Report Launch: Targeting Social Protection: How to Reach Those in Need

March 31, 8am – 9 am ET

SOCIAL MEDIA MESSAGES

CONTENT LINKS FOR PROMOTION

- Video: https://www.youtube.com/watch?v=Tzm9r91DBnc&ab_channel=WorldBank
- GIFs and Postcards: https://drive.google.com/drive/folders/1xuW9q6k7-6Yc53jOEl-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://wrld.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://wrld.bg/MASW50I9Bz4](http://wrld.bg/MASW50I9Bz4)

**TWEETS POINTING TO THE REPORT PAGE**

Social assistance targeting helps focus limited resources on the neediest and helps achieve #UniversalSocialProtection.

[http://wrld.bg/xUaf50Iqu2G](http://wrld.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? [http://wrld.bg/xUaf50Iqu2G](http://wrld.bg/xUaf50Iqu2G) report explores this topic:

#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://wrld.bg/xUaf50Iqu2G](http://wrld.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.

[http://wrld.bg/MASW50I9Bz4](http://wrld.bg/MASW50I9Bz4) #targetedprotection