

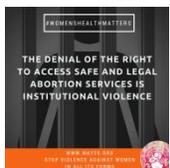
WGNRR - MAY 28 2015 CAMPAIGN

SOCIAL MEDIA REPORT

FACEBOOK REACH	
Most shared¹ AND liked²: Infographic	<p>1. Obstetric Violence # of Shares: 165 # of Likes: 224 # of Comments: 32 People reached: 13,216</p> <p>2. Denial of Access to contraceptives # of Shares: 20 # of Likes: 35 # of Comments: 5 People reached: 1,284</p> <p>3. Denial of Access to safe and legal abortion # of Shares: 9 # of Likes: 21 # of Comments: 0 People reached: 871</p> <p>4. Forced sterilization # of Shares: 3 # of Likes: 4 # of Comments: 0 People reached: 256</p>
Most shared AND liked: May28 social media IMAGE	1. May 28 2015 Post Image

¹ The "Share" button allows users to share the current page link to their wall. This is akin to the user going into their Facebook account and pasting the link onto their status update box (aka their Facebook wall).

² The "Like" button allows users to "like" a post. When a user "likes" a post, it will show a single line entry in their friends wall under the Recent Activity section. The "Like" button is more of a personal endorsement of the post/article/content/site.

	 <p> # of Shares: 59 # of Likes: 181 # of Comments :5 People reached: 8,035 </p> <p>2. May 28 2015 Banner</p>  <p> # of Shares: 44 # of Likes: 88 # of Comments : 5 People reached: 2,178 </p> <p>3. The Denial of the right to access safe and legal abortion</p>  <p> # of Shares: 19 # of Likes: 59 # of Comments:0 People reached: 1,731 </p>
<p>Most shared and liked: Posts related to May 28 Campaign</p>	<p>1. Buzzfeed Post</p> <p> #of Shares: 17 # of Likes: 30 # of Comments:1 People reached: 1,849 </p> <p>2. Post by Amnesty International in “Why Women’s Health Matters</p> <p> #of Shares: 5 # of Likes: 33 # of Comments:0 People reached: 1,760 </p>
<p>#of Mentions of #WomensHealthMatters</p>	<p>29</p>
<p># of Mentions of #May28</p>	<p>23</p>
<p># of Mentions of #InstitutionalViolence</p>	<p>16</p>
<p># of Followers</p>	<p>Before campaign(May10):5,838 After Campaign (June 5): 6,135</p>

TWITTER REACH	
Most Retweeted³ AND Favorited⁴: Infographic	<p>1. Obstetric Violence # of RTs: 24 # of Favorites: 11</p> <p>2. What is Institutional Violence? # of RTs: 18 # of Favorites: 3</p> <p>3. Denial of Access to contraceptives # of RTs: 2 # of Favorites: 0</p> <p>4. Denial of Access to safe and legal abortion # of RTs: 7 # of Favorites: 3</p> <p>5. Forced sterilization # of RTs: # of Favorites:</p>
Most RT tweet	<p>1. May 28 2015 Post Image</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p># of RTs: 46 # of Favorites: 8</p> </div> </div> <p>2. May 28 2015 Banner</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p># of RTs: 15 # of Favorites: 7</p> </div> </div>

³ A Tweet that you forward to your followers is known as a Retweet.

⁴ Favorites, represented by a small star icon in a Tweet, are most commonly used when users like a Tweet. Favoriting a Tweet can let the original poster know that you liked their Tweet, or you can save the Tweet for later.

#of Mentions of #WomensHealthMatters	Posts: 500 Users: 352 Reach: 640,893
# of Mentions of #May28	Posts: 701 Users: 506 Reach: 4,690,517
# of Mentions of #InstitutionalViolence	Post: 148 Users: 74 Reach: 152,406
# of Followers	Before campaign(May12):2,012 After Campaign (June 5): 2,131

BUZZFEED

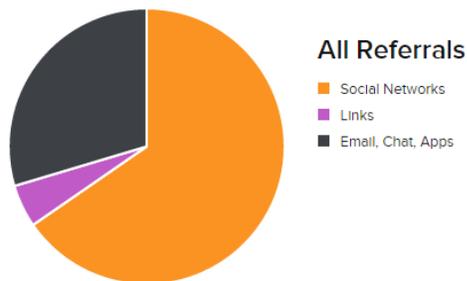
Total views: 341

Best sources for Buzzfeed promotion:

Referral Breakdown

Launch View

05/27/15 – 06/03/15



All Referrals	Social Networks	Links	Email, Chat, Apps
Facebook	147		
Email, Chat, Apps			77
Twitter	23		
pnclius.org	5		
lifeneews.com	2		
linkis.com	2		
us2.campaign-archive2.com	2		
paper.li	1		
quipu-project.com	1		
Search	0		

- **Facebook:** Twice as efficient as Mailchimp (147 views)
- **Mailchimp:** Twice as efficient as Twitter (77 views)
- **Twitter:** 23 views



10 Reasons Why You Should Be Taking Action On The International I

<http://www.buzzfeed.com/wgnrr/10-reasons-why-you-should-be-taking-action-on-the-1ew71> •  view post

Posted on: May 26, 2015

Traffic History

[Launch View](#)

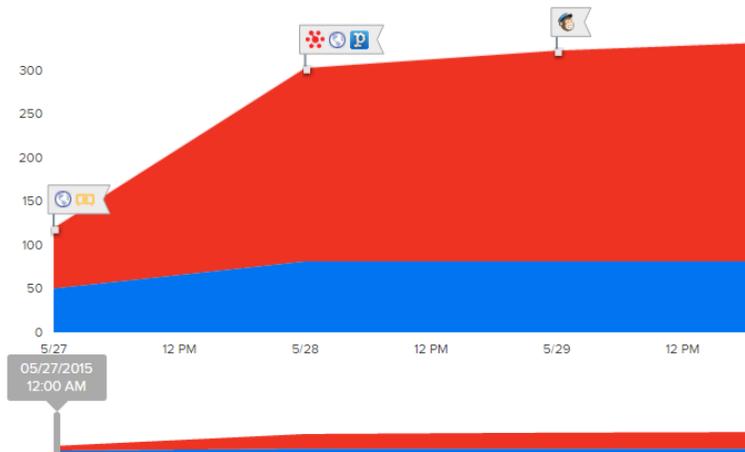
05/27/15 – 06/03/15

4.2X

SOCIAL LIFT 

260

SOCIAL VIEWS 



Legend

- **Social lift:** The lift social media gave to the buzzfeed campaign
- **Social views:** Views that come from Facebook/Twitter/Email links
- **Seed views:** Views that come from people clicking on the link at the Buzzfeed page