Using Social Media to Drive Public Health Outcomes

Social and Behavior
Change Communication
Lessons Learned
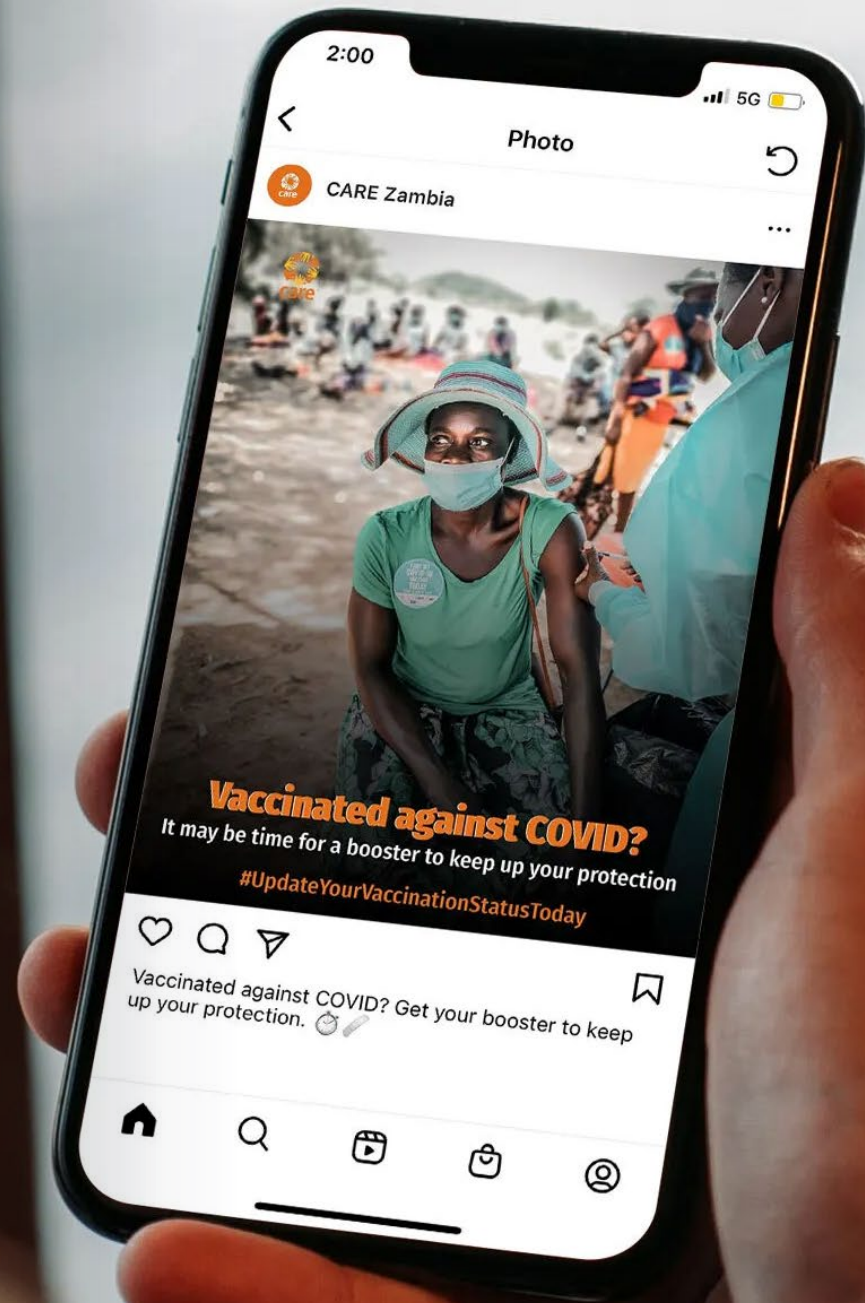
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Dear Fellow Change Makers:

In late 2020, Meta approached CARE USA with an intriguing question: What if social media could drive social and behavior change for positive public health outcomes?

Social and behavior change communication (SBCC) efforts weren't new to CARE. CARE program teams in countries around the world use SBCC tactics to increase awareness about public health, gender-based violence, economic resilience, food security, climate change, and education. SBCC is the strategic use of communication approaches to promote shifts in knowledge, attitude, behavior, social norms, and/or beliefs. Traditionally, CARE staff have delivered SBCC campaigns through one-on-one, one-to-few and one-to-many conversations in villages and communities where target populations live and work. These in-person methods, while often very effective, can be costly to deliver and thus difficult to scale. At times, program staff have leveraged local radio advertising to reach target audiences; however, that method can also be costly, and while the message may reach more people, they are not necessarily the right people.

Using paid social media as an SBCC tool was intriguing because social media advertising can be targeted by geography, age, gender, and interests to reach precise audiences at a low cost. What we didn't know was whether social media ads could or would shift knowledge, attitudes, or behavior – and if they did, how would we measure the change? Traditional SBCC methods are often evaluated through individualized surveys that are executed in person – again, an expensive, but accurate way to understand the efficacy of the messaging. We wondered how we would measure the success of a campaign running on social media.

Our first campaign ran in late 2020 and was a test designed to see if we could increase U.S. audiences' willingness to get a flu shot. Over the course of the next two years, we ran over 60 campaigns in 46 countries designed to promote COVID prevention behaviors, reduce COVID vaccine hesitancy, encourage acceptance of COVID booster shots, and, in Latin America, shift social norms around gender-based violence. We created thoughtful campaign plans with established communications, behavior change, and learning goals, and measured our performance at every turn. We learned a tremendous amount over the course of 2021 and 2022, and we hope this guide provides you with the benefit of those lessons. We hope it serves the community of practice and would love to learn more about your experiences using social media as a social and behavior change modality.

I'd like to make an additional appeal to the philanthropic community supporting impact initiatives around the globe. The unprecedented circumstances of the COVID-19 pandemic and our partnership with Meta enabled our team to make incredible strides leveraging social media as a tool for SBCC campaigns for positive public health outcomes. Meta contributed millions of dollars in ad credits supporting experimentation and learning for more than 46 CARE country offices as well as teams at many other international NGOs. Moving forward, as you receive proposals from grantees, I hope you will consider funding additional innovations and tests in this area. Together we can leverage digital technologies to scale impact.

Sincerely,
Jessica Kirkwood
AVP, Supporter Engagement
CARE USA

Introduction

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What is social and behavior change communication?

SBCC is the strategic use of communication to promote positive health outcomes based on proven theories and models of behavior change. SBCC employs a systematic process beginning with formative research and behavior analysis, followed by communication planning, implementation and monitoring, and evaluation. Audiences are carefully segmented, messages and materials are pre-tested, and mass media (which include radio, television, billboards, print material, internet), interpersonal channels (such as client-provider interaction, group presentations) and community mobilization are used to achieve defined behavior objectives. (Source: Wikipedia)

The Stages of Behavior Change

Maintenance
works to sustain behaivor changes

Actions
practices the desired behavior

Preparation
intends to take the action

Contemplation
aware of the problem and the desired behavior change

Precontemplation
unaware of the problem

?

Why should you conduct an SBCC campaign?

International development programs often use SBCC to drive public health outcomes – for example, to convince people that early childhood immunization, flu shots, COVID vaccines and boosters, etc., are safe and important. It can be used to convince pregnant women of the importance of prenatal care. It can be used to reduce acceptance of social norms around gender-based violence or to promote the importance of alternative fuels to protect the environment.

From late 2020 through 2022, CARE partnered with Meta to experiment with using social media as an SBCC modality. Together we addressed a diverse range of SBCC campaign topics such as COVID prevention behaviors, vaccine hesitancy, early childhood immunization, promoting maternal health, educating about positive nutrition, community trust, and reducing gender-based violence. CARE's first campaign aimed to reduce COVID vaccine hesitancy across 19 countries. CARE country office teams joined Meta-led workshops to learn how to create relevant campaigns encouraging vaccine adoption.

The country offices then developed locally led campaigns using best practices learned during the eight-week series. Some campaigns were tied to pre-existing, off-line programming. For example, CARE Nigeria's Lafiyayyen Yara (Healthy Child) program worked to reduce infectious diseases among children under 5 from 2021 to 2023. Program staff spent time with individuals, families, and communities in northeastern Nigeria where the health issues were most prevalent. CARE Nigeria developed an online campaign to complement and support on-the-ground efforts. (Read the full story here.)
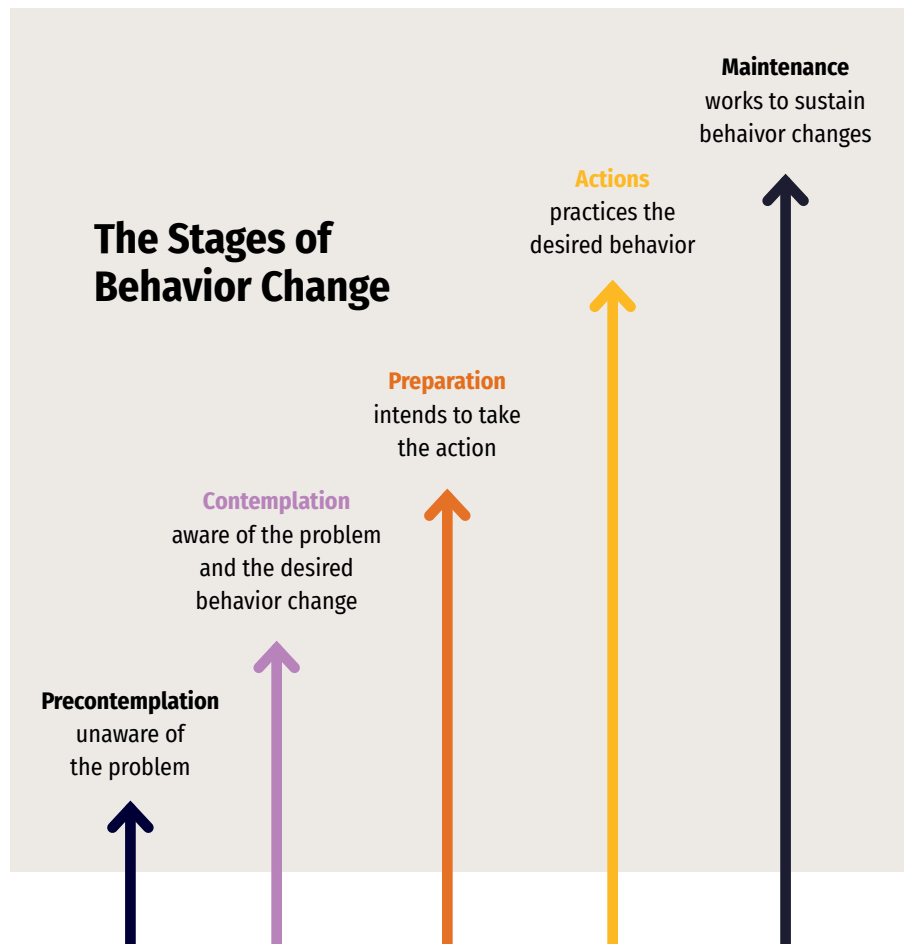
Campaign Planning

The campaign template is the first step in starting any SBCC campaign. This template is a multifaceted guideline for all aspects of the campaign: identifying the problem with background research, defining the target audience, setting goals for monitoring and evaluation, developing key messages, and outlining a creative approach. It serves as a master strategy document referred to time and again throughout the campaign process. Mindfully creating a plan is foundational for any successful campaign.

