UP SWELL

Facebook-Fueled Behavior Change Campaigns

A Strategic and Tactical Guide

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Behavior Change Campaigns
THE FUNDAMENTALS

Behavior change campaigns tackle some of the world's most daunting and complex challenges. The World Health Organization, the Bill & Melinda Gates Foundation, and other global- and public-health organizations use them as tools to inspire individuals and entire communities to take meaningful steps toward better health.

IT'S NOT ENOUGH TO SIMPLY RAISE AWARENESS.

An effective, actionable behavior change campaign "follows **a specific sequence** that moves the target audience from awareness of an issue towards a behavior resulting in a **specific health outcome**," according to the World Health Organization (WHO). "An effective campaign must also adapt to, and consider the context of, the community it serves."

Well-run behavior change campaigns that involve community partners early on and use trusted messengers can help shift social norms so that healthier behaviors are widely adopted across communities and populations at large.

HOW DOES BEHAVIOR CHANGE HAPPEN?

Humans are complex. So is behavior. There are countless theories about what drives people to behave the way they do. The one we've found most helpful for behavior change campaigns for the global- and public-health sector is the **Fogg Behavior Model**, which centers on three key elements of behavior change:

1. Motivation
2. Ability
3. Prompt

The core principle of <u>Stanford behavior scientist BJ Fogg's theory</u> is that **all three** of these elements need to come together at the same moment in order for a behavior to occur.

Learn more about the Fogg Behavior Model on page 9

Some examples:

- [Family planning campaigns](#) to improve women's access to and use of long-acting, reversible contraceptives.
- [Smoking-prevention campaigns](#) discouraging youth from picking up the costly, life-shortening habit.
- [Life-saving campaigns to increase the use of malaria nets](#) in Cameroon, Tanzania, and other countries.

Facebook Basics
FOR BEHAVIOR CHANGE CAMPAIGNS

With nearly 2.5 billion monthly active users, Facebook is the world's largest social network. It's a powerful communications tool that gives people and organizations all over the world the ability to share information both broadly and to targeted audiences.

This makes it an especially promising platform for behavior change campaigns that aim to share knowledge, shift attitudes, and motivate people to make choices that can improve the health of entire communities.

Facebook is the social media starting point for many nonprofits and nongovernmental organizations. Small organizations with limited staff, time, and resources are better suited to managing a single social media channel platform (i.e., Twitter, Instagram, Snapchat, WhatsApp).

In 2019, with funding from the Bill & Melinda Gates Foundation and advertising credits from Facebook, we developed, tested, and documented strategies for running effective behavior change campaigns on social media.

We used Facebook as the platform for a behavior change campaign combatting a widespread public-health issue in rural India: anemia, a preventable dietary deficiency linked to an estimated 1 in 5 maternal deaths.

CREATING A FACEBOOK PAGE THAT ENGAGES

You can use an existing Facebook page or create a new Facebook page for your behavior change communication campaign. Either way, building a strong community on your page is key.

Best Practices

1. **Don't sweat every detail of your page:** Your page doesn't need much more than a compelling cover photo and a clear, concise About section. Most people will not visit your page directly. They'll interact with posts in your campaign that show up in their News Feed.

The goal: to increase public awareness about anemia and motivate more young women to take iron and folic acid supplements. This campaign reached more than 7 million young women in the Indian states of Madhya Pradesh and Uttar Pradesh with a dynamic and engaging stream of information about anemia and the benefits of iron and folic acid supplements.

Using surveys, ads, custom code, and other tools, the campaign shared and gathered valuable information, resulting in a new framework for measuring and evaluating behavior change communication campaigns on Facebook and a statistically significant increase in our target audience's knowledge about anemia and the benefits of iron and folic acid supplements.

2. **Everyone is on mobile:** Most people will view your posts on a mobile device. Make sure your posts, images, and links are optimized for the screen of a smartphone or tablet.

3. **Try not to sound like a public-service announcement:** People come to Facebook to connect with their friends and family. Set a tone for your page and posts that allows you to join in the conversation without sounding like you're talking at (or worse, down to) your audience.

GROWING YOUR COMMUNITY ON FACEBOOK

Once you've created or selected your Facebook page, it's time to start growing your community. Some tips to set you up for success:

- **Post often:** The more often you post, the more chances you have to engage your audience and grow your community.
- **Moderate your comments:** Respond to questions, like positive comments, hide negative comments, and invite everyone who interacts with each post to like your page.
- **Share your page:** Share your page outside of Facebook (i.e., via email, WhatsApp, or text message).

