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

Stephen Hamill
Associate Director, Communications and Advocacy
World Lung Foundation
2009: World No Tobacco Day

Brand

Smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide
What if you could personalize the damage of tobacco?
Goal 10,000 installs in the first month

Budget US $15,000 on application development
PACKHEAD: SHOW THE TRUTH!

Take action against smoking and tobacco!
- Help us get 5,000 Packhead users by July 1st

WORLD LUNG
“You can help fight tobacco with Facebook!”

2000+ emails

200+ Portraits
2000+ emails

“You can help fight tobacco with Facebook!”

200+ Portraits

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
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
Campaign results

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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

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Growth</td>
<td>3.75% / month</td>
<td>9.00% / month</td>
</tr>
<tr>
<td>Growth per wall post</td>
<td>0.23%</td>
<td>-</td>
</tr>
<tr>
<td>Frequency</td>
<td>6 per week</td>
<td>4.5 per day</td>
</tr>
</tbody>
</table>

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

2010 Nonprofit Social Media Benchmarks Study, M+R Strategic Services. E-benchmarks.com
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 World.LungFdn

Mukesh Harane
Died 27th October 2009

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

First Name
Last Name
Email
Mobile

Join the Campaign

Step two
Spread the word to your friends.

"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

ChewOnThis. is a project supported by Indian government and NGOs

83299 visitors. Goal: 10,000 people warned.
A series of actionable communications

Recruit

Activate

PR

Peer Sharing

Coalition Emails

SMS

Online Ads

TV

Action: Visit Site

Video

Action: Join or share

Join

Share
Results

4.3M impressions

10,989 visits

1,523 joins
1,137 shares

2.5M 1.8M 1 1000+

TV Online Ads SMS PR Coalition Emails Peer Sharing

Action: Visit Site

Video

Action: Join or share

Join Share 1137 shares
### Source of traffic

<table>
<thead>
<tr>
<th>Traffic source</th>
<th>Visits $(N = 10,949)$</th>
<th>Source type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google (cpc)</td>
<td>7,481</td>
<td>Online ads</td>
</tr>
<tr>
<td>(direct) ((none))</td>
<td>2,172</td>
<td>Multiple</td>
</tr>
<tr>
<td>Facebook.com</td>
<td>531</td>
<td>Peer sharing</td>
</tr>
<tr>
<td>Google (organic)</td>
<td>422</td>
<td>Multiple</td>
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<tr>
<td>mumbaimirror.com</td>
<td>93</td>
<td>Public Relations</td>
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</table>

67%+ of traffic from online ad click-throughs

### Source of supporters

<table>
<thead>
<tr>
<th>Reason for visiting site</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saw Online ad</td>
<td>96</td>
<td>44</td>
</tr>
<tr>
<td>Received Email</td>
<td>56</td>
<td>25</td>
</tr>
<tr>
<td>Referred by friend</td>
<td>51</td>
<td>23</td>
</tr>
<tr>
<td>Saw TV Ad</td>
<td>40</td>
<td>18</td>
</tr>
<tr>
<td>Received SMS</td>
<td>4</td>
<td>2</td>
</tr>
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</table>

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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