Making Your Social Media Campaign Work For You
The Caribbean Public Health Agency is the Caribbean region’s collective response to strengthening health systems and addressing public health challenges which threaten development.

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Introduction

Public health organisations use social media tools to expand their reach, foster user engagement, and increase access to credible public health messages.

According to Brandwatch, a social media monitoring company headquartered in Brighton, England, between September 2017 and October 2018, social media users grew by 320 million, making it a viable platform for the dissemination of information.

Many public health campaigns are created for social media, however, to determine the impact of these campaigns, they must be monitored and evaluated.

This guidebook is developed by the Caribbean Public Health Agency (CARPHA) with funding from the U.S. Embassy for Barbados and the Organization of Eastern Caribbean States. The goal is to help social media managers monitor and evaluate their campaigns.

Although many examples within the guidebook refer to the Aedes aegypti mosquito, an important vector for the Region, the principles can be applied to other public health situations.
Mosquitoes account for most vector-borne disease infections in the Caribbean region, with the Aedes aegypti being the principal vector, transmitting diseases such as chikungunya, dengue, yellow fever and zika (among others).

Mosquitoes require standing water to breed. The Aedes aegypti mosquito lives in densely populated areas and breeds in discarded items that collect water and water containers.

Diseases spread by the Aedes aegypti share common symptoms such as fever, skin rashes, conjunctivitis, headache, muscle and joint pain and a general feeling of being unwell.

In order to be protected from getting sick, persons are advised to avoid being bitten by the mosquito and to destroy any pools of stagnant water as they can become breeding sites for mosquitoes.

Many social media campaigns aim at encouraging persons to change their behaviour to prevent mosquitoes breeding and biting. It is therefore important to consider some behavioural change approaches, as well as the strategies for information dissemination.
Behaviour change communications in public health strive to help people change their personal habits to prevent disease.

There are several behavioural models that can act as a guide to understanding why people may act in a certain way, and how to create interventions to help them change their behaviour.

Many different factors influence behaviour, this guidebook does not attempt to reflect on these factors. Instead it provides a simple framework to help plan effective behavioural approaches.
Planning Your Behavioural Change Approach Using The EAST Framework

The EAST Framework uses four simple principles to encourage behaviour change. The EAST principles are:

1. Make it Easy

   - Harness the power of defaults: We have a strong tendency to go with the default or pre-set option, since it is easy to do so. Making an option the default makes it more likely to be adopted.
   - Reduce the ‘hassle factor’ of taking up a service: The effort required to perform an action often puts people off. Reducing the effort required can increase uptake or response rates.
   - Simplify message: Making the message clear often results in a significant increase in response rates to communications. In particular, it’s useful to identify how a complex goal can be broken down into simpler, easier actions.

2. Make it Attractive

   - Attract attention. We are more likely to do something that our attention is drawn towards. Ways of doing this include the use of interactive technology, images, colour or personalisation.
   - Design rewards and sanctions for maximum effect. Financial incentives are often highly effective, as are simple rewards such as stickers and progress charts for children and schools.
3. Make it Social

- Show that most people perform the desired behaviour: Describing what most people do in a particular situation and encourage others to do the same. Similarly, be wary of inadvertently reinforcing a problematic behaviour by emphasizing its high prevalence.

- Use the power of networks: We are embedded in a network of social relationships, and those we come into contact with shape our actions. Networks enable collective action, provide mutual support, and encourage behaviours to spread peer-to-peer.

- Encourage people to make a commitment to others: We often use commitment devices to voluntarily ‘lock ourselves’ into doing something in advance. The social nature of these commitments is often crucial.

4. Make it Timely

- Prompt people when they are likely to be most receptive: The same offer made at different times can have different levels of success. Behaviour is generally easier to change when habits are already disrupted, such as around major life events.

- Consider the immediate costs and benefits: We are more influenced by costs and benefits that take effect immediately than those delivered later.

- Help people plan their response to events: There is often a gap between intentions and actual behaviour. A proven solution is to prompt people to identify the barriers to action and develop a specific plan to address them.
## Barriers And Motivations

