

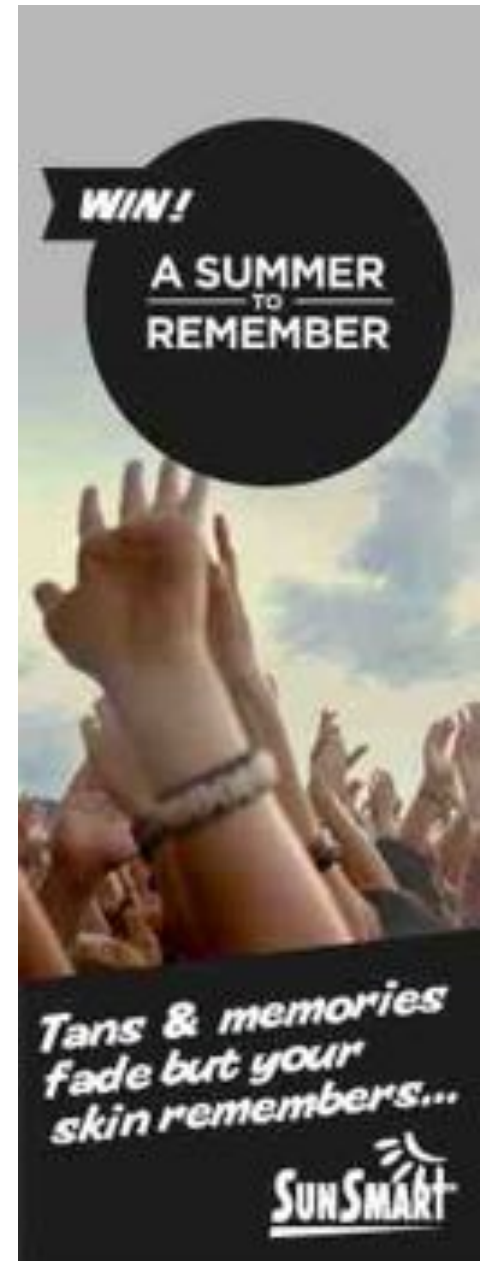
# Who likes us, and what difference does it make?

Evaluating process, impact and outcomes of a social media campaign in skin cancer prevention.

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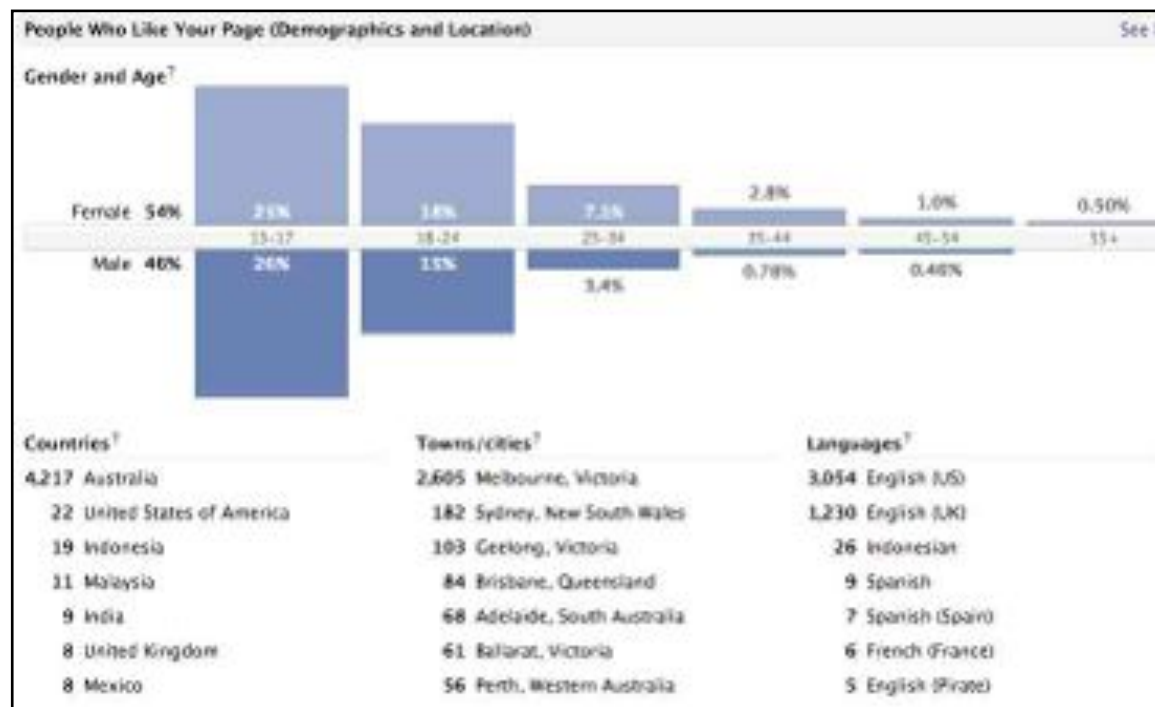
## ‘A Summer to Remember’ Facebook campaign

