Key ingredients for the **PERFECT** Social Change campaign

Social Change UK
Research and marketing that matters

Add all ingredients to maximise your chance of success

- Clear behaviour change or social goals
- Critical thinking
- Audience segmentation
- Data review
- Customer research and insight
- Understanding your competition
- A value proposition
- Behavioural theory/science
- Evaluation & reflection

Clear behaviour change or social goals

Social change programmes always seek to change behaviour or positively impact society for good. This includes changing attitudes and beliefs. The goal you set should focus on the change you want to see. Be specific. Answer the who, what, why, when and how. Goals need to be measurable too so think about how you will measure your impact.

Critical thinking

If you want to deliver impact, you must become a critical thinker. Every change practitioner must carry out comprehensive research, analysis, planning, management and evaluation. To do this you need to be flexible, adaptive, agile and critical in your approach. Reflect often and always. Adapt your programme in light of new evidence and feedback. We apply the SFA test when we look at change programmes. This is asking if what we are doing is suitable, feasible and acceptable.

Audience segmentation

One size does not fit all. Social change makers do not often market or speak to everyone. They segment their audience and devise strategies to work with different groups of people. Audience segmentation is the process of clustering people together who share the same or similar beliefs, attitudes, values and behaviours.

Data review

Great change makers get geeky with the numbers and explore the data available to them before starting out on a change programme. They utilise local and national data available to them – reviewing multiple sources of information. They often interrogate and fuse the data to help determine the direction for research with the audience.

Audience research and insight

Change can only really happen if there is a commitment to understand and engage the audience you are seeking to influence or change. This isn't about you deciding what your audience needs, this is about the audience telling you and working with you to meet their needs – identifying problems and developing solutions. There are many methods we use to engage audiences and uncover insight. Talk to us about our methods.

Understand your competition

Even with the best intentions it is not always possible to see the change we want, and often this is because of the competition. Early in the process it is important to understand the competition – by this we mean everything that is seeking to influence your audience in a negative way. Influences include the media, the environment, cultural and economic factors and social norms. People are also a barrier sometimes. Map out the barriers and competing factors and start to look at how you can address these through your work.

Value proposition

This can only be developed once you have some insight into your audience. Most change programmes do not work with one silver bullet. Change occurs mostly when there is a number of interventions at work. What works for one person may not work for another so we need to apply a 'mix'. If you have done your audience segmentation you will likely know what your audience values and this will help guide you on the types of solutions to be developed and delivered. Remember – whatever you feel will work must also feel right for your audience. It must help them to achieve what they want, solve problems and make life easier and better for them. Your proposition could be new or improved services, a change in policy, new environments, new aspirations.

Behavioural theory/ science

If you want to change people, you need to understand people. There is a whole science dedicated to the psychology of people that help you to understand what people do and why they do it and this insight can really help in the design of your value proposition. Take some time to look at the different theories before designing your solutions and test some of your theories in the research stage.

Evaluation and reflection

Change makers never leave evaluation to the end. They consider this at the start when they are determining their goals and they are constantly evaluating and reflecting throughout the process. We create an 'evaluation dashboard' for our change programmes. This helps us to measure and critically reflect on the project from start to finish.