Who should be involved?

Since the campaign template is a comprehensive overview of the campaign's goals and strategy, it should be filled out collaboratively with a cross-functional team of staff. Engaging interdisciplinary staff from teams such as communications; programs; and measurement, evaluation, and learning makes the plan holistic. Each team's specializations come into play in filling out the campaign plan. At CARE, we have found the expertise of members of our communications, programs, and evaluation teams invaluable as all three skill sets have come together to drive success.

When should it be completed?

Ideally, the campaign plan should be completed at the same design stage as that of any offline projects targeting similar outcomes. This enables teams to build the digital SBCC campaign into the broader project proposals and timelines and further solidify social media as one of the SBCC modalities used for driving programmatic impact.

If the SBCC campaign is added to a project later than the design stage or your project does not have an offline component, CARE suggests completing the campaign plan at least two months before the expected launch date. This allows ample time for internal reviews, strategy discussions, and revising your plan, as well as four weeks for creative design and development. Keeping your organization's timeline, workflow, and approval processes in mind, the campaign planning period can be adjusted as needed. All that said, what attracts and engages audiences online can be driven by the news cycle and popular memes. Online campaigns need some measure of last-minute flexibility so that if a good idea emerges in real-time that builds on a current online trend, you can add that content – as long as you make sure the new, last-minute content additions still meet the goals of the plan and adhere to the messaging. Furthermore, the news cycle might be a deciding factor in launching or delaying a campaign. CARE Czech Republic learned the importance of precise timing.

Note: The Meta platform tools and features we refer to in this playbook were versions available during 2021-23, when CARE ran these experiments. As an ever-evolving platform, Meta's tools are subject to change, so there may be new or different versions of these tools available when you're running your SBCC campaign. Keep this in mind as you move forward and refer to Meta help pages to get more information on the tools.

Campaign Plan Breakdown

BOX 1:
Problem Definition

The template begins by asking you to describe the problem you are trying to solve. This should be a high level, succinct statement.

For example, "Women ages 18-24 in the following U.S. states (list) are demonstrating high levels of COVID vaccine hesitancy."

BOX 2:
Key Context Considerations

Summarize background research and context pertaining to the problem the campaign will address. What specific socio-economic, political, and/or other factors contribute to the issue? Try to be as succinct and high-level as possible while still providing relevant context. When listing facts and information here, cite and link all sources so they are all consolidated in one place.

BOX 3:
Target Group Offline

Identify the target group you are trying to reach. How old are they? Are you trying to reach more men than women? Are you trying to target a specific geography, or do you want to reach everyone who fits the age/gender target in your region or country?

Since you can target audiences based on interests on social media platforms, it's important that you research and understand your target audience's interests. Narrow your audience as much as possible to research and learn what motivates that specific group. Tailoring the campaign to your audience is the best way to get successful results, and having these details laid out can be helpful when setting up audience targeting on the social media platform.

For example, if the goal is to change knowledge, attitudes, or behavior around gender-based violence among men ages 18-34 across the country, what else do you know about the men you're trying to reach? Are they politically conservative? Are they educated? Who are their role models? Do they have children? What celebrities

do they like? What media do they read or watch? These identified interests can help the campaign reach exactly who it was designed to reach.

When CARE USA ran its second COVID campaign, the goal was to reach the most vaccine-hesitant populations in the country. CARE was able to identify the target audiences by:

- Looking at hesitant populations by demographics at Civiqs.com to understand which populations were most hesitant by age, gender, race, education level and political affiliation.

- Using the COVID-19 Symptom Survey – a partnership between Facebook's Data for Good team and Carnegie Mellon University's Delphi Research Center – to identify states with the lowest vaccine acceptance.

- Examining census data to identify which of the states with the lowest vaccine acceptance had the highest population of the demographic groups with the most hesitancy.

- Using the Carnegie Mellon data from the COVIDCAST map to segment and target different audiences by vaccine acceptance rates on the Facebook platform.

BOX 4:
Target Group Online by Social Platform

The next step is to find members of your target audience who are online and active on Facebook and Instagram. Audience Insights is a free tool offered through Facebook Business Manager and helps you find and fine-tune your target audience.

How to use Audience Insights:

1. Access the Audience Insights tool by logging in to Facebook Business Manager > All Tools > Insights > Audience > Potential Audience tab.

2. In the Potential Audience tab, choose a location and you'll get a potential audience number.

3. You can further tailor your audience by demographics such as age, gender, interests, and language.

4. Through these filters, you will be able to get an approximate audience size as well as information like the top locations where your audience is located, their top interests, or pages they follow.

BOX 5:
Target Group Needs Assessment

Once you have a clear idea of who you're trying to reach, you can begin researching how to reach and communicate with them. Specifically, this section of the campaign plan asks you to identify target audience barriers and target audience drivers. This requires you to draw on online audience research as well as think critically about their attitudes and concentrate this information into a few concise bullets.

Some questions that can help you fill out this section include:

- What prevents your audience from changing their minds about this issue?

- What might motivate them to change their minds about this issue?

- What socio-cultural, economic, religious, or political factors may affect your audience's attitudes and beliefs?

- Who might be a trusted messenger who might change your audience's mind on this issue?
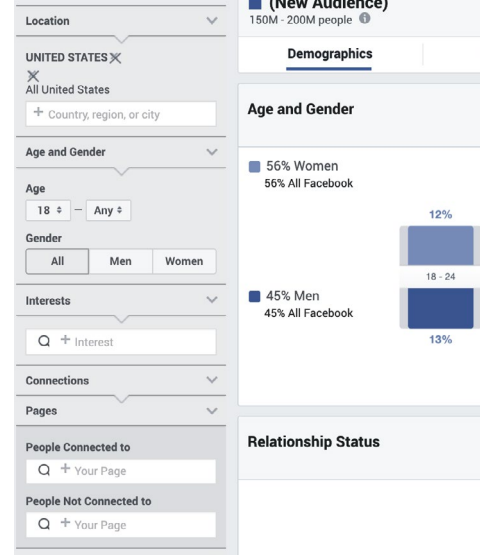
CARE TIP:
Persona Description

One strategy that can help identify barriers and drivers is to try to get into the mind of your audience. For those experimenting with social media and health behaviors, CARE Iraq Communications Officer Huda Ali suggests, "Put yourself in their [your target audience's] position. Think about what you would like to see and go from there. This will be the first step."

To this end, have your team create a fictional persona who fits into your target audience demographics and put yourself in their shoes when designing the campaign and its creatives. Think about what this persona needs to see, think, feel, and do to take the desired action.

For example, to help develop ads that would resonate with the target population, CARE Iraq created a fictional core persona known as "Fatima," who is a 19-year-old woman recently married and in her fifth month of pregnancy with her first child. Fatima, who wants to have a healthy baby and make her family proud, left school after sixth grade. All her knowledge about pregnancy is from other women around her, most notably her mother and mother-in-law. This fictional persona was created from composite audience data and research.

Source Blog

Monitoring and Evaluation

This section of the campaign plan asks you to think through and codify the campaign goals.
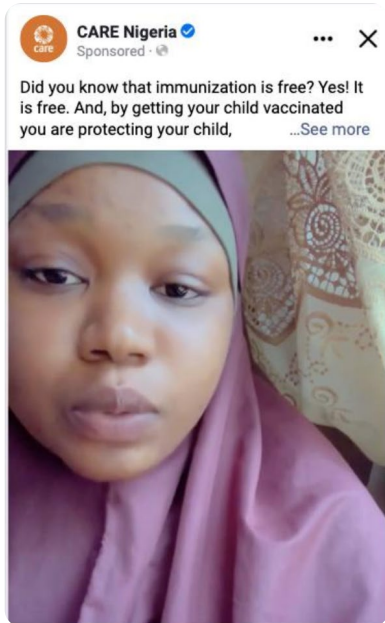
BOX 6:
Communication Metrics

This section of the campaign plan asks you to identify which key performance indicators you will use to measure the success of your communication efforts. An important part of setting communication metrics stems from setting a strong communication goal. A communication goal refers to the shift(s) in knowledge or awareness that prompts your audience to change their behavior because of strategic communication efforts. This includes clearly outlining:

A. The target audience

B. Key pieces of information the audience must receive and understand to make the desired behavior chang

Example:

To increase awareness among parents and caregivers of the need to re-vaccinate all children under 10 years old every time there is a polio outbreak, even if they have already been vaccinated against polio.

Some measures of success for your communication goal could include metrics such as:

- Reach
- Engagement
- Video thru plays
- Click through rate (CTR)
- Share rate (Shares / reach)
- Lead generation

BOX 7:
Social Behavior Change Metrics

Use this section to identify the key performance indicators and measurement tools you will use to measure your project's results for knowledge, attitude, and/or behavior change.

To set these metrics, you need to establish a behavior change goal. This refers to the

thing(s) you want your audience to choose to do or change their response to because of the campaign.

A strong behavior change goal identifies:

- The desired behavior change
- The amount of change expected
- The timeframe for change

Examples:

- **A satisfactory example:** To increase childhood vaccinations [behavior change] in Region Y [where you want the change to take place]

- **A better example:** To increase the % of children in Region Y who complete the full schedule of routine childhood vaccines.

- **An even better example:** To increase completion of routine childhood vaccination schedules [specific behavior change] by 10% (quantifiable target for change] in Region Y by December 31, 2022 [timeframe].

To measure success in the changes in knowledge, attitude, or behavior, CARE used a customized Facebook brand lift study (more on this later!). Meta's brand lift tool surveys audiences who were exposed to campaign ads and those who were not exposed to campaign ads. The tool measures differences in knowledge, attitude, or behavior, anticipating a

While the campaign planning template doesn't have a learning goal section, CARE suggests you think about one for yourself. The learning goal is the thing(s) you want to test or learn through the campaign to inform and strengthen future digital communication campaigns. Learning goals are a great way to keep track of the overall progress your team has made through all your social media campaigning.

Each digital communication campaign is a unique opportunity to learn something new – about the approaches, strategies, and tactics that you use, and about the different audiences you are aiming to reach and engage.

