Using Social Media for Health Behavior Change

Technical How-to Guide

Acknowledgments

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Contact

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How to Use this Guide

This comprehensive guide has four sections taking you through preparations, planning, developing, and implementing to monitoring and evaluating your campaign. We do not expect you to read this document in one sitting, but rather use it as you develop your social media campaign. Use the table of contents to the right to navigate to relevant parts. For example, if you need to refer to Pre-Testing, click on the Pre-Test step.

SUPPORTING TOOL

Social Media Campaign Plan Template

To support this guide, we created a PowerPoint template you can use to develop your Social Media Plan. We suggest you use the PowerPoint that follows steps in the guide and summarizes key information. As you progress through the PowerPoint, link back to the appropriate section below to dig further into steps, as needed. Directions for completing each slide are included in the slide notes for reference.

PowerPoint template

Introduction

Leveraging Social Media as a Tool for Social and Behavior Change

The rise of social media has transformed how we communicate and engage with one another and with information. Of the various social media platforms, the most popular among both males and females is Facebook, with nearly 3 billion global active users per month.[1] Instagram is also widely popular with more than 2 billion monthly active users.[2] On average, individuals use multiple platforms and spend two hours and 26 minutes per day on social media.[2]

The expansive reach of social media platforms makes them a viable channel to implement social and behavior change (SBC) interventions, inclusive of communication. Social and behavior change (SBC) is a systematic, evidence-driven approach to improve and sustain changes in behaviors, norms, and the enabling environment. SBC interventions aim to affect key behaviors and social norms by addressing their individual, social, and structural factors.[3] Social media can influence our knowledge, attitudes, and behaviors at individual, community, and social levels. How can we leverage social media as a tool for public health social and behavior change?

The Rise of Social Media

In the past two decades social media has grown exponentially and continues to grow at a rapid pace. More than 4.7 billion users are active across social media platforms today — doubled since 2015.[4] While global usage of social media is nearly 60%, it varies by location. Despite an initial lag in regions including Africa and Asia, growth has been led by these regions in recent years.[5] Trends indicate that growth in the use of social media in low- and middle-income countries parallels growth in internet availability and use, and smartphone ownership. This, in turn, has been fueled by the expansion of telecoms, internet, and mobile phone penetration globally.[6]

a. Social media is a form of internet-based electronic communication that allows users to create, share, and engage with content and information through virtual networks.

Purpose

This guide is a how-to actionable resource for country teams and partners to lead effective SBC social media campaigns.[b] It is a step-by-step guide for preparing for, planning, developing, implementing, adapting, and measuring social media campaigns. Lessons and tips based on practical experience implementing SBC campaigns across nine countries are included. While many of the steps and lessons can be applied to a wide variety of platforms, this guide is focused on Facebook and Instagram. Further, while this is specific to paid campaigns, much of the content is relevant to organic (unpaid) campaigns on Facebook and Instagram, and social media more widely.

We recognize that:

- You may not read this guide in its entirety and all at once
- This information is out there, but is scattered and often hard to digest

To address this, we developed this guide to provide a start-to-finish overview of the minimum steps involved in conducting a paid social media campaign on Facebook. Along the way, we provide some **quick tips** based on experience, as well as **pro tips** that take steps even further. That said, using social media as a channel for behavior change requires the technical know-how to use tools available on the social media platforms — this experience gets easier over time through trial and error. If teams do not have strong technical know-how at first, they should engage support to implement their campaign plans on social media platforms (Facebook/Instagram in this case).

Pro Tip icon

Quick Tip icon

b. A campaign on social media is a series of related posts and activities over a given time frame.

PREPARATION

Getting Started

If you want to use paid ads on Facebook or Instagram, some administrative items need to be taken care of first. This section will briefly review how to set up a page and business manager account, page access and roles, and building a community on a new page.

STEPS

A Set Up a Business Page/Account

B Build Your Community

C Define Roles within a Social Media Team

Before you begin...

Your organization likely already has a social media presence and a Facebook page or Instagram account.

If you already have a page/account, reflect on whether you may want to create a new one.
Consider the following questions:

1. Does the existing organization age/account have a brand image and identity that resonate with your target audience? *Organization pages/accounts are usually more formal and have a rigid branding.*
2. Is the organization implementing multiple campaigns or programs? Would your campaign get mixed or missed among other material being generated from the page/account?
3. Is it possible that, from a handover point of view, you might have to let some other organization take over the page/account?

If you do not have a page or account or need to set up a new one, review the steps below to set up a new page.

Setting up a new page or account may be advantageous since you can craft a brand identity and be flexible with the tone you use. For example, if the Facebook page is focused on young people in a certain geographical setting, you can use informal language to resonate with that specific audience.

Through the USAID Tulonge Afya Project, FHI 360 created a separate Facebook page to run the Naweza campaign in Tanzania to focus on the first 1,000 days of children's lives.

Create a new page or account only if you feel there are clear advantages, otherwise it might become a liability since Facebook and Instagram require content to be posted consistently to maintain engagement.

A. Set Up a New Page or Account

Information needed for a new page

To set up a new page or account, the social media platform will walk you through the various steps to complete. You can do this from a mobile device or a desktop.

Key things needed:

- **Page Name:** The name of your campaign or brand.
  Do a quick search of your planned name to ensure it will not be confused with another page or account with a similar name.
- **Category:** Choose the one that best describes the topic your campaign aligns with (e.g., community, health, and wellness).
  Prescribed options will populate once you begin to type; you can select from multiple options.
- **Bio:** This is not required but is recommended as it helps customize your page or account to appeal to your target audience(s).
- **Logo:** Do you have a symbol/logo that represents your overall campaign or organization's branding/identity?
  This will be important for campaign planning and implementation to increase target audience(s)' ability to recall your campaign easily.
- **Cover Page:** An attractive cover photo can attract your audience's attention and increase brand/campaign recall.
  This image should represent the mission of your work.

Quick Tip

If you do not have an Instagram account and want presence on that platform, follow a similar process to set one up.

Set up access to the page or account

When setting up a page or account, you will be asked to provide an email and/or phone number.

After setup, access can be given to other team members. You can add team members to the page or account for the campaign they will be supporting or to have overall management.

You can provide partial or full access for managing various functions. Functions include access to be able to create, manage, or delete content or ads; respond to messages and comments; adjust settings; and more.

Make sure to regularly monitor who has access. Regularly check and update your page or account access to ensure only those who need access have it, and that expectations are clear on who will carry out which tasks that are discussed more in Phase I.

Lastly, ensure the **account is set to public** (not private) to allow posts to be seen by anyone.

Use Ads Manager to support page or account administration

Once the Facebook page is set up, you should automatically have access to an Ads Manager account, part of the Meta Business Suite. You will be using Meta Business Suite as you set up and monitor your campaign. We have provided additional details on how to use Meta Business Suite in appropriate sections of Phase II and Phase III. During the Preparation Phase, it's important to understand what Ads Manager is and how it can support your campaign.

Ads Manager allows you to take your marketing up a notch by:

- Serving as an all-in-one tool to create ads, manage ad budgets and schedules, manage when and where content is run, and track how content is performing across Facebook and Instagram
- Allowing you to link (sync) your Instagram and Facebook accounts, which is highly recommended. This allows you to cross post content and share stories/posts directly from Instagram to Facebook and vice versa. Audiences can see and search within the page or account name you select across both platforms.
- Creating custom audiences for different ad campaigns
- Allowing you to provide access to your page or accounts to ad agencies helping you run campaigns. Ads Manager limits their access to running the campaign instead of providing them full access to your pages or accounts.

Quick Tip

- If possible, use an email or phone number affiliated with the organization and not an individual team member — as this can create issues later for accessing the page or account if the staff member whose email is listed later leaves the organization.
- Create a generic email to align with your page or account or tailored campaign. For example: socialmedia123@gmail.com. This allows you to have shared access within the organization and can also be easily handed over to a partner/organization. Staff members can be added as administrators or editors of the page or account through their own personal Facebook accounts.

Quick Tip

You do not need your own Ads Manager. You can leverage your organization's Ads Manager account and link a partner Facebook page or Instagram account to run campaigns. This will come in handy if you are unable to set up a payment method yourself. You may be able to use your organization's payment method instead.

B. Build Your Community

Information needed for a new page

If your page or account is brand new, it will take time to build a following. While running ads is a great way to build your community and following, we recommend you start to build a following as soon as you can.

Some ideas to do this are:

- If colleagues are members of your target audience, ask them to “like” your Facebook page or Instagram account
- Team members that are members of your target audience can invite their friends to like/follow the page or account
- Like and follow similar pages or accounts so they may like and follow you back
- Like and follow local celebrity or personality pages or accounts that align with your campaign, target audience, or organizational goals

Use Content to Build Your Community

Running ads might help you gain likes, but remember, on social media content is crucial. If you do not have regular, relevant, and interesting content, those gains in likes will not translate into real engagement.

