



Using the Internet and social media to promote condom use in Turkey

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Abstract: Condoms are an important contraceptive method in Turkey, used by one in three couples using modern methods. However, withdrawal remains the most common form of contraception, resulting in many unwanted pregnancies. To address this issue and increase condom use in Turkey, DKT International, a social marketing enterprise, leveraged the high use of the Internet and social networking to help build Fiesta, a premium condom brand, and promote sales and condom use. By utilising a wide range of digital platforms – a new website, Facebook page, Google Adwords, an e-newsletter, viral marketing, banner ads and involving bloggers – Fiesta achieved strong recognition among the target audience of sexually active young people, though far more men than women. Retail audits, Internet analysis and sales performance suggest that using the Internet was instrumental in establishing Fiesta. Sales reached 4.3 million condoms (of which 8% were sold online) in the first 18 months. In contrast, Kiss, a far more inexpensive DKT condom, launched at the same time but with no digital campaign, sold 2.6 million. With the growing availability and use of the Internet and social media globally, family planning organizations should consider incorporating these technologies into their educational, outreach and marketing programmes. ©2011 Reproductive Health Matters. All rights reserved.

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TURKEY is often described as a country straddling the modern and traditional worlds, a characterization also true of Turkey's family planning practice. With a population of 74 million, Turkey's total fertility rate dropped from 4.3 in 1978 to 2.2 in 2008, while the use of modern contraceptive methods rose only modestly, from 31% to 46% between 1988 and 2008.¹ The most commonly used form of contraception continues to be withdrawal, constituting some 27% of contraceptive use.² As a result, the incidence of accidental pregnancy in Turkey is high, leading to an induced abortion rate of one in ten pregnancies.¹ Cultural norms regarding sex are still conservative, with the average Turk reticent to discuss sexual behaviour publicly.^{3,4} We concluded that social marketing could play an important role in lowering unin-

tended pregnancy rates and competing in the condom market.

Condoms are the second most used modern contraceptive method in Turkey, accounting for 14.3% of contraceptive use in 2008.¹ Approximately one in three couples that use modern family planning use a condom. The Turkish commercial condom market is approximately 80 million pieces annually⁵ with a diverse range and number of brands and variants. However, audits by the consumer research organization AC Nielsen indicated that prices in Turkey for high-quality branded condoms were relatively expensive, averaging US\$9.30 for a pack of 12. As a result, a number of inferior quality condoms (costing US\$2–3 per pack of 12) have flooded the Turkish marketplace. Social marketing programmes, in contrast, typically try to make

high-quality condoms available at a more affordable price.⁶

Internet marketing of safer sex: the evidence

In many industrialised countries, where the Internet is part of the media landscape, not-for-profit agencies, governments and commercial condom companies alike have started utilising the Internet to promote safer sex and condom use. A simple Google search for "safer sex" generates thousands of links to information, websites, articles and videos. This wide range of information is available, of course, to anyone with Internet access and is playing a role, sometimes controversial, in increasing understanding of safer sex.

A review of 15 years of information on sexuality on the Internet, including on safer sex, posted in developed countries, found a surprising number of gaps.⁷ Such sites are generally stand-alone and not integrated into larger condom use campaigns. In addition, many safer sex sites and messages are clinical, seemingly divorced from sex and pleasure, thereby reinforcing perceptions that safer sex is not pleasurable sex. Sorting through the massive amount of information can be daunting; indeed, Jones et al document how young people in the USA, exposed to an overabundance of information and disinformation on the Internet, have become wary of Internet-based sources for sex education.⁸ Nevertheless, the Internet has become an important source of information on sex and relationships.⁹

In developing countries, the few studies of Internet utilisation to promote safer sex on a significant scale were generally positive about the role the Internet can play. In China, for example, an online sex education experiment documented the impact on a group of students compared to a control group, concluding that the Internet represented an effective way to provide sex education to young people.¹⁰ In Brazil, the Internet has proven useful to DKT's social marketing of condoms for safer sex between men who have sex with men.¹¹

Large multinational condom manufacturers such as Durex and Trojan have recently opened Facebook pages, joining the ranks of companies who are taking advantage of social networking.¹² Commercial companies, however, generally focus on building product knowledge and brand personality in an effort to boost sales.

