

Will You Share?

Parents' Voice Activity for Safer Internet Day 2017



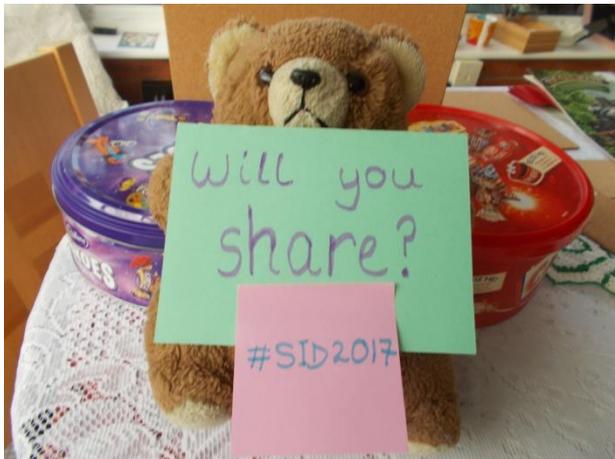
What we did

At 8.50am on 7th February Sue used a digital camera to take two photos of a teddy bear with a post-it note saying "Will You Share?". These photos were transferred to a laptop and then posted once on the Parents' Voice Facebook page and once on Twitter (9.15am and 9.26am respectively). We also set up links to two simple surveys where people could register where they were in the world (one for Twitter, one for Facebook).

We tracked the reach of these posts throughout the day and for a while afterwards.

Twitter

We included two hashtags in our tweet: #SID2017 (also in the photo) and #Parents.



Within 25 minutes the tweet had 805 impressions and 25 engagements including 7 retweets and 7 likes.

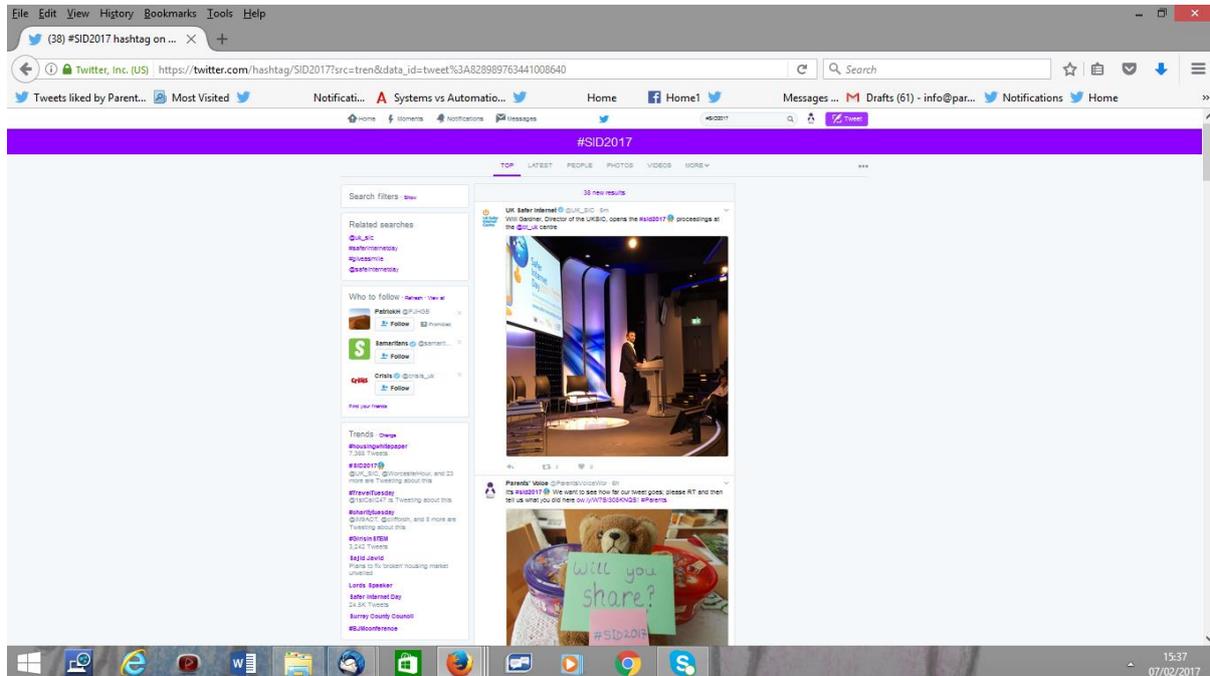
A screenshot of a Twitter tweet activity window. The window shows a tweet from "Parents' Voice @ParentsVoiceWor" with a photo of the teddy bear. The tweet text is: "It's #sid2017 We want to see how far our tweet goes: please RT and then tell us what you did here <http://ow.ly/W7SI308KNQS> ! #Parents pic.twitter.com/2QmFgFWwsJ". To the right of the tweet is a table of engagement statistics:

