

FACEBOOK EORE PILOT



US State
Department / WRA



Iraq
Directorate for
Mine Action



Facebook



MAG Iraq

BACKGROUND

After receiving numerous reports from returning communities in Ninewa, Iraq that they were not receiving EORE, the US Department of State partnered with Facebook, MAG, and the Iraqi Directorate of Mine Action to explore alternative methods of EORE delivery that would expand the reach of lifesaving risk education and ensure that communities displaced by ISIS can return to their communities safely.



INNOVATION

Pilot project represents the first time that Risk Education messaging had been delivered on a large scale using Facebook ads. Ads provide a cost-effective way of reaching large amounts of people at low-cost and enable us to overcome limitations in terms of geography and security. Significant potential to scale up project in programmes around the world.

خطر ! هذه المواد قاتلة ومشوهة !!
لا تقتربوا ! لا تلمسوا ! بلغوا فوراً !!



لا تقتربوا ! لا تلمسوا !
بلغوا فوراً !!



لا تقتربوا ! لا تلمسوا !
بلغوا فوراً !!



لا تجازفوا بحياتكم !
لا تقتربوا ! لا تلمسوا ! بلغوا فوراً !!



MATERIALS

- 4x existing posters that were revised and adapted for Facebook
- Each poster promoted a different safe behaviour
- Branded with DMA and MAG logos, ads state they are funded by Facebook
- Provide directions on how to report a threat to the DMA
- Ads link through to a website with all of the ads and a form to report a threat
- Users aged 13 - 65+: 1.1m people
- Higher frequency ad delivery (each user will see ad multiple times)

RESULTS

- Campaign ran from 23/08/19 to 11/11/19
- Ads shown a total of 29 million times
- Each ad shown to 983,447 unique people
- 80,459 link clicks
- 29,000 post reactions
- 12,000 likes
- 500 comments
- Total cost of \$13,288 in ad credits
- The average cost to reach a unique individual was \$0.013



ترسناک! خطر!
پوسیت بدست چو کری ب گد هک شهوه و جورا هک
له که همدکن ژوان
سوات الماسه توجدا علی التکلان والنوع مختلفه
هده بعض الماسه





LESSONS LEARNED

- **Difficult to determine impact on behavior.**
- **Digital risk education is most effective as part of a broader EORE campaigns.**
- **Creation and approval of content can be a time-consuming process that can delay delivery.**
- **MA sector needs to educate big tech on needs and potential implication in EORE space.**

IMPLICATIONS

- Ads can be targeted to very specific areas.
- Tools can be used to rapidly disseminate updated EORE based on new accident trends or explosive hazards.
- Messages can reach areas that community liaison teams cant reach due to geography or security.
- Low cost and extensive reach.
- Easily scalable.

NEXT STEPS

- Expand project in Iraq and to other countries.
- Integrate more multimedia including short videos.
- Potentially expand partnership with Facebook as well as explore developing relationships with other social media companies.

