605185513512964](https://twitter.com/CICR_es/status/1242605185513512964)





# 6<sup>D</sup> How will you make the message actionable?

Importance ★★

Time ★

Cost ★

## Summary

Be strategic with the language and concepts you use to make your message easier for people to understand and act upon.

## Why is it important?

*The language you use in your social media messages can make a big difference in how well your audience understands what you intend*, and in whether it will motivate them to take action. Know your audience's literacy and education levels, and levels and write to match that.

Here are some tips for writing on social media to spark action:

- Write in a conversational style so you sound like a person, not a press release.
- Be as specific as possible when you tell people what to do.
  - No: "Stay out of a thunderstorm."
  - Yes: "If you are outside during a thunderstorm, seek shelter immediately in a fully enclosed vehicle or building."
- Speak directly to your reader – use the word "you" rather than talking about what people in general should do (if culturally appropriate).
- Use the active voice, not passive.
  - No: "The community was flooded by the raging river."
  - Yes: "The raging river flooded the community."
- Keep messages short and simple.
- Use positive action words.
  - No: "You should not wait to call the Fire Department."
  - Yes: "Call the Fire Department immediately."
- Use plain language without jargon, acronyms or "text speak" abbreviations.
- Focus on one key message or theme per post. Avoid more than three different components to the message.
- Ask questions! By invoking curiosity about the answer, people will be more likely to read the rest of your post, watch your video or click the link.

For disaster preparedness and disaster risk reduction messages in particular:

- Repeat the same core messages (presented in different ways) consistently over time.
- Whenever possible, use evidence-based information to inform message development.
- Be careful to avoid fueling fear and anxiety.
- Emphasize the effectiveness of the recommended actions.
- Reinforce the audience's self-efficacy in carrying out the activities.
- Address both all-hazards preparedness and content for the specific disasters that are most common in

your location.



## Key Considerations:

1

What is the call to action in your message? Ultimately you want your audience to engage in the desired behaviour. But before they get there, interim steps might be to click a link to your website, to subscribe to your SMS reminder messages, to watch a video, to join a movement, to share the post...

2

Think about why someone would want to share your post with their friends. Is it relevant, interesting, useful, fun? Making it shareable means that it will spread to more people, increasing your audience.

3

Tailor your posts to match the style of each social network, in terms of how people communicate and what they post about. One platform, such as TikTok might use short videos, where you can demonstrate an action, while another like Twitter is more text-based, focused on reading and having conversations.



## Action steps:

1

Create messages using language that helps your audience understand exactly what they are supposed to do.

2

Include calls to action that will get them closer to actually performing the desired behaviour.

3

Create messages that are tailored to appropriate actions on the social networks you will post them on.

### For more information:

- [CDC's Guide to Writing for Social Media](#)
- [This Is How To Write For Social Media To Create The Best Posts](#)
- [Plain Language Guidelines](#)
- [How to Design SBCC Messages](#)
- [Crisis and Emergency Risk Communication: Messages and Audiences](#)



Example:

**Acción Climática**  
Acciones que Reflejan Humanidad  
Cruz Roja Guatemala

**Preparate para fenómenos climáticos más extremos**

- Capacitate en Primeros Auxilios.
- Desarrollá un plan familiar para desastres.
- Doná a un fondo para desastres.
- Prestá atención a alertas sobre temperaturas extremas.
- Informá y visitá a tus vecinos en periodos de temperaturas extremas.
- Unite como voluntario/a por la acción climática.

cruzrojagt · Follow

cruzrojagt #FacesOfClimateChange 🌍

Nuestra comida, agua y forma de vida están en juego. Las acciones que tomamos hoy impactan nuestro futuro.

64w

Indiradeleon Si desean talar 20 árboles en mi colonia para poner un paso peatonal y yo trato de evitarlo poniendo denuncia y cponiéndome... estoy haciendo lo correcto?

64w Reply

33 likes  
SEPTEMBER 16, 2018

Add a comment... Post

<https://www.instagram.com/p/B2fc9yDIRfj/>

**Horry County 911** @HorryCounty911 · Sep 5, 2019

Our area is already experiencing power outages.

Make sure your phone is charged in case of an emergency. ⚡📱🔌

#BePrepared #HurricaneDorian

**PREPARE FOR POWER OUTAGES  
CHARGE DEVICES NOW**

1 3 5

<https://twitter.com/HorryCounty911/status/1169554475268366336?s=20>

6<sup>F</sup>

## How will you construct your post?

Importance ★★

Time ★

Cost ★

### Summary

The way you present your key message and the elements you choose to include in each post can influence behaviour change in various ways.

### Why is it important?

Prior to creating a post, decide on which social network(s) you will share it, so that it can be *customized specifically to fit the conventions of the intended platforms*.

Your organizational voice plays a big role in the “personality” and style of your social media outreach. While some organizations prefer to keep a neutral, businesslike tone, others offer a more fun, friendly, or even snarky, approach. Create a style guide that will help manage the design of your posts, to keep the look and tone consistent even if multiple people are involved in creating them.

Next, in what format will you “wrap” your message? Many different types of social media content offer opportunities to be creative and share the message in a variety of ways. For example, you can provide a straightforward fact-focused message, or you could share the story of a real person that makes the same point.

You can add on many options to your message to make it more effective:

- **Visuals or video** can reinforce a text-based message (and vice versa).
- A **link** will back up your call to action with the opportunity to learn more or get the tools needed to take action.
- **#Hashtags** are a way of helping people find your posts when they're looking for a particular topic or event, or to build a community of like-minded people. But go easy on the use of hashtags, unless it's common to use a lot on that social network, such as on Instagram.
- **Tags** of other people or organizations can help draw attention to your posts by the people who might be interested or able to amplify their reach.
- **Threads or 'stories'** are a way of connecting individual posts to share a bigger message.





## Key Considerations:

1

Determining your organizational “voice” on social media is a decision to make in conjunction with your marketing department or organizational leadership and should match the overall branding style that suits how you want your audience to think about you.

2

Depending on which social networks you decide to use, you will likely have differing options and emphasis on the amount of text, incorporation of graphics, and use of video. You might focus on one element or a combination to help tell your story and reinforce your message.

3

Shares or retweets of other people’s or organizations’ social media content in your feed can diversify and round out the content you offer, while building engagement with your community and partners.



## Action steps:

1

Create a social media style guide that lays out details of your organizational voice, as well as any guidelines regarding the general look and feel of your posts for consistency.

2

Based on the conventions of the social media platform you are designing for, brainstorm a variety of different content formats that can help you get across each of your messages.

3

Develop a plan for the use of relevant hashtags, links and tags in your social media outreach.

### For more information:

- [50 Social Media Content Ideas](#)
- [37 Social Media Ideas for Nonprofits](#)
- [How to Create a Social Media Style Guide: 10 Things to Include](#)
- [How to Use Hashtags: A Quick and Simple Guide for Every Network](#)
- [How to Use Social Media Stories to Boost Engagement](#)



## Example:

Ideas for types of SM4BC content:

- **Promotional** – reinforce credibility of your organization
- **Educational** – provide facts and context related to the behaviour
- **Engagement** – use conversation starters to build community
- **News/trending topics** – show relevance of the behaviour or problem to current events or topics being talked about on social media
- **Storytelling** – share stories of real people or draw people in with a fictional entertainment education story
- **Contests/challenges** – give followers an incentive to share your post or engage in the behaviour
- **Inspirational/quotes** – offer an inspirational quote related to the benefits of adopting the behaviour
- **Humor/memes** – make your followers laugh and see things in a new way
- **Lists** – provide ideas or resources to enable the behaviour
- **Polls/questions** – gauge relevant knowledge and attitudes
- **Curate community generated content** – engage your audience in customizing solutions for themselves and share them with others
- **How-tos/Demos** – provide skills for carrying out the behaviour
- **Livestreaming videos/live chats** – interact with people in real time to answer questions, share events and build community
- **Interviews** – share viewpoints and stories from relevant social influencers or peers to provide social proof and build norms





## Worksheet 6 - MESSAGE STRATEGY WORKSHEET ACCESS WORKSHEET ONLINE [HERE](#)

1. Based on your objectives and key behavioural levers of change for each of your priority audiences, identify the main outcomes you will be creating messages to support (i.e., what do you want people to do, think or feel as a result of the messages?).

Audience	
Behaviour	
Levers of Change/Objectives	Desired Outcomes to Support
Barriers	
Motivators	
Social Influence	
Windows of Opportunity	
Other Social Media Objectives	



**2.** For each behavioural lever of change you've identified for each of your priority audiences, create a message map.

Audience:		
Lever of Change:		
Key Message 1	Key Message 2	Key Message 3
Supporting Facts	Supporting Facts	Supporting Facts

3.

For each of your key messages, what are some potential behaviour change intervention approaches you can use that will address the relevant levers of change for that audience? ([Refer to chart in 6B](#))

Audience:		
Key Message:		
Lever of Change	Intervention Approach	Theme/Post Ideas

## 4.

How will you make your messages memorable?

Audience:		
Behaviour		
Core Message		
Message Element	Ideas for Presenting the Message	
Simple		
Unexpected		
Concrete		
Credible		
Emotional		
Stories		

## 5.

Before you create each social media post, consider the following questions:

- a) Who is the intended audience?  
\_\_\_\_\_
- b) What is the purpose of the post?
  - Reduce a barrier
  - Promote a motivator
  - Engage social influence
  - Provide a cue to action
  - Build organizational credibility
  - Develop relationships with online community
  - Other: \_\_\_\_\_
- c) What is the behaviour to be changed?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5.

Before you create each social media post, consider the following questions:

d) Which specific behavioural lever of change for your audience will you be addressing in this message?

- Barriers
- Knowledge
- Belief/attitude
- Self-efficacy
- Skills
- Ability
- Opportunity/accessibility
- Perceived negative consequences

- Motivators
- Perceived positive consequences
- Pleasure
- Identity/aspirations/values

- Social Factors
- Perceived social norms
- Beliefs about what others will think
- Social influencers
- Cultural beliefs and practices
- Social connection

- Windows of Opportunity
- Time
- Location
- Event
- State of mind

Additional details about the selected lever of change:

---

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---

e) What is the basic message to be conveyed in this post?

---

---

f) Which behaviour change intervention approach will you use to address that specific lever of change?

- Challenge
- Commitment
- Demonstration
- Education

5.

Before you create each social media post, consider the following questions:

- Emotion
- Goal-setting
- Habit development
- Personalization
- Planning
- Recognition
- Reinforcement
- Referrals
- Reminders
- Social modeling
- Social support
- Tips
- Training
- Other:

---

---

- g) How will you incorporate the message and/or intervention approach into a social media post (what type of content will it be)?

---

---

- h) What is the call to action (if any)?

---

---

- i) Which social network(s) will this message be posted to?

- Facebook
- Instagram
- Twitter
- Pinterest
- YouTube
- Blog
- Snapchat
- Tiktok
- LinkedIn
- Whatsapp
- Other:

---

---

- j) What social media elements will you include in the post?

- Text
- Graphic
- Video

5.

Before you create each social media post, consider the following questions:

- Link
- Hashtag(s)
- Tags
- Thread/Stories





## Section 7: How will you create the content for your posts?

- Which social networks will you use?
- Will you create text-based posts?
- Will you create graphics?
- Will you create video or audio content?
- How will you make the post accessible to all?
- Is the content ethically and culturally appropriate?
- How will you use this content?

## Section 7-

Tactical plan / Content Production Plan - How will you create the content for your posts?



# 7A Which social networks will you use?

Importance ★★

Time ★

Cost ★

## Summary

In order to create appropriate content, select which social networks you'll be posting on to match how you present the message with the audience and style of each platform.

## Why is it important?

People may follow your accounts on different social networks for various reasons – for example, on Twitter for news updates, on Facebook for community connection, and on TikTok for entertainment. *Understand the reasons why your priority audiences use each site so you can match the style and type of content they want.*

Each platform can be used to support your behaviour change objectives in specific ways. Some examples include:

- **Twitter** – provide information and cues to action in real time, build community around hashtags
- **Facebook** – reinforce social norms among family and friends, use ads to provide tailored messages to very specific priority groups
- **Instagram** – apply social influence
- **YouTube** – offer step-by-step instructional videos and demonstrations
- **Pinterest** – use aspirational values to connect the behaviour to what people care about
- **Whatsapp** – create a more personal experience
- **TikTok** – make the behaviour fun and appealing



## Key Considerations:

1

If you have not done research directly asking your priority audiences which social networks they are on, refer to other sources of data that can give you a rough idea of which are the most popular social networks for your country and demographic groups.

2

If you have the capacity, you could create multiple accounts assigned to different geographic areas or audiences.

3

Having inactive accounts may be more harmful for your organization's reputation than not to have an official site at all.



## Action steps:

1

Identify which social networks will best reach your priority audiences.

2

Match up the behaviour change approach for a specific post with the platform(s) that will best support it.

3

Create posts for each platform customized based on requirements for text formats, image size, video length, etc. as well as style.

