

Appendix A: Gedling Young People Survey Social Marketing Evaluation

Summary

- Both organic and paid Facebook Ad posts reached 14,848 people.
- A total of 91 people clicked through to the survey link from the social media posts. With 63 of those from the organic posts, 28 through the paid Ad.
- The posts were engaged with a total of 272 times.
- The paid Ad mainly reached those aged 35 – 44 years, followed by 45 – 54 year olds.
- Mainly reach women who were of age to have children aged 11 – 16.
- Most comments on the social media posts were individuals sharing the post with those it could be relevant too.
- Shared by community pages such as What's on Mapperley, Gedling Matters, Arnold Community Group UK and Woodborough Village.

Organic Posts

Facebook

Date	Post	Reach	Engagement	Comments	Shares	Link clicks
13/1/2021	<p>We want to keep your kids on their devices! (For 5 minutes, to give us their thoughts...)</p> <p>We need 11 - 16 year olds from Gedling borough to take part in an online survey that will help shape their future and local area.</p> <p>If you have kids aged 11-16 in our borough, please share this link with them and encourage them to have their say! https://www.gedling.gov.uk/haveyour_s.../youngpeoplesurvey2020/</p>	4,551	182	8	21	43

4/2/2021	A final call for children aged 11 – 16 to fill in an online survey to help us plan for their future and local area. If you have kids aged 11-16, please share this link with them and encourage them to have their say, the survey ends tomorrow (5th February) https://www.gedling.gov.uk/haveyours.../youngpeoplesurvey2020/	2,601	90	2	16	20
Total:		7,152	272	10	37	63

Twitter

Date	Posts	Retweets	Likes
13/1/2021	We want to keep your kids on their devices! (For 5 minutes, to give us their thoughts...) If you have kids aged 11-16 in our borough, please share this link with them and encourage them to have their say to help their future and local area! https://www.gedling.gov.uk/haveyours.../youngpeoplesurvey2020/	6	1
4/2/2021	A final call for children aged 11 – 16 to fill in an online survey to help us plan for their future and local area. If you have kids aged 11-16, please share this link with them and encourage them to have their say, the survey ends tomorrow (5th February) https://www.gedling.gov.uk/haveyours.../youngpeoplesurvey2020/	9	6
Total		15	7

Paid Facebook Ad post

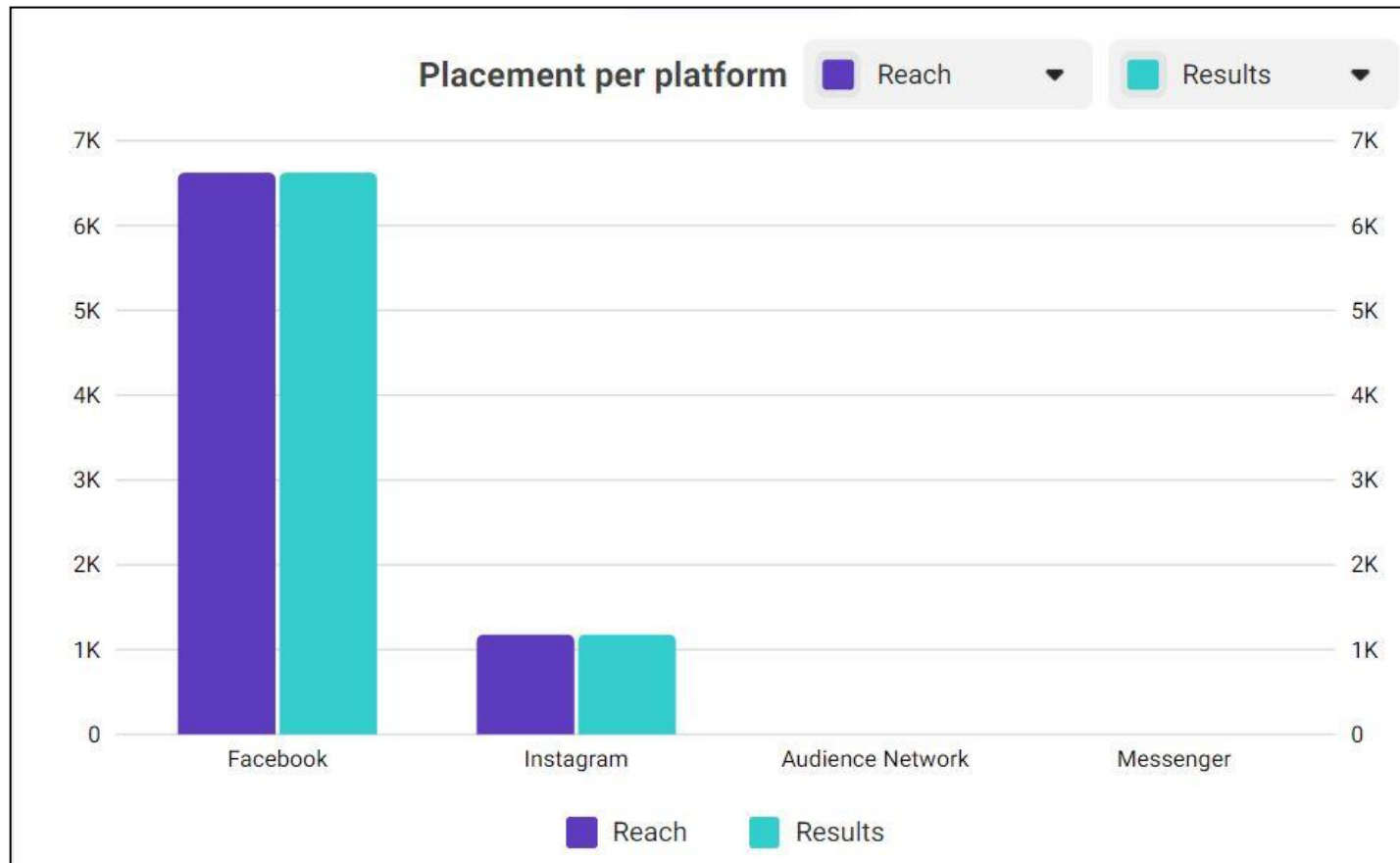
Date	Post	Reach	Comments	Shares	Link Clicks	Total Cost
13/1/2021	If you've got 11-16 year olds, we need them to help us plan for the future. We do want their views, survey for 11-16 year olds living in Gedling. https://www.gedling.gov.uk/haveyours.../youngpeoplesurvey2020/	7,696	1	1	28	£8.35

Demographics



- Ad set to focus on the age of parents with children aged 11 – 16.
- Highest age to reach were 35 – 44 year olds.
- Women more likely to see this Ad.

Placement



- AD launched from Facebook but also reached Instagram's audience.

Google Analytics of webpage.

There were 257 overall page views on the website link.

The source of views:

- Direct: 148
- Facebook: 33
- Google: 9
- GovDelivery: 9
- Instagram: 6