

Harnessing new media: Case studies in using social media for social mobilization and advocacy on tobacco policy.

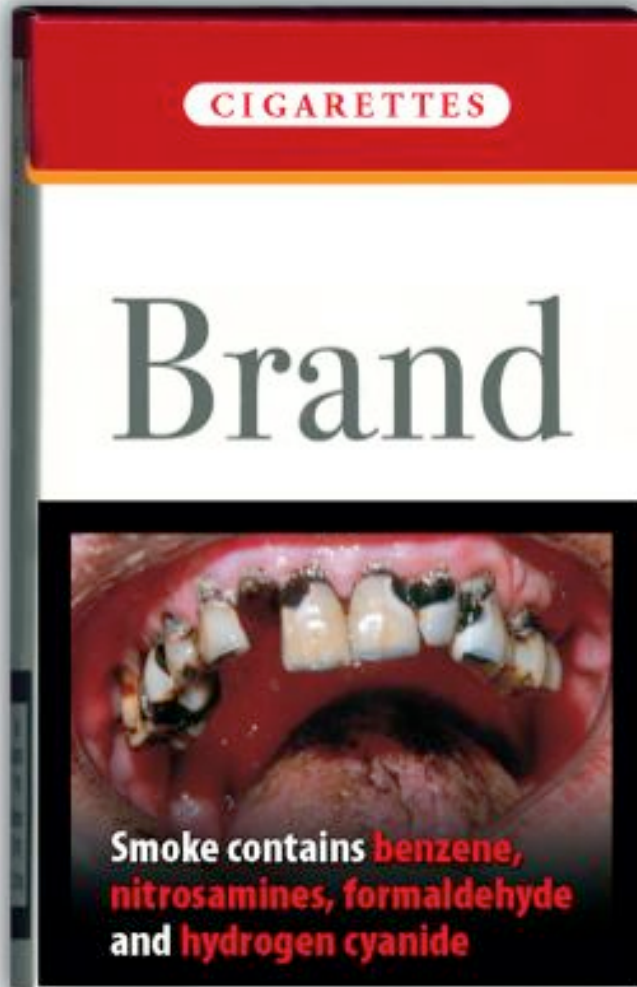
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2009: World No Tobacco Day

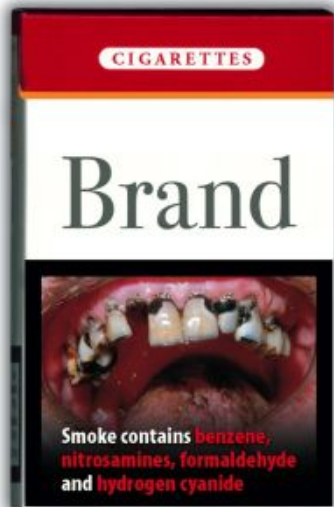


What if you could personalize the damage of tobacco?



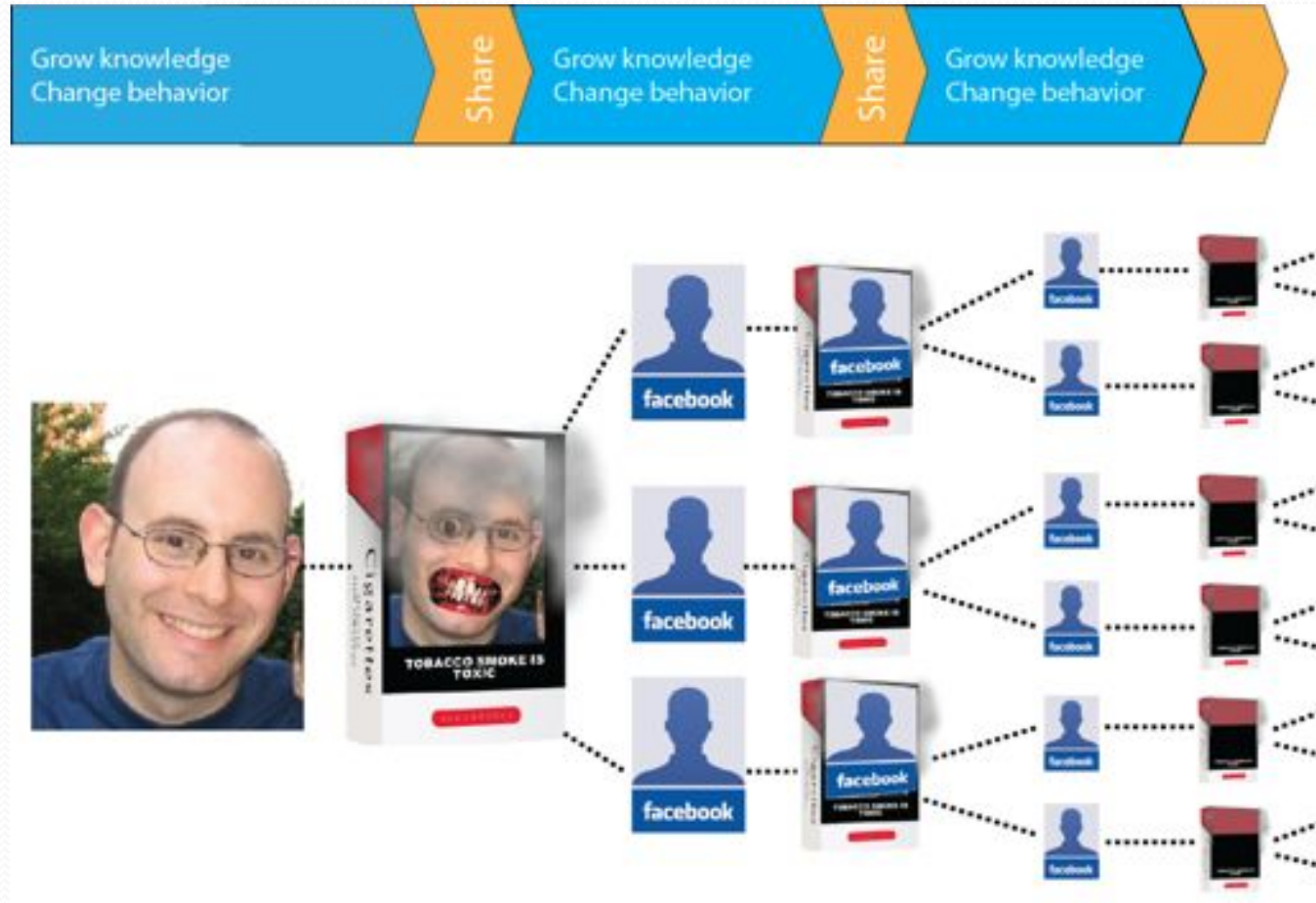
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Goal 10,000 installs in the first month

Budget US \$15,000 on application development





newmediaage
MAKING SENSE OF INTERACTIVE BUSINESS



2000+ emails

“You can help fight tobacco with Facebook!”



200+ Portraits





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FLATLINE!

Success = Failure



Evidence-based mass media strategy translated poorly to a sharing medium

Why? Too disturbing to share?

Lowest common denominator:
Your Facebook community is defined by your weakest ties – you only share things you want everyone to see.

High arousal messages most likely to be shared, but especially positive/humorous.

- Depending on viral growth is a lottery ticket!
- Social media growth is all about numbers
 - how big can you make your “base”
 - Go for a “bounce”, not an explosion
 - Use provocative content for PR
- For online sharing, message is key
 - Emotionally arousing content is more likely to be shared
 - positive/humorous more likely than negative (perhaps missing behavior goals)

2010: Smoke-free Alexandria

Goals:

- Support launch of Smoke Free Alexandria during Ramadan
- 1,000 members in 10 days

Tactics:

- New media as PR hook
- Use in-Facebook advertising
- Hire a professional moderator

Budget:

- US \$5000 for 1 month





Key message: **The law is popular, support the law!**

- ✓ **Face Book ad** launched (2 versions)
- ✓ **Face Book group** and count down campaign started
- ✓ **You tube** channel created to include the campaign's materials

