

**Social and
Behaviour Change**

NOTHING ABOUT US WITHOUT US

P

ocket Guide

Digital Engagement

Beta (for testing, input and suggestions)

UNICEF West and Central Africa Region, Social and Behavior Change Teams, with inputs/feedback from colleagues from [If you share feedback, your country office could be featured here! [Click here to give feedback](#)]

[BETA: 25-5-23kg]

Pocket Guides are short, adaptable resources that are no longer than 14 slides/pages. Please feel free to adapt, shorten, improve. You can prototype their use, sharing with others, to see if they are perceived as useful and usable.

We imagine that UNICEF SBC team members can use (and also adapt) this version of the pocket guide (and other resources). If you organize a briefing/training, etc, you can print a version for participants (and also share the digital version, if deemed useful).

These guides are not training modules and are not designed to be presented via PowerPoint (we're using PowerPoint because it is easy to break up information into sections/chunks).

Pocket Guides exist in multiple languages (FR, ENG, SP and PORT), for each of the ten technical approaches covered in the “[Intro Guide to Social and Behavior Change](#).” See [West and Central Africa Region SBC Library](#) for links to all Intro Guides and Pocket Guides.

In this document you will find:

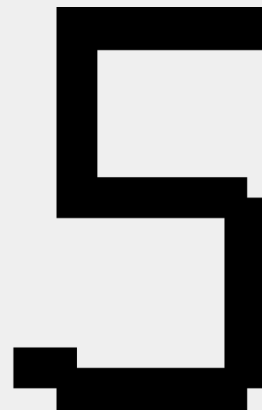
Overview of Digital Engagement and when to use it

Five key actions for Digital Engagement:

1. Inspire the connected
2. Design for digital
3. Help the connected inspire others (Including those without phone and/or internet)
4. Show progress to motivate
5. Give public recognition for civic actions

Resources and feedback

About Pocket Guides



Source for all images in this document:
Thenounproject.com

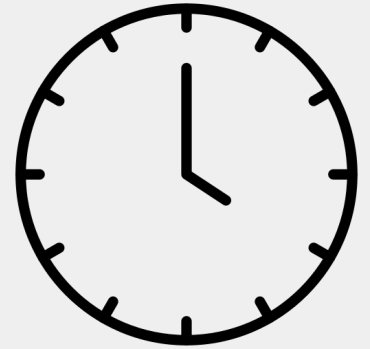
Overview: What is Digital Engagement when to use it?

Digital Engagement for social change involves using digital platforms to promote civic action.

People working in external communication often talk about digital engagement being used to generate views, clicks or “likes” on social media. In contrast, **Digital Engagement for social change is about inspiring community members (including leaders and decision makers), and creating opportunities for civic action.** The ideal outcome of digital engagement is people contributing to social change in their communities.

When to use: **Digital Engagement** can be used anywhere people have access to radio, TV, WhatsApp, or any other digital means of communication, with or without internet.

In the next section, we will share ideas for “designing for digital.”



When to use?

Action 1: Inspire the connected

Digital Engagement initiatives work best when outreach efforts are designed to not only seek action from a set of people, but to also inspire those people to contribute to social change in their communities by promoting the same action with others.

Imagine you send out a series of SMS messages, or you sponsor a youth-led community radio program. The below scenario shows how Digital Engagement can be used for action, but can also go beyond action to invite the promotion of MORE action:

1. **Action example:** (SMS or radio program): “Every child has the right to a birth certificate. Please register the birth of all family members.”
2. **Action promotion:** Can you help your family members and neighbors register the birth of their child? Join the community outreach effort. We’ll meet at the local radio station on Saturday 10h00 to discuss collective action - Hope to see you there!

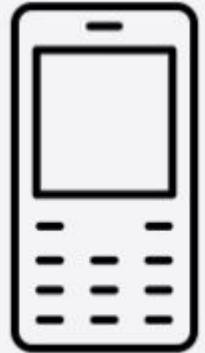
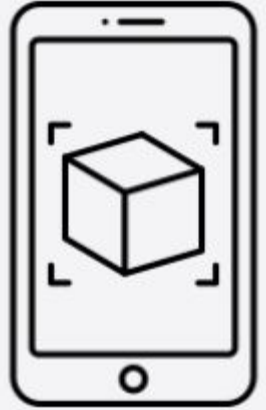


Action 2: Design for digital

Designing for digital can be:

1. **Creating “shareable squares”** (Images that are easily shared via WhatsApp)
2. **Creating audio files**, for radio and/or for WhatsApp sharing
3. **Creating images or audio files that can be transferred via bluetooth** or SD cards for people that have feature phones (Nokia, etc. - non-smart phone)
4. **Taking advantage of in-person events to get media files** that can later be shared digitally (WhatsApp, radio, social media, bluetooth transfer)
 - a. For instance, you can do short interviews at a public event and share those files later, either by “air” (on the radio), or “by cloud” (using the internet). This helps to create a “virtuous circle,” creating a circuit between action “on the ground” and info, invitations and recognition in the “air” and in the “cloud” (online).

