HSJ Value Awards 2019 Communication Initiative Award

Let’s Get Real – supporting information

1. Campaign resources

As part of this campaign, we produced a poster and two-sided postcard in both electronic and hard copy form which were distributed widely throughout our networks. This was aimed both at raising awareness of the campaign and also driving traffic to our dedicated website and prize draw. We used a range of methods to promote and distribute these resources including our social media accounts and those of our partners, community events and targeted work (in predominantly male settings) and workplaces. In addition, targeted mailshots were also sent to GP surgeries, leisure centres and libraries in order to increase the dissemination of the campaign and key messages.

2. Social media promotion

Our social media campaign produced mixed results with positive engagements on the posts (likes, shares, post views) but lower than anticipated numbers clicking on the link to the website. We were pleased that the data showed positive engagement with the male demographic as 63% of total page views came from men. Our (South Gloucestershire Council’s) promotion of the previous year’s Mental Health Awareness Campaign showed that 14% of total website views during that period came from men (which we have often found a difficult demographic to engage in health campaigns).

It was also good to see that the 45-54 age group was the highest in terms of numbers so we did target the campaign predominantly at this age group. Combined with the gender demographic data, this seems to suggest that we targeted our promotion effectively in terms of gender and age. This may also be a contributing factor in the overall website traffic being lower than we initially hoped and anticipated as we have previously fund that female users have engaged more with health campaigns via social media (including mental health awareness week).

It is also interesting to note that the time period in which the most page views took place was between 12-2pm as this coincides with physical events (particular at sports grounds at weekends) during the campaign month. This leads us to believe that the face to face engagement was effective in driving traffic to the website (many people went straight to the website while speaking to us).
2:1 Social media - Notable trends and outcomes

*Note: the below website data is taken from the demographic data available in Google Analytics and is only for a proportion of the users (demographic data was not available for every user) but gives an indication of the overall demographics.*

*We have showed some of the results alongside those from our campaign activity for the 2017 Mental Health Awareness Week for comparison.*

**Facebook (Taken from Facebook Analytics – South Gloucestershire Council account only)**

- The two SGC boosted Facebook posts reached a total of 17,559 and had a total of 324 total engagements with a £200 budget. For the 2017 SGC Mental Health Awareness week campaign, the single boosted post reached 51,205 people with 1,361 engagements on a £100 budget.
- For the eight Facebook posts on the SGC account, there were a total of 390 total post clicks, of which 97 (24%) went on to click on the link. For the single MHAW 2017 post there were 2,520 post clicks of which 1,162 (46%) went on to click on the link.
- There were a total of 17 comments over the 8 Facebook posts compared to 117 for the MHAW 2017 boosted post.

**Website (Taken from the available data on Google Analytics)**

**Gender demographics**

- 63% of page views came from male users and 36% from female users. During the SGC Mental Health Awareness week 2017 campaign the viewership was 86% female and 14% male.
- 49% of page views from male users were on the quiz page compared to 39% for female users.

**Age demographics**

- The age group with the highest number of views of the home page was the 45-54 demographic and for the quiz page this was the 25-34 demographic.

**Viewing times**

- The first week of the campaign saw the largest amount of traffic to the site and the final week saw the lowest, with 954 page views during the first week and 381 page views during the final week.
- The most popular viewing time was between 12pm-2pm.

**Overall page views**

- There were a total of 2,681 page views of the “letsgetreal” website during the one-month campaign period. For Mental Health Awareness Week 2017, there were 2,365 page views of the SGC Mental Health webpages during the one-week campaign period.
2:2 Social media- toolkit and engagement with partners

As part of the social media toolkit that was produced for this campaign, we provided a list of our partners’ social media accounts along with details of their membership and potential reach.

