

# #HANDSUP FOR GENDER EQUALITY

AS SOCIAL MARKETING CAMPAIGN FOR THE 16 DAYS OF ACTIVISM



## EASTERN METROPOLITAN REGION OF MELBOURNE EVALUATION RESULTS



**24,021**  
PEOPLE REACHED  
VIA FACEBOOK



**78**  
FACEBOOK POSTS  
ABOUT THE #HANDSUP CAMPAIGN



**1096**  
ENGAGEMENTS  
OF CAMPAIGN POSTS



OVER  
**46,000**  
IMPRESSIONS

ON TWITTER OVER THE 16 DAYS OF ACTIVISM



\*Number of times users saw the Tweet on Twitter.

OVER  
**132**  
TWEETS

FROM TWITTER ACCOUNTS ACROSS  
THE REGION

**777**

ENGAGEMENTS

INCLUDING LIKES, RE-TWEETS AND LINK CLICKS

## #HANDSUP WAS TRENDING\*



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

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

## SOCIAL MARKETING ACTIVITIES

### WITHIN ORGANISATIONS:



- CAMPAIGN EMAIL SIGNATURES FOR STAFF
- E-BULLETINS TO STAFF ABOUT THE CAMPAIGN
- PROMOTION VIA INTERNAL STAFF WEBSITES
- DISPLAYING CAMPAIGN PICTURES & POSTER AROUND THE OFFICE
- ENGAGING STAFF IN WORKSHOPS TO WRITE THEIR OWN #HANDSUP MESSAGES IN THE TEMPLATE TO DISPLAY AROUND THE OFFICE
- ORGANISATIONAL #HANDSUP PHOTOS
- ORGANISATION NEWSLETTER ARTICLES ABOUT THE CAMPAIGN

### WITH COMMUNITY:

DISPLAYING #HANDSUP MESSAGES AROUND PUBLIC SPACES



ENGAGING COMMUNITY MEMBERS AT STALLS AND IN WORKSHOPS TO WRITE THEIR OWN #HANDSUP MESSAGES IN THE TEMPLATE



#HandsUp  
for gender equality

