

# Informing SBC Programs Using Social Media Monitoring & Listening

Webinar

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Webinar recording  
available (YouTube)



# Presenters



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**Breakthrough ACTION**

# Presentation overview

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- About Breakthrough ACTION + RESEARCH
- Why look at social media data?
- What is social listening and how can it inform SBC programs?
- Application of social listening to monitor and evaluate a family planning social media campaign

**Breakthrough**  
**ACTION + RESEARCH**  
FOR SOCIAL & BEHAVIOR CHANGE



# USAID's flagship SBC Projects

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## Breakthrough **ACTION**

Implements SBC programming, nurture SBC champions, mainstreams new techniques and technologies, and advocates strategic and sustained investment in SBC

## Breakthrough **RESEARCH**

Drives the generation, packaging, and use of innovative SBC research to inform programming

# **Why look at data from social media?**

# Hard to believe how far we've come in ~15 years...

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2004



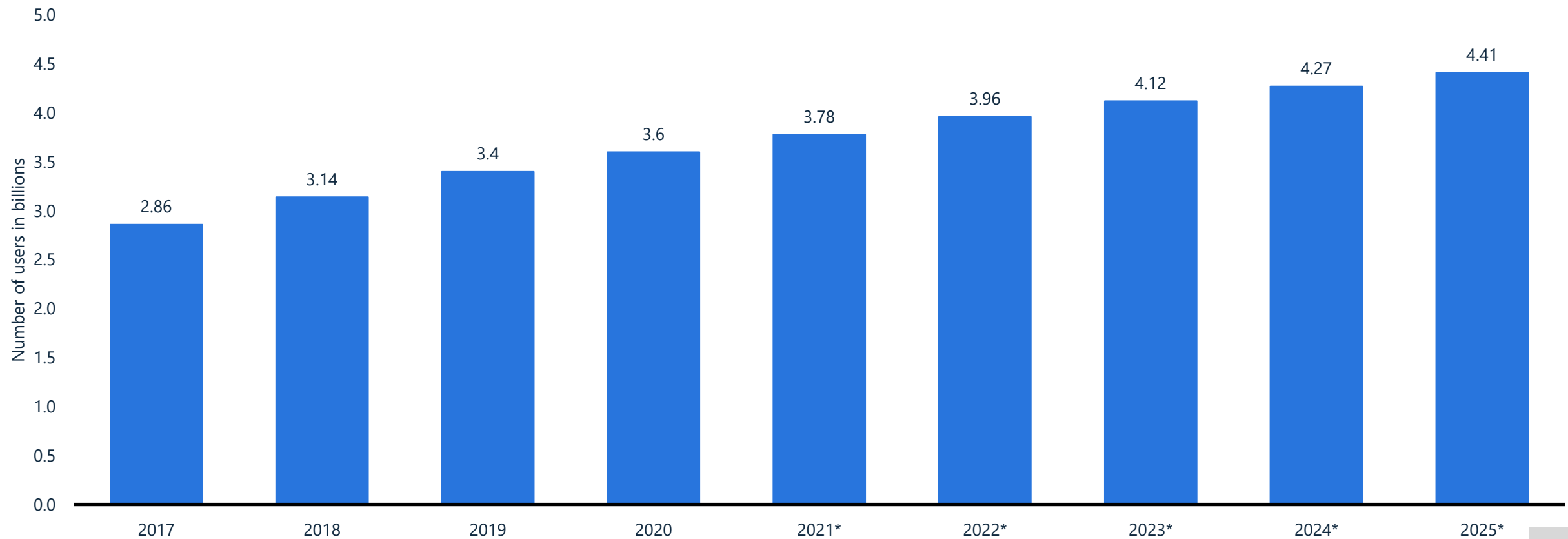
2006



2007

# In 2020 there are over 3.6 billion social media users worldwide

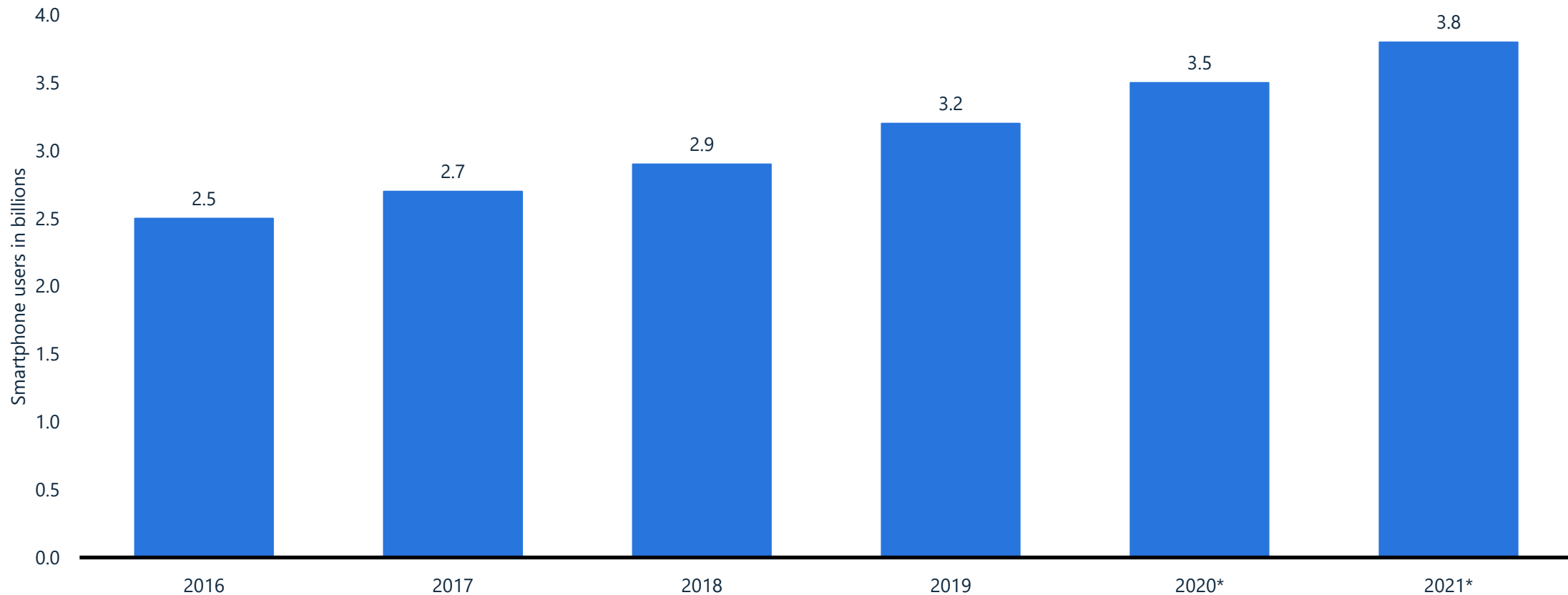
**Social Media:** Websites and applications that enable *users* to *create* and *share content* or to participate in social networking





# Number of smartphone users reached 3.5bn in 2020



The smartphone has given researchers direct, unlimited, unbiased access to the thoughts and attitudes of billions of people





