Making drylands cool: backstage on a social media campaign

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Two billion people call them home, but how can you get the general public excited about drylands?
M&CSAATCHI

ARE YOU BEING HEARD?
Discussed the challenges of getting the messaging right

Tug-of-war between technical officers and communicators

FAO’s social media campaign
Important messages to get across

We lose 23 hectares of land to desertification

Drylands cover 41% of the world’s land area and are home to 2 billion people

But drylands conjure up images of lifeless deserts, sand, no trees
Ideas behind the campaign

*Take that preconception and turn it on its head*
Some people don’t care about me because to them, I am not beautiful. I am not beautiful. It’s sexist. I think it sounds racist. I think it’s ageist. This does not work!

How can we change it?

What about: ‘Some people don’t care about me because they don’t see my beauty’
2 billion care video
Outreach

• **500 tweets** with the #2billioncare hashtag by more than **300 different contributors**, generating over **12 million timeline deliveries**

• Viewed more than **85 000 times** on Facebook

• Run on **France 24, Deutsche Welle, RAI TV and Euronews**
Thank you