FACEBOOK EORE PILOT







US State
Department / WRA

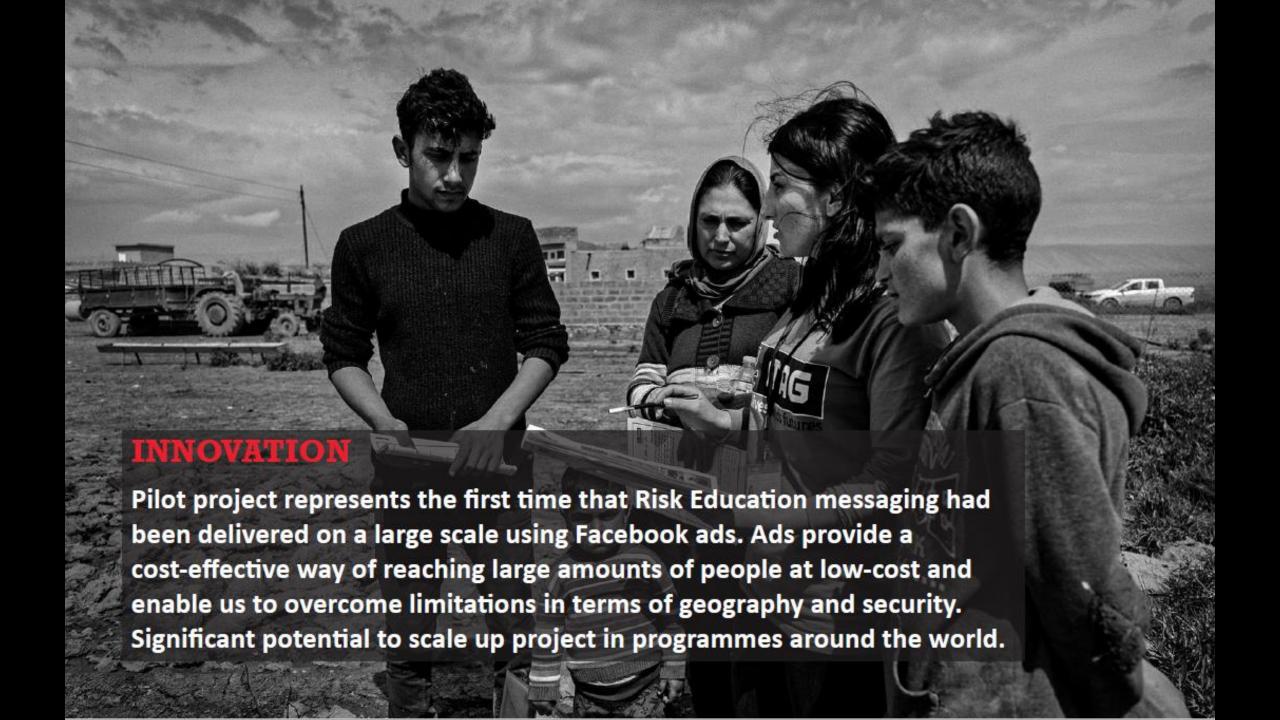
Iraq
Directorate for
Mine Action

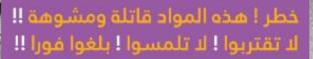
Facebook

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.







لا تقتربوا ! لا تلمسوا ! بلغوا فورًا !!



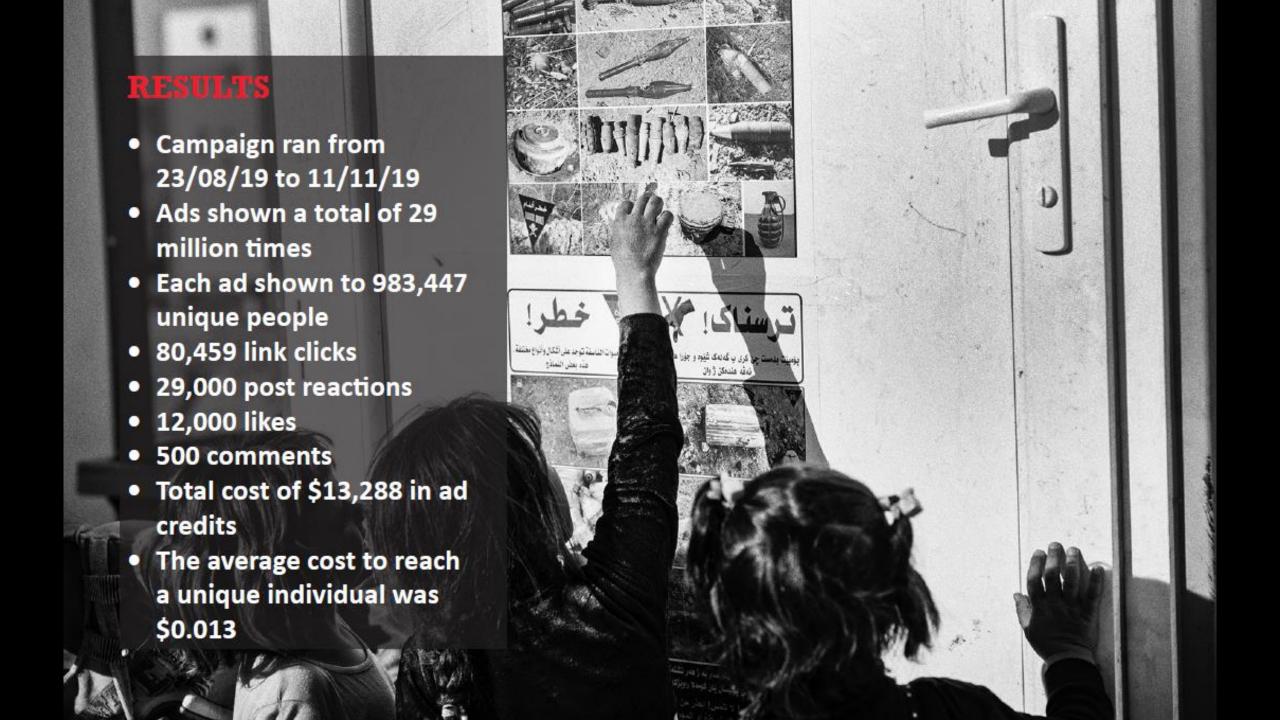


لا تجازفوا بحياتكم ! لا تقتربوا ا لا تلمسوا ا بلغوا فورًا !!



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)





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.