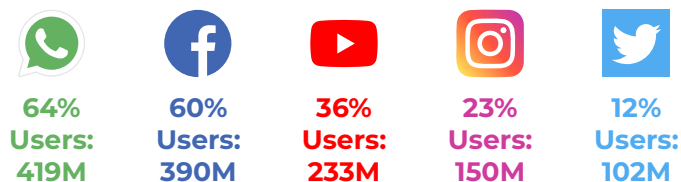
## For more information:

- [The 5 Types of Social Media and Pros & Cons of Each](#)
- [Twitter for Nonprofits: Does Your Organization Really Need to Tweet? Social Media for NGOs](#)
- [Social Platforms Cheat Sheet: A Look at Key Differences](#)
- [50+ Social Media Sites You Need to Know in 2020](#)
- [We Are Social/Hootsuite Social Media Data by Region and Country](#)
- [Always Up-to-Date Guide to Social Media Image Sizes](#)

## Example:

Most Popular Social Networking Sites

### Most Popular Social Networking Sites in Latin America (2019) are:



## 7<sup>B</sup> Will you create text-based posts?

Importance ★★

Time ★★

Cost ★

### Summary

Several options exist for using text within your social media posts, depending on the specific platform. Decide if and how you will include text – as the primary communication or as an “add-on” to a post in another medium like a graphic or video.

### Why is it important?

Even if you create a post that’s video- or image-based, you’ll likely want to include some words with it as a descriptive caption or headline, or to emphasize the visuals or audio while it runs. In these cases, less is more, and the text should reinforce the most important points (remember your key messages!) in what people are seeing and hearing without detracting from the content.

When text is the main format you’ll use to convey your message, two basic options are:

- **Short-form text** – such as posts on Twitter, Facebook, LinkedIn, etc.
- **Long-form text** – such as blog posts on Wordpress, Medium, etc.

You can think of long-form content as a “meal,” which is filling and satisfying by itself, and short-form content as a “snack,” which gives you a quick bite of information. Ideally, both types of content complement each other and provide reinforcement of your messages and call to action.

**Short-form text** fits the way many people browse their social media feeds like Twitter and Facebook,

providing a brief idea that people can digest quickly as they scroll by. Using around 200 words or less, short-form content keeps your audience coming back for more on a regular basis. **Keep the content simple and don't try to pack too much into one post.** Images can help draw attention and reinforce the message, and links can provide additional information when the text is not enough.

**Long-form text** refers to posts over about 1,000 words, usually in the form of a blog post, article or case study. This format can provide in-depth education on a topic that requires details to understand and act on it. It's also a great way to tell a story, such as a case study, or to build your credibility by demonstrating expertise in the topic. Another bonus of long-form text is a longer lifetime than other forms of social media, and your content is more likely to appear in people's online searches (referred to as "search engine optimization" or "SEO").



## Key Considerations:

1

Short- and long-form content work together well. Use short-form posts to drive interest to the link where the long-form content lives. And use the content from the body of the long-form content to create interesting and relevant short-form content across accounts.

2

A challenge of long-form posts is that big blocks of text can be off-putting and make reading them feel like a chore. Format them with section headers, pull-out quotes, bullet lists and images that make the text easier to read and understand. And keep the reading level appropriate for your audience!

3

The "short-form" and "long-form" labels are not hard-and-fast rules. For example, though Twitter posts are limited to 280 characters, a Facebook status post can hold about 63,000 characters (more than 30,000 words!). A short or long post should only be as long as required to make your point.



## Action steps:

1

For each post you create, decide whether the message would be better presented as short-form text, long-form text, or in combination with visual content.

2

Create a mix of long- and short-form text posts that contain your messages and complement each other for the social media platforms you will be using.

## For more information:

- [How to Combine Text and Visual Content for Better Social Engagement](#)
- [Short-form & Long-form: Where They Fit in Your Content Strategy](#)
- [How to Create Long Form Content and Why You Should](#)
- [We Analyzed 912 Million Blog Posts: Here's What We Learned About Content Marketing](#)
- [How to Write a Blog Post in 2020: The Ultimate Guide](#)
- [A Handy Dandy Guide on How to Write Social Media Posts: Best Practices, Length, & More](#)
- [Know Your Limit: The Ideal Length of Every Social Media Post](#)

### **Example:**

Research has found the ideal lengths for different types of posts to increase engagement with your audience and social sharing:

**Ideal Length of a Facebook Update:  
40-80 Character**

**Ideal Length of a Tweet:  
71-100 Characters**

**Ideal Length of a Instagram Caption:  
138-150 Characters**

**Ideal Number of Hashtags for Instagram Captions:  
5-10**

**Ideal Number of Characters in a LinkedIn Status Update:  
50-100 Characters**

**Ideal Length of a Blog Post:  
1,000-2,000 words**

**Ideal Length of a Blog Headline:  
14-17 words**





# 7<sup>c</sup> Will you create graphics?

Importance ★★

Time ★★

Cost ★★

## Summary

Adding graphics to a text-based post or creating a visual as the primary communication method, depending on the social media platform, often increases the effectiveness of the post.

## Why is it important?

Social media posts that include *visuals increase attention to the message*, as well as the likelihood of engagement, such as link clicks, likes, comments and shares. Graphic elements also influence comprehension, memory and learning.

The main types of graphic content on social media are:

- **Photos/illustrations** – photographs or illustrated pictures that may or may not contain text
- **Infographics** – graphic depictions that make data and information easy to understand
- **Memes/GIFs** – humorous images or video loops that tap into internet and cultural references to make a point

**Photos and illustrations** provide an opportunity to signal for whom the message is intended, to show how to carry out the behaviour, and to reinforce elements of the message. Photos should be culturally appropriate, clear in what they are depicting, and demonstrating the behaviour you DO want, not the wrong behaviour. Illustrations are another way of producing eye-catching graphics customized exactly to your needs. Photos often provoke emotions, but illustrations excel at conveying an abstract idea or process.

**Infographics** simplify complex subjects using graphic elements, colors and data. They are not just graphs and charts, but a logically presented set of concrete, clear messages organized and depicted graphically. In addition to presenting data, infographics can also provide instructions and tips.

**Memes** are photos or illustrations that are reused over and over with different humorous captions to provide commentary on an event or situation. They can be adapted and customized by anyone, and the funniest ones are shared widely. Memes can help your audience see the issue or behaviour in a new or surprising way, to help them understand it better.

**GIFs** are short video clips that loop and are often used as amusing reactions to other people's posts. They can also be effectively used to demonstrate concepts, such as how immunizations prevent sickness in a population, or how to wash hands effectively.





## Key Considerations:

1

If you can, avoid obvious stock photos using models because they are more likely to be ignored. Instead use photos of real people from the priority audience community whenever possible.

2

A common social media graphic approach, especially on Instagram and Pinterest, is a photo with a text overlay featuring an inspirational quote or an excerpt from an expert's book or presentation. This can be used to motivate or to apply social influence, if the expert is known and respected.

Be careful when posting memes and GIFs because the organization risks losing credibility if not done well. They should only be created by a "digital native" who knows the priority audience well and can make sure the implementation is not tone deaf or offensive. Done well, memes and GIFs can create a connection through humor with the community and show that your organization understands them.

If you can, avoid obvious stock photos using models because they are more likely to be ignored. Instead use photos of real people from the priority audience community whenever possible.



## Action steps:

1

Determine whether you will add visuals to complement a primarily text-focused post or whether you will create a stand-alone graphic.

2

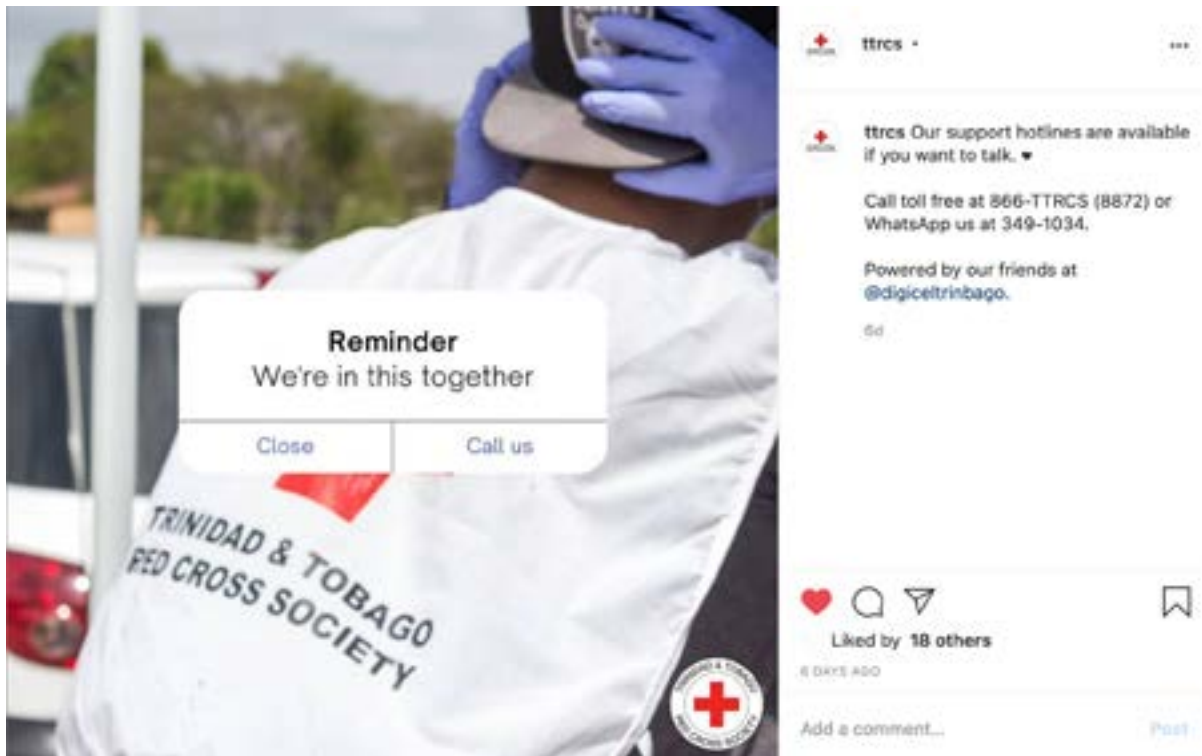
Match the message to the appropriate type of graphic and be sure that the implementation of the picture conveys the message and tone effectively.

### For more information:

- [Graphic Design for Behavioural Change](#)
- [4 Ways to Integrate Text with Visual Content on Social Media](#)
- [How to Choose Shareworthy Images for Social Media](#)
- [How Designers Do It: 15 Easy Steps to Design an Infographic from Scratch](#)
- [How to Use Memes: A Guide for Marketers](#)
- [4 Things You Should Know Before You Start Using Memes on Social Media](#)
- [The Ultimate Guide to GIFs: How to Create Them, When to Use Them and Why They're Essential for Every Marketer](#)

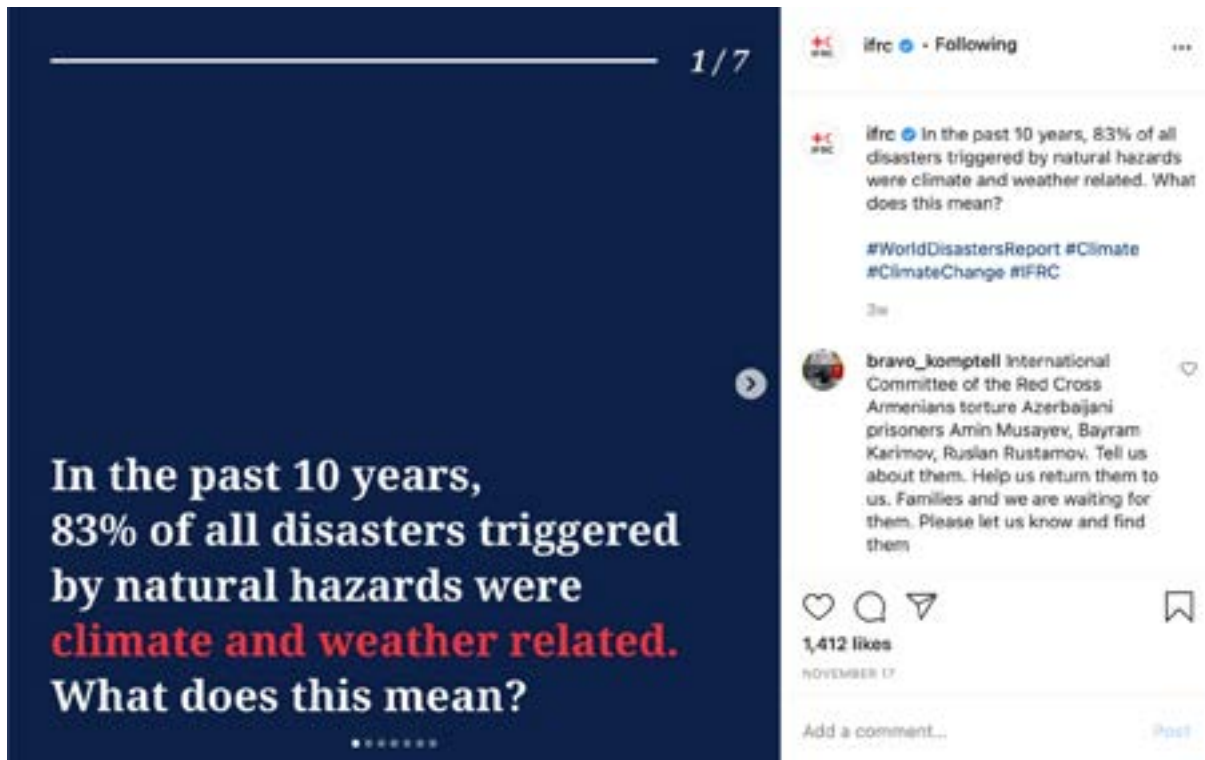
Example:

Photos/Illustrations:



<https://www.instagram.com/p/ClijPKunhJd/>

Infographics



<https://www.instagram.com/p/CHskE3rnAyl/>

Memes



Trinidad and Tobago Red Cross Society

Published by Sādé Budhlall · November 10 ·

Remember to always wear your mask properly when out in public.  
Help stop the spread of #COVID19

Thank you [DudewithSign](#)



3,211  
People Reached

80  
Engagements

Boost Post

21

8 Shares

<https://www.facebook.com/TTRCS/posts/3734961069848099>



Gifs



What's your trick? 🤔

See Bilal's full story 📖 #PowerToBe

[powertobe.ifrc.org/bilal](http://powertobe.ifrc.org/bilal)



9:06 AM · 14/12/2020 · Twitter Web App

2 Retweets · 12 Likes

<https://twitter.com/ifrc/status/1338470368240078848?s=21>





# 7<sup>D</sup> Will you create video or audio content?

Importance ★★

Time ★★

Cost ★★

## Summary

Video is a key component of many social networks and can play an important role in conveying your messages and influencing the behavioural levers of change.

