Agenda

- Two engagement initiatives powered by data
- Can a behavior model inform advocacy?
- What are Tiny Habits?
- Bringing it all together
- Discussion and Q&A
How are we doing on engagement?

Not well.

In 2017, 29% of all email subscribers to environmental nonprofits completed an advocacy action at least once.

Yet only 8% of their subscribers completed an action three or more times in the year.

Environmental groups are the highest performers on this metric across nonprofit sectors.
Brazil, 2016

Data for children in Brazil
How big data informed UNICEF’s response to the Zika virus crisis
How the Zika virus was spreading

Where the mosquito was prevalent

Where UNICEF works

84% overlap
The power of digital (in 2016!)

Population: 200MM

Brazilians connected to the Internet: 139MM (70%)

Brazilians on Facebook: 110MM (46% through smartphones)
Planning a digital response

- What are people talking about related to Zika?
- Who is talking?
- How can we engage people to protect themselves and others?
- How can we use what we learn to shape this campaign and future ones?
UNICEF relied on insights from Facebook, Google and Twitter to design a campaign that engaged people across the country to help combat Zika.
Digital listening
• Symptoms
• Fight against the mosquito
• Prevention
• Rumors
Evolution of interactions, 2016

Zika interactions on Facebook May 5-Aug 31 in Brazil

17.3M TOTAL INTERACTIONS 13M LIKES 1.6M COMMENTS 858.3KSHARES

DAILY TOTAL
300K
150K
0
MAY JUNE JULY AUGUST
What were people talking about?

- 33% Mosquito
- 23% Dengue
- 19% Chikungunya

- Vector Control
  - How to protect yourself?
  - Doubts about Zika
  - Symptoms
  - Myths and rumors
82% - 18 to 44 years old
Digital listening

84% mobile
Brazil, 2016

WHAT HAPPENED?
Before we had insights
After we used the insights
The power of listening

Reach: 58,714
Engagement: 1,205

×

Reach: 3,461,439
Engagement: 224,919

The right message to the right audience at the right time.
Raise awareness

Have you heard that UNICEF is working to limit the spread of Zika?

36%  7%

Take action

Do you plan to take action to protect yourself from Zika?

82%  3%
How do we go from one-off to longer, more sustained engagement?
Team UNICEF “Get Active for Children”

How we activated people during the Rio Olympics
The 3-mo engagement journey

1. Join Team UNICEF
2. Synchronize an exercise app with Team UNICEF
3. Synchronize with Team UNICEF
Complete 5km to unlock a donation for UNICEF

And stay engaged by exercising, learning and/or giving => Competition
Brazil, 2016

WHAT HAPPENED?
What was working … and what wasn’t

1. People were joining Team UNICEF
2. Many were not synchronizing w/ the exercise app
3. Many were not moving
We course-corrected

4. Complete 5km to unlock a donation for UNICEF

5. And stay engaged by exercising, learning and/or giving

You unlocked a R$ 5 partner donation to support UNICEF’s work. Here is your first badge. Congratulations!

Badges
Win badges as you progress

- **TEAM UNICEF**
  - Run your first 5km
- **THE GOOD FRIEND**
  - Invite your friend on Facebook, Twitter, Mail
- **QUIZ MASTER**
  - Take part on the quiz
- **THE GREAT DONOR**
  - Donate for the children

- **1000 POINTS**
  - Reach 1000 points
- **HALF MARATHONER**
  - Move at least 21.1 km
- **MARATHONER**
  - Move at least 42.2 km
- **THE EXPERT**
  - Run 3 days in a row
The power of understanding the journey

In three months
145 countries
34K participants
Now, what would it take to move from the episodic towards sustained engagement?
Fogg Behavior Model

B=MAP

Motivation

High Motivation

Low Motivation

Ability

Hard to Do

Easy to Do

Action line

Zika

Get Active

Fogg Behavior Model

Motivation

High Motivation

Low Motivation

Ability

Hard to Do

Easy to Do

Action line

Zika

Get Active

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Low Motivation

Ability

Hard to Do

Easy to Do

Action line

Zika

Get Active
Learning from behavior design

B = MAP

Motivation not key factor
What is a Tiny Habit?

A behavior that:
- You do at least once a day
- Takes you less than 30 seconds
- Requires little effort
- Is prompted by existing habits (anchors)
Tiny Habits: Two-part recipe

• After I brush my teeth, *I will floss one tooth*
• After I put my feet down in the morning, *I will say this is going to be a great day*
• After my head hits the pillow, *I will say one thing I am grateful for*
• After I pee, *I will do two push ups*

**CELEBRATE!!!!**
Could we learn from Tiny Habits?

Consider easy behaviors… for your audience
• Today is tag-a-friend day
• FB fundraisers

Understand your audiences’ habits; time actions accordingly
• Need a 3-min break from work emails? Read this story
• We got the perfect podcast for your morning walk
• Gearing up for X-Mas shopping? Try Amazon Smile: same experience + Amazon gives to your favorite charity

Going further: helping people develop their own generous habits
In sum

*To successfully engage:*
- Listen. Really listen, with the right tools
- Craft messages based on what audiences are concerned about

*To sustain engagement:*
- Stay in the journey with your audiences at every step
- Figure out what’s not working *for them*, address it

*To design effectively from the start:*
- Consider audiences’ motivation and abilities
- Start with easy, small behaviors
- Understand audiences’ habits
Let’s discuss!
Thank you!

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