Facebook and Instagram prioritize pages or accounts based on frequency of posts and users’ engagement. Planning content in advance enables you to post consistently, this is reviewed in **Phase 1: Plan Your Social Media Campaign**.

Facebook allows you to run campaigns to specifically get more likes on a page; Instagram does not have an equivalent feature. Thus, building community on Instagram is harder, requiring careful focus on creating engaging content for your audiences.

C. Define Roles within a Social Media Team

If you do not already have a team built to manage social media and campaigns, consider the two key roles and their responsibilities described below.

Social Media Campaign Manager: Ensures overall coordination of the campaign. This person is responsible for creating weekly or monthly objectives for content creation, collecting feedback through analytics, monitoring comments, maintaining the calendar schedule for placement of content, assisting in content development, and ensuring Content Creators are carrying out their responsibilities. This person is in charge of implementing the campaign — posting content regularly.

If this sounds like a big task, it is. The responsibilities may be split up if your team configuration allows. For example, perhaps someone is only responsible for ensuring comments are monitored and responded to. The key is to ensure tasks are laid out with clear roles defined among team members to avoid confusion.

Content Creator: Develops content, tests it (ideally among target audience(s)), and ensures best practices of content creation (discussed in Phase II) are followed to maximize the impact of the campaign. This person(s) may be a member of your team, or an external individual/agency qualified to develop content that is interesting and appealing to your target audience(s).

Ask yourself:

- Do you have personnel with the appropriate technical skills to be a social media campaign manager and content creator? Do they have time to work on your campaign?
- Do you have a budget plan to get external support? Social media and campaign management require many hours. Depending on the size of the campaign and frequency of ads this may be a full-time job. From our experience, a campaign that runs about six weeks can require up to 20 hours a week of staff time to design, launch, and monitor.

Quick Tip

While other departments or team members may support at various steps to fulfill a social media campaign, it is best to consider from the beginning which members will take a lead role in managing the process from planning and implementation to monitoring and evaluation. For more details on assigning tasks review **Phase 1: Develop an Action Plan**.

PHASE I

Plan Your Social Media Campaign

This phase will take you through planning your campaign. It is critical to your success as it sets the foundation and objectives for what you want your social media campaign to achieve.

This section provides key insights to consider as you complete your Campaign Plan using the **Social Media Campaign Plan** PowerPoint template. The Campaign Plan provides information that explains how and why your campaign will achieve its behavior change or social change goals. It is provided in PowerPoint format for ease in completing but also for use as a tool to engage other colleagues/departments supporting the work.

STEPS

1. Define the **Problem Statement**
2. Determine the **Target Audience**
3. Identify **Contextual Factors**
4. Develop **Personas**
5. Conduct a **Needs Assessment**
6. State **Goal** and **Intermediary Objectives**
7. Develop an **Empathy Map**
8. Develop an **Impact/Viability Matrix**
9. **Build a Monitoring and Evaluation Plan**
10. Develop **Survey/Poll Questions**
11. Develop an **Action Plan**

1 Define the Problem Statement

(PowerPoint Template Slide 3)

You may already have had discussions with your team on the problem you would like to address through an online SBC campaign. The problem should focus on a behavior, perception, or attitude that you are trying to change. This can always be adjusted and may evolve, but writing it down now helps solidify your ideas to begin building a campaign. Consider:

- Prioritize what you want to address; it can have multiple stages with goals or aims defined for each one.
- While this social media campaign plan focuses on online programming, some teams may also be addressing this problem through offline programming. In that case, you may identify linkages between the two.
- Your campaign should be evidence based. Include data/statistics available for the identified problem. Using data provides rationale for why you are seeking to tackle this problem.
- Is there a national policy or strategy already in place that you may be able to leverage that outlines existing activities and interventions that you can complement and align with?

Quick Tip

While other departments or team members may support at various steps to fulfill a social media campaign, it is best to consider from the beginning which members will take a lead role in managing the process from planning and implementation to monitoring and evaluation. For more details on assigning tasks review **Phase 1: Develop an Action Plan**.

2 Determine the Target Audience

(PowerPoint Template Slide 3)

Detail the age, gender, language, geography, interests, life stage (e.g., new mother, pregnant woman), etc. For Facebook and Instagram campaigns keep in mind:

- The minimum age for users to sign up for Facebook and Instagram is 13, though this may vary by country and topic — see Meta's Advertising Standards. If you are thinking of targeting an under-18 audience there are additional considerations, read more here.
- Consider whether your target audience may need permission to address the problem you identified. For example, youth may need parental permission to receive a vaccination — thus parents/caregivers may be a secondary target audience to reach in your campaign.
- Targeting populations that are criminalized or stigmatized presents additional challenges (e.g., men who have sex with men (MSM)); thus, teams may have to rely on targeting using popular brands, celebrities, TV shows, or social events/activities (that may or may not be available).

Example Problem Statement with Target Audience

- Low and stagnating uptake of COVID-19 vaccines among male and female youth (15–25) in Ghana.
- Low use of pre-exposure prophylaxis (PrEP) among MSM in Nepal.

3 Identify Contextual Factors

(PowerPoint Template Slide 3)

Once your **target audience** and **problem statement** are solidified, determine whether social media (Facebook and Instagram) is a viable channel to address the problem you have defined among your target audience(s). If needed, you can go back and refine your audience and problem statements based on insights you gain from contextual factors.

Is your target audience on social media? Do they have access to necessary technology (e.g., smartphone) and means (e.g., internet and data bundles) to see your content. Conduct an internet search and have a team discussion to assess:

- Number of Facebook users in the country/region for your target audience? Number of Instagram users in the country/region for your target audience? Look for any differences noted by gender, age, region, etc.

  Facebook has an audience estimator that you can use. From your Facebook page, you can go to Insights and click on Audience. You can filter to see potential audience breakdowns by gender and age in various geographic locations/ regions. Ads Manager shows both Facebook and Instagram numbers.

- Internet cost, usage, and habits among target audience. Is the target audience(s) likely to have access to a smartphone/desktop to use the internet?

  See DataReportal, We Are Social, and Meltwater, which publish regular global and country-level reports on digital landscapes. For example, the Digital 2023: Global Overview Report.

- How many mobile phone users are there in the country? What types of mobile phones (smart phone, feature phone, other) does your audience have? What is their mobile access (e.g., do they have their own phone)?

  Most countries have a national communications authority that releases periodic reports on the general communication landscape (i.e., mobile phone networks, internet, broadcasting, infrastructure, etc.). If you are seeking to drive traffic to a mobile number, this may provide insight on which mobile network operator to choose, based on their subscription base.

If you find that you do not have sufficient Facebook or Instagram users or your audience is not online — you may need to rethink the use of such social media platforms to reach audiences.

Thinking through contextual factors is essential. Contextual factors also include:

- **Social/political sensitivities** to the problem area you are seeking to address For example, condom use among MSM.
- **Health system factors**
  For example, what does access to services you are seeking to support demand generation for look like? Is it more difficult for certain groups of people?
- **Socioeconomic factors**
  Are there costs associated with seeing your content or carrying out any actions related to solving the problem you identified? Are these costs feasible for the target audience?

As you develop your campaign, these contextual factors may be key considerations. Reflect on whether social media is an appropriate channel for the change you are seeking to drive in your campaign.

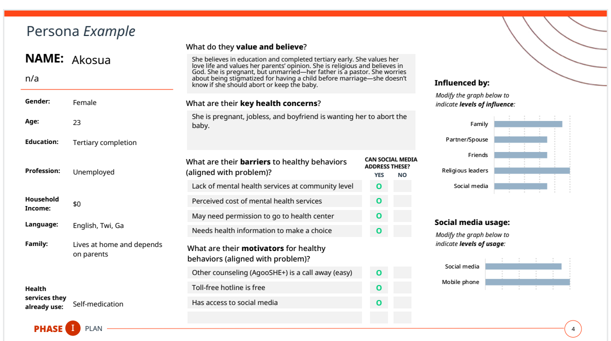
4 Develop Personas

(PowerPoint Template Slides 4–7)

We often develop personas to provide insights about out target audience. You may have a visual in mind of individuals in your target audience(s): what they like to do, their values, who influences them, their health concerns, their health behaviors and practices, and what might be some barriers or enablers for health behaviors.

For each of your target audiences develop a persona. In the **PowerPoint template** there are example personas on Slides 4 and 5. Use this for inspiration and develop your own persona for each target audience on Slides 6 and 7. For each persona:

- Give your persona a name; this makes your target audience more tangible and clearer to others' supporting your campaign — include a photo if this is helpful.
- Develop a fictional character to help guide your campaign and ensure it is tailored to the realities of your target audience(s). This might also include gender, age, education, income, language, likes, dislikes, household configuration, where they access health care, etc.
- Consider who your target audience may be influenced by, such as family, friends, religious or local leaders, etc., as this may indicate the need for a secondary target audience.



There are prompts on the PowerPoint slides to guide you through the development of the persona. As you may have multiple types of audiences — called audience segments — you are trying to reach, create more than one persona. For example, a male or female, an 18-year-old versus 25-year-old youth, etc. Two template personals are provided in the PowerPoint deck, duplicate Slide 6 or 7 to create additional personas.

