

We are looking at the effectiveness of Campaigns for Change – specifically localised campaigns.

I am therefore interested in any statistics or data that can be made available on the effectiveness of the KnifeorLife campaign. This could include the engagement/reach of the campaign through the website, the number of views of the website page or the general success/effectiveness of the campaign according to any analysis to date. This would be extremely helpful in terms of teaching and learning, as well as enabling further awareness of the campaign itself.

Any data, information or support on this in a timely manner would be most helpful.

Please see attached document ('Life or Knife Analytics Review') which provides an overview of the Life or Knife website based on Google Analytics.

In relation to the Out Of Home advertising, this is unquantifiable in terms of reach and impressions as it's offline. However, we can confirm:

For the November 2022 paid campaign to coincide with Operation Sceptre, we booked 117,000 plays on Adshel Live (digital bus shelters) – across 40 sites aligned to the Project Guardian patrol locations as well as 16 D48 sites (digital billboards) that were again spread across the Guardian locations force-wide.

In relation to social media statistics, please see below.

Social media stats true as at 16th January 2023 (video published on 8th November 2022)

YouTube

1. Impressions – 26.0K
2. Around 1.7K views
3. 90.1% of people who watched the video were not subscribed to our channel – fantastic achievement

External sites or apps

Views · Since published

Proportion of your total traffic:

44.4% 



Facebook and Instagram – Paid Ad (11 Nov – 24 Nov 2022)

Gender	Impressions	Reach
Male	55% (271,102)	54% (148,482)
Female	44% (215,856)	45% (123,201)

Overall reach – 273,923

Overall impressions – 490,480

Engagement with content on Facebook was better than Instagram.

Twitter

Life or Knife Campaign WMP - Stats Evaluation				
Sarah Barry Video content and Op Sceptre - Organic content				
Date	Social media platform	Impressions/Reach	Engagements	Media Views
08.11.2022	Twitter	20,320	519	1,982
08.11.2022	Twitter	3,603	12	
08.11.2022	Twitter	5,593	16	
08.11.2022	Twitter	5,276	93	
16.11.2022	Twitter	9,968	57	1

16.11.2022	Twitter	5,554	23	
16.11.2022	Twitter	4,400	75	
Totals		54,714	795	1,983