

Friday Night Done Right

PUTTING SOCIAL NORMS AND
SOCIAL MARKETING PRACTICES TO WORK..

DIANE RAMSEYER,
DRUG FREE CHARLOTTE COUNTY

friday night
DONE RIGHT

Objectives



• Social Marketing and Social Norming

Similar, but Different...

SOCIAL MARKETING

- Traditional Marketing Techniques
- Message focus on *behavior change*
- *Fear/cost often behavior motivator*
- Segmented target
- Proven communication methods
- Focus groups – *behavior*
- Media reach and saturation
- Universal prevention strategy

SOCIAL NORMING

- Traditional Marketing Techniques
- Message focus is on *social norms*
- *Conformity as behavior motivator*
- Segmented target
- Proven communication methods
- Focus groups – *perceptions*
- Media reach and saturation
- Universal prevention strategy

• Positive Community Norms (PCN)

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- Target
 - COMMUNITY – COMMUNICATION FOCUSED ON DIALOGUE AND CHANGING PERCEPTIONS
- Communication
 - ENVIRONMENTS – CREATED TO COMMUNICATE NORMS ACCURATELY AND POSITIVELY
- Segment
 - FOCUS AUDIENCES – MULTIPLES AUDIENCES, MULTIPLE MESSAGES (THINK SECTORS)

• Positive Community Norms (PCN)

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- IT IS A PROCESS – NOT JUST STEP-BY-STEP
- GOAL:
 - CREATING LEADERSHIP
 - BUILDING CAPACITY
 - TRANSFORMING COMMUNITY

• Enough talk... Let's How-to-it

You do need a plan...

• SOCIAL MARKETING MIX STRATEGY

- PRODUCT
- PRICE
- PLACE
- PROMOTION
- PUBLICS
- PARTNERSHIPS
- POLICY
- PURSE STRINGS



•Friday Night Done Right

No Alcohol...No Dope

• SOCIAL MARKETING MIX STRATEGY

- PRODUCT
- PRICE
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- POLICY
- PURSE STRINGS



•Place

REMEMBER

COMMUNITY!!



•Promotion

REMEMBER

SATURATION!!



•Promotion



•Partnerships

Look familiar?

YOUTH

PARENTS

SCHOOL

YOUTH ORGANIZATIONS

BUSINESS

LAW ENFORCEMENT

MEDIA

FAITH COMMUNITY

CNIC GROUPS

HEALTHCARE

LOCAL GOVERNMENT

SUBSTANCE ABUSE TREATMENT PROVIDERS