



SF2112

AN INTEGRATED SOCIAL MEDIA
PROGRAMME TO IMPROVE SAFETY FOR
CHILDREN IN THE HOME ENVIRONMENT

PROGRESS REPORT
JULY 2022 - SEPTEMBER 2022

CONTENTS

03

INTRODUCTION

04

CAMPAIGNS/
DELIVERABLES

05

SOCIAL MEDIA
MARKETING SCORE

06

SENTIMENT ANALYSIS

07

GRAPHIC POSTS

08

SPOTLIGHT:
BURNS PREVENTION WITH
TU'U'U APULU UTA'ILE'UO
MARY AUTAGAVAIA

09

ENGAGEMENT

10

WEBSITE DATA

11

SOCIAL INSIGHTS

12

SPOTLIGHT:
PEDESTRIAN SAFETY

13

BEHAVIOURAL IMPACT
OF DIGITAL
ENGAGEMENT

14

SHARED CONTENT





INTRODUCTION

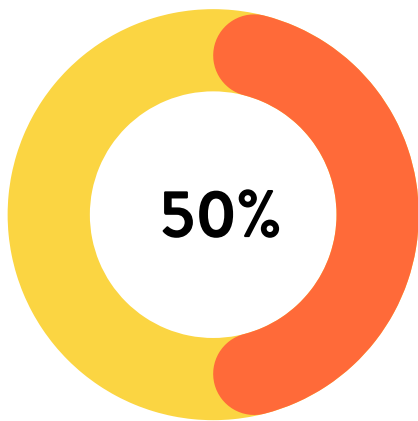
As Aotearoa moved into colder, rainier weather, and whānau began spending more time at home, Safekids Aotearoa's digital campaigns have continued to engage and empower caregivers from around the motu.

From 11 July 2022 to 5 September 2022, thanks to the ongoing generosity of the Starship Foundation, Safekids Aotearoa was able to continue to develop and promote injury prevention messaging through our growing channels by delivering two campaigns - these were focused on Burns Prevention and Pedestrian Safety.

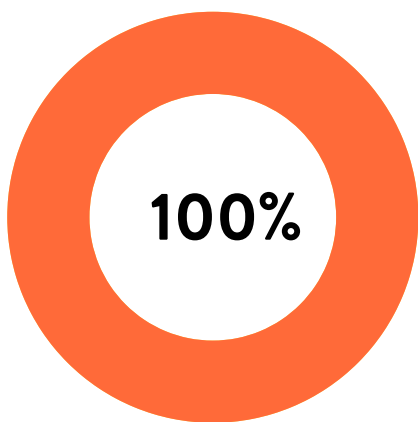
This progress report outlines our digital output, how we're tracking against delivery requirements and highlights some of the standout content from the two campaigns in this reporting period. We are excited to continue working in the digital child injury prevention space using creativity and innovation to drive our messages.

CAMPAIGNS/DELIVERABLES

We committed to deliver 6 videos, 2 web hui, and 12 graphic stills, among other media posts over two campaigns from 11 July 2022 to 5 September 2022.



**COMMUNITY WEB HUI
DELIVERED**



**VIDEOS
DELIVERED**

Community Web Hui

Web Hui's (July-Sept 2022):

- Burns Insights with Jackie Beaumont, Clinical Nurse Specialist at the National Burn Centre
- Pedestrian Safety (to be scheduled)

The Web Hui carried out for the Burns campaign received positive feedback across the board and had simple, actionable tips that could be easily delivered to whānau. 44 people registered to view the Burns Web Hui and 32 attended.

The Pedestrian Safety Web Hui is in the process of being scheduled.

We continue to work with our partners to improve the reach and impact of these webinars.

Traffic Content

Our traffic content sits at 3 posts for both campaigns. These are teasers and stills that contain a link to a relevant website landing page in their captions to encourage traffic to those pages.

Videos

Video content has progressed at pace with 3 videos per campaign. This includes the production of a primary video for each campaign, which is then posted in variations of 2 teasers and the full video. There is also a Web Hui video for each campaign which is shared after the live. We have reached our video deliverable goal (excl. the Web Hui for Pedestrian Safety) and feel honoured to have been trusted with the stories, perspectives and knowledge of whānau from around Aotearoa.

