

1A What is your Organization's Mission?

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

1B Are you currently using social media?

first look at whether and how your organization is currently using social media in its activities.

1C How does social media fit into your organization's communication strategy?

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.

1D How are you currently coordinating communications with stakeholders/partners?

Coordinate with the other organizations and public agencies that are responsible for disaster management to ensure unified messaging

1E How effective is your current social media approach?

Looking at what's been working and not working to engage your followers will help you expand your efforts

1F What is your organization's capacity for social media activities?

The scope of social media outreach will depend on staff time, expertise and resources available to support the desired level of activity.



2A What is the problem you want to address?

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

2B What are the factors that contribute to the problem?

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.

2C Which factors are changeable via sm4bc?

Your social media objectives define specifically how social media activities will contribute to creating behaviour change.



3A Whose behaviours need to change?

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.

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

Try to understand what your priority audience know about the problem, what will be motivating for them, and what barriers stand in their way to adopting key behaviours.

3C Who are the people who most influence your priority audience?

Identify the people who your priority audiences trust and pay the most attention to in their lives.

3D What are they doing and saying online?

Understand how your priority audiences use social media and other online sites.



4A What behaviours will help meet your objectives?

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.

4B How will you choose which behaviours to prioritize?

Identify which behaviours are most likely to be successful in being adopted by your priority audience and in making a difference.

4C How will you design the behaviour to maximize change?

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



5A What can we do to influence their behaviour?

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.

5B What are their main barriers to adopting the behaviour?

Identify the barriers and remove them to make it as easy as possible for people to take action and stick with it.

5C What are their main motivators to adopting the behaviour?

Align the behaviour with what your priority audience members already want to accomplish.

5D What are the social factors that influence adopting the behaviour?

Understanding what members of your priority audience believe other people are doing and thinking will tell you a lot about how to influence them.

5E What are the windows of opportunity to cue the behaviour?

Determine the times and places where people are most likely to be receptive to social media messages about the behaviour.



6A What is the purpose of this message?

Each message you post should have a reason behind it.

6B How will you match the message to the behavioural levers?

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.

6C How will you make the message memorable?

Your messages need to be designed to get people interested so they'll remember the content and be inspired.

6D How will you make the message actionable?

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

6E How will you construct your post?

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.



7A Which social networks will you use?

Understand the reasons why your priority audiences use each site so you can match the style and type of content they want.

7B Will you create text-based posts?

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.

7C Will you create graphics?

Social media posts that include visuals increase attention to the message.

7D Will you create video or audio content?

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.

7E How will you make the post accessible to all?

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.

7F Is the content ethically and culturally appropriate?

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.

7G How will you use this content?

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



8A What guidelines and policies will you use to guide your activities?

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.

8B How will you monitor audience needs and emerging trends?

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

8C How will you engage with your audience on social media?

Create an engagement strategy for how you will interact with people via your social media accounts.

8D How will you tailor and deliver content to specific audiences?

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

8E How will you track community engagement?

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.

8F How will you use data to continually refine your approach?

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



9A What metrics will you use to assess success?

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

9B How will you connect your activities to behaviour change?

Identify whether your social media activities may have led to any behaviour change reported by your priority audiences.

9C How will you carry out your evaluation research?

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.

9D How will you use the results to improve your efforts?

Use your evaluation results to improve your social media outreach going forward.