Pro Tip

Formative research, if possible, should be carried out to directly consult/co-design with members of your intended target audience(s) about the identified problem to get their perspectives. Few issues remain un-researched, so review existing sources of data to identify where/if gaps exist. Gain a better understanding of the situation before moving to design and implementation.

Quick Tip

It is recommended that you develop a minimum of two personas.

5 Conduct a Needs Assessment

(PowerPoint Template Slide 8)

Gather and consider evidence on the barriers (challenges) or enablers (motivators) among your target audience and the context of the problem in which you seek to create desired change. The steps in this process are like any other SBC campaign and the principles and best practices for SBC still hold true.

Use the target audience and problem statement defined in Slide 3 to:

- Conduct an internet search to gather available evidence.
- Gather and document any evidence and sources of data that you have already.
- Reach out to colleagues for any small-scale research conducted but not published.

At a minimum determine for your audience:

- What barriers and challenges does your target audience face in relation to the problem identified?
- What enablers and motivators does your target face that may support them to address the problem identified?

To help guide and structure your needs assessment, you can use a model, such as the socioecological model (SEM) for change, to guide your desk review and to categorize the main findings of the study. The FHI 360 audience-driven demand, design, and delivery model (ADDED) is based on the SEM (see Figure 1). For both questions above think about the barriers and enablers related to:

- The individual level
- The family, partners, and other relationships
- Structures, systems, and policies

Add your findings to **Slide 8**.

Once you develop and review your list of barriers and enablers, ask: **Can social media support addressing this barrier or enabler?** This will help you decide if the problem you are seeking to address is best suited to using social media, or if that process would work better for other identified barriers or enablers.

Pro Tip

Conduct a more thorough desk review using the factors (barriers and enablers) listed in the ADDED model to help you identify the most important behavioral factors — or barriers and enablers — related to the problem statement/target audience.

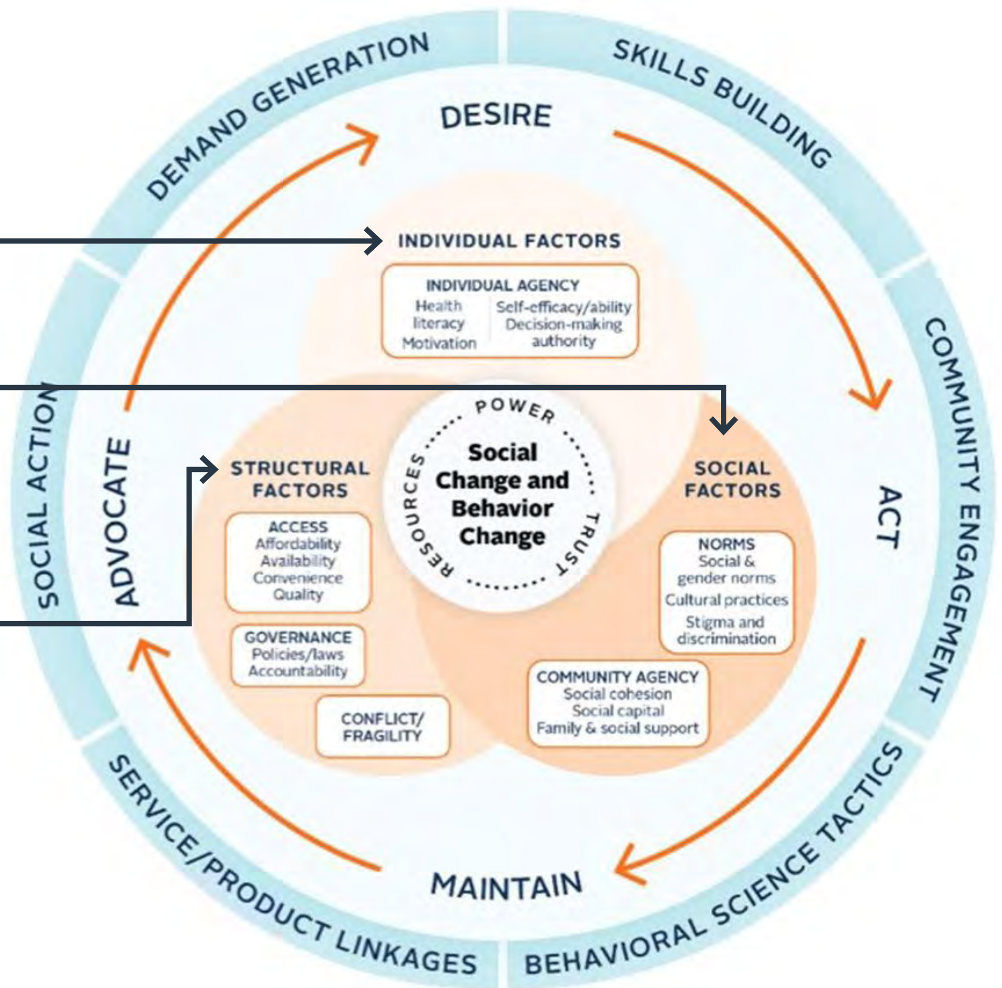
Some search databases include PubMed, Google Scholar, and Scopus. Ideally you would focus on sources no more than 5 years old.

Keep track of data in an Excel spreadsheet, noting key information about the publications you find (title, year, link to publication, journal name, author(s), study design and size, locale) and summary of main findings.

TABLE 1. ***SEM Characteristics by Level***

SEM Level
Individual (personal) Factors: Knowledge, motivation, self-efficacy/ability, decision-making authority
Social (family/community) Factors: Norms (gender/social), cultural practices, stigma/discrimination, social cohesion, social capital, family and social support
Structural (external/environmental) Factors: Access (affordability, availability, convenience, quality), governance (policies, laws, accountability), conflict/fragility

FIGURE 1. ***FHI 360 Audience-driven Demand, Design, and Delivery Model (ADDED)***



6 State Goal and Intermediary Objectives

(PowerPoint Template Slide 9)

After completing your needs assessment, you should have enough information to state the goal and behavioral and intermediary objectives of your social media campaign.

An overarching goal is important, as it provides overall guidance for your social media campaign. Typically, social media campaigns may not be able to measure the goal/impact of a campaign. Social media campaigns may also not be able to measure behavioral outcomes, which are the uptake and adoption of a healthy behavior. These are often external data that may not be available to teams.

Social media campaigns most often will be able and should endeavor to measure intermediate objectives. Intermediate objectives are often self-reported changes in knowledge, attitudes, or practices. Measurement is discussed further in **Phase I: Build a Monitoring and Evaluation Plan**. To ensure your social media campaign remains focused, it is important to select a maximum of two intermediate objectives.

GOAL

This is often the impact that you seek to have in relation to the identified problem (among the target population).

EXAMPLES

Reduction in depression among youth

Reduction in incidence of severe COVID-19 cases and/ or death among youth

BEHAVIORAL OBJECTIVES

This is often the behavior change (i.e., action) that you seek to motivate in relation to the identified problem.

EXAMPLES

Increase in target population accessing mental health services

Increase in target population taking a COVID-19 vaccination

INTERMEDIATE OBJECTIVES

This seeks to address the factors or barriers influencing the behavior/problem identified. This is the key information you gleaned from the needs assessment above.

EXAMPLES

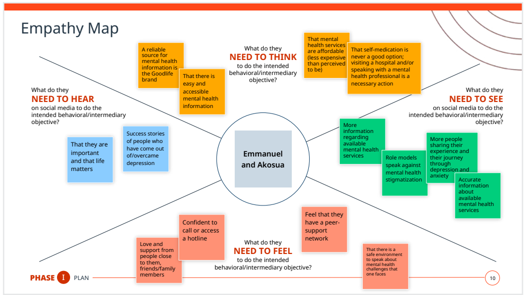
Increase in target population having knowledge of a service/product (e.g., AgooSHE+ hotline)

Increase in self-efficacy/ confidence to access a service/product (e.g., mental health services)

Increase in perception of COVID-19 vaccine safety

7 Develop an Empathy Map

(PowerPoint Template Slide 10)



Using the persona(s) you developed and the goals and intermediary objectives you stated, the next step is to develop an Empathy Map to deepen your understanding of the target audience(s) in relation to the problem. In the **PowerPoint template** there is an example Empathy Map on Slide 10, which you can update based on the below prompts. With your team, reflect on what the target audience(s):

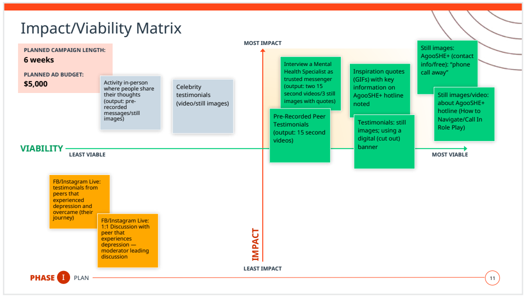
- **THINK:** What do they **need to think** to do the intended intermediary objectives you are addressing?
- **SEE:** What do they **need to see** on social media to do the intended intermediary objectives?
- **FEEL:** What do they **need to feel** to do the intended intermediary objectives?
- **HEAR:** What do they **need to hear** on social media to do the intended intermediary objectives?