Internet access in Turkey

Turkey's use of the Internet is large and growing; there are, on average, 30 million Internet users per month with average weekly Internet use of 7.3 hours.¹³ Approximately 41% of households have access to the Internet, and the prevalence of high-speed connectivity is 70–80%. Turks, especially young people, have wholeheartedly embraced social media, using a wide range of "e-life" platforms, particularly Facebook. In addition, a significant number (15%) of Internet users make purchases online.¹³ By September 2010, Turkey boasted more than 22 million Facebook users, the fourth largest such community in the world.¹⁴ A media research company found that 22% of 15–24 year-olds in Turkey spend more than 20 hours monthly on the Internet. In addition, mobile media and Smart phone technology are on the rise, with more than 65 million mobile phones in use in 2008.¹⁵

DKT's condom social marketing objectives

DKT aimed to use the Internet for promoting safer sex and a new premium condom brand, Fiesta, to young professionals and young married couples in Turkey. The strategy would be to build brand personality, offer interactivity with consumers, provide parallel marketing opportunities, and facilitate both online and store sales.

A number of assumptions fueled the decision to invest in an online platform. These included the belief that the Internet would facilitate more open discussion on sexuality and condoms. In an October 2010 DKT online survey about sex, 57% of 13,000 Turkish respondents stated that they would use the Internet as their main source of information about sexual issues.¹⁶ Anonymous in nature, the Internet would allow those who were struggling with conservative norms surrounding sex and condoms, to engage and learn about the issues.

Another aim was to capture online sales while supporting sales through traditional channels, such as pharmacies and supermarkets. Evaluation of campaign effectiveness would include tracking Internet-related sales, and monitoring website activity through Google Analytics and Facebook data.

Establishing DKT Turkey as a private commercial company

DKT International is a non-profit social marketing enterprise dedicated to HIV prevention and

family planning through the marketing and distribution of high quality condoms and contraceptives. Given Turkey's relatively high per capita income and pricing models, the programme was likely to be financially sustainable without grant aid. Accordingly, DKT Turkey established itself as a private commercial company to engage the private sector with the goal of increasing condom use. No donor or Turkish government funds have been utilised.

Two condom brands, Fiesta and Kiss, were launched targeting the premium and value-for-money segments of the market, respectively. Although both products meet stringent quality standards, they are positioned differently through price, packaging and brand personality.

Fiesta's packaging is colourful, emphasizing the playful and fun personality of the brand,* with clear explanations of product attributes and benefits. The brand has 13 variants in flavour, shape and texture for increasing pleasure (a condom with battery-powered vibrating ring, flavoured condoms, dotted and ribbed condoms, and warming lubricant), enhancing performance (condoms to delay/prolong ejaculation, condoms with additional lubricant), or ensuring safety (classic condoms, XL size). Pricing for 12 condoms was set at 70% of the most expensive brands in Turkey (10 Turkish lira or US\$6.70). This price was competitive but not so low as to raise consumer concerns about quality, and put Fiesta at the middle of the market.

Fiesta was launched in February 2009 and sold through pharmacies, supermarkets, petrol stations, and small shops. Due to budgetary constraints, a limited educational and advertising campaign supported the launch using television, cinema and print. The Internet was heavily utilised to support the advertising and promotional efforts.

At the same time, a second, lower-priced condom branded "Kiss" was launched. This featured fewer product variants and was positioned for safety and sensitivity. No promotional activity was developed, as the low price did not allow it. Distribution channels focused on lower-end outlets (in some cases both products were available in the same stores). The main selling point for Kiss was its low price (US\$3.30 for 12).

*Built largely on the success of the same brand in Indonesia.¹⁷

Establishing an Internet campaign: methods used

The main elements used in the online campaign were the website, a Facebook page and Google Adwords. A supporting role was played by promotion to the blogosphere, video uploads and viral marketing.

DKT commissioned MadeByCat, a well-established Turkish firm, to design a website (www.fiestacondom.com) for the official launch in March 2009. MadebyCat counselled that Internet users typically visit websites for reference (single or very few visits to obtain information), interactivity (multiple or continual visits such as to read news, or go to Facebook or YouTube) and shopping.

The Fiesta website, which also accommodated viewing from mobile phones, was designed primarily as a reference site that consumers would likely visit once to check product details and benefits or company background. The average length of time navigating a webpage is often less than a minute,¹⁸ so the site was designed to provide relevant information fast. Anecdotal evidence from consumers suggested that their main reason for visiting the website was to ensure the legitimacy and seriousness of the company and to learn product attributes and benefits, so that is where the emphasis was placed.

