Literature review for BUZZED Evaluation 29/8/2018

Reasons for having a social media campaign like BUZZED

- ***Social media plays a crucial role in young adults' drinking cultures and processes of identity construction***.
  Consuming alcohol to a point of intoxication was a commonplace leisure-time activity for most of the young adult participants, and social network technologies were fully integrated into their drinking cultures. Facebook was employed by all participants and was used before, during and following drinking episodes. Uploading and sharing photos on Facebook was particularly central to young people's drinking cultures and the ongoing creation of their identities. This involved a great deal of Facebook 'work' to ensure appropriate identity displays such as tagging and untagging photos. **(Lyons et al, 2014)**

- ***The importance of online visibility of drinking behaviour differed according to ethnicity, gender, and social class.***
  The importance of consumption of alcohol being visible online was not consistent across the sample, and our findings revealed nuanced and complex ways in which people from different ethnicities, genders and social classes engaged with drinking cultures and new technologies in different ways, reflecting their positioning within the social structure. Pākehā shared their drinking practices online with relatively little reflection, while Pasifika and Māori participants were more likely to discuss avoiding online displays of drinking and demonstrated greater reflexive self-surveillance. Celebrity culture was actively engaged with, in part at least, as a means of expressing what it is to be a young adult in contemporary society, and reinforcing the need for young people to engage in their own everyday practices of 'celebritising' themselves through drinking cultures online. **(Lyons et al, 2014)**

- ***Alcohol marketing through social media has become extremely sophisticated, to the point where it is no longer seen as 'marketing' and helps inform identity construction. This is in part due to the amount of information that can be collected about user profiles (*Lyons et al 2017).***
  Alcohol companies employed social media to market their products to young people in sophisticated ways that meant the campaigns and actions were rarely perceived as marketing. Online alcohol marketing initiatives were actively appropriated by young people and reproduced within their Facebook pages to present tastes and preferences, facilitate social interaction, construct identities, and more generally develop cultural capital. These commercial activities within the commercial platforms that constitute social networking systems contribute heavily to a general 'culture of intoxication' while simultaneously allowing young people to 'create' and 'produce' themselves online via the sharing of consumption 'choices', online interactions and activities. **(Lyons et al, 2014)** Alcohol brands are used by young people to develop their desired identities and these acts of consumption extend to young people's profiles on social media. Alcohol brands are connected to young peoples' concerns about image and peer group dynamics. **(Purves et al, 2018)**

- ***There is inadequate online regulation of alcohol related content, so marketing is reaching high proportions of under-age users, is normalising excessive drinking, and leading to co-created content.***

The pervasiveness of alcohol-related content and alcohol marketing on social media sites works to normalise alcohol consumption, including excessive drinking. Alcohol marketers are exploiting the current lack of robust regulation in the social digital space, crafting advertising messages that reach high proportions of young and under-age people. The few regulatory restrictions currently in place are easily circumvented through users giving incorrect dates of birth to access sites, but more pervasively through the use of 'co-created' content. This content is popular, made and shared by young people themselves using 'under-the-radar' digital marketing techniques **(Lyons et al, 2017).**

- ***The health sector has a responsibility to combat the spread of misinformation on social media, and to help facilitate two way conversations online - as these conversations will happen with or without them.***
  In healthcare, professionals and organizations must recognize society's ever-increasing use of social media tools, and that abdicating their leadership role on the issues raised by these tools would have harmful effects because the conversations will continue with or without them. There will continue to be advancements in mobile health that will unveil new questions about data sharing and privacy, and while encouraging the use of social media to prompt conversations — not just one-way information sharing of public health concerns — we must also ensure that strategies to address misinformation are stronger than ever **(Dosemagen, 2016).**

