Promoting the CycleBeads® App on Social Media

To increase access to family planning options and to promote healthy timing and spacing of pregnancies, the Passages Project supported a social media campaign of the CycleBeads Android app. This intervention, carried out in Rwanda and Uganda, relied on a range of social media approaches to promote the raise awareness of the CycleBeads mobile app.

CycleTechnologies, the developer of the CycleBeads app, implemented a paid campaign on Facebook and Instagram.

Two local implementing organizations – Health Development Initiative-Rwanda (HDI) and Uganda Protestant Medical Bureau (UPMB) – amplified the conversation about CycleBeads by working with local social media influencers.

Social Media Campaign

Facebook and Instagram ads directed at women ages 18-39 with an Android phone featured a variety of photo and visual assets with variations of text. Messaging in the ads promoted the CycleBeads app as natural, free to download, free of side effects, and as an effective pregnancy prevention method.

What is the CycleBeads App?

Based on the Standard Days Method® of family planning, the CycleBeads mobile app tells women what day of her cycle she is on, whether it is a fertile or infertile day. The user views this information on a virtual set of CycleBeads or on a calendar format.

Implementing Organizations

Cycle Technologies creates family planning innovations to help women prevent or plan pregnancy without side-effects
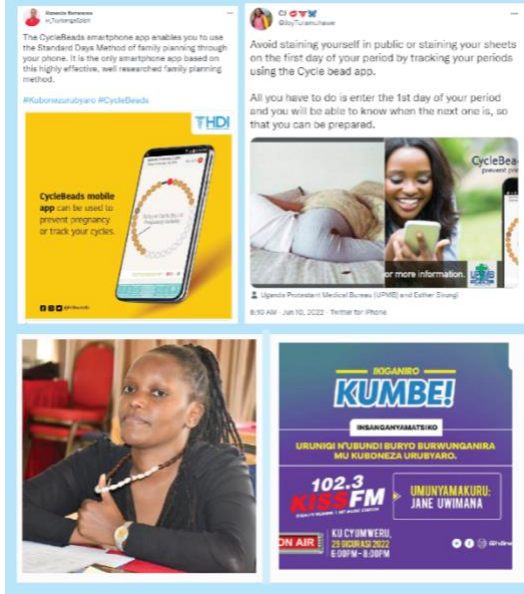
Health Development Initiative-Rwanda (HDI) advocates for and supports inclusive, health friendly policies and services for everyone.

Uganda Protestant Medical Bureau (UPMB) is the coordinating body for the Protestant Health Services in Uganda.

Influencers Amplifying Messages

HDI and UPMB worked with social media influencers to promote CycleBeads with their target audiences. The influencers were selected based on the demographics of their followers. The size of the influencers' audience varied widely, from about 1,000 to more than 74,000 followers. Both the partners and influencers used social media platforms – including Twitter, YouTube, Instagram, Facebook, and WhatsApp – to amplify the social media campaign and established hotlines for CycleBeads app users to call with questions. HDI's hotline received over 10,000 calls. HDI also hosted live Twitterspace events with reproductive health experts to discuss family planning, self care and feature the CycleBeads app as a family planning option available through free-download on mobile phones. Over 3,500 people attended the first Twitterspace dialogue. The app was further promoted via a series of eight radio shows to explain how the app works, who can use it, and how to download it.

Influencer Posts

Campaign Results

The partners found social media to be an effective way to reach the target audience. CycleTechnologies, the app developer, as well as HDI tracked different data analytics to assess the campaign's impact. Their findings indicate that the campaign was able to reach a broad audience and encourage online conversation about family planning in general and CycleBeads specifically, beyond the influencers themselves.

- 21 million total impressions
- 526 total mentions
- 146 unique authors
- 3.5 million users reached

	Android App Installs	Installs from directly from Facebook, Instagram
Rwanda	3,278	946
Uganda	1,785	226

https://www.irh.org/standard-days-method-resource-repository