

# Activity summary

## Domestic Abuse Awareness Week 2019



Campaign lead <b>(R)</b> :	Katy Kay, Marketing Communications Officer, WBC
Campaign sponsor <b>(A)</b> :	Camila Edmiston, Community Safety Manager, WBC
Campaign partners <b>(C)</b> :	Your Sanctuary Surrey Police
Portfolio Holder <b>(I)</b> :	Cllr Colin Kemp, Portfolio Holder for Community Safety, WBC

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## Approach

To publicly mark and raise awareness of Domestic Abuse Awareness Week, the Council installed a window display in an empty shop unit along Woking's busy Commercial Way.

## Campaign objectives

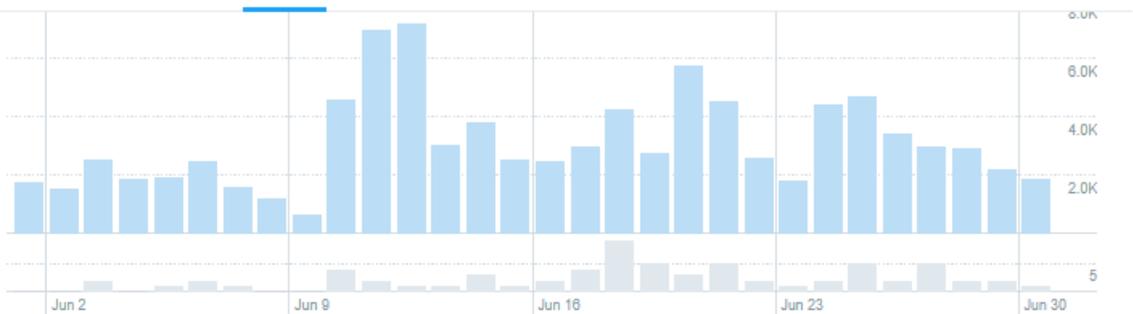
- To raise awareness of the different forms of abuse
- To raise awareness of the help and support available
- To encourage victims and bystanders to speak to organisations that can help i.e. #BreakTheSilence

<i>Increase the number of:</i>	<i>Measurement:</i>	<i>Pre campaign, no. of calls</i>	<i>Post campaign, no. of calls</i>
YourSanctuary helpline calls			

## Woking Borough Council

## Activity focus: General public awareness

Activity	Detail	Date	Cost	Output
Woking Mag			£0	Page 9. Circulation 48,000
Website	News carousel banner linking to White Ribbon promise page		£0	Click-throughs = 3
Social media content	Regular posts throughout the campaign period		£0	
Window display Civic Offices	X5 external facing large format posters, X4 internal			
Outdoor advertising	<ul style="list-style-type: none"> <li>• Drive-bys – Another world is possible</li> <li>• Borough boards – The promise (red)</li> <li>• Jubilee Square – The promise (QR code)</li> </ul>			
Morris House window display				
Press release and photo				<p>Woking News &amp; Mail: Council supports White Ribbon Day (5 Dec 2019). Circulation 5,500</p> <p>WBC website story: 7 page views, 6 unique visitors</p> <p>Social:            Twitter = Impressions 897, Engagements 38            Facebook = Reach 3,808, Engagements 319, Link click 0            Instagram = Reach 509, Actions 9</p>



Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

Tweet Content	Impressions	Engagements	Engagement rate
<p><b>Woking Council</b> @wokingcouncil · 11 Jun 2019</p> <p>Our branded shopfront on Commercial Way, #Woking, in support of Surrey Domestic Abuse Awareness Week (10 to 14 June). We're working with Surrey Police, Surrey County Council and local service providers such as Your Sanctuary to #BreakTheSilence surrounding domestic abuse. <a href="https://pic.twitter.com/FO1nG7AheP">pic.twitter.com/FO1nG7AheP</a></p> <p><a href="#">View Tweet activity</a></p>	9,742	369	3.8%
<p><b>Woking Council</b> @wokingcouncil · 12 Jun 2019</p> <p>Thanks @EagleRadio for highlighting our campaign. #SurreyAgainstDA #BreakTheSilence <a href="https://eagleradio.co.uk/news/local-new...">eagleradio.co.uk/news/local-new...</a></p> <p><a href="#">View Tweet activity</a></p>	8,824	46	0.5%
<p><b>Woking Council</b> @wokingcouncil · 20 Jun 2019</p> <p>Our new living wall along Woking High Street helps to improve air quality by trapping and capturing pollutants #CleanAirDay <a href="https://pic.twitter.com/Ruig4zX1Zo">pic.twitter.com/Ruig4zX1Zo</a></p> <p><a href="#">View Tweet activity</a></p>	4,449	406	9.1%
<p><b>Woking Council</b> @wokingcouncil · 10 Jun 2019</p> <p>Help us #BreakTheSilence surrounding domestic abuse. This week we're working with Surrey Police, Surrey County Council &amp; local service providers such as Your Sanctuary to raise awareness of the help and support available. More info: <a href="https://bit.ly/2ZjseZt">bit.ly/2ZjseZt</a> #SurreyAgainstDA <a href="https://pic.twitter.com/WniTTYUuMO">pic.twitter.com/WniTTYUuMO</a></p>	4,360	48	1.1%

**Woking Council** @wokingcouncil · Jun 11, 2019

Our branded shopfront on Commercial Way, #Woking, in support of Surrey Domestic Abuse Awareness Week (10 to 14 June). We're working with Surrey Police, Surrey County Council and local service providers such as Your Sanctuary to #BreakTheSilence surrounding domestic abuse.



your Sanctuary and 4 others

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**Woking Council** @wokingcouncil · Jun 10, 2019

Help us #BreakTheSilence surrounding domestic abuse. This week we're working with Surrey Police, Surrey County Council & local service providers such as Your Sanctuary to raise awareness of the help and support available. More info: [bit.ly/2ZjseZt](https://bit.ly/2ZjseZt) #SurreyAgainstDA



Surrey Police and 3 others

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**ON AIR MATT DAINES**  
 Go West: We Close Our Eyes  
[Schedule](#) | [Music Played](#)

Home On Air News Win Community Lockdown Business



**Plans for 2019?**  
 Step One Finance could help



[Home](#) / [News](#) / [Surrey and Hampshire News](#) / [Article](#)

### Campaign launched in Woking to #BreakTheSilence surrounding domestic abuse

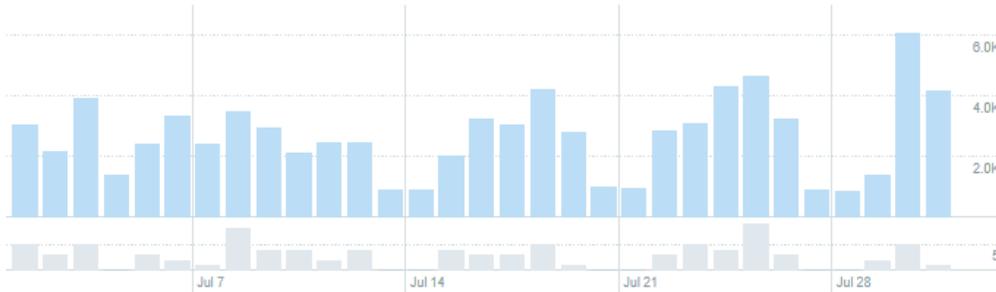
4 minute read



## Tweet activity

Jul 1

Your Tweets earned **83.2K impressions** over this **31 day** period



Tweets **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate

**Woking Council** @wokingcouncil · Jul 30  
 There's no #pride in domestic abuse. We've updated our window display along Commercial Way to show that the same help and confidential support is available to members of Woking's #LGBT+ community. Full story: [bit.ly/330nKtu](http://bit.ly/330nKtu) #BreakTheSilence #SurreyDA #Woking  
[pic.twitter.com/ydg6raU4At](https://pic.twitter.com/ydg6raU4At)  
 View Tweet activity Promote

**Woking Council** @wokingcouncil · 3 Jul 2019  
 Our Green Infrastructure team are volunteering at Woking Park today 'balsam bashing' to pull up non-native invasive Himalayan balsam plants before they set seed. If left the seed pods open explosively when ripe and as the balsam grows it can also shade out other native vegetation  
[pic.twitter.com/lg8X5d6ZFt](https://pic.twitter.com/lg8X5d6ZFt)  
 View Tweet activity Promote



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Surrey Police and 3 others

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