Source: statista.com

# Daily time spent on social media increasing

**DAILY TIME SPENT ON SOCIAL MEDIA** | Average h:mm spent using social networks on a typical day

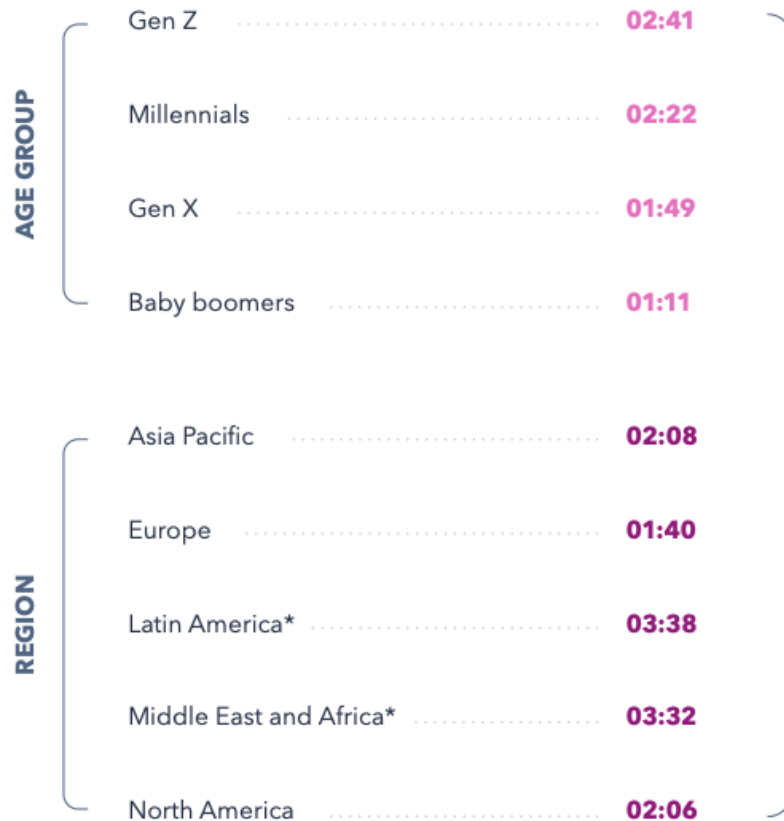
	2017	2018	2019	2020
 Argentina	3:12	3:17	3:20	3:21
 Australia	1:39	1:34	1:46	1:47
 Austria	1:16	1:15	1:18	1:16
 Belgium	1:31	1:31	1:34	1:37
 Brazil	3:40	3:39	3:40	3:38
 Canada	1:48	1:47	1:50	1:45
 China	1:58	2:00	2:13	1:57
 Colombia	-	3:34	3:46	3:30
 Denmark	-	1:35	1:35	1:34
 Egypt	3:06	3:05	3:02	2:38
 France	1:24	1:22	1:36	1:36
 Germany	1:13	1:08	1:19	1:20
 Ghana	2:59	3:09	3:07	3:13
 Hong Kong	2:00	1:53	1:55	1:54
 India	2:25	2:28	2:28	2:36
 Indonesia	3:26	3:23	3:18	3:18
 Ireland	1:45	1:55	1:53	1:42
 Israel	-	-	1:59	2:10
 Italy	1:53	1:48	1:51	1:48
 Japan	0:46	0:40	0:44	0:46
 Kenya	2:50	2:59	3:16	3:34
 Malaysia	3:06	3:03	2:56	2:55
 Mexico	3:11	3:14	3:21	3:23

	2017	2018	2019	2020
 Morocco	2:22	2:34	2:30	2:19
 Netherlands	1:24	1:17	1:19	1:17
 New Zealand	1:49	1:42	1:46	1:41
 Nigeria	3:03	3:26	3:30	3:42
 Philippines	4:00	4:08	4:00	3:50
 Poland	1:42	1:45	1:54	1:51
 Portugal	2:13	2:12	2:10	2:19
 Romania	-	2:34	2:20	2:15
 Russia	2:20	2:21	2:28	2:16
 Saudi Arabia	2:38	2:52	3:08	3:11
 Singapore	2:07	2:11	2:12	2:17
 South Africa	2:47	2:58	3:15	3:32
 South Korea	1:11	1:11	1:13	1:12
 Spain	1:38	1:41	1:49	1:47
 Sweden	1:54	1:49	1:49	1:41
 Switzerland	1:18	1:19	1:18	1:18
 Taiwan	2:06	1:52	1:53	1:42
 Thailand	3:06	3:14	2:57	2:49
 Turkey	2:49	2:52	2:56	3:05
 UAE	2:56	3:00	3:03	3:17
 UK	1:54	1:51	1:47	1:41
 U.S.A.	2:02	2:05	2:01	2:08
 Vietnam	2:36	2:33	2:23	2:22

# Young people and those in LMIC regions spend the most time on social media

## DAILY TIME SPENT ON SOCIAL MEDIA (JANUARY-MARCH)

Average hh:mm spent using social networks on a typical day



- Younger people spending ~2x times longer on social media compared to older people.
- Social media users in LMIC spending ~3.5 hours on social media per day – higher than Europe, Asia and North America.

# **What is social media monitoring and social media listening?**

# Social media monitoring

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Social media *monitoring* can answer questions **quantitatively** such as:

- What is the awareness and level of engagement (# of likes, #of shares, etc.) with a campaign or brand on social media platforms?
- What is the **volume of conversation** for key topics in a given location?
- What is the **sentiment** of conversations related to a campaign, brand or topic?

# Social media listening

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Social media *listening* can help you qualitatively understand:

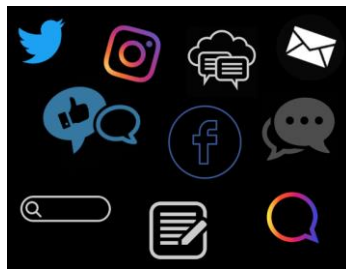
- Who is messaging about topics of interest and what are they saying?
- Where are these topics of interest mentioned?
- What are the unbiased attitudes & behaviours of an audience to a specific topic?
- What misinformation exists about the topic?
- What insights can be learned about underlying attitudes or social norms expressed about a topic?

How can you leverage these data to redirect SBC programs?

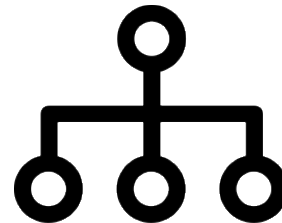
# Social media listening is...