## Why is it important?

Video is one of the most effective ways to engage your audience. If a picture is worth a thousand words, video plus audio is worth a million. *It's the closest medium we have to one-on-one human communication, and our brains respond to it accordingly.*

Include people early on in the video to keep your viewers' attention and to add an emotional component. A story-oriented approach works well in a video format, especially when it's kept short and focused.

Video can be used to influence behaviour change in several ways, such as:

- How-to demonstrations to build skills
- Informational approaches to educate and reduce barriers
- Social influence via testimonials, expert interviews, peer generated content
- Storytelling to evoke emotion
- Relationship-building with your organization to create trust and credibility

Live streaming video is a real-time method for sharing an event as it happens, commenting on an emerging potential disaster situation or holding an interactive question and answer session with your audience.

Similar to video, podcasts are a way to bring the human voice into your communications, making the message more intimate and immediate.





## Key Considerations:

1

Professional videos are nice, but with the good quality video cameras built into our smartphones, creating videos does not have to be an expensive proposition. People do not expect Hollywood-level video production on social media video content, and often prefer the more authentic user-generated approach. But do make sure that at least the audio is captured well.

2

The majority of people browsing their social media feeds do so with the sound muted. Be sure to include subtitles, or at least text captions, in your video so that they will get your message even if they watch without the sound on.

3

If you'd prefer not to include real people in your videos, for cost or privacy reasons, consider an animated approach or text motion graphics.



## Action steps:

1

Identify how video and/or audio content could help you effectively convey your messages and augment other social media formats you are using.

2

Match up the approach you use in a video or podcast with the levers of behaviour change being addressed with each message.

### For more information:

- [Graphic Design for Behavioural Change](#)
- [4 Ways to Integrate Text with Visual Content on Social Media](#)
- [How to Choose Shareworthy Images for Social Media](#)
- [How Designers Do It: 15 Easy Steps to Design an Infographic from Scratch](#)
- [How to Use Memes: A Guide for Marketers](#)
- [4 Things You Should Know Before You Start Using Memes on Social Media](#)
- [The Ultimate Guide to GIFs: How to Create Them, When to Use Them and Why They're Essential for Every Marketer](#)





**Example:**

*Coronavirus: How the Red Cross is using TikTok to keep Gen-Z safe*



<https://www.tiktok.com/@ifrc/video/6800376233327676678>



# 7<sup>E</sup> How will you make the post accessible to all?

Importance ★★

Time ★

Cost ★

## Summary

A few small adjustments to your posts will assure that everyone you want to reach will be able to fully access and understand your social media communications.

## Why is it important?

Whoever your priority audiences are, it's likely that some people within them have disabilities or other conditions (e.g., hearing, vision or mobility limitations) that affect their use of social media. *By utilizing some of the social networks' lesser-known features and being aware of potential obstacles to accessibility, you can make your content easier to comprehend for everyone* – not just those with disabilities.

Accessibility solutions primarily involve adding options to your content such as:

- Captions for the audio portion of videos
- Audio descriptions for visual elements of videos
- Transcripts for audio content, such as podcasts
- Image descriptions, or “alt text,” for photos, graphics and GIFs



## Key Considerations:

1

The colors you choose to use for graphics can also help to make the important visual elements stand out. Use a high color contrast and remember that certain colors may appear differently to people who are colorblind.

2

Rather than thinking that you are only helping a small number of people who are permanently disabled, realize that many people need these inclusion adjustments at different times in their lives for temporary medical conditions or other situations that change their ability to hear or see, such as a loud or dark room.



## Action steps:

1

For each of your social accounts, get to know how to use the platform's features for increasing accessibility, such as alt text for images, and captioning for videos.

2

As you write the text for your social media posts, or design graphic or video content, identify how you can make them more inclusive from the start. Then use the available options for adapting the content when you post.





<https://www.youtube.com/watch?v=Vf76gq41YCo>

## 7<sup>F</sup> Is the content ethically and culturally appropriate?

Importance ★★

Time ★

Cost ★

### Summary

Before posting, review the content one more time to be sure that the messages and images are presented in an ethical way, and that it is culturally appropriate for the specific priority audience.

### Why is it important?

Ideally any ethical or cultural issues with the content would be resolved before this point, but it's always a good idea to do a final check before posting. *All of your communications should maintain respect and dignity for the members of your priority audience, as well as the specific people who might be featured in any of your posts.*

Avoid ethical concerns by being sure that your posts:

- Do not apply excessive social pressure to the point of coercion or stigmatization of people who do not engage in the desired behaviour
- Do not make false promises about the benefits of the behaviour or availability of resources

- Are transparent about your organization's identity and your relationship to the problem you're addressing
- Ensure that people featured in your posts agree on how their story is to be used, and that no potential harm will come to them as a result of sharing it
- Include only accurate and verified information

In addition, check that the post is culturally appropriate for its intended audience, and tailored as much as possible to their needs and sensibilities. Generic messages borrowed from other campaigns are unlikely to be effective. The post should be localized to the context and population, as well as focused on the specific hazards that are most likely in that geographical area. The language and wording of the post should match how your audience speaks day-to-day. If translated from another language, be sure a native speaker has reviewed the text and that it's not just a word-for-word translation, but culturally appropriate as well. Visuals should include people who look like your priority audience in similar settings to where they live. *Essentially, your priority audience members should feel like the post was created just for people like them.*



## Key Considerations:

1

Be mindful of the message your posted images could send about the people being depicted and be sure their dignity is always respected. Would you be comfortable if someone posted a picture of you in the same situation? Avoid the possibility of cultural or racial stereotyping of people, places or situations.

2

Obtain written consent from the subjects of the photos or videos for use on social media or be sure that the original source has done so. This is especially important when children are depicted.

3

Your social media accounts should clearly show that they come from your organization, with a link to your website in the profile or other contact information. Your staff should also make it clear that they are affiliated if they will be posting from their personal accounts.

4

If you are working with social media influencers in exchange for a fee or other items of value, they must be transparent about that and follow relevant disclosure laws in their own posts.

5

If any of your posts or shared content are later found to be inaccurate or misrepresenting the truth, do your best to correct them publicly right away.



## Action steps:

1

Build a development process that will ensure that ethics and cultural considerations will be an integral and ongoing part of your social media outreach.

2

Before every post, do a final ethical and cultural check of your message and visuals.



6

The language and wording of the post should match how your audience speaks day-to-day.

7

Visuals should include people who look like your priority audience in similar settings to where they live.

8

Essentially, your priority audience members should feel like the post was created just for people like them.

### For more information:

- [A Guide to Understanding and Implementing the Code of Conduct on Images & Messages](#)
- [7 Steps to Ethical Storytelling](#)
- [Behaviour Change Toolkit for International Development Practitioners – Section 1.4: \(Un\) Ethical Behaviour Change](#)
- [How to Adapt SBCC Materials](#)
- [SocialMedia.org Disclosures Best Practices Toolkit](#)
- [Disclosures 101 for Social Media Influencers](#)
- [Social Media Best Practices for Nonprofit Organizations – Developing Social Media Guidelines](#)



Example:



IFRC Americas  
@IFRC\_es

Hoy es el [#DíaMundialDelLavadoDeManos](#). Un día para recordar la importancia de que todo el mundo tenga acceso a agua y jabón para lavarse las manos. Las manos limpias ayudan a prevenir enfermedades y salvar vidas.

[Translate Tweet](#)



12:20 PM · Oct 15, 2019 · Hootsuite Inc.

8 Retweets 12 Likes

[https://twitter.com/IFRC\\_es/status/1184142041892171777/photo/1](https://twitter.com/IFRC_es/status/1184142041892171777/photo/1)





# 7<sup>c</sup> How will you use this content?

Importance ★★

Time ★★

Cost ★

## Summary

Develop and post your content in a planned, strategic way that helps you meet your objectives and maximize its impact.

## Why is it important?

In order to be sure you cover your program's various social media objectives, priority audiences, levers of behaviour change and intervention approaches, take a step back and think about how to *fit the pieces together in a logical, strategic way* over time.

Apply the concept of transmedia storytelling, telling different parts of a cohesive story across multiple platforms. Rather than sharing essentially the same post in each of your social accounts, offer different angles of the overall big picture. For example, you might use Twitter to build a community of practice with professional audiences and potential organizational partners, Facebook to connect with citizens around home and family disaster preparedness, Instagram to post aspirational and identity-focused content, and a blog to provide more in-depth understanding of the issues covered on the other platforms.

*The repetition of the core messages in different ways will help your priority audience become familiar with the concepts and remember them when they need them.*

When you are juggling the development of many types of content on multiple social networks, creating an editorial calendar is critical. An effective editorial calendar helps you to develop a posting schedule that covers all aspects of your strategy and coordinates the writing and production of each post. By creating a schedule for each type of content, and building on the ideas you've previously generated here, your social media posts will be more systematic and strategic.

Your editorial calendar should include fields for:

- Posting date
- Social network
- Priority audience
- Objective/behaviour
- Lever of change
- Intervention approach
- Topic/core message
- Type of content
- Call to action
- Who is responsible



## Key Considerations:

1

Though the majority of your social media posts should be planned in advance and scheduled on your editorial calendar, you can also build in the opportunity for spontaneous, timely posts based on the day's current events or trending social media topics.

2

Think in terms of weekly themes that can be supported by your social media posts. Or schedule certain types of content based on the day of the week (e.g., #MotivationMonday or #ThrowbackThursday).

3

Your editorial calendar can be in the form of a basic spreadsheet plus online calendar or a more fully featured social media scheduling app. Color coding can also be very helpful.



## Action steps:

1

Create an editorial calendar in advance of each month, which specifies weekly themes and the general characteristics of each post on the schedule.

2

Generate ideas for the content of each post and keep a running list to refer to for the future.

3

Determine how posts can be repurposed as other types of content.

4

Design the content and post when scheduled.

### For more information:

- [Five Rules for Repurposing Your Content](#)
- [How to Repurpose 1 Blog Post into 80+ Pieces of Content](#)
- [The Best Way to Get Organized With a Content Marketing Editorial Calendar](#)
- [How to Build an Editorial Calendar: 5 Useful Examples](#)
- [101 Ways to Source Content Ideas](#)
- [How a Tiny South Indian State Is Using Transmedia Storytelling to Fight COVID-19](#)

### Example: Case Study

In 2016, Oregon Public Broadcasting (OPB) created an organization-wide transmedia storytelling project around the concept of preparing for a large-scale earthquake hitting their coast. OPB's Unprepared project included a television documentary, radio stories, an emergency preparedness app and social media posts that focused on helping residents take action to prepare for a major natural disaster. In this year-long initiative, content was coordinated to make sure it was consistent and integrated across all the platforms. OPB partnered with the Red Cross to share accurate information about how to prepare.

One engaging piece of the project was the "Live Off Your Quake Kit" experiment, which had four families spending a weekend living off the supplies in their emergency kits. The families then shared what they had learned, including creating content for social media channels. Online efforts also included the #14GallonChallenge, which encouraged people to stockpile emergency water and share the message with their own social networks. Survey research found that those who had been exposed to OPB's coverage were more than twice as likely to take action to prepare.

From: <https://current.org/2016/10/transmedia-journalism-expands-storytelling-for-deeper-impact/>



## Worksheet 7 - CONTENT PRODUCTION WORKSHEET

Note: These questions apply to each piece of content you create.

**ACCESS WORKSHEET ONLINE [HERE](#)**

1.

Which social network(s) will this content be posted to? (select all that apply)

- Facebook
- Instagram
- Twitter
- Pinterest
- YouTube
- Blog
- Snapchat
- Tiktok
- LinkedIn
- Whatsapp
- Other:

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---

- Short-form text
- Long-form text
- Photos
- Illustrations
- Infographics
- Memes
- GIFs
- Video
- Audio
- Other:

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2.

Will this content include...

3.

Provide details on the content and approach:

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---

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4.

Who will take the lead on production?

5.

What accessibility solutions will be included?

- Video captions
- Audio descriptions
- Transcripts
- Image descriptions
- Other:

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---

---

- Yes
- No

What are the specific concerns, if any?

---

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---

---

---

6.

Have you reviewed the content for ethical concerns?

- Yes
- No

What are the specific concerns, if any?

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---

7.

Have you reviewed the content for cultural concerns?

8. How can this piece of content be effectively repurposed for other platforms and/or formats?

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9.

When is  
this content  
scheduled to be  
posted?

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## Section 8: How will you engage with your community?

- What guidelines and policies will you use to guide your activities?
- How will you monitor audience needs and emerging trends?
- How will you engage with your audience on social media?
- How will you tailor and deliver content to specific audiences?
- How will you track community engagement?
- How will you use data to continually refine your approach?



