



Gonorrhoea Information Campaign December 2013 to February 2014

Report of the Gonorrhoea Working Group

4th March 2014

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REPORT SUMMARY

The Gonorrhoea Information Campaign commenced on 9th December 2013 and is a joint initiative of Dublin AIDS Alliance, the HSE Crisis Pregnancy Programme, HSE Health Promotion and Improvement Department, SpunOut.ie and the Union of Students in Ireland. The campaign was promoted from 9th December 2013 into the first two weeks of January 2014, with some additional promotion in February 2014.

Primarily a social media campaign targeting young (heterosexual) men and women aged 25 years and younger, the main aim was to raise awareness about increases in gonorrhoea infections in Ireland and to promote information about gonorrhoea symptoms, transmission, prevention and testing as well as promoting consistent condom use and regular STI testing.

Impact Report Summary

- Twitter: The hashtag - #OMGsti - trended on Twitter on the first day of the campaign, indicating that a large volume of people were talking (tweeting) about the topic on the day.
- Facebook (promoted posts):
 - SpunOut.ie reached an average of 24,096 (unique) people per post with an average engagement rate of 0.45%.
 - Johnny's Got You Covered posts generated 148,958 impressions with a click-through rate (CTR) of 3.01%.
 - Just Carry One reached an average of 13,871 (unique) people per post with an average engagement rate of 6%.
 - Union of Students in Ireland posts generated 25,692 impressions with a click-through rate of 1.9%.
- Websites:
 - Yoursexualhealth.ie:
 - 59% increase in visits, when compared to the same period 12 months previous to the campaign, with a 52% increase in unique visits.
 - 48% increase in page views, when compared to the same period 12 months previous to the campaign.
 - Traffic referrals from Facebook increased by over 5,000%, direct traffic increased by 83% and referrals from SpunOut.ie and Twitter were new to the website (i.e. non-existent the previous year).
 - The highest percentage of visits to the website came from a mobile phone device, which increased by 135%.
 - Most viewed page by mobile was STI Screening Services (41.9% of all unique page views), followed by the page on gonorrhoea (32.4%), and the page on where to access free condoms (16.8%).
 - Most viewed page by desktop was the STI/GUM Clinic services page (26.1% of all unique page views and an increase of 91% on the previous year), followed by the type of STIs (23.5% - an increase of 71% on the previous year), STI Screenings information (14%), and HIV testing information (13.8%).

- SpunOut.ie referred traffic to yoursexualhealth.ie, thinkcontraception.ie, and dublinaidalliance.ie.
 - Yoursexualhealth.ie referred traffic to thinkcontraception.ie and dublinaidalliance.ie.
 - Thinkcontraception.ie showed a 163% increase in unique visits to the page on gonorrhoea, when compared to the previous year, and a 110% increase in unique visits to the page 'how would I know I have an STI'.
 - 60% of the unique page views on Dublinaidalliance.ie were pages related to HIV and STI testing.
- Valentine's Day Promotion:
 - Editorials on JOE.ie were viewed 3,012 times and 3,608 times on HER.ie.
 - On the week of this promotion, 44% of traffic referrals to yoursexualhealth.ie came from HER.ie, 16% from JOE.ie and 8% from SpunOut.ie.

<h3>Summary Conclusions/Recommendations</h3>
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- Using social media channels to target a young audience is a highly cost-effective approach.
- Engaging peers in the development of campaigns is vital to ensure engagement from the target audience.
- Partnerships and collaboration with the 'right' organisations is fundamental to the success of joint (and social media) campaigns.
- Existing STI prevention social media campaigns should be resourced to build on the success of this campaign and develop a sustained national STI prevention campaign.
- Partnerships with youth organisations that have a high volume of website traffic, and can provide referral links to sexual health-related websites such as yoursexualhealth.ie, is highly recommended.
- Partnerships with youth-related organisations that offer additional opportunities for engaging young people in sexual health promotion is recommended and should be resourced.
- Engaging with popular social networking sites relevant to the target audience is recommended for future campaigns of this nature.
- Any review and/or re-development of the yoursexualhealth.ie website (including website for mobile devices) could benefit from the data in this report.
- Further development of the design concept used for this campaign is recommended and should be resourced to expand on STI prevention messages.
- The inclusion of a budget for condom packs is recommended for any future sexual health campaigns.
- Provision of hard-copy resources, to complement online resources, is recommended to meet the needs of those who request them.
- Broader communications and collaboration was very beneficial to the development of the campaign, linking up-to-date data surveillance with key messages of the campaign, and collaborating with other relevant experts.
- The Working Group should be resourced to continue its partnership and cross-sectoral work around STI prevention and sexual health awareness among young people.

1.0 BACKGROUND

Since 2010, the number of persons diagnosed with gonorrhoea has been steadily rising in Ireland. Between 2011 and 2012, there was a 33% increase in gonorrhoea notifications. Of particular concern was the magnitude of the increase in the Eastern Region (HSE-E) having risen from 14.5 cases per 100,000 in 2009, to 23.5, 37.8 and 50.6 per 100,000 in 2010, 2011 and 2012, respectively. This increasing trend continued into 2013.

A multidisciplinary Gonorrhoea Control Group was convened by Public Health in HSE-East and established in December 2012 to investigate and control the increase in gonorrhoea in HSE-East, and expanded to include the HSE-South-East in March 2013. During April and May 2013, the Gonorrhoea Control Group undertook a retrospective enhanced surveillance study on all gonorrhoea cases notified to Public Health in the East and South-East areas between 1st January and 31st March 2013 (Q1-2013), to determine the characteristics of the gonorrhoea cases including risk groups and behaviours in order to guide control efforts.

The summary findings of the enhanced surveillance study established the outbreak of gonorrhoea among two groups:

- (1) Men who have sex with men (MSM).
- (2) Young heterosexuals (male and female).

The Gay Health Network (GHN) developed a 'Luv Bugs' project targeting MSM to raise awareness about increasing gonorrhoea infections, testing and prevention.

In June 2013, through its work with GHN, Dublin AIDS Alliance was invited to join the Gonorrhoea Control Group, and following an initial project proposal, was asked to establish a working group to develop a Gonorrhoea Information Campaign targeting young heterosexuals.

The Working Group was established in September 2013 with partners Dublin AIDS Alliance, the HSE Crisis Pregnancy Programme, HSE Health Promotion and Improvement Department, SpunOut.ie and the Union of Students in Ireland (USI). Support funding of €6,050 was received from HSE Health Promotion and Improvement Department.

2.0 CAMPAIGN DEVELOPMENT

The Working Group agreed to develop and implement a social media information campaign targeting young heterosexuals, particularly those aged 25 years and younger.

Key messages for the campaign were developed in line with the data available from the enhanced surveillance study including information on the importance of having an STI screen following unprotected sex even if no symptoms are present, information on safer sex including safer oral sex, symptoms of STIs including information on asymptomatic infection, and information on testing and access to STI testing.

The working group used 'youth-proofing guidelines' to draft key messages. These guidelines were a combination of feedback received from young people through previous campaigns developed by SpunOut.ie, Dublin AIDS Alliance and the HSE Crisis Pregnancy Programme, and included using eye-catching imagery, using humour (where appropriate), quick and clear messaging, non-fear based messages, using sharable imagery, positive and

non-judgemental messages, messages that normalise safer sex and the use of contraception.

2.1 Campaign Resources (see Appendix 1)

The following resources were developed as part of the campaign:

- Five campaign creatives/visuals for promotion through social media channels.
- Four A3 Posters (available online and hard-copy).
- New (and updated) website pages specific to the campaign on www.yoursexualhealth.ie
- A pocket-size information booklet (available online and hard-copy).

2.2 Peer Development

All campaign resources and key messages were tested with young people. Young people were consulted when choosing a hashtag for Twitter promotion and young people volunteered as models for the development of campaign creatives/visuals.

3.0 CAMPAIGN OVERVIEW

The gonorrhoea information campaign launched online on 9th December 2013 with promotion primarily through Facebook and Twitter throughout the month of December and into the first two weeks of January 2014, with some additional promotion in February 2014.

3.1 Aim of the Campaign

A social media campaign to raise awareness that gonorrhoea infections have been increasing in Ireland among young men and women.

3.2 Objectives:

- To promote information about gonorrhoea symptoms, transmission, prevention, and testing.
- To promote the consistent use of condoms for sex, including for oral sex.
- To promote regular STI testing, and particularly the availability of free testing.

3.3 Target Population Group:

Young heterosexual men and women, primarily aged 18 to 25 years.

3.4 Key Performance Indicators (KPIs)

- Reach a large audience, get thousands of Facebook impressions, and high engagement rates.
- Reach a large audience and get the hashtag 'trending' on Twitter.
- Increase traffic to the campaign website.
- Increase knowledge about STI testing and the availability of free testing.

