# CARE SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC) CAMPAIGN PLAN

## YOUR NAME:
YOUR EMAIL ADDRESS:
CARE COUNTRY OFFICE:

## CAMPAIGN RATIONALE

<table>
<thead>
<tr>
<th>BOX 1: PROBLEM DEFINITION</th>
<th>BOX 2: KEY CONSIDERATIONS OF THE CONTEXT</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Describe the problem your organization’s offline program is trying to solve and the specific indicator you are addressing with this project]</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BOX 3: OFFLINE TARGET GROUP</th>
<th>BOX 4: WHO IS ON FACEBOOK/INSTAGRAM IN YOUR TARGET GROUP AND WHAT DO THEY LIKE ON SOCIAL MEDIA?</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Age range:</td>
<td>[Who can you reach with a Facebook/Instagram campaign?]</td>
</tr>
<tr>
<td>- Sex:</td>
<td></td>
</tr>
<tr>
<td>- Geography:</td>
<td></td>
</tr>
<tr>
<td>- Interests:</td>
<td></td>
</tr>
</tbody>
</table>

*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**

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***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: