

30 days 30 ways UK – September is Preparedness Month

Report 2017

- uptake growth: 450% (2015-2017 from 8 to 36 consistently active partners)
- geographical growth: represented in all areas except the North East of England
- open data: 36% of day hosts (8 of 22) and 44% of LRF partners (8 of 18) shared data
- social media growth, twitter: tapping a combined follower base of over 342'000, impressions reached over 468,000 with over 9400 engagements



Background

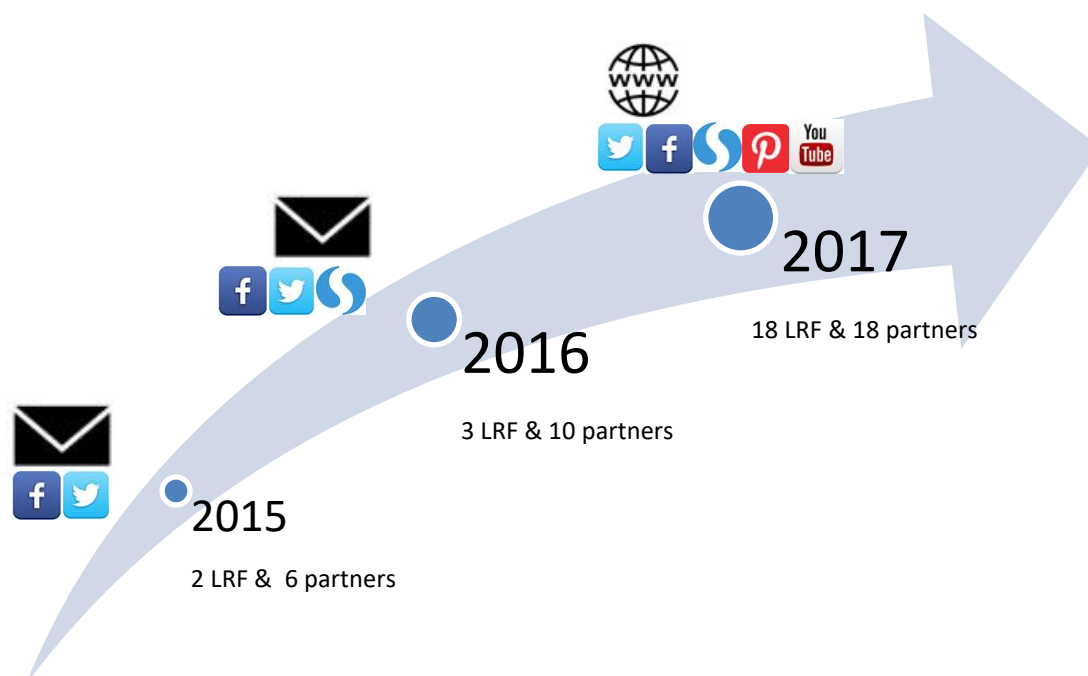
Better emergency preparedness through easy, fun activities (also called 'games' or 'challenges'), a month long campaign to boost personal resilience and preparedness for individuals of all ages. This simple and empowering concept lies at the heart of #30Days30WaysUK. It was originally developed by the Clark Regional Emergency Services Agency in Vancouver, Washington and has been running online since 2010 (30days30ways.com see 2016 [TV coverage](#)). Daily themes and activities are posted throughout 'September is Preparedness Month' via social media.

In the UK, the Northamptonshire County Council Emergency Planning Team piloted the concept in 2015. It has enjoyed excellent growth, especially considering that the campaign is run entirely on a pro bono network partnership basis of category 1 and 2 responders and volunteers.

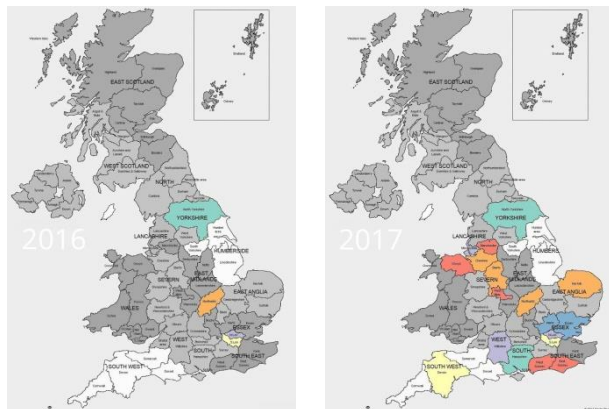
2015 #30days30ways: primary email (e.g. [day 1](#)) social media support: [facebook](#) | [twitter](#) stream | [partners](#) list