“...the art and science of extracting valuable hidden insights from vast amounts of semi-structured and unstructured social media data to enable informed and insightful decision making”

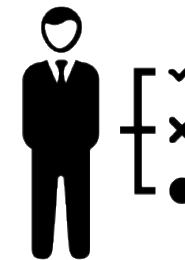
- Gohfar F. Khan, author of *Seven Layers of Social Media*



Gathering Data



Structured  
Insights

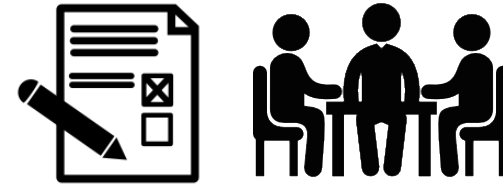


Info-Driven  
Decisions

# How social listening differs to traditional research



- **Volunteered views**
- **'In the moment' response**
- **Very fast**



- **Solicited conversations**
- **Post-rationalized thoughts**
- **Longer turnaround times**



**How do you conduct social listening exercises?**

# All this data exists, so what do we do?



2004 - 2010



2010 - Present

# The leading 'full service' players

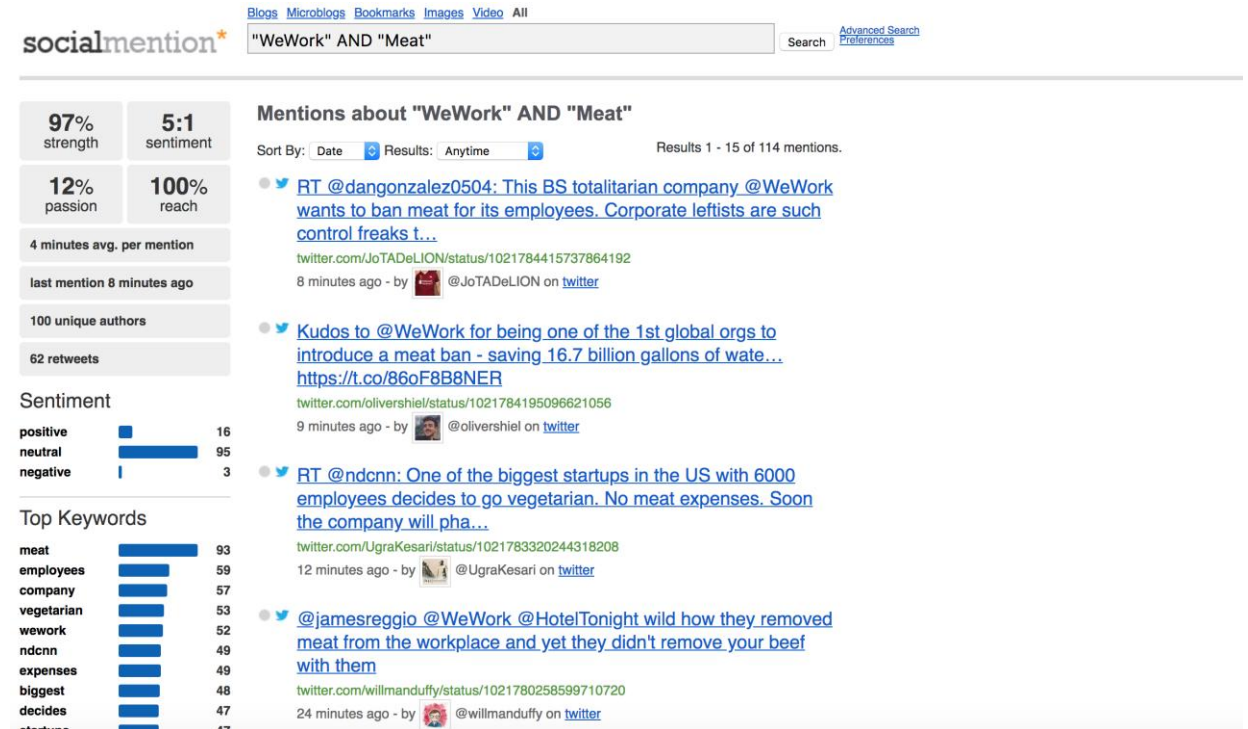


- Broadly similar – same data sources, similar features / functionalities;
- Similar products – dedicated handles, 'buzz' monitors, machine learning capabilities, etc.
- Monthly / Annual subscriptions;
- Unlimited data vs Pay-Per-Data pull;
- Synthesio starts at \$1.2K a month;
- Sysomos entry level: \$500 per month;
- Brandwatch / Crimson introductory packages: \$2K a month

# Some of the freebies...



**twazzup**  
Search twitter. Find relevant information.



**Social Mention** is a social media search and analysis platform that aggregates user-generated content into a single stream of information. Social Mention monitors roughly 100 social media properties directly, including Twitter, Facebook, FriendFeed, YouTube, Digg, and Google

# Social media listening methodology

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- Identify key conversation terms and construct Boolean search strings (if needed provided translated terms)
- Determine study period – retrospective or prospective
- Select social media sources to monitor (Facebook, Instagram, twitter, YouTube, Reddit, Blogs, news sites, etc)
- Work with social media analysis software to program and train machine learning software to identify relevant conversation
- Analyze posts retrieved at scale to determine volume of posts, spikes in engagement, drivers of conversation, post / topic sentiment, audience affinities, etc.

# Identifying conversation keywords

Sex Status Contraceptives Sex Ed  
Hook up  
HIV One night stand Knack Tested  
Sexting Raw Disease Abuse  
STD Contracted Pregnant Husband  
Condoms Sexual Partners Rape  
Unprotected Sex Skin Dive Family Planning Consent  
Bare back Smash Fuck buddy Skin to Skin Sexual Violence

# Simple construction of your Boolean string

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$$\left[ \text{"Sex"} \quad \text{AND} \quad \text{"Condom"} \right] \sim 10$$

# Example of a Boolean search string

((("condom sex" OR "raw sex" OR "safe sex" OR "sex" OR "had sex" OR "rode" OR "made love" OR "fooled around" OR "sex with" OR "banged" OR "made out with" OR "laid" OR "mowgli" OR "porked" OR "smashed" OR "orgasm" OR "skin to skin" OR "skin-to-skin" OR "skin dive" OR "skin diving" OR "skin dove" OR "skin dived" OR "knack" OR "knacked" OR "one night stand" OR "sexting" OR "hook up" OR "hooking up") AND ("had" OR "have" OR "I" OR "am" OR "was" OR "is" OR "might be" OR "got" OR "I'm" OR "Im"))~3)

OR

((("condom sex" OR "raw sex" OR "safe sex" OR "sex" OR "had sex" OR "rode" OR "made love" OR "fooled around" OR "sex with" OR "banged" OR "made out with" OR "laid" OR "mowgli" OR "porked" OR "smashed" OR "orgasm" OR "skin to skin" OR "skin-to-skin" OR "skin dive" OR "skin diving" OR "skin dove" OR "skin dived" OR "knack" OR "knacked" OR "one night stand" OR "sexting" OR "hook up" OR "hooking up") AND ("sister" OR "brother" OR "partner" OR "friend" OR "friends" OR "girlfriend" OR "boyfriend" OR "bae" OR "bf" OR "gf" OR "friends" OR "neighbor" OR "neighbour" OR "buddy" OR "mate" OR "pal" OR "mother" OR "daughter" OR "son" OR "child" OR "parents" OR "mum" OR "mom" OR "dad" OR "father" OR "kid" OR "he" OR "she" OR "you" OR "your" OR "his" OR "hers" OR "her" OR "their" OR "our" OR "my" OR "better" OR "worse" OR "feels" OR "child" OR "children" OR "kids" OR "teenager" OR "husband" OR "wife" OR "girl" OR "boy" OR "man" OR "woman" OR "lady" OR "Bleeding" OR "Blood" OR "personal" OR "experience" OR "experiencing" OR "my first" OR "taught" OR "learned" OR "lesson" OR "advice" OR "told me" OR "peers" OR "peer" OR "discussed" OR "talked"))~5)





