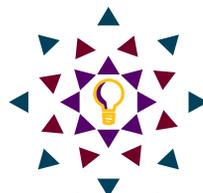


**SOCIAL
MARKETING**

Supercharge Your Social Impact

Using Social Marketing for Behavior Change



Social Marketing
University



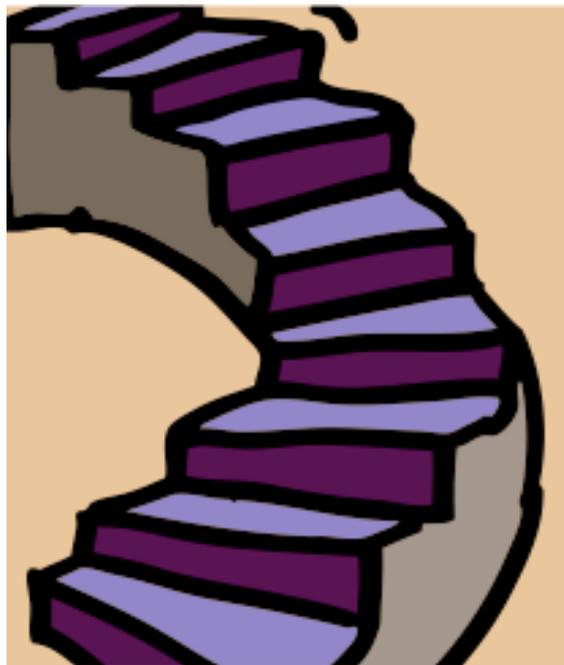
Contents

Social Impact or Business As Usual?	3
Why Social Marketing?	4
Social Marketing Key Principles	6
Be Strategic: The Social Marketing Mix	9
The Social Marketing Process	12
Worksheet: Thinking About Your Social Marketing Strategy	13
So You Want to Be a Social Marketer	19
The <i>Change for Good</i> Crash Course	20
Social Marketing Resources	21
About Us	22

Social Impact or Business As Usual?

Does it feel like despite all the time, energy and resources your organization is putting into addressing a health or social issue, you're not making meaningful progress? Are you tackling a problem that you think needs to be fixed but getting no response from the community you're trying to help? Did you create a campaign that looked great on paper, but didn't result in any kind of actual change?

If business as usual is not getting you anywhere, it's time to change your approach. Social marketing—using marketing tools and techniques to facilitate behavior change—is a proven approach that's been used for decades in programs addressing public health, social and environmental issues, and international development. It's not just about creating clever ads, conducting focus groups or leveraging social media. Social marketing focuses on understanding and connecting with your community by addressing the values, needs and desires that can motivate them to adopt behaviors that will make them healthier or happier.



By applying the same effective marketing tools that companies like Nike and Apple use to sell their brands, social marketers persuade individuals to take action for change and remove the barriers in their path. Rather than focusing on sales or funds raised as the ultimate outcome, social marketing's bottom line is behavior change. Did you increase the number of men getting screened for prostate cancer? Are neighborhood residents putting their soda cans and plastic bottles in the recycling bin rather than the garbage can? Are kids getting more exercise?

Social marketing helps you boost the effectiveness of the programs and campaigns that are the reason your organization exists in the first place—to make a positive impact on the lives of people in your community.



Social marketers facilitate behavior change by offering people something they value and removing obstacles in their path.

Social Marketing Is Not...

Social marketing as described here is distinct from the more recent adoption of the term to refer to social media marketing or promoting a product through online or in-person social networks. The field of social marketing has been around for decades, creating positive change on a massive scale around the world, on issues such as family planning, HIV/AIDS, obesity, recycling, women's rights, smoking, civic involvement and much more. While a social marketing program may use social networks as part of its promotional strategy, the approach involves much more than that narrow focus. Some also call the field "social impact marketing," "behavior change marketing" or "issue marketing."

Why Social Marketing?

Organizations use so many different types of approaches to creating health or social impact in their communities. Why choose social marketing?

We know that commercial marketers can be incredibly effective in persuading consumers to buy their products—whether they need them or not! We can harness the power of those marketing methods and put them to work for good.

Marketing is so effective because it appeals to all the different parts of us that determine our behaviors. Too often, efforts to change behavior rely on educating people about the facts, assuming that they will make the rational choice to take action. However, behavioral scientists have determined that most of the decisions we make come from our more automatic systems of thinking—based on emotions, gut feelings and instinct. Studies have found that up to 80 percent of our behavior is based not on what we think, but how we feel.