2016 #30days30ways: primary email increased social media support: [facebook](#) | [twitter](#) stream | [partners](#) list | [storify](#)

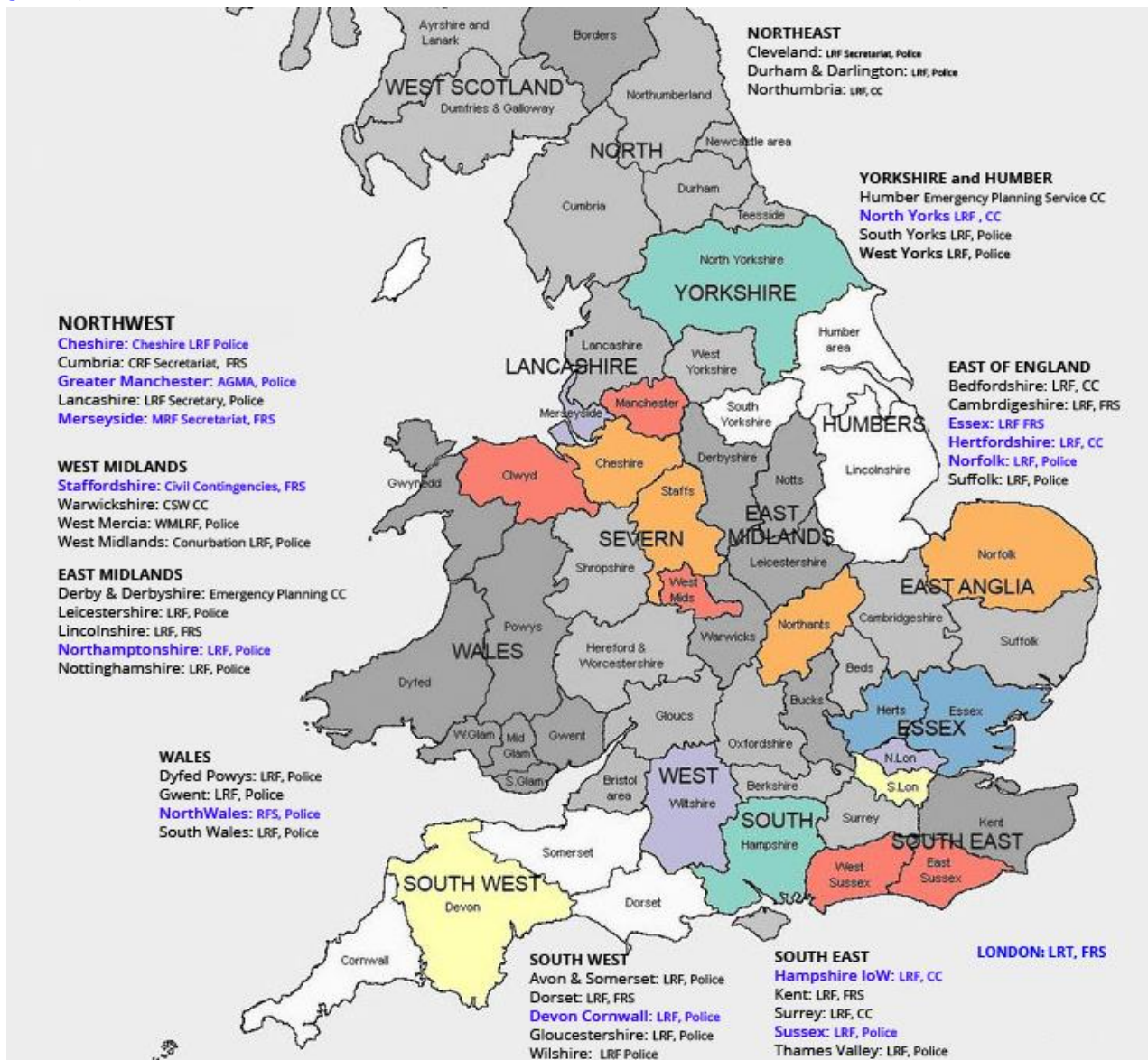
2017#30days30waysUK: exclusively social media: [twitter](#) stream | [partners](#) list | [facebook](#) | [storify](#) | 30days30waysUK.org.uk