Impact of social media campaigns for public health

- ***Peer to peer influence is powerful – having key youth influencers promoting healthy behavior and information can be a powerful tool for change (Moran et al, 2017).***
  Social network interventions make use of peer influence to change behaviour throughout the social network. Contrasting traditional mass health intervention campaigns in which all individuals are exposed to an intervention message, social network campaigns only target influential individuals to perform and stimulate specific behaviours. When social influence agents disseminate the appropriate behaviour successfully, it is expected that the behaviour will be incorporated by others within their social networks. Subsequently, a social network approach has potential to cause long-term behaviour change when the behaviour becomes incorporated as the group norm. The approach has been successful in improving health-related behaviours such as quitting smoking, increasing condom use, and promoting water drinking. However, despite their increasing popularity, it remains unclear how social network campaigns actually work and what are the most effective ways to implement them. The Theory of Planned Behaviour has the general idea that when people have a positive attitude toward behaviour and their social environment is supportive while they also feel they are capable and in control of their behaviour, their intention to perform the behaviour will be strong **(Bevelander, 2018).**
  Existing Social Networking Site studies demonstrate that users exchange practical resources through SNS such as information, resources, or networks. Social media may facilitate more personal communication due to the peer-based nature of one's network, which is more likely to lead to the exchange of emotional support **(Oh et al, 2013).**

- ***Public health social media interventions have statistically significant positive effects on knowledge, intention and behaviour change for young people*** **(Laranjo et al, 2014).**
  Social media components of campaigns are primarily used as a means of providing education and social support. As social media sites are nowadays a part of people's daily lives, health information and interventions can be incorporated in people's routines and habits, instead of being an extra burden on their already busy lives **(Laranjo et al, 2014).** Most of the data in this 2010 study captured attitudinal or intentions change, rather than actual behaviour change. Even so, New Zealand research suggests social marketing has good potential to influence knowledge, intentions and behaviour of New Zealand young people, including Māori and Pacific youth, and that **whanau may be an important motivator for Māori youth (Thornley & Marsh, 2010)**.

- ***Storytelling can be a powerful technique for connecting with audiences and broader movements. Although they are only one part of a movement to create change and need to sit along other action.***
  Storytelling underpins multi-issue campaigns in an online environment by linking personal stories to campaigning organizations and broader movements for change. GetUp's storytelling approach mobilized their membership, public opinion, and directly influenced funding and policy. Politics and contestations over the power of ideas and emotions are important, but opposition cannot be neutralized, or genuine material concerns ignored, with simple, hopeful messages of unity, and change alone **(Vromen & Coleman, 2013)**.

- ***Social media is a useful platform to encourage interpersonal interaction and providing information, but it is unclear whether it helps build community partnerships or helps to change the environment – factors necessary for behaviour change.***
  As many of our daily activities have shifted to cyberspace, we argue that online social interaction may gain more importance. While exposure to risky behaviour being presented positively by peers may render the social media environment detrimental to health, social media also allows people to create their own content and therefore foster participation. Health promotion projects delivered through social media up until today solely relied on health education directed at end users. It remains unclear how health promotion on social media can meet other requirements for creating behaviour change (e.g. building partnerships, changing the environment). Social networking methods have begun to appear on many health promotion sites run by public health organizations, and social networking sites have proven to be ideal for encouraging interpersonal interaction and for providing information about how to become civically and politically involved. **(Loss et al, 2014)**.
  While social media has the potential to reach young people, engagement, and motivation towards action is dependent on a range of other factors that may be quite specific to the target audience **(Taufa et al, 2017).**

- ***Facebook campaigns need to be aware that their posts and material will likely be viewed via smartphone and in a range of social contexts.***
  Smartphones were the most common device and Facebook the social media site most often used by participants. The informants recommended that the advertisements should have the following features: central position, eye-catching, bold imagery using simple language; endorsed by Pacific Island personalities; and positively framed messages to secure and maintain interest **(Taufa et al, 2017).**

- ***The collective nature of Pacific cultures should be leveraged and testimonies from community members who have used drugs and alcohol should be used to strengthen motivation and dispel myths (Taufa et al, 2017).***
  There was broad agreement on the importance of featuring Pacific people, whether famous or 'people like me', and their personal testimonials. A risk with using sports or music 'heroes' as role models in such campaigns is that they can rapidly fall from favour. It was intriguing, therefore, to find that some participants had a preference for having 'ordinary people' tell their stories, and by doing so, making change seem within reach. Message framing also emerged as an important factor. Participants favoured a balance of negative and positive framing **(Taufa et al, 2017).**

Box One
Dos and Don'ts of Tobacco Online Smoking Cessation Adverts for Pacific youth.