Like commercial marketing, social marketing uses research with your potential "customers" (the people whose behavior you are trying to change) to understand how to make that core

connection with them. The best marketing shows how your product or behavior will help them become the kind of person they want to be. Of course, they may need the facts about the issue, but incorporating other types of emotion-based appeals are likely necessary as well.

Social marketing also incorporates insights from other fields, such as behavioral economics, design, anthropology and gaming, to craft a program that will maximize the likelihood of behavior change. The approach involves much more than developing communications campaigns. Even better than persuading someone to perform a desired action is creating an environment that turns it into a “no-brainer” by making it the easiest option to choose. If we can remove the barriers—physical, emotional and social—that prevent someone from adopting a behavior, we smooth the path to change.



The *truth*[®] campaign is a classic example of how a social marketing approach makes all the difference in making a difference. Originally developed by the Florida Department of Health, and extended nationwide by the American Legacy Foundation, *truth* moved away from the usual approaches to keeping youth from starting to smoke by conducting research on the reasons why teens smoke in the first place. The program creators dug deeper to look at the universal teenage values that make smoking appealing—a desire to rebel against authority, the drive toward independence and self-expression while at the same time wanting to be part of a group. Rather than the then-common approach of showing pictures of diseased lungs and focusing on the long-term health effects of smoking, the campaign took a different tack by redirecting those teenage values in positive directions.¹

The *truth* campaign deflected adolescent rebellion away from parents and teachers and toward the tobacco industry by focusing on how cigarette marketers lie and manipulate teenagers to start and continue to smoke. The campaign cultivated truth as a brand for a teen movement to take on the tobacco industry and held events around the country to provide opportunities for teens to come together and express themselves. Teens were directly involved in the design of the campaign and encouraged to spread the message from peer to peer.

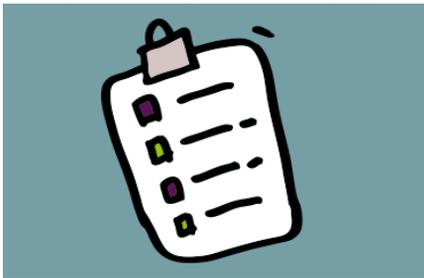
Evaluation results showed that this strategy of listening to the target audience and understanding their values paid off. Their very rigorous evaluation found that in its first four years, between 2000-2004, *truth* was likely responsible for preventing 450,000 teens nationally from starting to smoke.²

As the youth smoking rate has come down and attitudes toward smoking have shifted, the campaign is realigning its strategy for the next generation of teens. Research found that youth are less interested in protesting against the tobacco industry and had a desire to be agents of social change. The new campaign theme, “Finish It,” urges today’s youth to be the generation that ends smoking for good.

¹Martino, S. (2002). Branding behavior: The Strategy Behind the Truth Campaign. *Social Marketing Quarterly*, 8(3), 17–29.

²Farrelly, Matthew C. et al. (2009). The Influence of the National Truth Campaign on Smoking Initiation, *American Journal of Preventive Medicine*, 36(5):379-384.

Social Marketing Key Principles



To start thinking like a social marketer, keep these principles in mind: Social marketing programs 1) focus on behavior change, 2) understand their priority audience inside and out, and 3) build in the “social” part of social marketing.

1) Focus on Behavior Change

Social marketers know that awareness is overrated. Just like in commercial marketing, where sales are the bottom line, social marketing’s measure of success is behavior change. The product we “sell” is usually a behavior—we want our audience to take action of some kind.

Awareness may be necessary for behavior change to happen, but it’s usually not sufficient. Don’t put your efforts into educating the community about your issue without having a plan for moving them from awareness to action.

Think about what else individuals need once they are aware of the problem. Do they believe that they are personally at risk? How can you help move them to the next stage of change? Do they need skills or tips on what to do? Do they need to know that others whom they look up to are engaging in that behavior? Do they need to understand how adopting the behavior aligns with their core values?



Also, be specific. Avoid vague concepts like “end prejudice” or “get healthy.” What are the concrete behaviors that someone would have to engage in to achieve that end? How can you disentangle the complex issue to provide simple steps to follow? The clearer you are on what you want people to do, the easier it will be for them to proceed.