4.0 SOCIAL MEDIA PLAN

Utilising the expertise and experience of SpunOut.ie, a social media plan was developed charting the campaign assets, pre-planned social media messaging, and a communications strategy. This provided a clear pathway to achieving goals and ensured consistency of messaging across campaign partners.

Pre-planned social media messages included the following options:

- Text only posts with hashtags
- Text and photo posts with hashtags
- Text and direct links to web-based content plus hashtags
- Text with link to booklet online plus hashtags
- Text with link to STI clinic information
- Text with link to website (homepage)

Summary of messages for promotion among the target population group:

- Gonorrhoea transmission increasing
- Transmission for all types of sexual engagement
- It can be non-symptomatic
- You can get tested and treated
- Get tested – it's free
- Use condoms for sex and oral sex

5.0 TWITTER ACTIVITY IMPACT REPORT (#OMGsti)

The campaign launched on Twitter on 9th December 2013.

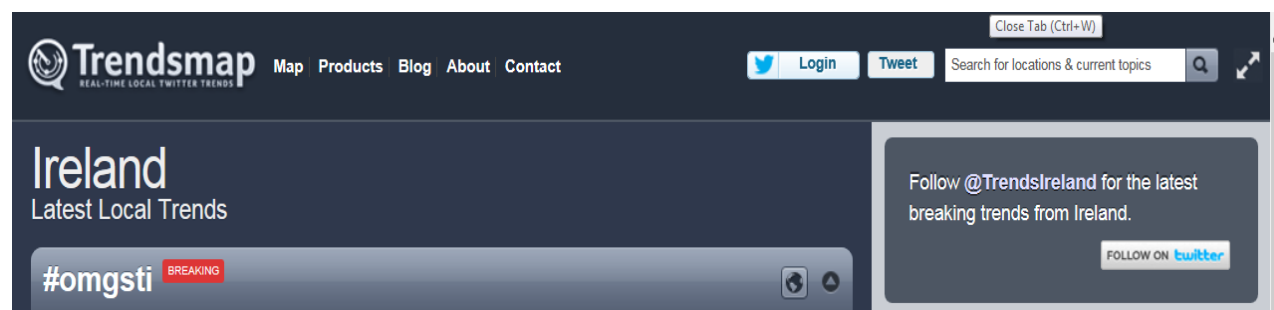
As there was no main campaign Twitter page, campaign partners utilised their own Twitter pages to promote the campaign. There were five main Twitter pages utilised, with additional support from other College Students' Union Twitter pages.

- (1) SpunOut.ie: www.twitter.com/spunout (@SpunOut)
- (2) HSE Crisis Pregnancy Programme: www.twitter.com/thinkjohnny (@thinkjohnny)
- (3) Dublin AIDS Alliance: www.twitter.com/dubaidallsiance (@DubAIDSAlliance)
- (4) Just Carry One (DAA): www.twitter.com/justcarryone (@JustCarryOne)
- (5) Union of Students in Ireland: www.twitter.com/TheUSI (@TheUSI)

Prior to the campaign, the working group established that these pages had an approximate combined reach of 13,000 plus followers.

The campaign aimed to get the hashtag, **#OMGsti**, trending on the first day of the campaign. This goal was achieved.

'Trending' is where a large volume of people (users on Twitter) are talking (tweeting) about a specific topic at any one time.



6.0 FACEBOOK ACTIVITY IMPACT REPORT

As there was no main campaign Facebook page, campaign partners utilised their own Facebook pages to promote the campaign. There were four main Facebook pages utilised, with additional support from other College Students' Union and Dublin AIDS Alliance Facebook pages.

- (1) SpunOut.ie: www.facebook.com/spunout.ie
- (2) Johnny's Got You Covered: www.facebook.com/thinkjohnny
(HSE Crisis Pregnancy Programme)
- (3) Just Carry One: www.facebook.com/justcarryone (Dublin AIDS Alliance)
- (4) Union of Students in Ireland: www.facebook.com/USI.ie

Campaign partners have adopted different reporting mechanisms which provides an overview of the many ways the impact of social media campaigns such as this one can be measured/interpreted.

Appendix 2 includes explanations of terminology used to interpret Facebook data.

Prior to the campaign, the working group established that these pages had a combined (unpaid) reach of 53,000 plus fans.

6.1 SpunOut.ie

SpunOut.ie posted 7 posts/messages specific to the Gonorrhoea Information Campaign.

To provide more qualitative data on the engagement of the audience reached through the SpunOut.ie Facebook page, engagement rates are exclusive of 'post likes' (where possible and unless otherwise stated). Engagement rates include all other audience engagement including post clicks, link clicks, comments and shares.

The average page engagement rate for a Facebook page the size of SpunOut.ie (10,000-99,999 fans) is 0.61% (www.socialbakers.com). A benchmark for good engagement rates can be viewed at Appendix 4.

- Four of the seven posts were 'promoted' (paid ads) with an average reach of 24,096 per post and an average engagement rate of 0.45%.
 - Lowest reach: 23,440; highest reach: 25,168.
 - Lowest engagement rate: 0.3%; highest engagement rate: 0.6%
- The remaining three posts had an average reach of 1,070 per post and an average engagement rate of 5.2%.
 - Lowest reach: 926; highest reach: 1,261
 - Lowest engagement rate: 4.6%; highest engagement rate: 6.3%

Table 6a: SpunOut.ie Facebook Activity Report

#Post	Total Reach	Engagement Rate (of total reach)	Clicks Through (excludes comments, shares, likes)
SpunOut.ie Post 1 (paid)	23,440	0.6%	116
SpunOut.ie Post 2	1,022	4.6%	46
SpunOut.ie Post 3	1,261	4.8%	59
SpunOut.ie Post 4 (paid)	23,920	0.3%	57
SpunOut.ie Post 5 (paid)	25,168	0.4%	85
SpunOut.ie Post 6	926	6.3%	55
SpunOut.ie Post 7 (paid)	23,856	0.5%	69

6.2 Johnny's Got You Covered (HSE Crisis Pregnancy Programme)

Between 9th December 2013 and 20th December 2013, *Johnny's Got You Covered* posted three 'promoted' (paid) posts specific to the Gonorrhoea Information Campaign.

- The posts generated a total of 148,958 impressions (the number of times the post was displayed whether the post was clicked or not).
- The click through rate (CTR) for all impressions was 3.01% (the number of clicks the post received divided by the number of times the ad was shown on Facebook).
- The posts received an average of 1,496 clicks per post.
- There was an average of 1,257 actions per post (e.g. likes, comments, shares).
- Fans (page likes) increased by 243.

For a 'Page Post' Ad, a 2013 U.S. Facebook Ads benchmark study shows an average click through rate (CTR) of 2.03%. The study also shows average Facebook ad performance by industry and showed an average 0.205% CTR in the non-profit sector (Source: www.salesforcemarketingcloud.com) – See Appendix 3.

Table 6b: Johnny's Got You Covered Facebook Activity Report

#Post	Impressions	Clicks	CTR	Actions	Page Likes
CPP Promoted Post 1	45,764	1,160	2.53%	940	65
CPP Promoted Post 2	58,758	1,628	2.77%	1,450	110
CPP Promoted Post 3	44,436	1,701	3.82%	1,381	68
TOTALS	148,958	4,489	3.01%	3,771	243

6.3 Just Carry One (a Dublin AIDS Alliance STI Prevention social media campaign)

Between 9th December 2013 and 15th January 2014, *Just Carry One* posted 25 posts/messages specific to the Gonorrhoea Information Campaign.

To provide more qualitative data on the engagement of the audience reached through the Just Carry One Facebook page, engagement rates are exclusive of 'post likes' (where possible and unless otherwise stated). Engagement rates include all other audience engagement including post clicks, link clicks, comments and shares.

The average page engagement rate for a Facebook page the size of Just Carry One (1-9,999 fans) is 1.11% (www.socialbakers.com). A benchmark for good engagement rates can be viewed at Appendix 4.

- Four of the 25 posts were 'promoted' (paid) with an average reach of 13,871 per post and an average engagement rate of 6%.
 - Lowest reach: 4,104; highest reach: 21,400.
 - Lowest engagement rate: 3.9%; highest engagement rate: 7.7%
- The remaining 21 posts had an average reach of 768 per post and an average engagement rate of 8.9%.
 - Lowest reach: 312; highest reach: 2,614
 - Lowest engagement rate: 1.3%; highest engagement rate: 21.4%

Table 6c: Just Carry One Facebook Activity Report

#Post	Total Reach	Paid Reach	Engagement Rate (of total reach)	Paid Engagement Rate (of total engagement rate)	Clicks Through (excludes comments, shares, likes)
JCO Promoted Post 1 : Day 1 – Monday 9 th December	12,324	11,682	6.2%	74.3%	756
JCO Promoted Post 2: Day 2 – Monday 10 th December	17,676	17,083	6.1%	79.6%	1,066
JCO Promoted Post 3: Day 5 – Friday 12 th December	4,104	3,359	7.7%	40.8%	275
JCO Promoted Post 4: New Year – 7 th January 2014	21,400	20,776	3.9%	79.6%	827

6.3.1 Audience Engagement Profile: (this data includes 'post likes')

Across the four promoted posts, the average profile of those who engaged with the posts is as follows:

- 100% of those who engaged with the posts were from Ireland.

