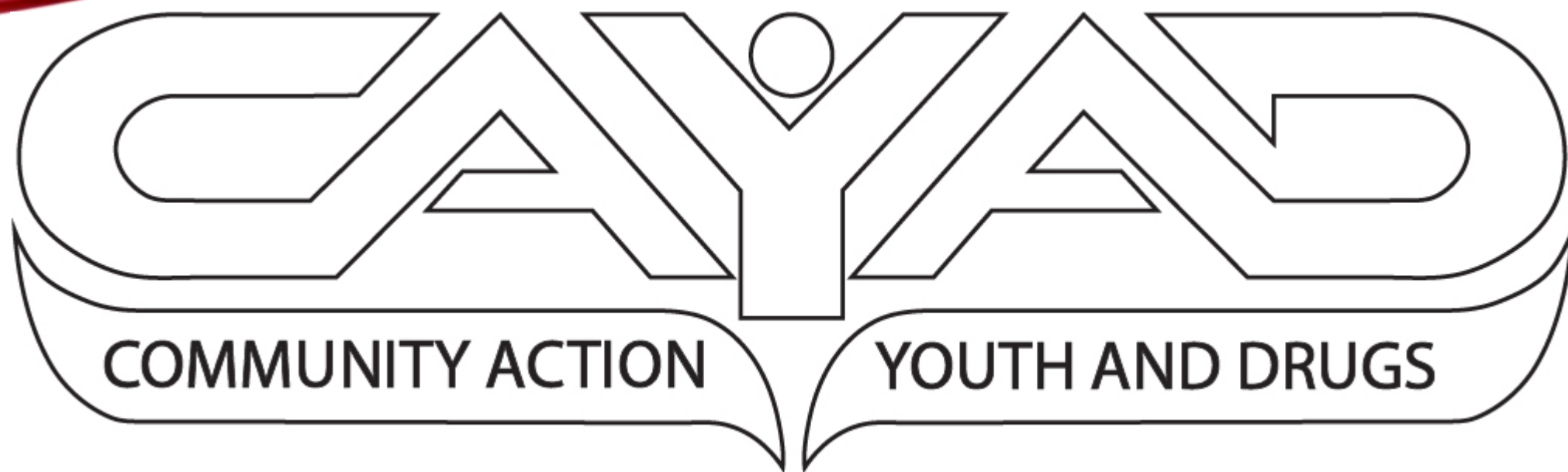


CUTTING EDGE 2018: BUZZED EVALUATION

Do young people connect to online public health campaigns? A user perspective



**Auckland
Council**
Te Kaunihera o Tāmaki Makaurau





BUZZED social media campaign

- # A social media campaign to reduce the stigma of addiction, raise awareness of AOD and empower communities
- # CAYAD led using the efficacy of storytelling
- # Engaged Dovetail Research and Evaluation team



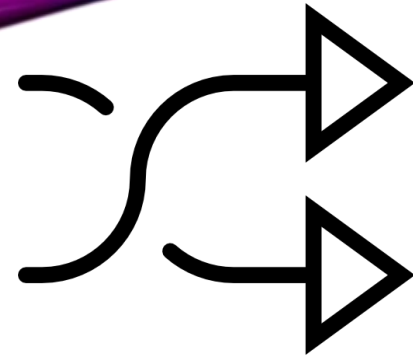


Literature indicates value of social media presence

- # Social media is the easiest way to reach a wide audience
- # It plays a crucial role in the drinking culture of young people
- # Alcohol advertising and marketing has become extremely sophisticated
- # Health sector has a role in addressing misinformation and sharing research

BUZZED allows us to connect into this space to share harm reduction messages, help facilitate peer to peer interaction, and counteract the glamorisation of drinking culture online.





The Theory of Change

GOAL

To stimulate conversation on the impacts of AOD

To inspire individuals and communities to share their own experiences and take action against AOD related harms

Assumptions

Telling personal stories on a online platform of resilience and recovery will support young people to reduce AOD related harm



WHERE WE WENT WRONG

We co-designed the image but not the experience

“The videos are still kind of that older style of how we talk about drugs and alcohol with people sitting on a dark background with heavy lighting”

Didn't define our target audience - this is where a TOC would have helped

“The problem that was encountered that stopped the content from being successful is the age range wasn't niche enough, it wasn't targeted enough”

We didn't evaluate from the start

Social media is ever changing



Facebook is still the most popular social media site for people aged under 25. But:
“...Facebook has become a bit of a family zone, a place where they know their grandma is likely to be, their mum... so they don’t share their full selves through that channel”



Over 95 million photos are shared worldwide on Instagram daily but 70% are never seen.
“I know people that would get 90 likes on a photo, but maybe 800 views on a story. Instagram stories are really popular”



The temporary nature of SnapChat videos requires new creative strategies for campaigns.
“...we’ve become more and more accustomed to seeing really, really short form content in our social media feeds”