Geographical reach

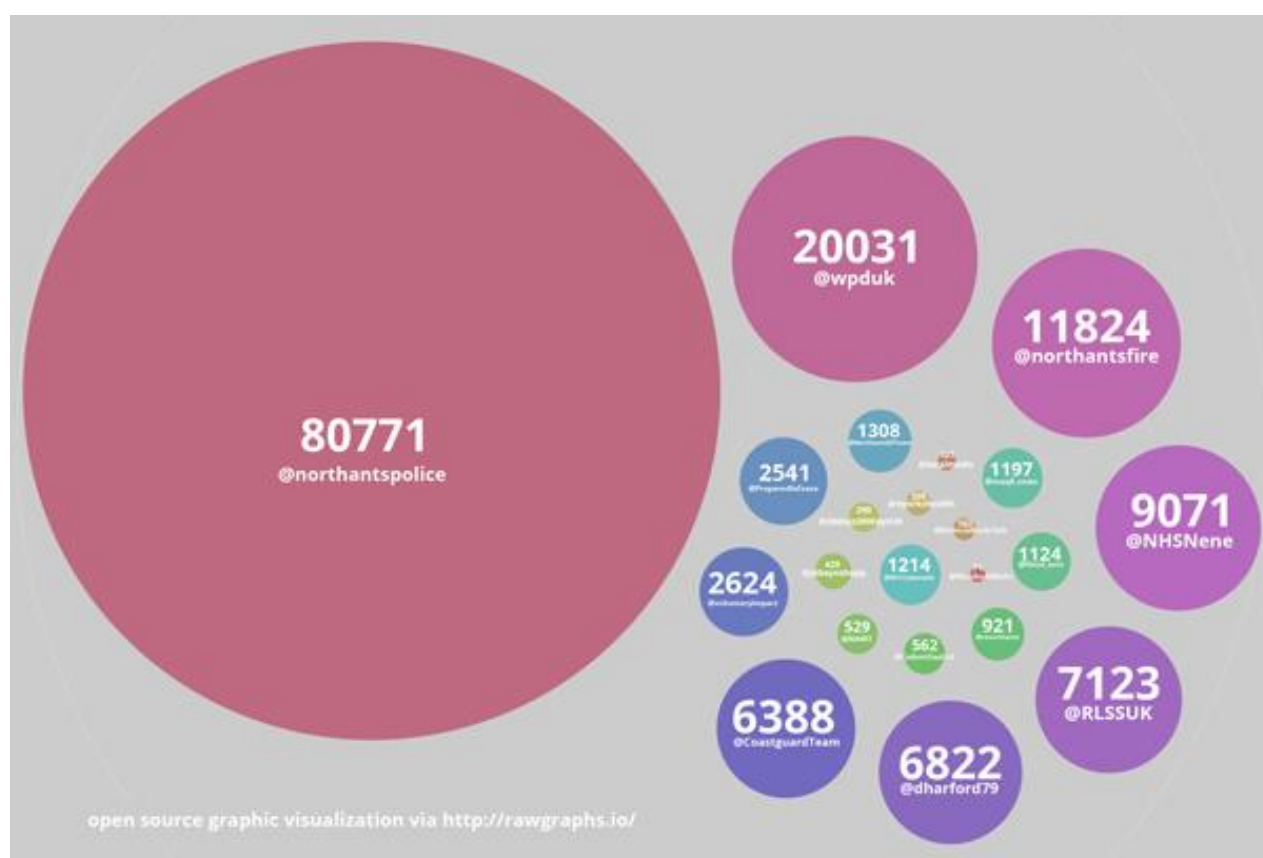


In 2016 North Yorkshire, the largest rural county in the United Kingdom, joined the efforts of Northamptonshire (suburban/rural) and London (urban) Local Resilience Forums (LRFs). Uptake then rose 600% in 2017 from 3 to 18 LRF's, representing all regions except the North East of England (source gov.uk)