- SunSmart – skin cancer prevention program of Cancer Council Victoria
- SunSmart program of Cancer Council Victoria
- 
- Enabled ongoing engagement via
- Branded campaign



## Outputs – Facebook insights

- 4,387 likes
- 
- 46% male



- Data on most engaging posts, engagement and virality by day/time

# Campaign objectives and aim

## Objectives

1. Increase **engagement** between Victorian adolescents and young people and the SunSmart program.
2. Challenge misconceptions and increase **understanding** of the health consequences of unsafe sun exposure, **behaviour** and young people (18-24) practicing sun safe **behaviour**.
3. **Aim:** To increase the number of Victorian adolescents (13-17) and young people (18-24) practicing sun safe **behaviour**.
4. Increase **positive attitudes** towards sun protection.

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# Method

- Concurrent to Facebook campaign, mass media campaign evaluation
- Cross-sectional weekly online tracking survey
  - Concurrent to Facebook media campaign evaluation
- Cross-sectional weekly online tracking survey of sun protection attitudes and behaviours

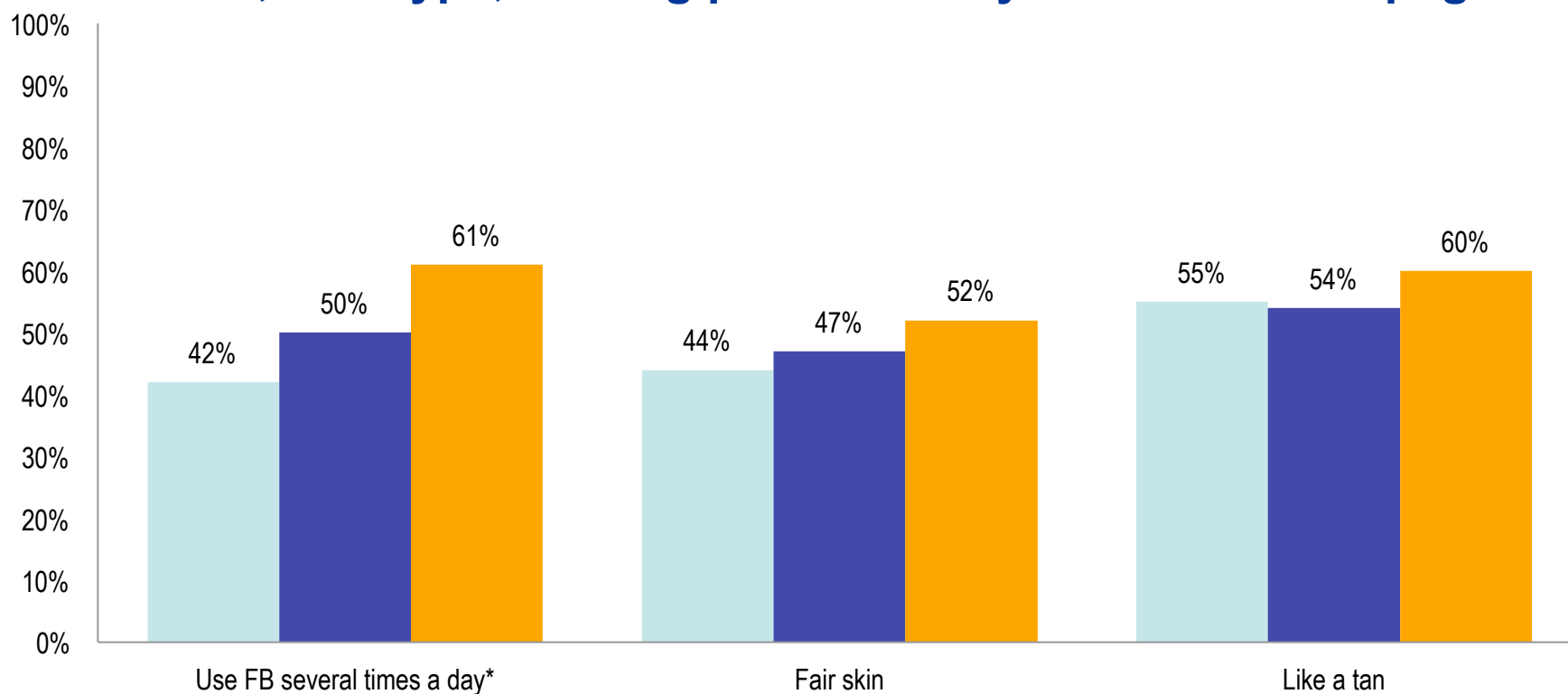


## Who likes us?

- Of the 566 respondents:
  - 50% did not remember seeing the page
  - 24% remembered but did not 'like' the page
  - 21% 'liked' the page
  - – 4% initially 'liked', but later unliked

# Objective 1: Engagement

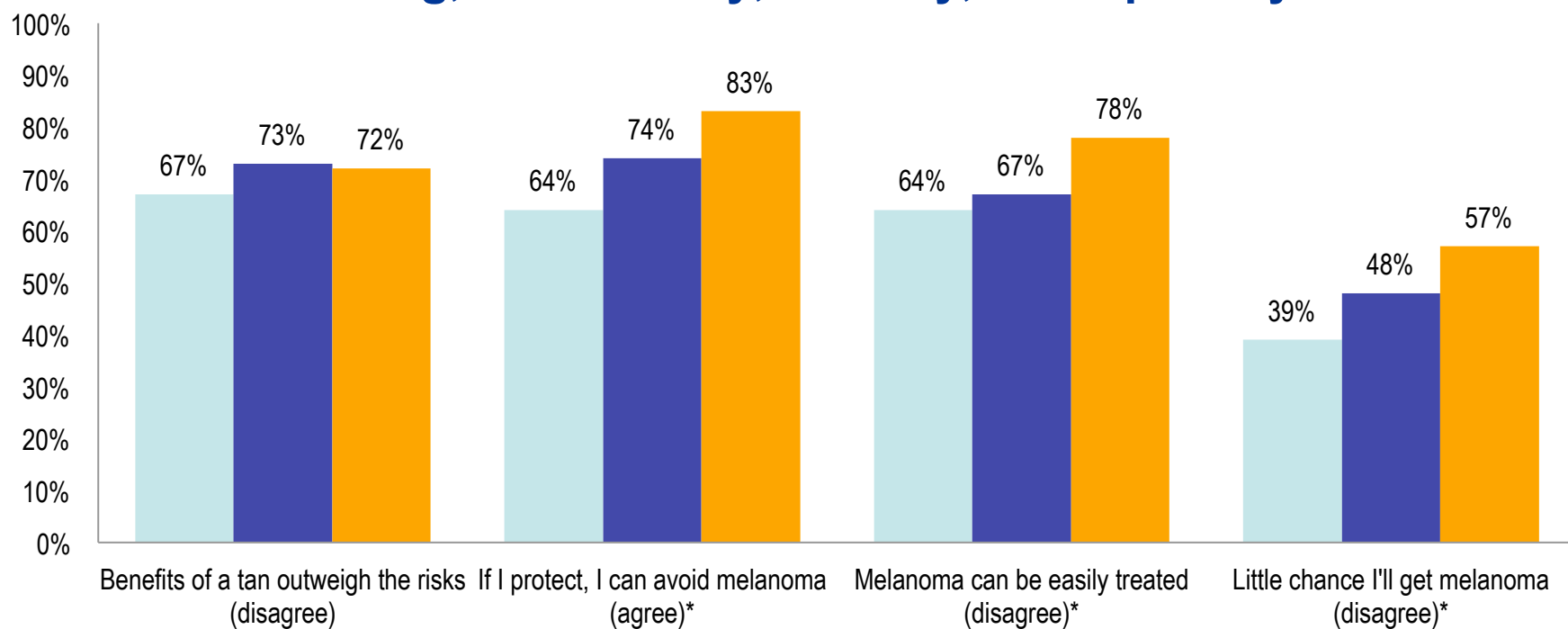
## FB use, skin type, tanning preference by whether 'liked' page