Some examples include:

- [Amplification] Reach new audiences with your messages
- [Exploration] Compare different strategies and tactics
- [Nudge] Prompt observable actions, online

BOX 8 & 9:

Budget & Advertising Objectives

"How much should we budget for ads?" That's the most common question an organization has before launching a campaign. Determining the campaign budget is a key component in the planning stage. The budget will also determine the number of people the campaign can reach and how many times you'll be able to reach them. This is called Reach and Frequency. The target audience you'd like to reach and frequency or number of times you'd like them to see your ad are your advertising objectives.

Many digital advertising channels, including Meta, have a "biddable media" cost model, meaning that the cost to reach your audience is dynamic based on supply (the audience) and demand (the number of advertisers in market at the same time).

To determine budget, you will need to know three variables: potential audience size, the desired number of times you want people to see the ads, and the estimated cost per thousand (CPM). You can use these three numbers to create your budget formula. If your potential audience size is large, you might not have enough budget to reach the whole audience. If that occurs, consider targeting a percentage of the potential audience. You might also consider narrowing your audience further to fit your budget. For example, instead of targeting a campaign to everyone in the United States, maybe the campaign should prioritize targeting women 25-35 years old in California.

Once you have your total budget, you can divide it by the number of days the campaign will run to get a daily budget figure. In Meta, a campaign can have a specific daily budget or a lifetime budget for the duration of the campaign. Which direction you choose depends on a variety of factors, including personal preference, campaign goals, length of the campaign, and flexibility of the budget.

Finding the Variables:

Audience: The Audience Insights gathered in Box 4 provide your potential audience size.

CPM: CPM stands for cost per thousand. This is a standard payment model in digital advertising and means the cost to reach 1,000 people. Meta's campaign planning tool will show the CPM for your potential audience. Round this number up to the nearest whole number to ensure ample budget coverage for the campaign goal and audience size.

Frequency: As marketers, we know that people typically need to see a message multiple times before it is recalled. Based on Meta's SBCC studies, a frequency of 2.5 provided both significant knowledge, attitude, or behavior lifts and was the most cost efficient. While CARE's findings were not conclusive, campaigns that had higher frequency (10+) seemed to have statistically significant lift, particularly for campaigns that included video. Depending on the campaign objective, the potential audience might need to see your message more times to take the desired action. On average, a good frequency goal to start with is 2. Then, based on your budget and audience size, you can increase frequency as needed.

BUDGET FORMULA: Potential Audience Size × CPM × Frequency ÷ 1000

BOX 10:

Messaging

The messaging section or the campaign plan requires a tremendous amount of discipline. The average attention span on social media is 3 seconds or less. You need to grab and retain attention in a matter of milliseconds. Your message needs to be short and to the point and must directly address the barriers and drivers you identified earlier in the planning process.

Start by drafting something. Getting started is half the battle. Once you have a rough draft, it's easier to evaluate your work while considering the identified drivers, barriers, and campaign goals.

When crafting the key message, consider ways to appeal to what your research indicates will drive your audience to change (the drivers). At the same time, ensure your message helps your audience overcome the barriers that prevent them from changing. Check to ensure the message drives toward the communications, behavior, and learning goals identified.

Finally, and this is critical, ensure that the messaging aligns with survey or evaluation questions you'll be asking people who saw the ads. To be successful, the messaging must connect back to the outcomes you hope to achieve. Once you finish drafting the message, review the measurement section and see if the two match. For example, if the message is about the importance of something and the evaluation question is about its safety, then there is misalignment, and you'll need to revise the message to ensure success.

BOX 11:

Creative

Once you feel confident about the messaging, it's time to involve your creative colleagues. This is the point at which you should start brainstorming with others about possible creative approaches. Consider how best to deliver the key message in a creative way. What ideas and strategies are likely to make someone stop scrolling and actually look at the ad? Consider whether you'll use static or moving graphics, video, live action, animation, illustration, bold typography, or eye-catching color. How will you capture your audience's attention?

Once you have a creative idea you like, you describe it in this section. It's acceptable to have two to three creative concepts and a learning goal to see which creative approach performs better. You might plan to produce three to six ads in your series and see which one delivers the best results. A good rule of thumb is that for every week the campaign will be live, it should have at least one ad. For example, if the campaign will be active for three weeks, then plan for at least three ads. If the campaign is expected to be live for six weeks, then plan for at least six ads. Keep in mind that no matter how many ads the campaign plan includes, all of them should have a common message aligned with the evaluation and measurement question(s) that will indicate campaign performance success.
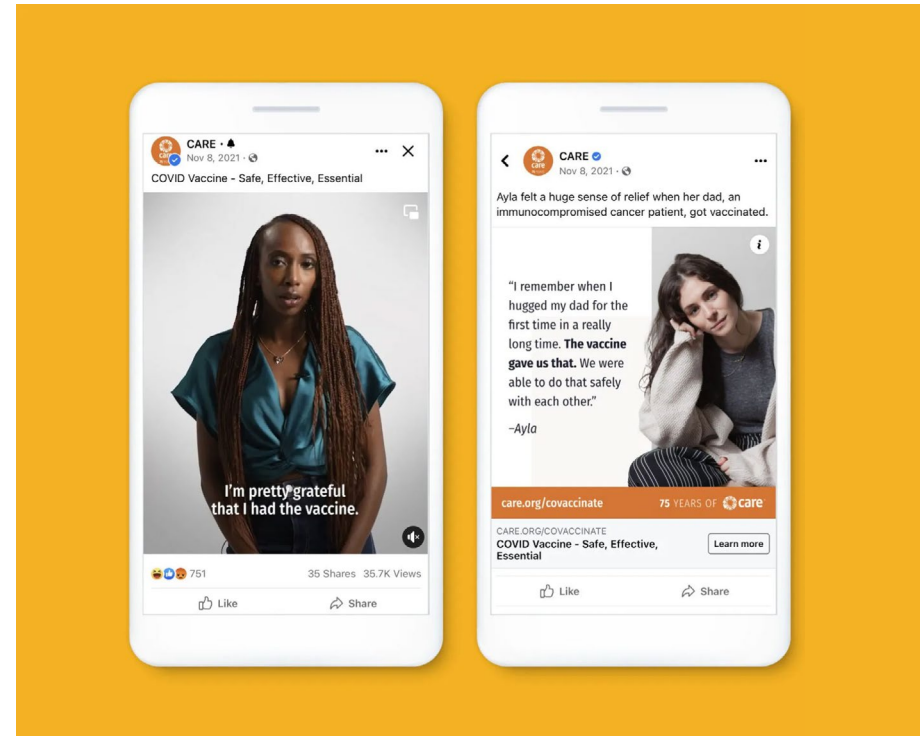
CARE Example: Creative

CARE USA applied the UNICEF Vaccine Messaging Guide best practice of using a trusted messenger (healthcare worker) based on the Johns Hopkins COVID Preventative Survey data in the campaign.

Putting the Plan into Action

Once the campaign plan has been drafted, reviewed, and finalized, it's time to bring the campaign to life. The first thing to do is to develop your creative assets. The term "creative assets" refers to all ads—static graphics, animations, videos, or gifs—along with all captions, headlines, and any other accompanying text needed for the campaign.

The creative assets should bring together all the research, planning, and fine-tuned messaging developed for the campaign. Designing engaging, eye-catching, and informative creative assets is necessary to make an impact on the audience and deliver results.

As you brainstorm and design creative assets, ask the team the following questions:

- How does this creative asset address the problem statement?

- Are these creative assets something that the target audience would share with their friends or followers?

- How could the creative asset be customized to better resonate with the target audience?

- Do the creative asset and copy grab attention in under 3 seconds?

Creative Best Practices for Social Media

Trends on what catches and retains people's interest on social media can be unpredictable. Creative strategies that worked in one campaign or country might not be as effective six months later or in a neighboring country. Despite the ever-changing nature of social media users' attention, CARE has noticed several best practices that have held true across many SBCC campaign efforts. These include:

1. **Have a clear key message.** This tip is true for messaging, visuals, and copy. Creatives that focus on too many concepts or messages will not be able to deliver as much impact.

2. **Optimize creative for mobile.** The majority of Facebook and Instagram content is viewed on mobile devices, and campaign creative should reflect that. Develop a mix of content types, including static and video assets, plus Stories and Reels, all tailored for mobile dimensions and viewing to get the most effective results.

3. **Use trusted messengers.** This strategy consistently outperformed others across campaigns of different topics.

Throughout SBCC campaigns targeting COVID, CARE tested the use of various kinds of trusted messengers such as veterans, faith-based leaders, medical professionals, celebrities, staff, and ordinary people.

We've found that ads featuring regular people were often the best performers. CARE's trusted messengers campaign found that those who were the least scripted outperformed other trusted messengers, with a click-through rate (CTR) of 1.14% (over 500% of CARE USA's average). This campaign also amounted to a conversion rate (CVR) of 3%, our highest overall CVR across all our campaigns to reduce vaccine hesitancy.

Through vaccine and booster promotion campaigns that ran in 2022, CARE found that ads drawing on CARE staff testimonials continued to be the top creative performers, with the long video format being the most engaging.
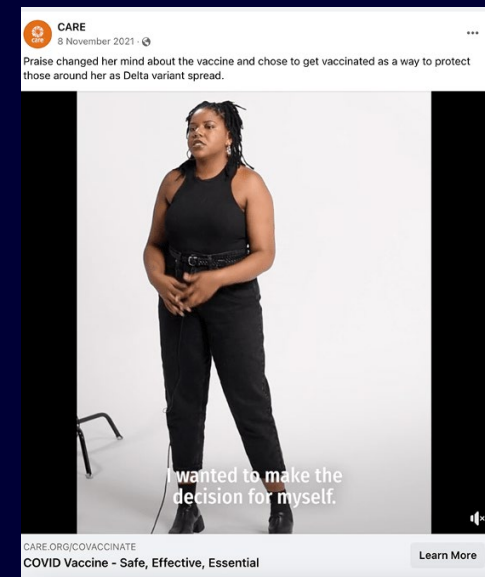
CARE Creative Example
Culturally Relevant and Timely

Another strategy employed by CARE Bangladesh in the same campaign was using humor. This strategy was useful since it not only grabbed people's attention, but also fused some entertainment into the health PSA. The team's fun, quick animations showed that a little humor can go a long way, as their share rate was 114% above their goal.

CARE Creative Example: Culturally Relevant and Timely

During a COVID SBCC campaign in Bangladesh, the team timed messages to align with Eid celebrations to remind people to be careful about traveling and social distancing during big celebrations. This practical value message was one of CARE Bangladesh's top performers.

4. **Be culturally relevant and timely.** To grab your target group's attention, assets need to be relevant to them, their beliefs, and what is currently on their minds.

5. **Optimize video content.** While the video format can deliver more information and allows for more creative expression, there are a few ways to optimize video ads:

- Key messages should be presented within the first three seconds. On average, people only watch the first few seconds of a video.

- Since the majority of people watch videos with the sound turned off, text overlays or video subtitles are important.