## Section 8-

Community engagement plan - How will you engage with your community?



8<sup>A</sup>



# What guidelines and policies will you use to guide your activities?

Importance ★★

Time ★★

Cost ★

## Summary

Create a set of policies that will guide your social media activity and interactions so that everyone involved in posting knows up front how to interact appropriately with the community.

## Why is it important?

Community engagement is a critical component for building your program's social media audience around the topics of disaster preparedness and disaster risk reduction so that in an emergency situation they will know where to turn. This approach *builds trust, empowers people, and builds community resilience, thereby supporting positive behaviour change*. Engaging the community involves interacting with them in a two-way conversation, in which listening and responding are two sides of the same coin.

The development of a social media protocol lays out the policies you'll follow for all of your program's social networking accounts. This is a document that specifies guidelines for:

- Who has authority to post on behalf of the organization
- Chain of command and approval process, when needed, for posts and issues that arise
- Which channels will be used for each audience and types of information
- Your organization's style guide for "voice," look and feel of posts, and profile information
- Development process for each type of content
- How to deal with comments and criticisms online
- What types of accounts to follow (and not follow)
- Disclosure, transparency and other legal issues
- Guidance for staff posting about the program from their own accounts
- Account password protocol





## Key Considerations:

### 1

While several people may be involved in maintaining the account, a designated social media manager or online community manager should be designated as the lead.

### 2

The more details you are able to include in the social media protocol, especially for how to engage the community before, during and after a potential disaster event, the more quickly your posts can be ready to go when needed. Preplanning messages and content for the most likely scenarios will be helpful.

### 3

Creating a protocol for when and how it's appropriate to engage with people who post negative messages about your program online will keep you from wasting your time responding to "trolls" who are not part of your priority audience.

### 4

For all social media platforms that offer the option, get your account verified (e.g., the blue check on Twitter and Facebook). This will help your potential followers know that your account is the correct one to follow for accurate information.



## Action steps:

### 1

Create a social media protocol document and keep it updated as needed, to include helpful information for whoever may be involved in running the accounts. Be sure that organizational leadership signs off on the plan.

### For more information:

- [Your Guide to Creating a Social Media Policy](#)
- [Re-Thinking the Social Media Policy](#)
- [How to Guide Your Employees to Post More on Social Media](#)
- [Need Social Media Policy Examples? Here Are 7 Terrific Social Policies To Inspire Yours](#)
- [Social Media Manager Vs. Community Manager: What's The Difference?](#)
- [CERC: Crisis and Emergency Risk Communication. Community Engagement](#)

### Example:

The [IFRC Social Media Policy](#) provides guidelines to staff on using official social media accounts, as well as posting from their own personal accounts. The policy includes guidance for community managers of the IFRC's social media accounts on the rules for what to post and how to interact online. It also lays out which departments and individuals are responsible for various activities.

8<sup>B</sup>

# How will you monitor audience needs and emerging trends?

Importance ★★

Time ★★

Cost ★★

## Summary

Create a social listening program to monitor the needs and concerns of your priority audiences, as well as to identify emerging news and trends.

## Why is it important?

Social listening is an integral part of the social media content development and audience engagement process. *Being aware of what members of your priority audiences are talking about*—whether related to your organization, disaster preparedness and disaster risk reduction, your key behaviours, or other issues of the day—serves as a valuable research tool to help guide content development.

You can use the search and analytics tools that are built into each platform or subscribe to online social media analysis tools that scan multiple platforms at once and provide more detail about who's saying what.

- Choose keywords that reflect the topics you want to track, using the language your priority audiences would use to talk about them.
- Include the name of your organization, your location, likely disaster types, and words related to your key behaviours and levers of change.
- Track relevant hashtags, including those you create for your own campaigns, existing hashtags, and those that arise organically out of disaster events.
- Follow people strategically on your accounts to ensure that your social media streams include members of your priority audiences, the news and entertainment accounts they tend to follow, and their social influencers.
- Keep tabs on trending topics and be sure to also watch out for rumors or misinformation that are getting passed around so you can address them immediately.





## Key Considerations:

1

If you serve a specific geographic area, you may be able to limit the results of your social listening to your region. Geo-mapping posts when users include location information can be helpful to spot local trends and disaster-related needs.

2

Social listening can help you identify the people and organizations who tend to talk about topics related to disaster preparedness or your other issues of interest. Consider reaching out to these people and organizations to build relationships that can be helpful to increase the reach of your content.



## Action steps:

1

Decide on the tool(s) you will use for your social listening activities and set them up.

2

Choose appropriate keywords to monitor (you can add and subtract keywords as needed over time).

3

Follow relevant accounts, or create Twitter lists, to help stay on top of emerging news and trends.

4

Create a routine for how often you will review the results of the social listening and respond as needed.

### For more information:

- [Using Social Media Monitoring to Enhance Your NGO Impact](#)
- [The Complete Guide to Social Media Listening for Nonprofits](#)
- [The Ultimate Guide to Social Listening](#)
- [Social Media Analysis Tools for Preparedness](#)
- [Rumour Has It: a Practice Guide to Working with Rumours](#)





Example:

**Bahamas hurricane**

**weathertrackernightfury** @weathertracker3 10:19 AM - 6 May 2020 via Twitter Web App  
0 ★ 1  
@gardenerforever @NHC\_Atlantic @tornado trackers Dorian's worst and most well known damages (in the northern Bahamas) were inflicted when it was a Category 5 hurricane (and during its weakening phase as it was stalling over the islands).

**Maritza Villegas** @mahvillegas 4:12 AM - 6 May 2020 via Twitter for Android 263 ★ 398  
RT @NWSNHC: The Tropical Cyclone Report of 2019's #Dorian has been released. It was the strongest hurricane to hit the northwestern Bahamas...

**Brian** @Brian\_Cald 3:32 AM - 6 May 2020 via Twitter for Android 6 ★ 9  
RT @NHC\_TAFB: Interested in hearing about the impacts in the Bahamas due to Hurricane Dorian? Check out the webinar hosted by John Cangiole...

**Kevin Leecaster (x)** @kb\_leecaster 3:25 AM - 6 May 2020 via Twitter for Android 4 ★ 6  
RT @MooreCharitable: As part of a \$1MM pledge by conservation philanthropist Louis Bacon, Moore Bahamas has announced new partnerships with...

**Daniel Brown** @DBrownie23 7:22 AM - 6 May 2020 via Twitter for iPhone 2 ★ 4  
RT @NWSKeyWest: Tomorrow's @NOAA Southeast and Caribbean Regional Collaboration Team's

**Hurricane preparedne...**

**amdiabetesassn** @AmDiabetesAssn 1:36 AM - 8 May 2020 via TweetDeck 1 ★ 2  
It's Hurricane Preparedness Week! Are you ready? Having enough supplies to make it through a hurricane isn't enough. Here's what you need to know! For more, please visit [diabetesdisasterresponse.org](https://diabetesdisasterresponse.org) #HurricanePreparednessWeek <https://t.co/hz7DlRdcKm>

**Flip The Script@8#2020#** 1:19 AM - 8 May 2020 via Twitter for Android 13 ★ 24  
RT @AMHQ: It's Hurricane Preparedness Week! Home improvement expert @DannyLipford has some great tips to get you started! <https://t.co/Mf15...>

**Marifer Moncada** @MariferMC2 1:16 AM - 8 May 2020 via Twitter for Android 49 ★ 65  
RT @NHC\_Atlantic: Today's Hurricane Preparedness topic is on Strengthening Your Home. Here are some things you can do now and before a sto...

**Jan Sassaman** @JanSassaman 1:16 AM - 8 May 2020 via Twitter for iPhone 2 ★ 2  
RT @HersheyFire: Here's three things you can do today as we move through #HurricanePreparednessWeek The time spent today will help you and...

**Darren Lenick** @dflenick 1:11 AM - 8 May 2020 via Twitter for iPhone 1 ★ 2  
RT @TownofDavie: Take some time out of the week to help you strengthen your home with a cleanup checklist! Prepare against tropical storm...





# 8<sup>c</sup> How will you engage with your audience on social media?

Importance ★★

Time ★★

Cost ★

## Summary

Create an engagement strategy for how you will interact with people via your social media accounts. Having a plan set in advance facilitates posting and replying in a timely and consistent way.

## Why is it important?

Being responsive on social media boosts your organization's credibility and reputation. Answer questions. Respond to concerns. Let your priority audiences know you understand them and care about their needs. This is how you build a relationship and become a trusted source of information and disaster-related guidance.

The general guidelines for engagement cut across all the social networks.

- Create relevant and valuable content.
- Use social media as a two-way medium for dialogue, not just broadcasting information.
- Communicate like a real person – it's okay to be more informal. Respond to comments in a timely way.
- Be accountable by sharing facts only from credible sources, and sources and correcting your mistakes publicly and quickly.

*Create a variety of content that will appeal to the different types of social media users in your audience:*

- **Lurkers** – Interested in your posts but don't want to interact at all => Continue creating good content
- **Novices** – Active observers in your online community, who create a limited amount of content, and may participate occasionally in conversations => Make it easy for them to join in by posting questions and specific challenges
- **Insiders** – Consistently engage in dialogue and content creation, and interact with other community members => Encourage them to actively create and share their own content related to your posts and topics
- **Leaders** – Influencers who provide a source of expert guidance, who offer commentary on other posts and correct misinformation => Work with them as partners, providing them with quality content to share with their followers and amplifying their relevant posts





## Key Considerations:

1

Your intent should be not just posting content, but also building an online community. Think in terms of communal tactics like hosting Twitter chats, initiating unique community hashtags, sharing content created by your community members, and celebrating their successes.

2

Look for opportunities to participate in relevant initiatives and conversations across the social media landscape as a way of reaching members of your priority audiences and bringing them into your online community.

3

Building your follower base is generally a slow yet steady process. Don't buy "fake followers" to increase your count and remember that quality is more important than quantity – better to have 100 real members of your priority audiences than 1000 random people who don't care about your content.



## Action steps:

1

Decide what level of participation your organization will engage in on each of its social network accounts. Will you take a staged approach, focusing on social listening first, or jump into posting and responding immediately?

2

As you create content, keep in mind the different types of social media users and how you can engage each.

3

Create a plan for how you will respond to different types of comments on your posts and from other accounts, including how to deal with negative feedback and internet trolls

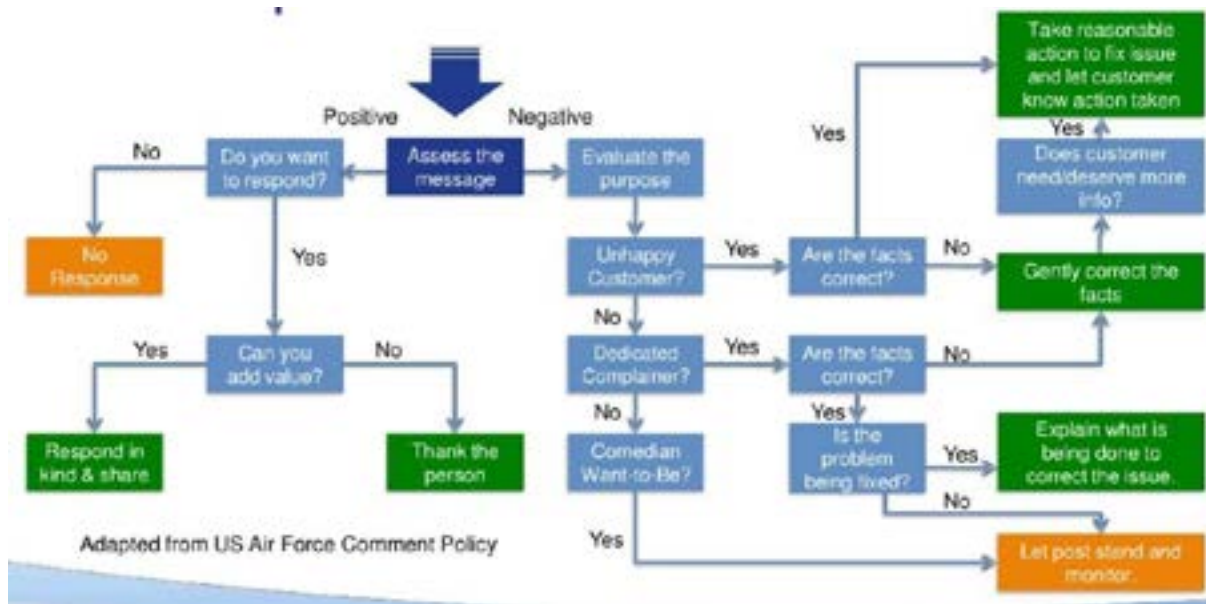
### For more information:

- [How to Use Social Media to Better Engage People Affected by Crises: A Brief Guide for Those Using Social Media in Humanitarian Organizations](#)
- [American Red Cross Social Engagement Handbook](#)
- [CERC: Social Media and Mobile Media Devices – Social Media Users, Working with Social Media Before and During a Crisis](#)
- [The Art of Listening: Social Media Toolkit for Nonprofits](#)
- [Want A Successful Community? Don't Be A Social Media Manager](#)
- [The Ultimate Guide to Community Management](#)
- [26 Tips for Managing a Social Media Community](#)



**Example:**

Responding to Social Media Comments



From American Red Cross Social Engagement Handbook 2.0 - Adaptation of the US Air Force flowchart for how to respond to comments

# 8<sup>D</sup> How will you tailor and deliver content to specific audiences?

Importance ★★

Time ★

Cost ★★

**Summary**

Use methods that tailor and target your social media outreach to each of your specific priority audiences to maximize behaviour change effectiveness.