■ Did not remember SunSmart FB page (n=284) ■ Did not 'like' SunSmart FB page (n=136) ■ 'Liked' SunSmart FB page (n=120)

# Objective 1: Engagement

## Understanding, self-efficacy, severity, susceptibility

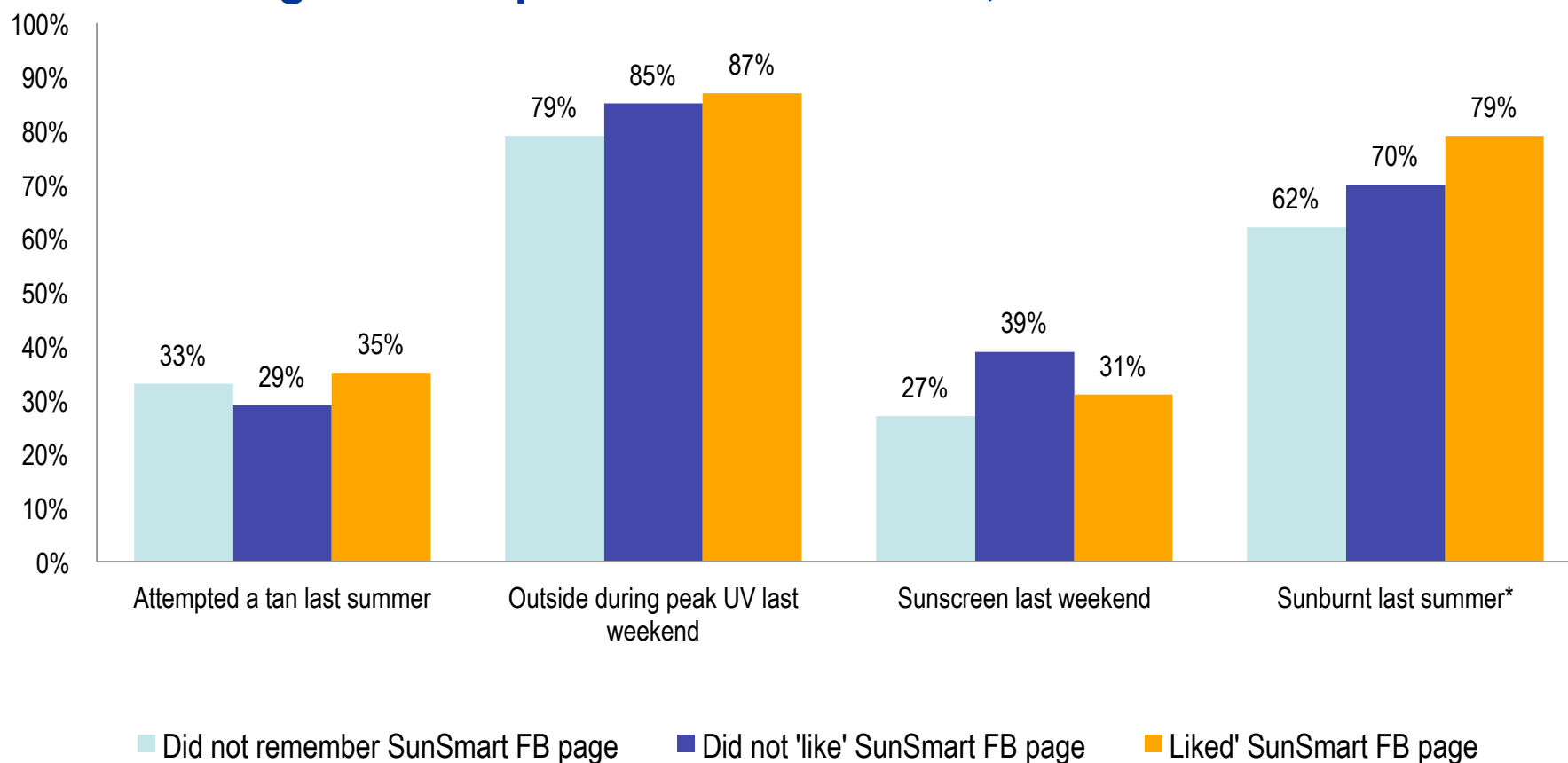


■ Did not remember SunSmart FB page (n=284) 
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# Objective 1: Engagement

