

#HANDSUP FOR GENDER EQUALITY

A SOCIAL MARKETING CAMPAIGN FOR THE 16 DAYS OF ACTIVISM AGAINST GENDER BASED VIOLENCE



WOMEN'S HEALTH EAST SOCIAL MEDIA

EVALUATION RESULTS



7,405
PEOPLE REACHED

VIA FACEBOOK



34

FACEBOOK POSTS

ABOUT THE CAMPAIGN, INCLUDING 28 DIRECT POSTS AND 6 SHARES OF PARTNER POSTS



349

LIKES OR SHARES

OF CAMPAIGN POSTS



TOP FACEBOOK CAMPAIGN POSTS

Women's Health East
December 1, 2015 · 🌐

Awesome! Thanks for the support! #handsUp for Gender Equality #16Days #EndVAW

Knox groups' pledge for gender equality
HERALDSUN.COM.AU

1,000 people reached Boost Post

12 Likes 2 Comments 1 Share

Women's Health East
November 29, 2015 · 🌐

Let's put our #HandsUp for all relationships to be respectful and equal. When this becomes the norm rather than the exception we will be much closer to achieving gender equality. #HandsUp for preventing violence before it occurs! #PVAW #16days

#HandsUp for equal and respectful relationships
#HandsUp for Gender Equality campaign

861 people reached Boost Post

15 Likes 12 Shares

OVER
TWEETS 65
FROM THE WHE TWITTER
ACCOUNT

139
LIKES

OVER
28,000
IMPRESSIONS*
ON TWITTER OVER THE 16 DAYS OF ACTIVISM



*Number of times users saw the Tweet on Twitter.

184
RETWEETS

49
LINK CLICKS

Women's Health East @WHEast
.@FRichardsonMP @kristineolaris & Jane Fenton from @QVWCmelb have their #HandsUp for Gender Equality. #VICforWomen pic.twitter.com/MihbgCYUAK

1,233 IMPRESSIONS

1,135 IMPRESSIONS

Women's Health East @WHEast
Day 10: Lets put our #HandsUp for equal pay For men and women doing equivalent jobs to be paid equally! #16Days pic.twitter.com/uhQH8R8QWd



TOP TWEETS

#HANDSUP WAS TRENDING*

Women's Health East @WHEast

#HandsUp is trending! Keep the messages about gender equality coming. #16days #victoriaagainstviolence

Australia Trends @trendinaliaAU
The 3 most active users for #HandsUp were:

@WHEast (98 Tweets & RTs)
@WHGrampians (56)

RETWEET 1 LIKES 3

9:57 AM - 2 Dec 2015

*A twitter trend refers to a hashtag driven topic that is immediately popular at a particular time.

