

#GE4Me

Gender Equality for Me

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

EVALUATION SUMMARY

An analysis of Women's Health East's Social Media Platforms, and other
#GE4Me Social Marketing Activities.
(Please note: regional data will be available soon)



44
FACEBOOK POSTS

31 direct posts and 13
shares of partner posts

OVER

6000

**PEOPLE
REACHED VIA
WHE
FACEBOOK**

**265 LIKES OR
SHARES**

of campaign Facebook posts



TOP FACEBOOK POST

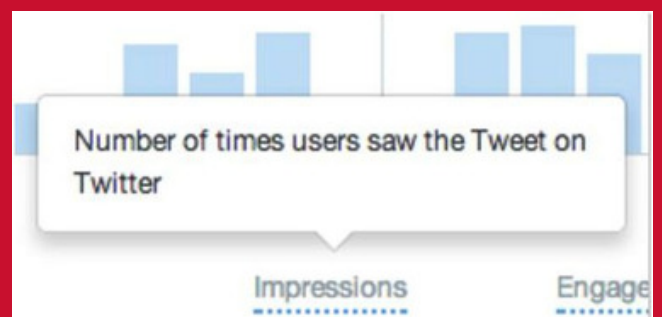


33 TWEETS

about the campaign from the
WHE Twitter Account

**OVER 30,000
IMPRESSIONS**

on Twitter over the 16 Days



TOP TWEET



Women's Health East @WHEast · Nov 28
"#GE4Me means equal media coverage for women's
sports" - Claire, WHE Health Promotion Officer. #16Days
#VICforWomen pic.twitter.com/pptDgrhzv5

2,095 Impressions



149 RETWEETS



176 LIKES

of campaign posts on Twitter

OTHER CAMPAIGN STATS

PBS #GE4ME RADIO PROMOTION

- 786,000 listeners over three weeks

#GE4ME CINEMA AD PROMOTION

- #GE4Me advertisement featured on all screens for all movies across Eastland and Forest Hill Hoyts cinemas for one month
- Estimated exposure of over 82,000 people

#GE4ME MUGS

- 114 mugs distributed to leaders from the region
- 20 leaders posted pictures with their mugs on social media



Women's Health East
Investing in Equality and Wellbeing for Women

TOGETHER FOR
EQUALITY & RESPECT