- Videos should be mobile optimized. This means using a 1:1 (square) or 9:16 (vertical) ratio to frame your story and make the most of mobile real estate. Remember, viewers will be watching on a small screen. Using close-in shots, easily legible text, bright colors, and faces are all best practices.

- Videos that are 15 seconds or less are more likely to be watched. In addition, they are eligible for a wider variety of placements, including Stories, Reels, and Facebook In-Stream placements.

- For SBCC campaigns, CARE found that oftentimes (albeit not typically a social media best practice), campaigns with longform videos drove higher lifts in knowledge and attitude changes. Instagram Feed placements allow videos up to 120 seconds, while Facebook Feed placements support videos up to 240 minutes. Consider testing longer videos against shorter ones in SBCC campaigns.

- When developing video content, keep in mind the target audience and their behavior. For example, if most of the audience is illiterate, a longer video that clearly depicts the actions and has dialogue or voiceover might perform better than a shorter video with lots of text overlays.

6. **Match creative to objectives.** If you are planning impact measurement through a brand lift study or post-campaign survey, make sure that your creatives are in line with the objectives you've stated for measurement.

7. **Write critical and concise copy.** Keeping post copy concise, punchy, and related to the visuals drives the key message home to your audience. Unnecessary wordiness can detract from the ad's impact and may also cost you the attention of your audience. Best practice is headlines that are 30 characters or less and post copy that is 125 characters or less.

8. **Create authentic posts.** Results consistently show posts which are less formal seem to perform better than more polished or professionally designed ads or videos.

Match Creative to Objectives

In 2021, CARE USA ran a [COVID vaccine safety campaign](#) that sought to learn what messages are most successful to promote COVID vaccine awareness/acceptance in states with low, medium, and high vaccine hesitancy. Below are examples of a top-performing ad that promoted the effectiveness of the vaccine and one of the BLS questions used to gauge the campaign's effectiveness.

CARE's Top-Performing Creative Assets

Ideally, the campaign being created can connect back to a conversion. For example, the call to action in a vaccination campaign might be to ask the viewer to click a link to a site where they can book a vaccination appointment. In this example, the top-performing ad would be the ad that drove the most vaccination appointments at the lowest cost per appointment (conversions/advertising spend).

With SBCC campaigns, it can be challenging to garner clear, online conversion. Oftentimes, conversion occurs on a website or an app that you don't own and therefore you don't have access to the backend analytics, leaving you unable to fully track conversion and ultimately identify the top-performing ad. If this is the case, you may have to approximate the top-performing ad by looking at which ads drove the most "click-throughs" to the website or app.

Alternatively, an SBCC campaign might be designed to shift knowledge or awareness about a topic and might not include a call to action. For example, when the COVID pandemic first occurred, one awareness message that had no online action was educating people on the importance of handwashing or how to wear a mask properly. In these types of campaigns, the top-performing ad was determined by communication metrics and its

performance compared with benchmark or average performance.

Some key communication metrics that CARE considers are:

- Share rate: While this percentage is often small, it is a good indicator of how helpful, interesting, or practical the information is to the audience.

- Engagement rate: This helps to indicate whether that ad is driving conversations.

- Video completion rate (VCR): This is a good indicator of how "thumb stopping" and how interesting the content is to the audience. It also provides insight into what part of the message the audience received and when they are dropping off. For example, if a significant portion of the audience stops watching the video at the 7-second mark, what occurs in that frame that is preventing people from continuing to watch? In addition, if they stop watching the content at 7 seconds, what part of the message did they receive? What part of the message did they not receive?

- Click-through rate (CTR): If there is a place for more information, this is an indicator of how many people are "converting" to learn more or take action.

- Cost per action: A cost per action metric like [cost per click](#) (CPC) or [cost per engagement](#) (CPE) can also help you determine how efficient and effective an individual ad is. The lower the cost per action, the more efficient an ad is at driving outcomes.

CARE compares these communication metric results for each campaign against previous campaign results as well as industry and internal benchmarks to better understand if a campaign is resonating with the target audience. In addition, CARE will monitor comments on the ads for social listening purposes.

Creative Beyond the Visuals

Remember that creative assets include more than the visuals. Creative components such as post copy, outbound links, and calls to action (CTAs) can also make or break an ad.

Ad Review

Ad review is an important part of the creative design process and is often where you'll catch errors that have slipped past. This step is essential.

Once you've created your ads, preview them on Facebook's Ad Manager or Creative Hub to see the whole ad (visuals alongside their captions, headlines, and links). Share these previews with your colleagues to ensure that everything is aligned and accurate. Some things to look out for include:

1 Is the copy aligned with the apropriate ad?

2 Are subtitles turned on for video ads?

3 Are outbound links set to the proper destination?

4 Are visuals optimized for different social media post dimensions?

5 Do the language translations make sense? Make sure to have some fluent in the language double check.

CARE Zimbabwe
7 June · 🌐

Did you know, 🌿#Covid-19 Vaccine Boosters 💉 can further enhance your protection against covid-19. They are free! Get yours at the nearest health facility.

CARE Creative Example
Write critical and concise copy

In June 2021, the CARE Zimbabwe office participated in a global SBCC campaign to boost COVID vaccination. They created highly engaging content that resulted in the second-highest engagement rate of 5.1% (excluding video views). The ads Zimbabwe used featured real people getting vaccines and were accompanied by engaging copy that mentioned the vaccine was free and accessible. The copy also made strategic use of hashtags and emojis.

Campaign Setup

Step 1:

Creating an Ad Account

1. Create an account using Facebook Business Manager. This ensures that it will be a business ad account and not your personal ad account, which Meta creates by default.

2. A verified payment method is required. To start, this is usually a credit card, PayPal account, or direct connection to a bank account.

3. When creating an account, you will select the account time zone and currency for payments. These are two fields that cannot be changed once selected, so choose wisely. If you want to change your payment currency in the future, you will need to create a new account to do so. In addition, whichever currency you choose is what will show within the platform when you are reviewing campaign spending and budgets.

4. You must have a Facebook page and be an admin or advertiser of the page in order to run ads. If you do not have a Facebook page for your business, you can follow Facebook's steps to set one up. Any page you create will be automatically given an ad account. Even if you only want to advertise on Instagram, a Facebook page is still required to access Ads Manager.

5. If there is a Facebook page you wish to advertise for that was created by someone else, you need to ask the page admin to add you as an admin or advertiser for the page.

6. Note that for first-time accounts there is a daily ad spend limit of $250 USD (or your country's equivalent). You must spend to this level and Facebook must be able to successfully charge payments to your credit card before the spend limit can be lifted. The spend limit will increase in increments as Facebook determines your account is in good standing. If you are launching a campaign for the first time, make sure to take these limits into account. You can also submit a request to Meta to increase your daily spend limit, but it is subject to their approval and can sometimes take a week or more for them to initiate the change.
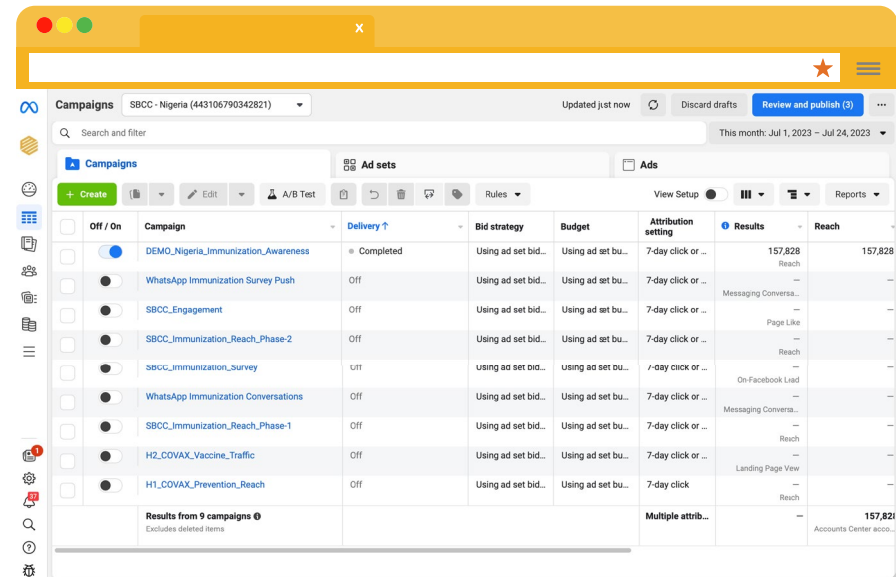
Step 2:

Accessing Ads Manager

1. All Facebook and Instagram ads run from Ads Manager. The easiest way to navigate here is to bookmark the link. If you'd prefer to use your mobile device, there is an app for iPhone and Android phones. However, Ads Manager is easier to navigate on a desktop, and when possible, it is recommended to set up a campaign from the desktop experience.

2. If you manage multiple ad accounts, make sure to use the drop-down in the upper left corner to toggle to the correct account.

Above: CARE Nigeria's Ads Manager page

Step 3:
Creating Ad Mockups

Once your campaign plaan is complete and the creative elements (video or image, headline, and post copy) are ready, the first step to launching the campaign is creating ad mockups. It is a personal preference whether you build the campaign and audience ahead of ad mockups; however, we recommend starting with this step, particularly if your creative requires additional reviews and approvals.

If your ads need approvals from other team members, Facebook's Creative Hub is a great resource. Anyone on your team who has a Facebook account can build ad mockups here before pulling them into Ads Manager. Creative Hub is also a great resource to share with a creative team as they can build the creative "in-situ" and see exactly how the image/video and copy will look together as well as how the ad will look across different placements.

Building the ads in Creative Hub instead of Ads Manager allows for an easier review process to ensure all captions (post copy), headlines, imagery, and links are accurate. It also allows you to "lock" an approved version of the creative so that as you build the campaign, if you make a campaign edit or accidentally delete something, all of your prior work will not be lost.

Step 4:
Choosing Your Objective

Once you are ready to create the campaign, the first step in Ads Manager is to choose the campaign objective. Each campaign can have only one objective or goal. Most likely, this objective has been chosen during the campaign planning process and it is an easy step to select the matching objective in Ads Manager.