## Tanning and sun protection behaviour, sunburn



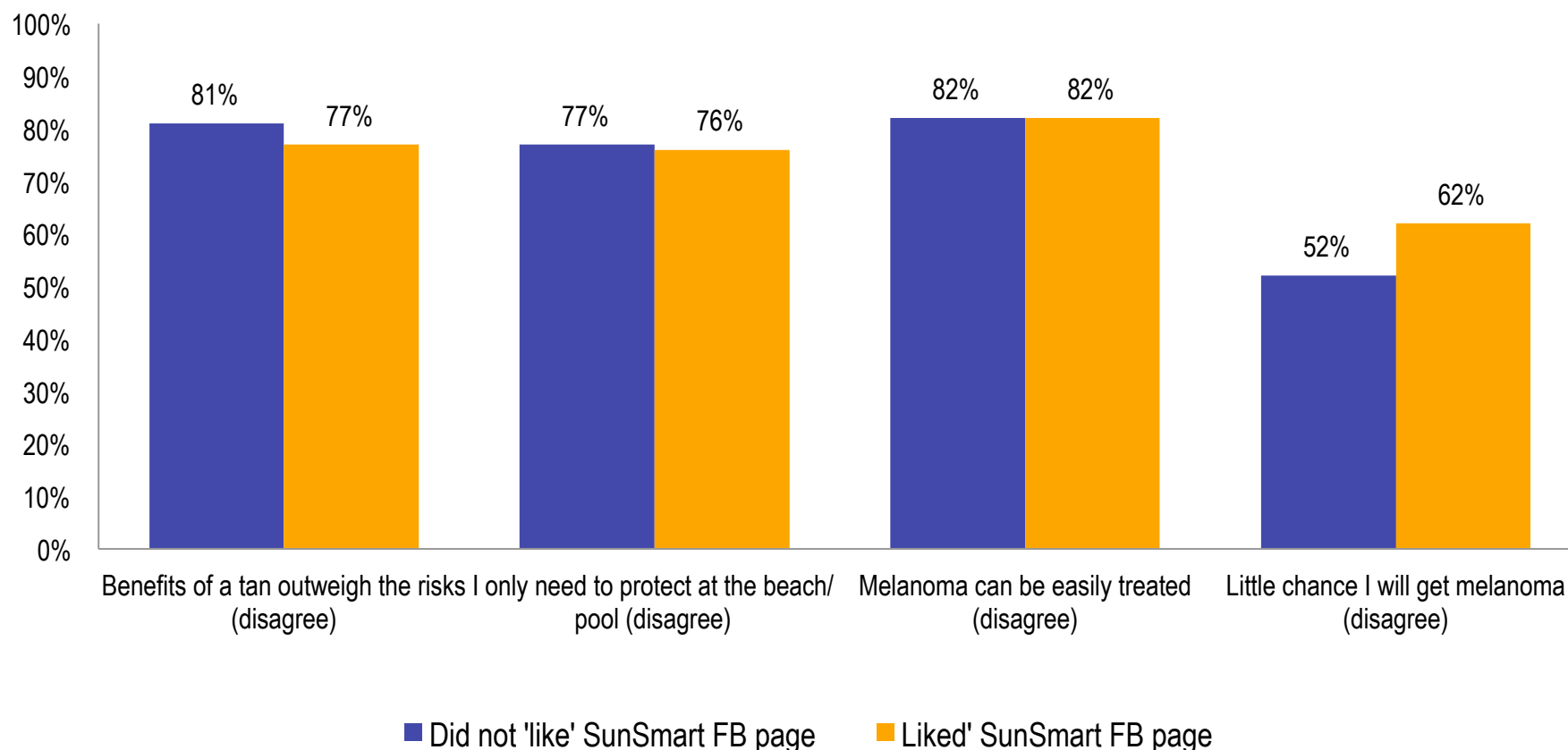
# Additional measures of engagement

- Of those who 'liked' the page:
  - 24% talked about it with someone (IRL/online)
  - Around 60% agreed status updates were interesting, relevant, made them stop and think