This exercise can be done through discussion and using the template to add information in each quadrant. As the discussion is happening, consider:

- Focusing on the barriers and enablers that your team felt could be addressed online through the social media campaign. Be careful about getting distracted by naming barriers and enablers that do not align with the intermediary objective(s) you are addressing or can be addressed by social media.
- If you have multiple personas and target audience(s), you may need to consider doing a separate Empathy Map for each target audience or persona. Ideally, you will find commonalities to ensure reaching as many members of your audience as possible, while also catering to their needs. This insight could be helpful for determining if content/activities would reach and speak to multiple audience(s) when considering impact. In the example Empathy Map slide, you will notice that content listed is appropriate for both personas (Akosua and Emmanuel).

8 Develop an Impact/Viability Matrix

(PowerPoint Template Slide 11)



After developing the Empathy Map aligned with your intermediate objectives — it's time to brainstorm potential ideas for activities or content you could develop for social media to influence the target audience(s). To develop an Impact/Viability Matrix:

- List all ideas that come to mind, big or small, on **Slide 11** (see PPT example). Do not worry yet about placement.
  - As you reflect on activities, consider the output for social media. For example, if you interview a mental health specialist as a trusted messenger, what will be the product you will create: three still images with quotes or two short videos?
  - As you brainstorm activities, also consider elements that may support offline programming, such as driving traffic and awareness of a reservation system to make health care appointments. This could also include using a Facebook group or Facebook Messenger chatbot, or WhatsApp group. If you select these more advanced activities, consider if you have the resources, including technical expertise, to carry them out.
- After the brainstorm, move or "map" the interventions along a scale looking at potential impactful (i.e., greatest reach and success among the target audience) and viable given your team's resources (e.g., budget, skills, equipment, time, etc.).
  - Potential impact is based on what you and your team "thinks," which is based on experience with similar campaigns, what you have seen, and what data you have available. This is where having a social media expert will come in handy.
  - Viability (able to be done) may vary, for instance, you have extra team members for this campaign but for another your budget is small. This determination is based on your team's analysis given the circumstances at the time of the planned campaign.

The goal is to prioritize activities most viable for your team and most impactful for the problem you are trying to solve. These will be moved to the top right quadrant, meaning they are prioritized for the campaign. These activities will be built into the **Phase I: Develop an Action Plan** step discussed below.

As you consider what is viable, questions about budget may arise. Facebook and Instagram offer advertising for a fee, but content can also be shared organically on your page/account(s). This is one reason why it is important to build a following/community on your page/accounts(s), as it can increase the reach of your paid and organic posts (see **Preparation: Getting Started: Build Your Community**).

If you are planning to run a paid ad campaign, consider the factors in the Considerations for Budgeting box. Be realistic about what you can accomplish with your available human and monetary resources, including whether you can afford paid or organic advertising, which will vary in cost based on the country of operation. Just to note, it is difficult for organic posts to gain the same traction and views with your intended audience as paid advertising.

Also consider the length of campaign; the recommended span is a **minimum of four weeks**, but ideally 60–90 days. You will record this later in **Phase II: Content Calendar/Budgeting**, but it is important to factor in the amount and type of content you plan to create.

Quick Tip

Check out this resource from Meta on Advertising Costs and How to Buy Ads on Any Budget

Considerations for Budgeting for Design and Placement

1. Who are you trying to reach?
2. How long will your campaign be?
3. What creative approaches will you use?
4. What is the cost of placing ads in your country? (remember taxes!)
5. Different targeting approaches may have varying prices (e.g., hyper-local targeting)

9 Build a Monitoring and Evaluation Plan

(PowerPoint Template Slide 12)

Monitoring measures delivery of your social media campaign, whereas evaluation measures if the campaign had the outcome you intended.

Monitoring and evaluating metrics should be SMART: specific, measurable, achievable, realistic, and time bound. They should be directly linked to your intermediary objectives.

Three Types of Monitoring and Evaluation Metrics for Social Media Campaigns

1. **Performance Metrics:** Relate to the output of your campaign (the content developed) and likes, reach, shares, comments, etc., achieved.
2. **SBC Metrics:** Relate to the intermediary objectives, such as a change in knowledge, attitude, and/or behavior.
3. **Ad Recall Metrics:** Used to determine if the change achieved can be attributed to your campaign.

We will discuss how you might track performance metrics per post and using Ads Manager in **Phase III: Monitor Your Campaign**.

Pro Tip

Facebook has a tool (Meta Pixel) that tracks actions a target audience/client takes on a separate website or application. This is tracked via Ads Manager to monitor clicks or completion of a task/action (e.g., booking an appointment).

Performance Metrics help you monitor your campaign (e.g., likes, reach, shares) while SBC metrics evaluate campaign outcomes.

Use the number of social media users in your audience(s), which you determined earlier, to help set a performance metric.

- For example, reach 20% of target population online in a six-week campaign.

Performance metrics highlight your target audience(s)' engagement with your content and provide real-time insights to use to adapt your campaign. Engagement refers to action someone takes after seeing/hearing your content, such as liking, sharing, commenting, etc. Keeping your audience engaged can also increase the odds of other people seeing your content, as more post engagement boosts the likelihood Meta algorithms will show your content to other users.

SBC Metric(s) directly relate to the problem you are trying to address. These are the most important as they relate to the intermediate objectives you set — and outcomes you expect.

Use your intermediary objectives to form SBC metrics.

Use the formula below to develop your SBC metric(s):

- Achieve a [PERCENTAGE] increase (or decrease) in the proportion of [TARGET AUDIENCE] who report a change [KNOWLEDGE, ATTITUDE, or BEHAVIOR] by [MONTH/TIME PERIOD].

Ad Recall Metrics provide an idea of how many people would remember seeing the ad if they were asked about it within two days.

The formula for the ad recall metric is:

- Do you recall seeing an ad for [TOPIC] from [ORGANIZATION] online or on a mobile device in the past [TIME PERIOD]?

☐ Yes
☐ No
☐ Not Sure

10 Develop Survey/Poll Questions

(PowerPoint Template Slide 13)

Once your SBC metric(s) are clearly laid out and agreed upon, develop each one into a question(s) that can be used in a poll or survey to measure the self-reported knowledge, attitude, or behavior you are focusing on changing. If you have a monitoring and evaluation (M&E) team, they can help with this step (**Slide 13**). These questions will support your Evaluation Plan developed above.

The questions should align with the campaign's intermediate objectives/SBC metrics; these could be about individual, social, or structural factors such as self-efficacy/confidence, knowledge/awareness, or accessibility issues. The selected objectives(s) will be the cornerstone of content and messaging discussed in **Phase II**. Eliciting audience feedback on these questions via pre- and post-campaign polls/surveys is discussed in **Phase III**.

Example Poll Question for SBC Metric

How safe do you think a COVID-19 vaccine is for people like you?

- Very Safe
- Somewhat Safe
- Barely Safe
- Not Safe
- I don't know

11 Develop an Action Plan/Timeline

(PowerPoint Template Slide 14)

From the discussions with your team, you can begin to develop an action plan/timeline and fill in the various tasks envisioned for your campaign. An example format and tasks are provided on **Slide 14**; you can use this as a guide to replicate the format in a Word or Excel document (as the slide may not be enough space). Key tasks should be linked to the impact/viability matrix upper right quadrant as those are the activities prioritized for this campaign; the sub-tasks are those steps needed to ensure that overall activity is completed. Based on who will lead or be the Social Media Campaign Manager and Content Creator, assign responsibility for tasks. Assign a specific person versus a team to ensure clarity of action items and timelines. This plan may be revised and added to as you begin implementing your campaign.

PHASE I

Summary Checklist

At this point, you have an initial Social Media Campaign Plan. Take some time to review the key steps discussed in Phase I to ensure you are ready to move on to Phase II.

Completed?	Phase I: Plan Your Social Media Campaign
	Do you have a **Problem Statement**?
	Did you determine the **Target Audience**?
	Did you reflect on **Contextual Factors**?
	Did you develop two or more **Personas**?
	Did you conduct a **Needs Assessment**?
	Do you have a campaign **Goal** and **Intermediate Objective(s)**?
	Did you develop an **Empathy Map**?
	Did you develop an **Impact/Viability Matrix**?
	Do you have a **Monitoring and Evaluation Plan** (performance, SBC, and recall metrics)?
	Did you develop **Survey/Poll Questions**?
	Do you have an **Action Plan** (key tasks, sub-tasks, timeline, and who is responsible)?

PHASE II

Develop Your Social Media Campaign

This section discusses how to develop your social media campaign using paid ads based on your plan above. However, much of this guidance is useful to develop any type of social media content.