Impressions	805
Total engagements	25
Retweets	7
Likes	6
Media engagements	4
Link clicks	4
Detail expands	3
Replies	1

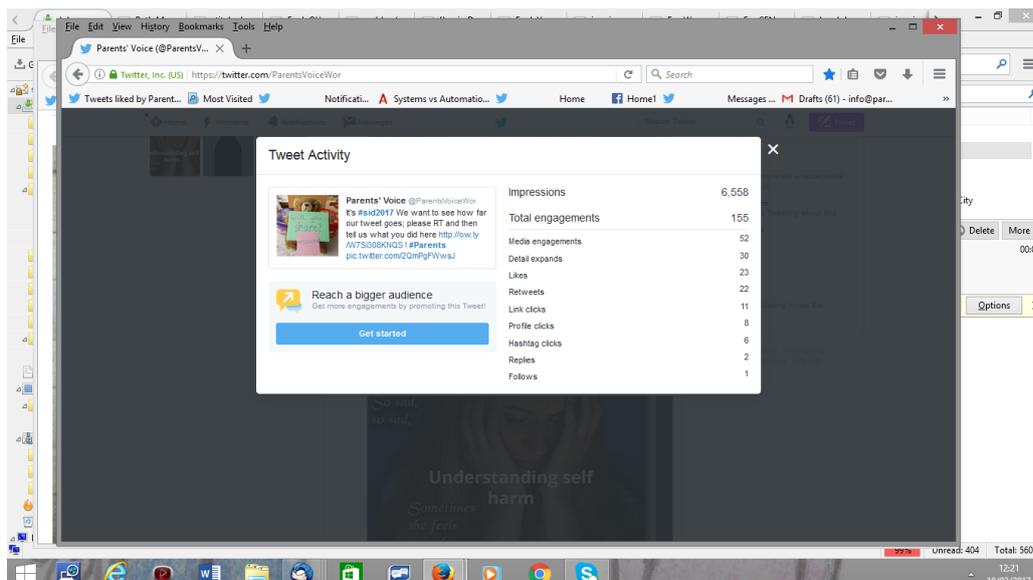
Below the table is a section titled "Reach a bigger audience" with the text "Get more engagements by promoting this Tweet!" and a blue "Get started" button.

In less than 60 minutes the tweet had reached the other side of the world (people in both the Phippines and Australia took part in the survey). By midday (less than 4 hours after tweeting) the post had 5638 impressions, and 51 media engagements including 23 likes, 20 retweets and 7 clicks on our profile.

Just after 3.30pm (as a major SID2017 event was starting in London), our post was 2nd in top tweets for the #SID2017 hashtag.