Implementing: Press Launch



..نیز مستلا.. کا
..کی سلسلہ کا تائب
..تقاً تصبیہ لہذا
..لے لیلہ قلمنا بخت لہذا
..بخت بیستہ تلہ نیما
..مناں امہ رکہ ایب
..لہ تنہا انا قہ شہا
..بختہ .. نہ قہ صہا

**٩٨% من المواطنين
يؤيدون منع التدخين**

[illegible]

۱۰۶
قیابہ کی
مہ زولہ
تسقللہا

نفي الضملا قنم صرلا
منه نه نفيها ويضم متلا
بيد قنم صرلا قنم صرلا

● أطلقت وزارة الصحة حملة إذاعية لنشر الوعي بمبادرة الاسكندرية خالية من التبغ بالتعاون مع محافظة الاسكندرية لمنع التدخين بصورة نهائية في الاماكن العامة والمغلقة تستمر الحملة لمدة شهر وتذاع بصوت الاعلامي اسامة منير.

في اثناء عاصف
 فصف الصبح قد
 باينوا لها من
 قفصها في الدار
 القوية
 القوية
 في اثناء عاصف
 فصف الصبح قد
 باينوا لها من
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 القوية

Campaign results

Results:

- Media coverage of campaign
- Dedicated moderator recruited members by posting on blogs, news sites
- Ad campaign:
 - +12,000,000 impressions
 - +10,000 clicks
- More than 7,000 joined by month's end



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We won the lottery!!



- Growth depends on constant communication
 - Constant monitoring: Answer every post – social media is about quality, interpersonal relationships
- Hire a social media professional
- Concentrate on building online communities
- There may be a “first-to-market” opportunity in LMICs

Easy come, Easy go

- More posting = greater growth

	Facebook	Twitter
Monthly Growth	3.75% / month	9.00%/ month
Growth per wall post	0.23%	-
Frequency	6 per week	4.5 per day

- Annual email churn rate of 16.8%
- Monthly Facebook churn of 2.00%

2011: ChewOnThis.in

38% of Indian men and nearly 10% of women consume smokeless tobacco including pan, gutka, and pan masala. As a result, India has among the world's highest incidence of oral cancers.

Goals Build visible public support for anti-chewing tobacco policies in India

Budget US \$15,000

- \$5,000 on video and web dev
- \$5,000 on Google Ad Network
- \$5,000 on broadcast SMS
- Ran concurrent to television ads branded with the website



These are the images the tobacco industry doesn't want you to see.

Chew On This: Chewing Tobacco Kills
by WorldLungFon



"Men and women as young as 18 years of age have to get their voice boxes, sections of wind-pipes, cheeks and tongues surgically removed as a result of their tobacco use. You could save the life of a friend, or permanent scarring and suffering, by sharing this web site with as many people as possible. Help me get back to my job at the cancer ward, rather than dealing with these entirely preventable tobacco-caused diseases."
- Dr. Prashant Pawar, Head and Neck Cancer Surgeon, Tata Memorial Hospital

Step one
Join the campaign to limit the
devastating impact of tobacco.

Join the Campaign!

Step two
Spread the word to your friends.