Eight Keys to Effective Behavior Change Campaigns on Facebook

No matter what your campaign aims to achieve, it's crucial to start by mapping out your goals and your plan to achieve them: your **theory of change** or **logic model**.

These eight keys to effective behavior change campaigns on Facebook are designed to guide your organization's efforts to harness the mobilizing power of social media to improve the lives of people and communities grappling with pressing public-health problems.

THE VALUE OF SHARING

Sharing is a valuable form of engagement for any campaign on Facebook. It plays a powerful role in helping your campaign reach the right people with the right message at the right time.

People often trust and respond to content shared by family, friends, and colleagues more than they do with content posted from third parties, even when it's an upstanding organization like yours that's trying to do good in the world.

1. Map out your goals and your plan to achieve them

Before you start a campaign, it's critical to have a clear idea of what you're trying to achieve, who needs to be involved, the behavior you're trying to change, and the steps you plan to take to make it all happen.

KEY QUESTIONS

What's your top goal? Describe it clearly and concisely. One sentence. That's it.

Who's your target audience? Get specific about demographics, what motivates them, and who influences them.

What tactics will you use? Outline the type of content you'll use (e.g., content that your audience will share in order to support friends and family, fun myth busters, infographics that make complex information easy to understand, Facebook Live interviews with people your audience trusts on your topic, etc.), how and where you'll share it, how much it will cost, which social channels and platforms you'll use, and how you'll optimize it.

What do you want people to do? Describe specific actions you want people to take—the behavior changes that will accomplish the goals you're striving to achieve.

PLAN, REVISIT, ADJUST, REPEAT

The most effective social media campaigns follow a detailed and clearly defined sequence. They are thoughtfully planned, informed by strategies to reach the right people with the right information in the right ways—so they're inspired to take action.

To be clear, sequential does not mean linear, like a one-way street that seamlessly connects all the "dots" of your campaign—no twists, turns, dead ends or detours. In reality, many wildly successful social media campaigns diverge from the initial road map. Why? Because sometimes, rich data gathered in real-time surprises you. Your data might suggest that you steer in another direction or make a major course correction.

With social media, you can—and should—revisit each step throughout the campaign, adjusting here and there as needed.

How can people help power your campaign? Describe what roles people can play during your campaign. What specific actions can they take to reach more people or help change hearts and minds? Examples: Sharing with their friends, signing petitions, and participating in Facebook Live discussions.

How will you monitor and evaluate your campaign? What tools will you use to measure results before, during, and after your campaign? Examples: User surveys (before and after), analysis of social media engagement, and real-world, measured changes in behavior.

What are your key objectives? What percentage of your target audience do you want to reach during your campaign? How many times? How much social sharing, commenting, and reacting do you expect from this campaign?

What results will your campaign achieve? What impact will this campaign have on your target audience? What change in behaviors will improve the health of individuals and the community as a whole?

CAMPAIGN SPOTLIGHT

We used the Fogg Behavior Model as our guide in developing our **iron and folic acid campaign to combat anemia in rural India**.

Goal: To develop, test, and document strategies for running effective behavior change campaigns on social media through the practical application of campaigns focused on increasing the motivation of young women to consume iron and folic acid supplements.

Target audience: Women, ages 18–34, active on Facebook and Instagram, living in Madhya Pradesh and Uttar Pradesh.

Core motivators: Pleasure or pain, hope or fear, social acceptance or rejection—as informed by the Fogg Behavior Model.

Influencers: Parents, friends, family (mother-in-law, older siblings), teachers, celebrities, and accredited social health activists (ASHAs) who serve an important role in the health system across India.

Campaign tactics: Three iterative Facebook- and Instagram-centered social media campaigns that include:

- Socially optimized content design to inform and tap into core motivators for behavior change.
- Community engagement and management, including comment management, feedback loops, story collection, and storytelling.
- $150,000 multichannel ad strategy (Facebook, Instagram, mobile games).
- Continual optimization.

What we wanted people to do:

- Seek information by clicking through to learn more.
- Share and discuss information about anemia and iron and folic acid supplements.
- Demonstrate understanding and motivation to consume iron and folic acid supplements.

