

Evaluation

How am I measuring the success?

Brand vs Performance objective

- Brand objective = Increase the brand reach / establish a loyal community.
- Performance objective = In 30 days of content across 3 social media platforms and a linktree page: An aim of account reach of 500 and total of 1000 impressions per platform. Aim of 100 followers per platform.

4 step evaluation-

1) Determine the goal - Brand awareness and distribution of ideological message. Consideration and engagement? What place do I hold in the market?

2) Determine KPI's (key performance indicators). A mix of Quantitative and Qualitative data. Impressions, click through rates and reach statistics / comments from children / response from professionals working in similar fields.

3) Measuring my success - Qualitative = evaluate how well the overall message has translated to the audience. Quantitative = although likes and engagement are evidence of full commitment to the campaign, the reach and impressions are of greater value ... just getting the message onto the screens of my target audience is a positive step.

4) Analyse.

Evaluation

Overall account reach – 295

Total impressions – 470

Average post impression – 21.3

Average click through rate – 1.5%

Total followers – 11

Best performing posts – Welcome post

Worst performing post – Pronatalism today



173 impressions



5 impressions

Evaluation



Total impressions - 2,131

Average post impression - 131

Average unique impressions - 73.13

Average click through rate - 18%

Average engagement rate - 25.9%

Total followers - 14