2) Understand Your Audience

Your audience is not the general public. A one-size-fits-all program doesn’t fit anyone very well. Even if you think everyone could benefit from what you’re offering, be as focused as possible on who is most at risk or most ready to change, and how to best meet their specific needs. An obesity prevention program for teen girls will look very different from one addressing middle-aged men.



Identify the key characteristics of your priority audience to narrow down whose behavior you are trying to change and tailor your program to them. Go beyond demographics to identify the characteristics that may put them at risk for problems, or make them more receptive to change. Psychographics may be more important here; look at lifestyle, attitudes, beliefs and behaviors.

You can't create a social marketing program that speaks to your audience's needs without actually talking to them and learning as much as you can about their lives. What are their days like? What do they care about? Where do they spend their time, physically and in the media? What kind of person do they want to be? And how does your issue fit into their minds and their lives?

Ideally, you would learn the answers to these questions through more formal research methods, such as surveys, focus groups, interviews and observation. If that's not possible, informal research can work as well. Bring a group of your prospective customers together over pizza and ask them questions. Go to the laundromat and talk to local community members while they're waiting for their wash. Even better, include representatives of your audience in your planning process to help you create the program from the very beginning.

Too often, behavior change programs are designed by professionals who have not actually left their offices to speak with members of their priority audience. You can create clever-sounding slogans or beautifully designed communication materials. However, without input from the people you're trying to reach, you may end up with a campaign that looks nice, but has zero impact on your audience.

3) Keep the “Social” in Social Marketing

Man is essentially a herd animal. That doesn't mean that everyone always follow exactly the crowd is doing, but social norms play a big role in our decision-making. In fact, in a recent report, the chief of the UK government's Behavioral Insight Team noted: "Perhaps the most powerful influence on human behavior is other people."

This fact is why it's so important to include a social component to help establish or reinforce social norms, and to help spread a behavior from person to person. Social media can be a catalyst to accelerate this process.



Photo: slgckgc/Flickr/Creative Commons

The Ice Bucket Challenge was ubiquitous on social media in the summer of 2014, raising over \$100 million for the ALS Association and other nonprofit organizations. This outbreak of videos involved young and old participants, including celebrities, pouring ice water over their heads and challenging their friends to do the same or donate money within 24 hours.

While it's likely that many cold and wet video subjects were no more knowledgeable about amyotrophic lateral sclerosis than before they made the videos, and many did not donate, more than 2.4 million people uploaded their videos to Facebook. Harnessing this kind of viral power required several key elements: a fun and easy activity, issuing challenges to friends, and the opportunity to put an individual spin on the videos. This example gives you an idea of how a social component could be integrated effectively into social marketing programs to spread them from person to person.

Be Strategic: The Social Marketing Mix

Being strategic in how you design your program means basing your critical programmatic decisions on what you know about your audience from your research. Don't start off by assuming you need specific media like a Facebook page or videos; you may find that other types of approaches may be more effective for the particular groups you want to reach.

We use something called the “Social Marketing Mix” to guide development of our strategy. This borrows and adapts concepts from commercial marketing (the “Four Ps”), and adds four new elements to take into account the unique nature of the types of products and environments with which we work.

Product



What are you offering your audience that is so compelling that they can't resist “buying” it? While you may be promoting a life-saving or life-improving practice, quite often beneficial behaviors are things that people don't particularly want to do, such as eating more fiber, conserving water, planning for retirement, or getting a colonoscopy.

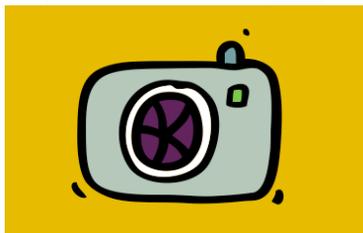
Though the social marketing product is often a behavior, you may be more effective in selling the benefits of adopting the behavior. Answer their question: “What's in it for me?” beyond the outcome you seek. Show your audience how the product will help them be the kind of person they aspire to be — a good parent, a sexy and desirable person, an independent senior, a caring doctor.

Price



While adopting the product may have a monetary price, the more important considerations are often social and emotional costs. These might include the hassle factor of performing the behavior, time, embarrassment, deprivation of something they enjoy, fear of finding a medical problem, or social disapproval. The strategic issue here is to determine how to reduce the barriers as much as possible and make it easy and stress-free to perform the behavior. Give them the key to unlock whatever is holding them back.