Monitoring and evaluating results:

- Surveys before and after campaign.
- Analysis of social media engagement (i.e., likes, comments, shares, video views, etc.).

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Key objectives:

- Reach 75% of target audience 5 or more times with relevant content during the course of each campaign.
- Average engagement rate of 5% across campaign (i.e., 5% of people who receive a piece of content engage with it by sharing, commenting, or reacting).
- 10% of engaged users sharing content, the most socially valuable form of engaging because it spreads information within trust networks.

Desired results:

- Target audience will report a higher level of motivation to consume iron and folic acid supplements.
- Community will have new strategies for running other social-media-based campaigns to improve public health, as well as a framework for gauging campaign effectiveness in real-time and changing tactics to improve results.

Now that you've mapped out your goals and your plan to achieve them, it's time to research and identify your target audience, figure out what motivates them, and determine who influences them, how, and why.

PERSONAS

It may be helpful to develop a **persona**—essentially a "character" you create that represents a segment of your target audience. A persona can help you create posts that really talk to your key audience.

Here's a Persona Worksheet to help you get started.

And here's a Forbes article with more tips and information about the important role personas play in marketing strategies used in the corporate sector: "User Personas Are the Missing Links You Didn't Know You Needed."

2. Research and identify your audience

An effective behavior change campaign on Facebook needs a solid foundation of data—both qualitative (i.e., observations, interviews, focus groups) and quantitative (i.e., numbers)—to give you the baseline of data against which you'll monitor and evaluate the results of your campaign.

Once you've mapped out the start-to-finish game plan for running your campaign, the very first step is to find out if your audience, or the people who influence them, are active on Facebook.

Facebook's Audience Insights tool aggregates many layers of information about people connected to your page, as well as people on Facebook at large, including demographics (age, gender, education levels, job titles, relationship status, etc.), people's interests and hobbies, and more. This information will help you learn how many people in your target audience are active on Facebook each month and who their influencers are.

Facebook offers multiple ways to target campaigns to specific audiences with ads, as well as a Campaign Planner to estimate how much it will cost to reach your audience.

Many people rate taking care of friends and family as a top reason for sharing information on Facebook—a huge advantage for Facebook-based behavior change campaigns and other public-health initiatives. Facebook's Campaign Planner does not factor this advantage into the advertising cost estimates it calculates, so your campaign might cost less than the budget Facebook recommends.

Once you've zeroed in on your audience and estimated how much it will cost you to reach the people you want to target, use Facebook Audience Insights and in-person research to learn even more about them.

For example, to better understand the people we needed to reach with the iron and folic acid supplement campaign in rural India, we:

1. Determined how people in India use Facebook to connect with and care for friends and family on the platform.
2. Worked to determine the needs, desires, beliefs, and attitudes toward health-related topics.
3. Identified potential influencers and patterns that could inform campaign strategy.
4. Researched how members of the audience talk about topics that relate to iron and folic acid, health, and nutrition.
5. Determined if the audience would need to accept a new behavior (e.g., start taking any type of supplement) or modify an existing behavior (e.g., start adding iron and folic acid to their daily intake of with other nutritional supplements).

3. Decide what you'll measure, how, and why

Before you design your campaign or begin to test messages, you need to decide exactly how you'll determine if your campaign is successful and what data you'll need to gather along the way to measure your impact.

Go back to the game plan you mapped out for your campaign—your goals, target audience, campaign tactics, etc.—and decide what metrics will best capture the successes and short-comings of your campaign.

Do you want to measure engagement on Facebook (e.g., the number of likes, comments, and shares)? Do you want to survey your audience before and after your campaign? Depending on your campaign, you might want to collect other data, such as demographics or user sentiment.

Here's a survey that helped us gauge attitudes and knowledge about anemia and iron and folic acid supplements.

We're excited that you're here!

This 3-minute survey is designed to help us, a group of public health researchers, better understand people's opinions and knowledge about iron-folic acid.

This survey is anonymous. We do not collect any personally identifiable information and have no way to link your responses back to you.   Although your participation is very helpful to us, you will not receive a payment or other direct benefits for participating and there are no foreseeable risks.

If you agree to participate, please click Start below.