	Feature	Description	Do	Don't
Key features and preferences of advertisements	Size and location	o Advertisement location on the site. o Advertisement fonts.	• Advertisement placement within central timeline of social media websites. • Apply clear, bold, large fonts for attention.	• Avoid placing advertisement on sidebar banners (not shown on Facebook phone app). • Avoiding overwhelming banner with too much wording.
	Website links	Straightforwards links and websites.	• Simple to use sites and registrations	• Avoid navigating multiple website links • Disruptive links are a deterrent
	Celebrities and role models	o Pacific Island celebrities, role models, and public figures. o Unknown Pacific individuals	• Pacific Island celebrity would gain attention because they were role models with influence. • Using unknown personalities would get attention with greater efficacy as messages are from a relatable source.	
	Colours & patterns	o Flashing advertisements and motion GIFs. o Advertisement colours.	• Flashing or motioned GIFs stood out for the informants. • Black and white static images stand out as 'bold'	• Too many flashing images could be irritating or cause headaches. • Avoid using neutral, pastel, and greys that are 'wash-out'.
	Phrases, words, and visuals	Simple language and catch phrases.	• Dramatic phrases gain attention • Application of vivid and emotive imagery as a powerful approach.	• Avoid emotive framing that might generate guilt or stigma among current users. • Avoid framing that leads to victim-blaming and disempowerment. • Avoiding 'photo-shopped' and 'over-exaggerated' images.
Messaging and framing	Testimonials	Testimonials of hardship, and perseverance to quit smoking.	• Application of real-life experiences and successes as a motivation to quit smoking. • Scientific evidence and personal testimonials to balance each other out.	
	Negatively framed messaging	o Negative framing was thought provoking but perpetuated defensive responses.	• Exposure to the effects that smoking has on teeth, eyes, skin, and general appearance did influence younger Pacific people who strongly wished to preserve their youth and aesthetic beauty.	• Avoid focusing on high economic costs of smoking was considered more of an annoyance than an incentive to quit. • Avoiding framing that leads to stigma, victim-blaming, emotional or psychological harm, bullying, and disempowerment. • The frequent use of negative framing has led to de-sensitisation.

Box One
Continued

	Feature	Description	Do	Don't
	Positively framed messaging	o Empowering, encouraging, and inspiring messaging as preferential. o Cause to live rather versus threats of death	• Depicting short-term benefits to appearance or health consequent to cessation, as well as long-term benefits. • The use of positively framed testimonials of real and relatable people that had successfully quit.	• Cessation was not an overnight, instant success, rather a 'process' or a 'journey'. • Caution against being over-zealous or undermining the difficulty in cessation.
	Positively & negatively framed messaging	Merging positively and negatively framed messages	• Positive and negative comparisons • Trajectory strategy to 'reveal two pathways'. One pathway leading down a path of deterioration and the other a path to health and wellbeing.	
	Reverse Psychology		• Applying reverse psychology to gain attention	Avoid mixed messages that may be perceived as permission to continue smoking.
	Cultural Cues	Use of Pacific values, practice, and beliefs.	• Smoking goes against the Pacific concept of the 'body as a temple'. • Parents could be encouraged to quit for the betterment of their children, as well as vitality and longevity. • Parents still have authoritative influence over their children and youth, and thus a maternal figure could be effective in promoting the message. • Pacific people are collective so a family-based approach.	
	Addressing central motivations	Dispelling the myths or countering the very motivations that perpetuated smoking behaviour or dependency.	Advertisements that addressed these myths or concepts of smoking would be 'extremely helpful' as it would engage with core reasons where behaviours or decisions stemmed.	

- ***Benefits of a social media presence:***
  - ***Disseminate Public Health Research***
  - ***Combat Misinformation***
    More than 70% of Internet users say that they look for health information online; unfortunately, such searches often result in misinformation.
  - ***Influence Policy***
    Social media provides a way to share evidence for or against health policies with the public, policymakers, and other key stakeholders. Because politicians are motivated to please their constituents, using social media to educate constituents about proposed policies and encouraging them to contact political representatives to voice opinions can affect politicians' actions.
  - ***Aid Public Health Research***
    Social media can be used for numerous research purposes, including surveillance activities and behavioral interventions. Given social media's ubiquitous use, lack of geographic barriers, and equal representation of traditionally underserved populations, study recruitment through social media has the potential to produce more representative study samples.
  - ***Enhance Professional Development***
    The increasing presence of academics, clinicians, industry professionals, public health departments, and health care systems on social media provides many opportunities for professional connection outside traditional settings **(Breland et al, 2017).**