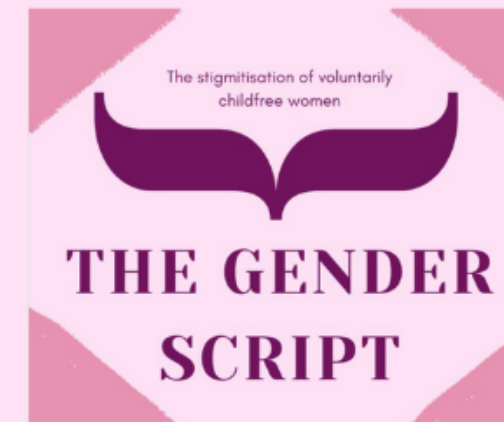
Total likes - 96

Best performing posts - Book carousel

Worst performing post - The gender script

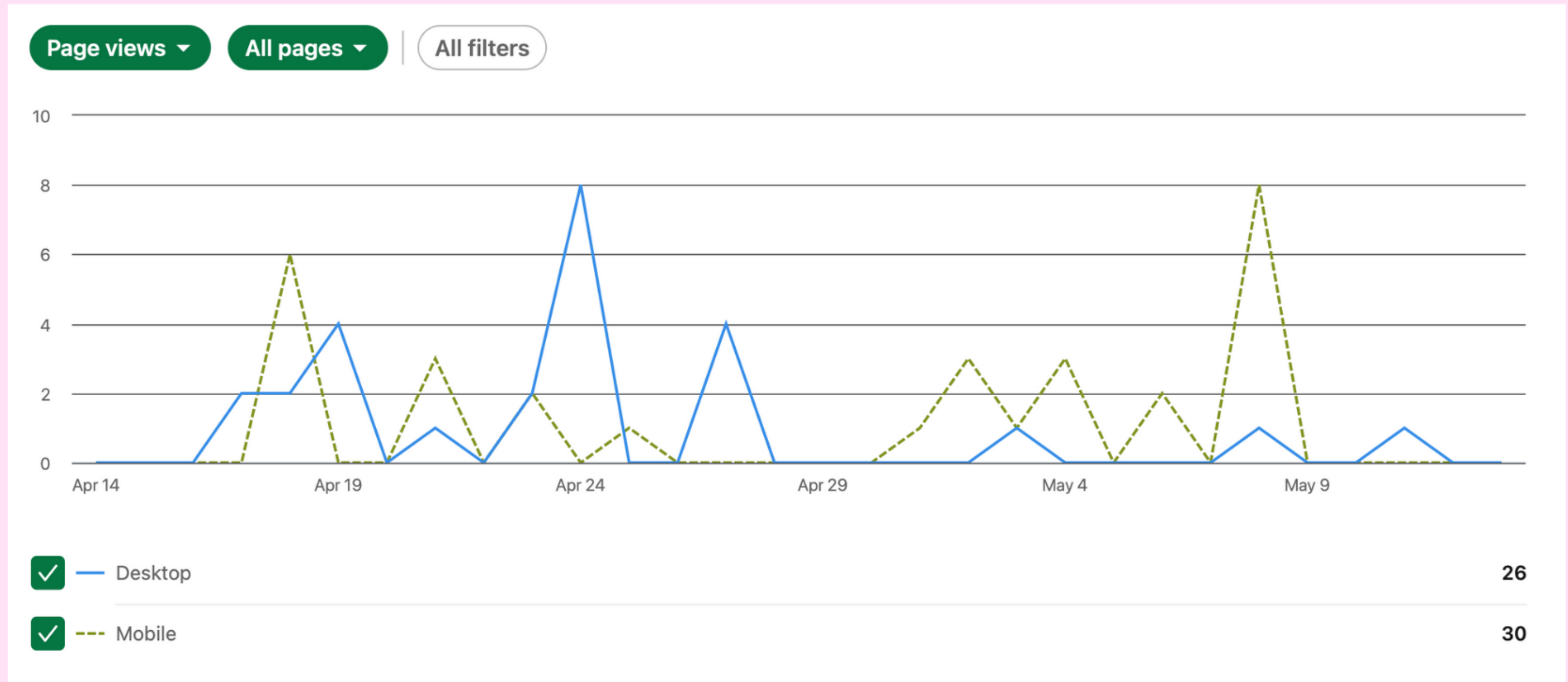


203	8	72.91%	0
Impressions	Reactions	Click-through rate	Comments
0	148	76.85%	
Reposts	Clicks	Engagement rate	



52	2	0%	0
Impressions	Reactions	Click-through rate	Comments
0	0	3.85%	
Reposts	Clicks	Engagement rate	

Evaluation



Evaluation

Overall account reach – 585

Total impressions – 2,801

Average post impression – 169.4

Total click-throughs – 19

Total followers – 52

Total likes – 264

Best performing posts – Quotes

Worst performing post – Motivations

What
MOTIVATES
voluntarily childfree
women?

MENTAL
HEALTH

"Please believe that you can
absolutely have a fulfilling life
without children"

Lesley Pyne

242

Accounts reached

29

Followers

213

Non-followers

Impressions

255

mummysnotforme WHAT MOTIVATES WOMEN TO CHOOSE
NOT TO HAVE CHILDREN?

Mental Health - Some women feel as though motherhood
would bring on uncertain complications to their pre-existing
mental health. This can range from concerns such as the
effect children would have on their anxiety, to deep-rooted
worries and fear over pain and childbirth.

So, where do we come in?

Mummy's Not For Me is a social campaign that aims to
transform the stereotypes, and in turn, the lived experience of
voluntarily childfree women in contemporary culture.
Find our material for parents and children alike at:
<https://linktr.ee/mummysnotforme>

#campaign #socialcampaign #childfreebychoice
#mummysnotforme #drama #storytelling #gender #femininity
#feminist