- 53.7% were female, of which:
 - 95.9% were aged 24 and younger
 - 66.5% aged 13-17
 - 29.4% aged 18-24
 - 4.1% were aged 25+
- 46.3% were male, of which:
 - 98% were aged 24 and younger
 - 69.5% aged 13-17
 - 28.5% aged 18-24
 - 2% were aged 25+

It is interesting to note that the highest engagement by males on a post (73.8%) was for the visual that included the male 'model' (JCO Post: Day 5).

6.3.2 Fan Gender and Age Profile

Prior to the campaign, Just Carry One had 8,588 'fans', 63% of which were male and 37% female. 88% of all fans were aged 24 and under with 33% of all fans aged 13 to 17, 55% aged 18 to 24 and the remaining 12% aged 25 and over.

During the gonorrhoea information campaign, from 9th December 2013 to 5th February 2014, 'fans' increased by 19.3% to 10,249. Gender and age profile remained primarily the same, with a 1% increase in fans aged 18 to 24 years / 1% decrease in fans aged 25 and over.

Table 6d: Just Carry One Fan Gender and Age Profile Pre- and Post-Campaign

Pre-Campaign Profile of JCO fans on 8 th December 2013		Post-Campaign Profile of JCO fans on 5 th February 2014		ALL Facebook
8,588 fans		10,249 (+1,661 or +19.3%)		
37% female		37% female		46%
63% male		63% male		54%
88% aged 24 and under		88% aged 24 and under		47.2%
33% of all fans aged 13-17		33% of all fans aged 13-17		14.9%
55% of all fans aged 18-24		56% of all fans aged 18-24 (+1%)		32.3%
12% of all fans aged 25+		11% of all fans aged 25+ (-1%)		52.9%
Females – of total fans:	11% aged 13-17	Females – of total fans:	11% aged 13-17	7.2%
	20% aged 18-24		21% aged 18-24 (+1%)	14.4%
	6% aged 25+		6% aged 25+	24.6%
Males – of total fans:	22% aged 13-17	Males – of total fans:	21% aged 13-17 (-1%)	7.7%
	35% aged 18-24		35% aged 18-24	17.9%
	6% aged 25+		6% aged 25+	28.3%

6.3.3 Fan Location Profile

Prior to the campaign, most fans (97.5%; n=8,371) indicated that they were located in Ireland. Additional location data was available for 6,049 or 72.3% of these with the majority (45.6%) located in Dublin, 20.4% in the HSE South region, 17.5% in HSE West,

10.1% in HSE Dublin Mid-Leinster and 6.4% in the counties of the HSE Dublin North East region (excluding Dublin).

During the campaign, fan location increased for each area with the largest increase in the HSE West region (20%).

Table 6e: Just Carry One Fan Location Profile Pre- and Post-Campaign

Pre-Campaign		Post-Campaign	
Location Profile of JCO fans on 8 th December 2013		Location Profile of JCO fans on 5 th February 2014	
Lifetime Likes: 8,588		Lifetime Likes: 10,249 (+1,661 or +19.3%)	
Located in Ireland: 8,371 (97.5%)		Located in Ireland: 9,809 (95.7%)	
Location data known for 6,049 (72.3%)	Dublin = 2,759 (45.6%)	Location data known for 7,021 (71.8%)	Dublin = 3,163 (45%) (+404 or +14.6%)
	HSE DNE (Rest of) = 386 (6.4%)		HSE DNE (Rest of) = 437 (6.2%) (+51 or +14.2%)
	HSE DML = 612 (10.1%)		HSE DML = 713 (10.1%) (+101 or +16.5%)
	HSE South = 1,231 (20.4%)		HSE South = 1,434 (20.4%) (+203 or +16.5%)
	HSE West = 1,061 (17.5%)		HSE West = 1,274 (18.1%) (+213 or +20%)

*HSE Dublin North East (Rest of): Cavan, Louth, Meath, Monaghan
HSE Dublin Mid-Leinster: Kildare, Laois, Longford, Offaly, Westmeath, Wicklow
HSE South: Cork, Carlow, Kerry, Kilkenny, Tipperary, Waterford, Wexford
HSE West: Clare, Limerick, Donegal, Galway, Mayo, Sligo, Leitrim, Roscommon*

6.4 Union of Students in Ireland (USI)

Between 9th December 2013 and 15th December 2013, the *Union of Students in Ireland* posted three 'promoted' (paid) posts specific to the Gonorrhoea Information Campaign.

- The posts generated a total of 25,692 impressions (the number of times the post was displayed whether the post was clicked or not).
- The click through rate (CTR) for all impressions was 1.9% (the number of clicks the post received divided by the number of times the ad was shown on Facebook).
- The posts received an average of 122 clicks per post.
- There was an average of 132 actions per post (e.g. likes, comments, shares).

For a 'Page Post' Ad, a 2013 U.S. Facebook Ads benchmark study shows an average click through rate (CTR) of 2.03%. The study also shows average Facebook ad performance by industry and showed an average 0.205% CTR in the non-profit sector (Source: www.salesforcemarketingcloud.com) – See Appendix 3.

Table 6f: Union of Students in Ireland Facebook Activity Report

#Post	Impressions	Clicks	CTR	Actions
USI Promoted Post 1	9,729	257	2.64%	325
USI Promoted Post 2	12,776	93	0.72%	68
USI Promoted Post 3	401	21	5.23%	21
USI Promoted Post 4	2,786	117	4.19%	114
TOTALS	25,692	488	1.9%	528

7.0 WEBSITE(S) ACTIVITY IMPACT REPORT

The main campaign website was the HSE sexual health website www.yoursexualhealth.ie.

Prior to the campaign the website was updated:

- The home page was modified as the main campaign entrance/landing page
- Testing information with details of public STI Clinics was updated.
- A new page was created with information on testing in third level colleges.
- A new page was created with specific information on gonorrhoea from the booklet.
- The gonorrhoea booklet was uploaded to the website.
- The A3 posters were uploaded to the website.
- A new page was created with information on where to access free condoms.
- A new website for mobile was developed.

While promotion focused primarily on referring people to the main campaign website, campaign partners also updated their own websites with the new resources and information. There were four partner websites:

- (1) SpunOut.ie: www.spunout.ie
- (2) HSE Crisis Pregnancy Programme: www.thinkcontraception.ie
- (3) Dublin AIDS Alliance; www.dublinaidsalliance.ie
- (4) Union of Students in Ireland: www.usi.ie

Appendix 5 includes explanations of terminology used to interpret Google Analytics data.

7.1 Yoursexualhealth.ie

Website data was obtained through Google Analytics using the date range 9th December 2013 to 10th January 2014, and comparing this data to the same period 12 months previous to the campaign (9th December 2012 to 10th January 2013).

7.1.1 Visits to the Website

There were 5,362 visits to the website over the five weeks of analysis, compared to 3,369 during the same period the previous year, an increase of 59.16%. Of these 4,786 (89.2%) were unique visitors, an increase of 52.57% on the previous year (n=3,137). There were a total of 13,369 page views on the website, an increase of 47.67% on the previous year (n=9,053), with an average of 2.5 pages viewed per visit and an average visit duration of 1.5 minutes.

Table 7a: Summary Visits and Views to yoursexualhealth.ie

Actions	9 th December 2013 to 10 th January 2014	9 th December 2012 to 10 th January 2013	% Difference
Visits to the Website	5,362	3,369	+59.16%
Unique Visitors	4,786	3,137	+52.57%
Page Views	13,369	9,053	+47.67%
Average pages viewed per Visit	2.49	2.69	-7.21%
Average visit duration	00:01:29	00:01:37	-8.61%

7.1.2 Traffic Medium/Channel

62.79% of visits came from an organic search, 23.98% were direct visits, 6.81% of visits came from referrals, and 6.28% came from social channels. Of the visits via social channels, 79.53% came from Facebook and 18.4% from Twitter.

Table 7b: Medium of traffic to yoursexualhealth.ie

Medium	9 th December 2013 to 10 th January 2014	% of all Visits
Organic Search	3,367	62.79%
Direct	1,286	23.98%
Referral	365	6.81%
Social	337	6.29%
Other	7	0.13%
Total	5,362	100%

7.1.3 Traffic Source

A comparative analysis shows a significant increase in referrals to the website from Facebook (up over 5,000%) and new referrals from Twitter and SpunOut.ie when compared with the previous year. Direct traffic also increased significantly (up almost 83%).