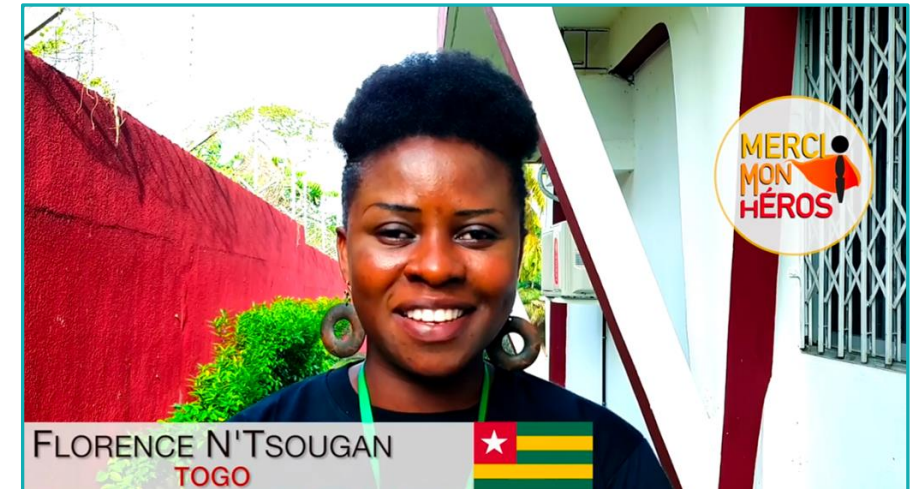
Break the taboo.

Talk to young people about  
reproductive health and  
family planning to help them  
live a fulfilled life.

Be a hero today.

# MMH Campaign Development Process

- Concept sparked at Francophone SBCC Summit youth competition
- Priority audiences: Young people + adults / youth-allies
- Digital launch in November 2019 via Facebook, Twitter, Instagram, and WhatsApp.
- TV, radio, community-based activities (such as public screenings, discussions, flash mobs, etc.) in focal countries + 5 others
- Topics: first periods, first sex, first pregnancies, first relationships, family planning method use, FP couple communication






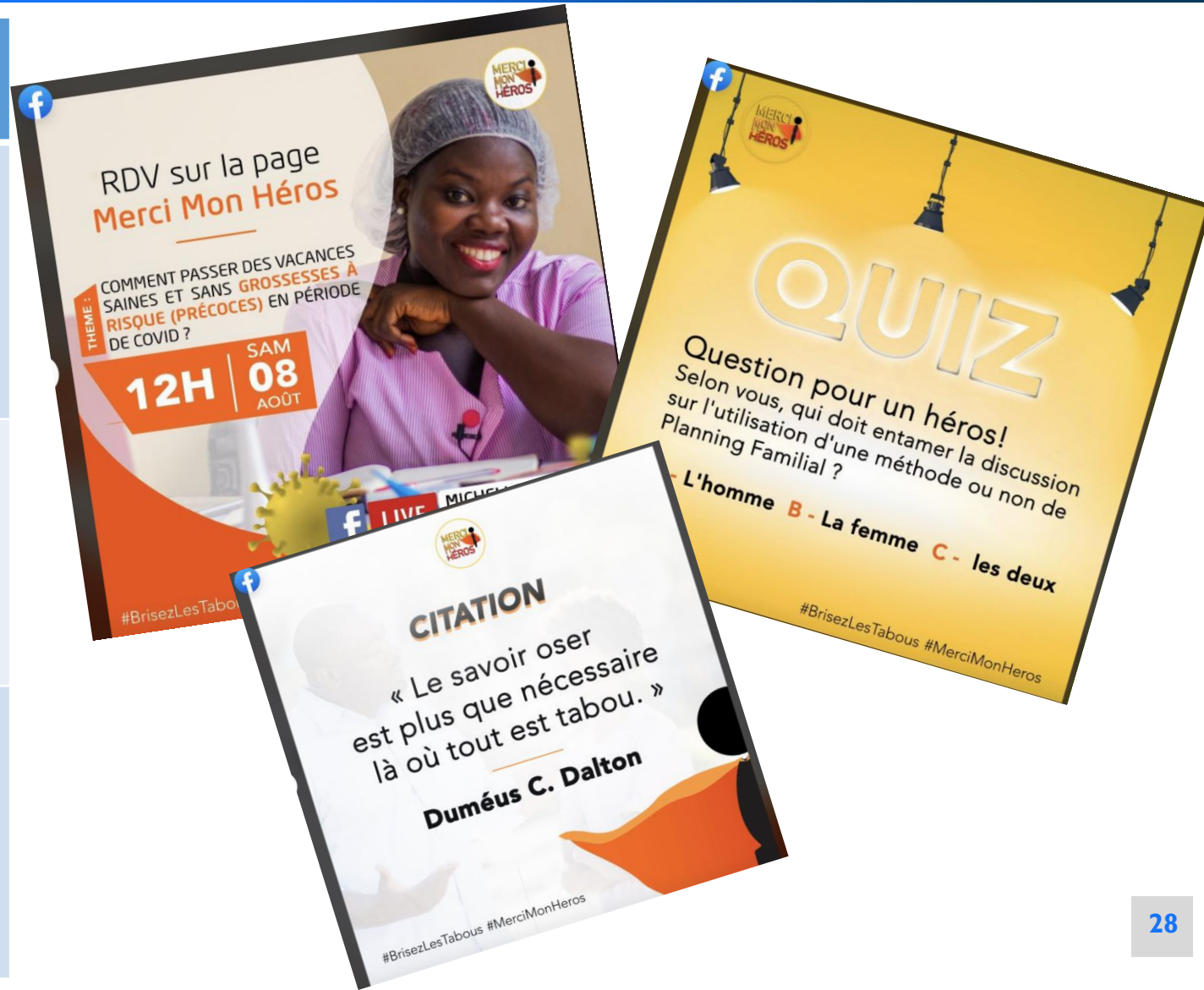
# MMH Campaign Objectives

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- **Encourage young people** to talk about their RH/FP realities
- **Encourage adults** to overcome restrictive social and gender norms to talk about RH/FP with young people
- **Stimulate discussion between these groups** to identify, address, and shift these norms, and remove the shame and taboos that prevent young people from accessing RH/FP information and services

# Online Presence Today

Channel	Primary Content	Priority Audience
<b>Facebook</b> 27k followers 	<ul style="list-style-type: none"> <li>- Videos</li> <li>- Text</li> <li>- Visuals</li> <li>- Quizzes</li> <li>- Advice</li> <li>- Livestreams</li> </ul>	<ul style="list-style-type: none"> <li>- Youth</li> <li>- Adults</li> <li>- Other organizations</li> </ul>
<b>Twitter</b> 262 followers 	<ul style="list-style-type: none"> <li>- Videos</li> <li>- Text</li> <li>- Visuals</li> </ul>	<ul style="list-style-type: none"> <li>- Decision-makers</li> <li>- Government</li> </ul>
<b>Instagram</b> 352 followers 	<ul style="list-style-type: none"> <li>- Videos (IGTV)</li> <li>- Visuals</li> <li>- Text</li> <li>- Quizzes</li> <li>- Advice</li> </ul>	<ul style="list-style-type: none"> <li>- Youth</li> <li>- Adults</li> </ul>