Place



Your potential participants will not go out of their way to look for your messages, so be sure to put your campaign in the places where they invest their time and attention — in person, online and in the media. Think about where and when you can encourage people to perform the behavior, when their “aperture” is more likely to be open. Just as a camera lens opens and shuts very quickly to let in the light to take a picture, you may have only a small window of opportunity to get your messages through to the target audience, ideally at a time and place they can act on it. Catching their attention when they’re already thinking about or need to make a decision related to your issue will make them more receptive to taking action.

Promotion



Because of its visibility, promotion is what many think of when they hear about social marketing. As you can see, it is just one piece of an integrated strategy. Promotion deals with how you get your message about the product out to the target audience. The focus is on motivating individuals to try and then to continue performing the behavior. This could be carried out through any number of channels — television commercials, social media, websites, bus ads, calendars, Frisbees, one-on-one conversations with doctors — the only limit is your imagination, what your audience will respond to...and your budget.

Publics



To be most effective when planning and managing a social marketing campaign, think about all of the groups who can affect the success of the program. This includes the external publics—the target audience, groups that influence the target audience, policymakers, gatekeepers to your audience such as the media, and others outside the organization. Just as importantly, social marketers must involve their internal publics in the development and preparation for the program implementation. These are the individuals within your organization—everyone from your board members and management staff who must approve your plans, down to the receptionist who answers the phones and needs to know what to do when someone calls in response to the campaign.

Partnership



Many social marketing issues are so big that one organization cannot make a dent in them alone. Potential partners include organizations (other nonprofits, government agencies and businesses) that have one or more of the following attributes: similar goals to yours, access to the target audience, credibility with the target audience, interest in sponsorship of your program, or resources that fill gaps in your organization's capabilities.

Policy



Governmental or organizational policies can act as a catalyst for social change on a large scale. When policies are put into place that provide an environment of support for a particular behavior, individuals are much more likely to sustain that behavior change. For example, workplace nonsmoking policies make it easier for smokers to quit by ensuring that they do not see others lighting up around them and removing those social cues to smoke.

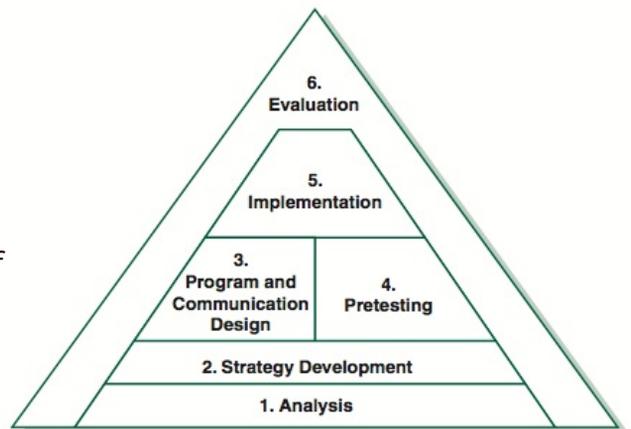
Purse Strings



“How will we pay for this?” is the million dollar (more or less) question. Unless you already have a pot of money to use toward your social marketing program, you will likely need to be creative and proactive in seeking funding from sources such as corporate partners, foundations, and government agencies. Think about how to make the program sustainable within the community so that it can continue once the initial funding period ends.

The Social Marketing Process

In practice, social marketing is not necessarily a clear series of linear steps. We depict the process as a pyramid in which each step builds off of the foundation set by previous stages and provides constant feedback from research to assess whether the program is on track.



From Hands-On Social Marketing: A Step-by-Step Guide to Designing Change for Good by Nedra Kline Weinreich

Step 1. Start by understanding the problem you are addressing, the audiences you are targeting, and the environment in which the program will operate. The **Analysis phase** uses research to identify the factors most likely to play the biggest role in improving the issue.

Step 2. The **Strategy Development phase** builds on the Analysis research results, which are used to develop a workable strategy for effecting behavior change, including SMART goals and objectives, audience segmentation, the social marketing mix and a workplan.

Step 3. The **Program and Communication Design phase** follows the guidelines laid out in the strategy to design the program's overall approach, as well as messages to be conveyed and the materials that will carry the messages to the target audience.