Table 7c: Top Sources of Traffic to yoursexualhealth.ie

Source	9 th Dec 2013 to 10 th Jan 2014	9 th Dec 2012 to 10 th Jan 2013	% Change
Google/Organic	3,317	2,012	+64.86%
Direct	1,286	703	+82.93%
Facebook.com/Referral (includes Facebook for mobile)	266	5	+5,220%
HSE.ie/Referral	96	253	-62.06%
SpunOut.ie/Referral	64	0	+
Twitter/Referral	62	0	+
Yoursexualhealth.ie/Referral (self-referral*)	49	0	+
Bing/Organic	24	13	+84.62%
Yahoo/Organic	19	14	+35.71%

[*Self-referrals: if Google Analytics implementation is configured to measure sessions across multiple domains and/or subdomains, a marginal level of self-referrals may be natural. However, many self-referrals may be a symptom of an issue with Google Analytics implementation, and may be skewing metrics and obscuring the actual sources of traffic to which conversions and other engagement on the site should be attributed.]

<https://support.google.com/analytics/>

7.1.4 Devices used to access website

All website visits came from three devices: mobile, desktop and tablet. The highest percentage of visits came from a mobile phone device (3,058 or 57% of all visits) followed by desktop (1,960 or 36.6% of all visits) and a tablet (344 or 6.4% of all visits).

Visits via a mobile phone device and using a tablet both increased significantly from the previous year, up 135% and 112% respectively, indicating that people are now using these devices more than desktops to access the internet.

Table 7d: Devices used to access Yoursexualhealth.ie

Device Category	9 th December 2013 to 10 th January 2014	9 th December 2012 to 10 th January 2013	% Difference
Mobile	3,058	1,301	+135.05%
Desktop	1,960	1,906	+2.83%
Tablet	344	162	+112.35%
Total Visits	5,362	3,369	

7.1.5 Website Pages Viewed

The home page of the website served as a campaign landing/entrance page providing links to other information pages on gonorrhoea, free STI/GUM clinic services, how to use condoms and where to get free condoms.

There were a total of 13,369 page views on the website, an increase of 47.67% on the previous year (n=9,053), with an average of 2.5 pages viewed per visit.

Mobile Phone Access:

The website for mobile phone access provides five links: (1) Home; (2) The Facts about Gonorrhoea; (3) STI Screening Services; (4) How to use a condom; and (5) Where to access free condoms.

There were 1,996 page views (1,375 unique page views) from the 3,058 visits via mobile. Excluding the home page views, there were 751 unique page views. The most viewed page was the STI Screening Services at 41.9% (n=315) of all unique page views, followed by the information page providing facts about gonorrhoea (32.4%; n=243 of all unique views). 16.8% viewed information on where to access free condoms, and 8.9% were views on how to use a condom.

Table 7e: Unique Page Views via Mobile on yoursexualhealth.ie

Web Page	Unique Page Views (9 th Dec 2013 to 10 th Jan 2014)	% of all unique page views (excluding home page)
Free STI Screening Services	315	41.9%
Facts about Gonorrhoea	243	32.4%
Free Condoms	126	16.8%
How to use a condom	67	8.9%
TOTALS	751	100%

Desktop Access:

There were 7,978 page views (6,255 unique page views) from the 1,960 visits via desktop. Of the top ten pages viewed, there were 4,945 unique views. Excluding the home page views, (of which there were only 15), there were 4,930 unique page views via desktop.

The most viewed page was the STI/GUM clinic services page at 26.1% of all unique page views, followed by the information page on the types of STIs (23.5% of all unique views). 14% viewed the information page on STI screenings and 13.8% the information page on HIV testing. Of the new pages created for the campaign, 4.9% viewed the information page on gonorrhoea and 3.8% the page on where to access free condoms.

Table 7f: Unique Page Views via Desktop on yoursexualhealth.ie

Web Page	Unique Page Views (9th Dec 2013 to 10th Jan 2014)	% of all unique page views (excluding home page)
/sti_gum_clinic/	1,286	26.1%
/types_of_STIs/	1,158	23.5%
/sti_screenings/	690	14%
/hiv_testing/	678	13.8%
/smear_tests/	406	8.2%
/gonorrhoea/	243	4.9%
/where_can_i_get_free_condoms/	189	3.8%
/sexual_health_check-up/	146	3%
/checking_your_testicles/	134	2.7%
TOTALS	4,930	100%

Further Analysis:

Although there were more visits made via a mobile phone device (3,058) compared to access via a desktop (1,960), there was a significantly higher amount of unique page views via the latter (6,255 -v- 1,375). This perhaps is because the website for mobile provides links to only four pages (excluding the home page), indicating that the website for mobile could potentially generate more page views if more webpages were included.

Comparative Analysis of Content Viewed:

During the campaign, almost all page views via desktop increased when compared to the same period 12 months previous to the campaign. Significant increases in unique page views were evident for the STI/GUM clinic services page (+91.08%), the HIV testing information page (+92.07%) and the information page on the types of STIs (+71.3%). The web pages on gonorrhoea and where to get free condoms were new pages, and therefore a comparison is not possible.

[Note: the web pages for mobile did not exist 12 months previous to the campaign and therefore are not included in this analysis].

Table 7g: Comparative Analysis of Web Pages Viewed via Desktop on Yoursexualhealth.ie

Device Category	Pages Viewed	Total Page Views (9 th Dec 2013 to 10 th Jan 2014)	Total Page Views (9 th Dec 2012 to 10 th Jan 2013)	% Change	Unique Page Views (9 th Dec 2013 to 10 th Jan 2014)	Unique Page Views (9 th Dec 2012 to 10 th Jan 2013)	% Change
Desktop	/sti_gum_clinic/	1,593	888	+79.39%	1,286	673	+91.08%
	/types_of_sti/	1,262	745	+69.40%	1,158	676	+71.30%
	/sti_screenings/	862	902	-4.75%	690	701	-1.57%
	/hiv_testing/	764	392	+94.90%	678	353	+92.07%
	/ (Homepage)	488	58	+741.38%	15	2	+650%
	/smear_tests/	451	414	+8.94%	406	371	+9.43%
	/gonorrhoea/	264	0	-	243	0	-
	/where_can_i_get_free_condoms/	210	0	-	189	0	-
	/sexual_health_check-up/	202	257	-21.4%	146	185	-21.08%
	/checking_your_Testicles/	170	153	+11.11%	134	138	-2.9%
	Total page views via Desktop	7,978	5,618	+42.01%	6,255	4,631	+35.07%

7.1.6 Time Spent, Bounce Rates and Exit Rates

The average visit duration for all visits was 1 minute 29 seconds.

Mobile Phone Access:

The average time spent on a page was highest on the STI screening services and the facts about gonorrhoea pages, averaging at 1 minute 24 seconds each.

The bounce rate was also highest for the same two pages at 65.79% and 66.67% respectively, indicating that views of these pages were 'direct' links/referrals. The bounce rate was lowest for the home page at 17.23% indicating that a significant percentage of those accessing the website through the home page went on to view other pages.

The exit rate was highest from the STI screening services page at 41.24%, i.e. this was the last page viewed for 41% of all page views to the page.

Desktop Access:

The average time spent on a page was highest on the HIV testing information page (4 minutes 10 seconds), the information page on the types of STIs (3 minutes 41 seconds), STI/GUM clinics (2 minutes 38 seconds) and the facts about gonorrhoea (2 minutes).

The bounce rate was highest for the page on the types of STIs (91.59%), the HIV testing page (84.49%), smear tests (83.67%), the facts about gonorrhoea (77.78%) and the STI/GUM clinics page (69.79%). The bounce rate was 0% for the homepage indicating that those accessing the website through the home page went on to view other pages.

The exit rate was highest for the page on the types of STIs (85.1%), HIV testing (79.19%), smear tests (74.28%) and STI/GUM Clinics (61.52%), i.e. last page viewed for these visits.

Table 7h: Time Spent, Bounce and Exit Rates for yoursexualhealth.ie

Device Category	Pages Viewed	Total Page Views (9 th Dec 2013 to 10 th Jan 2014)	Average time on page	Bounce Rate	Exit Rate
Mobile	/index.html (Homepage)	934	00:00:21	17.23%	23.14%
	/free-sti-screening-service	451	00:01:24	65.79%	41.24%
	/facts-about-gonorrhoea	361	00:01:24	66.67%	29.92%
	/free-condoms/	165	00:00:22	50%	26.67%
	/how-to-use-a-condom/	85	00:00:53	40%	27.06%
Desktop	/sti_gum_clinic/	1,593	00:02:38	69.79%	61.52%
	/types_of_sti/	1,262	00:03:41	91.59%	85.10%
	/sti_screenings/	862	00:01:33	59.56%	39.10%
	/hiv_testing/	764	00:04:10	84.49%	79.19%
	/ (Homepage)	488	00:00:01	0%	2.66%
	/smear_tests/	451	00:01:33	83.67%	74.28%
	/gonorrhoea/	264	00:02:00	77.78%	32.95%
	/where_can_i_get_free_condoms/	210	00:00:41	63.41%	39.05%
	/sexual_health_check-up/	202	00:00:24	0%	8.91%
	/checking_your_Testicles/	170	00:00:47	74.19%	31.76%

7.2 SpunOut.ie

There were a total of 4,753 visits to sexual health articles. 3,971 (83.5%) of these were unique visits. The average time spent on pages was 1 minute 36 seconds.

