Lightbulb moments and social movements

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Thanks to ...
A lightbulb moment ...
Conversation is king.

Content is just something to talk about.

- Cory Doctorow
Studying powerful social movements
A social movement model for social marketing

- Common cause
- Coordinated campaign
- Connection
- Catalyst
- Conversation
People are driving too fast for New Zealand roads

... and vehemently rejecting changes to speed limits
Common cause
Where can we meet our audience?

Current conversation
It is the (other) driver’s fault. Improve the (other) driver!

Common ground
Some roads are hard to read. Help me read the road. Some roads are not

Rejected conversation
Speed is dangerous. We should drive slower and support changes to speed limits.

Local roads
Conversation
Creating a set of principles to guide us

1. Every conversation counts
2. Meet the conversation where it happens
3. Conversation is an exchange (you also have to listen)

Every voice counts
Conversation is real (use your own voice)
Use research insights to guide you
Coordination & connection

- Programme philosophy
- Research and insights
- Coordination and sharing
- Community engagement tools
- Media engagement tools
- Training and capability building
Speed management guide
Volume 1: the speed management framework
What’s working?

- Link to policy and technical people
- Building trust and growing demand
- Politically “safe”
- Easy to join
What’s challenging?

- Complexity
- Individual effort
- Measurability
- Organic v random