# What difference does it make?

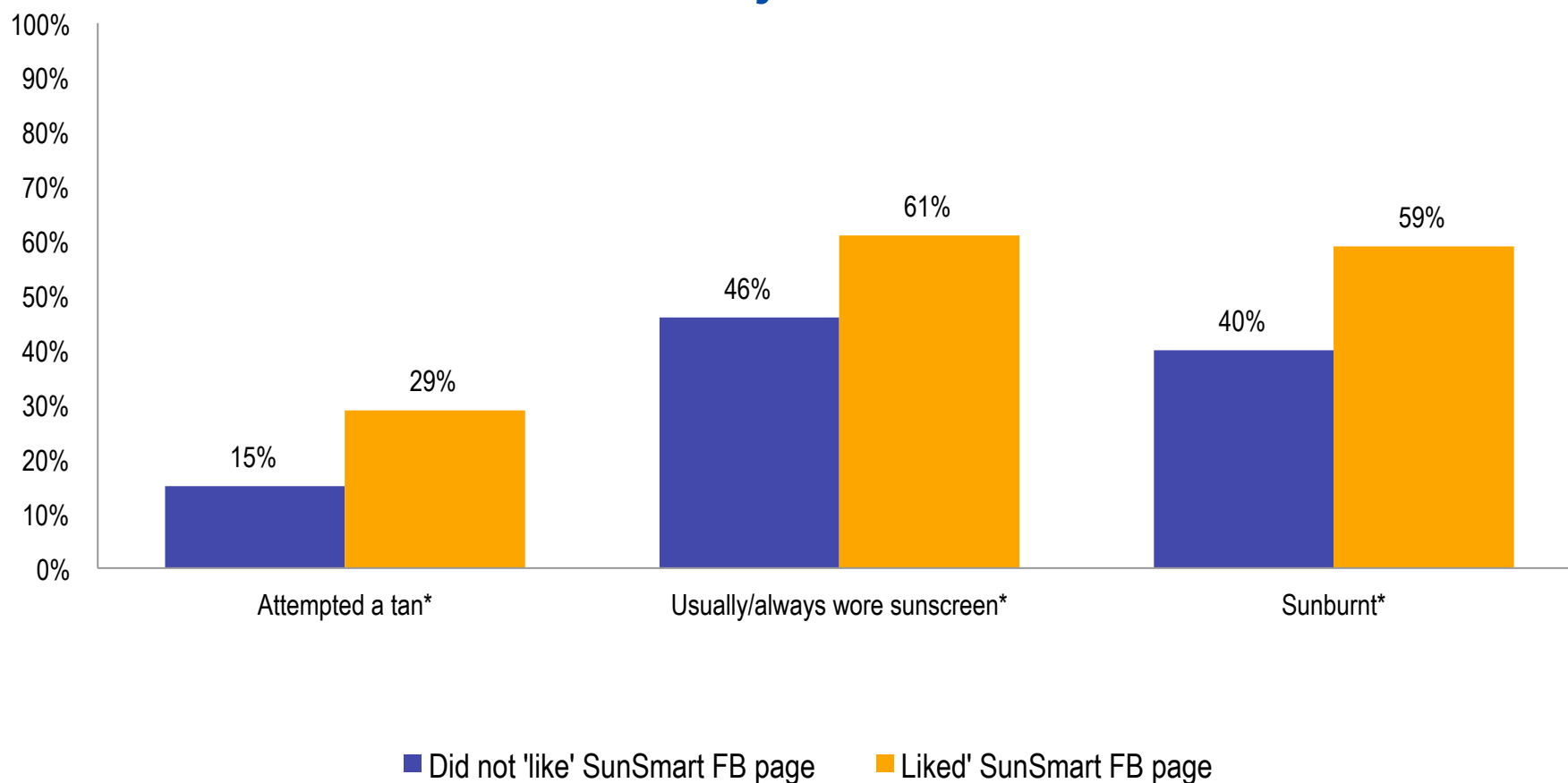
- Of those who 'liked' the page:
  - 60% agreed status updates provided new information about sun protection or skin cancer
  - 65% agreed status updates made them think about what it would be like if they got skin cancer in future
  - 61% agreed status updates made them more likely to protect themselves from the sun
  - 58% reported having increased or thinking about increasing level of sun protection as a result

## Objectives 2-4: Changes in understanding, severity, susceptibility, attitudes?



# Aim: Behaviour change?

Since *<date did online survey>*:



# Conclusions

- Who likes us?
  - Successfully engaged with the target group
  - Not just ‘preaching to the converted’
- What difference does it make?
  - Not much...
  - ...BUT:
    - concurrent paid media campaign
    - max. 12 weeks interactions (min. 2 weeks)
    - engagement increasing – ongoing intervention
- Importance of evaluation

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## Objectives 2-4: Changes in understanding, severity, susceptibility, attitudes among those who 'liked' the page?