Three articles were created and viewed (Gonorrhoea, STI Clinics and STIs) and traffic referrals came from Google, Facebook and Twitter. Services and articles visited after core pages included:

- Home Testing for STIs (54)
- Sexual Health section (38)
- Think Contraception (62)
- STI Clinic St. James' (59)
- Dublin AIDS Alliance (23)
- IFPA (22)

7.3 ThinkContraception.ie

Website data was obtained through Google Analytics using the date range 1st December 2013 to 31st January 2014, and comparing this data to the same period 12 months previous to the campaign (1st December 2012 to 31st January 2013).

7.3.1 Visits and Pages Viewed

There were a total of 910 visitors to the page on Gonorrhoea, an increase of 157.79% on the same period 12 months previous. 759 of these were unique visitors, an increase of 162.63% with an average time spent on the page of 1 minute 35 seconds, a 132% increase.

There were a total of 3,202 visitors to the page on 'how would I know I have an STI', an increase of 112.76% on the same period 12 months previous. 2,564 of these were unique visitors, an increase of 110% with an increase of 18% on the average time spent on the page (1 minute 35 seconds -v- 1 minute 20 seconds).

Table 7i: Visits and Pages Viewed on thinkcontraception.ie

Page Visited:	/STIs/Gonorrhoea	/STIs/how-would-I-know-I-have-an-STI
Visitors 1 st Dec 2013 to 31 st Jan 2014	910	3,202
Visitors 1 st Dec 2012 to 31 st Jan 2013	353	1,505
% Change	+157.79%	+112.76%
Unique Visitors 1 st Dec 2012 to 31 st Jan 2014	759	2,564
Unique Visitors 1 st Dec 2012 to 31 st Jan 2013	289	1,221
% Change	+162.63%	+109.99%
Average Time Spent on Page 1 st Dec 2013 to 31 st January 2014	00:01:35	00:01:35
Average Time Spent on Page 1 st Dec 2012 to 31 st January 2013	00:00:41	00:01:20
% Change	+132.07%	+18.18%

7.3.2 Traffic Referrals

Data shows traffic referrals to the Think Contraception website from yoursexualhealth.ie (18) and SpunOut.ie (22).

7.4 DublinAidsAlliance.ie

Website data was obtained through Google Analytics using the date range 9th December 2013 to 9th January 2014.

(Note: it is not possible to provide a comparative analysis as Google Analytics only commenced for this website on 3rd November 2013).

7.4.1 Visits to the Website

There were 2,411 visits to the website over the five weeks of analysis. Of these 1,928 (80%) were unique visitors. There were a total of 6,776 page views on the website, with an average of 2.8 pages viewed per visit and an average visit duration of 2 minutes 12 seconds.

7.4.2 Traffic Medium/Channel

81.3% of visits came from an organic search, 12.5% were direct visits, 5.4% of visits came from referrals, and 0.8% came from social channels. Of the visits via social channels, 79% came from Facebook and 21% from Twitter.

7.4.3 Traffic Source

The top sources of referrals to DublinAidsAlliance.ie were from SpunOut.ie, YourSexualHealth.ie, Facebook, Google.ie and HSE.ie.

Table 7j: Top Sources of Traffic to DublinAidsAlliance.ie

Source	9 th Dec 2013 to 9 th Jan 2014
Google/Organic	1,921
Direct	303
SpunOut.ie/Referral	35
YourSexualHealth.ie/Referral	33
Bing/Organic	21
Yahoo/Organic	14
Facebook.com/Referral (includes Facebook for mobile)	15
Google.ie/Referral	7
HSE.ie/Referral	5

7.4.4 Website Pages Viewed

Pages on the DAA site were viewed a total of 6,776 times, of which 5,635 (83.2%) were unique views. There were 3,401 unique views on the top ten pages viewed. Excluding home page views, 60.6% of unique page views related to HIV and STI testing information.

Table 7k: Unique Page Views on dublinaidsalliance.ie

Page(s) Viewed	9 th December 2013 to 9 th January 2014	% of views
HIV and STI testing (4 pages): 1. HIV, STI and Hepatitis Testing information page (865 views) 2. HIV testing information page (355 views) 3. Dublin Public Testing Clinics (304 views) 4. STI Testing information page (263 views)	1,787	60.6%
Latest HIV Statistics	387	13.1%
Stages of HIV Infection	257	8.7%
Events Calendar	224	7.6%
Contact Us	160	5.4%
Services	135	4.6%
Total	2,950	100%

7.5 USI.ie

There were a total of 38,297 visits to the USI website from December 2013 to February 2014, with a total of 226,087 page views. 54.9% (n=21,013) were unique visits. There were 350 views of the Gonorrhoea page with a noted increase in views during SHAG Week (10th to 14th February 2014).

It's interesting to note that the top page views for all websites did not include many views on information about 'private' testing (testing with a charge incurred). The SpunOut.ie website had 54 page views on 'home testing for STIs'; data for the yoursexualhealth.ie website did not include views of the 'College STI Screening' services (some of which incur a small charge); and data for the Dublin AIDS Alliance website did not feature views on its page on 'Private Testing'.

8.0 VALENTINE'S DAY PROMOTION

The main promotion of the Gonorrhoea Information Campaign concluded with a Valentine's Day Promotion on two of Ireland's popular lifestyle websites for men and women.

8.1 Overview

- JOE.ie is Ireland's first and only men's lifestyle website and has over 1,000,000 unique monthly visitors. At the time of the promotion it also had 142,000 fans on Facebook and 84,000 followers on Twitter.
- HER.ie is a women's lifestyle website, targeting primarily women aged 18 to 44 years. The website has over 1.5million unique monthly visitors, as well as 136,000 fans on Facebook and 56,000 followers on Twitter.

Each website hosted a Valentine's Day Competition from 12th to 14th February with a prize of a condom goodie bag for each winner, and an editorial was published on each website on Valentine's Day. The editorials included information on gonorrhoea linking to key messages of the campaign including the importance of using condoms and getting tested. A link to yoursexualhealth.ie was also included, as were the gonorrhoea campaign creatives/visuals.

8.2 Impact/Activity Report

8.2.1 Twitter:

The Twitter accounts for the website sent 8 tweets. The editorial piece on JOE.ie was re-tweeted 21 times, and on HER.ie 22 times.

8.2.2 Competitions:

The competition on JOE.ie was viewed 2,806 times with 285 entries.
The competition on HER.ie was viewed 1,559 times with 510 entries.

8.2.3 Editorials:

The editorial piece on JOE.ie was viewed 3,012 times with a dwelling time of 2 minutes 37 seconds on the page.
The editorial piece on HER.ie was viewed 3,608 times with a dwelling time of 2 minutes 40 seconds on the page.

8.2.4 Yoursexualhealth.ie

During the week of 10th to 16th February 2014, yoursexualhealth.ie had a total 1,280 visits to the website, of which 1,131 (88.36%) were new visits. 160 of these were 'referrals' and of these 43.75% were from HER.ie, 15.62% from JOE.ie and 8.12% from SpunOut.ie. The average amount of pages visited from referrals was 3.65, the average visit duration was 2 minutes 3 seconds, and the average bounce rate was low at 21.88%. It's worth noting that the bounce rate for referrals from HER.ie was as low as 2.86% (JOE.ie was 20%).

9.0 DISTRIBUTION OF GONORRHOEA BOOKLETS

10,000 hard-copy gonorrhoea booklets were printed, with information on signs and symptoms, transmission, prevention and testing. 100 sets of the four A3 posters were also printed. At the time of this report, 6,550 booklets and 64 sets of posters have been distributed, including to third-level colleges, youth projects, and HIV/sexual health-related organisations.

The booklet is also available to download on all partner websites.

Organised by the HSE Crisis Pregnancy Programme, the booklet was made available to order through the HSE Health Promotion website www.healthpromotion.ie, from the end of January 2014. There have been regular orders for 5 to 10 booklets received to date from organisations such as youth projects, health clinics and GP surgeries and other health professionals.

The USI Sexual Health Awareness and Guidance (SHAG) Week took place from 10th to 14th February 2014. A Sexual Health Roadshow was organised which engaged four colleges in a range of events promoting sexual health awareness. As part of the event, a Gonorrhoea Information Stand was set up in each of the colleges, displaying the posters and distributing the booklets. The colleges involved were the National College of Ireland, IT Carlow, Dundalk IT and Galway Mayo IT.