The home page primarily promoted products and sales although supporting the "fun" part of the brand was an important secondary focus. A second key page explained individual products and benefits. The website included a section entitled "safe sex" where visitors could access educational materials about condom use and HIV/AIDS. However, since such information was amply available on other websites, the Fiesta site focused on promoting condom use rather than HIV education. Similarly, the website featured a page where visitors could view TV commercials, download screensavers, and read their horoscopes. The premise of this section was to provide some entertainment and to associate the brand with pleasure and fun.

MadebyCat said we needed clear website goals to maximise the effectiveness of each visit and to assist the web design team in constructing the architecture and pathways for visitors. We wanted people to: 1) click on the "buy here" button, leading them to an online condom sales site and 2) get them to provide their e-mails to

receive the monthly Fiesta e-newsletter, which provided educational and promotional information. One such newsletter provided playful tips on condom negotiation that could be used with a partner unwilling to use condoms.

Web designers incorporated Search Engine Optimisation (SEO)* into the website, thereby increasing likely traffic to the site. In addition, the website included coding to track visitors through the free Google Analytics service.

In order to increase awareness of the website, the URL was highlighted in all marketing and office materials, ranging from TV commercials and print advertisements to business cards and invoices.

Facebook fan page and advertisements

Given its prominence among Turks, Facebook was the most obvious centerpiece for Fiesta's social networking. Starting in December 2009, DKT enlisted a public relations firm, Porter-Novelli Marjinal, to create and organize follow-up for a Facebook fan page (www.facebook.com/fiestacondom). Featuring the slogan "Fiesta believes that safe and fun sex is your right", they sought to create an interactive forum to educate, titillate and motivate fans and potential customers.

In addition to the main "wall", the Facebook page included information on Fiesta condoms, videos of advertisements, and polls on sex-related issues. Posts were added to the main wall several times a week and varied from educational (instructions on how to use a condom, information on how condoms are made), to behavioural (reasons to use a condom, correlating foreplay with condom use), and promotional (describing product types and benefits). Videos portraying condoms in a positive light were also featured.

Because interactivity generates attention from a Facebook fan's respective network of friends,[†] the moderators developed posts that would encourage questions and answers about condoms and provoke responses and opinions.

*SEO is the technical process of including wording and coding into the website in order to ensure it will be found in an online search.

[†]A fan is a person who indicates on a Facebook site that they like the site; a thumbnail of the site is then shown on fans' own Facebook pages, where their friends can click on it and get information, thus multiplying access to it.

Moderators found that videos and questions of a more sexual nature generated the most fan activity. Responses, which generally peaked during the 24 hours after a post and were predominantly from male fans, and tended to be straightforward and fairly open.

"It appears that, with your activities, condom use in Turkey has increased... I see couples and young people buying condoms. ["

The moderators also created a "Love Doctor", a red-headed nurse, who posed questions such as "With which film star would you spend a romantic evening?", "Is difference in age important for a couple?" and "What aphrodisiacs work for you?" Visitors to the page could reply, setting off discussion with other fans. Such posts were visible to friends of the respective fan, with a rippling effect through his/her network.

Posts provided an opportunity for fans to interact and have questions answered, such as how to combine condoms with foreplay or how long sexual contact should last.

Q: "What is the benefit of condom flavours?"

A: "The smell of a condom is important in relations. Fiesta condoms include a range of flavours and a fresh, non-rubber smell for non-flavoured condoms"

To increase the base of fans, advertisements promoted the Facebook page itself. These capitalised on Facebook's ability to target specific groups of people with different content and imagery based on demographics and keywords. For example, some advertisements targeted friends of existing Fiesta fans, using social bonds to increase interest in the page. In this way, social networking has an exponential effect: the 7,000 fan page members had more than 1.15 million friends (approximately 165 each). Adverts targeting these individuals noted that their friends were already Fiesta fans and encouraged them to join and purchase Fiesta online.

To attract men, one such ad included pictures of an attractive blond woman and said: "Your friend is already a member of the Fiesta fan page. You should join too and be among the first to learn about the fun." In contrast, an ad targeting women used a heart-shaped image with the word love in it, and said: "Fiesta believes that safe and fun sex is your right."

