

#ccbehaviourchange

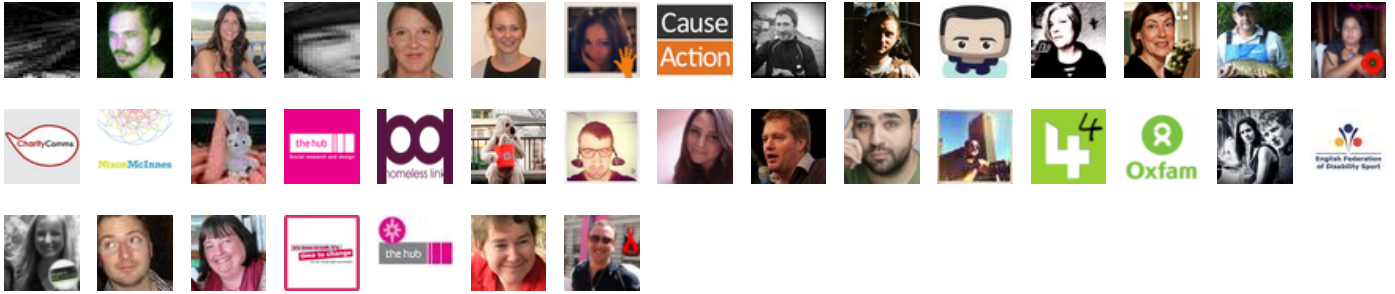
Social Marketing Conference

Tweets from CharityComms' Social Marketing: Changing Behaviour through Communications Conference, 30 November 2011

Trending Words

rt, @charitycomms, -, @charitycomms:, behaviour, &, change, social, conference, @oxfamgb, @londoncharlotte:

Event Participants





RT @CharityComms: Next up: Martin Kirk from @oxfamgb on recognising the importance of values #ccbehaviourchange

30-Nov-11 20:55 | jessicaespin0za



but a great manipulation tool RT @londoncharlotte: "Opinion polls are a poor measure of public opinion" #ccbehaviourchange

30-Nov-11 20:38 | joachimschulz



RT @londoncharlotte: "Internal teams should be structured by audience not channel or product" Good perspective. But is it that simple? #ccbehaviourchange

30-Nov-11 20:01 | nataliebenjamin



RT @londoncharlotte: "Internal teams should be structured by audience not channel or product" Good perspective. But is it that simple? #ccbehaviourchange

30-Nov-11 19:58 | sipinches



RT @londoncharlotte: "Internal teams should be structured by audience not channel or product" Good perspective. But is it that simple? #ccbehaviourchange

30-Nov-11 19:57 | joachimschulz



Great to see @EmrysJones at #ccbehaviourchange. I Love @CharityComms events - brilliant for learning & connecting with the charity sector

30-Nov-11 18:58 | MagnetoGaby



@CharityComms Wish I could have been at #ccbehaviourchange conf today! Sounds like it was fascinating. Looking forward to looking at slides!

30-Nov-11 18:52 | kathuntly



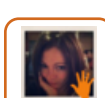
RT @CharityComms: What makes an organisation good at changing people's behaviour? <http://t.co/q7hUPqhP> #ccbehaviourchange

30-Nov-11 18:48 | kathuntly



@CharityComms Just spoke at CC Behaviour Change & Social Marketing conference about the role of video - great afternoon #ccbehaviourchange

30-Nov-11 18:13 | MagnetoGaby



RT @londoncharlotte: Got to say, @CharityComms , this is the best conference I've been to in a long time. Inspiring. Thought provoking. #ccbehaviourchange

30-Nov-11 18:06 | MissLKav



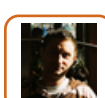
Great quote from @Resonant_media at #ccbehaviourchange event. "It's not that people don't get us, it's that we don't get them"

30-Nov-11 17:39 | Cause_Action



great day talking #behaviourchange at @charitycomms conference today. Met some great people—I'll be in touch! #ccbehaviourchange

30-Nov-11 16:52 | Stevенеjohnson



Good day talking behaviour, organisational and social change with really interesting people at #ccbehaviourchange. Inspiring stuff.