### Barriers To Change And Motivations To Changing behaviour In Protecting Against Mosquitoes Breeding And Biting

<table>
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<tr>
<th>Barriers to changing behaviour</th>
<th>Motivations to change behaviour</th>
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<tr>
<td>Access to communication and information</td>
<td>Using a range of mixed methods and channels to create wider reach</td>
</tr>
<tr>
<td>Mistrust of the public health system</td>
<td>Working through trusted intermediaries and networks, including female relatives</td>
</tr>
<tr>
<td>Access to public health facilities</td>
<td>Outreach via healthcare providers and community midwives</td>
</tr>
<tr>
<td>Long-held existing habits – mosquitoes as a way of life</td>
<td>Disrupting these habits using “carrot” (rewards and incentives) and “stick” (fines for poor waste disposal)</td>
</tr>
<tr>
<td>Decision-making by male partners</td>
<td>Empower male partners to protect their unborn child through checking and destroying breeding sites.</td>
</tr>
<tr>
<td>Practicalities/dislike of using bed nets</td>
<td>Promote the benefits of bed-nets and help to facilitate use</td>
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Developing Your Communication Strategy

A simple tool to guide the development of a communications strategy is the ABC model. It consists of the goal, targeted audiences, key messages, delivery and evaluation.

The first step is identifying the over-arching public health goal which the campaign supports. A goal is a statement of the future desired result of a programme or number of interventions. It provides a strategic direction and outlines the ends rather than the means. For example, a possible goal might be: To reduce the number of new Zika infections in the Caribbean.

A social media campaign is one of many interventions that may be implemented to achieve this goal. Thus, objectives are required to outline how the goal will be achieved – these are clear, realistic, measurable statements of action which, when completed, would contribute towards realizing the goal. A possible objective might be: To increase awareness of 1,000 persons between the ages of 15-49 of Zika prevention techniques during a six-month period.
## The ABC Model

<table>
<thead>
<tr>
<th>Public Health Goal</th>
<th>Audience</th>
<th>Behaviour</th>
<th>Content</th>
</tr>
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<tbody>
<tr>
<td>Indicate relevant goal and objective. Reference organisational, professional, regional or national objectives and goals.</td>
<td>Who is your primary audience? Brainstorm broadly, but pick only 1 narrowly-defined audience. Develop a profile of the audience member, including demographics, attitudes and motivations.</td>
<td>What do you want your audience to do? Should be specific, actionable and measurable. Start small and build from there.</td>
<td>What overall narrative is persuasive to your audience? Do your messages speak to your audience’s insight? What tone/feel will resonate with your audience and make your content stick?</td>
</tr>
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### The ABC Model

<table>
<thead>
<tr>
<th>Delivery</th>
<th>Engagement</th>
<th>Follow-up/ Evaluation</th>
</tr>
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<tbody>
<tr>
<td>How will you deliver your message? (e.g. traditional media, social media, events, etc.) Who will deliver your message? When will you deliver your message?</td>
<td>How will you encourage a two-way conversation with your audience? How will you spark discussion? What questions can you ask your audience?</td>
<td>Evaluation: What are different ways to measure short, medium, and long-term success? How can you measure the behaviour? Follow-up: Are there any follow-on events or messages? How will you continue the conversation? How will you report your results?</td>
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# The TARPARE Model

## How To Decide Which Audience To Focus On Using The TARPARE Model

<table>
<thead>
<tr>
<th>Consideration</th>
<th>Rationale</th>
</tr>
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<tbody>
<tr>
<td><strong>T.</strong></td>
<td><strong>Total</strong> number: is the segment large enough?</td>
</tr>
<tr>
<td><strong>AR.</strong></td>
<td>Proposition of at-risk people in the segment</td>
</tr>
<tr>
<td><strong>P.</strong></td>
<td>Is the segment easily persuaded? Are they likely to persuade other people?</td>
</tr>
<tr>
<td><strong>A.</strong></td>
<td>Is the segment easy to access</td>
</tr>
<tr>
<td><strong>R.</strong></td>
<td><strong>Resources</strong> required to meet the needs of the segment</td>
</tr>
<tr>
<td><strong>E.</strong></td>
<td><strong>Equity:</strong> the need to target specific disadvantaged segments</td>
</tr>
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</table>
Your targeted audience will most likely receive many messages during the day on their social media accounts. To effectively reach them, content should be relevant to the channel used and audience needs. Messages should also be useful and interesting, to attract audience attention and keep them engaged.

Plain language should be used when developing messages to make them easier for the public to read, understand and use.

Some basic tips are:

- Limit use of jargon, technical, or scientific language
- Write in active voice
- Keep messages short
- Write in a friendly, but professional tone
- Choose words with one definition or connotation
- Choose familiar terms and use them consistently
- Use acronyms with caution
- Use numbers when they help you make your point
Using social media channels as a tool for information dissemination has its advantages and disadvantages. Some of these are highlighted below.

**Advantages**

- **Huge Audience Potential**
  One of the biggest advantages of social media is the potential audience. Although your messages will not reach everyone you can use marketing strategies to improve your reach.

- **Audience engagement**
  Organisations can provide answers in real time to questions that the audience may have.