SOCIAL MEDIA MARKETING SCORE

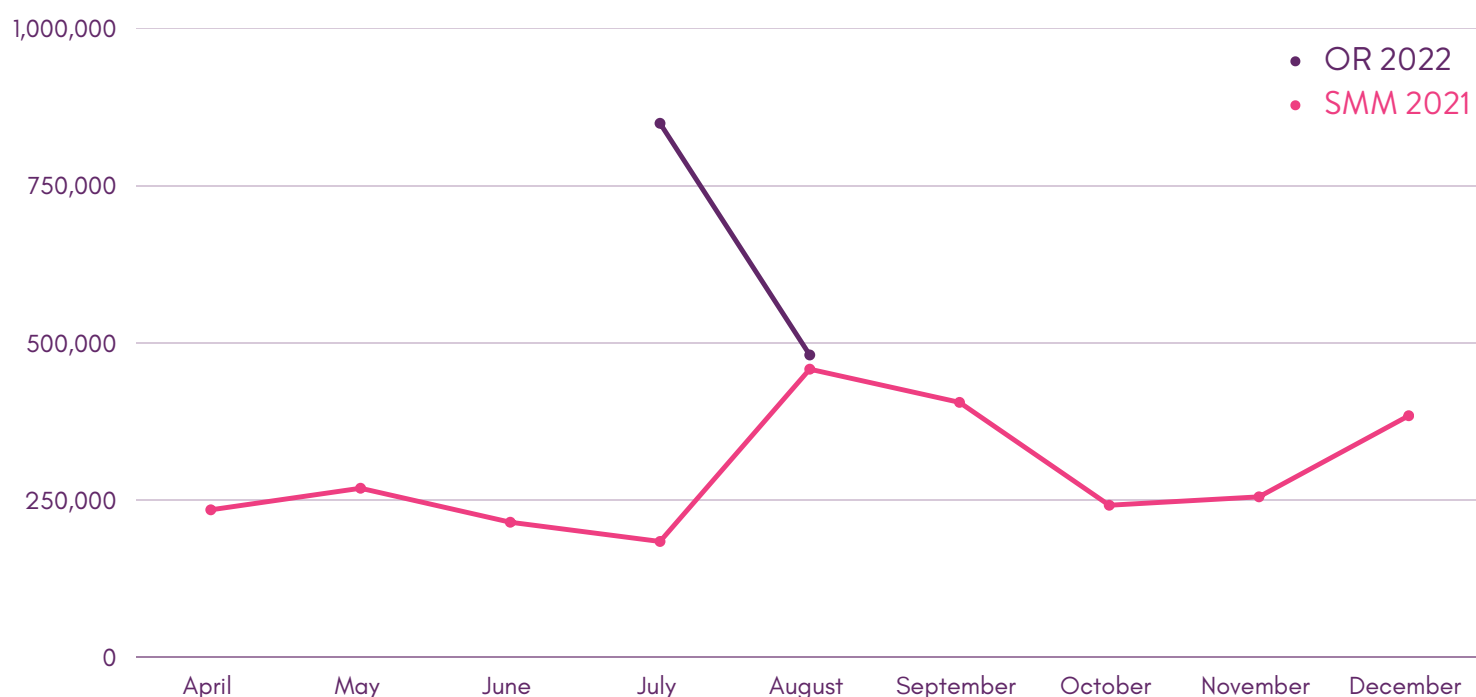
The social media marketing score provides an overall metric that measures the effectiveness of the content we produce. It draws on a variety of measures including multi-channel campaign data and critical impact metrics. Combining these enables us to offer an overall performance metric over time, indicating audience engagement from a behavioural change perspective.

Due to the change in data collection methods, and the alteration of the reporting period to a campaign-by-campaign basis, we do not have comparative numbers to compare with the social media marketing score trend from 2021.

New metric

We have decided to alter our metric to overall reach, which we believe will be a much more appropriate measurement to keep track of our audiences, and assess whether our current social media strategies are expanding our reach.