10.0 ADDITIONAL INFORMATION

- The HSE HIV/Sexual Health Helpline was promoted as part of the campaign in the gonorrhoea booklet and through Facebook and Twitter posts. The Helpline has indicated that most people do not give information on their age during calls and staff do not actively survey callers if the information is not volunteered during the call/email.
- The main Dublin AIDS Alliance Facebook page also promoted the Gonorrhoea Information Campaign. Nine posts in total were included on the page with the following summary results:
 - One promoted post with a reach of 14,104, a 4.3% engagement rate and 587 click throughs.
 - The eight other posts had an average reach of 900 per post with an average engagement rate of 4.3%.
 - Number of fans increased by 12.4% (from 4,287 on 8th December 2013 to 4,819 on 5th February 2014).
- Some comments/messages received on the Dublin AIDS Alliance and Just Carry One Facebook pages included:
 - Looking for an organisation/location to access free condoms in Limerick.
 - Looking for an organisation/location to access free condoms in Co. Meath.
 - Looking for the DAA office address to drop-in for free condoms.
 - Looking for advice on how to talk to partners about using condoms and safer sex.
 - Looking for the next date of HIV/STI testing in DAA.
 - Looking for condoms to be posted out (individuals).
 - General positive comments about how good the campaign visuals/messages were with a lot of people tagging their friends.
- The amount of females dropping into DAA for free condoms has increased by 50% over the months of December 2013 and January 2014 (when compared with the average over the six months prior to the campaign). The amount of males dropping in has remained the same.
- Demand for the monthly HIV/STI testing clinic in Dublin AIDS Alliance (2nd Wednesday of every month) has been steadily increasing, with an average of 32 people attending for the clinic and an average of 14 people turned away/referred per clinic over the six clinics prior to the campaign. The average number of people attending for the clinic increased by 22% for the clinics in December 2013 and January and February 2014, with a 36% increase in the average number of people turned away/referred to another clinic.
- DAA, GHN and the HSE CPP supplied free condoms to third-level colleges when distributing gonorrhoea booklets.

11.0 MEDIA SUMMARY REPORT

With the support and assistance of the HSE Public Communications, a press release was issued when the campaign launched online on 9th December 2013. Between 9th and 11th December, there was significant media coverage of the campaign highlighting the increases in gonorrhoea infections in Ireland. This is summarised in the table below. In addition to coverage of the campaign's press release, a young person from SpunOut.ie penned an article which was published on thejournal.ie. The article focused on the importance of STI testing following unprotected sex because many STIs may show no symptoms.

Table 11a: Media coverage 9th to 11th December 2013

Media Channel	Media Source
TV – Broadcast	TV3 – Ireland AM
Radio – Broadcast	Today FM – The Last Word
	Flirt FM
	Spin 103.8
Print Press	Irish Examiner
	Metro Herald
	The Irish Sun
	Irish Independent
	Irish Times
Internet	Irishexaminer.com
	Irishtimes.com
	Independent.ie
	Waterfordwhispersnews.com
	Hse.ie
	DublinAidsAlliance.ie
	Usi.ie
	Spunout.ie

12.0 FINANCIAL REPORT AND COST-EFFECTIVENESS

A total of €6,050 funding support for the campaign was provided by HSE Health Promotion and Improvement Department.

12.1 Income and Expenditure Report

Details	Income €	Expenditure €
HSE Health Promotion and Improvement Department	6,050.00	
Design, Style Concept and Application (booklet, posters, Facebook/Twitter visuals and photoshoot)		1,828.52
Printing A3 Posters x 4 x 100; booklets x 10,000; t-shirts x 4		1,991.10
Social Media Promotion (including Valentine's Competitions and Editorials)		1,942.56
Postage and Carriage: Distribution of G-booklets		260.58
Meetings		6.50
TOTALS	6,050.00	6,029.26
Balance as at 26th February 2014	20.74	

12.2 Examples of Cost-Effectiveness through Facebook paid promotion

For a 'Page Post' Ad, a 2013 U.S. Facebook Ads benchmark study shows an average cost per click of \$0.23 (€0.17). The study also shows average Facebook ad performance by industry and showed an average CPC of \$0.19 (€0.14) in the non-profit sector. (Source: www.salesforcemarketingcloud.com) – See Appendix 3.

Johnny's Got You Covered	Total Cost	No. of Clicks	Cost per Click (CPC)	No. of Actions	Cost per Action
CPP Promoted Post 1	€85.00	1,160	€0.07	940	€0.09
CPP Promoted Post 2	€140.00	1,628	€0.09	1,450	€0.10
CPP Promoted Post 3	€85.00	1,701	€0.05	1,381	€0.06
TOTALS	€310.00	4,489	€0.21	3,771	€0.25

Union of Students In Ireland	Cost	No. of Clicks	Cost per Click (CPC)	No. of Actions	Cost per Action
USI Promoted Post 1	€22.00	257	€0.08	325	€0.07
USI Promoted Post 2	€6.44	93	€0.07	68	€0.09
USI Promoted Post 3	€1.05	21	€0.05	21	€0.05
USI Promoted Post 4	€5.83	117	€0.05	114	€0.05
TOTALS	€35.32	488	€0.07	528	€0.07

Just Carry One	Cost	Reach (Paid)	Cost per Reach
Day 1 Ad	€25.00	11,682	€0.002
Day 2 Ad	€30.00	17,083	€0.001
New Year Ad	€30.00	20,776	€0.001
TOTALS	€85.00	49,541	€0.001

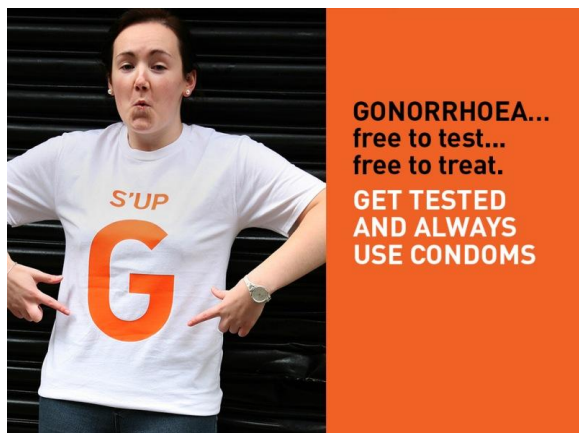
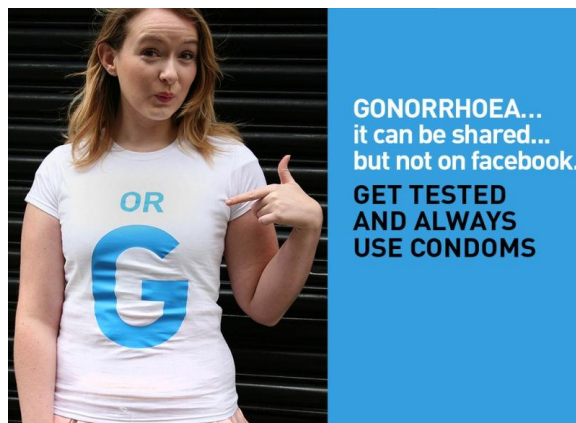
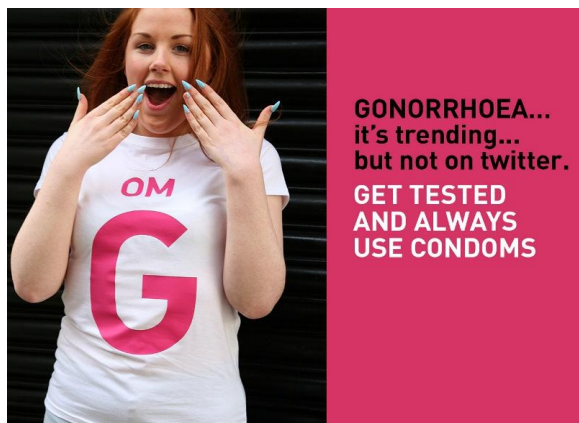
13.0 CONCLUSIONS AND RECOMMENDATIONS

- Using social media channels to target a young audience is a highly cost-effective approach. The process of using small budgets to promote (Facebook) posts appears to be a winning formula and is recommended.
- Engaging peers in the development of campaigns is vital to ensure engagement from the target audience. Higher than average engagement rates and click-through rates suggest that the content and resources used was very relevant to the target audience.
- Partnerships and collaboration with the 'right' organisations is fundamental to the success of joint (and social media) campaigns. For example, in this instance, the Working Group is a cross-sectoral partnership consisting of organisations with expertise and experience in sexual health promotion partnered with organisations with expertise and experience in working with young people and with social media expertise and experience.
- Existing STI prevention social media campaigns should be resourced to build on the success of this campaign and develop a sustained national STI prevention campaign. *Johnny's Got You Covered* and *Just Carry One* are the only two social media campaigns in Ireland with a primary aim of promoting condom use to prevent STIs. While using different approaches/models of promotion, both experienced high engagement rates and click-through rates during this campaign.
- Partnerships with youth organisations that have a high volume of website traffic, and can provide referral links to sexual health-related websites such as yoursexualhealth.ie, is highly recommended. For example, SpunOut.ie, who serve young people aged 16 to 25 years, and had almost 600,000 unique visits to their website in 2012 with over 2 million page views, referred traffic during this campaign to yoursexualhealth.ie (all new referrals), dublinaidsalliance.ie (37% of all referrals), and thinkcontraception.ie. Additionally, 34 third-level colleges are affiliated with the Union of Students in Ireland, and in 2013 USI.ie had over 5 million hits on its website.
- Partnerships with youth-related organisations that offer additional opportunities for engaging young people in sexual health promotion is recommended and should be resourced. The Union of Students in Ireland, for example, offer promotion opportunities at events in third-level colleges such as SHAG Week and Fresher's Week.
- Engaging with popular social networking sites relevant to the target audience is recommended for future campaigns of this nature. For this campaign, for example, engaging with JOE.ie and HER.ie for a Valentine's Day promotion was very effective, with over 6,600 views of editorials and a high percentage of referrals from both websites to yoursexualhealth.ie.
- Any review and/or re-development of the yoursexualhealth.ie website for mobile devices could benefit from data in this report, particularly information on pages viewed (on all devices), bounce rates and exit rates. A significant percentage of people are now accessing the internet using a mobile phone device. The highest percentage of visits to the HSE yoursexualhealth.ie website came from a mobile phone device (57% of all visits which was a 135% increase on the same period 12 months previous to the campaign).