- **Widely Accessible**
  Social media platforms are available across mobile devices. This allows for maximisation of audience reach.

**Disadvantages**

- **Frequent Posting**
  Social media requires that platform managers post frequently. Infrequent posting can result in your audience being less likely to see your posts when compared to other feeds. Analysis of your metrics is needed to determine the best time(s) to post.

- **Full-Time Management**
  To maximise the effectiveness of your social media platform, full-time management is needed. This is especially true if your organisation has multiple social media accounts.
Monitoring And Evaluating Your Social Media Engagement

Monitoring and evaluation are essential functions that can help determine the effectiveness of your social media campaign. Monitoring allows for both ongoing analytics and campaign focused measurements to track your social media engagement to determine the impact of your campaign on your target audience. Below are some critical steps to facilitate the effective monitoring and evaluation of the success of your social media campaign.

Step 1:
Goals setting - is a critical first step when designing your social media campaign. Setting SMART goals will help to answer the following questions:

- What do you want to achieve?
- How will you measure achievement?
- Is the goal achievable given the constraints and the available resources?
- Is the goal realistic?
- When do you want to achieve your goal?

SMART

**SMART**

**MEASURABLE**

**ACHIEVABLE**

**REALISTIC**

**TIMELY**
Step 2: Create your metrics - it is important to determine what performance measures (quantitative and qualitative) are needed and best suited to measure your social media campaign performance regardless of the social media channels.

Step 3: Select your monitoring tools - most social media platforms incorporate analytics and metrics that can be used to measure user engagement with posts (Facebook, YouTube, Twitter and LinkedIn); there are also various third-party tools available online to facilitate and expand on these functions.

Step 4: Determine your baseline - setting your baseline helps to define your pre-social media campaign exposure. This will be used to measure the results and the extent of the progress and achievement of the outcomes and impact of your social media campaign.

Step 5: Monitor your progress - regularly track and record your progress utilizing the metrics and monitoring tools. Set baseline, review your results and make the necessary changes to improve your campaign to ensure your goal is achievable. Setting and tracking milestones is a good way to measure performance success throughout the campaign.

Step 6: Evaluate your results - evaluation of the results can be done periodically or at the end of your social media campaign. It helps to determine what was achieved by comparing your pre-social media campaign exposure or goals to your post-social media campaign exposure results. This process includes, analysing the social media campaign results using the metrics (quantitative and qualitative) and social media analytics to gain insight and draw conclusions. Some insight that can be gained and conclusions that can be drawn include, audience demographics, follower growth, optimal times for engagement, likes, reactions, reach, replies, comments, shares/referrals, numbers and rates.
Step 7:
Utilize your results - decision making is a critical next step in the monitoring and evaluation of your social media engagement. At this step, it is important to determine if any changes and what strategies are required to ensure that you attain the level of achievement of the goals and objectives of your social media campaign. The best way to monitor and evaluate your social media engagement is to “get started” and include the metrics (quantitative and qualitative) at the start of your social media campaign. Set your goals, determine what you will measure, decide who will be responsible for monitoring progress, what measures will be used, when you will measure, present and disseminate the results with all the key stakeholders and determine how the results will be used to improve the goal of your social media engagement.

The logical model below portrays this:
Lessons Learned:
Lessons learned is useful and beneficial as it provides insight based on experiences (positive and negative) shared. It provides the opportunity to learn from the experiences of others for consideration in the design, implementation and monitoring and evaluation of your social media engagement. Listed below are some critical success factors and lessons learnt from selected social media campaign case studies:

Plan early for success
Be realistic! Plan for delays in getting approval at all stages, consider the time, financial and human resources constraints. Capacity building may be required for staff in areas including but not limited to online health promotion, social media analytics and developing shareable content.

Team approach
Create a multidisciplinary team that includes key personnel working towards the achievement of the shared goal(s).

Joint strategy
Combined the old with the new. Integrate traditional and digital media approaches with your innovative social media approaches. Remember that traditional and digital approaches have been proven successful over the years and can help to drive awareness of your social media campaign to achieve your goal(s).

Partnerships
Utilize a strategic partnership approach by establishing partnerships with key organisations and individuals who have large social media followings to boost participation.

Communication
Develop a communication plan to support the launch and ongoing promotion of your social media engagement. Ensure that the communication plan includes the:

- What (product information or process information communication content)?
- Why (clear purpose of the communication)?
- Who (identification of roles and responsibilities - multidisciplinary team, partners, audience, volunteers - remember that all partners and followers have a role to play to build the community)?
- When (frequency and timing of the communication)?
- How (communication dissemination and reporting)?
References


