Digital Media for Behavior Change Webinar Series

Social Influencer Campaigns: Theory, Evidence, Use Cases

W. Douglas Evans, Ph.D.
Welcome to the Digital Media for Behavior Change Webinar Series!

- This session focuses on social influencer campaigns
- I’ll kick off, and then we have 3 fantastic speakers who will talk about US and global influencer campaigns
- Future sessions will focus on other topics in digital media for behavior change (e.g., tobacco control)
- Look for details on a planned digital media and public health conference in June 2023
Confirmed Panelists:

Doug Evans
GW

Jamie Arkin
Alfluence

Elizabeth Hair
Truth Initiative

Sarah Francis
Upwell

SOCIAL MEDIA INFLUENCER CAMPAIGNS WEBINAR

Digital Media for Behavior Change Webinar Series. Sponsored by the BRIGHT Institute and Truth Initiative.

OCT 26
SPH Building
950 New Hampshire Ave NW
First Floor

Webinar: 4:00-5:00pm
Reception: 5:00-6:00pm

RSVP Here:
https://forms.gle/sTsWOcm4As5ty6mo7
Defining digital media for behavior change

• Campaigns, interventions, and programs aimed at changing specific behavior(s) in a population using one or more digital platform(s) as the delivery channel, including research aimed at assessing effectiveness

• Digital may be combined with analog channels

• Well-designed programs in this emerging area use theory, research, and best practices from PHCM

Principles and theoretical foundations

- The scale and reach of digital media may create a sense of widespread support for, and adoption of, specific behaviors.
- Social influencers may create a bandwagon effect, leading to behavior change.
- The effect of social influencer campaigns may be to promote a social norm in support of specific health behaviors like vaccination, healthy eating and physical activity, or avoidance of nicotine products.
Challenges and opportunities

• Researchers have pointed to a need to focus efforts beyond “likes” and toward individual, social, and/or network characteristics as predictors of engagement
• Need to assess how and to what extent digital message exposure, engagement, and social influence affects behavior over time, across platforms, and among multiple devices
• As digital marketing expands, we need to understand behavior in digital segments that predict engagement and outcomes
Example: Social media interventions systemic review

- PRISMA-based review of social media behavioral interventions in LMIC
- 1,832 studies, 107 title-abstract review, total of 34 included in the final analysis
- 22 studies concluded intervention was effective; 13 quantified the level of social media engagement; 8 used a theoretical model
- Nearly all effective interventions included digital and analog (e.g., in-person) components
- Small but growing evidence base with numerous gaps (e.g., marketing mix)

Digital Segmentation

• Digital segmentation may be defined as the ability to sort and reach audiences in a targeted manner using digital technologies (Evans et al, 2019)

• The field is still in its infancy as a public health practice but is growing rapidly

• Like commercial marketers digital segmentation offers tremendous potential to reach and engage social marketing beneficiaries with precision

Example: Indicators of Social Norms

- Your **friends** think it is important for everyone to get a COVID-19 vaccine.
- Your **family members** think it is important for everyone to get a COVID-19 vaccine.
- Of the **people close** to you, what proportion of them would want you to get the COVID-19 vaccine?
- How many **people in Nigeria** do you think will get the COVID-19 vaccine when it becomes available?
- How many people who work in **healthcare in Nigeria** do you think will get the COVID-19 vaccine when it becomes available?
• Nigeria COVID-19 social influencer campaign

• Small but significant differences between all the social norms and associations with vaccine willingness

• Social norms-based messages may help to address vaccine hesitancy

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Marketing Strategies

Single Channel

Multi Channel

Cross Channel

Omni Channel

Milken Institute School of Public Health
Future Research and Challenges

• How do we fully integrate these methods with the full marketing mix in social marketing?

• Social media as an intervention channel:
  – Will people consume and respond to public health social media in an impactful way?

• Future research needs to:
  – Keep up with rapidly changing technology
  – Run naturalistic RCTs & quasi-experiments
  – Ask if experimental findings translate to campaigns
Thank you! Questions?

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Social Media Influencer Campaigns

DIGITAL MEDIA FOR BEHAVIOR CHANGE WEBINAR SERIES

Elizabeth C. Hair, PhD
Sr. Vice President, Shroeder Institute
October 2022
In 1998, 46 states sued Big Tobacco for defrauding and manipulating the American Public. It was - and remains - the largest civil litigation settlement in the US History.

