

# Using behavioural science to enhance social media communication health campaigns

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Dr Simon Williams  
Behavioural Insights Unit  
**World Health Organization**



# Objective

- Communications teams don't systematically use behavioural science to design social media campaigns
- Objective: to recommend to communications officers how to optimize messaging campaigns, especially how to communicate risk
- Behavioural insights can enhance the impact of these campaigns – e.g. message framing



Measles

Salt /  
hypertension



Vaping

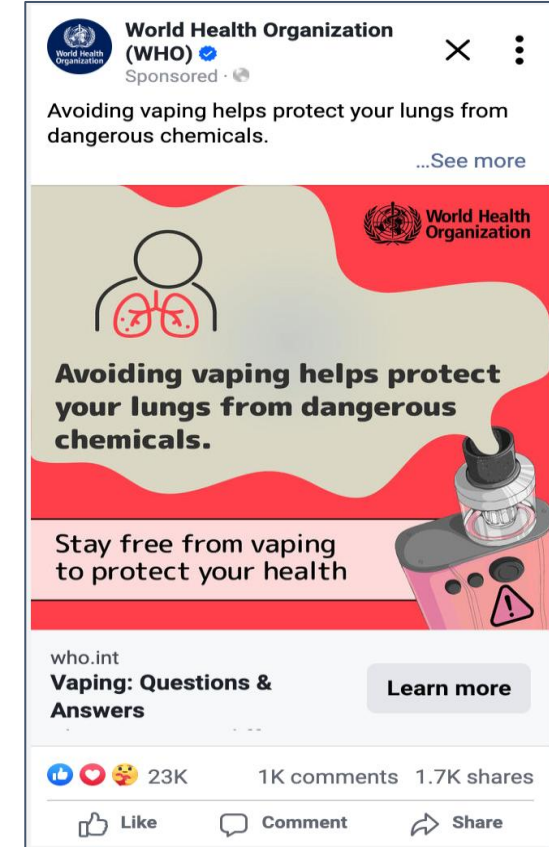
# Message Testing

- Testing
  - Loss/Gain + Gist/Verbatim
  - Measles, salt, vaping
- Framings selected through literature and expert review
- Messages developed collaboratively
  - Behavioural scientists
  - Health topic experts
  - Comms officials

