

## Facebook behaviour change pilot v3.0 (This Girl Can)

London Sport are inviting organisations to apply to take part in a digital behaviour change pilot launching in March/April 2019.

This campaign will focus on recruiting less active women aged 25 – 50 using the This Girl Can brand.

### Approach

1. We will use Facebook and Instagram advertising to recruit less active women and get them to register their interest.



2. We will then provide behaviour change support via Facebook Messenger to help them find ways to fit physical activity into their daily life.



3. If appropriate, we will signpost them to local activity sessions, answering questions and providing reminders.



4. We will track activity levels at registration and then at 3 months and 6 months, to measure the impact.



### Requirements to take part

- Identify any local sessions that would be appropriate for a female (25-50-year-old) audience.
- Upload session details via the [Open Sessions website](#).

### Expected outcomes

- We will aim to find and engage at least **300 less active people** in your area.
- We'll provide each of them with personalised advice and support to become more active for **up to 6 months**.
- We'll track their activity levels and let you know how many **join your local activities**.

### Budget required

The cost is **£2,400**.

- £1,500 towards Facebook / Instagram Advertising (estimated cost of £5 per sign up)
- £600 to manage behaviour change support for 6 months for everyone who signs up
- £300 towards creating content and setting up adverts and support systems.

### Timings:

- Find out more at our webinar on: February 14th
- The campaign will run from mid-April till June 2019.
- Deadline for sign up: 14<sup>th</sup> March 2019.

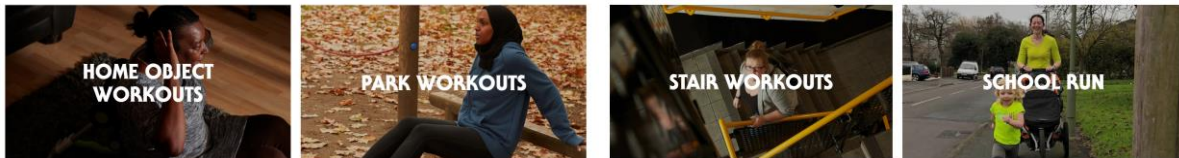
### How to apply

To express your interest in taking part please email [chris.norfield@londonsport.org](mailto:chris.norfield@londonsport.org)

## Frequently asked questions

### How does the programme work?

We will be running Instagram and Facebook ads from the This Girl Can London account to encourage less active women to register to receive a free 5-day video series with tips on how to fit activity into a busy lifestyle. With tips on topics such as:



We'll then use Facebook Messenger to provide them with behaviour change support to help them become more active. If they are interested in joining a local activity session, we'll help match them to an activity that is right for them.

We'll track their activity levels at sign up, 3 months and 6 months, and check whether they find and join a local activity session.

### What type of activity sessions can we promote?

We would promote sessions that follow the This Girl Can ethos. For example Walking, Fitness sessions, Dance, Cycling sessions which cater for beginners.

As a minimum we will be promoting the free outdoor fitness sessions delivered by Our Parks in all London Boroughs.

### I'm thinking about running my own Facebook advertising

Great, please get in touch, we are happy to share what we've learnt so far. We know some boroughs are keen to do this kind of advertising in house. So, we've built some training for boroughs into this programme. If your borough takes part in this pilot, then:

- We will share briefings and videos about how we set up and manage the campaigns.
- You will be invited to join us at Facebook headquarters for a training session on how to set up and run your own physical activity campaigns.

### How will monitoring and evaluation work?

London Sport will send a message to everyone who registers 4 weeks after they first sign up asking if they attended one of the walks. This gets a 50%+ response rate, so we can use it to estimate the number of people who attended.

### What can we do if one of the activity sessions is cancelled (due to bad weather, illness, etc.)?

If you contact us in time (at least 6 hours before the activity) then we will send out a message to everyone who registered their interest in that walk.