# Linking Online with other Campaign Activities



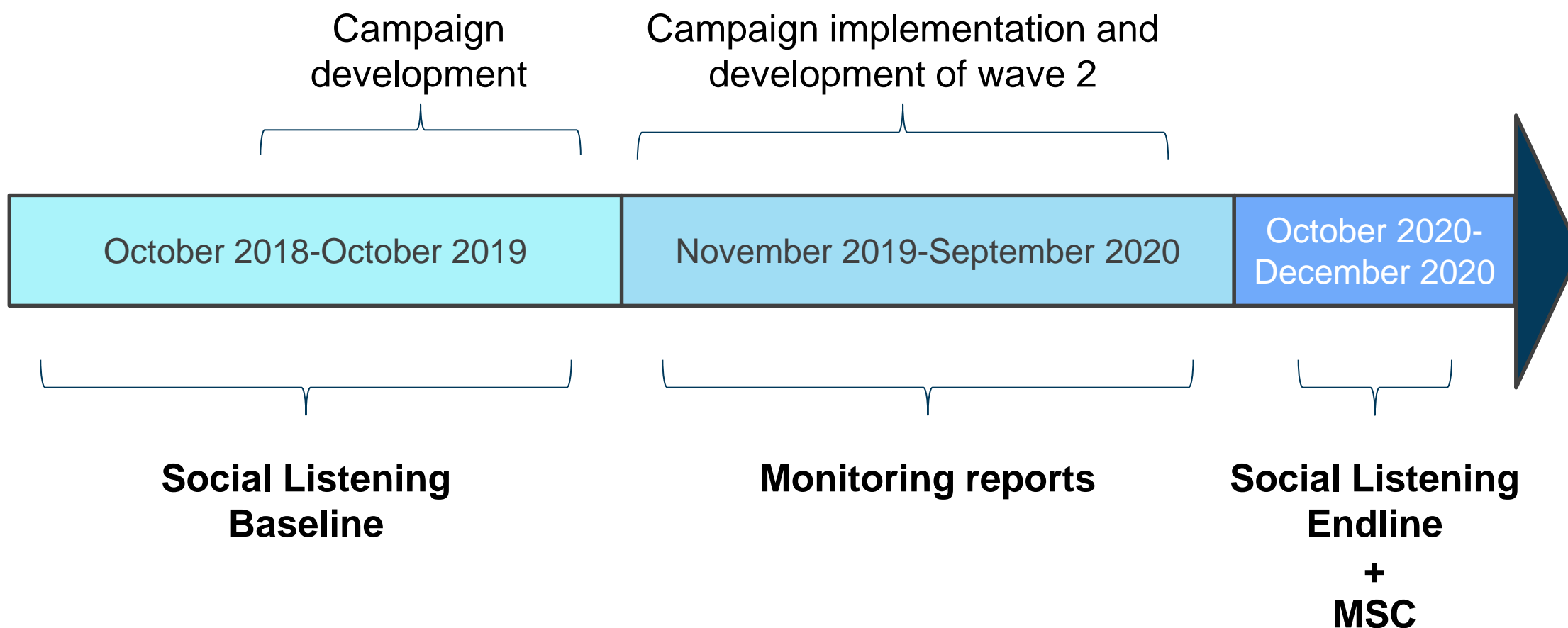
# Objectives of social listening component

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- **Baseline** - Understand the current attitudes towards sexual behavior and family planning in each of the key countries identified (Burkina Faso, Cote d'Ivoire, Niger, Togo)
- **Monitoring** - Analyze engagement with Merci Mon Héros social media content throughout the campaign to provide programmatically useful recommendations for course correction;
- **“Endline”** synthesis - Investigate the effect of the Merci Mon Héros social media content on key conversations.

# MMH Program, Monitoring and Evaluation Timeline

**Target Countries:** Burkina Faso, Cote d'Ivoire, Niger and Togo



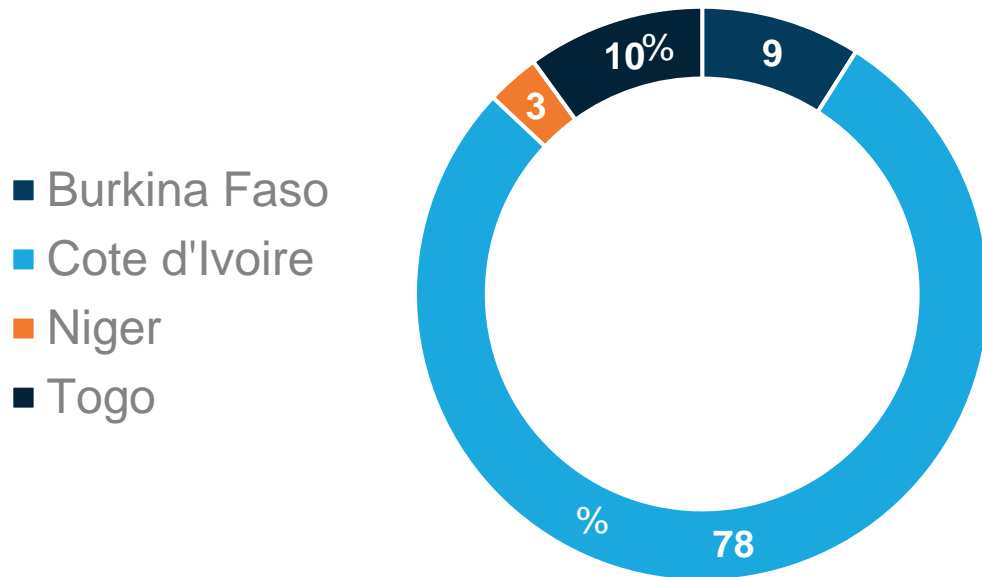
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# Baseline Report

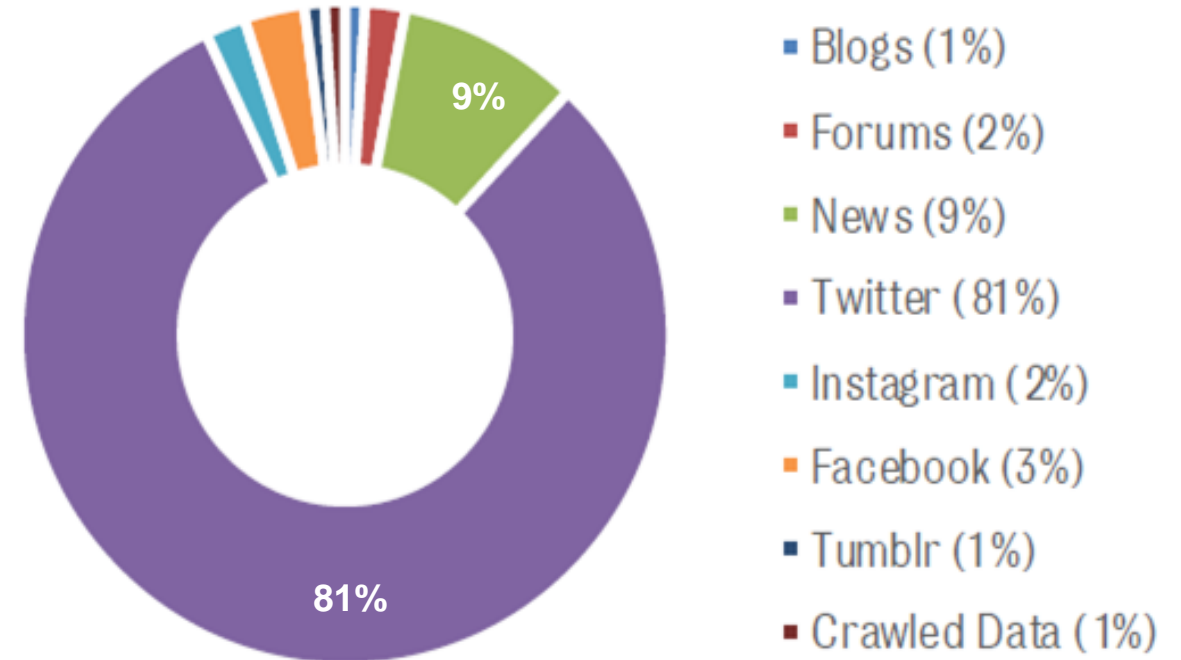


# Where is the conversation coming from?

## Country breakdown



## Source breakdown





Just had an intimate conversation with my 15 years old son and wow!!! He confessed that he's already sexual active and already had sex 9 times with 4 different gals💔💔😭😭😭 without condoms😭😭😭😭 effective last year.