30-Nov-11 16:42 | maxwellinever



RT @londoncharlotte: Got to say, @CharityComms , this is the best conference I've been to in a long time. Inspiring. Thought provoking. #ccbehaviourchange

30-Nov-11 16:26 | charitychap



Awesome real world example on evaluating behavioural change: Patrick Ladbury getting us all to sing. #ccbehaviourchange

30-Nov-11 15:52 | londoncharlotte



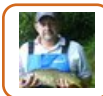
'for charities marketing is seen as at best peripheral at worst manipulative' R Donaldson #ccbehaviourchange #behaviourchange

30-Nov-11 15:08 | Stevенеjohnson



"Marketing is the customer conscience of the organisation" #ccbehaviourchange

30-Nov-11 15:07 | londoncharlotte



RT @TimetoChange: We're at the @CharityComms #ccbehaviourchange conference today to talk about how we can change public behaviour & share our experience

30-Nov-11 14:53 | sturmeeworld



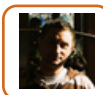
RT @maxwellinever: Dan from Ipsos: Response to 'People in Blackburn die 8 yrs earlier' campaign message? 'Doesn't both me, it's shit here.' #ccbehaviourchange

30-Nov-11 14:38 | vishnee



RT @maxwellinever: Dan from Ipsos: Response to 'People in Blackburn die 8 yrs earlier' campaign message? 'Doesn't both me, it's shit here.' #ccbehaviourchange

30-Nov-11 14:33 | londoncharlotte



Dan from Ipsos: Response to 'People in Blackburn die 8 yrs earlier' campaign message? 'Doesn't both me, it's shit here.' #ccbehaviourchange

30-Nov-11 14:17 | maxwellinever



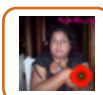
Dan Wellings from Ipsos MORI is now speaking about the role of research in social marketing #ccbehaviourchange

30-Nov-11 14:05 | CharityComms



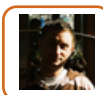
And now Dan Wellings from IPSOS Mori raising the flag for the value of polls & research #ccbehaviourchange

30-Nov-11 14:03 | londoncharlotte



So if you run a NHS health campaign don't mention it is from the NHS? Discuss! #ccbehaviourchange

30-Nov-11 13:58 | vishnee



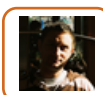
Fascinating insight into the awesome @timetothink - aiming to tangibly shift the attitudes/behaviour of people in the UK. #ccbehaviourchange

30-Nov-11 13:50 | maxwellinever



RT @CharityComms: I'm in 'social media for behaviour change' by Max from @nixonmcinnes #ccbehaviourchange

30-Nov-11 13:32 | nixonmcinnes



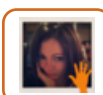
RT @CharityComms: I'm in 'social media for behaviour change' by Max from @nixonmcinnes #ccbehaviourchange

30-Nov-11 13:27 | maxwellinever



RT @londoncharlotte: Is behavioural economics the new social marketing? I shall find out soon. #ccbehaviourchange

30-Nov-11 13:23 | KerryLovesWales



Social marketing is the new rock n roll... #ccbehaviourchange

30-Nov-11 13:20 | MissLKav



Is behavioural economics the new social marketing? I shall find out soon. #ccbehaviourchange

30-Nov-11 13:12 | londoncharlotte



Research attitudes&language.Use socmed monitoring tools (like brandwatch) to see conversations happening around key words #ccbehaviourchange

30-Nov-11 11:47 | CharityComms



You can use Google Adplanner to understand audience hangouts&behaviour. You can segment audience by region, interests etc #ccbehaviourchange

30-Nov-11 11:45 | CharityComms



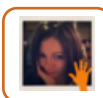
What do you know about the online life of your target audience? What are their attitudes&language? Who do they listen to? #ccbehaviourchange

30-Nov-11 11:42 | CharityComms



I'm in 'social media for behaviour change' by Max from @nixonmcinnes #ccbehaviourchange

30-Nov-11 11:41 | CharityComms



@marketingmgr I'm at #ccbehaviourchange today... You're not in the delegate pack this time?