Step 4. The **Pretesting phase** involves testing messages and materials with the target audience members to determine what works best to accomplish the program's objectives. You may need to go back and forth several times between the design and pretesting phases as you make changes in the messages, materials, or overall strategy.

Step 5. In the **Implementation phase**, the program is rolled out to the target audience. Preparation is essential for success, and implementation must be monitored to ensure that every element proceeds as planned.

Step 6. Finally, the **Evaluation and Feedback phase** assesses the effects of the program as a whole, as well as the individual elements of the strategy. Evaluation occurs throughout the process, not just at the end, with feedback used at each stage to improve the program.

SAMPLE

Thinking About Your Social Marketing Strategy

This worksheet will help you think through some key questions to help you create a strategy for your social marketing program. **See p. 16 for a blank version to fill out.**

Worksheet adapted from Hands-On Social Marketing: A Step-by-Step Guide to Designing Change for Good by Nedra Kline Weinreich (www.HandsOnSocialMarketing.com)

Target Audience

1. What are the key characteristics of your priority audience(s)? Be very specific.

Low income Hispanic mothers of children aged 2-5 years old living in the city of Fresno, CA who believe that it's difficult to feed their children healthy food. Most work at least one manual labor job. They speak a mixture of Spanish and English. Their family eats fast food 3 or more times per week.

2. Who are the groups that influence your priority audience that you may need to address?

• Children ages 2-5 and their older children

• Owners of bodegas/corner stores who determine local access to fresh produce

Goals and Objectives

3. What is the overall goal of your program? In other words, how will the world be different if you are successful? To reduce obesity levels by 10% in Hispanic children aged 2-5 years living in the city of Fresno within 5 years.

4. What are the key objectives of your program? What needs to change for you to be able to reach your goal, in terms of knowledge, attitudes, behaviors, environmental factors, policies, etc.? **(The following examples are an abridged list.)**

a. Hispanic mothers of young children
Who?

will believe that they have the ability to cook healthful meals at home
Know/Believe/Do What?

by end of year 4 by an increase of 20%
When? How Much Change?

b. Hispanic children aged 2-5
Who?

will reduce the amount of sugar-sweetened beverages they drink
Know/Believe/Do What?

by end of year 4 by 25% less
When? How Much Change?

c. Neighborhood corner stores in Fresno
Who?

will offer at least 15 types of fresh fruits and vegetables
Know/Believe/Do What?

by end of year 2 by 8-10 stores participating
When? How Much Change?

SAMPLE

Thinking About Your Social Marketing Strategy, cont.

Social Marketing Mix

5. Product

a. What is the product or behavior you are asking the target audience to adopt?

- *Feeding their children healthy food: more fruits and vegetables, less sugary beverages*
- *Healthy fuel for their children's bodies*

b. What are the key benefits the target audience would receive from adopting the product?

- *Healthy kids, successful kids*
- *Knowing that you are a good mother who does the best you can for your children*

c. What is the competition for your product in the target audience's eyes?

- *Quick, easy fast food*
- *No complaints about the food she offers*

d. How is your product different from and better than the competition?

- *Healthy food keeps kids healthy, which helps them do better in school*
- *Helps them avoid problems related to obesity like diabetes, heart disease, and bullying*

6. Price

a. What are the costs or other barriers that the target audience associates with the product?

- *Additional time, monetary expense and hassle to buy and prepare fresh food*
- *Unhappy kids who will not eat the food • Lack of skills to adapt recipes to healthy version*

b. How can you minimize the costs or remove the barriers?

- *Work with local retailers to make produce more accessible and affordable*
- *Provide tips on kid-friendly healthy recipes and snacks • Cooking classes to provide skills*

7. Place

a. What are the places and times in which the target audience makes decisions about engaging in the desired behavior?

- *Grocery store • On the way home from work in the evening • When packing school lunches*
- *At home in the kitchen*

b. Where do target audience members spend much of their time (e.g., socially, professionally, media)?

- *Work • Car • Bus • Cell phone • Television • Social media*

c. What distribution systems will be most efficient for reaching target audience members?

- *Corner grocery stores • Public transportation • Advertising networks*
- *Preschools/child care centers*

d. Are there structural/environmental changes that could help enable the behavior?

- *Increase availability of fresh produce in local neighborhood*

SAMPLE

Thinking About Your Social Marketing Strategy, cont.

8. Promotion

a. Which communication channels do target audience members pay the most attention to and trust the most?