It is also good to reevaluate your objective based on the final creative developed Currently, Ads Manager has six main objectives:
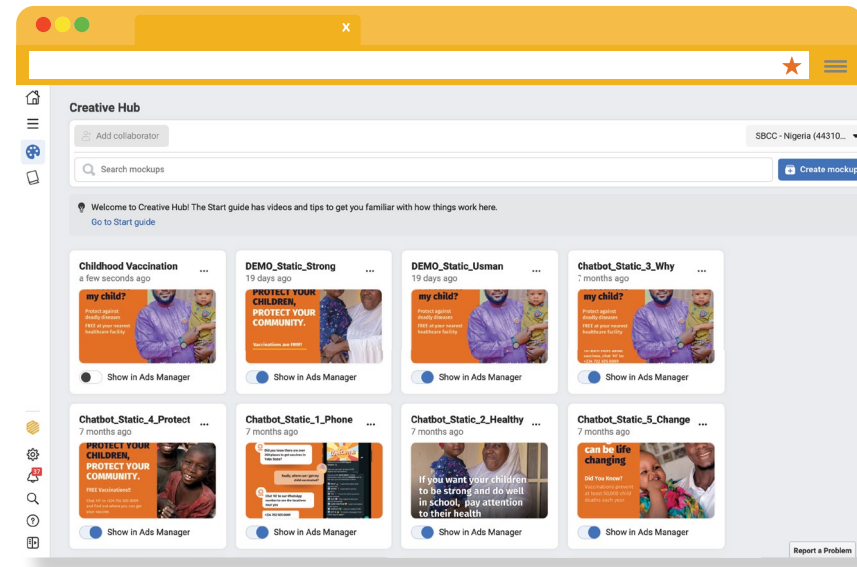
1. **Awareness:** Best for reaching the most people at the most efficient cost. This objective typically drives the strongest, most efficient reach, but the lowest engagement.

2. **Traffic:** Best if your ads include a call to action to go to a webpage that includes information, but you do not have a Facebook pixel installed for tracking. This objective typically leads to the highest click-through rates. However, be cautious as strong click-through rates do not necessarily correlate to behavior change.

3. **Engagement:** Best for video views, post reactions, or encouraging conversations (comments). If you want to amplify organic content or start a conversation, this is a good objective.

4. **Leads:** Best for collecting email addresses (leads).

5. **App Promotion:** Best for driving downloads or installations of an app.

6. **Sales:** Best if you have the Facebook pixel enabled on your website and have a goal of driving sales, donations, or an outcome that can be measured. For example, if your ads drive to an appointment booking engine, you could select this objective. If you are unable to place a Facebook pixel on the page where the conversion occurs and tag the event, then this objective is not viable.

Step 5:
Creating the Campaign

Next, Ads Manager will prompt you to name the campaign. The campaign name should be clear and help to identify the campaign objective, goal, and audience.

In this step, you'll also define your budget and campaign start and end dates. Because you took the time in the campaign planning stage to define these items, it will be easy to look back and reference the campaign planning template for this information.

Above: CARE Nigeria's Creative Hub homepage

Step 6:
Creating Ad Sets

In the next step, you will create your first ad set and define your audience. Similar to the campaign name, your ad set name should be clear and help to identify the audience being targeted. For example, if you are targeting women ages 25-55 in California who are parents, the ad set name might be W25-55_CA_Parents.

A campaign can have multiple ad sets and each ad set can have multiple ads. If you are testing audiences, each ad set should have a unique audience. For example, if you want to understand the difference between how parents vs. non-parents react to the ads, it is important to have them in different ad sets. Similarly, if the creative is personalized to a specific audience, each audience will need to be in a separate ad set.

At the ad set level, you will input the start and end dates again as well as the budget. If you have more than one ad set, the budget will need to be split among the number of ad sets running.

Audience Creation

The most important part of an ad set is creating your target audience. This is where you select the audience the campaign will reach. This is a good time to refer back to the campaign plan to confirm the audience(s) to target. Based on what is in the campaign plan, you can select from a list of demographic and behavior targeting filters and then save your audience.

Meta also allows the use of "Custom Audiences." These are audiences that are created based on your own data or actions taken on your profile pages. Custom Audiences can be created from website behavior, app activity, engagement on your brand's Facebook or Instagram page, or a customer list. Custom Audiences can be used to create lookalike audiences. Lookalike audiences are lists of people to target with advertising who are similar to (or "look like") the people currently engaging or taking certain desired actions. Alternatively, you can use Custom Audiences to exclude certain people from seeing the campaign.
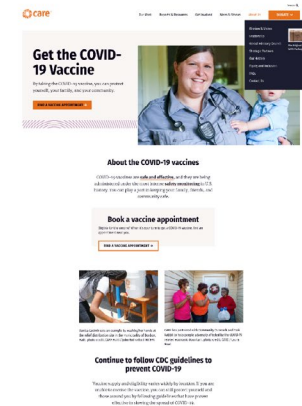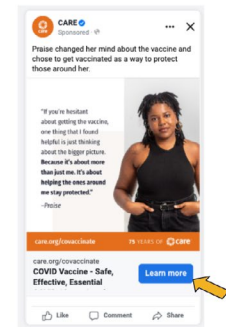
Above: CARE USA's COVID vaccine campaign used outbound links leading to a vaccine information landing page to measure audience engagement.

Step 7:
Selecting Placements

The last step in creating an ad set is to select the placements where the ads will run. For example, if you only have a Facebook page, then you might uncheck all the Instagram ad placements. Or, if your creative is square (1:1) and you do not have creative for Reel or Story placements, then you might choose to uncheck Reel and Story placements to ensure a good user experience. Leave all checked or select only the placements that make sense for the campaign and brand.
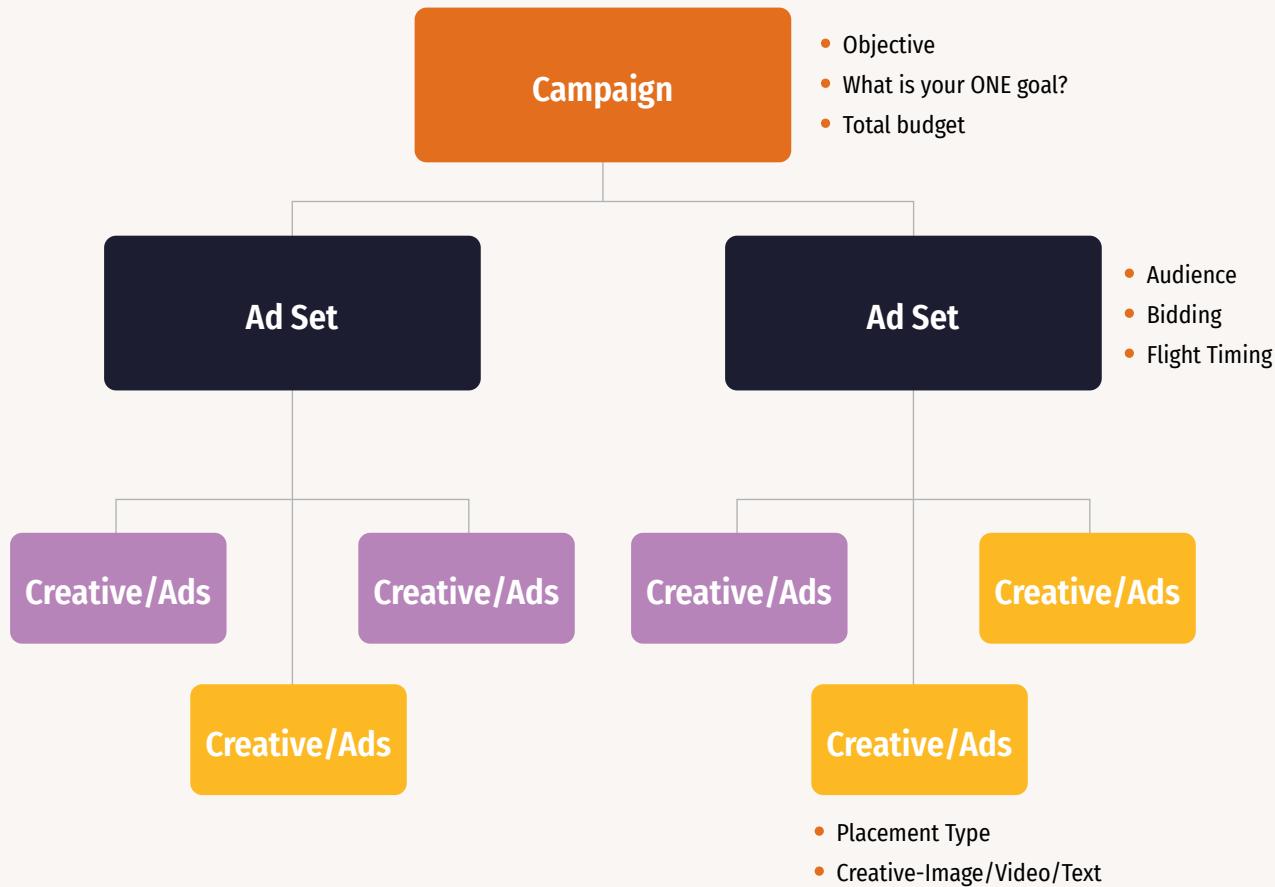
Step 8:
Creating Ads

Once an ad set is created, you will then create your ads. If you've already created them in Creative Hub, select "Use Creative Hub Mock" and then select the ad you want to use.

If you did not build your ads in Creative Hub, you will need to build them here. There are a variety of ad formats including static, photo ads, video ads, carousel ads, and more. Meta provides a webpage with detailed Ad Specs and this is a good resource for anyone who is creating the ads.

Existing organic posts can also be used as ad creative. To do this, select the "Use Existing Post" option. From here, choose your page from your linked accounts and pick the post you want to use as your ad.

Hierarchy of a Campaign Structure:

```
                    ┌─────────────┐        • Objective
                    │  Campaign   │        • What is your ONE goal?
                    └─────────────┘        • Total budget
                          │
          ┌───────────────┴───────────────┐
    ┌─────────────┐                 ┌─────────────┐      • Audience
    │   Ad Set    │                 │   Ad Set    │      • Bidding
    └─────────────┘                 └─────────────┘      • Flight Timing
          │                               │
   ┌──────┴──────┐                 ┌──────┴──────┐
┌──────────┐ ┌──────────┐       ┌──────────┐ ┌──────────┐
│Creative/ │ │Creative/ │       │Creative/ │ │Creative/ │
│   Ads    │ │   Ads    │       │   Ads    │ │   Ads    │
└──────────┘ └──────────┘       └──────────┘ └──────────┘
      ┌──────────┐                     ┌──────────┐
      │Creative/ │                     │Creative/ │
      │   Ads    │                     │   Ads    │
      └──────────┘                     └──────────┘
```

• Placement Type
• Creative-Image/Video/Text

Once the campaign is all set up, you can select "Publish" in the upper right corner.

Once this is complete, the ads will go through a review process by Meta. Depending on a variety of factors, this process can take a few minutes to hours to days. If the campaign has a very specific start date, make sure to set up your ads in plenty of time for review. If the account is new, or if the campaign creative speaks to social or political issues, this review process typically takes longer. Meta has advertising standards and policies to ensure a safe and welcoming environment for everyone who uses the service.

Typically, during this review process, it is a good idea to keep the campaign turned off. This way, one ad creative will not inadvertently start running ahead of other ads that are still in the review process.

Once all the ads have been reviewed and approved by Meta, they will show a green dot and the word "scheduled" next to them. This means that all your ads have been approved and the campaign is ready to be turned on.