30-Nov-11 11:20 | MissLKav



RT @CharityComms: Read more about what Martin Kirk from @oxfamgb was speaking about today: <http://t.co/Aa0VR1Vw> #ccbehaviourchange

30-Nov-11 11:04 | WilliamsCE



RT @CharityComms: Read more about what Martin Kirk from @oxfamgb was speaking about today: <http://t.co/Aa0VR1Vw> #ccbehaviourchange

30-Nov-11 11:03 | londoncharlotte



Read more about what Martin Kirk from @oxfamgb was speaking about today: <http://t.co/Aa0VR1Vw> #ccbehaviourchange

30-Nov-11 11:01 | CharityComms



Innovate. You might have an idea of what works & what people react to - but it won't be the only thing. #ccbehaviourchange

30-Nov-11 10:59 | CharityComms



Martin's going through some bad habits we have - for example, we fixate on what people think and ignore the why. #ccbehaviourchange

30-Nov-11 10:52 | CharityComms



tweet on opinion polls sparked a mini debate. Fascinating session from @oxfamgb on frames & values makes the case well. #ccbehaviourchange

30-Nov-11 10:50 | londoncharlotte



Another chance to spot @nixonmcinnes in the wild today: at #ccbehaviourchange. Look out for @maxwellinever sharing his wise NFP insight. ^CA

30-Nov-11 10:46 | nixonmcinnes



@LondonCharlotte Thanks! I think my brain is going into overdrive from all this fascinating info! #ccbehaviourchange

30-Nov-11 10:43 | CharityComms



...you can use words that are linked to a deep seated 'frame' that actually opposes the work you do. #ccbehaviourchange

30-Nov-11 10:42 | CharityComms



What you think you are saying in your comms is almost certainly not what you are really saying, because... #ccbehaviourchange

30-Nov-11 10:41 | CharityComms



We impose imagery/meaning on things based on past experiences; these are 'frames' through which we understand info #ccbehaviourchange

30-Nov-11 10:33 | CharityComms



So are focus groups RT @londoncharlotte: "Opinion polls are a poor measure of public opinion" #ccbehaviourchange

30-Nov-11 10:32 | amoyal



Very interesting talk from Martin Kirk from @oxfamgb on frames and values - worth reading up on for anyone in campaigning #ccbehaviourchange

30-Nov-11 10:29 | maxwellinever



Hmm would love to have been at #ccbehaviourchange with @charitycomms. Bet there's a lot of interesting ideas being bandied about.

30-Nov-11 10:29 | WRoissetter



RT @CharityComms: 'Opinion polls are very poor measure of what public think.' i'd argue to extend to most self reporting #ccbehaviourchange

30-Nov-11 10:29 | Stevenejohnson



RT @londoncharlotte: "What you think you're saying may not be what you're really saying" Wise comms thoughts from Martin Kirk @oxfamgb #ccbehaviourchange

30-Nov-11 10:27 | maxwellinever



"What you think you're saying may not be what you're really saying" Wise comms thoughts from Martin Kirk @oxfamgb #ccbehaviourchange

30-Nov-11 10:26 | londoncharlotte



RT @charitycomms: Question time: How can you find out about your audience if you don't have a big budget? #ccbehaviourchange

30-Nov-11 10:25 | Fourtothe4



"Opinion polls are a poor measure of public opinion" #ccbehaviourchange

30-Nov-11 10:24 | londoncharlotte



'Opinion polls are a very poor measure of what the public think.' #ccbehaviourchange

30-Nov-11 10:24 | CharityComms



RT @Stevenejohnson: @CharityComms if environmental issue see defra segmentation #ccbehaviourchange

30-Nov-11 10:22 | CharityComms



RT @Stevenejohnson: @CharityComms re existing research if it's a health issue - DH healthy foundations is a fantastic start. #ccbehaviourchange

30-Nov-11 10:22 | CharityComms



RT @CharityComms: 1.Understand customers 2.Champion customers within org 3. Know when we need to change customer behaviour - or adapt ours #ccbehaviourchange

30-Nov-11 10:21 | londoncharlotte



@oxfamgb has been working to understand the subconscious level of human behaviour #ccbehaviourchange

30-Nov-11 10:20 | CharityComms



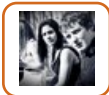
RT @londoncharlotte: Interesting question: can you use social marketing to change fundraising behaviour? Yes is the response. #ccbehaviourchange

30-Nov-11 10:19 | veroniquemerz



On that note, if you use other organisation's research to inform your own campaigns, let us know! Who would you recommend? #ccbehaviourchange