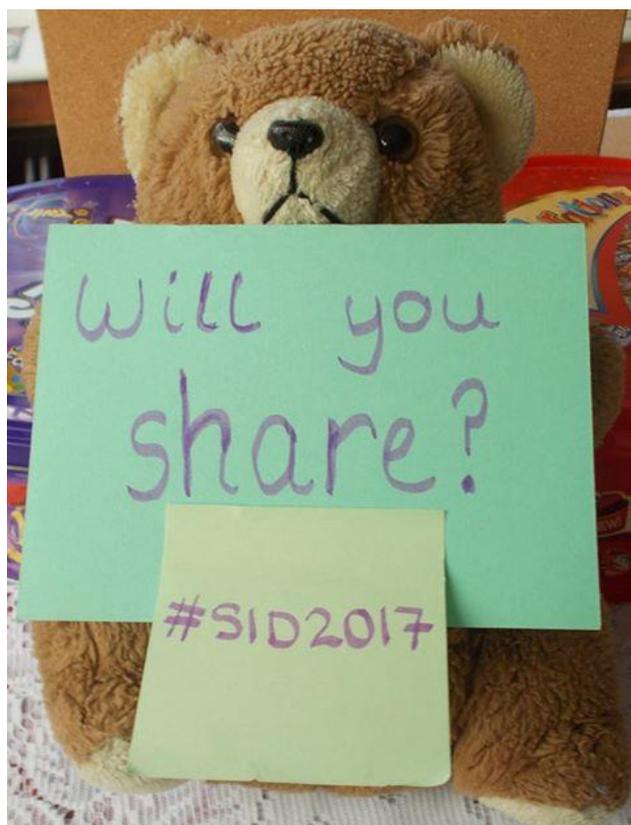


Once the event started (and a lot of the participants tweeted using the hashtag #SID2017) our post slipped down the ranks. Three days after the tweet there had been 155 engagements and the tweet had reached 6558 accounts.



It was our best performing tweet for February, finally making 7605 impressions.

Facebook



"It's Safer Internet Day 2017!

We often post about internet safety and we will be doing that today. Please help us - we want to see how far a single post can reach (and maybe how quickly too).

So, please share this post widely and just tell us what you do with it here <http://ow.ly/EKuD308KM3u> (it really does just take a few seconds).

Thank you"

This was posted at 9.15am and we did tell people we wanted to share the post and see how far it spread.

By 11.15am one person had shared on both a personal and business page and another person told us she had shared it and made her post public (ie: **anyone could see it**).

At 11.43am (2½ hours after posting) Facebook reported a reach of 444 people with 27 reactions, comments or shares and 41 clicks on the post.

By 1.39pm, just under 4½ hours after posting, it had been shared 16 times and Facebook reported a reach of 669 people,

By 9.30pm on 9th February (2½ days after posting) the post had reached 1847 people, there had been 110 clicks on the post and 46 reactions, comments and shares. It was shared by people and businesses, including West Wales Domestic Abuse Service.

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/02/2017 10:25	Thank you for liking our page - we appreciate your support! It seems	Image	Global	72	0 0	Boost post
07/02/2017 12:50	It's Safer Internet Day! It's all about being the change, giving a smile	Image	Global	68	1 2	Boost post
07/02/2017 09:15	It's Safer Internet Day 2017! We often post about internet safety an	Image	Global	1.8K	110 44	Boost post
06/02/2017 11:49	A number of drop in sessions have been arranged at hospital premi	Image	Global	1.6K	58 14	Boost post
02/02/2017 19:42	It's Time to Talk Day 2017 and we're sharing this from Time to Chan	Image	Global	67	0 0	Boost post

Final result : 1900 people reached, 113 post clicks and 46 reactions, comments and shares.

It's worth noting that at the time just 258 people liked our Facebook page; the post reached almost eight times as many accounts as the number who liked the page where it was originally posted. We probably only know a maximum of 258 people who saw the post, the rest were strangers!

Conclusions

Gathering and posing the teddy bear model (the first location did not have enough light), writing the post-it notes, taking the photos and putting them online was all done in about half an hour. Using a modern phone with a camera it could have been done within minutes. It's very easy (too easy) to share an image without thinking of possible consequences.

Did we have permission to use this person's image? The teddy bear belongs to Sue (who took the photo), so yes. However, it emerged on Safer Internet Day that children don't always want their parents to take photos of them or like their parents doing so. The teddy bear had no say about having the photo taken, had no control about what was done with it and didn't understand the implications of it being shared online (ie: who might see it, how far it might be shared etc).

The Twitter and Facebook posts were made at relatively quiet times (for social media). They both reached more people that we don't know than that we do know (ie: the people who like our Facebook page or our Twitter followers). We don't know whether any of them have saved the image or what they might do with it.

Final conclusion: Once you put an image out on the internet you cannot control what happens to it!