1 W

101

Accounts reached

View Insights

Boost Post



Liked by she.hurt.her and 2 others

MAY 5

16

Followers

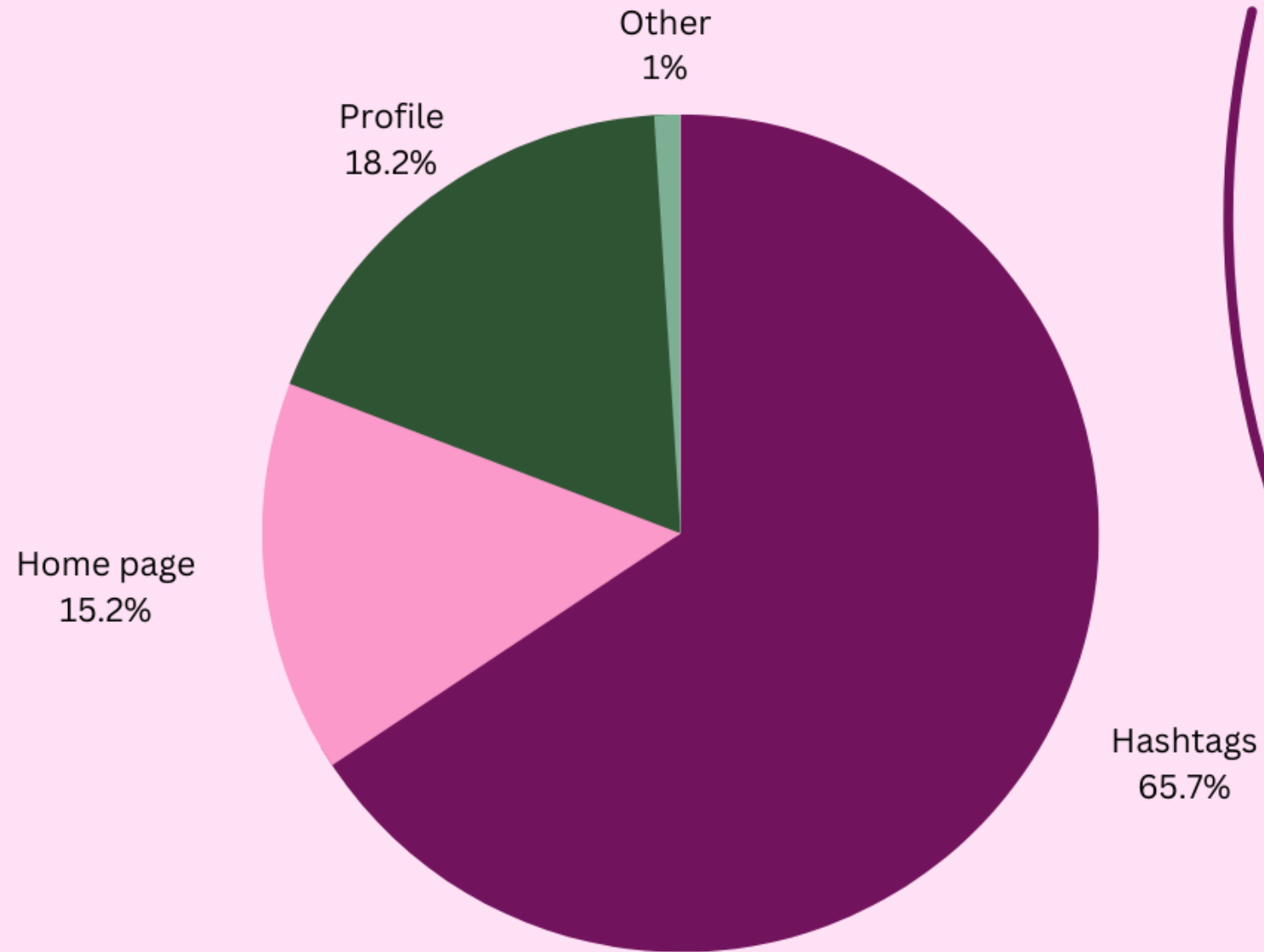
85