**Why is it important?**

*People respond more to communications that feel like they are speaking directly to them.* If you have more than one priority audience or want to get more precise in reaching out to a segment who holds a certain attitude or behavioural characteristic, you can use various methods to direct specific posts or messages to them. You may already use different social media platforms to reach distinct priority audiences. Use some of the following approaches to connect with those subgroups even more effectively.

Advertising options on social media platforms, such as Facebook, Twitter, Instagram and others, let you get very specific regarding who will see your promotion.

*Find where people in your audiences spend their online time* by searching for relevant groups and forums, such as on Facebook, LinkedIn or Reddit. Perhaps your community has a local Facebook group for parents or a LinkedIn group for school administrators.

- Avoid being self-promotional but be helpful in answering questions and providing resources.
- Use hashtags, Twitter chats often have a hashtag that the community uses for conversations and sharing resources, even in between scheduled events.

- Make your messages more credible and findable by working with the social media content creators whom your priority audiences follow.

*Effective influencers are not always celebrities but may be the people in a particular niche whose opinions others value.* Reach out to them, whether by formally inviting them to work with you, or tagging them informally with content they may be interested in sharing.



## Key Considerations:

**1**

Determine the content that will be most successful as a paid ad by tracking the engagement on your organic posts to identify which have resonated most with your followers (see Section 8E). Boost those posts as promoted posts to reach others in your priority groups who have not yet seen them.

**2**

Work with your partners to cross-promote posts that will be of interest to followers of both organizations' accounts. Consider inviting relevant partners and influencers to write guest posts on your blog or offer to make your content available for their social media, when it's beneficial to both groups.

**3**

Some of the social media sites, such as Facebook, let you upload an email list or use those who have liked your page to create a "lookalike" audience for your ad campaign. These are other people on the site similar to those who have shown interest in your content.



## Action steps:

**1**

Determine the priority audience or subgroup for whom you want to tailor and target content.

**2**

Consider using promoted posts or social media ads to deliver the content specifically to that audience.

**3**

Search for relevant groups, forums and hashtags that would be of interest to your priority audiences and join them. Respond to questions that arise and share helpful resources.

**4**

Identify influencers and create a strategy for working with them to reach your priority audience.

**5**

Create a strategy for involving your priority audience members, partners and stakeholders in content creation.

### For more information:

- [How to Find Your Target Audience on Social Media: 10 Tips to Follow](#)
- [How to Find Popular Twitter Hashtags](#)
- [The Ultimate Guide to Instagram Hashtags](#)
- [The Ultimate Guide to Mastering the Basics of Effective Social Media Advertising](#)
- [Social Media Advertising & Paid Social Guide](#)
- [The Evergreen Guide to Launching a Facebook Advertising Strategy](#)
- [7 Examples of Successful Reddit Marketing](#)
- [Influencer Marketing Guide: How to Work With Social Media Influencers](#)

## Example: Case Study

Know Your City.TV (KYC.TV) is a project of the NGO Slum Dwellers International, which is a network of community-based organizations of the urban poor in 32 countries in Africa, Asia, and Latin America. KYC.TV brings together an international collective of youth living in slums, learning by doing, and making media for social impact. Youth are trained via local workshops to create videos with their phone cameras, using social media to tell the stories of their communities. Through social networks like Facebook, Instagram and YouTube, they reach their peers and others to work toward change around issues including in-situ upgrading for informal settlements, anti-forced eviction, participatory development, co-creation of habitat, youth development and inclusion.

# 8<sup>E</sup> How will you track community engagement?

Importance ★★

Time ★★

Cost ★

## Summary

Set up systems to monitor the community's engagement with your social media activity so you can respond and adjust your approach based on that information.

## Why is it important?

In addition to social listening activities *that help you understand what people are generally talking about online*, you also need to track how they are engaging specifically with your content so you can *respond in real time and use the feedback to improve*.

Set up a dashboard to track the key engagement metrics that will help you identify the approaches that resonate most with your priority audiences. You can easily create a dashboard manually with a spreadsheet, or there are numerous social media analytics apps that will automatically collect and track the metrics for you. *Many of the social networks have a built-in analytics engine that can provide you with information on how individual posts perform and give you a snapshot of the overall characteristics of your followers.*

For each post, you'll want to track descriptive information like:

- Social network
- Timing (day of week/time of day)
- Topic/message
- Behavioural driver of change addressed
- Type of media (e.g., text, graphics, video)
- Type of content (e.g., educational, story-based, how-to, meme, etc.)

Then, to determine which of these approaches are most effective over time, track the different types of posts on engagement metrics such as:

- Likes
- Shares/retweets
- Link clicks

- Comments/replies
- Direct messages
- Engagement rate (any interaction with the post divided by the total number of people who saw it)



## Key Considerations:

1

Twitter's Analytics, Facebook's Page Insights, Instagram's business account Insights and the other social networks track certain metrics on your accounts for you. You can also install Google Analytics on your website to track which social networks and posts send the most visitors to various pages on your site.

2

The specific metrics to be tracked may be different for various platforms. For example, using YouTube Analytics, you can monitor things like views, watch time, audience retention (percentage of video watched), where people are finding your videos, number of subscribers, and more. On Pinterest, the analytics include numbers of link clicks, impressions, "closeups" (how many users looked more closely at the pin content), saves, and overall engagement.



## Action steps:

1

Identify the engagement metrics you want to track for each of your social network accounts.

2

Create a social media dashboard, either manually or via an online monitoring service.

3

Include your social listening results in the dashboard, monitoring who is talking about your organization or issue on social media, whether or not it's related to one of your posts.

4

Track each of your posts and their performance on the engagement metrics, in real time as well as on a weekly or monthly basis for the big picture perspective.

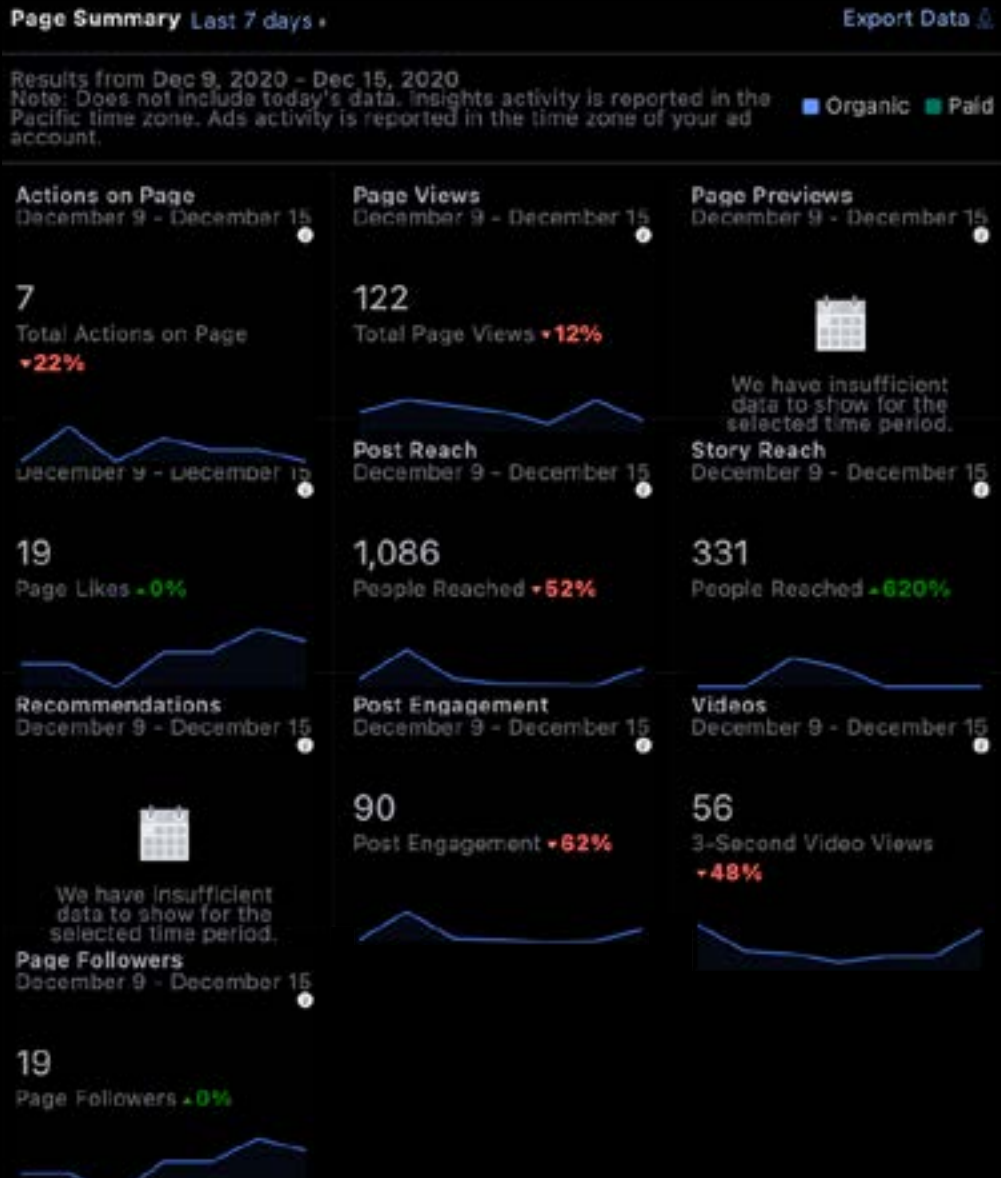
### For more information:

- [22 Tips for Building Meaningful Social Media Dashboards from All Networks](#)
- [Social Media Analytics: A Practical Guidebook for Journalists and Other Media Professionals](#)
- [10 Metrics to Track When Analyzing Your Social Media Marketing](#)
- [How to Create a Social Media Report \(Includes a Free Template\)](#)





# Example:



8<sup>F</sup>



# How will you use data to continually refine your approach?

Importance ★★

Time ★★

Cost ★

## Summary

Use the monitoring data you collect to help refine and continually improve your social media content in real time and for the future.

## Why is it important?

While you may have specific overall program objectives that you'll be evaluating over a longer time period, tracking short-term response to your social media posts and making real-time adjustments will help you reach those bigger objectives. After all, *if your audience doesn't see your posts or pay attention by engaging with them, you won't have the opportunity to influence their behaviour.*

As you track the engagement metrics showing how your audience is responding (or not), you will likely see trends emerging regarding what's working and what needs to be changed. In the long term, you can use this information to cut back on the types of posts that are not gaining much engagement, and to focus more on the successful approaches.

In the short term, and in fact as soon as you post and people start responding, you can immediately use what you're seeing to make changes. For example, sometimes messages are misinterpreted as they spread, or raise specific questions; by keeping an eye on the replies to your posts, you can immediately follow up with clarifications or additional information.





## Key Considerations:

1

Real-time adjustments to your social media strategy should be based not just on a single negative response to one of your posts, but on the overall trends you see from your audience. Be agile in terms of shifting messaging when necessary in real time, but also look at the bigger picture before overhauling the entire strategy.

2

To test different elements of your paid or organic posts, you can conduct what's called "A/B testing." This is a way of learning which messages, visuals or calls to action yield the best engagement, by changing only one element at a time and tracking the results.

3

The best days of the week and times of day to post depends on your specific priority audience. You may find, for example, that professional audiences are more responsive during morning and afternoon commute hours, while mothers with young children are more likely to wait until the kids are asleep at night to go online. Try posting at different times and track when your posts get the most engagement.



## Action steps:

1

Don't wait to look at your analytics until the end of each month. Monitor them at least daily to be able to make mid-course corrections while your responses will still be relevant.

2

Return to the message development, content creation, and community engagement steps as needed to apply what you learn about the elements that contribute most to success.

### For more information:

- [How to Successfully Refine Social Media Campaigns](#)
- [Test, Measure, Reflect and Refine](#)
- [A/B Testing on Social Media: How to Do it with Tools You Already Have](#)
- [A Simple 6-Step Framework for Running Social Media Experiments \(with 87 Ideas Included\)](#)



<b>Social Media Troubleshooting Chart</b>	
<b>Mertics Show:</b>	<b>Try This:</b>
Low number of impressions (people seeing your posts)	<ul style="list-style-type: none"> <li>● Change times of day or days of week you post</li> <li>● Change posting frequency</li> <li>● Consider paid ads to boost views</li> </ul>
Low overall engagement	<ul style="list-style-type: none"> <li>● Do research to better understand audience needs</li> <li>● Reconsider your content strategy</li> <li>● Try different formats for posts</li> <li>● Be sure posts are relevant and interesting</li> <li>● Reduce the number of “salesy” or repetitive posts</li> </ul>
Wrong demographics	<ul style="list-style-type: none"> <li>● Figure out where your audience is online</li> <li>● Use paid ads to target specific audiences</li> <li>● Work with influencers or organizational partners</li> <li>● Use relevant hashtags</li> </ul>
Viewing content but not engaging further	<ul style="list-style-type: none"> <li>● Use a call to action in posts</li> <li>● Be more interactive: ask questions, use polls, reply to comments</li> <li>● Encourage and share content created by members of your audience</li> </ul>
Not clicking through to links or not watching full video	<ul style="list-style-type: none"> <li>● Improve headlines and descriptions</li> <li>● Pique curiosity, provide incentives</li> <li>● Cut out the filler, keep it short</li> </ul>
Low number of followers	<ul style="list-style-type: none"> <li>● Post interesting, relevant content</li> <li>● Provide social proof by working with influencers and trusted organizations to share your social media content</li> <li>● Boost profile with paid ads</li> </ul>
Negative comments and replies	<ul style="list-style-type: none"> <li>● Reconsider messaging approach</li> <li>● Analyze whether posters are priority audience members or trolls</li> <li>● Address valid criticisms with social media content or organizational issues</li> </ul>
Content effective on one platform but not on others	<ul style="list-style-type: none"> <li>● Reconsider choice of social networks</li> <li>● Customize content better for each platform</li> </ul>



# Worksheet 8 - COMMUNITY ENGAGEMENT WORKSHEET

**ACCESS WORKSHEET ONLINE [HERE](#)**

1.