Continue using the **Social Media Campaign Plan** PowerPoint template. The Campaign Plan provides information that explains how and why your campaign will achieve its behavior change or social change goals — your goal and intermediary objective(s).

STEPS

12 Develop Campaign Messaging

(PowerPoint Template Slide 15)

Key messages and content should clearly link and align to the goal and intermediary objectives (Slide 9) of your campaign. It may be helpful to review work done in Phase I (persona(s) (Slides 6/7) and the empathy map (Slide 10) for this step.

To develop content think about your audience(s) and target your **content to *their* needs**.

In this step, you will develop key messages. These are what you want your audience(s) to remember after seeing, hearing, or reading one of your social media posts. Key messages are not a slogan, a tagline, or something that should be used word for word in a creative asset. Writing messages is especially important when planning social media campaigns because you will create much more visual content than the typical offline campaign. Offline campaigns tend to rely on communication tools that remain in place for long periods of time, like wall posters, billboards, and radio spots. In social media campaigns, you will develop and post visual content much more frequently since social media users tend to pass over posts they have already seen, read, or heard. Because you will be creating so much visual content, your key messages will act as guardrails, ensuring you do not stray too far from what you want your audience(s) to remember and what you are asking them to do.

Make sure you link the key messages to the intermediary objective(s) and corresponding questions you developed from the SBC metrics.

Avoid using any jargon that would not be familiar to your audience(s). Document your key message ideas on **Slide 15**. And, if you already have insight or ideas for hashtags (#) and organizations or pages/accounts you want to tag, note those as well.

Quick Tip

Consider different types (e.g., fear, altruism, social norms, trusted sources, etc.) of messages and how they may be perceived/received by your target audience(s). Check out UNICEF vaccine messaging guide for inspiration.

Key Message Examples

- COVID-19 vaccines are safe
- Protect your loved ones by getting vaccinated

Look at the two images (A and B) below; they are very similar. Which one do you think will have greater impact?

A

B

Quick Tip

Other elements to be mindful of are:

- Text size variations
- Text/background color

These aspects are important for getting the target audience(s)' attention.

If you thought B, you are correct. Here is why: image A has four key messages "COVID-19 is still out there," "vaccines are safe and important," "protect you and your loved ones," and "continue to observe the safety protocols." This can confuse the target audience(s) on what the take-away message is and makes it less likely that the intermediate objective(s)/SBC metrics will be reached. **Consistency is key!**

13 Determine the Creative Approach

(PowerPoint Template Slide 15)

The creative approach is equally as important as your content. This is how your campaign will look, sound, and feel to the audience. As before, think about your target audience(s). Use a design that will attract their attention and make them **want** to engage with your campaign. Review persona(s) on Slides 6/7 to recall what motivates your audience(s) and the things they value. If you conducted formative research in **Phase I**, those insights will also be helpful.

As you decide the creative approach, think about these four aspects:

1. **Tone of Voice** — Not what you say, but how you say it.
   - Think about your audience(s) and what tone of voice they would like most and respond to best. Is it better to be funny or serious, casual or formal, playful or mature, etc.?
   - Tone of voice communicates the personality of your campaign.
2. **Visual Look** — How you communicate tone of voice visually.
   - Think about what your audience(s) would respond to best. Is it cartoon characters or real people, pictures of people smiling or being serious, individuals or groups of people, etc.?
3. **Color Palette** — Colors chosen to create a standard look for your campaign. The aim is to use consistent colors so your audience(s) will recognize and easily recall a communication asset from your campaign.
   - Think about your color choices. Consider avoiding colors linked to a particular political party, using colors most likely to appeal to your target audience, not reinforcing existing negative norms associated with colors (i.e., pink for female campaigns and blue for male).
   - Select colors that fit best with the tone of voice; for example, if your tone is playful, better to avoid dark colors. For help, see these color palette generators online: https://coolors.co/ or https://www.canva.com/colors/color-palette-generator, and if you need to match colors: https://imagecolorpicker.com/en.
   - You could also use a color palette from your organizational branding, from a logo, for example.
4. **Content Type(s)** — Creative formats used in your campaign. Find out from your audience(s) which formats they like. In general, it is best to have a mix of different formats.
   - Some options are: photos/images, videos, carousel posts (multiple photos or videos), GIFs, illustrations, infographics, animations, memes, live streaming, and others.

Quick Tip

For static content:

- Less is more (20% rule for text)
- Ensure photos/images are high quality/high resolution

For videos:

- Show your key message(s) within the first three to five seconds
- Make sure you have captions; most people watch social media videos with sound turned off
- Keep them short (maximum 15 seconds) for highest effectiveness

14 Develop Content for the Campaign

(PowerPoint Template Slide 15)

It is now time to develop the necessary content for your campaign. You do not need to develop it all right now, but you should have a general overview of how your campaign will progress. Developing content in phases also allows you to leverage performance metrics (discussed more in Phase III) to evolve and adapt your campaign based on audience(s) engagement.

Keep in mind three main themes — the **3 Es** — to ensure balanced content.

- Content is **educational** and sparks curiosity and learning, think "did you know," tips, or frequently asked questions (FAQs).
- Content that provides **entertainment** and **encouragement** (inspirational); could be stories, relatable content (memes/GIFs), or behind-the-scenes peek content, for example.

Additionally, as you develop content and iterate versions, it is helpful to reflect on assets developed with colleagues to think about:

- **Comprehension:** Do you think the main points/words used will be understood?
- **Relevance:** Do you think the material/content is applicable to the target audience(s) lives?
- **Noticeability:** Do the think the materials will attract the target audience(s) attention? What will they notice?
- **Credibility:** Do you think the target audience(s) will trust the message and its perceived source?
- **Acceptability:** Do the think the material/message fits the culture? Are they sensitive?

Quality Creative Checklist[7]

As part of FHI 360's collaboration with Meta, a checklist for creative best practices based on Meta's review of successful ads was shared. In summary, the following should be considered when developing content for your campaign:

- ☐ I would share this content with my friends and family
- ☐ I align with the intermediary objective(s)
- ☐ I have a clear and memorable key message
- ☐ I use trusted voices in the creative
- ☐ I have a good mix of formats (static, video, etc.)
- ☐ I have optimized content for viewing on a mobile device
- ☐ I do not use jargon that my audience will not understand

For video content

- ☐ I show the key message in the first three seconds
- ☐ I use captions in case the sound is off

Quick Tip

There are free resources for developing many of the content types, such as Canva which has ready-made templates that can be adapted, and with a Pro account provides access to a library of stock images. While intuitive, it will take time for your team members to get familiar with it if they have not used it before.

Alternatively, you may already work with a media agency that can develop content based on your campaign plan. This will be guided by the available budget, as well as what capacity you have in-house for content creation.

15 Pre-Test Creative Content

Once creative assets are developed, it is advised to pre-test them among your target audience before launching your campaign.

An option to test content using Ads Manager is A/B testing — keep in mind this does require a budget and ad credits on your account. A/B testing is helpful if you want to test slight variations in content (e.g., messaging, image, illustration, format, color, etc.) to better understand which approach/feel will resonate more with your target audience(s).

- In Ghana, the team ran an A/B test to see if A (solid green background) versus B (natural background) was more successful for a creative asset. They targeted 18- to 25-year-olds in Ghana to get their opinion — the A/B test ran for three days and reached 145,000 people for approximately $40.
    - **Result:** The poster with the natural background (Figure 2) was found more appealing to the target audience.

FIGURE 2. ***Natural background image from Ghana campaign***

- In Nepal, the team ran an A/B test targeting 18- to 55-year-olds for seven days to determine if images of a real person or an animated image were more appealing for the target audience. It reached 5.5 million people for about $1,500. This provided both teams near real-time results for a minimal cost prior to using ad credit funding for a creative.
    - **Result:** The team found images of a real person was more appealing.

A/B testing can also be used to test two messages with the same image to see which has greater resonance with your target audience. As you refine your budget, note any changes on **Slide 16** (discussed in the next step), including setting aside a budget for A/B testing if you wish.

Pro Tip

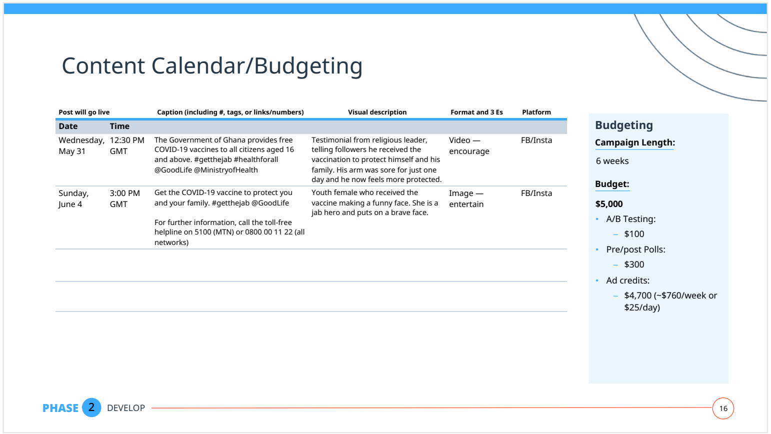
Use Meta's Creative Hub in the creative process of content creation to get inspiration, preview ideas, and collaborate with teammates on mock-ups.