I am not sure how I feel right now!!!

[twitter.com/akreana\\_/statu...](https://twitter.com/akreana_/status/1414444444444444444)



Jul 3

Replying to [redacted]

At some point through our intimate session I had to laugh.

I asked the ages of the gals and he said 16 and 17, spoke about HIV, teenage pregnancy and rape.

I told him he must do himself a favor and go test.

I am defeated guys... Yuuuuu

19

77

306



Jul 3

I asked so many questions and put him at ease so that he's free to tell me everything.

I was never ready guys😭😭😭...

When I spoke about pregnancy, he replied loop😭😭 about HIV, he replied looks😭💔 when I spoke about rape, he just looked down...

13

65

282



Jul 3

I am in disbelief...

18

30

169



Jul 5

I didn't think this tweet would blow up like this, okay it did.

Thank you guys for words of wisdom and encouragement, it's really refreshing to know that I am not alone and the fears expressed by parents proved how important this tweet is.

2

2

13



Jul 4

Please create a very friendly environment for such topics... Behave as if you don't care about his activeness, be his best friend still maintaining boundaries though as far as respect is concerned, allow him to feel like he can tell you anything and trust you.

1

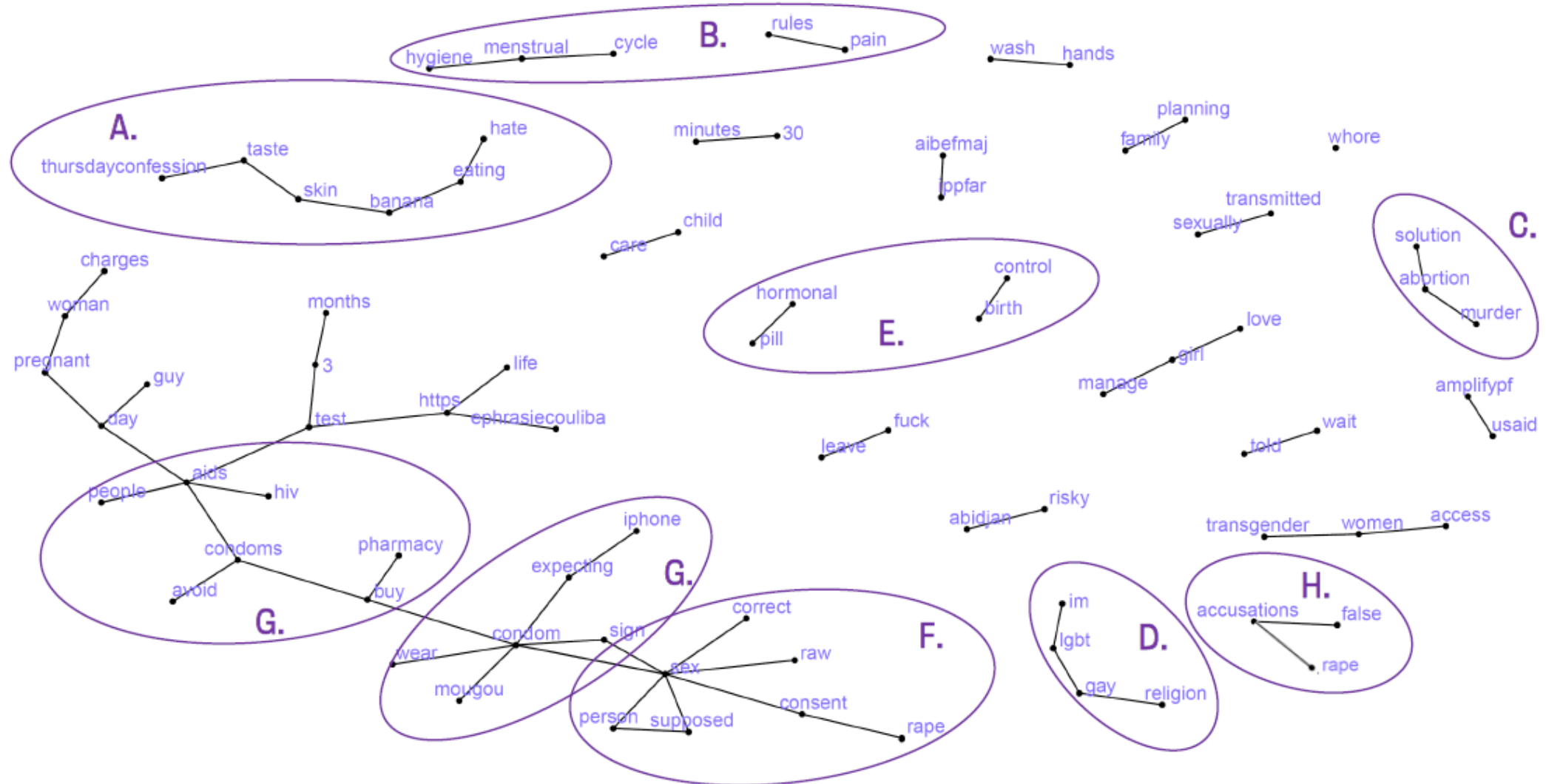
2

21



# What is the conversation saying?

Fig.14 Ivory Coast 'Family Planning & Sexual Attitudes' Bi-Gram Analysis



# What is the conversation saying?

## Sexual behavior and contraception

- Inherent belief that women are responsible for most if not all pregnancies and that it is their responsibility not to get pregnant.
- Embarrassment is an overriding concern when buying condoms.
- Expressed belief that men only want sex and they will leave as soon as they have it.

## Gender equity

- Emerging women's voices trying to normalize the idea that women should have the right to make the same choices as men do without fear of being shamed.