Monitoring the Campaign

Here are some guidelines for using Ads Manager to monitor campaign performance:

- Once the campaign is launched, look in Ads Manager to see how the campaign is performing in real time. The interface allows tracking of all types of communication metrics including impressions, reach, frequency, clicks, engagements, video performance, and more.

- Ads Manager enables viewing of this data aggregated to the campaign level or drilled down to see performance at the ad set or individual ad level.

- Depending on the campaign objective selected, different metrics will hold a higher importance. For example, if the campaign objective is video views, metrics around how many people started watching the video and how many people completed watching the video will be key for the campaign.

- Other key metrics to always review are the CPM and cost per result. These are indicators that the campaign is performing efficiently. When these metrics are high, it could mean that your audience size is too small, the desired audience is in high demand with advertisers, or the audience is difficult to reach. When the cost per result is high, it could also mean that the campaign content is not resonating with the selected audience or that there is a barrier preventing the audience from taking the desired action.

- In addition to the campaign performance, the campaign should also be monitored for audience comments and reactions.

Community Engagement, Combatting Misinformation

Another important part of monitoring a campaign is community management. Just like you monitor and respond to organic content; you should apply the same practices and rules to your ads. Depending on your budget and objective, the amount of engagement and comments can be much higher than on organic posts.

If you have a dedicated Community Manager, make sure to notify them of the campaign and its launch date. Some things to look for include:

- Are the reactions positive?

- Are there comments on the ads that need a response?

- Are there spam comments or comments that provide misinformation? These should be removed or responded to with accurate information and resource links.

- Consider what your community management policies are and apply them to the ad campaign.

Depending on what you are advertising – for example, if it is a sensitive topic or one that is generating a lot of negative comments or misinformation – you might also choose to turn comments off. When CARE ran campaigns promoting information on the COVID vaccination, several countries chose to do this.
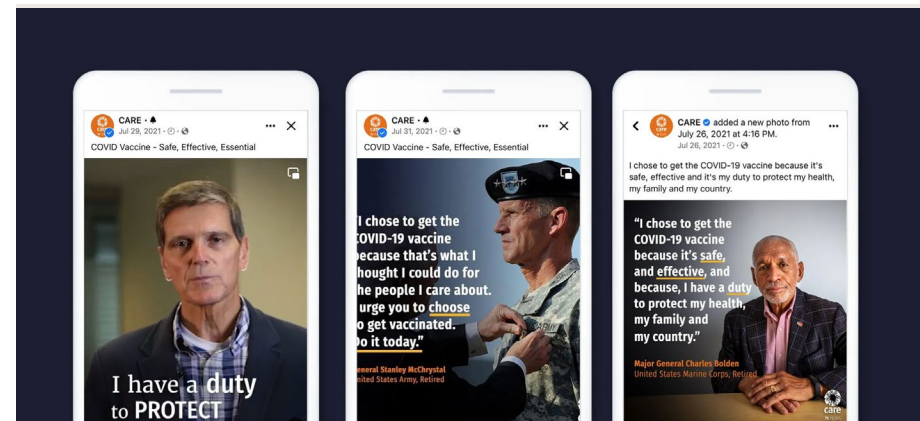
CARE Creative Example
Combatting Misinformation

CARE USA also used the "Choose Who Can Comment" feature after learning the hard way upon campaign launch that the politicized nature of the COVID vaccine in the U.S. context would generate hundreds of negative/anti-vax comments. Limiting who could comment protected people from misinformation associated with the vaccine.
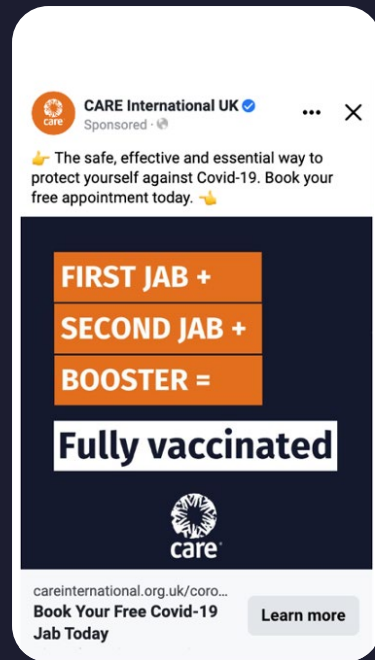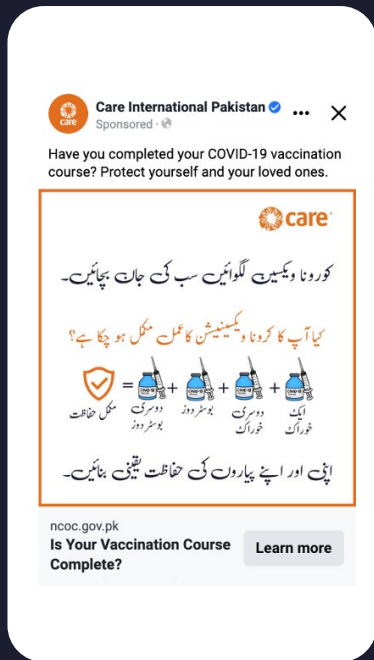
CARE Creative Example
Monitoring Engagement

By monitoring creative performance weekly, CARE UK was able to refresh creative assets in real time. In their 2022 summer campaign promoting COVID vaccination and boosters, CARE UK noticed that many people in the United Kingdom were asking how many shots were needed for full vaccination. Taking these audience comments into account, CARE UK designed a second round of creative responding to this confusion. Because of cross-country connections, they took inspiration from a similar ad that CARE Pakistan developed. This ad went on to have the highest click-through rate in CARE UK's campaign.

Source Blog

How Monitoring Engagement Can Drive Higher Campaign Success

Another reason to monitor engagement is to be able to adapt the campaign in real time. Comments that are occurring on the ads might inspire you to create an additional ad. Or you might inadvertently have a misspelling in the ad copy or a link that is no longer working.

Actively monitoring the campaign and adjusting based on real-time performance can help to strengthen the campaign. CARE Bangladesh closely monitored comments during a phased campaign around antenatal care. In the first phase of their campaign, the team saw a clear theme around misinformation related to getting a C-section and going to doctor appointments. The team took this insight and adapted the third phase of the campaign to combat common myths. By using social listening to develop campaign messaging and creative, the third phase of their campaign saw the highest levels of ad recall, the most engagement, and significant changes in knowledge surrounding the importance of antenatal care.
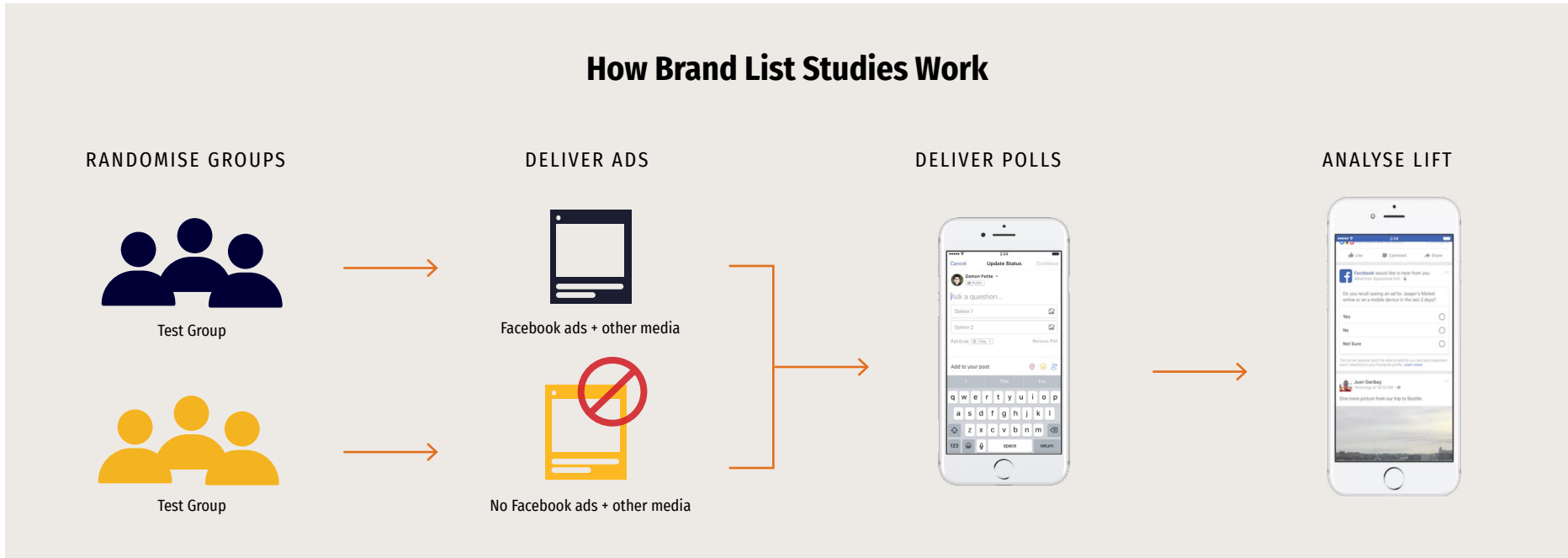
Impact Measurement

Measuring the efficacy of an online SBCC campaign can be challenging. With offline programming, individual program participants can be surveyed before and after an intervention to understand how much progress your program made with that population. Online, we have to look for other measures. It's critically important to think through evaluation strategy as part of the campaign planning process. As mentioned earlier, campaign design needs to align with the way it will be evaluated.

Outbound Links
In some of CARE's campaigns designed to reduce COVID vaccine hesitancy, the ads were optimized for clicks out to an external website. These websites provided information on how to schedule COVID vaccine appointments in the local community. CARE's campaign landing pages linked to Ministry of Health sites where individuals could schedule vaccine appointments. CARE did not have access to the Ministry of Health website statistics to know how many individuals who clicked out to the CARE landing pages went on to make vaccine appointments. For each individual ad running in the campaign, CARE could track the percentage of the audience that saw each ad and understand how many were motivated to click through to the vaccine landing page. CARE could then understand which ads were driving the most traffic to these external sites and invest more in the most successful ads.

How Brand List Studies Work

RANDOMISE GROUPS

Test Group

Test Group

DELIVER ADS

Facebook ads + other media

No Facebook ads + other media

DELIVER POLLS

ANALYSE LIFT

Brand Lift Studies

If you are working on Meta platforms such as Facebook or Instagram, you may be able to use Meta's Brand Lift Survey (BLS) tool. This tool uses post-campaign survey questions to assess potential changes in knowledge, attitude, and behavior among audiences who were exposed to the ads against audiences who were not exposed. Typically, a benchmark for success using Facebook's lift study tool is to achieve a +2 point lift or better.

