

# Digital EORE Bite-sized Contents



## Topic: Digital EORE using Facebook Ads



- Social and Behaviour Change Communications (SBCC)
- Facebook

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**EORE AG**  
Explosive Ordnance Risk Education  
Advisory Group

## Background



*MAG's Digital EORE (DEORE) Project is supported by PM/WRA and works in partnership with Facebook (META), who provides ad credits and technical support. The project aimed to complement existing explosive ordnance risk education activities by leveraging digital platforms and using Social and Behaviour Change Communications good practices to deliver information on the threat of explosive ordnance (EO), how to stay safe, and how to report EO using graphics, videos, and a quiz. The first year of MAG's Digital EORE Project reached 13.4 million people.*

# Methodology



## Digital EORE Development

Programme Selection Analysis

Baseline Assessment

Material Review

Material Adaptation & Development

Material Testing

Digital Delivery

Post Assessment

These were the steps used to implement the project from programme selection to post assessment

## Key considerations



### Key considerations to bear in mind :

- Be clear and immediately accessible as the opportunity to inform audiences can be short in duration;
- Be as relevant and tangible to the target audience as possible by adapting content for particular groups and locations;
- Where possible use photographs of the situation being highlighted. Maps can also be effective in highlighting the relevance of messages to audiences;
- Messages should be adapted by format (audio, graphic, text, video), delivery mechanism (SMS, Radio, TV, Social Media etc), and platform (where appropriate);
- For internet, apps and social media campaigns, content should be designed for mobile phones first as that is how the large majority of people will access the messages;
- Include a call-to-action that encourages audiences to share content with their friends and family;



## How to maximise opportunities on Facebook



As this project focused on the use of Facebook, here is some Facebook specific guidance:

- Invest in your own Facebook page to localise content, and build trust and recognition;
- Make the first few seconds of any content as engaging as possible;
- Keep content short and digestible;
- Provide links to further information either through a Facebook page or a website;
- Include calls to action that encourage users to interact with content;
- Engage with user comments.



## Recommendations



Here are some more general recommendations on digital EORE:

- Selection of Digital EORE delivery method should be based on user behaviours in specific contexts (don't forget to check out the [datareportal](#) in 'additional resources');
- Using recognisable people who are trusted by targeted audiences to deliver messages can improve effectiveness;
- Delivering messages through established organisations digital assets such as websites, apps, or social media channels can support reach and facilitate trust in the messages;
- Messages may be limited by delivery method and audiences should be advised on how they can access further information. Ideally a centralised resource of information should be provided through a locally appropriate technology such as a telephone helpline, website, or Facebook page.



## Other lessons learnt




And lessons learnt....

- Availability of existing materials will influence approach;
- Traditional EORE capacity and experience in country is a major advantage as it enables the integration of Digital EORE into existing activities by building on existing materials, knowledge, networks, and activities in the field rather than as a standalone activity
- Clash between traditional principles and what works best on digital;
- Increased collaboration opportunities between EORE actors by sharing digital EORE materials.



- Digital EORE through Facebook or any other digital method should be grounded on SBCC theories and approaches.


- Facebook ads are easy to use and manage.



- Facebook ads can be effective in reaching targeted populations at a relatively low cost.


- Need to utilise most suitable technologies and approaches based on location and target audience.

## Key Takeaways



- Digital EORE materials can be developed and delivered quickly to respond to emergent situations.

- Sharing EORE materials makes programmes more efficient and effective.



- Facebook Ads should be used in complementary with other offline and online media.



This bite-sized content was based on...

**Lessons Learnt from MAG's Digital EORE project.**

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**Interested? Further resources:**

**For further information on this project, listen to the webinar!**

- <https://www.youtube.com/watch?v=jBfIM77vHXo>

**For more information about digital use by country, check out datareportal**

- <https://datareportal.com/>

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