From this, the Master Settlement Agreement was created, and American Legacy Foundation (later renamed Truth Initiative) was founded in 1999.

Our mission is to achieve a culture where young people reject smoking, vaping & nicotine.
Growth & Success of Influencers

Influencer Marketing Global Market Size has grown to >$13B in 5 years

Top TikTok brands in 2021 used 2,500+ influencers

Source: Influencer Marketing Hub, July 2022
Influencers Lend Authenticity and Build Trust

63% trust Influencers more than Brand messages

>50% of Gen Z have made a purchase based on a recommendation from an influencer or content creator

Sources: Momentive study: Gen Z social media and shopping habits; Edelman Trust Barometer
Influencers for campaigns are selected from a variety of different demographics and passion points
- These are real youth influencers, primarily from TikTok
- This digital strategy is essential for targeting youth where they are
- Influencers are able to spread a variety of important messages, such as how nicotine may amplify feelings of depression, anxiety, and stress.
Testimonials Strategy

- Testimonials include youth from a variety of demographics
- Testimonials are real youth sharing their experiences with vaping
  - These are everyday individuals, which allows for them to be more relatable to other youth
- An example of an important message these testimonials have conveyed is how nicotine has amplified feelings of depression and/or anxiety
McCall Mirabella Activation

Kicks off Nov 1

- 2-week Quit Challenge with TIQ promoted on YouTube and TikTok
- Custom “McCall” TIQ program
- TikTok and Discord Live sessions
- Celebration of quitters, with giveaways and truth merch
Influencer McCall Mirabella
TESTING THE POWER OF INFLUENCERS FOR PUBLIC HEALTH COMMUNICATION CAMPAIGNS ON SOCIAL
CASE STUDY:
COVID-19 Vaccine Uptake Campaign Targeting Health Care Providers

Project Goal:
Increase motivation and acceptance of COVID-19 the vaccine among health care providers in six Nigerian states.

Project Approach
Worked with a coalition of 17 local and national Nigerian health organizations to create and disseminate effective, trustworthy and engaging messaging, whilst amplifying existing influential and trusted messengers in support of COVID-19 vaccines on social media.

Project Outputs
• 500+ Ads
• 28 different Facebook Pages
• Reached over 5 million likely health care providers and their networks in six key states
Refusing to get vaccinated is like saying your health doesn’t matter when you clearly do.

Don’t Fall Victim to COVID-19 Vaccine Misinformation
You must get vaccinated to protect yourself and others. So, don’t fall victim to the vacinchic.”

Heroes, Stand up! It’s Time to Save Lives. One Vaccination at a Time. Let’s start with us!

Vaccines protect you, your family and those who are unable to get vaccinated. Get vaccinated, protect their lives and yours!

To get the COVID-19 vaccine in Nigeria:
- Find a Centre
- Make an appointment
- Arrive at the clinic
- Get your vaccination done

Your quick guide:
A. Covid-19 Vaccine
B. Self-care
C. Hygiene
D. My Family

If you could protect one person by getting the COVID-19 vaccine, who would it be?

How COVID-19 Vaccines Work
COVID-19 vaccines help our bodies develop immunity to the viruses that cause COVID-19.

A. cows
B. devil
C. industry
D. the kids
E. my family

I nor fit believe sey u neva collect vaccine

“My Heart Don Strong. I Feel Sore & Dey Safe For My Workplace”

“Make Life Easier Get Vaccinated”

“Women’s Health”

“Protect Yourself”

“I was able to go back to work without being scared of catching COVID-19.”

“Staying Vaccinated Pays Off and Makes You, Tolul, more confident.”

“Staying Vaccinated Pays Off and Makes You, Tolul, more confident.”

“The COVID vaccine is part of self-care, self-love and doing the best for you and your unborn child.”