**Do you have a social media protocol that includes the following information?**

- Who has authority to post on behalf of the organization
- Chain of command and approval process, when needed, for posts and issues that arise
- Which channels will be used for each audience and types of information
- Your organization's style guide for "voice," look and feel of posts, and profile information
- Development process for each type of content
- How to deal with comments and criticisms online
- What types of accounts to follow (and not follow)
- Disclosure, transparency and other legal issues
- Guidance for staff posting about the program from their own accounts
- Who maintains updated password information for all accounts
- Other:

\_\_\_\_\_

\_\_\_\_\_

a.) Your organization/campaign:

\_\_\_\_\_

\_\_\_\_\_

b.) Your location:

\_\_\_\_\_

\_\_\_\_\_

c.) Topics:

\_\_\_\_\_

\_\_\_\_\_

d.) Behaviours:

\_\_\_\_\_

\_\_\_\_\_

e.) Hashtags:

\_\_\_\_\_

\_\_\_\_\_

2.

**Social listening  
keywords to track**

3.

**What level(s)  
of social media  
participation will  
you engage in?  
(answer for each  
platform)**

- a.) Platform:  
Social listening and learning  
Responding to other users  
Curating and sharing content  
created by others  
Creating your own original content
- b.) Platform:  
Social listening and learning  
Responding to other users  
Curating and sharing content  
created by others  
Creating your own original content
- c.) Platform:  
Social listening and learning  
Responding to other users  
Curating and sharing content  
created by others  
Creating your own original content

a.) Lurkers:

---

---

b.) Novices:

---

---

c.) Insiders:

---

---

d.) Leaders:

---

---

4.

**How will you  
engage the  
different types of  
social media users?**



5.

## What methods will you use to reach each of your priority audiences?

Paid ads or promoted posts

---

Groups and forums:

---

Hashtags:

---

Twitter chats:

---

Influencer outreach:

---

Working with audience members:

---

Working with partners or stakeholders:

---

Other:

---

---

Likes

Shares/retweets

Link clicks

Comments/replies

Direct messages

Video views/watch time

Impressions (how many saw the post)

Overall engagement rate

Follower/subscriber count

Audience characteristics

Referrals to website

Mentions of your organization or issue

Other:

---

---

6.

## Which social media metrics will you track?

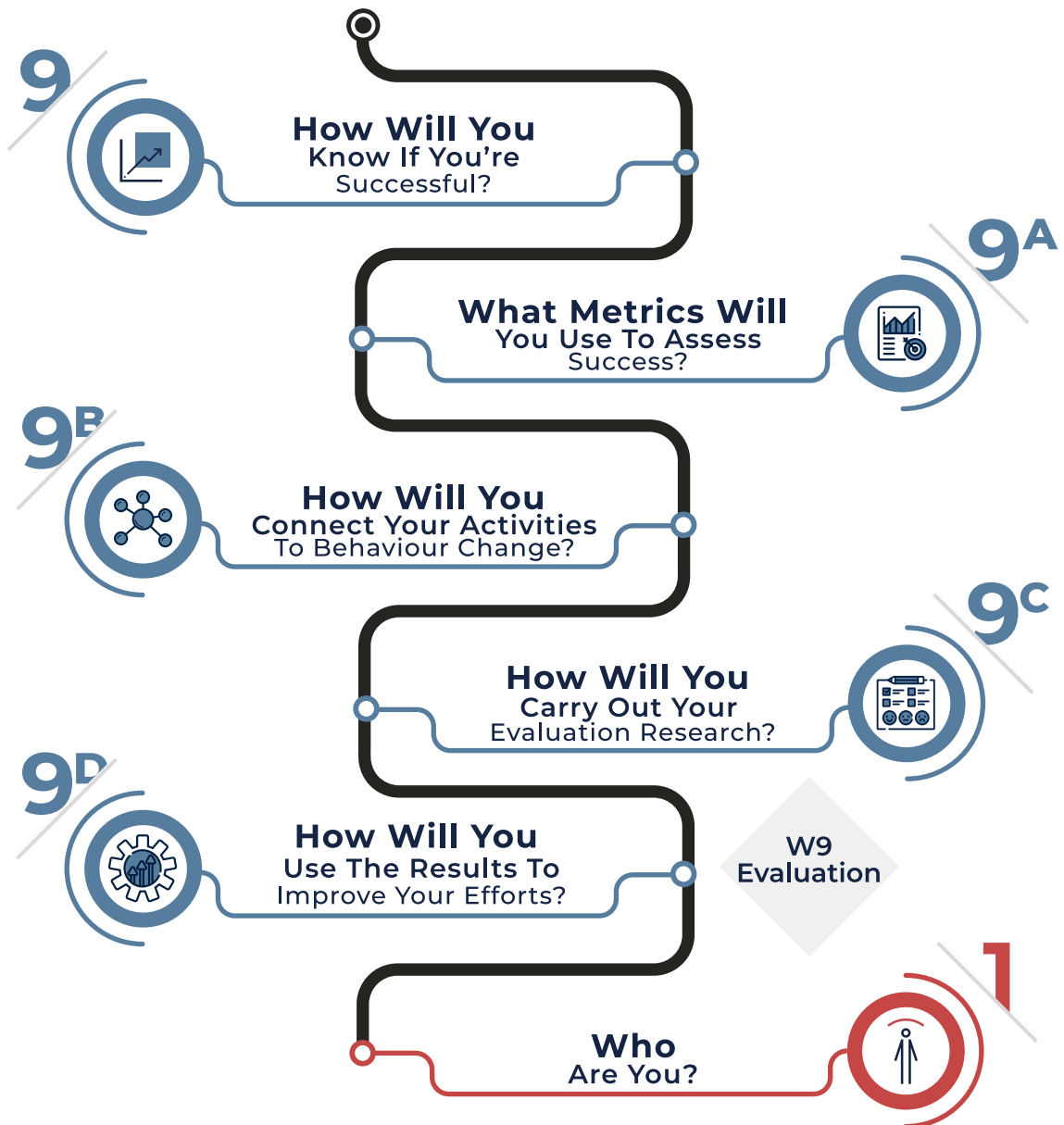


## Section 9: How will you know if you're successful?

- What metrics will you use to assess success?
- How will you connect your activities to behaviour change?
- How will you carry out your evaluation research?
- How will you use the results to improve your efforts?

## Section 9-

### Evaluation plan - How will you know if you're successful?



# 9<sup>A</sup> What metrics will you use to assess success?

Importance ★★ ★

Time ★

Cost ★

## Summary

Determine whether your social media activities have been successful by measuring the outcomes according to your original objectives.

## Why is it important?

*Process indicators help you determine your inputs into the program* – number and types of posts, frequency, reach, level of effort, partner participation, and so on. These are important for identifying and adjusting your social media activities to make your workflow more effective and efficient.

Outcome measures are the heart of your SM4BC evaluation, detecting changes in behaviour and other related factors that may be a direct result of people being exposed to your posts.

When using social media for behaviour change, there are four basic outcome domains to assess, each of which builds on the others:

- **Exposure** – How many people saw your posts? Were they your priority audiences?
- **Engagement** – How many people responded to your message, took some type of social media action, or engaged in interactions with your account?
- **Influence** – How did people change in response to your posts, in terms of indicators like knowledge, attitudes, behaviours, and social interactions?
- **Results** – How did your social media efforts directly help your program meet its overall behaviour change goals and objectives?

Each of your program's specific social media objectives will fall into one of these domains and have one or more corresponding metrics associated with it. Your community engagement tracking system will collect the metrics associated with exposure and engagement outcomes.

Some examples of indicators you might track include:



Type of Outcome	Examples of Indicators
<b>Exposure</b>	<ul style="list-style-type: none"> <li>● Number of followers/subscribers on your accounts</li> <li>● Number of website referrals from your social media accounts</li> <li>● Number of times a video is viewed</li> <li>● Number of re-tweets, shares, and re-posts— and how many people each of those actions reached</li> </ul>
<b>Engagement</b>	<ul style="list-style-type: none"> <li>● Number of likes, comments, shares</li> <li>● Average engagement rate per post</li> <li>● Rate of increase of engagement over time</li> <li>● Number of people who participated in “events” like challenges, contests, Twitter chats</li> <li>● Number who created relevant content in response to your account</li> <li>● Number of influencers or other partners who posted on your behalf</li> </ul>
<b>Influence</b>	<ul style="list-style-type: none"> <li>● Percentage of priority audience who knows specific key facts</li> <li>● Percentage who have shifted perceptions related to the specific levers of change relevant to each behavior and priority audience (e.g., social norms, self-efficacy, barriers, motivators)</li> <li>● Percentage who clicked through to your website and took some kind of action there (e.g., signed a pledge, registered for a class)</li> </ul>
<b>Results</b>	<ul style="list-style-type: none"> <li>● Percentage who engaged in the key behavior(s) within the past week/month</li> <li>● Percentage who engaged in one or more preliminary behaviors leading to the key behavior (<a href="#">see 4C</a>)</li> </ul>





## Key Considerations:

1

Sometimes you may not be able to directly measure certain changes, in which case you can try to identify proxy indicators. Proxy measures are an indirect way of making assumptions about the presence of a behaviour from other easier to collect data. For example, you might need to rely on self-reported behaviour change if you can't directly observe it yourself. Or use something like the reported presence of an organizational emergency plan as an indicator that the institution is "prepared" for a disaster.

2

You can categorize audience engagement levels as the following:

Low - one-way communication, where your audience may have simply read the message

Medium - two-way communication, where people responded in some way to the message, such as liking, commenting or sharing

High - two-way communication, where people not only responded, but also provided feedback, took action, and/or did something, or became partners with you



## Action steps:

1

Review your social media objectives to identify how you can best measure them.

2

Define metrics for each objective that will indicate to what extent you have achieved them.

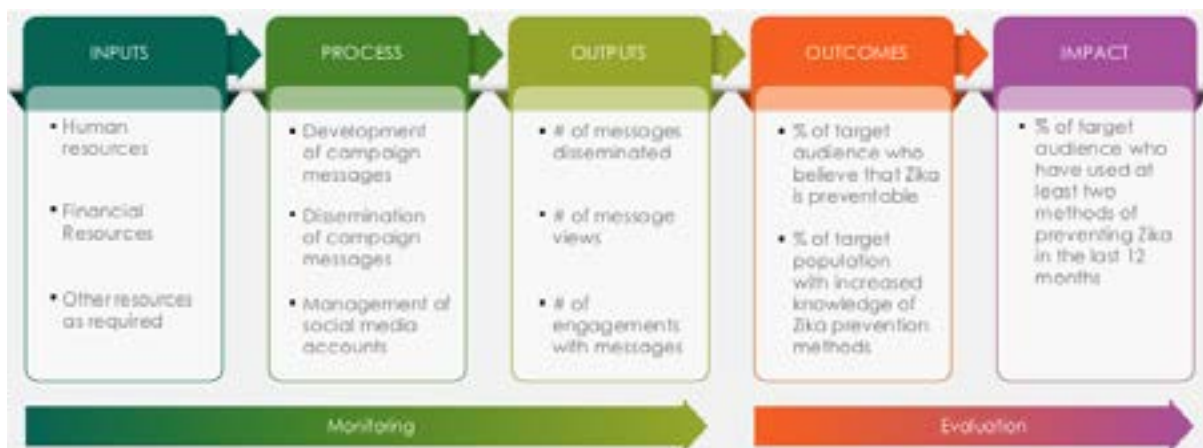
### For more information:

- [Evaluating Social Media Components of Health Communication Campaigns](#)
- [Toolkit for the Evaluation of Communication Activities – How to Evaluate Social Media Activities](#)
- [Evaluating Social Media Efforts: One Approach to Consider](#)
- [IndiKit - Guidance on SMART Indicators for Relief and Development Projects - DRR and Resilience Indicators](#)





## Example:



From "Making Your Social Media Campaign Work for You," Caribbean Public Health Agency, 2018, <http://www.carpha.org/downloads/SocialMediaM&E%20Guide2019.pdf>

# 9<sup>B</sup> How will you connect your activities to behaviour change?

Importance ★★

Time ★★

Cost ★★

## Summary

To the extent possible, identify whether your social media activities may have led to any behaviour change reported by your priority audiences.

## Why is it important?

When the behaviours you are promoting via social media happen offline, tracking the effects of your outreach can be tricky. *The definitive way to assess actual behaviour change, rather than inferring it from online behaviours, is to use a randomized controlled trial*, assigning one group or location to be exposed to your social media messaging, and another to serve as a "control group" that is similar to the other group in all ways except for seeing your social media.

This experimental design is often not possible due to budget or logistics, so the next best alternative is to conduct a "quasi-experimental" study – a baseline survey (often called a "KAB survey" for knowledge, attitudes and behaviours) of a random sample of your priority audience, then another at evaluation time. Compare those who report being exposed to your online efforts with those who have not, in terms of how their knowledge, attitudes and behaviours have changed during that time. Of course, any differences do not guarantee that it was your work that led to the change, but it can be a good indication. If you have other components to your public outreach beyond social media, find out what additional parts of your program or campaign your respondents have seen, to try to separate out the contribution of each element.