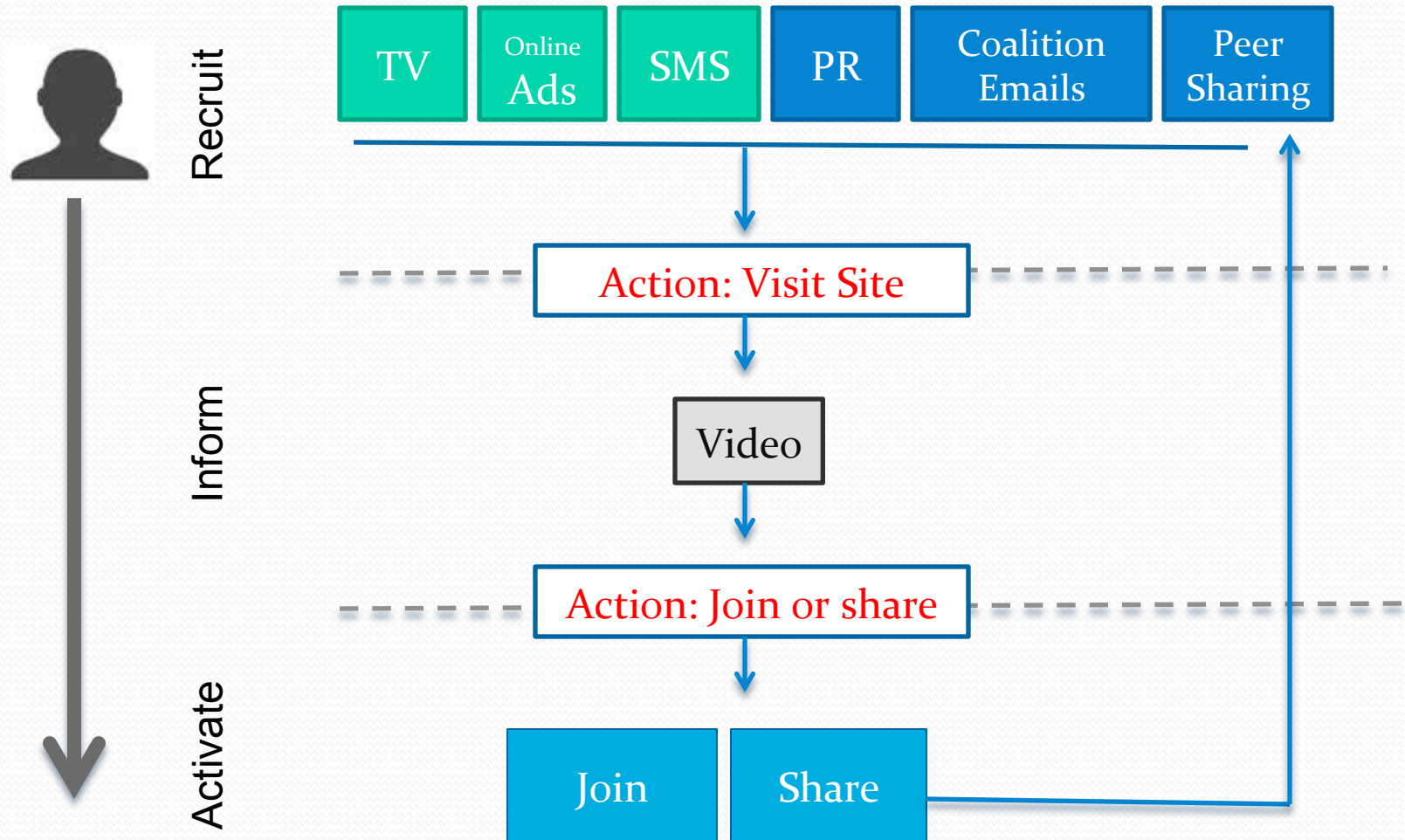
Complete both
steps to get your
"Into The Fire" ringtone

00,000 visitors. Goal: 10,000 people warned.