Day hosts & partners 2017: reach and engagement

Based on a new [framework](#), a [themes](#) schedule was developed and [day hosts](#) agreed to participate. Day combined twitter follower base was 155,314. Comparative twitter footprint for 22 day hosts:



name	twitter handle	followers 30/9/2017	name	twitter handle	followers 30/9/2017
Northants Police	@NorthantsPolice	80771	EVAQ8 Emergency Kits	@evaqa8_news	1197
WPD	@wpduk	20031	Flood Advisory	@flood_serv	1124
NorthantsFire	@northantsfire	11824	Road Safety	@rsnorthants	921
NHS Nene CCG	@NHSNene	9071	Cadent	@CadentGasLtd	562
RLSS UK	@RLSSUK	7123	Nthants 4x4 Response	@N44RT	529
Dave Harford	@dharford79	6822	Joanne Maddams	@jobayeshopp	429
TheCoastguardTeam	@CoastguardTeam	6388	30days30waysUK	@30Days30WaysUK	290
Vol Impact Northants	@voluntaryimpact	2624	North Yorks Health	@nyorkshealth	205
Prepared In Essex	@PreparedInEssex	2541	Bodecia Book Club	@BodeciaBookClub	162
NorthantsEmergencies	@NorthantsEPTeam	1308	LocalMedic	@localmedic	107
NCC Online Safety	@NCCcybersafe	1214	Monika AlMufti	@MonikaAlMufti	71

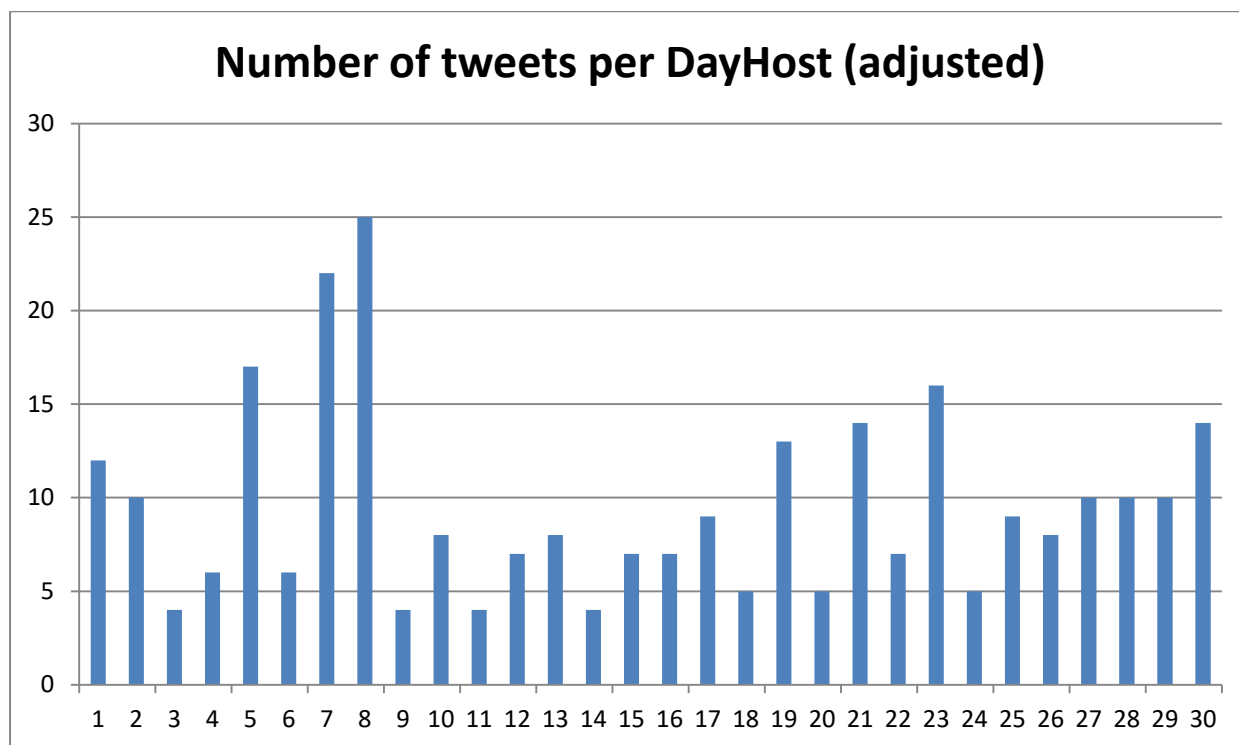
In addition to day hosts, 18 LRF partners also took part bringing a combined follower base of 187,030. Thus the overall total campaign twitter follower base reach was 342'344.