- ***Risks of two-way communication:***
  - Social media posts are generally public and create searchable records, so transgressed boundaries can have serious consequences, including termination of employment.
  - Even with highly professional feeds, the public nature of social media means that users may receive unwanted comments. In such cases, it can be helpful to disengage and use platform features to block or report inappropriate users or comments.
  - A final consideration is time management: checking Twitter once a day is a nominal time commitment, but hosting a blog or managing multiple feeds may require professional training and assistance. Developing a social media presence requires some time investment; however, the investment is likely to benefit the user, the field of public health, and the public at large. **(Breland et al, 2017).**

- ***Social media is considered the easiest way to reach teenagers***.
  As teens virtually always have a digital device at their fingertips, it is clear that public health interventions and informational campaigns must be tailored to reflect the ways that teens currently navigate digital health information and the health challenges that concern them most. **(Wartella, 2016).**

- ***Videos appear to be the most effective posts on Facebook – whether because of user preference or Facebook algorithms. Positive emotional messages or videos providing factual information were most popular.***
  Facebook, the most widely used social media platform, has been adopted by public health organisations for health promotion and behaviour change campaigns and activities. Our results showed that video posts attracted the greatest amount of user engagement,

although an analysis of a subset of the data suggested this may be a reflection of the Facebook algorithm, which governs what is and is not shown in user newsfeeds and appear to preference videos over other post types. Posts that featured a positive emotional appeal or provided factual information attracted higher levels of user engagement, while conventional marketing elements, such as sponsorships and the use of persons of authority, generally discouraged user engagement, with the exception of posts that included a celebrity or sportsperson. **(Kite, 2016).**

- ***It is difficult to assess meaningful engagement and responses to key messages through functional measures capturing views, likes, and shares.***
  Views, likes and shares can be seen as unique interactions on Facebook, and are often used as the indication for engagement online. However, some studies have indicated that these are not a good measure of the acceptance of public health messaging, and that text mining and survey data can reveal a very different picture and rejection from the target audience. The conclusion being that using a one-way communication format where active conversation and evaluation is not conducted is problematic for conveying public health messages and can be counter-productive **(Parackal et al, 2017).**

Changes in use patterns and Facebook rules

- ***Facebook is still the most popular social media site for people aged under 25, despite recent changes in use patterns (although this may change within a few years).***
  Facebook is New Zealand's second most popular online destination (after Google Search) – and the place where Kiwis spend more time online than anywhere else: an average of 10 hours and 43 minutes per month, according to Nielsen Online Ratings (June 2017). Facebook is now predominantly accessed on mobile devices. There are approximately 424,000 unique monthly users aged under 25 in New Zealand (2017). Which is approximately 55% reach for that age bracket across NZ. **(MOSH, 2017).**

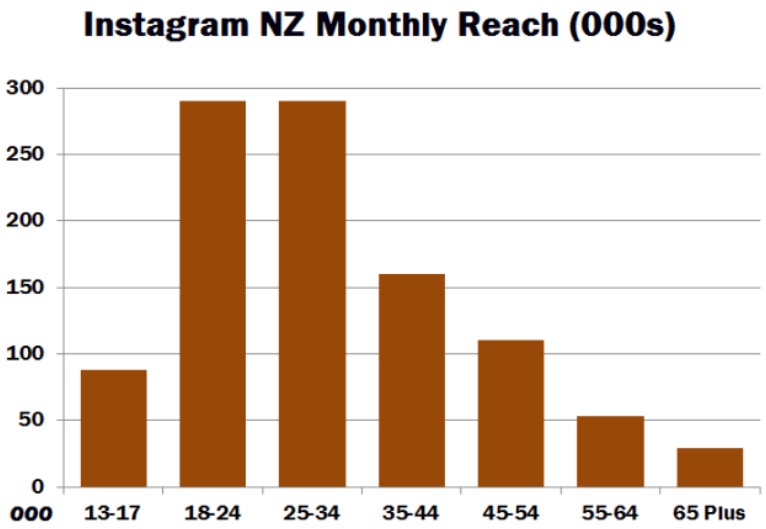
- ***Audiences under 25 are now less active and spend less time on Facebook than previously.***
  Perhaps because their parents are now on Facebook themselves, so the under 25s have migrated to more private pastures such as messaging apps. Even so, younger audiences can still be found in significant numbers on Facebook **(MOSH, 2017).**
  The meteoric rise of Facebook in recent years has seen the arrival of parents and grandparents on the social network, to the potential shame and embarrassment of their children. One in five UK teenagers admit that they have blocked parents on Facebook. As the numbers below indicate, audiences under 25 have become less active on Facebook, preferring instead to communicate with their friends far from parental gaze, on the likes of WhatsApp, Snapchat, Telegram and other *messaging apps du jour* **(Carney, 2016).**