If using the self-service version of the BLS, it requires a campaign budget minimum of $30,000 USD as well as previous and consistent monthly ad spending. In addition, to the budget requirements, the BLS requires a minimum audience size of approximately 1 to 2 million, depending on

the population size of the country where the ads will run. If the campaign is not meant for an audience of that scale, Meta's BLS tool may not be the right measurement tool as it is unlikely to return statistically significant results.

While Meta's brand lift tool was informative, it posed a few measurement challenges, including:
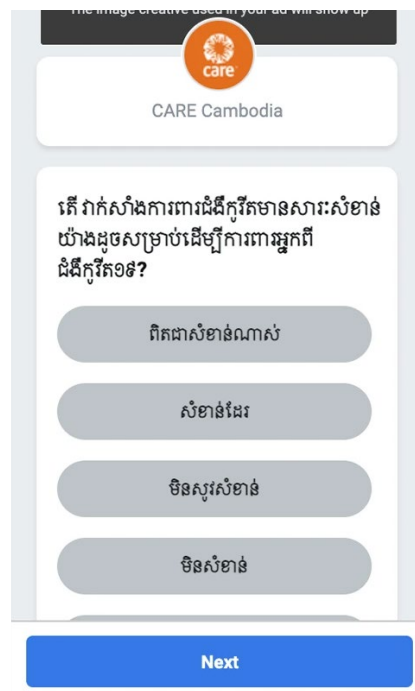
- BLS required a large reach to ensure results were statistically significant. This scale proved challenging for CARE country offices who did not have a large enough population on the Facebook platform. The scale required also proved challenging when there was a desire to personalize messaging or to target specific, even smaller audiences.

- BLS worked well when a campaign was focused on a singular message. Because each survey recipient only sees one question, campaigns often did not show positive BLS results when the campaign incorporated multiple themes. For example, if a campaign had one ad that focused on mask wearing and another ad that focused on social distancing, there was often little to no lift in either one or both questions. This was particularly challenging for campaign designers, as there was often a desire (and need) to talk about multiple themes.

- The campaign objective selected within Facebook's campaign management tool can change
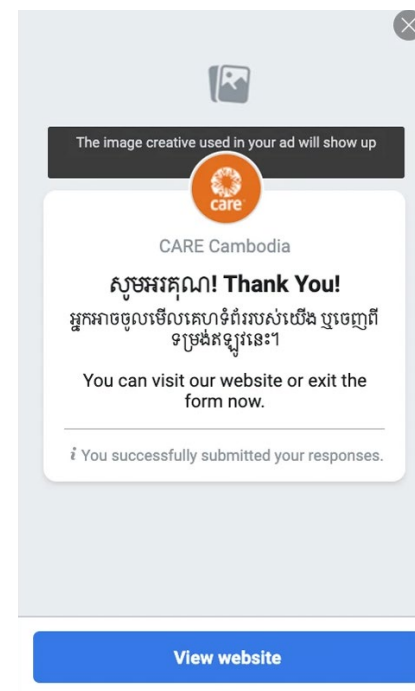
BLS and overall campaign results significantly. For example, during a large-scale, global COVID campaign, CARE observed that campaigns that used an "Engagement" objective were memorable, seeing an average of 12 percentage points more in ad recall, while campaigns with a "Reach" objective saw an average of 6 percentage points in ad recall. On average, campaigns with an "Engagement" objective also saw higher average lifts in attitude and behavior questions. A "Traffic" objective regularly saw click-through rates (CTR) above one percent (1%), but consistently struggled to reach the scale needed for a BLS. These aren't official insights, merely observations from a limited data set.

CAMBODIA SURVEY PROMPT   CAMBODIA SURVEY QUESTIONS   CAMBODIA SURVEY THANKS

Because CARE's SBCC campaigns did not have a clear, trackable online (or offline) conversion that could be directly attributed to the campaign ads, it is also unclear if BLS results are true indicators of behavior change. For example, while traffic campaigns typically reported poor BLS results, they often had high conversion rates where people clicked out to a site where they could book a vaccine appointment. Do BLS results correlate to offline actions? Due to the nature of the SBCC campaigns, we were unable to definitively answer that question.

Throughout the pandemic, CARE benefited from Meta's support in crafting customized brand lift study questions. The self-service tool does not have health questions as options. Moving forward, we might recommend using the self-service BLS tool quarterly to check your assumptions, gather insights, and adjust your approach for the next quarter. To see if you can work with a Meta representative on a brand lift study, click here.

Pre/Post-Campaign Surveys

If you do not have access to Meta's brand lift study tool, there are several other ways to use Meta ads to conduct surveys. One way to do this is by using the Lead Gen Ad Format.

Since Khmer, the official language of Cambodia and the main language spoken by garment workers, was not available in Meta's brand lift tool, CARE Cambodia tested "lead ads" in an innovative way to recreate Meta's brand lift study experience. Each lead ad showed one question (similar

to Meta's UX) and the ads were targeted by demographic/age and split into test and control groups, to easily identify and codify responses. Using this ad format was a scalable and cost-effective way to recreate an online survey experience.

Another way to do this is by creating a survey using Google Forms or a survey tool like Survey Monkey or Qualtrics. Then you can utilize traffic ads to drive specific audiences to complete the survey.

CARE Case Studies

Since CARE began experimenting with social media as an SBCC modality, a lot has been learned. Some campaigns performed exceptionally well, some failed to drive lift, some were negatively impacted by environmental events such as elections, and some established two-way communications between CARE and the audience. In this section, we'll share case studies of a few memorable campaigns.

Exceeding Expectations

With ever-changing social media trends and interests, it can be difficult to connect with large audiences and shape their opinions. Despite these obstacles, some campaigns exceed all expectations. Thoughtful campaign plans lead to well-planned creatives, messaging, and audience targeting.

The Power of Precise Timing

There are times when campaign performance and impact can be diminished by unforeseen external factors. CARE experienced this firsthand in the Czech Republic, where a campaign to reduce COVID vaccine hesitancy was drowned out by more popular discussions online surrounding upcoming national elections.

Challenges in Changing Attitudes When Awareness is High

Each campaign yields lessons learned, especially when the results achieved don't quite meet the target. At the end of 2022, CARE Ecuador ran a six-week campaign addressing gender-based violence experienced by domestic workers. The campaign reached 4.2 million people in affluent and non-affluent regions of the country.

Driving Cross-Platform Engagement

An online SBCC campaign can be used alongside other SBCC modalities and/or on-the-ground programming to complement and boost performance and effectiveness. CARE Ghana decided to test a multi-faceted strategy by launching social media campaigns on a topic they already addressed through offline programming – improving the nutritional status of reproductive-age women and children under 2 years old in the central region of Ghana.
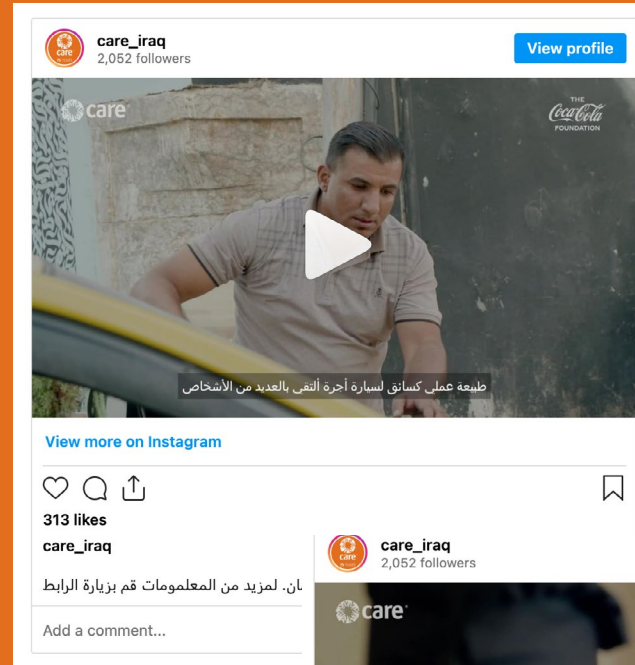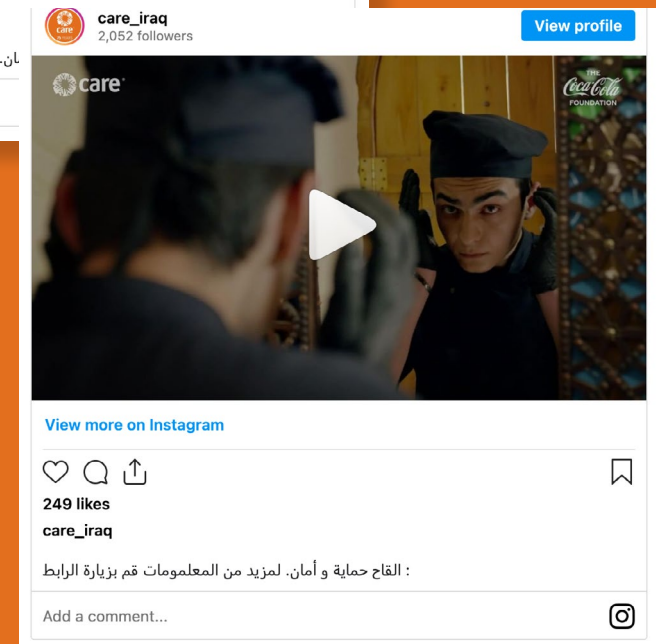
Case Study:
Exceeding Expectations

With ever-changing social media trends and interests, it can be difficult to connect with large audiences and shape their opinions. Despite these obstacles, some campaigns exceed all expectations. Thoughtful campaign plans lead to well-planned creatives, messaging, and audience targeting. That was the case with CARE Iraq's July 2022 campaign designed to boost COVID vaccine and booster confidence and preventive practices. Built with purposeful intent, the ads drew an exceptional level of engagement among viewers. A total of 1.6 million people interacted with the campaign's social posts through likes, comments, and shares, driving an engagement rate of 10.2%.

The country office built on previous learnings that trusted messengers performed well. Four out of CARE Iraq's five video ads featured real, relatable people: a chef, taxi driver, teacher, and doctor. Featuring people from different walks of life created a sense of relatability and connection for the audience. The video featuring the chef reached 23 million views and the video with the taxi driver generated a very high click-through rate of 0.42%, double the expected platform benchmark of 0.20%.

CARE Iraq Communications Officer Huda Ali, who spearheaded campaign design, said, "The most important thing is for people to know that they are not being ordered to do this or being told this is the right way." Instead, the purpose is for people to see regular members of their community experience a sense of normalcy and safety after having received the vaccine or booster.

care_iraq
2,052 followers
View profile

View more on Instagram

313 likes
care_iraq

‫ان. لمزيد من المعلومات قم بزيارة الرابط‬

Add a comment...

care_iraq
2,052 followers
View profile

View more on Instagram

249 likes
care_iraq

‫: القاح حماية و أمان. لمزيد من المعلومات قم بزيارة الرابط‬

Add a comment...

SCAN ME
TO READ
MORE!