Non-followers

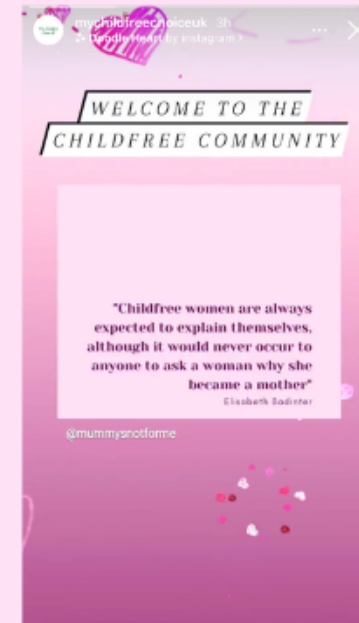
Impressions

109

Evaluation



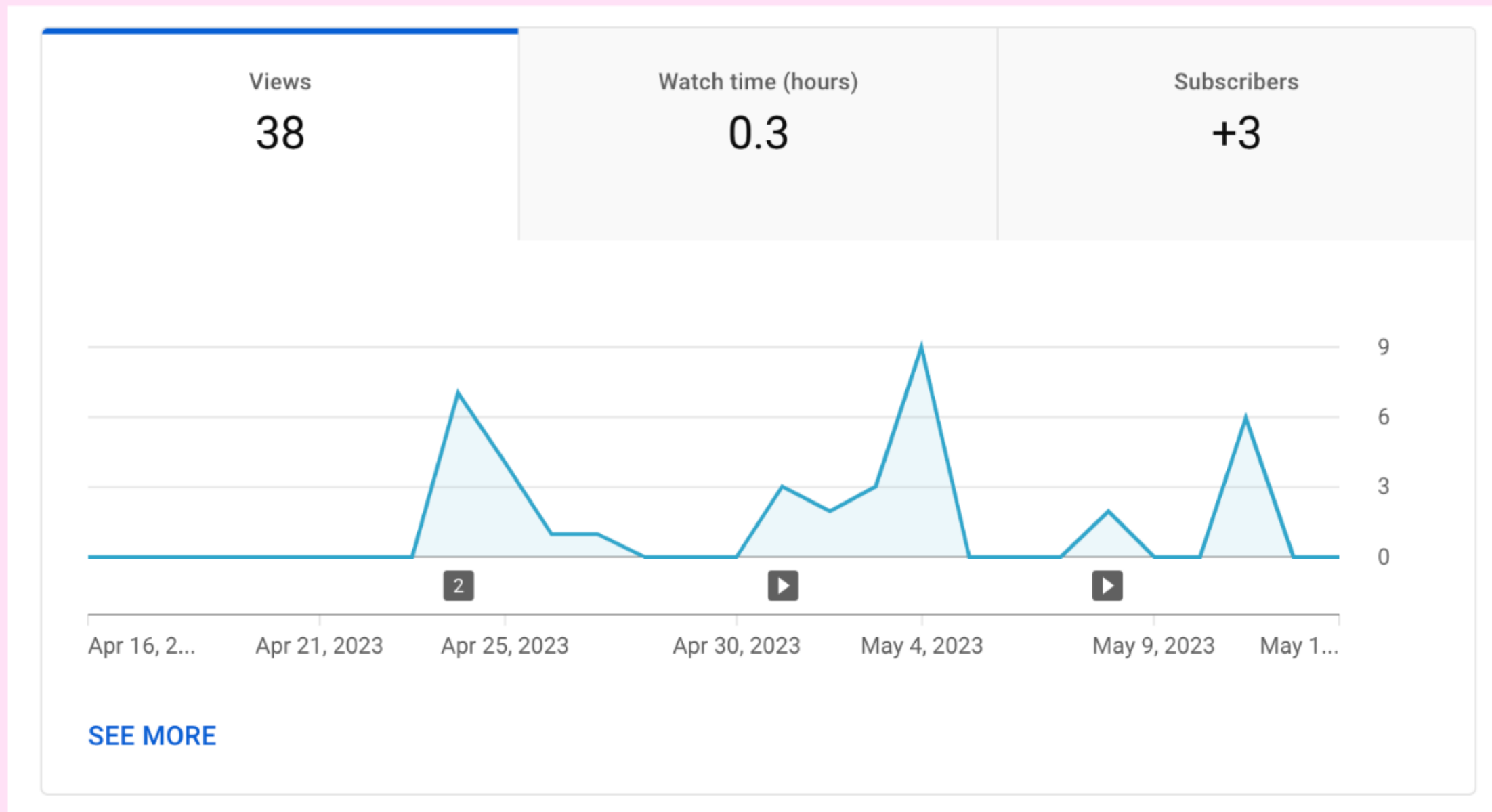
Reaching out to competitors...



