



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 asked the population you serve what they see 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, ask members of your community about their needs to help align your efforts with what they see 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^B 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

Talk 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:

The Levels of Change (Socio-ecological Model)



2° 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 (knowledge about the issue)
- Empowerment (helping people feel they have the power to change)
- Skill development (providing mental tools people can use for change)
- 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 (connecting people with others working on change)
- 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.

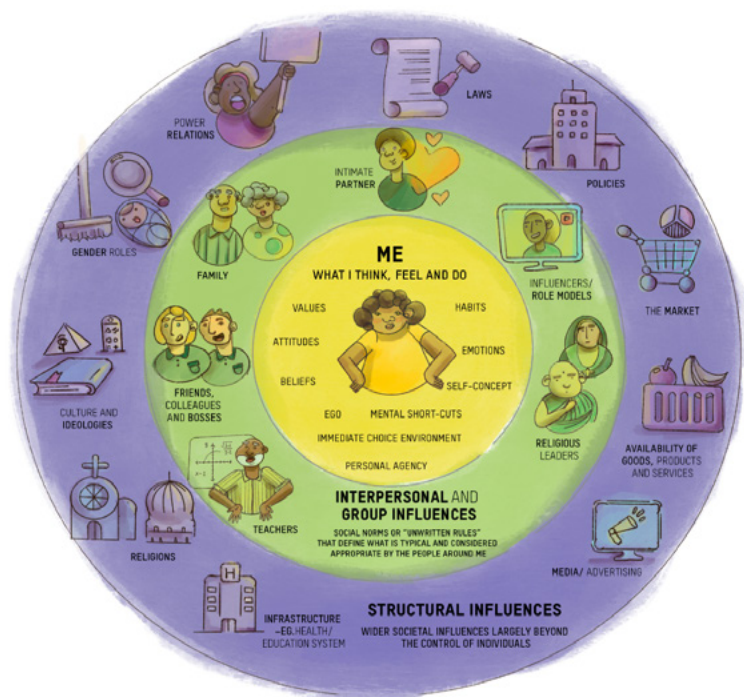
For more information:

- [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.



THIS GRAPHIC WAS PRODUCED BASED ON INPUT FROM JUAN CARLOS ARITA, DANARIS RUIZ, RUTH MAYNE AND THOMAS EMMORE RODRIGUEZ

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

2nd 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.

Objectives say: 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?

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 spoken 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

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

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?]