Thank you, from our team at the University of California, San Francisco and Upswell.

| #	Question	Answer
1	Have you taken an iron supplement recently?	Yes
		No
		Unsure
3	How important is it for you, personally, to take iron supplements?	Very Important
		Somewhat Important
		Unsure
4	If you decided to take iron supplements, how difficult would it be for you to obtain tablets in the next week?	Very easy
		Somewhat easy
		Unsure
		Somewhat difficult
		Very difficult
16	What is your age?	Under 20
		20 to 25
		26 to 35
		Over 35

Notice that all of our questions required single-choice answers from a list of options. After testing early versions of our survey, we learned that questions requiring users to use two hands to type their answers dramatically decreased completion rates. Remember that most people will interact with your campaign on a mobile device, so keep your copy and calls to action thumb-friendly.

Our final survey included 21 total questions. Responses to some questions depended on answers to others, which means some people answered a total of 19 questions while others answered all 21. Most questions had the response categories of "yes," "no," and "unsure." For the final analysis, "unsure" was grouped with "no." We took this more conservative approach to ensure that we didn't artificially inflate results.

We developed the survey in English, then had it translated into Hindi, the native language of many people in our target audience.

To deploy the survey, we used a cloud-based data-collection app called Typeform, with forms that work well on mobile devices, which we knew—based on our audience research—would account for the vast majority of responses. Typeform also has Facebook Pixel and Google Analytics built into its technology, which gave us helpful data about how users interacted with the form.

For example, Facebook Pixel pinpointed which questions had the greatest number of people logging out, rather than continuing to take the survey. It also revealed demographic data about survey respondents and enabled us to retarget audiences with new content based on their responses to certain questions.
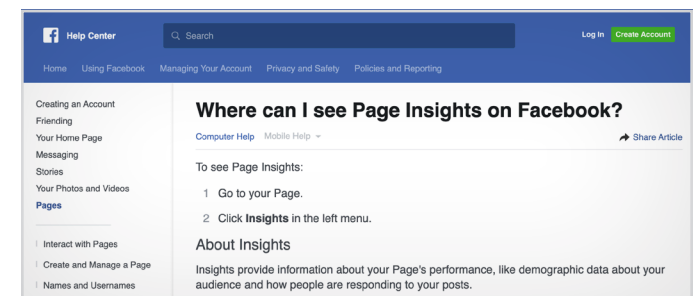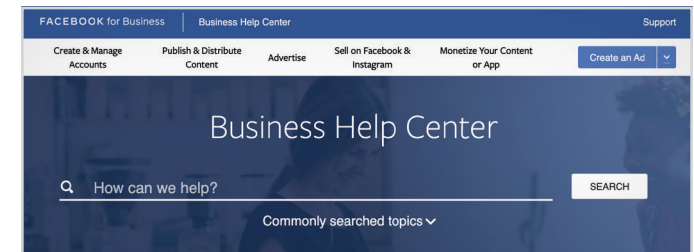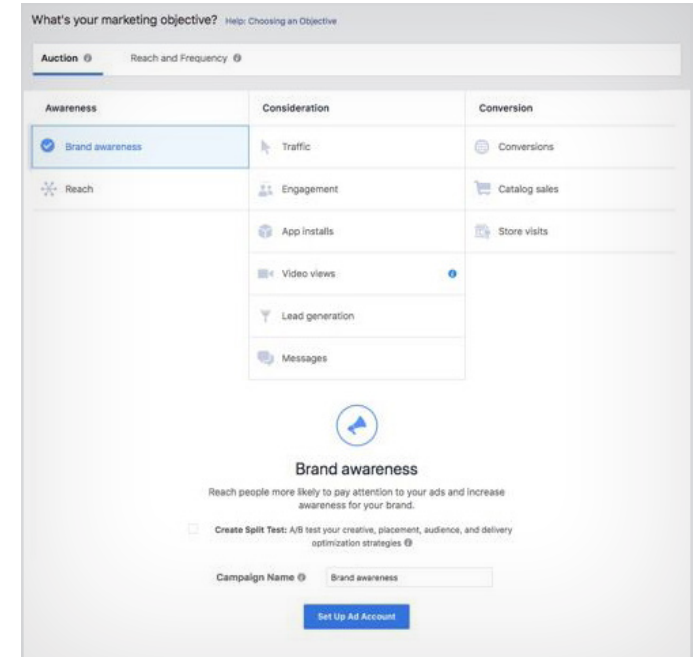
We distributed links to our survey using ads created and delivered through Facebook's Ads Manager, which enabled us to target ads based on location, gender, and age, among a vast array of other variables, such as interests, occupation, and self-declared marital status.

