

Facebook Insights for Impact Project with Girl Effect

Girls' Economic Readiness in South Africa

About Insights for Impact

Billions of posts are shared on Facebook every month. These posts can help reveal how communities feel about issues related to gender, public health and natural disasters. By analyzing trends in public conversations and sharing these insights with non-governmental organizations (NGOs), the Facebook Insights for Impact product helps NGOs reach target populations through better-informed outreach campaigns.

Girl Effect + Facebook Partnership

Facebook's Data for Good team partnered with [Girl Effect](#), an NGO working in more than 50 countries to create virtual and real-world spaces where girls can be inspired, informed, and connected to services and to others so they can take action to change their lives. The goal of the project was to better understand how young women in South Africa post about their career aspirations publicly on Facebook. Girl Effect then ran an information campaign encouraging young women to speak openly about their professional curiosities and concerns as part of their [Springster](#) initiative. Girl Effect's work in South Africa is funded by the [Vodafone Foundation](#).

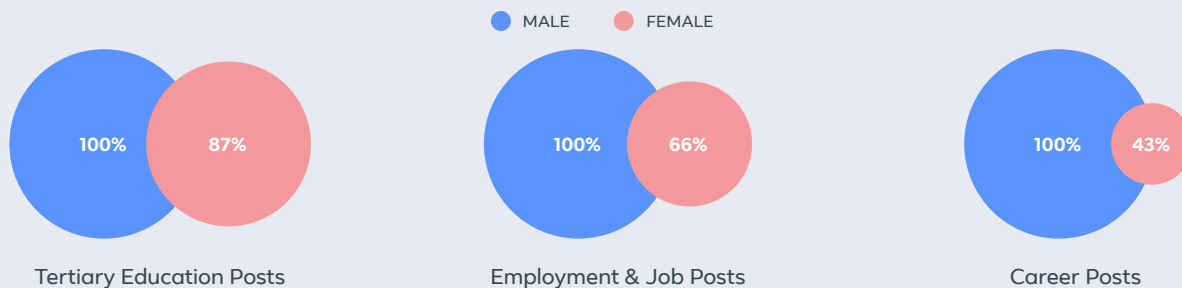
STEP 1

Insight: Facebook worked with Girl Effect to understand self-efficacy and attitudes that young women had about their future.

Self-efficacy regarding education and jobs

Young women posted at a lower rate than men of the same age on key topic. This suggested that young women may feel less confident posting about career-related topics, especially as it pertains to professional life after school.

Post Rates Across Genders



Attitudes about the future

Young women had mixed attitudes about their future careers, often expressing doubts that they would be successful in their field of interest. Meanwhile, some young women posted words of encouragement on Facebook.

"We wanted to defy these statistics and get girls shouting about their hopes and dreams online and offline, sharing inspiration for each other and, critically, tangible stories of success with practical advice. If we make conversations about female aspirations pervasive online for our target girls, not only will she be inspired by the stories and take action based on the tips, we will encourage the public normalisation of female ambition so the conversation doesn't end when our campaign does."

- Laura Baines, Senior Manager at Girl Effect



STEP 2

Action: Using these insights, Girl Effect created a tailored campaign

Developed content encouraging young women to set goals and not be discouraged, promoting this message with the campaign hashtag #GirlPossible

Produced content depicting women and their career-journeys, emphasizing professional goal-setting and that the road to success is a marathon and not a sprint

STEP 3

Impact: We then evaluated the effectiveness of Girl Effect's content

The campaign in South Africa reached nearly 2 million people and was expanded to other countries in Sub-Saharan Africa including DRC, Kenya, Mozambique and Ghana. We also performed a campaign survey asking girls whether they and their friends would benefit from talking about your goals, to which 56% of respondents answered "Yes." This outcome represents a **+2.4 percentage point increase** lift compared to girls who had not seen the ads at a 95% confidence level, revealing a statistically significant difference in young women reporting that discussion of their goals would be useful.



Lessons Learned and Future Work

From the brand lift survey, we learned that most South African teenage girls surveyed already feel confident about talking about career goals with friends. Hence, future opportunities should reveal how we can further motivate girls to take actions towards their goals.