Top 5 follower bases overall (day host & partners): @cheshirepolice (154,239), @NorthantsPolice (80,771), @wpduk (20,031), @northantsfire (11,824), @NHSNene (9,071), @RLSSUK (7,123)

Day host data was available for 17 out of 30 days and complimented by manual post counts and qualitative analysis of the twitter posts.

Data was shared by day hosts @NorthantsEPTeam, @PreparedInEssex, @flood_serv, @RLSSUK, @30Days30WaysUK, @nyorkshealth, @eva8_news, @dharford79.

The data was adjusted to remove occasional evening tweets on day 7, 8, 13 and 23.



Day host overall tweets were 286 over 30 days with an average of 10.8 per day.

At the time of the campaign, twitter allowed for a 150 characters limit (now 280).

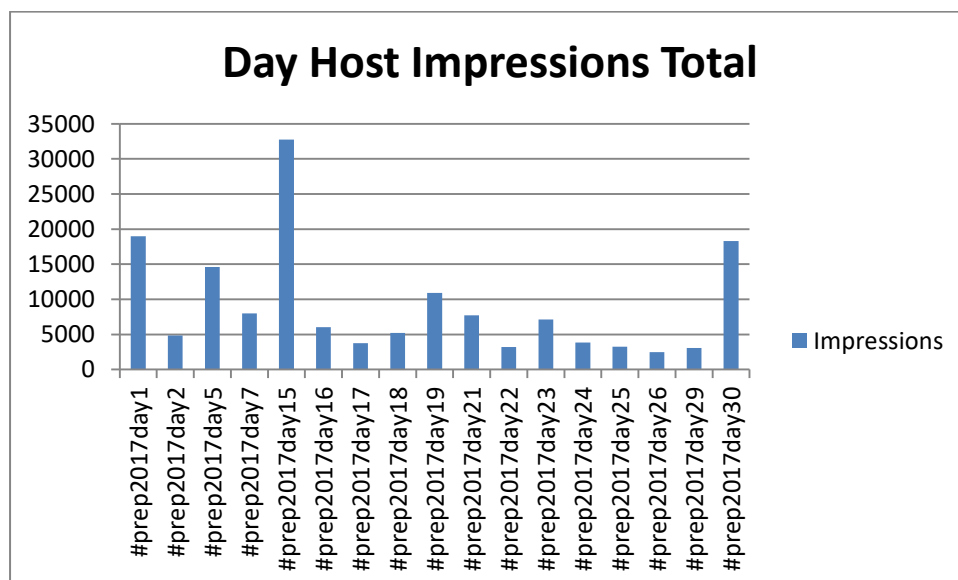
Day hosts were encouraged to design their messages in an engaging way using images, gifs and polls were appropriate. The [showcase](#) illustrates that, generally, this was embraced by all partners in addition to text only tweets.

There was a good mix of engaging tweets mostly using images and links, occasional video, gif's and polls.

Overall, day host twitter posts combined reached 154,042 impressions and 3765 engagements.

Day 15 showed a maximum of 32,771 impressions (@RLSS with 7123 followers). Sadly no data was available for day 13 with the highest overall follower base (@NorthantsPolice, 80,771).