## Menstruation

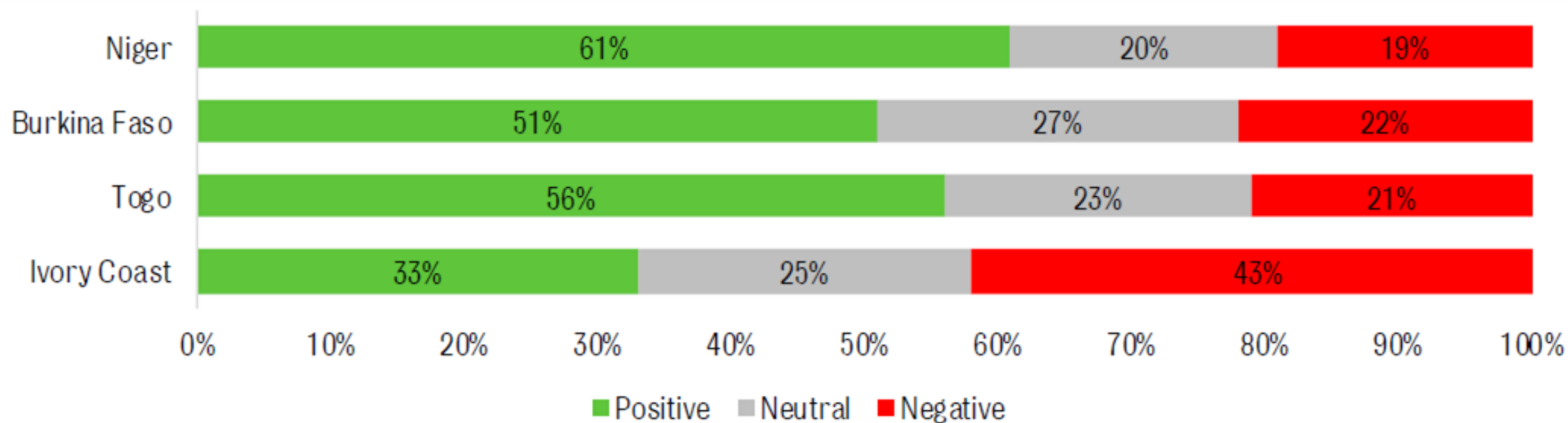
- Variable levels of knowledge displayed about menstruation, sanitary products, first periods, etc.
- Data suggests that honest dialogue about menstruation between parents and youth is lacking.

## STIs

- Fear and misinformation about HIV and STI testing

# What can we learn about the tone of the conversation?

Sentiment of family planning and sexual health conversation across four key countries



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# Monitoring Reports

# MERCI MON HÉROS CONVERSATION VOLUME | NOV 1<sup>ST</sup> – JUNE 10<sup>TH</sup>

Review  
Period #1

Review  
Period #2

Review  
Period #3

Review  
Period #4

Review  
Period #5

Review  
Period #6

900

800

700

600

500

400

300

200

100

0

11/1/19

12/1/19

1/1/20

2/1/20

3/1/20

4/1/20

5/1/20

6/1/20

7/1/20



#RAPO19YouthDay

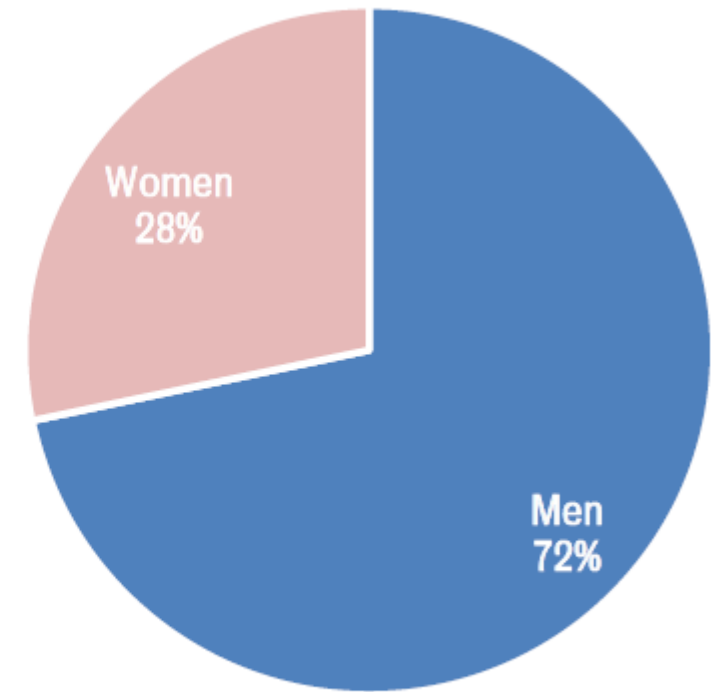
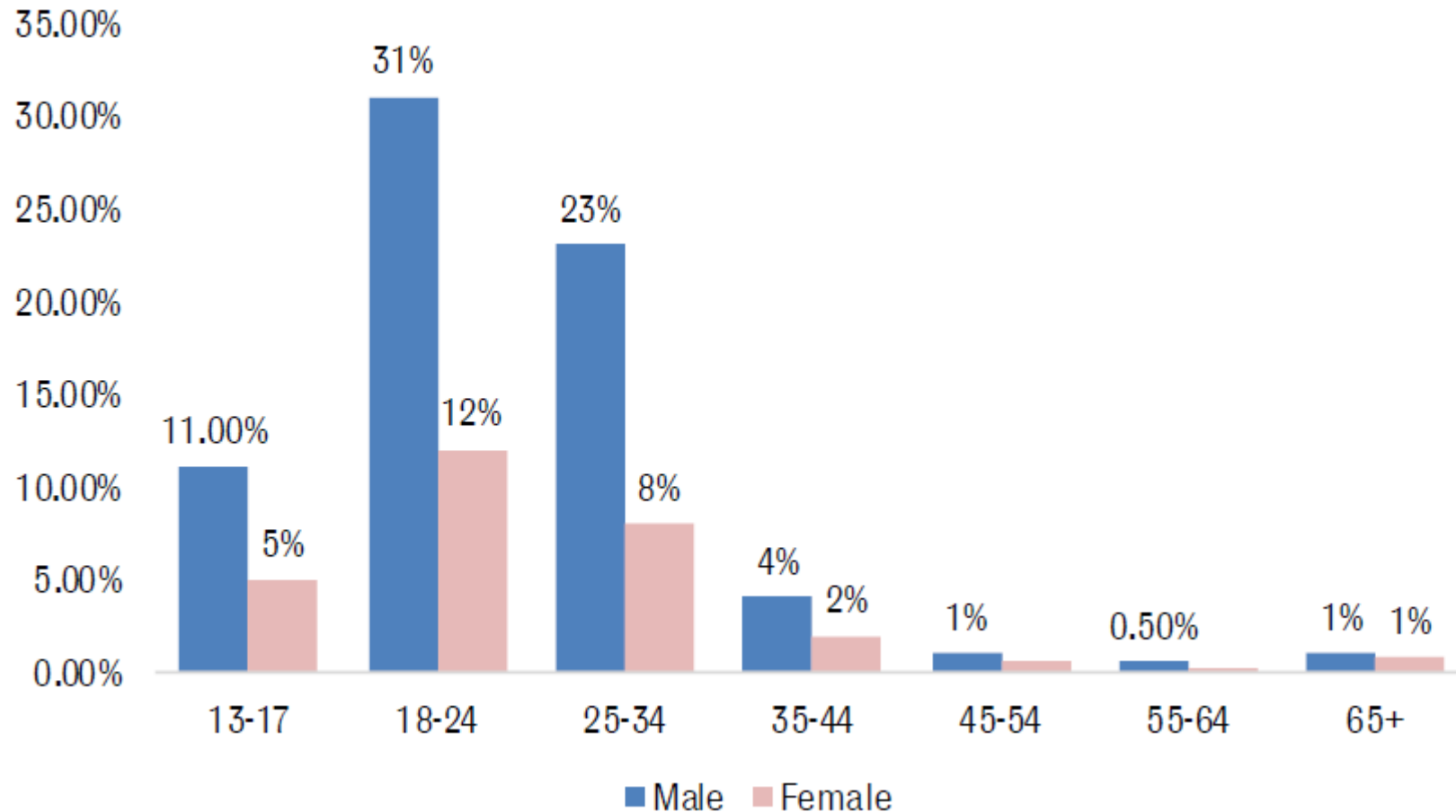