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moveember</td>
<td>@MovemberUK 131000</td>
<td>@MovemberUK</td>
<td>531000</td>
<td>@Movember 100000</td>
</tr>
<tr>
<td>Bristol, North Somerset and South Gloucestershire CCG</td>
<td>@BNSSG_CCG 3124</td>
<td>@BNSSG_CCG</td>
<td>7016</td>
<td>@BNSSG_CCG 158</td>
</tr>
<tr>
<td>Bristol City FC</td>
<td>@BristolCityFC 124492</td>
<td>@BristolCityFC</td>
<td>163000</td>
<td>@BristolCityFC 45500</td>
</tr>
<tr>
<td>Bristol Rovers FC</td>
<td>@officialbristolrovers 109000</td>
<td>@Official_BRFC</td>
<td>80300</td>
<td>#BristolRovers 7961</td>
</tr>
<tr>
<td>Bristol Bears</td>
<td>@bristolbears 31000</td>
<td>@BristolBearsCF</td>
<td>65100</td>
<td>@bristolbearsfc 21700</td>
</tr>
<tr>
<td>South Gloucestershire Council</td>
<td>@sglscouncil 9200</td>
<td>@sglscouncil</td>
<td>8818</td>
<td>N/A</td>
</tr>
<tr>
<td>Bristol City Council</td>
<td>@BristolCouncil 5400</td>
<td>@bristolcouncil</td>
<td>99800</td>
<td>N/A</td>
</tr>
<tr>
<td>North Somerset Council</td>
<td>@northsomersetcouncil 6900</td>
<td>@northsomersetC</td>
<td>9923</td>
<td>N/A</td>
</tr>
<tr>
<td>Wellaware</td>
<td>@wellaware southwest 131</td>
<td>@wellaware tf</td>
<td>1218</td>
<td>N/A</td>
</tr>
<tr>
<td>Second Step</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Well Beans</td>
<td>@WellBeansinitiative 536</td>
<td>@WellBeans2017</td>
<td>385</td>
<td>N/A</td>
</tr>
<tr>
<td>Bristol Independent Mental Health Network, (BIMHN)</td>
<td>@bristolMHN 1500</td>
<td>@bristolMHN</td>
<td>1012</td>
<td>N/A</td>
</tr>
<tr>
<td>Community Access Support Service (CASS)</td>
<td>@CASSBristol 194</td>
<td>@CASSBristol</td>
<td>1112</td>
<td>N/A</td>
</tr>
<tr>
<td>Wesport</td>
<td>@WesportCSP 589</td>
<td>@wesportcsp</td>
<td>3001</td>
<td>157 West of England Sport Trust</td>
</tr>
</tbody>
</table>

Also included in the toolkit was a range of messages with information on the campaign, mental health in general, as well as some key statistics for partners to post on their social media accounts.
3. Face to face engagement at community events

We organised and participated in a number of community events, including match day events, Movember events and a charity run. These generated significant media interest and led to increased community participation in the campaign.

3:1 Community events

The Bristol Rovers event that we held in mid-November was attended by over 200 people almost all of whom were men. It was a very powerful night and received significant coverage from the BBC.

Our volunteers played a key part, particular pre-game, in our event at Ashton Gate on the 10th of November, greeting and speaking to fans arrive for Bristol City versus Preston North End football match.

A number of those we engaged with went to the website on their mobile phones while speaking to us to look at the information and complete the quiz.
3:2 Movember events

We ran a Movember event jointly with the University of the West of England (UWE) Student Union who adopted Movember as one of their charities for the year.

Having the prizes on show helped to attract people to talk to us at all our community events in order for us to then provide them with some further information about the campaign and signpost them to the website.

The Mo Run which we organised at Ashton court, Bristol had over 500 runners taking part.

Before, during and after the race, we engaged with participants and spoke to them about the campaign and signposted them to the website.

These events were effective both in driving traffic to the website and also offering opportunities for longer conversations with those that wished to speak about the subject in more detail. The effectiveness of face to face engagement is highlighted by the fact that traffic to the website decreased towards the end of the month when our face-to-face engagement activities ended.

Figures 1 & 2 – Movember campaign postcard front and back
Figures 3 & 4 – List of partners’ social media accounts and suggested social media messages
Figures 5 & 6 – Match day events at Bristol Rover sand Bristol City football clubs
Figures 7 & 8 – Movember events at UWE and Ashton court