In order to balance out the fan page (which was overwhelmingly visited by men), DKT paid a higher price per click for adverts targeting women, thereby increasing the probability that they were aired.

Online promotion and sales of condoms

Facebook lent itself well to general condom promotion and sales as well. Fiesta was available through a number of trusted online stores with a range of payment and delivery options. In addition, the site encouraged those who purchased condoms to consider buying lubricant or take advantage of discounts on a second pack.

Using video and photo sites

Fiesta TV commercials as well as related condom videos were uploaded to popular video sites such as YouTube, Dailymotion, and Metacafe. These videos included Fiesta commercials and several condom Public Service Announcements developed with MTV. In addition, photographs of Fiesta were uploaded to photo-sharing sites like Flickr.com and Fotolog.com. With their wide reach, these websites offered an important (and free) channel to increase exposure to Fiesta. Within the first nine months, Fiesta advertisements were viewed approximately 100,000 times.

Involving bloggers

To influence bloggers writing about lifestyle and sexuality as well as online reporters, Porter-Novelli Marjinal sent them condom samples, educational materials, copies of videos, and other

artwork and information to fire their imaginations. Unlike the Facebook page, where direct informative posts were welcomed by fans, bloggers were generally interested in new and controversial information and generally shied away from direct attempts at brand marketing. To accommodate this, the PR agency focused on press releases giving bloggers exclusive information. When Fiesta launched the new condom flavour Turkish Delight, a popular local sweet, the news hit the blogosphere first, creating important word-of-mouth marketing. Similarly, a condom encased in glass was sent to bloggers with the headline 'In Case of Emergency, Break Glass', which generated positive blogs.

Viral marketing

The use of viral marketing is well established commercially – companies develop a video, a game or an interaction that is enjoyed and forwarded by people to their friends. "Virals" are seeded to the Internet and, with consumer participation, can reach significant numbers.

DKT believed that Fiesta would lend itself well to the viral concept as condoms are often associated with funny or embarrassing circumstances. DKT commissioned a video production company to develop and manage a viral campaign for Fiesta's battery-powered vibrating ring. The viral contained a 30-second video which captured three young women (ostensibly unknowingly) talking about their sex lives and how improved they were by using the vibe condom. The video was uploaded to the Internet



Fiesta Facebook advertisements

in May 2010 via a fictitious female Facebook fan, who had been established several months prior. Through her network of friends, the viral was shared and re-posted, and had obtained more than 150,000 views within three months – a promising start.

Google Adwords

Adwords are small advertisements that appear on the search engine page of Google. Depending on the keywords used during a search, short advertisements will appear, offering products and services that correlate to the keywords. This enables advertisers to provide highly relevant information to potential customers.

DKT developed several Adword campaigns, each with multiple advertisements and different keywords to test and maximize relevance of ads to consumers. While many organizations outsource such work, DKT managed this platform independently by establishing an account at the easy-to-use website <www.adwords.google.com>.

One such ad said: "Fiesta condoms come in a range of variants. Affordable prices. Click here." This guided potential customers to the Fiesta website and online stores that sell condoms. Over an eight-month period in 2010, Fiesta ads were displayed two million times, generating more than 28,000 clicks on a store website, a reasonable rate of 1.4%, costing DKT US\$0.13 per click.

E-mail marketing

To engage consumers and maintain top-of-mind brand loyalty, DKT partnered with an e-marketing firm, EuroMessaging, to develop regular e-mail newsletters to customers who had signed up for them. The newsletters were primarily commercial in nature, explaining product benefits and features to readers and showing them how to purchase from the online store. Each e-newsletter included an invitation to join the Facebook page. Occasionally, educational information was incorporated into the newsletter. Once sent, the newsletters could be tracked by Euromessaging to determine if they were opened and which parts were read or clicked. In addition, separate e-newsletters targeted pharmacies and supermarkets, to encourage them to stock Fiesta condoms.

Banner advertising

Banner ads are small, rectangular billboards embedded into the web page of an organization

or group that, when clicked, link to the website of the advertiser. Such advertisements are generally prepared by an advertising or design agency. The organization whose websites display banner ads generally charge a fee for this.

Because of the costs, we made limited investments in this area. However, DKT placed several banners on the website of KaosGL, a gay and lesbian rights organization, which promoted the organization's education work and partnership with Fiesta.