Short of a survey, find ways to track your social media followers' movement from your posts to other actions related to your target behaviours. Think about facilitating some of the intermediate behavioural steps that people might take as preparation for engaging in the key behaviour. For example, have them go to your website to sign an online pledge to take action, fill out an online disaster preparedness planning worksheet, use an online calculator to know how much water they need to store for emergencies, sign up for first aid classes, purchase an emergency kit, etc., and track that activity via a special link or discount code.

If you periodically post challenges that encourage followers to show that they've participated by posting about their experience with a hashtag, or to share photos of themselves engaging in the activity, these can help illustrate your impact, even if it's self-reported and not necessarily only due to your influence.

- Track other data for an indication of how your social media may have influenced your organization's success. Look at the numbers you usually collect, such as email inquiries, hotline calls, numbers of event participants, volunteers, or media coverage.
- Compare current numbers with those for previous time periods before you started your SM4BC efforts (e.g., previous month, same month previous year), with results for activities related to other topics, or with results from similar organizations.
- To find out where the people reaching out to you came from, you can just ask them. Keeping track with something as simple as a sheet of paper and hash marks whether it was, for example, social media, your website, your newsletter, a friend, etc.



## Key Considerations:

1

Remember that social media is a long-term endeavor. Unless you're very lucky, it will take a while to see significant results. There is likely a dose-response relationship between the amount of exposure to your messaging and actual behaviour change, meaning the more they see your posts, the more likely they are to take action.

2

Be careful about relying on self-reported attitude and behaviour change. People may tell you what they think you want to hear to make themselves look good. Or they may not consciously know why they do the things they do.

3

Similarly, online surveys and social media polls can serve as a general "pulse check" to gauge responses to your outreach, but they all depend on which people choose to respond.



## Action steps:

1

Consider whether an experimental design or random sample survey is a possibility for your evaluation to better detect any link between your efforts and behaviour change.

2

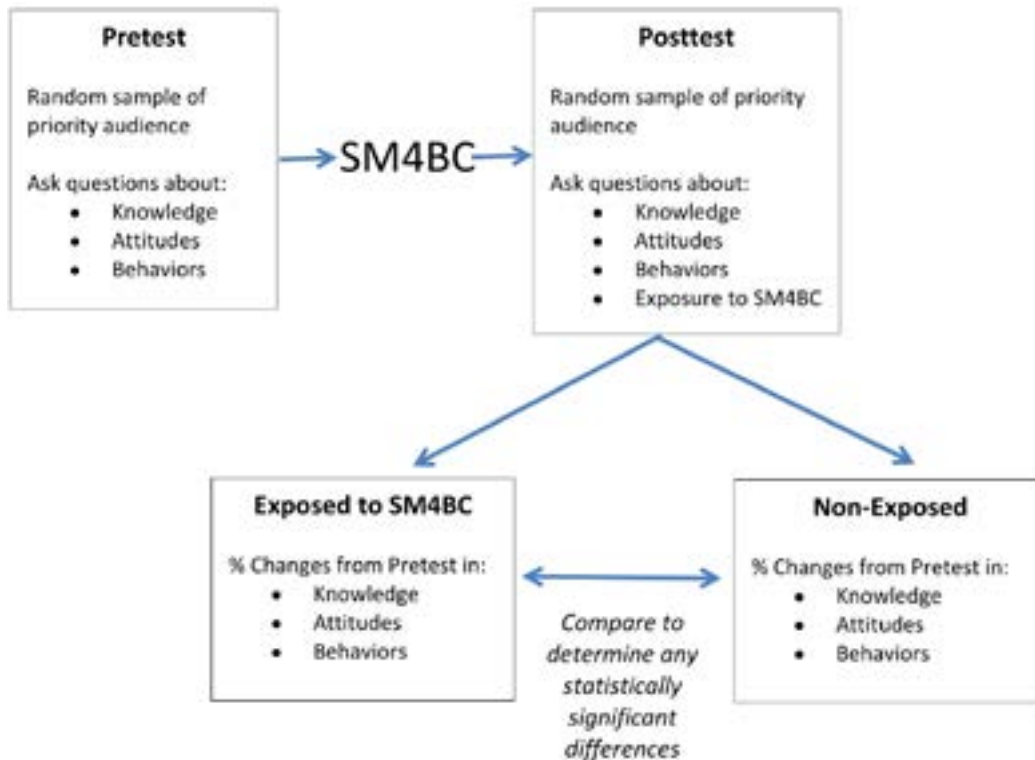
Review the data sources and other tools you have available to you through your organization or website that you could use to identify changes related to your social media outreach.

### For more information:

- [How Web Analytics Can Supercharge Your Behaviour Change Initiative](#)
- [Social and Behaviour Change Monitoring Guidance](#)
- [Online Actions with Offline Impact: How Online Social Networks Influence Online and Offline User Behaviour](#)
- [Behaviour Change for Conservation - Evaluation Research Design](#)
- [Behaviour Change Toolkit for International Development Practitioners - Step 6: Measure Changes In Behaviours](#)

## Example:

### How Does a Quasi-Experimental KAB Survey Work?



## How will you carry out your evaluation research?

Importance ★★

Time ★★

Cost ★★★

### Summary

Determine the best ways to collect data related to the metrics and other information you've identified as being important to your social media success.

### Why is it important?

Once you know what information you want to gather, you can determine how best to collect the data. Many of your indicators will likely be best collected via quantitative research. These methods include surveys, online analytics programs, and counts of things – basically anything involving numbers. *Quantitative data shows you how many people are thinking or doing something and is necessary to demonstrate the extent of changes over time.*

Qualitative research is also important to help you fully understand the effects your outreach has had, and to put your quantitative results into context. *Qualitative methods like in-depth interviews, focus groups, and observations provide you with insights about the "how" and "why" behind people's responses to your social media posts. Talk directly with some of your social media followers to hear their stories of how your messages inspired them to take action. Quantitative research can tell you which of your posts got the most engagement from your audience, and qualitative research can help you understand why they resonated.*

- Create a random sample from the list to invite to an online survey, or deliberately choose people who you know have something to say for a phone interview.

- If your organization has an email list, you could reach out to your supporters to see if there are any differences in behaviour between those who follow you on social media and those who don't.



## Key Considerations:

**1**

If you conducted a survey towards the beginning of this project as part of your formative research to better understand your priority audience(s), use that as your baseline data to compare any changes in key factors like knowledge, attitudes and behaviours.

**2**

Whatever research methods you use, be sure to use the data ethically. Get informed consent so they know they have control over their participation. Keep personal information confidential and any quotes or examples in the evaluation report not traceable back to a particular person. Guard their private data and let them know what you will do to protect it (and then do it!).



## Action steps:

**1**

Decide which research methods to use to collect the kind of data you need for your evaluation.

**2**

Use a combination of quantitative and qualitative methods if possible.

**3**

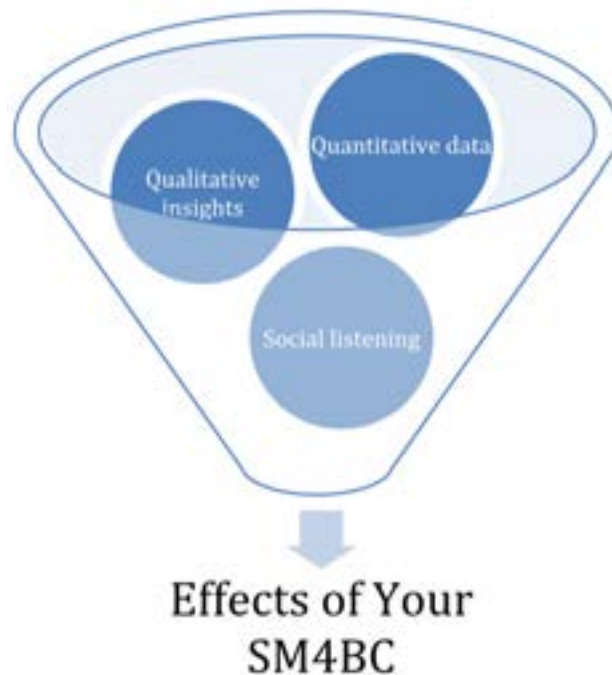
Determine how you will find members of your priority audiences to participate in your research.

### For more information:

- [7 Tips on How to Use Social Media for Market Research](#)
- [Using Facebook for Qualitative Research: A Brief Primer](#)
- [Using Twitter as a Data Source: An Overview of Social Media Research Tools](#)
- [Integrated SBCC Programs Implementation Kit – Evaluation Design](#)
- [Training Manual on Basic Monitoring and Evaluation of Social and Behaviour Change Communication Health Programs](#)



## Example:



## 9<sup>D</sup> How will you use the results to improve your efforts?

Importance ★★

Time ★

Cost ★

### Summary

Apply the results of your evaluation to refine and improve your SM4BC activities in the future.

### Why is it important?

Don't let your evaluation results get put on a virtual shelf to gather dust, but rather *use them to improve your social media outreach going forward.*

- Look at which of your objectives were fully met.
- Identify the strategies you used to achieve those objectives and plan to do more of what worked.
- Identify which types of topics, messages, posts, format and other content elements were most successful and expand your use of those approaches.
- Assess the objectives that were not met, and met and analyze the strategic elements that may need to be changed.
- Reduce the use of the types of content that did not get much engagement.

With any of these adjustments, return to the relevant point in the strategic process to develop a new plan.

If you have not been successful in bringing about behaviour change, consider whether you need to revise your behaviour design approach.



## Key Considerations:

1

Make a list of possible changes to be made as a result of your evaluation findings. Prioritize them based on how much potential impact they could have, as well as on how expensive or time-consuming they would be to implement.

2

Be sure to consult with partners and other stakeholders to find out from their perspective what worked well and what could be improved for future collaborations.

3

Find ways to share what you've learned through the SM4BC process with those in your organization and more broadly.



## Action steps:

1

Review the results of your evaluation to identify which social media objectives were met and which were not.

2

Analyze the factors that led to success and those that need to be changed.

3

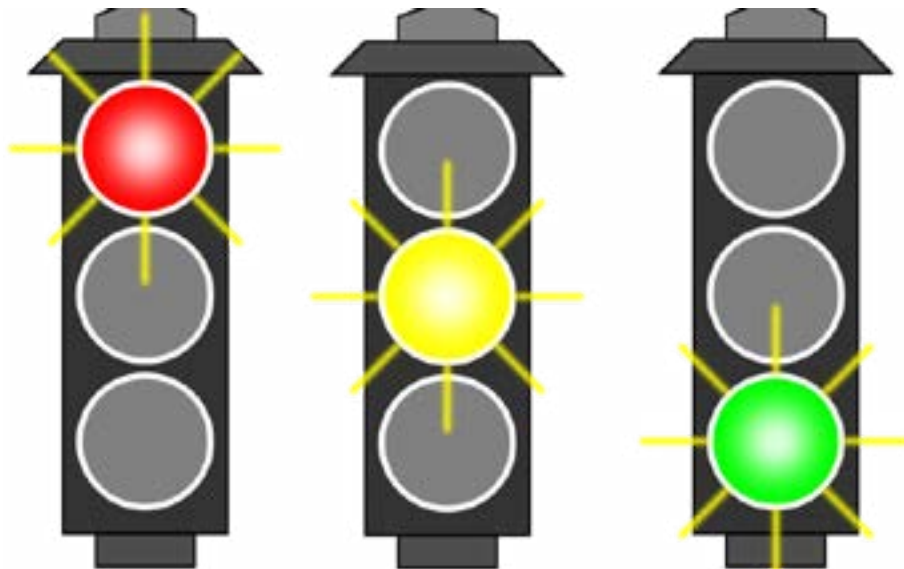
Make a plan to implement changes in future efforts.

### For more information:

- [How To Use Your Evaluation Findings To Improve Your Work](#)
- [Improve Program with Evaluation Findings](#)
- [Refining the Program or Intervention Based on Evaluation Research](#)

### Example:

For each of your evaluation findings, sort them into the following categories:



**Red Light:** What was not effective? Reduce or eliminate those strategies.

**Green Light:** What worked well? Continue or increase those strategies.

**Yellow Light:** What ideas do you have for new approaches? Prioritize them, test them out and refine them as needed.





**Worksheet 9 -  
EVALUATION WORKSHEET  
ACCESS WORKSHEET ONLINE [HERE](#)**

**1.**

**Which process-focused indicators will you track? For example...**

- Number of posts
- Frequency of posts
- Number of responses to comments
- Staff hours spent per week on social media
- Number and cost of boosted posts/paid ads
- Twitter chats participated in
- Influencers/partner organizations recruited
- Others:

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a. Exposure

- Number of followers/subscribers on your accounts
- Number of website referrals from your social media accounts
- Number of times a video is viewed
- Number of re-tweets, shares, and re-posts— and how many people each of those actions reached
- Other:

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b. Engagement

- Number of likes, comments, shares
- Average engagement rate per post
- Rate of increase of engagement
- Number of people who participated in “events” like challenges, contests,
- Twitter chats
- Number who created relevant content in response to your account
- Number of influencers or other partners who posted on your behalf
- Other:

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c. Influence

- Percentage of priority audience who knows specific key facts
- Percentage who have shifted perceptions related to the specific levers of change relevant to each behaviour and priority audience (e.g., social norms, self-efficacy, barriers, motivators)
- Percentage who clicked through to your website and took some kind of action there (e.g., signed a pledge, registered for a class)
- Other:

---

**2.**

**Which outcome-focused indicators will you track? For example...**

3.