Regardless of what goals you've identified for your campaign, make sure you can measure them either with one of Facebook's measurement tools like Ads Reporting, Page Insights, or Facebook Analytics or a third-party tool, such as Khoros.

4. Develop your campaign content

For the anemia campaign, Upswell and our creative partner produced over 100 different types of content to try, from memes to pop art images to animated GIFs. Our goal was to uncover which creative directions worked to engage our audience.

When creating your content, remember the importance of sharing on Facebook. Your audience can also be your communication channel. People share on Facebook for three reasons:

1. **They think it will be helpful.** Even making someone smile is helpful, so amusing, inspiring, or informative posts fit in this category.

HOW TO CREATE GREAT CONTENT ON A BUDGET

You don't have to hire a prestigious design agency to run an effective campaign on Facebook. In fact, there's often an inverse relationship between the time and money you spend on fancy campaign content and the engagement that content receives.

(continued)

2. **It's self-defining.** Sharing the post defines you in a good way, making you seem knowledgeable and eager to inspire positive change.
3. **They think it will have a positive impact in their community or the world.**

The first and most important question you should ask yourself about each piece of content is, "Would I share this with my own friends?" The answer should be a resounding yes.

There are lots of free and low-cost ways to create memes, infographics, and images for your campaign, including:

Adobe Spark - Create graphics, images, and video stories
Canva - Create infographics, charts, and images
Infogram - Create infographics
Landscape - Resize images for social media
Pablo from Buffer - Add text to images

BEST PRACTICES FOR FACEBOOK CONTENT

IMAGES
- **Limit your branding and your text.** People respond to images that don't look like ads.
- **Turn up the emotion.** You have just a few seconds to capture your audience's attention.
- **Size your images correctly.** Go to Facebook image guidelines to confirm the most up-to-date specifications for Facebook image sizes.

VIDEO
- **Keep it short.** Most viewers only watch the first 5 seconds of a Facebook video, so make sure your first 5 seconds grabs your audience's attention and gets your message across.
- **No sound.** The majority of people will watch your video with the sound off, so make sure either you have subtitles or can convey your message without sound.

5. Test your messages, again and again

Now it's time to test your messages and launch your campaign. Because of the real-time nature of social media, it's fast and easy to test lots of different messages and types of content.

STEP 1: CREATE YOUR FACEBOOK ADVERTISING CAMPAIGN

Once you have your creative content, it's time to create your campaigns on Facebook to test your messages. On Facebook, a "campaign" can be any number of ads delivered to any number of target audiences with a specifically defined objective. Facebook then targets the distribution of your ads to maximize the value and impact on your campaign. When setting up your campaign, test different objectives and explore the objective that will help you achieve your goals.

For most behavior change campaigns on Facebook, we recommend using either the Engagement Objective or the Traffic Objective. With the Engagement Objective, your advertising campaign is sent to the people in your audience that Facebook's algorithms deem most likely to engage with your content. For the Traffic Objective, Facebook sends your post to your people in your audience, even if those people may not engage with your content. Try different objectives throughout your campaign to learn about the engagement and the reach your content has when you select different objectives.

STEP 2: TARGET YOUR AD SET

Facebook advertising campaigns are made up of sets of ads, called ad sets, with shared settings for how, where, and when an ad will run. This means that the choices you make at the "ad set" level will automatically apply to all other ads in your ad set.

STEP 3: CREATE YOUR AD

Facebook ads can feature videos, images, infographics, links, or slideshows. For the anemia campaign in India, our objective was maximum engagement, which included likes, comments, and shares. We used the same age group and geographic location segments that we targeted in the survey and created 84 different Facebook ads over a 6-week period using Facebook's Ads Manager.

6. Engage with your community

Facebook would be nothing without the people who use it to connect with others, share valuable content, and support one another. It's important to remember that **you are building a community** with your behavior change campaign. For your campaign to be a success, you need to engage with your community in ways that make them feel seen, heard, and valued.

Some tips to help you manage your community effectively:

1. CREATE CLEAR COMMUNITY GUIDELINES

The first step to building an engaged and self-sustaining community is to establish some ground rules. These rules should outline clear expectations for everyone. Use positive and welcoming language when you explain what your page is all about and what you hope your community will accomplish.