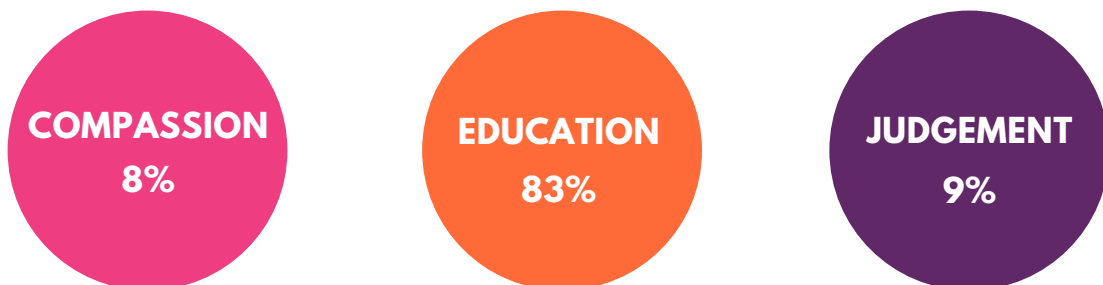
Social Media Marketing Score (SMM) 2021 vs. Overall Reach (OR) 2022



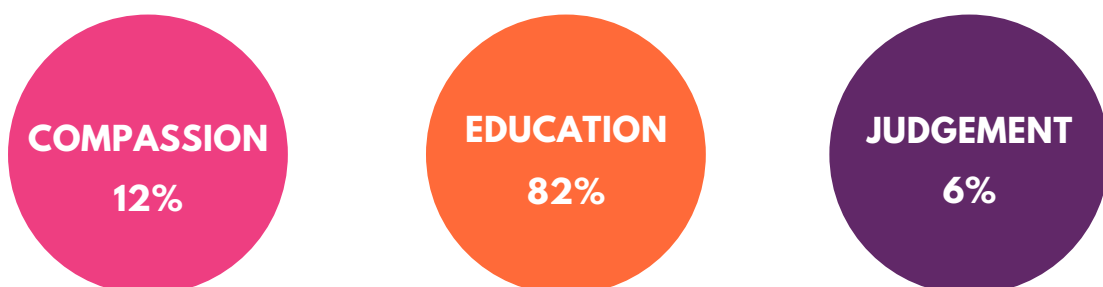
SENTIMENT ANALYSIS

Safekids has committed to decreasing judgment and increasing education around discussion of child safety practices in Aotearoa. This is our first report on this, and we have found that without a benchmark on any given unintentional child injury topic, we are unable to reflect a decline in judgement and an increase in education. While we continue our new campaign style we will learn more about each injury area and the sentiments of; judgement, education and empathy. In the meantime, we will benchmark the current metric and monitor the benefit in reporting these to allow us to reflect the social perspective towards these injury areas and content and contribute to our long-term digital engagement strategy of influencing greater education and awareness and with that hope to reduce negative judgement and child-victim and parent-blame narratives.

BURNS



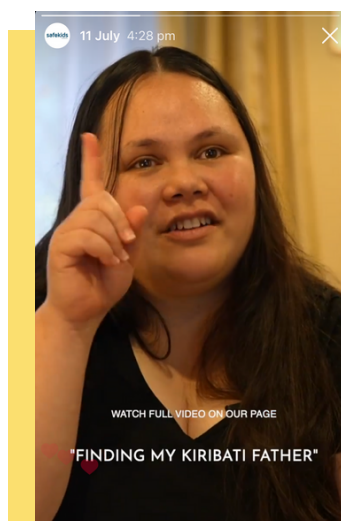
PEDESTRIAN SAFETY



GRAPHIC POSTS

Stories

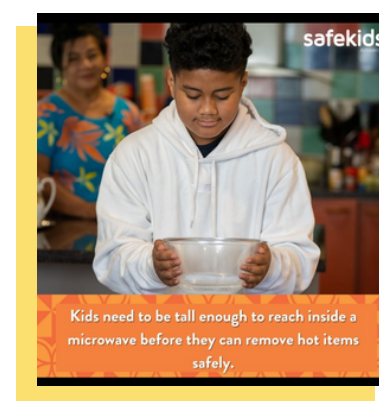
We increased our production of stories to engage with our audience in a more interactive way. We've introduced several story series including clips from Burns prevention with Tu'u'u Apulu Uta'ile'uo Mary Autagavaia and Sian Mareko's story from our Pedestrian Safety campaign as well as our Web Hui reminder. The stories related to these campaign had a total reach of 808. We will utilise this tool as a different way to engage with audiences, rather than sticking to just feed posts.



Stills

Our graphic stills have consistently outperformed curated content. However, our audience still do not engage with this content at the same level as our videos. Using stills from the videos and overlaying them with safety messaging has been a great way to make bitesize pieces of information to share with our audiences.

Our most engaging traffic still promoting burns messaging (below) reached 38,496 people and resulted in 168 link clicks.



