

# HOW TO IMPLEMENT A SOCIAL MARKETING CAMPAIGN...IN 6 STEPS!

## 1. WHAT DO YOU WANT TO ACHIEVE?

Think big picture! What is the overall goal you're trying to address? Who is your target community, and what is it that you want them to do?

Use the following questions to help guide your efforts:

- What behaviors do you want to change in your community? Really think about your goals in using the Backbone Zone. For example, are you trying to decrease the use of gender-based slurs, or do you want to see more healthy discussions about gender bias and harassment?
- What is it going to take for someone to change their behaviors? It may not cost money for someone to be a more proactive bystander, but think about other potential costs involved, such as a change in social approval from their peers.
- Where do you want those behaviors to take place (or not take place)? Your goal may be to have participants use more positive gender norms both at school and in their community. What are some potential barriers that may prevent that goal from carrying over into all parts of participants' lives? What are some strengths already in place that you can build from?



**"THIS PARTY IS SO BORING."**  
Sexist and homophobic words are violent and they're everybody's problem.  
Healthy words have an impact - even if you don't use it. Challenge sexist and homophobic language. Choose different words. Change the subject. Support people who are being harassed. The best to change minds. Violent words support violence.  
Everybody has a backbone. Use yours.  
**BACKBONE ZONE**  
Everyone has a backbone. Use yours.

After coming up with some answers to the questions above, figure out which behavior changes would make the most difference within your community. You know who you're working with, so you know what's going to work best, as well as what may be more difficult. Use what you know to shape your goals!

## 2. TALK TO YOUR FRIENDS AND PARTNERS!

Identify people who may be particularly helpful in reaching your target audiences. Figure out who you're going to engage, including:

- Connectors: How will you identify and involve people who can spread the campaign's message to their friends and partners?
- Teachers: How will you identify and involve people who are able and willing to provide support in implementing your campaign?
- Persuaders: How will you identify and involve people who can motivate others to get on board with your campaign?

Come up with a list of people who have the ability to help you meet your goals. Identify leaders – such as principals, deans, administrators, or influential students – who can help you get over some of the barriers that stand in your way.



THIS IS A HOE.



THIS IS A GIRL WHO LIKES YOUR BOYFRIEND.

Sexist and homophobic words are violent and they're everybody's problem.

Realize words have an impact - even if you don't see it. Challenge sexist and homophobic language. Choose different words. Change the subject. Support people who are being harassed. Use humor to change minds. Violent words support violence.

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### 3. WHAT WILL THE CAMPAIGN HELP YOU DO?

Communicate memorable messages about the goals of your campaign, including:

- Specific action steps about what people should do and when. For example, the Backbone Zone helps people to recognize sexist and homophobic language, realize the impact of their words, encourages them to choose different words, and gives them the skills to be active bystanders. Come up with specific steps that align with the goal of your particular campaign.
- How your goals fit within people's everyday lives. Help people see that your action steps are doable with their available time, location, and resources.
- How following your campaign's messages, such as being an active bystander or using more positive language around gender norms, will benefit everyone around them. The better the benefits look to them, the more likely they are to align themselves with your campaign.

Think about what you can do to reach as many people as possible. People tend to trust messages that come from others who are similar to them (in age, ethnicity, etc.). Come up with ideas to spread your message as far and wide as you can, including school newspapers and social media.

### 4. PLAN IT OUT!

Use the following questions to help you come up with an action plan for each step of the campaign.

- What things need to happen?
- Who will make things happen?
- When will things happen?
- What resources (money, volunteers, time) do you need?
- What resources do you already have?
- Who needs to know about what you're doing? How are you going to tell them?

### 5. MAKE A TIMELINE!

Keep it flexible, and be realistic about:

- All the tasks and activities involved in implementing your campaign
- When you're going to kick off your campaign
- Any major deadlines and the people who are involved in making them happen

WHAT CAN YOU DO  
TO REACH AS MANY  
PEOPLE AS POSSIBLE?  
-SOCIAL MEDIA  
-NEWSPAPERS  
-PUBLIC SERVICE  
ANNOUNCEMENTS

## 6. KEEP GOING!

- Continue communicating with the people who are making your campaign possible – your connectors, teachers, and persuaders.
- Make your message visible in ways that appear natural to your community members' everyday lives.
- Throughout the process, evaluate your work and take feedback into consideration to make your campaign stronger and more effective.

## LET US KNOW HOW IT GOES!

We'd love to hear your stories about your successes - and challenges! Visit [backbonezone.org](http://backbonezone.org) to contact us and tell us!



THIS IS A FAG.



THIS IS A GUY WHO ANNOYS YOU.

Sexist and homophobic words are violent  
and they're everybody's problem.

Realize words have an impact – even if you don't see it. Challenge sexist and homophobic language.  
Choose different words. Change the subject. Support people who are being harassed. Use humor to change minds.  
Violent words support violence.

Everybody has a backbone. Use yours.



THIS IS A BITCH.



THIS IS A GIRL WHO SPEAKS HER MIND.

Sexist and homophobic words are violent  
and they're everybody's problem.

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