



A Social Marketing Campaign for the 16 Days of Activism Against Gender Based Violence 2016

Evaluation Template

Evaluation is an important part of the work we are doing together. We hope that you are able to supply us with some basic information to enable us to evaluate the success of the #GE4Us, 16 Days of Activism campaign. Your contribution to this process feeds into the larger regional evaluation for Together for Equality & Respect. It is important to us that we have all the information possible in order to understand the value of undertaking campaigns such as #GE4Us, and would appreciate your support in this evaluation process to do so. We have made this process as simple as possible for you.

Key points to help us gather information:

- Remember to use the official campaign hashtag on your posts and tweets - **#GE4Us**. This will enable us to track the campaign for evaluation purposes.
- Also make sure you use #VicAgainstViolence and #16days to link in with state-wide and international campaigns!

What are we hoping to achieve through this social media campaign and how will we measure it?

1. We are aiming to **raise awareness** of Gender Equality and Prevention of Violence Against Women. We will evaluate this through collecting information such as: impressions, reach, and amplification through shares, where relevant from social media platforms.
2. Engagement: we will measure this through likes, shares, re-tweets, comments, photo uploads and active use of the campaign hashtags.
3. We want to drive traffic from social media platforms to the WHE website which will be featuring all the Ambassador Stories from the campaign, in addition to information on gender inequality and gender based violence. This will be measured through website Google Analytics, and by tracking website traffic pathways by using specific and unique URL's for each social media platform your organisation uses. (You will be provided with these).

What do we need from you?

- Specific use of organisational URL's we have provided for each platform (Facebook, twitter, email, E-signatures) , so we can work out which platforms we are using in the region and how successful each of these are for the campaign. This will help to inform which platforms we can utilise best in next year's campaign.
- We need you to provide us with information on each of your platforms which is outlined in the tables on the following pages. This information will allow us to measure the combined volume, exposure and engagement rates, for the entire region.
- We would love you to share our 'Poll' which will allow us an added method of engagement; this will be sitting on the WHE Facebook page throughout the 16 days. You can go to our page and share from there.

What will WHE be measuring?

- We will be measuring the above information on our own social media platforms, in addition to measuring the traffic to our website. We will be measuring where the traffic is coming from, how long they are staying, what they are looking at, and who they are (where possible). This will tell us which platforms are most successful at driving traffic and engaging the community, how long people are engaged for and what types of people are engaged. The purpose of this is to ensure even greater/ more impactful engagement with your community across platforms and using communication channels that work best for you in following years/campaigns.

SOCIAL MARKETING ACTIVITIES

Social marketing activities could include e-signatures, community workshops, poster displays, and bulletins/newsletters. Please complete the questions for each social marketing activity

What was your #GE4Us activity/event?

Who did your activity or event reach, and how many people were reached (approx.)? Eg. Staff, community members.

Did you use any of the following promotional #GE4Us resources? Please circle as appropriate.

- The 16 campaign social media memes Y/N
- Campaign poster Y/N
- Campaign newsletter Y/N
- Campaign email Y/N

Other Social Media platforms:

If you use any other social media platforms, to promote the campaign, we encourage you to create a table similar to the above to capture how you are contributing to the #GE4Us campaign.

Thank you for being part of this campaign and for taking the time to evaluate its impact. Please email this completed evaluation form to Jayde at JMcBurnie@whe.org.au and please contact us if you have any questions, or need any support.