## What methods will you use to connect your activities to behaviour change?

- Randomized controlled trial
- Quasi-experimental study (random sample pre/post surveys comparing exposed and non-exposed respondents)
- Online-based behaviours
- Priority audience self-reports on social media
- Organizational data
- Referral tracking (website or other contact points)
- Other:

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a. Quantitative Methods

- Survey
- Online analytics
- Counting/tracking
- Other:

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b. Qualitative Methods

- In-depth interviews
- Focus groups
- Observations
- Content analysis of posts/comments
- Anecdotal feedback from social media
- Other:

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4.

## What methods will you use to collect your evaluation data?

- Social media followers
- Organizational mailing list
- Partner organizations
- Random sampling phone calls
- Other:

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5.

## Where will you find participants for your research?

- Social media followers
- Organizational mailing list
- Partner organizations
- Random sampling phone calls
- Other:

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6.

Once you have evaluation results, sort findings into these categories:

What worked? (continue or increase)	What was not effective? (reduce or eliminate)	Ideas for new approaches (test and refine)



# Additional Resources: Recommended How-To-Guides

*English*

Alley, A., Mori, M., Vitullo, A., & Wallace, J. (2015). Social Media Monitoring for Emergency Managers: A comprehensive guide.

[http://sotechem.syr.edu/wp-content/uploads/2015/07/PAGES\\_EM\\_SocialMedia\\_7.13.pdf](http://sotechem.syr.edu/wp-content/uploads/2015/07/PAGES_EM_SocialMedia_7.13.pdf)

Barrantes, S. A., Rodriguez, M., Pérez, R., Desarrollo, (Eds.). (2009). Information Management and Communication in Emergencies and Disasters : Manual for Disaster Response Teams. Pan American Health Organization, Area on Emergency Preparedness and Disaster Relief.

<http://iris.paho.org/xmlui/handle/123456789/34886>

Centers for Disease Control and Prevention. (2011). The Health Communicator's Social Media Toolkit.

[https://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit\\_bm.pdf](https://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf)

Facebook. (2017). Prepare & Respond: Tips for Individuals, Groups and Communities to Get the Most Out of Facebook Before, During and After Disasters.

[https://fbnewsroomus.files.wordpress.com/2017/09/prepare-and-respond\\_en\\_us.pdf](https://fbnewsroomus.files.wordpress.com/2017/09/prepare-and-respond_en_us.pdf)

Health Communication Capacity Collaborative HC3. (2016). Social and Behaviour Change Communication for Emergency Preparedness Implementation Kit.

<http://www.healthcommcapacity.org>

Health Communication Capacity Collaborative HC3. (2017). HC3 in Action: SBCC in Public Health Emergencies.

<http://healthcommcapacity.org>

Luge, T. (2017). How to Use Social Media to Better Engage People Affected by Crises: A Brief Guide for Those Using Social Media in Humanitarian Organizations. ICRC, IFRC, OCHA.

<http://sm4good.com>

Rive, G., Hare, J., Thomas, J., & Nankivell, K. (2012). Social Media in an Emergency: A Best Practice Guide. Wellington.

<https://www.civildefence.govt.nz/assets/Uploads/CDEM-Resilience-Fund/CDEM-Resilience-Fund-2011-03-social-media-in-an-emergency-guide.pdf>

Tell Me Project. (n.d.). New Communication Strategies for Preventing Misinformation.

<https://www.tellmeproject.eu/sites/default/files/ST3.2.4-Document-Spreads.pdf>

Twitter. (2019). Twitter Crisis Response Toolkit.

<https://about.twitter.com/content/dam/about-twitter/company/twitter-for-good/en/crisis-response-2019.pdf>


Twitter. (2019). The NGO Handbook: Campaigning on Twitter.

<https://about.twitter.com/content/dam/about-twitter/company/twitter-for-good/en/ngo-handbook-digital.pdf>

UNICEF. (2006). Behaviour Change Communication in Emergencies: A Toolkit.

[https://www.unicef.org/cbsc/files/BCC\\_Emergencies\\_full.pdf](https://www.unicef.org/cbsc/files/BCC_Emergencies_full.pdf)





US Centers for Disease Control and Prevention. (2014). Crisis, Emergency and Risk Communication. Be First. Be Right. Be Credible. CERC: Social Media and Mobile Media Devices. [https://emergency.cdc.gov/cerc/ppt/CERC\\_Social\\_Media\\_and\\_Mobile\\_Media\\_Devices.pdf](https://emergency.cdc.gov/cerc/ppt/CERC_Social_Media_and_Mobile_Media_Devices.pdf)

US Centers for Disease Control and Prevention. (2018). CERC: Crisis and Emergency Risk Communication. Community Engagement. [https://emergency.cdc.gov/cerc/ppt/CERC\\_CommunityEngagement.pdf](https://emergency.cdc.gov/cerc/ppt/CERC_CommunityEngagement.pdf)

US Department of Health and Human Services. (2020). Topic Collection: Social Media in Emergency Response. <https://asprtracie.hhs.gov/technical-resources/73/social-media-in-emncy-response/>

YouTube. (2020). YouTube Social Impact: The Playbook. [http://services.google.com/fh/files/misc/youtube\\_social\\_impact\\_playbook.pdf](http://services.google.com/fh/files/misc/youtube_social_impact_playbook.pdf)

## Spanish

Alfonso, F., Montañó, D., Paola, C., & Cabrera, E. (2018). Manual de comunicación de riesgos para protección civil en el ámbito municipal. [https://www.cenapred.gob.mx/es/Publicaciones/archivos/400-MANUAL\\_COMUNICACIONNPC.PDF](https://www.cenapred.gob.mx/es/Publicaciones/archivos/400-MANUAL_COMUNICACIONNPC.PDF)

Amlang, S., & Jaime, H. (2014). Lineamientos para comunicar información sobre la reducción del riesgo de desastres. <https://www.unisdr.org/we/inform/publications/42532>

Argentina - Ministerio de Salud. (2016). Salud, comunicación y desastres: Guía básica para la comunicación de riesgo en Argentina (1a ed.). Ciudad Autónoma de Buenos Aires. [http://www.msal.gob.ar/images/stories/ryc/graficos/0000000832cnt-2016-05\\_guia-salud-comunicacion-desastres-isbn.pdf](http://www.msal.gob.ar/images/stories/ryc/graficos/0000000832cnt-2016-05_guia-salud-comunicacion-desastres-isbn.pdf)

Bacigalupe, G., Velasco, J., Rosenberg, A., & Berríos, P. (2016). Medios sociales en la emergencia. Evidencia y recomendaciones para la Gestión de Desastres. Santiago, Chile. <http://cigjden.cl/es/whitepaper-medios-sociales-en-la-emergencia-evidencia-y-recomendaciones-para-la-gestion-de-desastres/>

Barrantes, S. A., Rodríguez, M., Pérez, R. (Eds.). (2009). Gestión de la información y comunicación en emergencias y desastres: Guía para equipos de respuesta. [https://www.paho.org/chi/index.php?option=com\\_docman&view=download&category\\_slug=guias-para-desastres&alias=19-gestion-de-la-informacion-y-comunicacion-en-emergencias-y-desastres&Itemid=1145](https://www.paho.org/chi/index.php?option=com_docman&view=download&category_slug=guias-para-desastres&alias=19-gestion-de-la-informacion-y-comunicacion-en-emergencias-y-desastres&Itemid=1145)

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Gobierno de Colombia. (2016). GUÍA PARA CREAR UN PROTOCOLO DE CRISIS EN REDES SOCIALES. [http://www.urnadecristal.gov.co/sites/default/files/Protocolo\\_para\\_manejo\\_de\\_crisis\\_en\\_redes\\_sociales.pdf](http://www.urnadecristal.gov.co/sites/default/files/Protocolo_para_manejo_de_crisis_en_redes_sociales.pdf)

Halpern, D., & Crichigno, B. (2018). Como ComunicaRT en casos de #Emergencia: Guia de uso de redes sociales en emergencias. <http://www.tren-digital.cl>

Sanchez, C. (2014). #SoyPreventivo: Redes sociales, seguridad y emergencias (Kindle eBook). Santo Domingo, Dominican Republic: Universidad del Caribe. <https://www.amazon.com.mx/SoyPreventivo-Redes-sociales-seguridad-emergencias-ebook/dp/B00PVEWUEY>

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**Twitter. (2019). Respuesta a Emergencias.**

<https://about.twitter.com/content/dam/about-twitter/company/twitter-for-good/es/crisis-response-2019.pdf>

**USAID / C-Change. (2012). Guia de Implementación de la Estrategia Global de Comunicación para el Cambio social y de Comportamiento (CCSyC) en el Altiplano de Guatemala.**

<https://www.c-changeprogram.org/sites/default/files/SBCC-Implementation-Guide-SPANISH-Guatemala.pdf>

**US Department of Homeland Security. (2018). Kit de Herramientas para Promover la Preparación en los Medios Sociales | Ready.gov.**

<https://www.ready.gov/es/kit-de-herramientas-para-promover-la-preparacion-en-los-medios-sociales>

## Online Courses

**Columbia University LMS - (COM 3305) Social Media in Preparedness and Response.**

<http://ncdp.crlctraining.org/catalog/course.asp?id=113&cid=3>

**Community Engagement and Accountability Webinar Series - International Federation of Red Cross and Red Crescent Societies. How to use social media to better engage people affected by crises.**

<https://media.ifrc.org/ifrc/meetings-and-events/ceawebinar/>

**Drexel University Dornsife School of Public Health. Risk, Crisis, and Emergency Communication Video Training Series.**

<https://drexel.edu/dornsife/research/centers-programs-projects/center-for-public-health-readiness-communication/risk-crisis-emergency-video-training-series/>

**FEMA - Emergency Management Institute (EMI). (2013). Course | IS-42: Social Media in Emergency Management.**

<https://training.fema.gov/is/courseoverview.aspx?code=is-42>

**Global Disaster Preparedness Center (Red Cross). Social Media in Disasters - videos.**

<https://www.preparecenter.org/resources/resource-topic/social-media-in-disasters-4286/type/video-2871>

**Global Disaster Preparedness Center. Social Media E-Learning Course: Sharing the Red Cross and Red Crescent Movement on Social Media**

<https://www.preparecenter.org/resources/social-media-e-learning-course-sharing-red-cross-and-red-crescent-movement-social-media>

**Health Communication Capacity Collaborative - Webinar: Improving Public Health Emergency Programs with SBCC.**

<https://healthcommcapacity.org/hc3resources/webinar-improving-public-health-emergency-programs-with-sbcc/>

**Health Communication Capacity Collaborative - Webinar: Strengthening Emergency Response through Social and Behaviour Change Communication.**

<https://healthcommcapacity.org/hc3resources/webinar-emergency-response/>

**Organizacion Mundial de la Salud. (2016). Comunicación de Riesgos en Emergencias.**

<https://www.who.int/risk-communication/training/es/>

**Pacific ADA Center. (2017). ADA National Network Learning Session: Clear & Effective Emergency Communications over Wireless Devices.**

<http://adapresentations.org/webinar.php?id=127>

**UH-NDPTC - University of Hawaii, NTED | National Preparedness Course Catalog: Social Media for Natural Disaster Response and Recovery.**



<https://www.firstrespondertraining.gov/frt/npccatalog?courseid=1321#anc-search-results>

## **Other Useful Resources**

**Arthur J. Gallagher & Co. (2014). Social Media and Disaster Communications Checklist.**

<https://www.ajg.com/media/1472380/Social-Media-Emergency-Checklist.pdf>

**CDAC Network Message Library.**

<http://www.cdacnetwork.org/training-and-tools/message-library/>

**Center for Public Health Readiness and Communication, Drexel Dornsife School of Public Health. Social Media Message Library.**

<https://drexel.edu/dornsife/research/centers-programs-projects/center-for-public-health-readiness-communication/social-media-library/>

**Centers for Disease Control and Prevention. Public Service Announcements (PSAs) for Disasters.**

<https://www.cdc.gov/disasters/psa/index.html>

**Concern Worldwide. (2008). Code of Conduct on Images & Messages.**

<https://www.concern.net/about/policies/code-conduct-images-and-messages>

**Department of Health and Human Services. (2011). CDC Enterprise Social Media Policy.**

<https://www.cdc.gov/maso/policy/SocialMediaPolicy508.pdf>

**International Federation of Red Cross and Red Crescent Societies. (2013). Public awareness and public education for disaster risk reduction: key messages.**

<https://www.ifrc.org/PageFiles/103320/Key-messages-for-Public-awareness-guide-EN.pdf>

**Social Media Preparedness Toolkits | Ready.gov.**

<https://www.ready.gov/toolkits>

# THE FUNDAMENTAL PRINCIPLES OF THE INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT

## **Humanity**

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

## **Impartiality**

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

## **Neutrality**

In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

## **Independence**

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

## **Voluntary service**

It is a voluntary relief movement not prompted in any manner by desire for gain.

## **Unity**

There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

## **Universality**

The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.



**The International Federation of Red Cross and Red Crescent Societies (IFRC)** is the world's largest humanitarian network, with **192 National Red Cross and Red Crescent Societies** and around **14 million volunteers**. Our volunteers are present in communities before, during and after a crisis or disaster. We work in the most hard to reach and complex settings in the world, saving lives and promoting human dignity. We support communities to become stronger and more resilient places where people can live safe and healthy lives, and have opportunities to thrive.