- Any review and/or re-development of the HSE yoursexualhealth.ie website could benefit from data in this report including the type of information that visitors are viewing. A partnership approach is also recommended for any such review/re-development to include representation from relevant organisations with experience in sexual health promotion and organisations with experience in working with the primary target audience for the website.
- Further development of the design concept used for this campaign is recommended and should be resourced to expand on STI prevention messages. Taking account of all data in this report and the successful impact of the campaign, the design concept and resources developed and used was very relevant to the young target audience.
- The inclusion of a budget for condom packs is recommended for any future sexual health campaigns. Dublin AIDS Alliance, for example, has experienced an increase in demand for free condoms during the campaign (a 50% increase in females accessing free condoms through the drop-in service), and several enquiries through Facebook about where to access free condoms. The web page on yoursexualhealth.ie providing information on where to access free condoms received 3.8% of all unique views.
- Provision of hard-copy resources, to complement online resources, is recommended to meet the needs of those who request them. Excluding the gonorrhoea booklets and posters distributed to third-level colleges, all other booklets were distributed on request from organisations. The HSE Health Promotion website has received regular orders since the booklet was made available through this resource at the end of January 2014.
- Broader communications and collaboration was very beneficial to the development of the campaign, linking up-to-date data surveillance with key messages of the campaign, and collaborating with other relevant experts. The Gonorrhoea Control Group consists of, for example, specialists in Public Health, consultants in infectious diseases, GPs, medical and surveillance scientists, and public communications experts.
- The Working Group should be resourced to continue its partnership and cross-sectoral work around STI prevention and sexual health awareness among young people. There are many sexual health-related events that take place annually which would benefit from a co-ordinated approach facilitated by the Working Group including, for example, Sexual Health Awareness Week, World Contraception Day, World Sexual Health Day, Irish AIDS Day, and SHAG Week and Fresher's Week in third-level colleges.

APPENDIX 1: CAMPAIGN RESOURCES

(1) Social Media Creatives/Visuals



(2) A3 Posters

OM
G

GONORRHOEA...
ITS TRENDING... BUT NOT ON TWITTER

You can have Gonorrhoea and not have any symptoms.
Get tested and always use condoms

www.yoursexualhealth.ie

Dublin HIV Alliance JUST ONE HE S2D@UCL

OR
G

GONORRHOEA...
IT CAN BE SHARED... BUT NOT ON FACEBOOK

You can get Gonorrhoea from oral sex.
Get tested and always use condoms

www.yoursexualhealth.ie

Dublin HIV Alliance JUST ONE HE S2D@UCL

S'UP
G

GONORRHOEA...
FREE TO TEST, FREE TO TREAT.

Gonorrhoea infections are increasing among young men and women.
Get tested and always use condoms

www.yoursexualhealth.ie

Dublin HIV Alliance JUST ONE HE S2D@UCL

ABCDEF
G

GONORRHOEA...
HARD TO SPELL... EASY TO CATCH

Gonorrhoea infections are increasing among young men and women.
Get tested and always use condoms

www.yoursexualhealth.ie

Dublin HIV Alliance JUST ONE HE S2D@UCL

(3) Campaign Website

YOURSEXUALHEALTH.ie

SEARCH

SEXUAL HEALTH

STI FACTS

CONDOMS AND SAFER SEX TIPS

CONTRACEPTION

SEXUAL HEALTH CHECK-UP

ADVICE OPTIONS

Health Service Executive
HealthPromotion.ie

OMG GONORRHOEA... IT'S TRENDING...

Gonorrhoea is a common Sexually Transmitted Infection (STI) and is increasing among young men and women.

You can protect yourself and your partner by getting tested and using condoms every time you have sex.

G **The facts about Gonorrhoea**
Find out what it is and how to protect yourself and your partner. [Read more](#)

G **Free STI screening services**
Get the contact details of your local service here [Read more](#)

G **How to use a condom**
It only works if you use it properly [Read more](#)

G **Free Condoms**
Find out where you can get condoms free [Read more](#)

OTHER INFO

Vaginal sex
Links
Pregnancy advice
How to use a condom
STI/GUM Clinics
HIV info and support

HELPFUL LINKS

Outhouse Community Resource Centre
Dublin Aids Alliance
Just Carry One
Gender Identity Disorder Ireland (GIDI)
Union of Students Ireland
b4udecide.ie - information for young people

HIV & Sexual Health HELPLINE

FREEPHONE 1800 459 459
helpline@hse.ie

Just Carry One
SPUNOUT
THINK
JUST Carry ONE
Dublin AIDS Alliance
Man2Man.ie
US1

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(4) Gonorrhoea Booklet (samples of pages)



Q

WHAT ARE THE SIGNS AND SYMPTOMS?

A

YOU CAN HAVE GONORRHOEA AND NOT HAVE ANY SIGNS OR SYMPTOMS

Signs and symptoms of Gonorrhoea might show between one and 14 days after a sexual contact, such as:

- Yellowish/greenish-white discharge from the penis, vagina and/or anus.
- Itching in the penis, vagina and/or anus.
- Burning or pain when urinating/peeing.
- Soreness or redness in the throat.
- Eye infections such as a discharge or 'red eye'.
- Pain or swelling of the testicles.
- Stomach pains in women.
- You might not have any signs or symptoms.

These signs and symptoms can also be associated with other STIs or infections.

Q

HOW CAN YOU PROTECT YOURSELF AND YOUR PARTNER?

A

USE CONDOMS EVERY TIME YOU HAVE SEX, INCLUDING ORAL SEX.

- Make informed decisions: talk to your partner(s) about STI testing and using condoms.
- Use condoms for anal and vaginal sex.
- Use condoms for oral sex. Try flavoured condoms! (Some flavoured condoms should not be used for penetrative sex so always check the packet for details).
- Use dental dams (a thin sheet of latex that covers the vagina and/or anus) for oral-vaginal sex or oral-anal sex (rimming).
- Do not share sex toys.
- Be careful when using fingers, particularly touching yourself after sexual activity (e.g. scratching your eye or another area of your body).
- Get tested regularly and treated if required – it's free at public STI clinics.

Q

WHERE CAN I GET TESTED?

A

STI TESTS ARE SIMPLE, PAINLESS, CONFIDENTIAL AND FREE AT PUBLIC STI CLINICS.

Tests for Gonorrhoea and other STIs are free at public STI Clinics.

For a list of clinics see www.yoursexualhealth.ie

Gonorrhoea can be tested for with a urine sample, and by taking a swab from the infected area (e.g. throat, vagina/cervix, anus).

You can also avail of private STI testing (for a fee) from your GP, Family Planning Clinics, GP Medical Centres, and in some third-level colleges. The costs for this will vary.

Appendix 2 Explanations of Terminology used to interpret Facebook data

Source: www.facebook.com/help

Impressions

Impressions are the number of times a post from your Facebook page is displayed, whether the post is clicked or not. People may see multiple impressions of the same post. For example, someone might see a page update in their News Feed once, and then a second time if their friend shares it.

Click Through Rate (CTR)

The number of clicks you receive divided by the number of times an ad was shown on Facebook.

Actions

The number of actions taken on your ad or page after someone saw the ad, even if they didn't click on it. Actions include page likes, comments, shares. For example, if you get 2 page likes and 2 comments, they will be counted as 4 actions.

Cost per Click (CPC)

The average cost per click for these ads, calculated as the amount spent divided by the number of clicks received.

Cost Per Action

The average amount you are paying for each action people take on your ads.

Reach

Reach is the number of unique people who received impressions of a page post. The reach number might be less than the impressions number since one person can see multiple impressions.

Engagement Rate

The percentage of people who saw a post that liked, shared, clicked or commented on it.

