CARE SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC) CAMPAIGN PLAN

YOUR NAME:
YOUR EMAIL ADDRESS:
CARE COUNTRY OFFICE:

CAMPAIGN RATIONALE

BOX 1: PROBLEM DEFINITION

[Describe the problem your organization's offline program is trying to solve and the specific indicator you are addressing with this project]

BOX 2: KEY CONSIDERATIONS OF THE CONTEXT

BOX 3: OFFLINE TARGET GROUP

- **Age range:**
- **Sex:**
- **Geography:**
- **Interests:**

BOX 4: WHO IS ON FACEBOOK/INSTAGRAM IN YOUR TARGET GROUP AND WHAT DO THEY LIKE ON SOCIAL MEDIA?

[Who can you reach with a Facebook/Instagram campaign?]

Potential Audience Size:

Tech Note: If you intend to use a brand awareness study to measure awareness, attitude, and self-reported practices (KAPs) for your project, you must be able to reach a minimum of one million people with your campaign.

BOX 5: TARGET GROUP NEEDS ASSESSMENT

(Please note any complementary offline programs this campaign may support)

Key OBSTACLES preventing your target group from adopting desired behaviors

Key DRIVERS that encourage your target group to adopt desired behaviors

MONITORING AND EVALUATION *(Campaigns should be measured by brand awareness studies)*

BOX 6: COMMUNICATIONS METRICS

[Identify which key performance indicators you will use to measure the success of your communication efforts.]

Communication goal:

Examples of communications KPIs:
- *How many people did it reach*
- *Content engagement rate*
- *Number of clicks on links to the website or app (not conversions)*

Examples of measurement tools:
- *Ads Manager Metrics*
- *Facebook and Instagram statistics*
- *Google Analytics*

BOX 7: SBCC METRICS

*[Identify the key performance indicators and measurement tools you will use to measure your project's QBQ results for knowledge, attitude, and/or behavior change. *Unless an exception is granted, you must conduct a brand recognition study as part of the SBCC measurement].*

Social behavior change goal:

[What are your BLS questions for your campaign?]

ADVERTISING ON FACEBOOK

BOX 8:

CAMPAIGN START DATE:

CAMPAIGN END DATE:

BUDGET

(Budget estimates should make it easy to reach 2 million people in your target audience 3-5 times each)

Total Advertising Budget:

Daily Budget:

Potential Audience Size:

BOX 9:
ADVERTISING OBJECTIVES

(Select one of the five options below for your ad campaign objective. These options match the dropdown options in Ads Manager)

- **Awareness**
- **Traffic**
- **Engagement**
- **Leads**
- **App Promotion**
- **Sales**

The following ad metrics can be measured in Ads Manager:

- **Impressions**
- **Reach**
- **Frequency**
- **CPM/CPR**

MESSAGING

BOX 10: KEY MESSAGES

CREATIVE FOR YOUR CAMPAIGN

BOX 11: CREATIVE APPROACH

Please describe the creative approach you intend to use in your advertising campaign. (For example: a positive and emotional approach that shows pictures of babies and happy families).

[Optional] Include links to the ads you're creating for your campaign.

- **Link 1:**