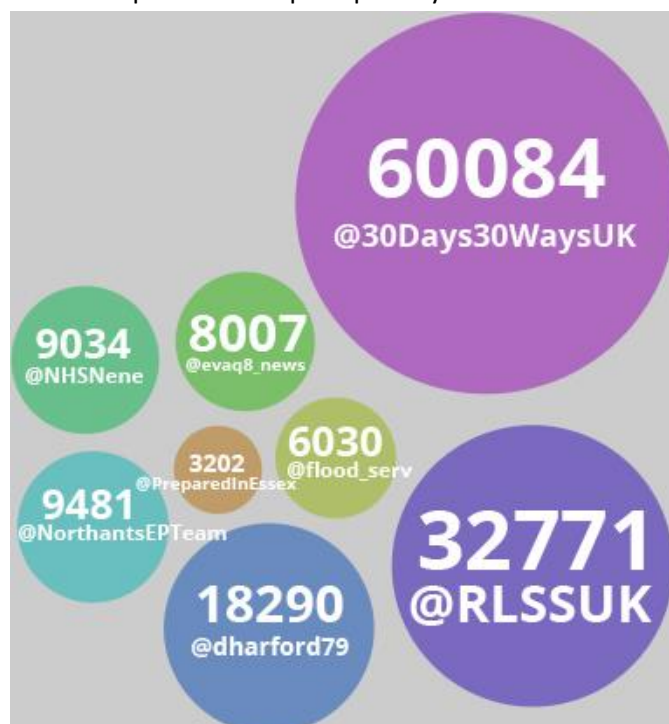
Daily impressions reached by day hosts (from available data by 8 hosts):



Most engagements:

Day 30 (@N44RT and @dharford79) #RoadSafety: engagements 1,440 and impressions 18,290
 Day 01 (@30days30waysUK) #WhatEmergency: engagements 452 and impressions 18,965
 Day 15 (@RLSSUK) #WaterSafety: engagement 400 and impressions 32,771

Overall impression footprint per day host

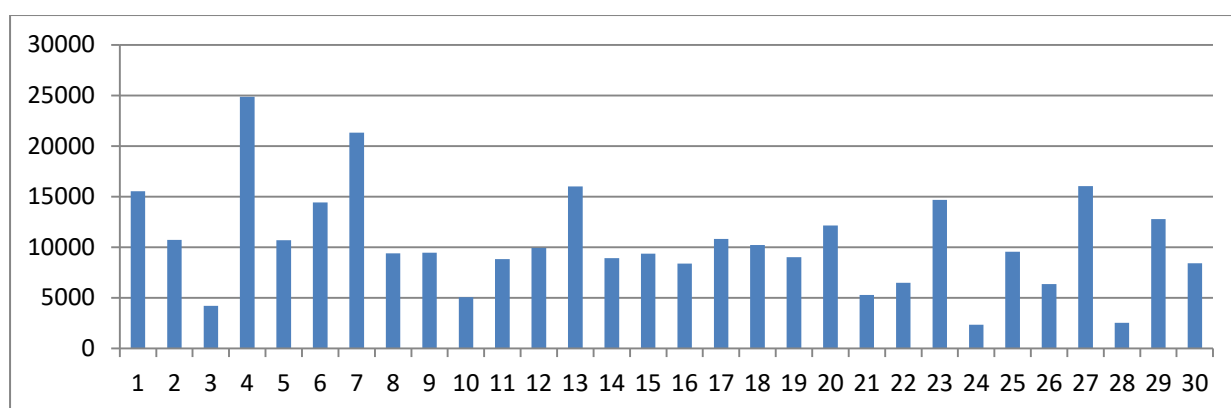


Day host	impressions
@30Days30WaysUK	60084
@RLSSUK	32771
@dharford79	18290
@NorthantsEPTeam	9481
@NHSNene	9034
@eva8_news	8007
@flood_serv	6030
@PreparedInEssex	3202