Quick Tip

Identify a shared location from the start to store all campaign creatives. This will keep your team organized and ensure best practices are followed for knowledge management. It is recommended that you include a column with a link to where the content for that post is stored.

16 Create a Content Calendar/Budget for Ads

(PowerPoint Template Slide 16)



To get a better sense of the flow of your campaign and content creation needs as it unfolds, develop and maintain a social media content calendar. This is especially important in campaigns that unfold over several weeks (remember, minimum of four weeks is best practice). The content calendar is an extension of your campaign plan. Discuss how you will plan to spend the available ad budget you planned when thinking about the impact/viability of various social media activities/content.

Develop the calendar in Word, Excel, or Google Sheets; whatever works best for you and your team. See PPT example for key categories and some examples.

As you develop your content calendar, keep in mind:

- Creating content and having team members or collaborators review it takes time. Prepare content two weeks ahead of time to be safe! Having a content calendar and planning can help ensure consistency in reaching your target audience(s) throughout the campaign period.
- To determine when to post, think about times that your target audience(s) will most likely be online.
    - For example, if your target audience works during the day, it would be best to post in the evening or during lunch hours when they may be on social media. If your message and content relate to an offline activity — for example, going to get vaccinated for COVID-19 — you may want to consider which days are better to post to promote the uptake of the offline behavior (i.e., when clinics are open).
- If you are running your campaign alongside other general posting on your page or account, keep this in mind when deciding when to post.
- If you are posting on multiple pages/accounts, note that on your social media calendar to avoid confusion.

- Frequency is equally important (e.g., multiple times a day, once a day, four times per week). While posting frequency has no simple answer. Here is some general guidance:
  - Hootsuite notes that for Instagram three to five posts per week is sufficient, while Instagram Stories can be used more frequently (two times/day).
  - For Facebook, posting one to two times per day is recommended.

Trial and error are often what it takes to find what works best for your location/target audience(s). Make sure your message gets out and you stay present, but do not overwhelm your audience or their social media feeds.

It's a delicate balance. However, quality trumps frequency — it is best to share quality, relevant, useful content.

Quick Tip

When planning your captions (text that accompanies posts), consider including hashtags (#), which should be familiar or memorable to your target audience(s).

Hashtags can ensure that your content is shown/seen by people who follow that topic, for instance, someone can search #GoodLife and all associated content is shown to the person searching.

If you have partners or other businesses you want to mention, tag them (@username) to show affiliation. When deciding to tag an entity or person, it is important to consider how your audience(s) will interpret it. For example, if you tag a donor of your project or a government health department, consider how your audience may react.

If you are driving traffic to a website or phone number, include that information in your caption. Keep captions brief to not distract attention from the content itself.

PHASE II

Summary Checklist

Completed?	Phase II: Develop Your Social Media Campaign
	Did you develop **Campaign Messaging** (aligned with intermediate objectives)?
	Do you have a **Creative Approach**? • Tone of Voice • Visual Look • Color Palette • Content Types
	Have you developed **Content** for the Campaign (minimum first two weeks' worth)? *remember the 3Es*
	Did you conduct a **Pre-Test** Creative Content? (and incorporate feedback)
	Do you have a **Content Calendar** and **Budget** for Ads?

PHASE III

Implement, Monitor, and Evaluate Your Campaign

Your campaign is planned and set up for smooth implementation, great work! While it is tempting to just let content run as planned, regularly tracking how the campaign is performing is important. This phase will take you through both implementing, as well as monitoring and evaluating your campaign.

Social media offers real-time data, and Facebook and Instagram platforms provide built-in analytic tools that provide insight on your campaign and content performance.

To monitor the campaigns, you can use **Ads Manager** and **Page Insights** to look at the campaign across the Meta platforms. Monitoring data provides insight on what content and approaches resonate with your target audience(s), which can then be used to adapt campaigns, develop new content, and make decisions on where and how to prioritize ad budgets.

STEPS

17 Conduct **Pre**-Survey/Poll

18 **Set Up** Campaign and **Publish**

19 **Monitor** Your Campaign

20 **Reflect and Adjust Based on Campaign Data**

21 Manage **Comments**

22 Develop a **Performance Tracker** (optional)

23 Conduct **Post**-Survey/Poll

17 Conduct Pre-Survey/Poll

(PowerPoint Template Slide 17)

Before you publish ad content, you should conduct a pre-test to assess current self-reported knowledge, attitudes, and practices among your target audience(s). Use the questions you developed in **Phase I: Develop Survey/Poll Questions**, found on Slide 13. You will need to develop a survey or poll to ask demographic questions and questions developed to assess intermediate objectives. The recall question is not necessary at the pre-survey stage because you have not yet run a campaign for them to remember! Consult M&E colleagues for support on setting up the necessary survey/poll parameters (e.g., sample size, platforms, analysis plans, etc.).

For platforms, Facebook offers a built-in poll function. You can target your audience(s) with your questions, for which users can provide yes/no, multiple choice, and open-ended responses based on the questions you developed. Of note, open-ended questions/responses can be helpful to get additional insight from your audience, but they also take additional time and resources to analyze. Thus, it is important to have an analysis plan in place as well as responsibilities of team members included/updated in the campaign Action Plan (Slide 14).

Other survey resources are available, including Survey Monkey which has a free option. It includes 10 survey questions, with pre-designed templates that can be adjusted. The free version limits the number of responses to a single survey, so it may or may not work for your team's needs. If using a link to an external survey platform, one way to increase response uptake would be to put a budget behind the post, which would request participation from social media users fitting your target audience(s) to click and take a survey.

Once the pre-survey/poll is completed, store data in a safe location for comparison to the post-survey/poll and include key findings/information on Slide 17.

18 Set Up Campaign and Publish

(This section for campaigns that have a budget to buy ad credits.)

Now that content is ready and calendar planned, set up your campaign in Ads Manager.

When you go into Ads Manager under Campaign, you will notice three main components of setting up your campaign structure (Campaign, Ad Set, Ad). You should see a green button + Create Campaign. Ads Manager will walk you through the various steps. If additional information is needed for each step, there is an information icon, as well as various resources online to leverage. Meta is always changing and iterating approaches and layouts.

Here are the key things you need to think through:

- **Select your campaign objective.** This should be based on your campaign plan. There are six options to select from in the overall advertising objectives. As a public health campaign, objectives are likely to focus on awareness, traffic, or engagement (see Campaign Objectives box), but other options are leads, app promotion, and sales. Choose the one best related to your campaign objective(s).
- **Name your campaign.** Give your campaign a name for ease in running future content/ads. Multiple campaigns may be running at one time, so this helps keep them organized.
- **Buying type.** Facebook and Instagram use an ad auction approach — meaning they try to pair your ad with people in your audience who are most likely to be interested in it (read more here). You are competing with other ads trying to reach the same or similar audience(s); some key components to consider to be as successful as possible are noted in Key Components for Ad Auctions box. Over the duration of the ads running, Facebook and Instagram will automatically optimize and narrow down your target audience, based on who is engaging with the content. This will help maximize results, achieving best outcome for your budget.

The second screen for creating a new campaign is **Ad Sets**, the structure used to set up your ads into a campaign. Here are the key things you will need:

- **Name your Ad Set.** You can have multiple Ad Sets, which can keep your campaign organized as well as offer additional analytics of how different Ad Set folders are performing. For example:
  - If you are advertising across more than one page, you can have an Ad Set for content to be posted on each page/account.

Quick Tip

If you are using a corporate or shared Ads Manager account, ensure you are in the correct campaign tab — this will link to an ad account ID linked to your country team or campaign. If you are in the wrong campaign ID, you will lose valuable campaign analytics.

Campaign Objectives (Ads Manager)

Awareness: Shows ads to people who are most likely to remember them (supports reach, brand awareness, video views)

Traffic: Sends people to a destination (e.g., website, WhatsApp, Messenger)

Engagement: Get more messages, video views, post engagements, page likes, or event responses

- You can also set up a different Ad Set folder for different types of content (e.g., video or static) that your campaign will use.

- **Budget and schedule.** The two options are daily and lifetime budget.
  - **Lifetime:** You will be asked the allocated budget you are willing to spend over the campaign period; this will optimize over the period of the campaign. You cannot revise this.
  - **Daily:** This is recommended if you are new to social media campaigns, as it allows you to adapt based on what you learn.
- **Audience controls (and Advantage+ audience).** These crucial steps define where and who you want to see your ad content. This includes location (e.g., country/region), as well as age, gender, or other detailed targeting information. Refer to **Phase I: Determine the Target Audience** if needed or Slide 3.