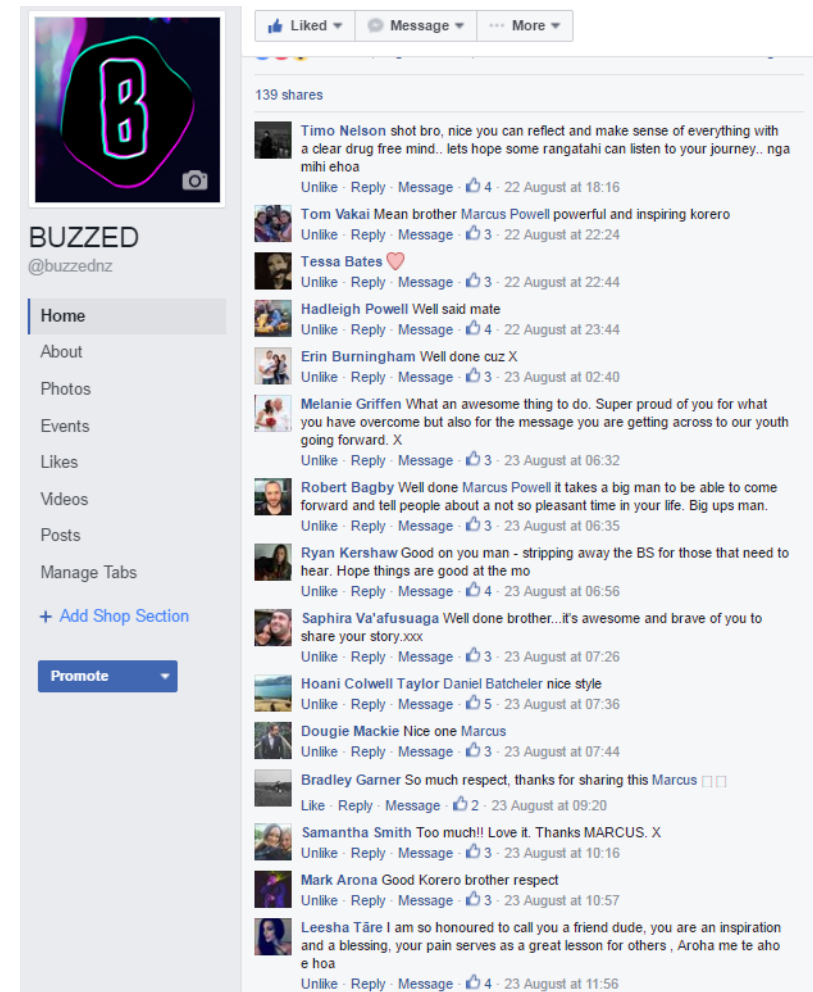
WHAT WE GOT RIGHT & UNINTENDED OUTCOMES

The young people filmed were supported by an AOD practitioner

Some of the videos were shared by NZ Herald and CAYAD we able to engage in discussion and debate regarding AOD

Currently sitting at 3.5k likes

Had a private message saying one video inspired them to contact a local service provider to deal with a long term AOD issue



THE STORYTELLING APPROACH



Critical Success Factors

for social media campaigns aimed at youth



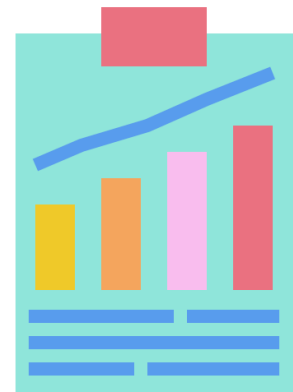
Follow marketing guidelines
for reach, frequency and
duration of clips



Youth-led,
by-youth for-youth



Specific approaches for
age and ethnicity



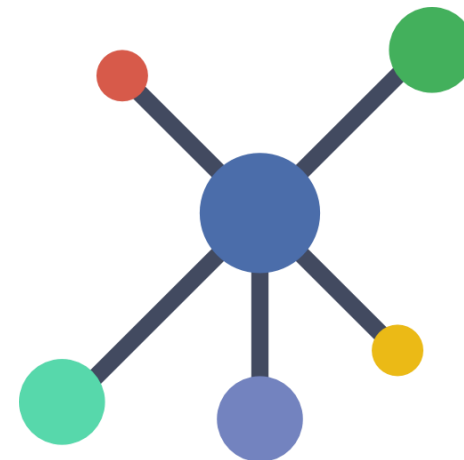
Supported by research,
theory and regular evaluation



Go beyond social media
and take the campaign
out into the community
face to face



Use appropriate messages
that are strengths-based and
empower youth



Collaborative campaigns
working across sectors and
organisations have greater
impact



Use emotion,
but be sincere and
don't overdo it



Provide useful advice
and information



Share relevant topical
and trending news items



Tell stories, ask questions.
Make it a conversation not one
way



Crowdsource content,
encourage positive personal
or community stories



Showcase your staff to
give a human face to
your organisation



THE FUTURE OF BUZZED

- # Youth involvement in the initiative going forward - our kauapa is youth and we also know that peer to peer influence is powerful.
- # Inclusion of local/grassroots content
- # Shorter/targeted, videos (e.g. linked to specific behaviour change)
- # More strategic social media approach, including a wider range of social media platforms utilised (e.g. Instagram Stories)
- # Wider range of storytellers (including young people)
- # Revised style of presentation for videos (e.g. less 'dark') and pop-up links to support
- # Linked resources attached to the initiative.
- # Expand social media strategy to include other platforms such as Instagram and SnapChat

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