



*iSMA seeks to capture and spread good practice in Social Marketing internationally. iSMA supports the translation of the global consensus definition of Social Marketing into as many languages as possible as part of this process of sharing best practice.*

### **The Global Consensus Definition of Social Marketing:**

“Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviour that benefit individuals and communities for the greater social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable, and sustainable.”

### **Tagalog translation:**

**Ang Social Marketing ay naglalayong mapaulad ang mga konsepto ng marketing at ipagsama ang mga ito sa iba't ibang disiplina upang maimpluwensiyahan ang gawi at pag-uugali ng mga tao at ng kanilang mga komunidad para sa ikabubuti ng lipunan. Ang praktis ng Social Marketing ay ginagabayan ng mga prinsipyong etikal. Ito ay naglalayong pagsamasamahin ang pananaliksik; pinakamahasay na kasanayan; teorya; pananaw ng tagapanood, tagapakinig, at mga katuwang upang makapag-bigay ng batayan para sa mga hulmadong programang pagbabago sa lipunan na batid ang kompetisyon. Ang mga programang ito ay inaasahang magiging mabisa, mahusay, makatarungan, at likas-kaya.**

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