This step allows you to intentionally select your audience to maximize the use of your budget. By knowing your audience size in the locality, and the gender, age, etc., based on the information you set, you can also see the estimated daily reach results among your target audience based on the budget you set over the campaign period (start date and end date).

- **Placements.** Select where your ads will be placed across the various options on Facebook and Instagram (e.g., feeds, stories, reels, etc.). You will select either:
  - "Automatic Placements," meaning the delivery system will allocate your Ad Set budget across multiple placements where it is most likely to perform best.
  - "Manual Placements," allowing you to decide the places you want your ads shown.

The more placements selected, the more opportunities for people to see your content. The next step is to begin uploading actual ad content (what your audiences will see). Ads are uploaded within the respective Ad Set folders developed above. As you upload content be sure to select the appropriate Campaign (e.g., overall campaign name) and Ad Set name (e.g., videos or GoodLife Page). The key things you will need are:

- **Ad name.** Label each ad for easy reference. It will be saved in the selected Ad Set folder. You will be able to see a small photo alongside the name of the ad.
- **Ad setup.** This is the format/structure of your ad (e.g., single image/video, carousel, etc.)

Key Components for Ad Auctions

1. Choose the right objective
2. Target your audience
3. Have sufficient budget
4. Run your ad long enough (minimum seven days)
5. Have compelling ad creative

Quick Tip

Remember the wider the audience, the lower the cost (per person); whereas the more narrow/specific an audience, the higher the cost (per person). It is a balance that your team needs to determine.

During the Meta Accelerator, our country teams aimed for an audience of at least one million people.

- **Ad creative.** Upload your ad content as well as the caption (text) to accompany your ad (refer to your Content Calendar)
- **Ad preview.** Based on the ad placements you selected; it will show you how the ad will look in each placement prior to publishing. If there is a problem with the content and placement type, an alert (triangle with a caution sign) will appear and provide you an opportunity to edit.

You will repeat this step for each ad/content asset. You can start draft posts, have them ready to be scheduled (at a later day/time), or publish directly. Best practice is to schedule posts in advance since a significant amount of time and steps are needed to ensure placements are optimized across platforms. This avoids a lag in your campaign.

Keep in mind, Meta will review all ads. **If your ad is rejected**, you can edit and resubmit. If you feel it was rejected in error, you can appeal the decision and provide information as they review it again for consideration. When working on health promotion campaigns, ensure you comply with advertising standards, as your ad could be rejected. Ad categories/content around housing, certain social issues, employment, etc. can be sensitive, as some countries have specific requirements that must be followed for advertisements on certain issues. As Meta reviews your ads, they review them for compliance with country standards.

If Not Using Ads Manager: Types of Ads You Can Post Directly from Facebook and Instagram

You can create an advertisement directly in Facebook and Instagram, but these are one-off content posts or boosts, rather than a full ad campaign setup (read more here). The options you see will vary slightly. For example, ad types in Facebook are:

1. **Automated Ads:** Tests up to six versions of your ad to find the best performing one, then let's you review it. You are guided through some prompts before you include your ad versions (read more here).
2. **Create New Ad:** Allows you to make an ad using text, photos, video, etc., to promote your organization, business, or campaign.
   a. **Goals:** You select from various goals: automatic (Facebook selects most relevant), get more calls, more website visits, more messages, more page likes, promote your business locally, and get more leads.
      i. An overview of the estimated daily results based on your goal and the amount of money and time your ad will run is displayed.
   b. **Audience:** Allows you to target your audience, however for advanced targeting features, you will have to use Ads Manager.
3. **Boost a Post/Boost an Instagram Post:** Suggested posts to boost (put ad credits behind) are generated across Facebook and Instagram.

Quick Tip

Select for ads to be shown on mobile or desktop, or both.

It is important to optimize content accordingly for each placement type, as the size parameters may vary (e.g., landscape versus portrait or size of image/video space).

If you do not optimize, it is possible only half of your content will display — thus wasting your budget.

19 Monitor Your Campaign

The Campaign Manager, or other identified staff, should check on how the campaigns are progressing daily.

It may also be helpful to share how campaigns are going with the whole team. They can contribute expertise for deciding whether to adapt content or approach. So, what should you be looking out for?

Some key metrics that show how your campaign is performing are shown in Table 2. An optional, but recommended, tracker overview is provided in **Phase III: Develop a Performance Tracker**; this helps to track key metrics over time and posts and can be helpful for sharing with a larger team that may not have direct access to Ads Manager.

Based on the metrics in Table 2, there are also metrics built into Meta to assess the cost to obtain these results: cost per link click, cost per result (1,000 people reached), etc. Meta calculates this metric by using the total ad or wider campaign budget to analyze the cost/budget you used to achieve the result(s).

Quick Tip

The ideal frequency for audience(s) to see your ads is approximately two times per week (or more than eight times for a four-week campaign).

While ThruPlays defaults to 15 seconds if your video is longer, you can see other time points in the analytics of your post.

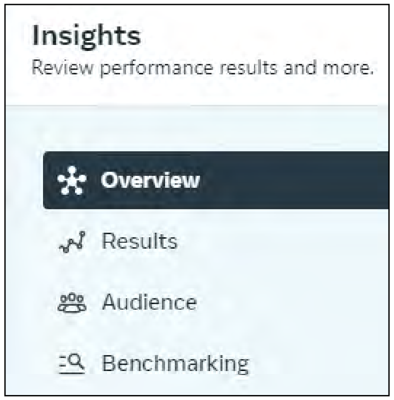
TABLE 2. ***Sample metrics to evaluate campaign performance***

Metric	Description
Reach	Number of people who viewed your ad/campaign
Engagement Rate	Any action someone takes on your ad, such as a comment, like, or share
Video ThruPlays	Number of times your video was played to completion, or at least for 15 seconds
Frequency	Average number of times each person in your audience saw your ads
Impressions	Total number of times your ad appears in a news feed
Link Clicks	Number of clicks on ad links to selected destinations/experiences
Link Click-Through Rate (CTR)	Percentage of times people saw your ad and clicked on a link

There are two main ways to view how your campaign (and content) is running that incorporate an overview of the above metrics. Page Insights looks at overall paid and organic posts and Ads Manager only looks at paid ads.

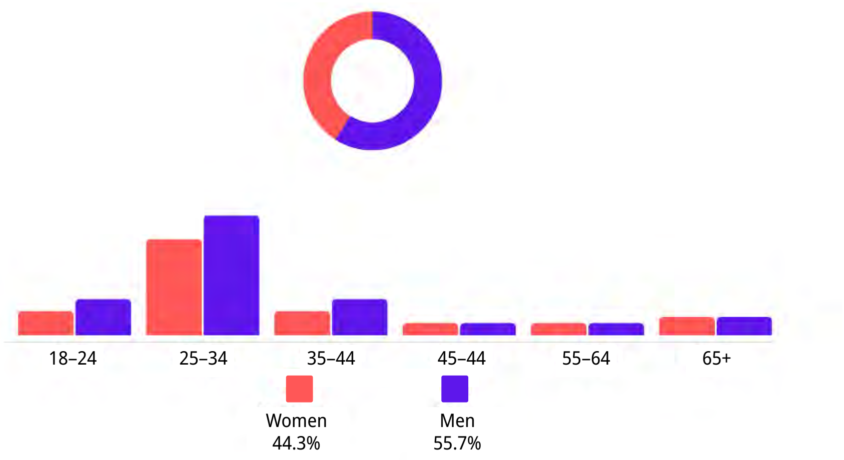
1. **Page Insights** provides detailed analytics for your Facebook page and allows you to better understand your audience, post-performance, overall health of your page, and what this looks like over time. Figure 3 shows what the Page Insights tab looks like.
   - The Overview and Results tabs – shows key metrics about your page over a given time (e.g., today, yesterday, last seven days, last 28 days) or custom period, and includes metrics above, as well as page likes, visits, and reach.
   - The Audience tab – provides a breakdown of audience by gender, age, and location, as highlighted by the GoodLife, Live it Well Facebook Page in Ghana (Figure 4).
   - The Benchmarking tab – shows how your page is performing against similar businesses/pages. If you have your Instagram account linked, you will also see this for that platform. If you look at "businesses to watch," it provides an overview of key metrics on similar pages, which can be helpful for tailoring your wider social media approach and strategy. Further, pages are suggested to add, which can be a great way to identify similar business pages/organizations to follow and to send a request to like your page back and increase your audience size and potential engagement rates.

FIGURE 3. *Screen shot of page Insights tab*



2. **Ads Manager** is more specific to **paid ads** for your campaign(s). While Page Insights is helpful, it is important to pay close attention to metrics you can get for **paid ads** through Ads Manager. For example, your campaign may increase your page likes and following, this will help future campaigns as well as getting greater reach and more likelihood of engagement behind both paid and organic posts. One of the best ways to ensure this is monitoring your campaign closely — you can do this easily in Ads Manager for both Instagram and Facebook.