SPOTLIGHT: BURNS PREVENTION WITH TU'U'U APULU UTA'ILE'UO MARY AUTAGAVAIA

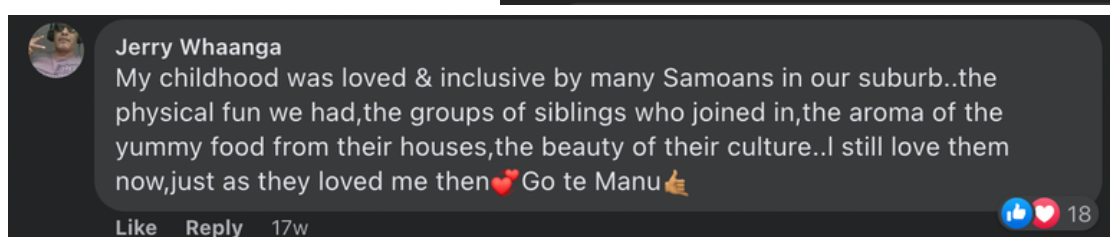
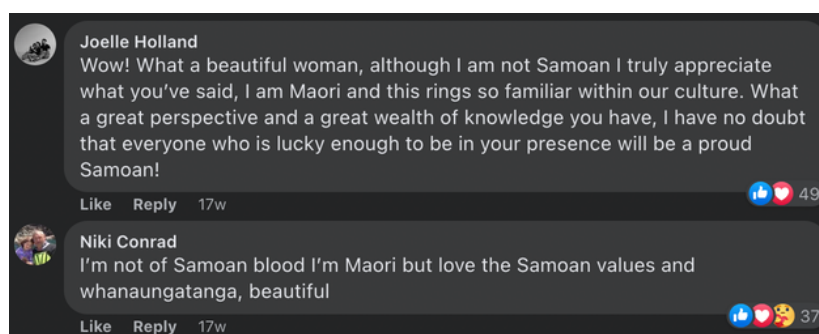
Ipu tī (cup of tea) and apa fafano (finger bowl) are Samoan feau (chores) passed down from generation to generation, where young people contribute to the hosting of events for guests and friends.

We were lucky enough to hear from Tu'u'u Apulu Uta'ile'uo Mary Autagavaia about her commitment to pass these teachings on to her oldest grandson Fili Setima Autagavaia, so that he can pass them on safely to his younger cousins as they grow.

In this piece, we explore with Tu'u'u Apulu Uta'ile'uo Mary Autagavaia the traditions of serving ipu tī and apa fafano in the safest way possible - with particular reference to burns prevention. For example, once the coffee is made, only filling the teapot halfway to reduce the weight of the tray so you are less likely to drop it. Another tip is to turn the spout of the kipoki away from you so if you fall, the hot coffee doesn't fall on to you.

Also, making sure that the path between the table and back is clear of any obstacles that could be a fall risk. Toys, fala (mats), and anything else that can move and slip should be cleared from the path. Finally, after placing the tray down, turning the handles towards the guests so they don't have to reach for anything.

Social media is an important part of preserving cultural traditions and practices. In this video, Tu'u'u Apulu Uta'ile'uo Mary Autagavaia shares with us elements of her culture which strongly resonated with not just our Samoan audience, but our Māori and other ethnicity audiences too - reaching 509,701 people with 48,716 engagements.



BURNS

146,705

PEDESTRIAN SAFETY

217,241

TOTAL POST ENGAGEMENTS

An engagement is any action taken on our page or posts, from liking or sharing to watching a video.

BURNS

8,100

PEDESTRIAN SAFETY

2,448

ORGANIC ENGAGEMENT

An organic engagement represents any unpaid interaction with our page or posts. It is a key indicator of quality and resonance with our target audiences.

BURNS

6.23%

PEDESTRIAN SAFETY

5.55%

AVERAGE ENGAGEMENT RATE

Engagement rate is a formula that helps us to track how actively involved with our content our audience is. The average NZ Facebook page engagement rate is 2.24%.



WEBSITE DATA

**UNIQUE WEBSITE
VISITORS**
8,787

WHAT BROUGHT ME TO THE SITE?

69% of visitors were brought to the site by paid social media ads, whilst 15.9% were part of the organic social media traffic. Referrals were responsible for 7.5% of the website traffic, and 7.6% of visitors were undefined.

