



Reaching people with real-time facts during an outbreak

The WHO used Facebook Live to quickly and efficiently reach people during outbreaks of yellow fever, Zika and other diseases, enticing its fans, media outlets and partner organizations to share important—and accurate—information in real time.

THE CHALLENGE

Sharing accurate information with the public

Reaching mass populations with accurate information is one of the biggest obstacles the World Health Organization (WHO) faces when combatting communicable diseases like yellow fever, antibacterial resistance and Zika. Especially during an outbreak, the WHO needs to quickly broadcast life-saving information to a critical audience through real-time briefings.

THE ACTION

Going Live to reach millions

The WHO used Facebook Live to get accurate information to the outlets that can help spread it. Over three months, the organization hosted 13 Live briefings on its Facebook Page, each of which were then shared by fans, partners like the Gates Foundation, and media channels like Reuters and CNN.

“Facebook has been an invaluable channel for communicating important and accurate information. More than a billion people use Facebook every day, so tapping into the platform’s reach was critical for us to achieve our goals. We encouraged our partners, both public and private, to harness online tools to help us achieve our collective mission for a healthier world for all.”

Name, Title,
The World Health
Organization

THE IMPACT

Driving engagement with Facebook Live

4.8 million
people reached beyond
the WHO’s own
Facebook audience

1,000
people engaged, or 17X
more than the WHO’s
on-demand videos

2.7X
more reach than the
average of the WHO’s
on-demand videos

The WHO was empowered by Facebook Live to easily and quickly produce and distribute a series of live video feeds that would spread accurate, and often life-saving, information during an outbreak.

Leveraging the power of Live. This real-time functionality was once reserved for major news organizations but, with Facebook Live, the WHO was able to use the power of this medium to spread its important message.

People could also react to, comment on and share the WHO’s Facebook Live videos in real time. What’s more, the videos remained on the WHO Facebook Page so people could continue to engage with them, even after the event ended.

Engaging with the masses in real time. Simply by leveraging the Live feature, the WHO was able to engage with 17X more people than with its on-demand videos—even though those videos were crafted to be entertaining and shareable, and often featured beloved characters like Elmo. That’s especially exciting, considering its Live videos consisted of policy interviews, physician Q&As, speeches and press conferences.

Spreading to the millions beyond its reach. These 13 Facebook Live videos not only reached the millions of people who already like the WHO’s Facebook Page, but reached another nearly 5 million people, thanks to fans, partners and media organizations sharing the WHO’s Live feeds and spreading its important messages even further.

In fact, these 13 Facebook Live videos drove 37% of the WHO’s total reach—that’s 2.7X the average reach of its on-demand videos.