Tolu Adelok, moth
WHAT WE TESTED:

- **Post Copy:** Five different post text including leading with COVID-19 vs. leading with Influencer.
- **Caption Language:** English vs Hausa

WHAT WE LEARNED:

- **Hausa** subtitles slightly outperform English subtitled
- Captions that **focus on the audience having exclusive knowledge** or **access or that feature** the influencer are half the price of other captions. Only $0.005 per video view.
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WHAT WE LEARNED:

- Direct-to-Camera influencer videos far out performed any other type of influencer post when it came to shares and meaningful comments.

- Strong comment management matters on any page – especially influencer pages.
Hadiza Aliyu
Aug 22

Mahamad Baba
Where is it done?
See Original

1w Like Reply

Hadiza Aliyu
Available for vaccinations at government hospitals and community care centers. Thanks for this important question, many people are asking this question.
See Original

1w Like Reply

Mahamad Baba
All thanks be to God, I have done it and I am grateful, may God continue to cover your secrets
See Original

1w Like Reply

Hadiza Aliyu
Well done for the action! Peace be upon you.
See Original

1d Like Reply
1. Content from influencers, posted on influencer pages can lead to more high-quality engagements including shares and comments.

2. Comment Management Matters

3. Test a variety of languages and post copy.

4. Direct-to-camera, lower production value works.

5. And sometimes posts from smaller organizations featuring local influencers do best.

KEY TAKEAWAYS
THE KEY CHALLENGE
MASS COMMUNICATION
WHAT AIFLUENCE DOES:

We target **OPINION LEADERS** on social media, utilizing their **TRUSTED NETWORKS** of peers to drive **RELATABLE AND AUTHENTIC CONVERSATIONS** to:
WHAT AIFLUENCE DOES:

Build Awareness
Generate Demand
Social Behavior Change
Feedback Loops
ENGAGEMENT APPROACH

- **NANO**
  - Visibility
  - Engagement
  - Conversion

- **MICRO**
  - Visibility
  - Engagement
  - Conversion

- **MID-TIER**
  - Visibility
  - Engagement
  - Conversion

- **MACRO**
  - Visibility
  - Engagement
  - Conversion

- **CELEBS**
  - Visibility
  - Engagement
  - Conversion

- **PRE-CONTEMPLATION**
- **CONTEMPLATION**
- **PREPARATION**
- **ACTION**
- **MAINTENANCE**
THE INFLUENCERS

Micro & Nano Influencers with Campaign Affinity

Their Friends & Followers on Social Media

Alfluencers
RIGHT PEOPLE

- Trusted and respected source
- Client stakeholder invisibility
- Positive / highly aligned

RIGHT MESSAGE

- Message personalization = authenticity.
- Many sizes fits all approach to content.

RIGHT WAY

- Linguistically, ethnically, culturally and demographically sensitive / appropriate.
- Validation - reinforced by peers.

ADAPTIVE

- Adapts to real time feedback
- Social listening and sentiment analysis.
Using Micro and Nano Influencers, “AIfluencers” create their own content, guided by health experts and reviewed by AIfluence, and post it across the leading social media networks.
CAMPAIGN STEPS

Provide influencers with a campaign brief and support development of a campaign strategy

- Use the Alfluence platform to identify & screen the right influencers to lead a campaign
- Use the Alfluence platform to monitor and evaluate the outcomes of the campaign in real time
WHO ARE THE AIFLUENCERS?
**Funds for Messaging to Target Communities**

Ad agencies and marketing firms create campaign

Print, TV, Radio, Facebook, Youtube and Google are paid to share messages

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**AIfluence hires people from target communities to promote key messages**

Target communities are given stipends and skills to build campaign

**Funds Messaging to Target Communities**

How are the beneficiaries benefitting in this model?
Working with female influencers

| Allows them to work from home and work part time | Many of the SBC campaigns target women and we can build their peer-to-peer comms | Provides a supplemental income for women who are often doing unpaid or underpaid labor |
Reach and Views

Clicks, Likes, Comments

Sharing, Question Responses, Social Listening, Accessing Links

Service uptake - Vouchers, E-referrals, Clinic Volume Increases, Purchase

Continued use of information, continued uptake of behavior
DEMAND GENERATION

- **Reach**: 936k
- **Interactions**: 113k
- **Engagement Rate**: 12%

Injectable Branding
Place of Purchase Preference
Expert Advice
THANK YOU

JAMIE@AI-FLUENCE.COM