

**Report Launch: Targeting Social Protection: How to Reach Those in Need****March 31, 8am – 9 am ET****SOCIAL MEDIA MESSAGES****CONTENT LINKS FOR PROMOTION**


- WB Live Event: <https://live.worldbank.org/events/targeting-social-protection-how-reach-those-need?>
- Report Page: <https://openknowledge.worldbank.org/handle/10986/37228>
- Press Release Page: <https://www.worldbank.org/en/news/press-release/2022/03/31/fit-for-purpose-social-protection-targeting-key-to-supporting-those-in-need>
- 2-Pager: <https://thedocs.worldbank.org/en/doc/74a14b907976dea03d60d86b3394ef4b-0140012022/original/211814-2-pager-At-a-Glance-TargetingSocialAssist-FINAL.pdf>
- Blog: <https://blogs.worldbank.org/voices/there-best-way-target-social-assistance>
- Video: [https://www.youtube.com/watch?v=Tzm9r91DBnc&ab\\_channel=WorldBank](https://www.youtube.com/watch?v=Tzm9r91DBnc&ab_channel=WorldBank)
- GIFs and Postcards: <https://drive.google.com/drive/folders/1xuW9q6k7-6Yc53jOEI-9aS2qUP9nVoZh>


**SOCIAL MEDIA HANDLES**Twitter: [@WorldBankLive](#), [@WBG\\_SPLabor](#)Hashtag: [#TargetedProtection](#) [#UniversalSocialProtection](#)**TWEETS POINTING TO THE LAUNCH EVENT**Why is targeting important in achieving [#UniversalSocialProtection](#)?


- ✓ For a given budget, prioritizing poorer households can produce more progress
- ✓ Targeting makes programs fit for purpose as needs differ


Learn more: <http://wrlld.bg/MASW50I9Bz4> [#TargetedProtection](#)

[#DYK](#) there are different social protection targeting methods?

 self-targeting

 geographical

 demographic

 household welfare based


[#TargetedProtection](#) aims to reach those most in need & can help achieve [#UniversalSocialProtection](#).

Learn more: <http://wrlld.bg/MASW50I9Bz4>

#### TWEETS POINTING TO THE REPORT PAGE

Social assistance targeting helps focus limited resources on the neediest and helps achieve [#UniversalSocialProtection](#).

 report: <http://wrlld.bg/xUaf50Iqu2G> [#TargetedProtection](#)

There is no one-size-fits-all approach when it comes to targeting social assistance programs. What factors must be considered when deciding whether and how to do so?  report explores this topic: <http://wrlld.bg/xUaf50Iqu2G>

[#TargetedProtection](#) [#UniversalSocialProtection](#)

Why are good delivery systems critical for implementing [#socialprotection](#) programs?

- reduce transactions costs for beneficiaries
- minimize inclusion errors
- facilitate crisis response
- improve access

Learn more: <http://wrlld.bg/xUaf50Iqu2G> [#TargetedProtection](#)

[#DYK](#) : [#socialprotection](#) targeting methods vary by region and income level? Low & lower middle-income countries are more likely to use geographic targeting. Sub-Saharan countries are most likely to use community-based methods.

 report: <http://wrlld.bg/MASW50I9Bz4> [#targetedprotection](#)