



# Get Into Nature

Evaluation Dashboard

17<sup>th</sup> July to 11<sup>th</sup> September

|                                 |  |
|---------------------------------|--|
| <b>Communications objective</b> | To encourage visitors to <b>enjoy and appreciate</b> our many beautiful sites and landscapes around us and across NI; to influence them to <b>be properly prepared</b> before they go outdoors; and to influence them to <b>take action/become involved</b> in helping to protect our environment/ not damage the natural environment (including other people's land and livelihoods).   |
| <b>Audience</b>                 | 1) Natural Quality Seekers 2) Aspiring Families 3) Social Instagrammers  |
| <b>Key successes</b>            | <ul style="list-style-type: none"> <li>➤ Exceeded total campaign social reach target of 50k by 485k (535k:144k MyNI organic + 94k MyNI paid + 176k partner + 122k paid partner)</li> <li>➤ Exceeded social engagements target of 3k by 24.5k Total combined engagements 27.5k (MyNI 14.4k, partners (13.1k).</li> <li>➤ Exceeded Industry Standard engagement rates across all platforms (10.13% Facebook, 2.12% Twitter, 1.97%Instagram)</li> <li>➤ Generated 4500+ Click-Thrus to campaign content with a Click-Thru rate of 3.69% (exceeded target CTR of 3%)</li> <li>➤ 362 survey responses. 93% of respondents found MyNI content to be moderately or very engaging. 87% responded that GIN campaign content had influenced them to value nature more and to leave no trace when out and about.</li> </ul> |

## 1. Inputs (preparation)

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|--------------------------|---|
| <b>Digital - Organic</b> | <ul style="list-style-type: none"> <li>➤ planning and scheduling (content calendar developed)</li> <li>➤ engagement plan produced, channels chosen)</li> <li>➤ content development (web page development, message testing)</li> <li>➤ content creation (social media posts drafted, infographics/videos/pics created)</li> <li>➤ Identification and liaison with internal and external stakeholders.</li> </ul> |
| <b>Digital - Paid</b>    | <ul style="list-style-type: none"> <li>➤ audience segmentation for paid-for activity</li> <li>➤ sponsorship of competition through CoolFM</li> <li>➤ tracked links created by channel</li> <li>➤ Morrow Communications commissioned to produce 'Get Into Nature' video.</li> </ul>  |

## 2. Outputs (activity delivered, audience reached)

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|--------------------------|--|
| <b>Digital - Organic</b> | <p><b>Total Organic Reach 320k = (MyNI 144k, partners 176k)</b></p> <ul style="list-style-type: none"> <li>➤ Total posts published = 202 (MyNI only)</li> <li>➤ Facebook = 69 posts/78k reach</li> <li>➤ Twitter = 76 posts/56k reach</li> <li>➤ Instagram = 57 posts/10k reach</li> <li>➤ 4775 website views</li> <li>➤ 10 Hidden Walking Gems Blog 505 views</li> <li>➤ 450 Safety Checklist Views with 55 downloads</li> <li>➤ 120k reach generated by CoolFM posting Hidden Gems content.</li> </ul> |
| <b>Digital - Paid</b>    | <p><b>Total Paid Reach 216k – (MyNI 94k, partners 122k)</b></p> <ul style="list-style-type: none"> <li>➤ 17 posts boosted at cost of £457.36.</li> <li>➤ £277.36 - 41k reach Facebook</li> <li>➤ £50.00 - 26k Twitter</li> <li>➤ £65 – 26k Instagram</li> <li>➤ 203 people reached per £ spent.</li> <li>➤ £1785 spent on sponsorship of CoolFM competition.</li> <li>➤ Reach of 122k.</li> </ul>  |

## Key Lessons

Boosting posts significantly increased reach. Non-boosted posts had an average organic reach of 713. Boosting a post increased its reach by 5501 on average. Encouragingly engagement rates would correspond with increased reach indicating that our posts are resonating with viewers. Sponsoring the CoolFM competition increased our exposure considerably. This was demonstrated by a corresponding spike in visits to our website during the promotion and increases in followers. The competition also received a high level of user engagement, particularly user generated content. Collaborating with external partners added significant value to the campaign, adding an extra 176k of organic reach and 122k paid reach. Due to ongoing Covid-19 restrictions we were unable to pursue our litter-picking volunteering CTA. The potential for biodiversity content & CTAs is worth consideration/ planning for future campaign activity. **Exciting potential for future engagement/ behavioural change.**

## 3. Outtakes (responses to content – what the audiences think, feel & do)

|                          |   |
|--------------------------|---|
| <b>Digital - Organic</b> | <p><b>Total Organic Engagements 20.4k = (MyNI 10.7k, partners 9.7k)</b></p> <p><b>Facebook (MyNI only)</b><br/>         Reach = 78k Engagements = 8.5k<br/> <b>Engagement Rate = 10.9%</b> industry standard engagement rate (0.09%)<br/>         Post Clicks = 5229 Shares = 360 134 user comments.<br/>         Likes/reactions = 2684<br/>         16k+ reach on posts related to links to content on MyNI website, blogs on hidden gems, outdoor readiness, camping safely.</p> <p><b>Instagram (MyNI only)</b><br/> <b>Engagement Rate = 6.31%</b> (industry standard engagement rate 1.6%)<br/>         Likes = 568</p> <p><b>Twitter (MyNI only)</b><br/> <b>Engagement Rate = 2.82%</b> (industry standard engagement rate 0.048%)<br/>         Retweets = 168<br/>         Likes = 283<br/>         12.3k impressions on posts related to links to content on MyNI website, blogs on hidden gems, outdoor readiness, camping safely.</p> |
| <b>Digital - Paid</b>    | <p><b>Paid Engagements = 7.1k (MyNI 3.7k, partners 3.4k)</b></p> <ul style="list-style-type: none"> <li>➤ Total spent £2242.36 – (£457.36 internal, £1785 external).</li> <li>➤ Cross-platform engagement rate 4.04% (MyNI only).</li> <li>➤ Engagement rate (MyNI only) - Facebook 8.6%, Twitter 0.1%, Instagram 0.4%.</li> <li>➤ 8p per engagement (MyNI only).</li> <li>➤ External paid sponsorship of CoolFM competition generated 3.4k engagements - 432 comments/UGC, 271 positive reactions, 2678 post clicks.</li> </ul>  |

## 4. Outcomes (what was the result vs objectives)

- **EXCEEDED** social reach target of 50k by 485k
- **EXCEEDED** social engagements target of 3k by 24.5k
- **EXCEEDED** Industry Standard engagement rates across all platforms
- **EXCEEDED OVERALL** CTR (click-thru rates) target of 3% (3.69%)
- **EXCEEDED** UGC (user generated comments) target on Facebook of 100 by 856 (incl UGC from partners).
- **EXCEEDED** follower increase target on Instagram of 5% (12%).
- **EXCEEDED** follower increase target on Facebook of 5%.(6%)
- **MISSED** follower increase target on Twitter of 5% (4%).
- **81% of survey respondents said our content had influenced them to be more outdoor smart. 87% said that our content had influenced them to value nature more and leave no trace when out and about.**
- **90% of survey respondents said they feel more aware of the mental health benefits of getting into nature**
- **60% of respondents said they had visited walking and cycling routes that we recommended.**
- **95% would recommend MyNI to others**
- **Hundreds of user click-thrus to KNIB Volunteering pages, outdoor safety checklists, walking/ cycling routes, nidirect 'PPE' page and to DAERA 'marine disturbance' content.**