## Loss Framing



## Gain Framing



**Literature suggests that gain-framed messages are more effective for prevention behaviours**



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## Gist



## Verbatim



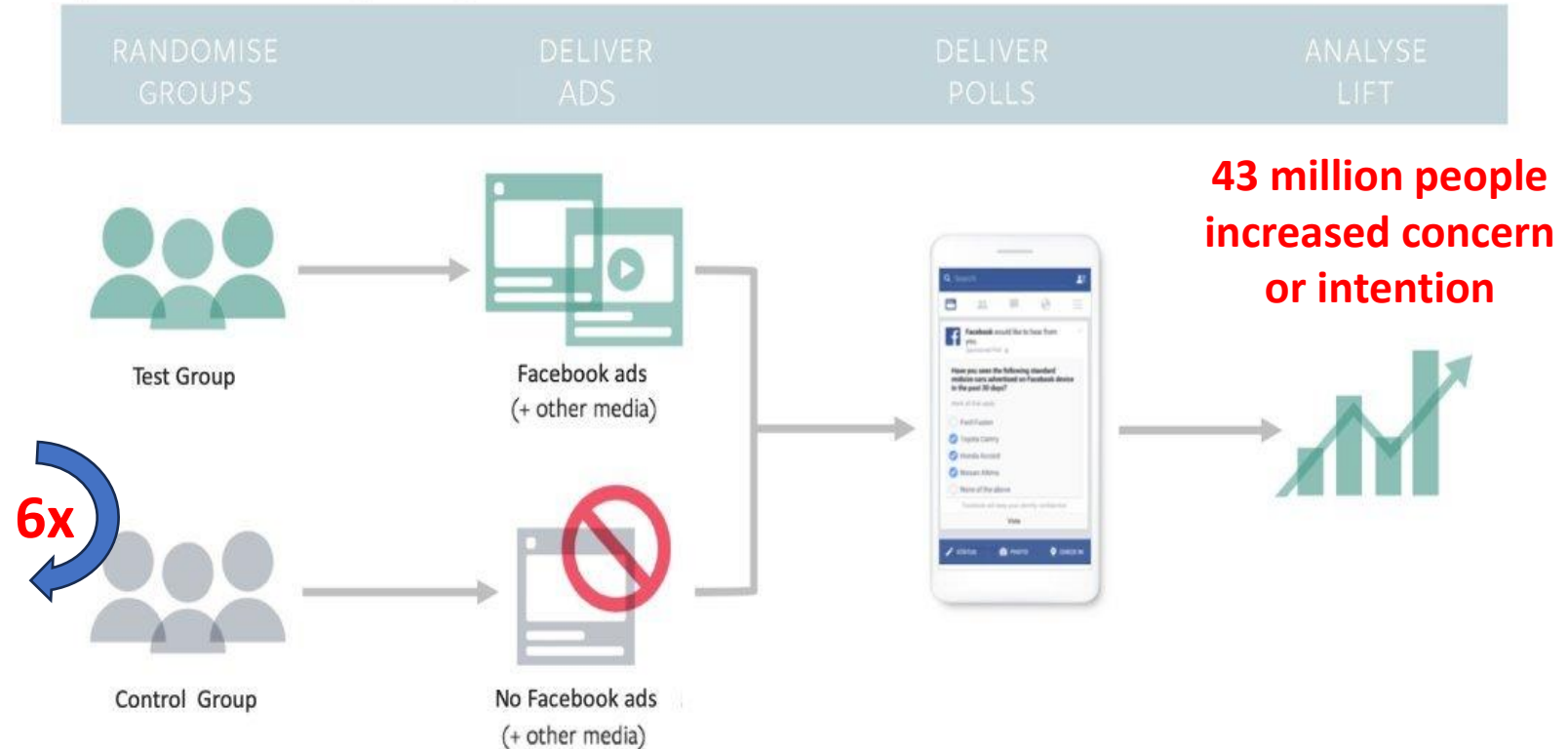
**Literature suggests that gist messages convey risk more effectively**



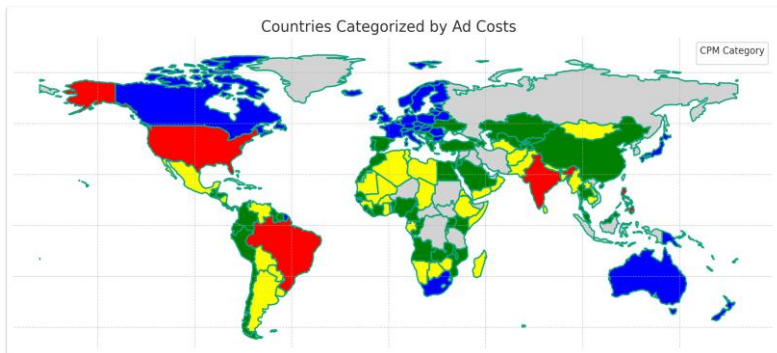
# Huge Randomised Controlled Trials

- 6 'Brand Lift Studies'
- 183 countries
- 888 million total reach
- 148 million reached on average per campaign

