Introduction

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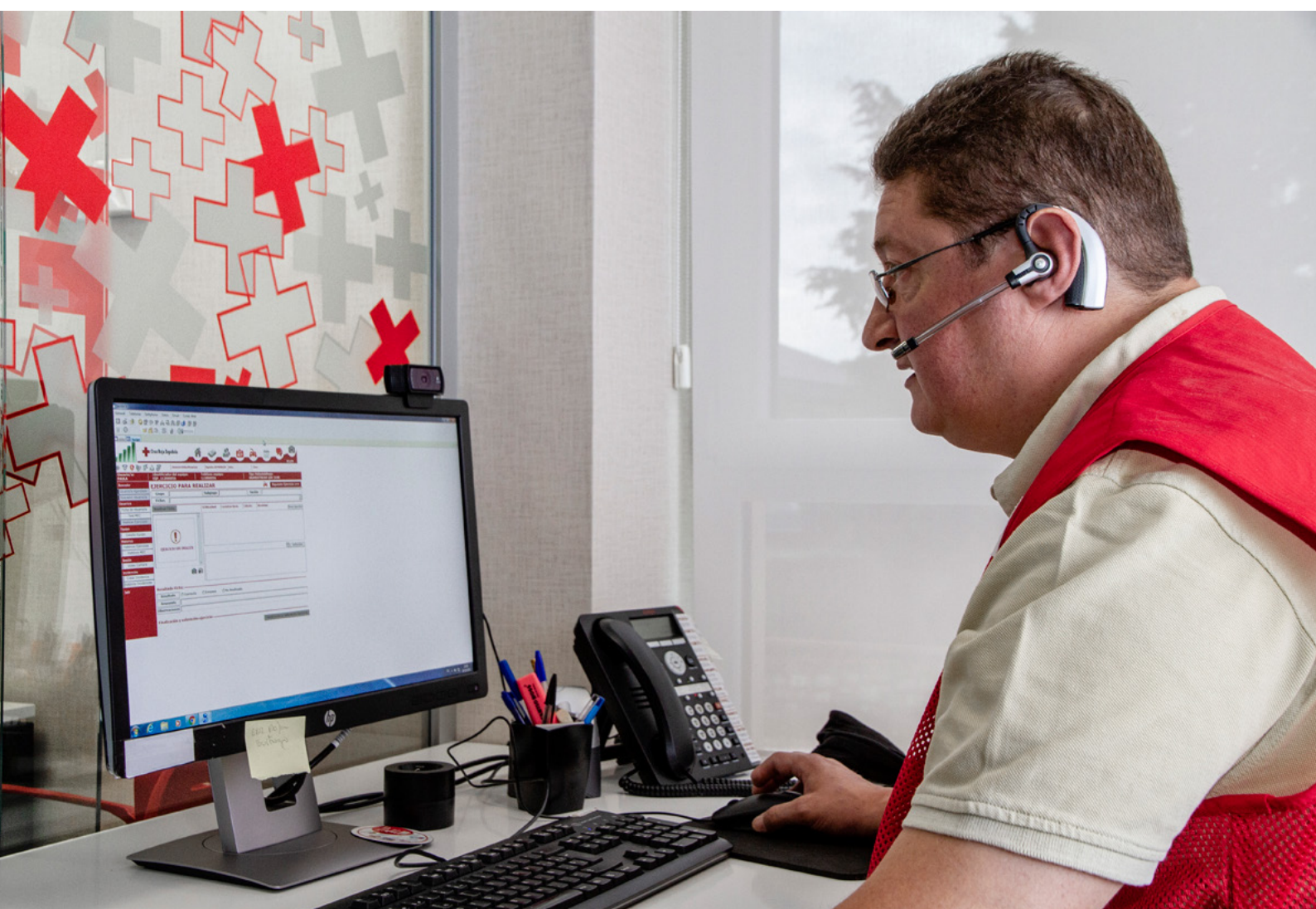
CREATE – developing effective messages and social media content that are optimized for behaviour change

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

1 — **Who** Are You? — Assess Internal Capacity

2 — **What Do You** Want To Accomplish? — Set Goals /Objectives

3 — **Who Do You** Need to Reach? — Priority Audience(s)

4 — **What Do You** Want Them To Do? — Select Behaviours

5 — **What Can You Do** To Help Their Behaviour Change? — Identify Levers of Change

6 — **What Will Your** Messages Say? — Message Strategy

7 — **How Will You Create** Your Content For Your Posts? — Test & Revise

8 — **How Will You** Engage Your Community? — Engagement Plan

9 — **How Will You** Know If You're Successful? — Evaluation & Adjustment