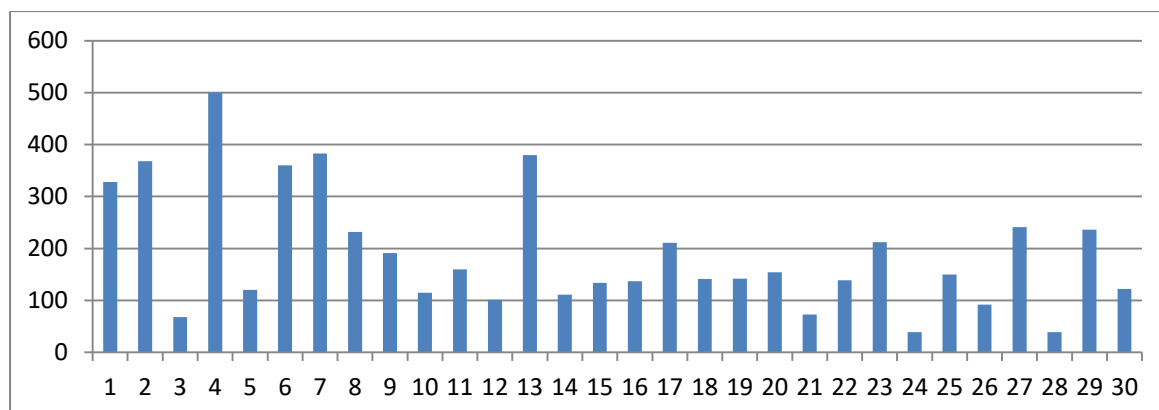
Participating LRF partners

LRF Name	twitter handle	followers	LRF Name	twitter handle	followers
Merseyside LRF	@merseyprepared	225	NorthYorks Prepared	@NYorksPrepared	1442
Wiltshire Prepared	@WiltsPrepared	352	Norfolk Prepared	@NorfolkPrepared	1462
HFRS Resilience Team	@HFRSResilience	378	NWRF	@NWR2012	1923
GM Prepared	@GM_prepared	551	Prepared In Essex	@PreparedInEssex	2541
Sussex Resilience	@SussexRF	658	StaffsPrepared	@StaffsPrepared	2846
York Prepared	@YorkPrepared	982	BirminghamResilience	@bhamresilience	3907
NorthantsEPTeam	@NorthantsEPTeam	1308	Devon Alert	@DevonAlert	4319
HCC Resilience Team	@HCCResilience	1380	London Prepared	@LDN_prepared	7127
WestMidlandsPrepared	@WMidsPrepared	1390	Cheshire Police	@cheshirepolice	154239

LRFs Twitter Impressions overall 154'402; average per day 5147.



LRFs Twitter Engagements overall 5679; average per day 189.



Data was shared by the following LRFs: @NorthantsEPTeam, @LDN_prepared, @NYorksPrepared, @PreparedInEssex, @NorfolkPrepared, @WMidsPrepared, @merseyprepared, @GM_prepared; combined they produced 596 campaign posts over 30 days, average campaign posts per day 20.

Top 5 best performing tweets overall:

Partner	Tweet permalink	impressions	likes	user profile clicks	url clicks	hashtag clicks	url clicks
@WMidsPrepared	permalink	12620	9	15	7	0	7
@dharford79	permalink	10129	54	30	38	2	38
@LDN_prepared	permalink	9734	12	19	0	31	0
@PreparedInEssex	permalink	6840	9	13	0	0	0
@NorfolkPrepared	permalink	4916	6	2	11	2	11
@WMidsPrepared	permallink	4372	5	4	3	1	3

Qualitative feedback from partners

Constructive feedback rate was 33% (12 of 36 partners) and showed that the campaign was well received: only ratings of very useful / useful / somewhat useful were received and no ratings for neutral / not useful. Asking how the campaign was perceived as positive, feedback such as “great coordination” and “national collaboration” dominated, showing that the extended reach and networking is being seen as very positive in addition to the overall utility of contributing to better public awareness.

With regards to what was perceived as not good “more prior awareness of what others are doing” was cited along with some “confusion as to day host tasks”. This feedback is useful and will contribute to creating better guidelines and understanding amongst the partners. In addition, when asking for particular suggestions as to improvements “more local participation” was flagged. Indeed, this is indeed a major goal for the campaign going forward.

Finally, it was gratifying to note that “are you interested to take part again in 2018” answers were overwhelmingly positive with several offers to take on larger roles. This is promising as it will contribute to growth.