FB Live  
Video

New Logo  
Survey

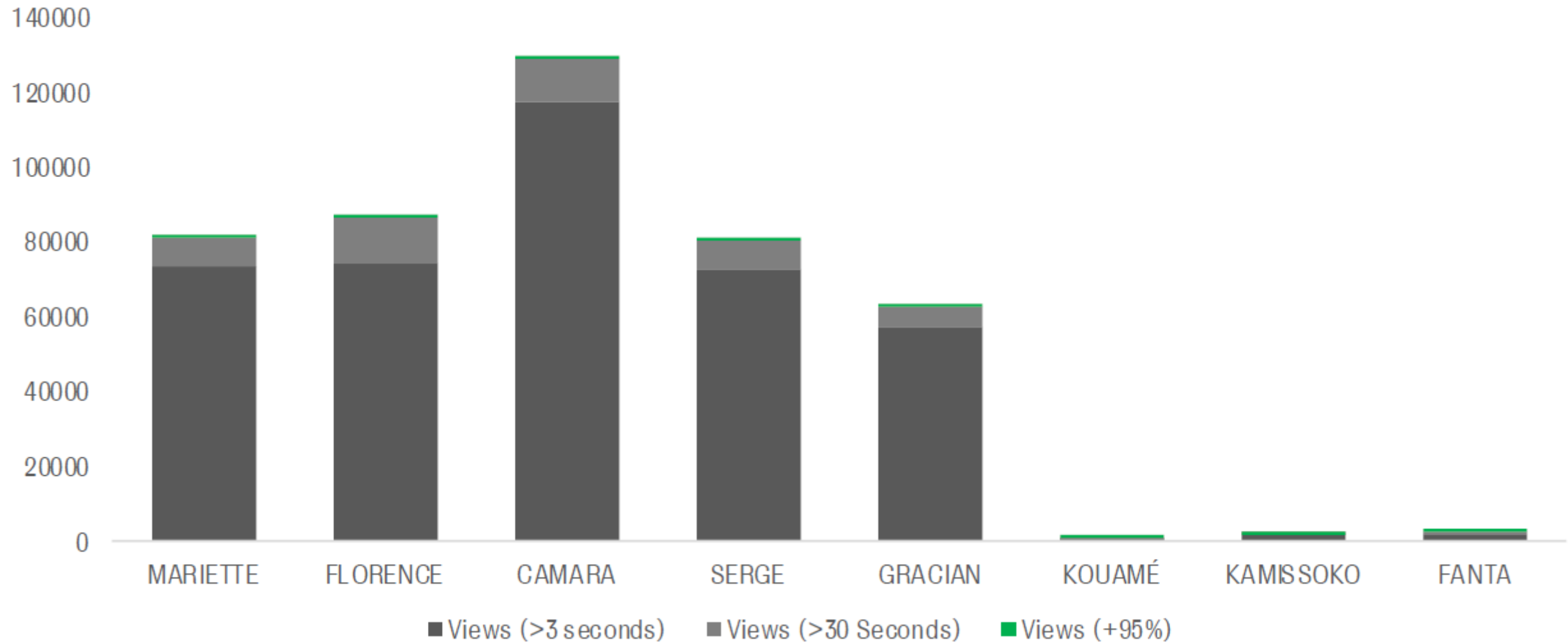


# Is the content reaching the intended audience online?

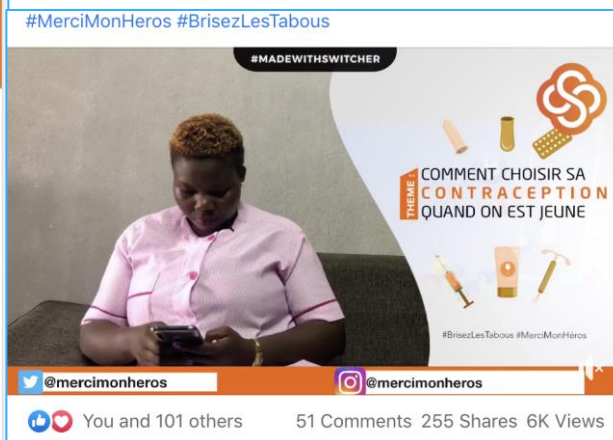




# Is the video format and length appropriate for the channel?



# Merci Mon Héros Campaign Adjustments



- Shortened video length (Wave 2)
- Video “teaser” graphics. (Wave 2)
- Shorten video intro (Wave 3)
- Explore alternate format with key messages up front (Wave 3)
- Post more consistently on FB
- Continue FB Lives
- More visual content
- Trying to figure out how to have more norms-focused discussions vs consistent event promos
- Thinking of how to better engage our allies

# Next steps in MMH evaluation

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- MMH “Endline” synthesis - Investigate the effect of the Merci Mon Héros social media content on key conversations.
- Triangulating with other qualitative data using Most Significant Change methodology.
- Costing study of MMH campaign

# Limitations

1. **Sampling related biases:** For any given context, who has access to internet? Who is using social media? Who is most likely to contribute to “chatter”?
2. **Topic Sources:** The analysis tools can scrape data from public facing social media platforms, including Twitter, YouTube Comments, Forums, Blogs, Reddit, Pinterest, Tumblr, etc. There are limitations to the use of Facebook (and Instagram since 2018) pages due to their privacy policies.
3. **Conversation volume:** Machine learning process to minimize irrelevant conversation should not be considered complete or exhaustive.
4. **Topic sentiment:** Sentiment is difficult to determine in language, and despite increased sophistication in the tools that analyze language, it can still be difficult to discern. This is particularly true when the topic matter itself frequently manifests in language typically considered negative, such as ‘rape’ or ‘sexual abuse’.
5. **Other biases related to online interaction:** Are people more or less prone to social desirability bias?
6. **Evolving understanding of its potential for understanding impact**

# Overview of lessons learned to date

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Before deciding to use social listening, consider:

- Invest in social listening platform or outsource?
- Who uses social media in your country of interest?
- Is there sufficient organic conversation about your topic of interest?
- What social media platforms are most active and relevant in the country of interest, and what are the privacy limitations associated with that platform? If Facebook or Instagram, negotiate administrative access to pages.
- Use pronouns to refine your search and you will have a much cleaner data set
- Enter the project without preconceptions (and avoid drawing your own conclusions)

# THANK YOU

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Breakthrough\_AR

<https://breakthroughactionandresearch.org/>

Breakthrough RESEARCH catalyzes social and behavior change (SBC) by conducting state-of-the-art research and evaluation and promoting evidence-based solutions to improve health and development programs around the world. Breakthrough RESEARCH is a consortium led by the Population Council in partnership with Avenir Health, ideas42, Institute for Reproductive Health at Georgetown University, Population Reference Bureau, and Tulane University.

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