Case Study:
The Power of Precise Timing

There are times when campaign performance and impact can be diminished by unforeseen external factors. CARE experienced this firsthand in the Czech Republic, where a campaign to reduce COVID vaccine hesitancy was drowned out by more popular discussions online surrounding upcoming national elections.

The second round of the CARE Czech Republic's campaign, using the government's successful trusted messenger approach, was carefully planned and launched in August 2021. At this time, people in the Czech Republic were enjoying a peaceful summer with almost no COVID-related restrictions, let alone lockdowns. Moreover, with important national elections coming up, the media was suddenly full of political campaigning focused on topics unrelated to COVID, leaving the pandemic all but forgotten.

Unfortunately, it was at that very moment that CARE Czech Republic's trusted messenger campaign was launched and delivered to people who felt like the problems mentioned in the ads were already in the past. Therefore, the relative power of the messages and the final impact of the campaign were affected. While the campaign technically performed well based on brand lift study findings, the national context and external impact strongly affected the campaign results, and it showcased the power of precise timing.
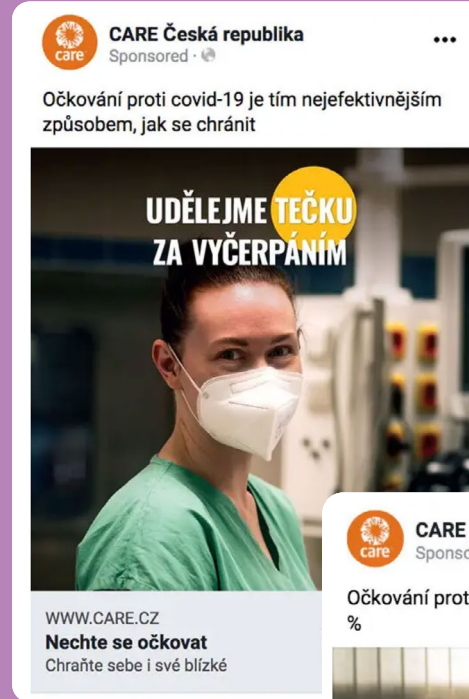
SCAN ME TO READ MORE! ↑
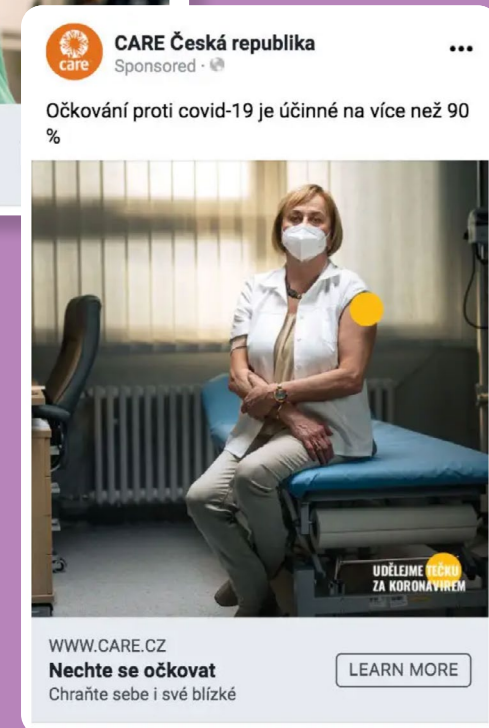
Case Study:
Challenges in Changing Attitudes When Awareness is High

Each campaign yields lessons learned, especially when the results achieved don't quite meet the target. At the end of 2022, CARE Ecuador ran a six-week campaign addressing gender-based violence experienced by domestic workers. The campaign reached 4.2 million people in affluent and non-affluent regions of the country. The campaign was followed up with a brand lift study (BLS) that asked people exposed and not exposed to the ads:

1. How interested would you be in volunteering to support paid domestic workers experiencing violence?

2. How important do you think it is to protect the rights of paid domestic workers in Ecuador?

3. How much do you agree with this statement, "Gender violence against paid domestic workers is a problem in Ecuador"?

While CARE Ecuador saw a significant shift in people's willingness to volunteer, the other questions asked during the BLS did not result in significant lift among those who had seen the ads.

Post-campaign research showed that lack of significant results may be due to pre-existing, high-baseline beliefs. BLS data showed that the control group (those who did not see the ads) already believed in the desired answers. For example, over 90% of the control group, who were not exposed to the ad, responded with a desired answer for the second question. These high baselines, while surprising, are corroborated in findings from a separate survey conducted by Meta in partnership with CARE and others. Because the importance of protecting the rights of paid domestic workers was already a belief of 90% of the population, achieving a lift was much harder than it might have been if far fewer people already believed that.

Post-campaign stats also showed that the baseline among men was lower than that of women, indicating that CARE Ecuador should reconsider how they can better reach and communicate with their male audiences specifically. This case study shows how important pre-existing baselines and beliefs can be in analyzing campaign effectiveness and informing future campaign design.

This was the most engaged post with nearly 1000 shares.

This video saw the second highest reach and peak video completion rate (VCR) of 35%.
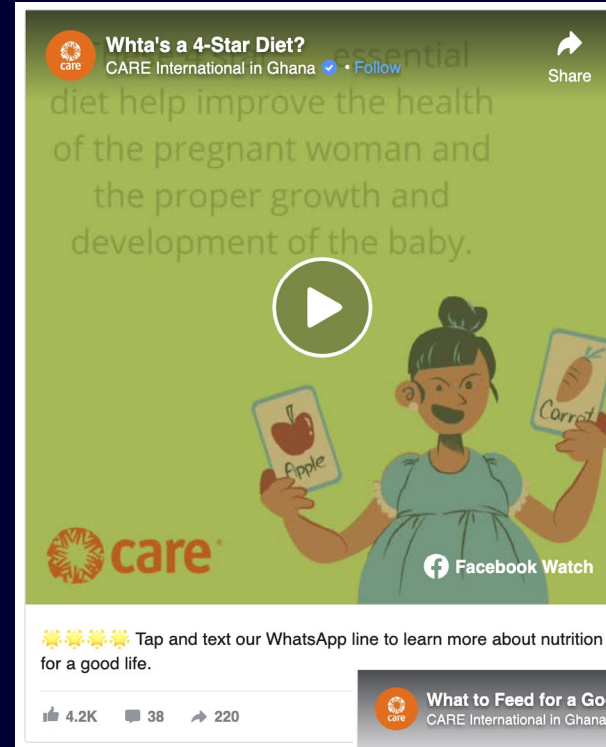

SCAN ME TO READ MORE!

Case Study:
Driving Cross-Platform Engagement

An online SBCC campaign can be used alongside other SBCC modalities and/or on-the-ground programming to complement and boost performance and effectiveness. CARE Ghana decided to test a multi-faceted strategy by launching social media campaigns on a topic they already addressed through offline programming – improving the nutritional status of reproductive-age women and children under 2 years old in the central region of Ghana.

Experimenting with online SBCC campaigns, CARE Ghana's ads encouraged the target audience to access the organization's WhatsApp chatbot, which provided information on food and nutrition and answered FAQs. Of the 1.3 million people reached, 79% interacted with the ads and over 5,000 people initiated a WhatsApp conversation. Of those who tapped to start a chat, 35% initiated a conversation, exceeding the conversion goal by 35%.

CARE Ghana also observed high engagement rates, with 79% of people having watched the video or liked, commented on, or shared the post. This was +295% above the initial goal of 20%. Additionally, men ages 18-24 who saw the ads were 2.1 percentage points more likely to correctly identify the right nutritional food for children.

The communication and WhatsApp conversation metrics indicated that the campaign's messaging resonated with the audience and led to purposeful engagement.

SCAN ME TO READ MORE! ↑
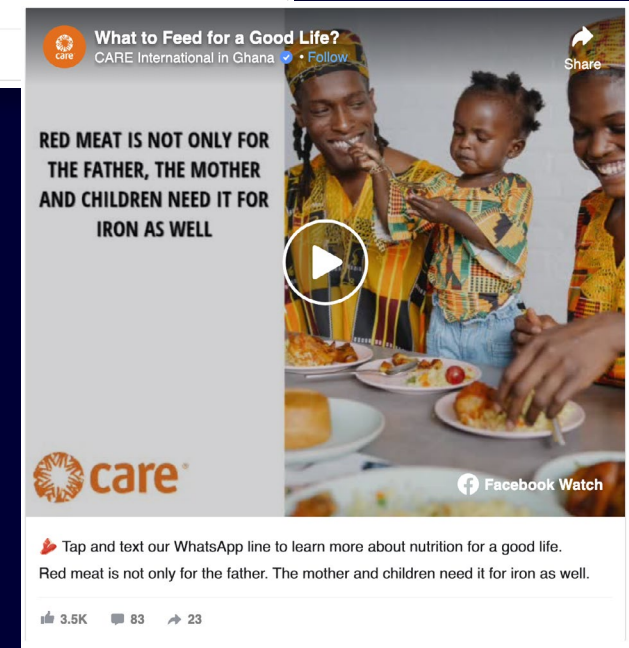
Conclusion

CARE's experience with using social media as an SBCC modality has been an incredible learning experience and has created important opportunities for the sector.

First, while measuring success of online campaigns is difficult, we know that to be true of analog modalities as well. Experimenting with SBCC online creates opportunities to innovate, test, measure, and evaluate methods that may better correlate online and offline programming and make social and behavior change work more cost effective and efficient.

Experimentation with online SBCC affords NGOs the opportunity to deepen and strengthen their organizational capacity and capability around social and behavior change communication. Often, the skill sets needed to execute digital campaigns sit with the communications staff, while social and behavior change expertise lies with program staff members. One can't help but imagine the potential of strengthening ties between communications and programs teams. What might be possible when previously siloed teams work together?

SBCC in social media creates opportunities to build on lessons learned in the sector so far in service of additional program areas. Could we shift knowledge, attitude, and behavior related to welcoming refugees or accepting and understanding people different from ourselves?

This field of study also creates opportunities to catalyze new funding and investment to support social and behavior change outcomes through digital communications.

At the same time, this work helps build the organizational brand. Nonprofits are typically unable to raise brand building funds. This work drives programmatic impact and builds your brand at the same time. What if increased alignment between our communications and programs teams meant we could raise funds for communications designed to change people's attitudes, knowledge, and behaviors for impact outcomes? Could this also serve as a way nonprofits might earn investment in brand building?

Finally, CARE worked in partnership with staff on the ground in 46 countries around the world. These teams were committed, smart, engaged, talented – and making this work happen on a small budget. Imagine what might be possible if we were to expand resources available to country office staff for effective, local creative content development and digital experimentation and transformation.

While CARE learned a lot, there are questions that still challenge us. We're excited to keep exploring and testing to better understand what levers best drive impact in knowledge, attitude, and behavior changes across a variety of topics.

CARE hopes you've found this playbook helpful as you consider experimenting with social media as a tool for social and behavior change communication.