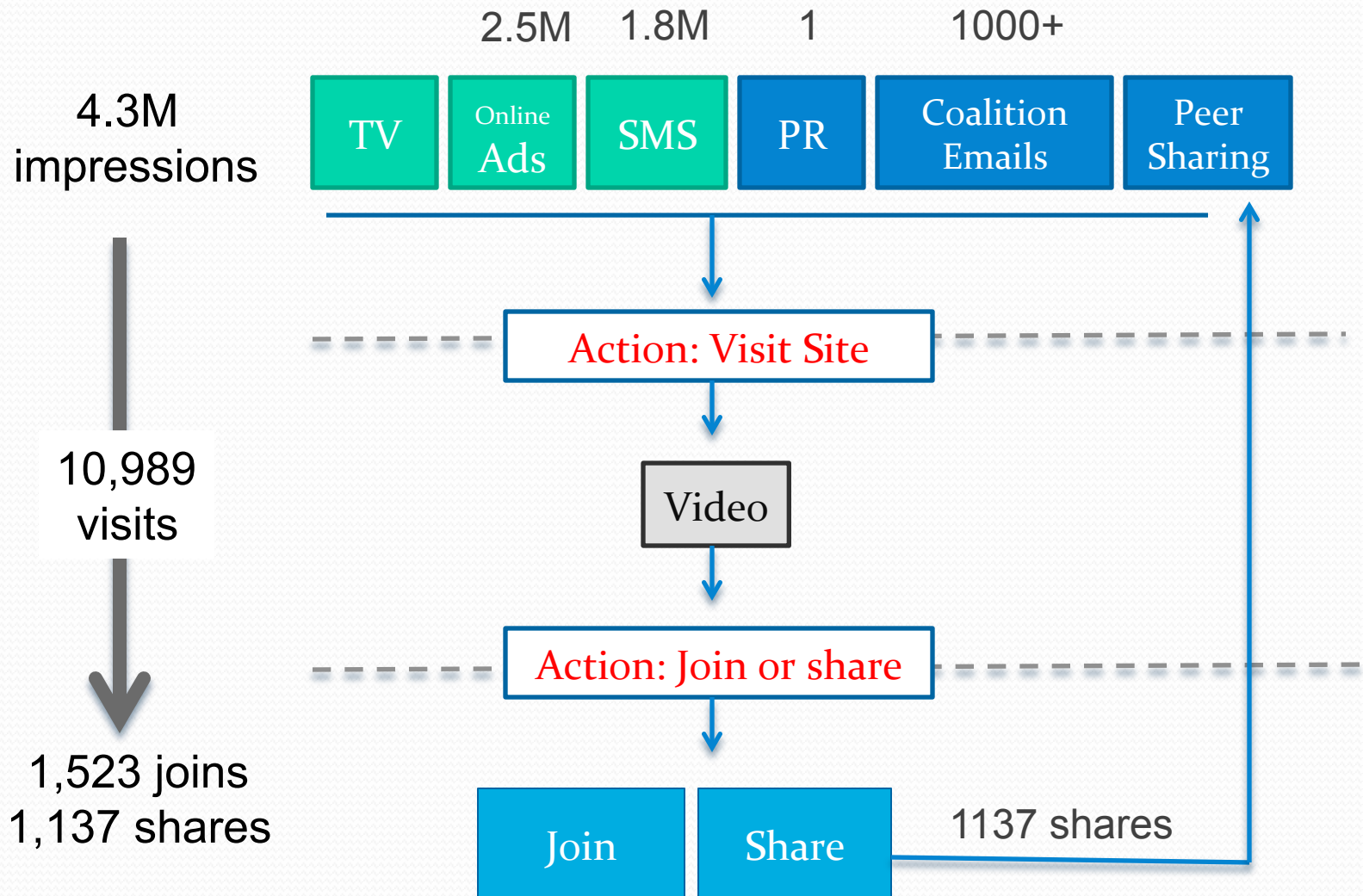
ChewOnThis. is a project supported by Indian government and NGOs

2 people

A series of actionable communications



Results



Source of traffic

Traffic source	Visits (N = 10,949)		Source type
	n	%	
Google (cpc)	7,481	67.7%	Online ads
(direct) ((none))	2,172	19.7%	Multiple
Facebook.com	531	4.8%	Peer sharing
Google (organic)	422	3.8%	Multiple
mumbaimirror.com	93	0.8%	Public Relations

67%+ of traffic
from online ad
click-throughs

But

Source of supporters

Reason for visiting site	n	%
Saw Online ad	96	44
Received Email	56	25
Referred by friend	51	23
Saw TV Ad	40	18
Received SMS	4	2

48% of online
supporters recruited
through peer
communication

FAIL

New media, old methods

- Reach into existing communities through offline and online partnerships
- Actively engage your community – ask them to be part of your growth
- Provide actionable and engaging materials and messaging at every level – to recruit, to inform, and for sharing

Social media campaigns work if:

- The channels are right for your audience
- You don't depend on viral growth – use advertising, PR or community building to build a big base.
“If you build it they will come” does NOT work.
- You communicate effectively, and constantly – “beat the drum”
- You have dedicated resource (staff) for generating content/messaging
- You have actionable and engaging messages and materials
- You have a methodical approach, and commit to evaluation – let's grow the evidence base

Thank you!

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