Appendix 3
A Benchmark for good Click Through Rates (CTR) and Cost Per Click on Facebook

Source: www.salesforcemarketingcloud.com

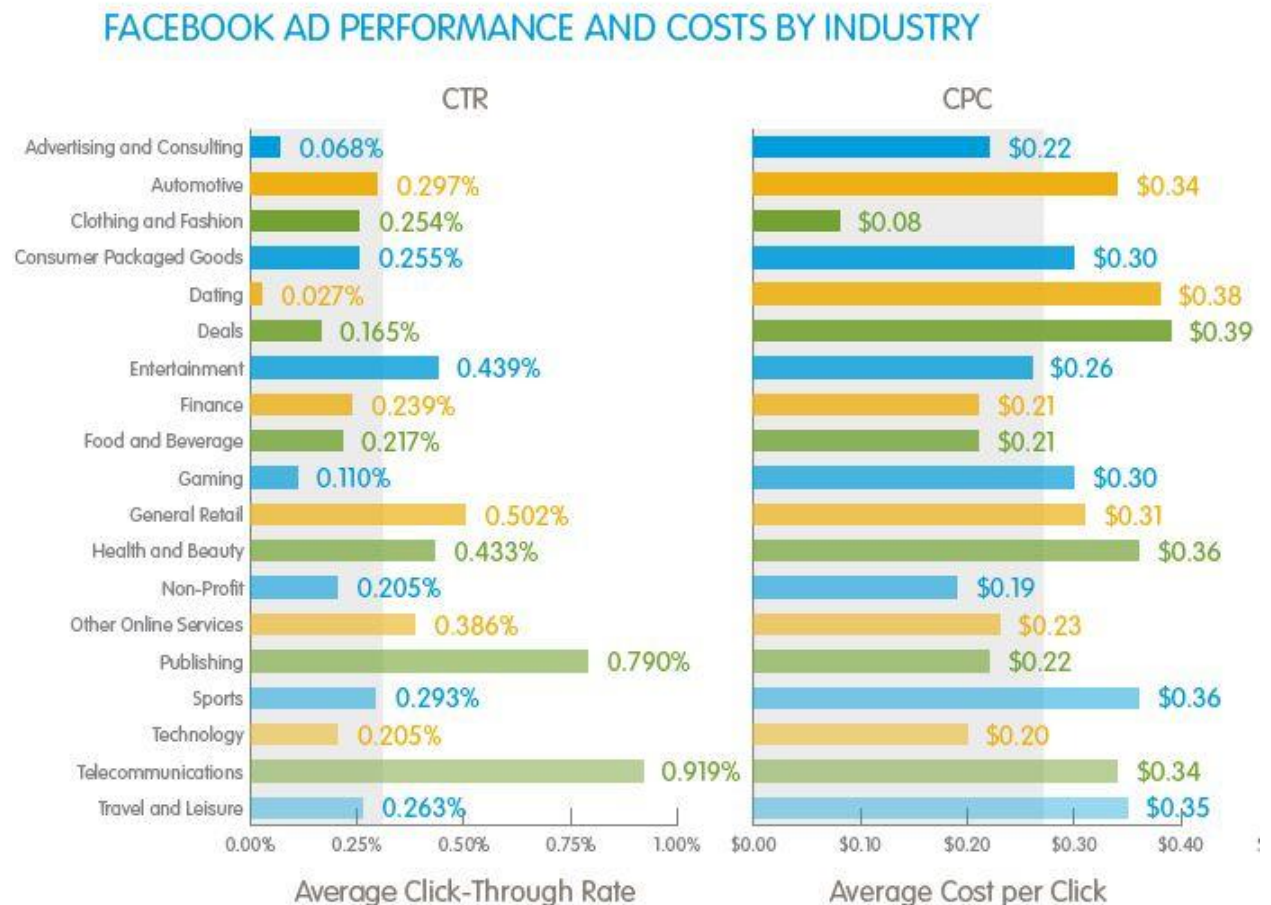
A U.S. Facebook Ads Benchmark Report, published in 2013, is based on data collected from Social.com across upwards of 1 million ad units and 114 billion impressions. Salesforce examined the performance (and cost) of Facebook ads across unit types, industries, and geographic regions.

For a 'Page Post' Ad, the study shows an average click through rate (CTR) of 2.03%, and an average cost per click of \$0.23 (€0.17).

The study also includes average Facebook ad performance by industry and showed an average 0.205% CTR and an average CPC of \$0.19 (€0.14) in the non-profit sector.

The full report can be viewed here:

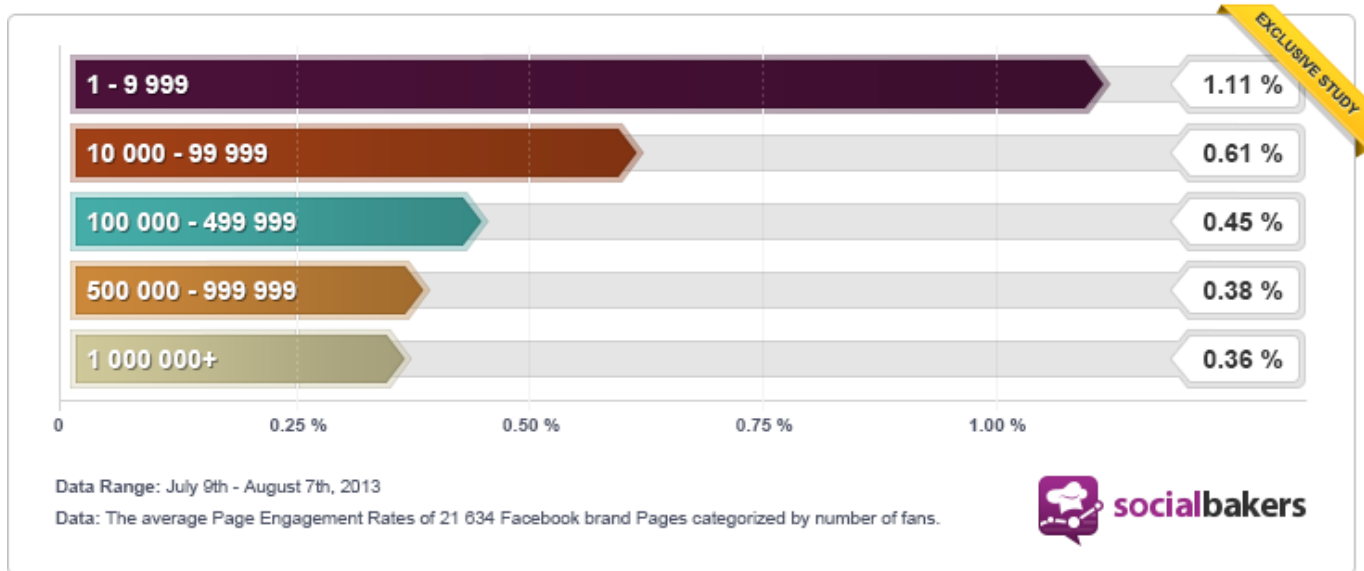
<http://www.salesforcemarketingcloud.com/wp-content/uploads/2013/06/The-Facebook-Ads-Benchmark-Report.pdf?b9be0c>



Appendix 4 A Benchmark for good engagement rates on Facebook

Source: www.socialbakers.com

Average Page Engagement Rate by Size How do you engage your fans on Facebook?



Why are engagement rates low?

Facebook uses a 'filtering algorithm' where users only see a small selection of posts by friends and pages they have liked. Facebook says the average number of fans who see your posts is 16%.

Appendix 5 Explanations of terminology used to interpret Google Analytics Website data

(Source: Google Support: <https://support.google.com/analytics/>).

Traffic Medium/Channel:

Every referral to a website has a medium. Possible medium include: (1) Organic (unpaid search); (2) Referral (referred from another source/website); (3) Direct (traffic that does not originate from search-engine results or a referring link in a domain is identified as direct) ; (4) Social (a referral from a social network such as Facebook and Twitter).

Traffic Source:

The search engine or referring domain from which traffic to your site originated. For example, *google* (search engine), *google.com* (domain), *facebook.com* (referral). Direct traffic that does not originate from search-engine results or a referring link in a domain is identified as '*Direct*' (for example from people who typed the URL directly into their browser, or who had bookmarked the site).

Bounce Rate:

The bounce rate is the percentage of single-page visits, i.e. visits in which the person left the website from the entrance page without interacting with the page. The bounce rate calculation for a page is based only on visits that start with that page.

There are a number of factors that contribute to a bounce rate, for example, visitors might leave the website from the entrance page if there are site design or usability issues. In addition, visitors might also leave the website after viewing a single page if they have found the information they need and had no need or interest in visiting other pages. Other factors may be solely attributed to visitor behaviour. For example, if a user bookmarks a page on your site, visits it, and leaves, then that's considered a bounce.

Exit Rate:

For all page views to the page, the exit rate is the percentage that were the last (page viewed) in the session.