• Mobile texting • Television – Spanish language telenovelas and newscasts • Bus and bus shelter ads • Peers • Facebook

b. What promotional techniques best fit your message?

• Peer-run cooking classes • Advertisements • Text message nutrition tips • Public relations • Facebook ads

c. Who are the most credible spokespeople to address your target audience?

• Peers • Spanish language television celebrities • Child care providers

9. Publics

a. Who are the people or groups, in addition to your priority audience(s), outside your organization that you need to address for your program to be successful?

• Corner store owners • Spanish language news media • Local policymakers • Community peer educators

b. Who are the people or groups inside your organization whose support you need for your program to be successful?

• Board of directors • Executive director • Project staff • Administrative staff

10. Partnership

Which are the most promising organizations to join forces with for the social marketing program?

• Neighborhood corner stores • Local media • Preschools/child care centers

11. Policy

What types of policies (organizational or governmental) could you address in your social marketing program?

• Local policies to create tax incentives and zoning ordinances that encourage corner stores to carry healthy foods

12. Purse Strings

From which organizations could you seek further funding if necessary?

• Robert Wood Johnson Foundation • California Endowment • Centers for Disease Control and Prevention

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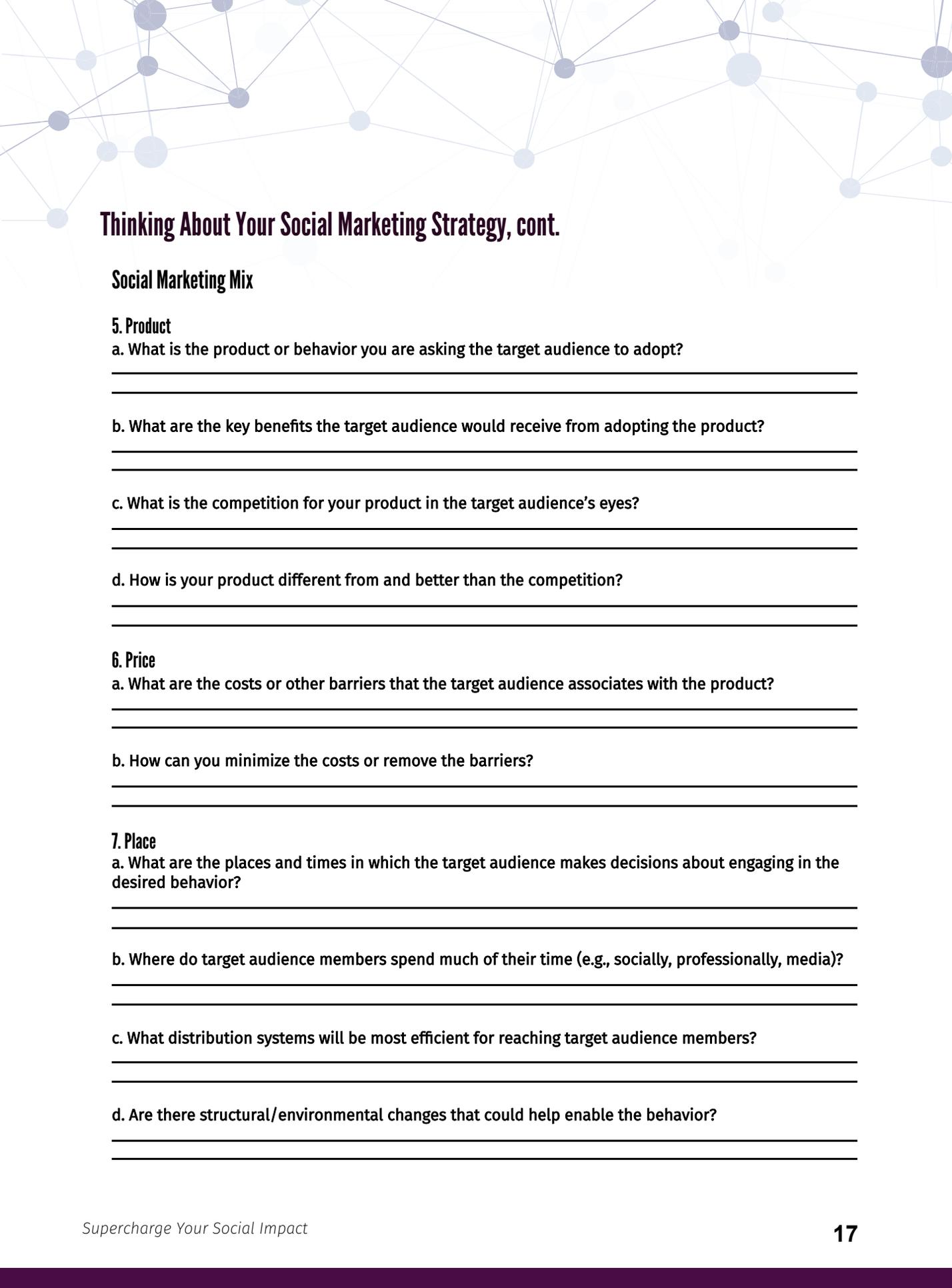
Goals and Objectives