- ***Changes to Facebook algorithms and page settings has now significantly decreased the likelihood that posts will be seen or receive interactions of any kind without monetary investment.***
  In the early days of Facebook, organisations could expect most of their Page followers to see their posts. As Facebook has grown and expanded, and as the social giant has moved to monetise its business, the percentage of followers likely to be exposed to a typical Page's posts has steadily declined. As at September 2017, across the 23,971 NZ Facebook pages we

monitor, we estimate that an average of just 2.63% of Page followers will interact with a typical Page. That percentage can be improved by:
1. Paying to promote a post to your followers (i.e. through Facebook paid advertising); and/or
2. Creating content that your followers really want to read and share **(MOSH, 2017).**

- ***Most New Zealand Facebook pages have less than 1000 likes***.
  Of the 23,971 pages included in the study, just over half (51.4%) of all NZ Facebook pages have less than 500 likes. Two-thirds (65.6%) have less than 1000 likes. **(MOSH, 2017).**

- ***Instagram and Snapchat are emerging as popular platforms for audiences aged under 35.***



Source: Instagram March 2018

If your core target audience is Under 35, you need to get active on Instagram. However, over 95 million photos are shared on Instagram daily and (regrettably) 70% of Instagram posts are never seen. Marketing effectively on these platforms has now become a significant business area **(SocialMedia.org.nz, 2018).**

- **It has become more apparent that what is shared or posted on Facebook is more permanent and public than many originally realised – creating risks for reputation and career long-term. This had led younger audiences towards more 'Dark Social' apps that are less traceable and less permanent.**
  It's also become more apparent that a venue like Facebook has become far more public—and more permanent—than many of its users envisaged. Sober reflection suggests that career- or reputation-threatening comments are best made in a far more private environment, ideally an ephemeral medium such as SnapChat, where one's overcommunicating sins are quickly expunged. More and more people are using messaging apps on their mobile devices. In fact, so many people are using such apps, messaging is now more popular than the social networks. Messaging Apps (combined with other Dark Social sources) are now the dominant force in social sharing. 60% of social sharing now happens through Dark Social. As traditional social media networks such as Facebook have gone mainstream, consumers have been less inclined to share their personal lives through such public channels. Instead, they have become much more likely to use Dark Social tools to share the juicy stuff with their friends. *The term "Dark Social" refers to web traffic that*

comes from outside sources that web analytics are not able to track. Dark Social sources include messaging apps, email and other private digital communications. **(Carney, 2016).**

Tips for Facebook campaigns

- ***Critical success factors for social media campaigns:***
  - ***A youth-centred approach to social marketing***
    - 'By youth for youth' where young people were included in all aspects of the campaign and their guidance was taken on board and used to shape and refine the campaign
    - Use of methods and channels that were accessible and appealing to youth
  - ***Social marketing informed by research and theory***
    - Use of theory and formative research to inform the campaign and comprehension evaluation from the beginning
  - ***A comprehensive and multi-faceted approach***
    - Long-term campaigns of at least 1-2 years that were well resourced/funded
    - Multi-faceted campaigns including policy changes and focus on 'upstream' factors
    - Complement other initiatives such as school-based programmes, advocacy or policy changes
  - ***Ethnic and age specific approaches in social marketing***
    - Ethnicity-specific approaches, especially for Māori and Pacific youth
    - Targeting to subgroups such as adolescents e.g. 9-14 years and high-risk adolescents
  - ***Application of commercial marketing success factors to social marketing***
    - Use of branding and counter-marketing has been effective in the US in particular
    - Aim for high exposure to a variety of different marketing activities
    - Follow industry guidelines for reach, frequency and duration of advertisements
  - ***Use of appropriate messages that empower youth***
    - Messages that empower youth and appeal to their need for independence and rebellion
    - Strong and intense emotional messages (both positive and negative), use of social threat and personal testimony
  - ***Work across sectors and organisations***
    - Pooling of resources (e.g. expertise, time, funding) across organisations for future social marketing campaigns to maximise impact
    - Consider the need for a specific national framework or steering group (including youth, youth sector, researchers, university, and policy) for youth social marketing **(Thornley & Marsh, 2010)**.