HIGHEST VISITED PAGES

**SAFEKIDS
HOME PAGE**
690

**BURNS
PREVENTION**
162

**PEDESTRIAN
SAFETY**
136

THE HIGHEST NUMBER OF VISITORS CAME FROM FACEBOOK, PAID SOCIAL ADS, AND ORGANIC GOOGLE SEARCHES

Closer online alignment with Starship and having an established home on the Starship website are factors driving more readers to visit starship.org.nz/Safekids.

In late November 2021 we introduced UTM tracking as a way to measure the effectiveness of our campaigns. UTM tracking allows us to understand the user journey at multiple touchpoints, from when users engage with our content on social media to when they visit and explore the website. This enhanced campaign tracking will provide a greater understanding of the way people engage with our content and contribute to indicating behavioural change impact.

As is clear from the website metrics, there were a high number of sessions on our website, particularly on our home, burns and pedestrian safety pages. Furthermore, the traffic from Facebook and paid ads on social media have clearly been beneficial, as 2,412 website sessions were purely from paid Facebook mobile feed traffic.

SOCIAL INSIGHTS

Across our Facebook and Instagram channels we have had steady organic growth boosted by careful investment in ad spend.

Safekids Aotearoa's Facebook page has increased from roughly 11,658 at the end of December 2021 to 13,334 as of September 2022.

Facebook 'Page Likes' provide a measure of social proof and shows that the organisation is legitimate and trusted as an information source. By 'liking' our page, users signal their intention to receive our content in their feed on an ongoing basis. This indicates ongoing interest in our content and enables us to retarget the user as a member of our warm audience.

13,334

FACEBOOK LIKES

1,557

INSTAGRAM FOLLOWERS

While Safekids Aotearoa's Instagram following is much smaller than the Facebook audience, it continues to grow. Our audience has steadily increased to 1,557 as of September 2022.

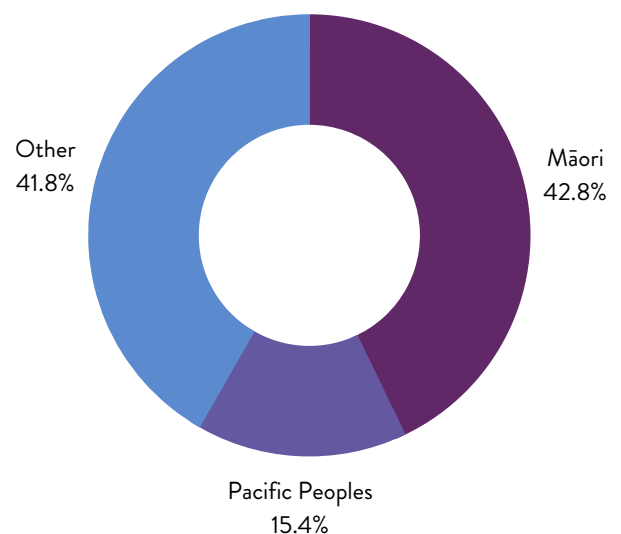
The Instagram 'followers' are a similar metric to page likes. The choice to follow our account indicates the followers' interest in our content and suggests their intention to continue receiving it.

AUDIENCE ETHNICITY

Each month an impact survey is distributed via an incentivised Facebook ad. On average, our monthly audience ethnicity-makeup among survey respondents was 42.83% Māori and 15.4% Pacific Peoples.

Despite the small sample size, this provides a good indication that our content is resonating with our target audiences.

We have seen strong retention of our Māori audience over time. It is important to note that sometimes our audience numbers can fluctuate dependant on the content we are producing in any given month.



SPOTLIGHT: PEDESTRIAN SAFETY CAMPAIGN



We were privileged to have Sian Mareko share her story of searching for her father throughout her childhood, as well as her dream of reconnecting with her Kiribati identity. In this piece, Sian shared her experiences of travelling to Kiribati as well as her experiences of caring for tamariki in her whānau who have become an integral part of her life.

In the video, Sian reflects on the fact that she became a mother figure to the children very suddenly, having adopted them from the extended family back in Kiribati. In sharing her concerns for the children's wellbeing and safety, Sian emphasises on situations when they are on the roads. As a precaution, Sian created a plan for how the children would get to school and would accompany them when crossing roads. When the children were at an intermediate age (10-12 years old) they were able to walk home and cross roads without an adult. They had been taught a walking plan and to follow a familiar route. When crossing the road with her tamariki, Sian made sure to teach them to wait for traffic to pass before crossing the road.