3. What is the overall goal of your program? In other words, how will the world be different if you are successful?

4. What are the key objectives of your program? What needs to change for you to be able to reach your goal, in terms of knowledge, attitudes, behaviors, environmental factors, policies, etc.? (Add as many as necessary on a separate sheet of paper.)

a. _____
Who?
will _____
Know/Believe/Do What?
by _____ by _____
When? How Much Change?

b. _____
Who?
will _____
Know/Believe/Do What?
by _____ by _____
When? How Much Change?



Thinking About Your Social Marketing Strategy, cont.

Social Marketing Mix

5. Product

a. What is the product or behavior you are asking the target audience to adopt?

b. What are the key benefits the target audience would receive from adopting the product?

c. What is the competition for your product in the target audience's eyes?

d. How is your product different from and better than the competition?

6. Price

a. What are the costs or other barriers that the target audience associates with the product?

b. How can you minimize the costs or remove the barriers?

7. Place

a. What are the places and times in which the target audience makes decisions about engaging in the desired behavior?

b. Where do target audience members spend much of their time (e.g., socially, professionally, media)?

c. What distribution systems will be most efficient for reaching target audience members?

d. Are there structural/environmental changes that could help enable the behavior?



Thinking About Your Social Marketing Strategy, cont.

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a. Which communication channels do target audience members pay the most attention to and trust the most?

b. What promotional techniques best fit your message?

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a. Who are the people or groups, in addition to your priority audience(s), outside your organization that you need to address for your program to be successful?

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11. Policy

What types of policies (organizational or governmental) could you address in your social marketing program?

12. Purse Strings

From which organizations could you seek further funding if necessary?

So You Want to Be a Social Marketer...



If you are interested in pursuing social marketing as a career, whether you're just starting out or shifting from a different related field, many routes exist to becoming a social marketer. Traditionally, two main tracks have fed into the field of social marketing —public health and the commercial marketing sector.

Increasingly common nowadays are professionals coming from a nonprofit marketing or activist background, as well as social entrepreneurs who want to use what works.

Though sometimes you will see jobs with titles like “social marketing coordinator,” more likely you will find a position not necessarily focused on social marketing, but in which you can bring its principles and practices to your interventions. So, health educators, project directors, communication managers or account executives may use social marketing as one tool in their professional belt, or might be able to shape their jobs to focus more on that aspect of the work.

A small number of schools have degree programs focusing on social marketing, such as the University of South Florida (US), Griffith University (Australia) and University of Brighton (UK). Many other programs offer at least some related coursework, often either in their public health or business schools.

To prepare for a career in social marketing, build your skills in the following areas: behavior change theory, marketing and communications, graphic design and media production, product and experience design, program planning, quantitative and qualitative research methods and evaluation design.

Even if you do not use all of these skills yourself, you will benefit from being conversant in these areas as you develop your programs, especially if you are working as part of a team. To gain these skills without going into a full-blown degree program, you can explore certificate options in an academic setting, or consider our Social Marketing University® training program.

Social marketers work in many different settings, including (but definitely not limited to):

- Public relations/marketing agencies with some social marketing-related contracts, and agencies specifically focused on social marketing
- International development organizations, usually funded by governments or foundations
- Government agencies at the federal, state and local levels, including departments for health and welfare, the environment, energy and safety
- Nonprofit organizations/NGOs
- Universities
- Hospitals and health care systems
- For-profit companies and benefit corporations seeking to have a positive impact on society or the environment

Ready to Learn More About Social Marketing?