Banner on Kaos GL's website: "Which of Fiesta's 13 condoms is best for you? Click here to find out."

Evaluation

To evaluate the effectiveness of the 18-month campaign, DKT and partnering companies monitored web activity with Google Analytics, Facebook 'Insight' data, and other proprietary monitoring tools. In addition, online sales data provided a bottom-line indicator of success.

Google Analytics* showed that from the launch in February 2009 through August 2010, the Fiesta website received more than 315,000 visits, averaging 2.8 pages and 1:33 minutes per visit. Ninety per cent of these visits were new, with a majority

*Google Analytics is free and needs to be encoded into the website during development.

of traffic emanating from Facebook, Google Adwords and an online Internet promotion offering free samples. A series of Fiesta television spots in mid-2010 also led to frequent spikes in visitors. While most visitors came from large cities, many were from small- to medium-sized towns.

Most visitors viewed product information and company background, rarely looking at the safe sex or fun pages. This confirmed early suspicions that the website would not be a source of entertainment or education.

Facebook provided a weekly 'Insights' report with detailed information about the number of active fans, post views, feedback, comments, and fan demographics. By October 2010, the page had more than 7,000 members, 72% of whom were men, with an average of 5,000 fans visiting the page weekly. The majority (44%) of Facebook members were aged 18–24 and came from large cities – mirroring data obtained from Google Analytics. In addition, many people visited the site on a regular basis but did not become official "fans" – perhaps due to embarrassment associated with the sexual nature of the content and a desire not to have others find out they were visiting a condom page.

The Facebook moderators further gauged consumer interest by the number of fan "likes" and comments on each post, providing anecdotal information about what sparked interest and discussion. The Love Doctor, videos about condoms, and questions of a sexual nature, tended to deliver the highest return.

More than 223 million Fiesta adverts were shown on Facebook during the first eight months of 2010, generating a total of 141,000 clicks, costing an average US\$0.05 per click. Many clicks converted to immediate sales at one of the largest online stores in Turkey.

Most importantly, DKT Turkey sold more than 4.3 million Fiesta condoms, of which nearly 350,000 (about 8%) were sold online – a higher than average proportion of online condom sales for a middle-income country and significantly higher than in typical social marketing programmes. In Brazil, Romania and Mexico, for example, online sales of socially marketed condoms have been less than 1%.^{19,20} In most social marketing programmes in lower-income countries, few if any condoms are sold via this channel.

While retail condom sales in Turkey can be monitored using audits such as those provided

by AC Nielsen, no such tools are available for online sales. However, product rankings serve as a useful proxy for general sales. In this regard, Fiesta performed well, becoming one of the most available condoms online in general and the top-selling condom for the largest online store in Turkey.

By comparison, DKT's Kiss condom, whose affordable price likely played a key role in driving sales, was not promoted on the Internet or through media of any kind. Sales of Kiss reached 2.6 million during the same period, but Fiesta generally outsold Kiss each month.

Discussion

It is difficult to disaggregate the role that the Internet played in achieving these results. However, there is no doubt that the online platforms directly contributed to condom sales online and, tangentially, through other channels.

In addition, Fiesta's online presence provided an opportunity for hundreds of thousands of potential users to develop a more intimate relationship with condoms as a dynamic, young and international product. Using the Internet also enabled discussions on sensitive issues about sexuality with no protest or problematic feedback, which would not have been possible in other settings.

The combined cost of the Fiesta Internet platform was approximately US\$50,000. In addition, DKT invested approximately \$1.5 million in other promotional activities such as advertising, print, television and cinema during the same period. These investments helped drive commercial sales through traditional outlets and built up the Fiesta brand to both consumers and store-owners, who were reticent to stock a product unless they saw it advertised.

On a "condom per dollar" investment basis, online investment proved highly effective. An overall investment of \$1.55 million reaped 4.3 million condoms sold for a ratio of \$0.36 per condom. In contrast, the Internet investment of \$50,000 delivered 350,000 units sold for a ratio of \$0.14 per condom.

Including and reaching women through the Internet proved to be challenging – perhaps due to the more conservative role that women are expected to play regarding condoms and sexuality in Turkey. Men were much more likely to join the Facebook page and post information

than women, even though we spent more to advertise to and acquire female fans. While marketing of condoms in traditional societies is most often targeted to men, DKT believed it was important to include women in online discussions and outreach to achieve a more balanced conversation and avoid stigmatizing condoms and condom use as a male-only activity.