Reach and Engagement

Sian Mareko's story reached 149,397 people and generated 152,731 engagements. It was incredibly interesting to hear about Sian's personal experiences, particularly when she linked it to pedestrian safety. She provided some amazing tips for those watching, while also providing them with plenty of opportunities to relate to her.

BEHAVIOURAL IMPACT OF DIGITAL ENGAGEMENT

Safekids continues to seek further insight into the impact of our messaging among whānau and their uptake of injury prevention practices.

Safekids Aotearoa distributes an impact survey to people who have engaged with our content in the last calendar month, via an incentivised Facebook ad. This monthly survey data indicates whether Safekids Aotearoa's social media messaging is reaching key audiences and resulting in positive behaviour change.

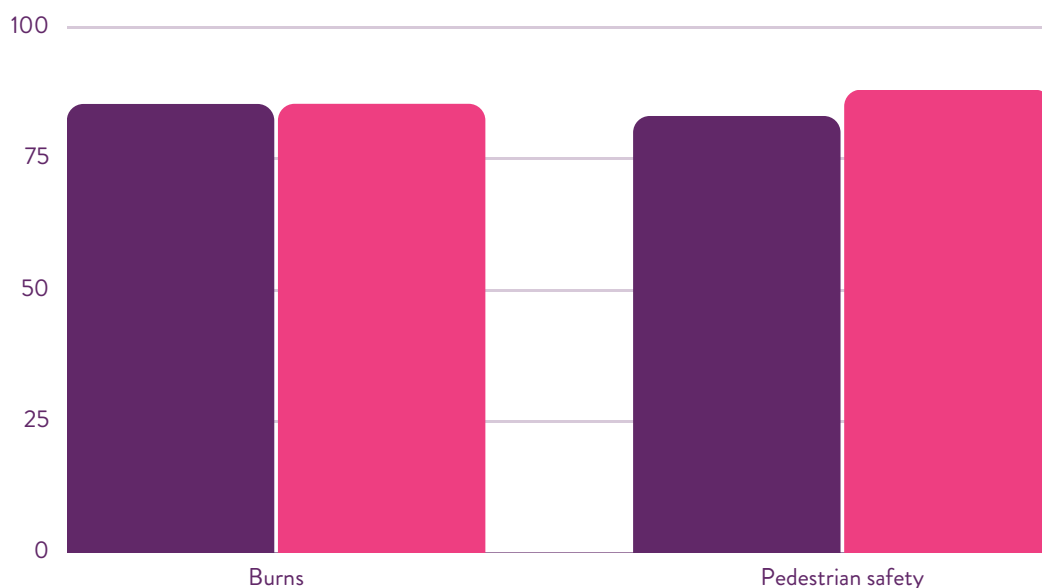
The survey responses below show the current uptake and future intentions of carrying out desired safety actions. Each month the survey is focused around the specific injury prevention messages placed in that period's content.

The future intention of respondents to carry out desired safety actions about burns was 85.31%. Pedestrian safety peaked at 88%.

Despite a small sample size and the inherent difficulties in inferring behaviour change action from stated intentions, we believe the surveys provide positive initial indications that Safekids Aotearoa's messaging is resulting in behavioural change.

Safekids Aotearoa are currently working with a UX strategy and design agency to enhance the current impact survey with user led insights from our audience.

CARRYING OUT DESIRED SAFETY ACTIONS CURRENT USE | FUTURE INTENTION



OUR CONTENT WAS SHARED BY



THE COCONET TV



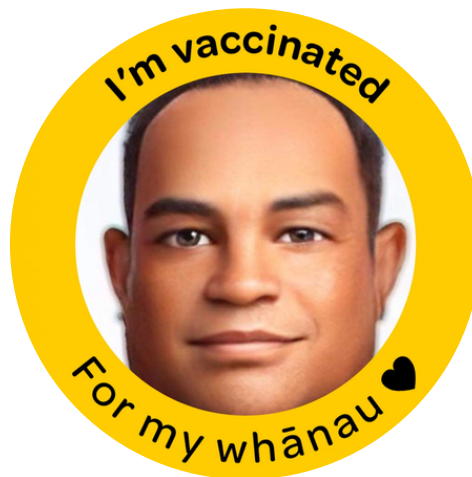
RSLQ EASTERN EELS



NATPICKING



TANGATA PASIFIKA



AUPITO WILLIAM SIO