FIGURE 4. *Screen shot of GoodLife, Live it Well audience overview*



20 Reflect and Adjust Based on Campaign Data

By setting up Ad Sets for your campaign in Ads Manager, you will have additional analytics at your fingertips. In addition to seeing how each individual ad performs, you can compare across Ad Set folders. For example, if have a video and static Ads Sets folder, you can see how these two content types are performing across your audience(s).

Some questions to ask as you review your campaign and ad content performance:

Audience

- Which gender is having the most/least engagement with ads/your campaign? Why do you think this is?
- Which age group is having the most/least engagement with ads/your campaign? Why do you think this is?
    - Is your campaign reaching the intended target audience?

Creatives

- Which creatives are performing well? Why do you think this is?
- Which ad is getting the most comments (genuine/not spam)?
- Which ad was the most shared? Why do you think it had the most shares?
- How can you change your creative approach to get higher engagement rates?

Quick Tip

The team in Ghana met weekly to review campaign performance, discuss the following week's content, and determine any changes to make based on what was learned from posts' engagement.

The team kept each week's overview in one PowerPoint deck for ease in looking back at decisions made and campaign progression.

Looking at performance metrics is important, but reflecting on them with colleagues is even more so, as it can stir up new ideas or insights to continuously improve your campaign. For example, if your reach is high but engagement is low, you may need to revise content to increase engagement on future posts. Your team can offer insights on how best to do this based on the data from your campaign so far.

21 Manage Comments

Comments on your social media posts can be a blessing as they show genuine interest in your content. But they can also be a curse; you may get spam messages or negative responses about the topic. How you address both is crucial for maximizing the efforts already put into planning and implementing your campaign. While you can turn off comments to your postings, this limits engagement.

Some insights to help manage and address comments are:

- Designate a team member (or two) to manage comments (this can be labor and time intensive). These team members should have:
  - A strong understanding of the technical content and the campaign objectives
  - Able to communicate in a way that engages users online
- Be consistent in your responses and tone across all social media platforms to create a cohesive campaign "look and feel" and maintain a positive reputation online.
  - Respond to comments in a professional and timely manner. You can develop a frequently asked question (FAQ) guide if helpful for your campaign; this will help keep responses uniform for similar questions, feedback, or complaints.
  - Pre-write responses, with team input, to common comments to rely on best practices and preserve a consistent tone.
- Monitor comments daily (inbox messages and directly on posts)
- Set up an automated message (inbox messages)
  - This helps your audience feel that you are engaged and responsive to their needs. However, you MUST follow up on their questions, feedback, or complaints!
  - Use Page Insights Section in the Overview tab on Messaging Performance (e.g., responsiveness and response time) to monitor this.

- Remove any comments that are spam, irrelevant, or offensive.
    - It is helpful to include a statement on your page/social media profile that only comments using appropriate language and tone will be left posted. This maintains a positive online community and makes it clear to your audience why a comment may be removed.

Comments provide an opportunity to engage in conversations with your audience(s). You can ask them questions, share additional information, or provide helpful resources to create a dialogue, which can help them change their perception/attitude or behavior in relation to the problem you are seeking to address in your social media campaign. Engaging with comments through reactions (likes) and replies (commenting) naturally boosts your content in either paid or organic postings, as it extends the opportunity for others to see your content based on the social media algorithm. Content with high engagement rates is more likely to be shown to others in your audience(s).

Comments and engagement with your ads and posts also provides an opportunity for **social listening**.

Social listening is systematically monitoring content, views, and opinions shared by people — in this case, on social media — to gather insights. It differs from reviewing page analytics or Ads Manager insights, as it encompasses the social media/web universe beyond your page or social media campaign.

In Ghana, a social media campaign used a limited form of social listening to track myths and misconceptions noted in comments about COVID-19. This was used to develop creatives in response and shared with a National Task Force that addresses myths in public health.

Free tools (e.g., Google Alerts, Social Mention, Talkwalker Alerts, etc.) are available to help your team use social listening. Each tool will ask you to identify certain key words to focus on or analyze. Use key words that would be used in everyday discussion by an average person; if vaccine is referred to as a jab in a given context, this may be more appropriate.

Note that social listening might not be useful if your social media campaign is about a taboo topic (e.g., menstrual hygiene in some countries), as people may not talk about it much on social media/web.

22 Develop a Performance Tracker (optional)

(PowerPoint Template Slide 18)

While Page Insights and Ads Manager provide a ready repository of your posts/ad performance, we recommend keeping a separate tracker (Slide 17) to help monitor your campaign. As mentioned previously, while a team member should follow progress daily, having weekly or biweekly meetings to share performance with a wider team is helpful for discussing any adaptations to upcoming content being developed, budgeting, or beyond.

A tracker can be a great place to hyperlink the actual post.

When developing the tracker, consider what information you would like to know. Some ideas are:

- Date accessed
- Date of publication
- Time of publication
- Type of content (video, photo, etc.)
- Link to post
- # of Likes
- # of Comments
- # of Shares
- Impressions
- Reach
- Views
- Click-throughs
- Engagement Rate

Some tips when developing your tracker:

- Think carefully about what information is needed. Too much information is just as bad as not enough information. Develop a tracker that reflects your needs but can also support you in knowing if you are achieving your campaign objectives.
- Since social media is not static, the engagement rate logged for a post on a given day will likely change over time. Agree with your team if/when to log performance metrics (e.g., likes, shares, etc.).
- Other data points you may want to track include on which page or account content was published (if you are using multiple) and the main language of a post (if you are using multiple languages).

23 Conduct Post-Survey/Poll

(PowerPoint Template Slide 19)

As your campaign ends, do a post-survey/poll to evaluate change over time among the target audience(s) and the intermediary objectives/SBC metrics. These are the same questions developed under **Step 17. Conduct Pre-Survey/Poll** and developed in **Phase I: Develop Survey/Poll Questions**, found on Slide 13. These are the same questions with the addition of the recall question now that you have run your social media campaign!

Findings from the survey/poll can be stored on Slide 19 for ease in reviewing against the pre-survey/poll results, as well as sharing with other colleagues or departments. Key information is highlighted, but data can be presented in various ways (e.g., graph), thus the slide can be adjusted based on the team's needs/preferences. It is recommended to share findings more widely for discussion internally, and **Phase III: Reflect and Adjust Based on Campaign Data** step provides some discussion prompts. This can inform future campaigns!

If possible, please organize an external opportunity such as a webinar, blog, or journal article to share among SBC and technical practitioners about the social media campaign you and your team planned, developed, implemented, monitored, and evaluated.

Final Thoughts

In 2021, FHI 360 and Meta formed a collaboration to explore how to use Meta tools to amplify demand generation and SBC activities. In 2021 the first cohort was rolled out: seven country (Botswana, Kazakhstan, Indonesia, Cambodia, Nepal, Tanzania, Papa New Guinea) teams developed campaigns to create demand for COVID-19 vaccination. In the second cohort in 2022, five country (Ghana, Nepal, Cambodia, South Africa, Thailand) teams participated. One country focused on increasing demand for COVID-19 vaccination, while the remaining focused on prevention and testing for populations with a higher likelihood of exposure to HIV.

This guide was developed based on our experience from these campaigns. We hope that it will be useful to teams that want to design, implement, and monitor paid social media campaigns supporting SBC programs. We want to leave you with some lessons that we learned as we embarked on this process ourselves. While we worked in different settings and conducted different campaigns, the lessons are common to all.

- **Understand your audience before developing campaigns.** Each project undertook a 'persona exercise' to better understand the people they hoped to engage. This allowed projects to tailor the tone, messaging content, and images — for example, understanding if illustrations or representative photos resonated more — to appeal to their audiences.
- **Use built-in Meta tools to inform campaigns.** Some projects used tools like A/B testing in which two different images are shown to a small pool of users to determine preference. For those who did use it, it provided real-time data on what images and messages were performing best, which allowed tested, highly resonant content to be included in the final campaign. Other analytical tools, like understanding exactly how long average users watch a video before dropping off, allowed teams to optimize creative elements for their audience.
- **Know how to find your audience online.** Each project understood how to find their audience(s) offline but knowing how to reach them online can be an unfamiliar challenge. Projects used Meta audience insights tools to understand what their online audiences looked like using filters such as age, location, and gender. Other projects with hard-to-reach audiences dove deeper by using 'flex targeting,' or reaching users at the intersections of two or more relevant interests (for example, following both a TV show and a local nightlife spot) that might be common across members of an audience.

- **Monitor, monitor, monitor.** Each project learned the benefits of careful, frequent, and responsive monitoring of campaigns. Some projects learned they were not measuring key metrics like click-throughs to project resources from campaign materials. One project, which worked with influencers, kept a careful eye on comments, and learned that some audience members were responding negatively; they were able to respond quickly. Another was able to find backlash to their campaign that informed future work.
- **Don't be afraid to adapt.** Even with upfront formative work, campaigns can still surprise you! Each project took place in two phases and was able to learn from the first phase to refine the second. For example, one campaign learned their illustrated images were not performing well and were able to replace them with photos of people who were part of their audiences.

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