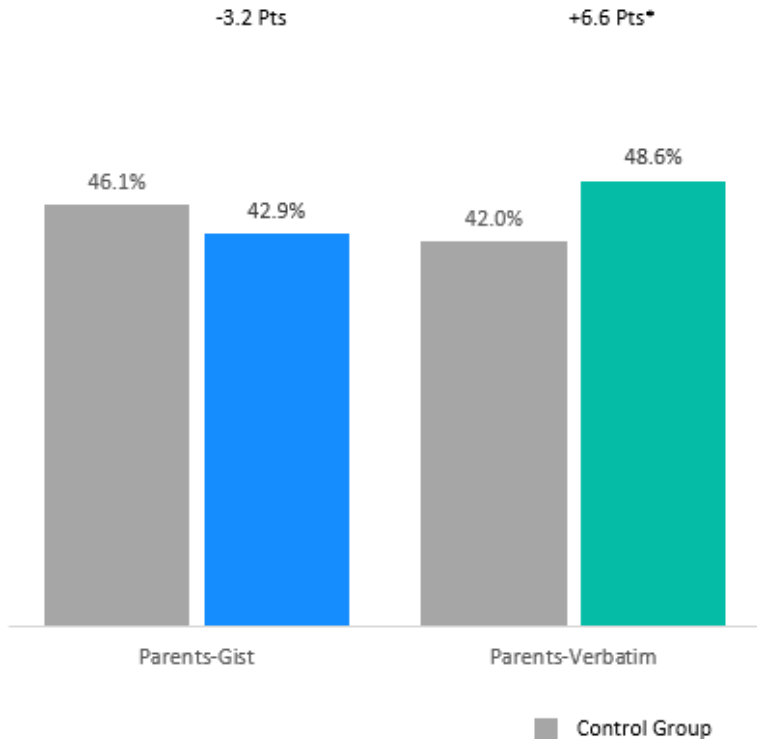
Brand Lift tests rely on experimental design  
Applicable for Facebook, Nielsen, and Millward Brown tests



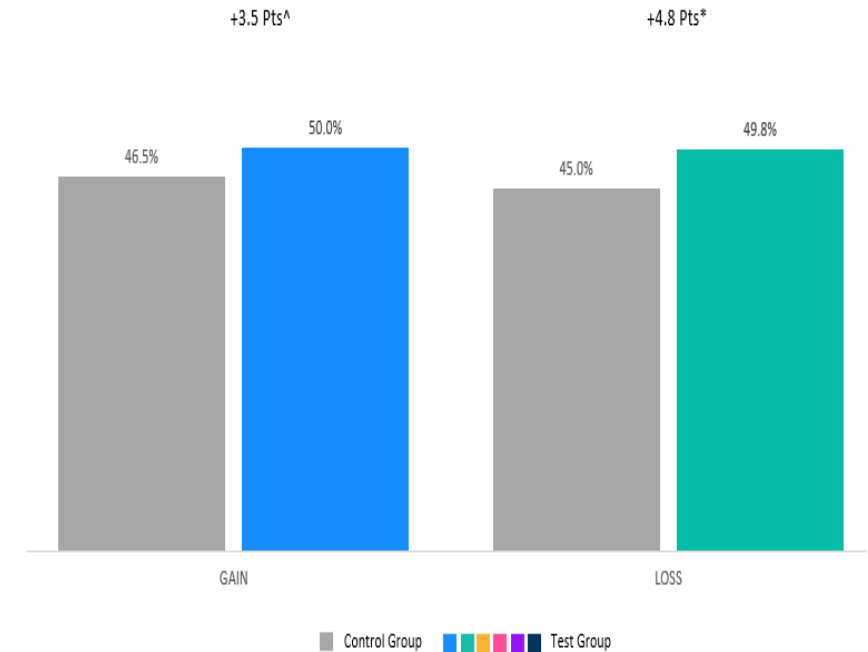
Note: Response rate is ~10x higher than other solutions; people won't get polled again for 7 days (unless a follow-up question); In test group, we poll actual exposed population; In control group, we poll people after they have had their first opportunity to see an ad. Control/Treatment polls delivered between 4-48 hours post exposure.



# Emerging Insights



**Verbatim messages** were more effective in **increasing risk perception and intentions** amongst parents of children aged 0-5 years



**Loss messages** were more effective in **increasing intentions** to avoid vaping in young adults

# Key messages

- **Communication teams can improve the behaviour change impact of their social media by using behavioural science to design and evaluate their messaging.**
- **Brand Lift Studies can help prove causal effect of messaging in the 'real-world'**
- **Further research; organizations can use this approach to test their own constructs on their own topics and populations/audiences.**