Change for Good

CRASH COURSE:

Social Marketing Fundamentals

The *Change for Good* Crash Course is a unique online training presented by Nedra Weinreich that gives you the knowledge and skills you need to design an effective social marketing strategy for your program. The web-based format allows you to progress at your own speed, quickly gaining an understanding of how social marketing works and taking the time you need to apply the lessons to your own issue.

What Does the Course Include?

- More than 20 video lessons covering social marketing fundamentals
- Hands-on exercises that help you apply the concepts to your issue immediately – with a bonus 28-page Participant Workbook
- Access to the Social Marketing University Commons private Facebook group
- Downloadable audio files (MP3) of each lesson so you can listen to them on the go
- Downloadable slides from each lesson for reference after you watch the videos
- Additional resources linked to lessons for more illustrations of the concepts
- Unlimited access to the course, so you can always go back and replay the sections that are relevant to what you're working on
- Your own personal secure login access to the course site so you can track your progress and pick up where you left off each time
- A certificate of completion to confirm your participation in the course

To Find Out More and Register:

SocialMarketingU.com/ChangeforGood

Social Marketing Resources

Social Marketing Associations

International Social Marketing Association
www.isocialmarketing.org

European Social Marketing Association
www.europeansocialmarketing.org

Australian Association of Social Marketing
www.aasm.org.au

Social Marketing Association of North America
www.smana.org

Latin American Social Marketing Association
www.mercadeosocial.org

Pacific Northwest Social Marketing Association
www.pnsma.org

Africa Social Marketing Association
currently in development

Social Marketing Conferences

World Social Marketing Conference
www.wsmconference.com

The Social Marketing Conference
(University of South Florida)
health.usf.edu/publichealth/csm/scc.htm

National Conference on Health Communication,
Marketing and Media (CDC/NPHIC)
www.cdc.gov/nchcmm

Social Marketing Journals

Social Marketing Quarterly
www.socialmarketingquarterly.com

Journal of Social Marketing
www.emeraldinsight.com/loi/jsocm



Weinreich Communications Resources

Hands-On Social Marketing: A Step-by-Step Guide to Designing Change for Good
by Nedra Kline Weinreich
www.social-marketing.com/book.html

Social Marketing University®
SocialMarketingU.com/ChangeforGood

Social Marketing Articles
www.social-marketing.com

Spare Change Blog
blog.social-marketing.com

Social Marketing-Related Bookmarked Links
www.yabs.io/a/view.php?user=weinreich

Twitter List of Social Marketers
twitter.com/Nedra/lists/social-marketers/members

About Nedra Kline Weinreich

Nedra Kline Weinreich, the president and founder of Weinreich Communications, has over 25 years of experience helping nonprofits and public agencies create positive change on health and social issues. As a social marketing strategist, she uses state-of-the-art behavior change techniques, digital media approaches and the power of stories to spark social impact. She is the author of the widely used book *Hands-On Social Marketing: A Step-by-Step Guide to Designing Change for Good*.



For many years, Nedra taught a graduate-level course on social marketing at the University of California at Los Angeles (UCLA) Fielding School of Public Health, and she has trained thousands of professionals through her Social Marketing University® training series and other workshops. She is on the editorial board of the Social Marketing Quarterly and on the Board of Directors of the International Social Marketing Association. Nedra earned her Master's degree in Health and Social Behavior from the Harvard School of Public Health and her Bachelor's degree in Conservation and Resource Studies from the University of California at Berkeley.

Follow her on Twitter at [@Nedra](https://twitter.com/Nedra).



About Weinreich Communications

Weinreich Communications provides strategic assistance and training to nonprofit organizations, public agencies and others working to create positive change on health and social issues. Since 1995, we've addressed a wide range of topics, ranging from health concerns (mental health, tobacco use, pandemic flu) to social issues (human trafficking, education reform), environmental topics (pollution prevention, alternative fuel vehicles) and more.



Our clients have included the Centers for Disease Control and Prevention, the Substance Abuse and Mental Health Services Administration, The Nature Conservancy, the National Minority AIDS Council, Population Services International, the City of San Diego and many others. Social Marketing University® programs have provided training to individuals and project teams from around the world.

Whether you are interested in developing your in-house social marketing capacity through customized trainings or in receiving assistance in developing and implementing a social marketing program, we will work with you to meet your organization's specific needs. Strategy development and behavior design are the core of what we do, with a specialty in social media and transmedia storytelling projects.



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