Common elements of community guidelines:

- **Your mission.** Use clear, concise language to share what your goals are.
- **Rules of engagement.** Be specific about how you expect participants to behave on your page, how you monitor users' interactions, and how you enforce your rules of engagement.
- **Consequences for unacceptable behavior.** State your procedures for dealing with unacceptable content or behavior (e.g., deleting inappropriate content, banning violators, etc.) and who makes those decisions.
- **Policies for reporting issues.** Be clear about the steps participants should take if they have concerns about content or behavior that might violate your community guidelines.

Once you've laid out clear ground rules, post your community guidelines under the comments policy in the **About** section of your Facebook page and in the **General Information** section as

well. For example, the World Health Organization says on its Facebook page that it reserves the right to delete comments the meet any of these criteria and to ban the authors:

- offensive or abusive, including aggressing a third-party organization or individual;
- containing anger, hate and/or violence;
- containing personal defamatory;
- considered as third-party promotion or marketing;
- including links to third-party web sites;
- are out of context of the post on which they were posted;
- spamming the conversations;
- inappropriately long;
- containing personal information, such as names, addresses, e-mail addresses or phone numbers;
- containing pornography;
- naming or tagging individuals (particularly on photos) as people might not feel comfortable being identified publicly

2. CREATE A GENERIC COMMENT SCRIPT

Soon after launching your campaign on Facebook, you will begin to see patterns appearing in the comments. In order to ease the process of responding to these questions and ensure quality control, it's a good idea to create a generic script that members of your team can use when responding to questions. During the iron and folic acid campaign—most often referred to as "IFA"—we created the following comment script to inform responses to several frequently asked questions:

Question 1: Where can I get an IFA (iron and folic acid) tablet?

A: Iron tablets are free from your ASHA (accredited social health activist), Anganwadi, or ANM (auxiliary nurse midwife). You can also purchase iron supplements from your pharmacy. Talk to your healthcare provider to learn if you should be taking an iron tablet.

Question 2: What is anemia?

A: Anemia is a deficiency of iron in the blood. Anemia can cause problems like headaches, fatigue, and weakness or a difficult labor. You might be anemic if you have any of these symptoms or have recently noticed that you're not hungry or that your feet sometimes swell. Talk to your healthcare provider to learn if you should be taking an iron tablet.

Q: What is IFA tablet?

A: It is an iron supplement and it can prevent anemia. Iron tablets are free from your ASHA (accredited social health activist), Anganwadi, or ANM (auxiliary nurse midwife). You can also purchase iron supplements from your pharmacy. Talk to your healthcare provider to learn if you should be taking an iron tablet.

3. SET UP A DAILY COMMENT MANAGEMENT PLAN

Set aside at least an hour a day to engage with your Facebook community. You can spread this time throughout the day, and just pop into your page's Message Inbox and respond to new messages. Have a plan and designate a point person who's in charge of responding to comments. This person does not need to be a subject-matter expert, but they do need to be fluent in the languages of your target audience.

Every day, your comments point person needs to:

- Go through comments on recent posts. Facebook's Message Inbox section of the Page Manager makes this easy.

- Respond to all positive posts with a thumbs-up like. In the case of the iron and folic acid campaign, this meant all posts that added to the conversation about anemia or women's empowerment.
- **Hide all negative comments** or posts that are off topic, like sales pitches or intimidating comments.
- Answer all questions that people have posted; use the comment script or other approved language for this.
- Once a comment has been liked, responded to, or hidden using the Message Inbox, click the green "Move to Done" checkbox.
- Keep a log summarizing the tone and theme of the comments, questions, and messages of the day.
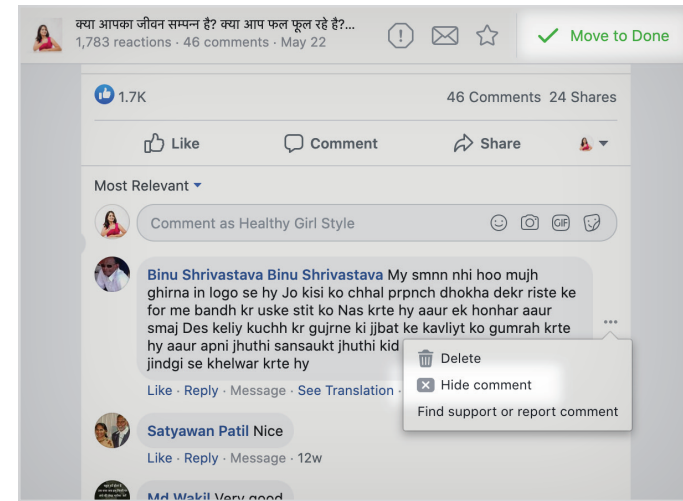
7. Evaluate your campaign every day

Take the time to evaluate your behavior change campaign on Facebook every day. Continuing to track the metrics you identified for your campaign will enable you to fine-tune your messaging, content types, and images based on real-time feedback from key audiences.