Average impressions increase of 59.3%



Evaluation

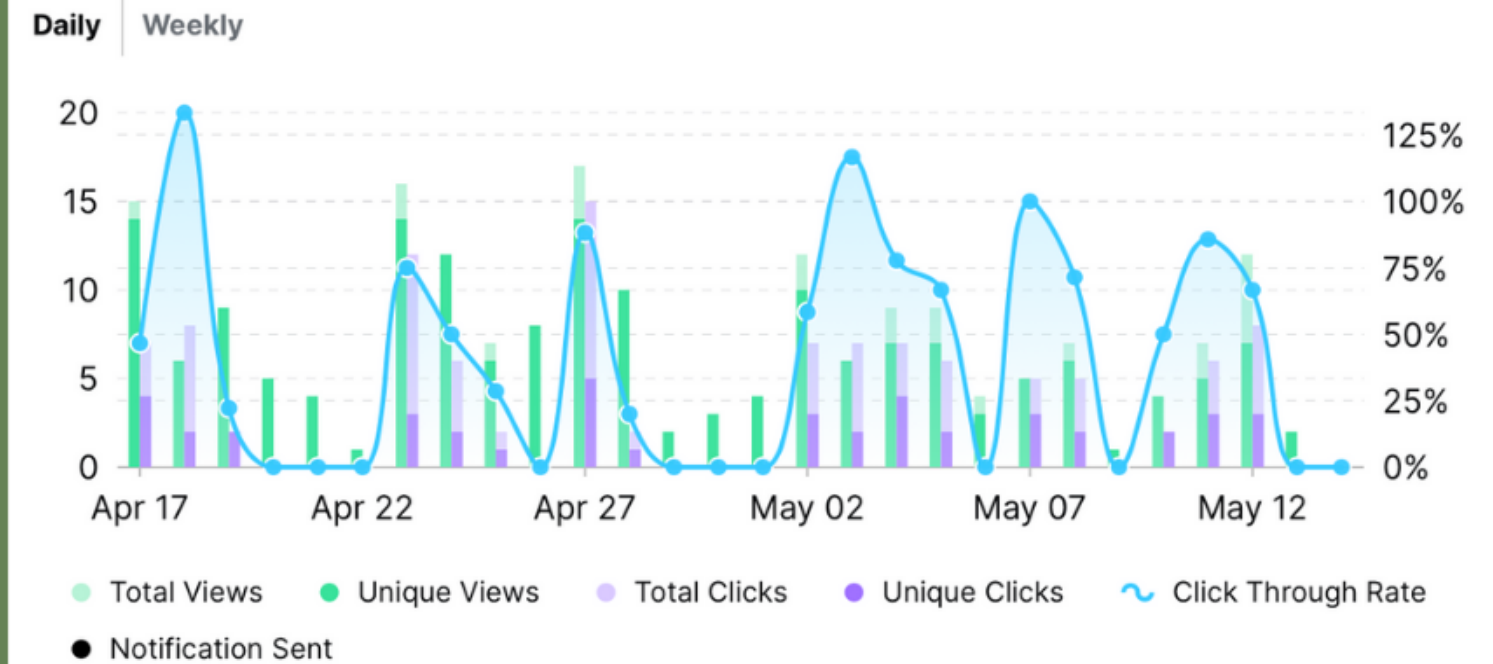


Spike in conjunction with new videos and after external account shared a feature story

Evaluation Linktree*

Lifetime views - 208
 Lifetime clicks - 117
 (total CTR 56.25%)
 Best performing -
 Book
 Worst performing -
 Instagram

Picture Book	39
Lesson plan	20
Spotify	14
Certificate	17
Facebook	8
Youtube	6
Linkedin	14
Instagram	3



Picture Book

      39 clicks

Instagram

<https://www.instagram.com/mummynotforme/> 

      ↑ 3 clicks

Evaluation

Test drive of paperback book and drama lesson plan:

In a class of 12 children (aged 4-6):

10 of them (83.3%) said Belle was their favourite character
9 of them (75%) chose to play her whilst acting out the story

'Why were the creatures of the forest nasty to Belle at first?

'They think she is mad' / 'They don't know her' / 'Because she had no babies'

'How do you think that made her feel?'

'Sad' / 'Fine' / 'Upset' / 'Angry'

Evaluation

Test drive of paperback book and drama lesson plan:

"Why do you think Belle didn't want to have any babies?"

"Because mummy's not for her" / "Because she wants to look after other babies" / "She could be a babysitter"

"What was your favourite part of the book?"

"When they went into Belle's cave" / "When they made friendship at the end" / "When they turned friends" / "When they found out she was really nice and kind".

Evaluation

- From listening to the thoughts and feelings of children aged 4-6 , I could have been more explicit in the message - and grounded it into reality a more to help anchor down the message.
- Raise the target age to 6-8, and with that make the language more friendly to that demographic.
- Fantasy can sometimes hinder children's ability to take away information from books (Strouse, 2018)

Evaluation

Feedback from Roy Connolly (Head of BA Drama at Bath Spa)

"The Drama session is a little overpacked for 40 minutes. It might be helpful to reduce the number of exercises and ground all of these in the world of the storybook, and the theme that is being explored."



Evaluation

Christina Huges from Women's Space

Childfreemedia

oOo

Can you help an undergraduate student at Bath Spa with her final year project on being voluntary childfree?

Daisy Hadley, a third year Media Communications student at Bath Spa, is looking for feedback on her final year project. Her social-led campaign aims to transform the stereotypes of voluntarily childfree women, and, in turn, pronatalist cultures and ideologies. To interrupt patterns of socialisation and replication of stereotypes, Daisy has created material aimed at children aged 4–8 years old, their teachers, and their parents.

You will find all the material in one here:
linktr.ee/mummysnotforme?utm_source=qr_code

Contact Daisy via her email for further information and be a part of transforming the stereotypes of women who dare not to bear children!

Check out our trailer!

May 2, 2023 2:24 pm

Hi! Can you please email this information to us and we can see about putting it an upcoming Childfree Media newsletter. Our email is ChildfreeMedia@gmail.com

Hi, that would be fantastic! We will get an email to you with all our info as soon as possible!

Also being featured in the next edition of the Bath Spa student magazine
- 'Alternative'

Evaluation

Step 4 of 4-step evaluation

Changes and reconsiderations:

- Raise the children's target audience slightly to 7-8
- Ground the lesson plan in the world of the storybook
- Less 'wordy' social media content (get straight to the point)

What did I learn?

- Its all about piggy-backing and using other campaigns to lift and distribute yours to a wider audience
- People look but don't necessarily engage with content that has challenging themes such as this campaign.