Other social marketing programmes have started to examine the role that the Internet can play in marketing and selling condoms. Programs in China, Brazil, and Indonesia^{21–23} are effectively using the Internet and social media platforms to market condoms. Even in poorer countries like Mozambique, where use of social networking is low but growing, programming now includes Facebook as a viable and effective way to reach young people.²⁴

Due to budget constraints and the anonymous nature of social networking, we did not carry

out research or surveys to monitor behaviour of those who interfaced with the campaign. Activity levels on the Internet and sales of condoms can serve as proxy measures of behaviour change. While reliance on sales data may be a limitation of this (and other) social marketing interventions, accurately measuring sexual behaviour change for any intervention is an expensive challenge at best, leaving proxy sales as a useful and consistent key metric. More in-depth research would be useful to assess the role that Internet platforms have played in safer sex behaviour and social norms. While some components of such campaigns require financial investments, many are free. With the growing availability and use of the Internet and social media globally, family planning organizations should consider incorporating Internet and social media platforms as an integral part of their educational and outreach programmes and promotional campaigns.

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Résumé

Le préservatif est un contraceptif important en Turquie où un couple pratiquant une méthode moderne sur trois l'utilise. Néanmoins, le retrait demeure la forme la plus fréquente de contraception, aboutissant à de nombreuses grossesses non désirées. Pour corriger cette situation et augmenter l'utilisation du préservatif en Turquie, une entreprise de marketing social, DKT International, s'est servie de la large couverture d'Internet et des réseaux sociaux pour faire connaître Fiesta, une marque haut de gamme de préservatifs, et promouvoir la vente et l'emploi du préservatif. Avec un vaste éventail de plateformes numériques (un nouveau site Internet, une page sur Facebook, Adwords de Google, un bulletin électronique, le marketing viral, des bandeaux publicitaires et l'implication de blogueurs), la marque Fiesta est parvenue à une forte reconnaissance parmi le public cible de jeunes sexuellement actifs, quoique beaucoup plus chez les hommes que chez les femmes. Les audits des points de distribution, les analyses sur Internet et les résultats des ventes suggèrent que le choix d'Internet a été déterminant pour établir Fiesta sur le marché. Pendant les 18 premiers mois, 4,3 millions de préservatifs Fiesta ont été vendus (dont 8% en ligne), contre 2,6 millions pour Kiss, un préservatif de DKT nettement moins onéreux, lancé en même temps, mais sans campagne numérique. Avec la disponibilité et l'utilisation croissantes d'Internet et des médias sociaux dans le monde, les organisations de planification familiale devraient envisager d'inclure ces technologies dans leurs programmes d'éducation, de vulgarisation et de marketing.

Resumen

El condón es un importante método anticonceptivo en Turquía, empleado por una de cada tres parejas que usan métodos modernos. Sin embargo, el retiro (coito interrumpido) continúa siendo el método anticonceptivo más común, lo cual ocasiona muchos embarazos no deseados. Para tratar este asunto y aumentar el uso del condón en Turquía, DKT International, una empresa de mercadeo social, aprovechó el uso frecuente del Internet y redes sociales para ayudar a crear Fiesta, una marca de condón de superior calidad, y promover las ventas y el uso del condón. Mediante una gran variedad de plataformas digitales –nuevo sitio web, página de Facebook, Google Adwords, un boletín informativo electrónico, marketing viral, banderolas publicitarias y la participación de bloggers– Fiesta consiguió un gran reconocimiento entre su audiencia objetivo de personas jóvenes sexualmente activas, aunque muchos más hombres que mujeres. Las auditorías de negocios, análisis de Internet y rendimiento de ventas indican que el uso del Internet desempeñó un papel decisivo en establecer Fiesta. Las ventas ascendieron a 4.3 millones de condones (de los cuales el 8% se vendió en línea) en los primeros 18 meses. Por contraste, se vendieron sólo 2.6 millones de Kiss, un condón de DKT mucho más barato lanzado a la misma vez pero sin campaña digital. Con la creciente disponibilidad y uso del Internet y medios sociales de comunicación mundialmente, las organizaciones de planificación familiar deben pensar en incorporar estas tecnologías en sus programas de educación, marketing y extensión a la comunidad.