For instance, research has shown the people often trust information received from friends at a higher rate than from many other sources. For this reason, we had a goal of creating content that people would take the time not just to consume and react to (with likes or comments) but also to share with their friends.

So each day we monitored closely which posts were garnering the greatest share rates. We also tracked the comments that people made on posts. Doing this provided us with actionable insights that informed our content strategy and kept us on a path of continuous improvement.

8. Embrace trial and error

The ability to rapidly deploy content and then change it up in real time if it isn't meeting expectations is a huge advantage to using digital communication channels. There are two main ways to test and iterate on the Facebook platform:

1. POST, LEARN, RESPOND, REPEAT

Simply post your content and watch how it performs. Are people engaging with it? Sharing it? Commenting? How is it performing in relation to the other posts on the platform?

If your post is underperforming, ask yourself why. Learn from every post and incorporate your ever-evolving list of do's and don'ts into subsequent posts. Try reposting and changing the message. Try tightening up your text, or simply asking a question.

Throughout this trial-and-error process, ask yourself, "How is this content useful to my target audience, and what would it say about them if they share it?" And: "What would make my audience want to share this content with their friends and family?"

The more times you post on Facebook, the more opportunities you have to engage with your audience, so don't be afraid to post multiple times a day. In fact, during the iron and folic acid campaign, we posted two to four times a day, during the key times our audience was online—twice in the early morning and twice in the evening.

If your post is performing better than expected, "boost" it to your target audience using Facebook's Ads Manager. Putting funds behind top-performing posts will help your campaign show up in more people's Facebook feeds, getting more out of the ad dollars you've strategically budgeted.

2. RUN SPLIT TESTS

Facebook's Ads Manager tool includes a feature for Split Testing, or A/B tests, of your content. This lets you change variables, such as your ad's messaging, graphics, audience, or placement, to determine which strategy performs best.

Using Facebook's Split Testing, you can quickly test post language, creative content, budget, and audiences.

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On Facebook, it is easy to optimize creative content for a behavior change campaign based on real-time feedback from key audiences and invest in content that inspires. Here, for example, are some images our design partners created for the iron and folic acid campaign, after we learned about the audience's affinity for bold, pop-art style graphics. We paired each image with easy-to-understand information about anemia and iron and folic acid tablets on the campaign's website.

ENGLISH TRANSLATION:
Did you take your dose of iron (IFA) today?

ENGLISH TRANSLATION:
Iron is Important. Meet your Asha Didti today!

ENGLISH TRANSLATION:
Do you know the symptoms of anemia? Find out today.

Takeaways

Year by year since it was founded in 2004, Facebook has drawn ever-growing numbers of people all over the world, who log in to connect with friends, family, and others in their communities: nearly 2.5 billion in 2020.

This represents a significant shift in consumer behavior—one that the global-health community is only just beginning to tap into as a platform for behavior change campaigns.

Facebook's massive global audience and its many data-driven tools for measuring how people interact when they connect make it fertile ground for the global-health sector's efforts to develop ways to use social media to amplify our work and accomplish our missions.

As more organizations—ours, yours, and so many others!—forge ahead with campaigns to improve public health through behavior change, it's critical that we share what we've learned with colleagues throughout the health community.

We hope that the insights and tips we've compiled will serve as a helpful guide, both strategically and tactically, as you plan your Facebook-fueled behavior change campaign. Please let us know how it goes. We'd love to find out what you learn along the way!

Additional Resources

- [Principle: Actionable, Behaviour change campaigns](#), World Health Organization
- [Infographic on behavior change communications](#), World Health Organization
- "[A Behavior Model for Persuasive Design](#)," BJ Fogg
- [Facebook Social Good Resources](#), Facebook

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