GROUND - AIR - CLOUD



Action 3: Help the connected inspire others

Digital Engagement can be a spark, to inspire civic action. If people become inspired to take action, they can connect with others, using any means possible, using digital and non-digital means. **Those who are connected can help inspire action from people without phone and/or internet connection.**

A few necessary ingredients for designing strong Digital Engagement initiatives include:

1. **Faith in others** - The belief that community members have the capacity and willingness to act;
2. **Good ideas** - If no one is interested in a proposed civic action, it might be that the idea is not attractive to others, not relevant or not timely.
3. **Opportunities for action** that are attractive and accessible to many. Community members are more likely to take action if the proposal for action is **doable** for average people, requiring minimal resources to succeed (Key resource = time and willingness to contribute)



We can ask others to help us go “offroad” (beyond the pavement), to connect with the underserved

Action 4: Show progress to motivate

A good way to motivate people to continue contributing is to show them the impact they are having, showing gradual progress over time.

A few ideas for “showing progress to motivate”:

1. **Circulate** via WhatsApp an image that shows how many children were vaccinated (or a percentage increase)
2. **Post** weekly on social media the increase in number of children vaccinated (or new birth registrations, or other)
3. Host an event with tea and biscuits to **celebrate** the increase in birth registrations (or any other progress). Showcase the increase with a visual at the front of the room (and then also share the image via WhatsApp, to your volunteer group)



Action 5: Give public recognition for civic actions

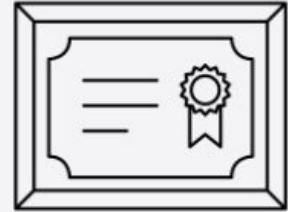
Giving public recognition is another way to motivate people, and while it can be combined with “showing progress,” it is not the same thing.

Giving recognition is focused on individuals, groups of people, schools and neighborhoods rather than progress, statistics or milestones achieved.

Of course, ANY group of people who contributes to civic action in their community can be recognized: Women’s associations, community radio stations, traditional leaders, as so on.

Recognition is a “currency” we could all be using much more, and it is low cost and usually widely appreciated. It would be difficult to ever give “too much” recognition.

[Click here for two recognition certificates](#) you can adapt and use (Or scan QR code at right to access)



Resources you might find useful:

1. [Toolkit for young climate activists](#)
2. [Adolescent Kit for Expression and Innovation](#)
3. [Engaged and Heard! Guidelines on Adolescent Engagement and Civic Action \(2020\)](#)



Scan QR code above for first link
(resources in multiple languages)



Scan QR code above for second link
(resources also in French, Spanish
and Arabic)



Scan QR code above for third link

Resources and invitation to give feedback and suggestions:

1. [Click here](#) to find additional resources on the Digital Engagement approach.
2. [Click here to give feedback on this Pocket Guide](#) - Was there something you liked or found helpful? Something you think can be improved or should be added or adapted?

You can also get in contact if you have questions, suggestions or comments. Juan Andres Gil, UNICEF West and Central Africa Regional Office, Social and Behavior Change team - Email: jagil@unicef.org



For more resources, including **all links in this document**: Scan the QR code above if you have a smartphone camera




For the suggestion form, scan the QR code above by using your phone camera to capture the image

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Any of these would be ideal outcomes, from our perspective: 1) You read this; 2) You give us feedback; 3) You use this; 4) You share this; 5) You adapt/improve this; 6) You make your own Pocket Guide using the template; 7) You share your draft guide with us... any of the above!

For sharing with others, you can send electronically, or you can:

- Download
- Print In PowerPoint, select “Handouts, 2 slides per page”
- Cut pages in half, to create and assemble the set of half pages.
- Voila - You have your hard-copy Pocket Guide!

Layout: Handouts (2 slides per page) 



The [Pocket Guide template](#) is here.

Additional resources on Social and Behavior Change:

1. [Intro Guide](#): Social and Behavior Change (SBC)
2. [SBC Library](#)