

# INSIGHTS FOR IMPACT A CASE STUDY: DATA & SOCIAL MEDIA CAN LEAD TO HEALTHIER LIVES

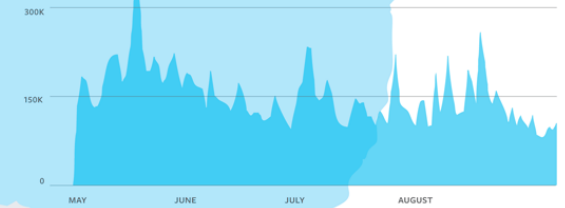


“Getting timely and accurate data in the hands of health workers, administrators, and policy makers is key to quickly and effectively countering global epidemics like Zika. Additionally, social media channels are brimming with real-time data. This partnership by UNICEF and Facebook illustrates how these elements can be brought together to improve awareness of nascent health crises and develop appropriate responses to address them. Collaborations like this one, between the private and public sector, will ensure that the best information and technologies are put to work in the pursuit of a healthier world.”

— Steve Davis  
CEO, PATH

Analysis of aggregated, anonymized posts on Facebook showed a spike in conversations about Zika as awareness of the disease spread.

DAILY INTERACTIONS ABOUT ZIKA ON FACEBOOK IN BRAZIL 5/5/16 — 8/31/16



1.8M POSTS  
13M LIKES  
1.6M COMMENTS  
+ 858.3K SHARES  
~ 17.3M TOTAL INTERACTIONS

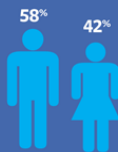
## A LOOK AT THE PARTNERSHIP

In February 2016, Facebook and UNICEF teamed up to understand the public conversation about Zika in Brazil. People were turning to Facebook to find information and to share with friends about Zika. UNICEF used these insights to create a campaign that engaged people across the country around Zika.

**STEP 1** Facebook worked with UNICEF Brazil to understand **who** is concerned about Zika and **what** they are worried about.

### INSIGHTS

**58%** of Facebook posts about Zika in Brazil came from men, making them surprising advocates for raising awareness and preventive action.



### “Aedes Aegypti”

The dominant topic in Brazil on Facebook was “Aedes Aegypti,” the mosquito that transmits Zika and other diseases, clarifying that preventive messages would resonate and address multiple diseases at once.

**STEP 2** Using these insights, UNICEF tailored content on Facebook to align with Brazilian’s concerns.

### ACTION



A new post about the story of a father and his child who was born with microcephaly with the goal of activating men.



Practical posts to prevent mosquito population growth and bites with the goal of empowering people to act.

**STEP 3** We then evaluated the effect of UNICEF’s new Facebook posts.

### IMPACT

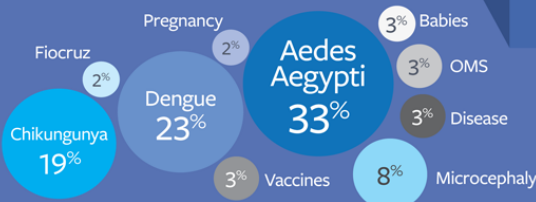
Q: Do you plan to take action to protect yourself from Zika?

**82%** “Yes”

STATISTICALLY SIGNIFICANT INCREASE: 3 percentage points

This suggests that boosted content caused people to take action to protect themselves from Zika.

WHO WAS TALKING ABOUT ZIKA AND TOP RELATED TOPICS FEB-JUN 2016



“I cannot stress enough how much we have learned about the power of using online insights to engage people with the right information at the right times. This can, literally, save lives.”  
— Edith Asibey  
Chief of Communication & Partnerships, UNICEF Brazil