- **What types of posts are most effective on Facebook?**
  - **Emotion**
    When it's appropriate, look for opportunities to include an occasional emotional payoff in your posts. But don't overdo it – too many will weaken the impact of individual posts – above all, BE REAL, and be true to your brand.
  - **Be useful**
    Provide useful, helpful advice and information that is both appropriate for your brand and relevant for your customers. What specialist knowledge does your organisation possess that can be turned into a series of webinars, white papers, videos, blog posts or slideshows?

- **Behind the scenes**
  One of the key reasons why many people sign up to follow their favourite organisations is so that they can be the first to know inside info and exclusives. Take advantage of this desire whenever you can: offer sneak peeks behind the curtain.
- **Visual impact**
  A picture tells a thousand words – and also determines your reputation in the eye of your viewer. If a picture doesn't look great, try to avoid including it on your post. A 2017 study of 800 million Facebook posts by BuzzSumo found that videos and images are significantly more likely to lead to Engagement than either Links or Status Updates.
- **Tell Stories**
  Stories lie at the heart of Facebook, especially for personal posts.
- **Entertainment**
  Another type of content that people love sharing: stuff that's fun or funny. Just ensure that the humour is suited to your target audience; appropriate for your brand; and not offensive.
- **Ask questions**
  A popular method of encouraging engagement: asking questions. Don't just ask questions to improve interactivity, though: ask your followers for information as well.
- **Interview people**
  Don't just adopt an anonymous corporate persona – introduce your followers to the people behind the organisation, personalise your posts and breathe life into your connections. Sometimes, rather than a full-blown interview, a simple introduction (with photos) can be just as effective.
- **Inspire**
  Sometimes, your posts can give people ideas. Brainstorm ways in which your organization might inspire others.
- **Crowd sourced**
  Another type of post that has proven very popular on social networks: content provided by your followers. Many organisations invite their fans to provide images related to their work, which they then highlight as "photo of the day/ week" or similar. NB: It's usually not necessary to offer incentives – fame is its own reward.
- **Topical and trending**
  There will always be news concerning any organisation's sector, providing a limitless source of content to make use of and get audiences to engage with. So that said, what kind of trending triggers can your organisation use to connect to your audience? There are three main types of content you can use: Breaking News, Sector News, and Seasonal Events. Any trending triggers you use should be highly relevant to current news, as well as your brand's values, and should ideally be used within three days of the news content breaking.
- **Harnessing community passions**
- **Video**
  Video posts (at 12.05%) outperform image-based posts (at 11.63%). Consider adding subtitles that come up without having to select closed captions – as many videos watched on smartphones are often watched without sound. **(MOSH, 2017).**

- ***You can't be held legally responsible for content someone else puts on your website or app if you follow the 'safe harbour' process in the Harmful Digital Communications Act. To be protected you will have to follow it exactly.***
  - **Anyone can make a valid complaint and a person may complain:**
    - on their own behalf

    - on behalf of someone else
    - in general if the content is illegal
- **If you want to claim safe harbour you have to:**
    - Make it easy for people to contact you with complaints about content posted by another person – your contact details need to be easy for users to find on your website; and set up so it is easy for people to make a complaint that contains the information outlined in the Act
    - Follow specific steps within the fixed timeframes when you receive a complaint. For more information (and the necessary forms) visit the Ministry of Justice website: http://www.justice.govt.nz/policy/criminaljustice/ harmful-digital-communications/safeharbour- complaints-process **(Carney, 2016).**

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