30-Nov-11 10:14 | CharityComms



#ccbehaviourchange check out our approach www.trylife.tv new drama game for young people where they make choices and see consequences

30-Nov-11 10:13 | PaulRlIrwin



RT @CharityComms: There's a lot of info already out there in terms of secondary research. Use that, and test it with local groups. #ccbehaviourchange

30-Nov-11 10:12 | Eng_Dis_Sport



There's a lot of info already out there in terms of secondary research. Use that, and test it with local groups. #ccbehaviourchange

30-Nov-11 10:12 | CharityComms



Question time: How can you find out about your audience if you don't have a big budget? #ccbehaviourchange

30-Nov-11 10:11 | CharityComms



Great start to @CharityComms Social Behaviour conference. Thanks for letting me be here ;) #ccbehaviourchange

30-Nov-11 10:11 | londoncharlotte



RT @CharityComms: 1.Understand customers 2.Champion customers within org 3. Know when we need to change customer behaviour - or adapt ours #ccbehaviourchange

30-Nov-11 10:07 | BronaghDaly



1.Understand customers 2.Champion customers within org 3. Know when we need to change customer behaviour - or adapt ours #ccbehaviourchange

30-Nov-11 10:05 | CharityComms



RT @CharityComms: Know who you are trying to reach with your behaviour change campaign - make sure your ask is relevant to their lives #ccbehaviourchange

30-Nov-11 10:05 | AdeJB



John's top tips for successful social marketing coming up! #ccbehaviourchange

30-Nov-11 10:04 | CharityComms



@vishnee Hallo! *waves* Hope you have a good day! #ccbehaviourchange

30-Nov-11 10:00 | CharityComms



Know who you are trying to reach with your behaviour change campaign - make sure your ask is relevant to their lives #ccbehaviourchange

30-Nov-11 09:55 | CharityComms



...particular stores according to which type of customer was in the majority #ccbehaviourchange

30-Nov-11 09:51 | CharityComms



Costa segmented customers into 2 groups, rechargers & relapsers. They mapped these segments and were able to change... #ccbehaviourchange

30-Nov-11 09:50 | CharityComms



John Isitt, Resonant Media, giving the 1st plenary session, Potentials and Limitations of Changing Behaviour through Comms #ccbehaviourchange

30-Nov-11 09:47 | CharityComms



On my way to #ccbehaviourchange to talk social media and changing behaviour - if you're coming, I'm the one with baby sick on my t-shirt :)

30-Nov-11 08:24 | maxwellinever



En route to @charitycomms conference to talk #behaviourchange #sustainability and turning challenges into opportunities #ccbehaviourchange

30-Nov-11 08:07 | Stevенеjohnson



@Stevенеjohnson en route to London for @CharityComms conf. Looking forward to learning, sharing & connecting w #ccbehaviourchange

30-Nov-11 07:48 | SocialchangeHub



Setting up the Social Marketing Conference - do say hallo if you are coming along! I'll be tweeting when i can using #ccbehaviourchange.

30-Nov-11 07:41 | CharityComms



'Awareness doesn't mean action' RT @CharityComms What makes orgs good at changing people's behaviour?<http://t.co/uiaqyxh9> #ccbehaviourchange

29-Nov-11 12:24 | sharontelfer



@charitycomms awareness alone does not activate #ccbehaviourchange . But #behaviourchange is about more tha... (cont) <http://t.co/cr6N8wDC>

29-Nov-11 11:03 | SocialchangeHub



RT @CharityComms: What makes an organisation good at changing people's behaviour? <http://t.co/q7hUPqhP> #ccbehaviourchange

29-Nov-11 10:57 | marcbatez



What makes an organisation good at changing people's behaviour? <http://t.co/q7hUPqhP> #ccbehaviourchange

29-Nov-11 10:56 | CharityComms



Looking forward to speaking at the #ccbehaviourchange event tomorrow. Here is a piece I wrote on the theme of my talk <http://t.co/YzCKoB0Y>

29-Nov-11 10:48 | Cause_Action



Getting stuff together for #ccbehaviourchange conference tomorrow - if you are coming along, do say hallo!

29-Nov-11 09:25 | CharityComms