Measuring impact and participation other than social media analytics

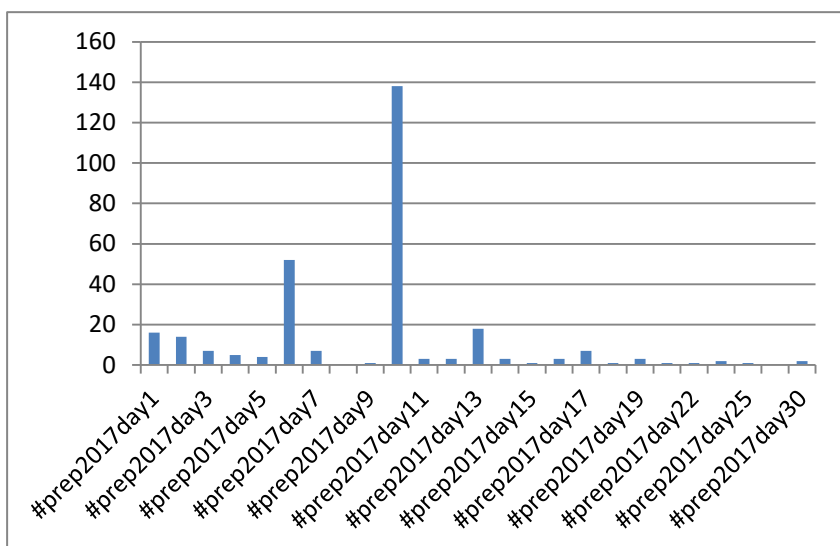
Previous campaigns in [2015](#) and [2016](#) employed emails sent to a subscriber list managed by @NorthantsEPTeam. There were approximately 270 subscribers in 2015 and 310 in 2016. Click rates were within the expected range of approximately 1%, with some mailings enjoying as much as 3.26%. There is no other response data available for the first two years other than that evidenced by looking over the social media streams as linked earlier and as per summary slides linked above.

The 30days30waysUK.org.uk website went live on 26th July 2017 and google analytics is being employed to track users, sessions, page views etc. The site is still in its infancy and discussions are under way in how to best develop and integrate it with the overall campaign mission.

Online quizzes and polls were part of the new 2017 framework with the aim of creating further viable points of measurement. Unfortunately, perhaps because of confusions as touched upon before, links to quizzes were not always consistently promoted and shared. This is perhaps one of the reasons why uptake was rather disappointing.

Quizzes were posted via google docs on most days. For a full review, please see [2017 Getting Started](#), which served as the 'hub' during the campaign. In-twitter polls replaced the quiz on day 23 and 28.

Quiz uptake 2017: 138 entries on day 10 (@wpd), 52 entries on day 13 (@northantsfire)



day	# quiz respondents	day	# quiz respondents
#prep2017day1	16		
#prep2017day2	14	#prep2017day14	3
#prep2017day3	7	#prep2017day15	1
#prep2017day4	5	#prep2017day16	3
#prep2017day5	4	#prep2017day17	7
#prep2017day6	52	#prep2017day18	1
#prep2017day7	7	#prep2017day19	3
#prep2017day8	0	#prep2017day20	1
#prep2017day9	1	#prep2017day22	1
#prep2017day10	138	#prep2017day24	2
#prep2017day11	3	#prep2017day25	1
#prep2017day12	3	#prep2017day27	0
#prep2017day13	18	#prep2017day30	2

Going forward

Visible public engagement by way of comments and replies remains scarce but that does not mean the campaign lacks impact as has been demonstrated. Experience over these last three campaigns has shown that over-reliance on just one social media channel is detrimental. In 2017 emphasis was given to twitter, mostly because only few day hosts maintained active facebook accounts, with the result that facebook interaction was much reduced as compared to 2016. Thus, a better balance needs to be achieved in 2018 by way of social media 'mix'.

In addition, creating more tangible incentives above and beyond the 'resilience barometer' self-measure would probably be a step in the right direction to increase visible participation. However, this would necessitate sponsorship or a basic budget which, it has been suggested, could fall within the providence of the day hosts.

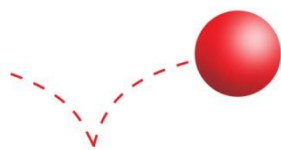
Finally, the campaign would benefit from minimal ads on facebook to boost post visibility. Perhaps 'crowd-funding' measures could be instigated amongst partners and supporters or potential grants investigated.

30days30waysUK.org.uk's @jobayeshopp and @MonikaAlMufti are planning to arrange meetings locally, regionally and internationally (US partner) via conference calls (e.g. skype) or in person during spring 2018. This will then form the basis for the 2018 campaign which, it is hoped, will involve additional LRFs and will draw many more regional and national day hosts.

Thank you for your interest, support and participation.

We look forward to seeing you again in 2018 September is Preparedness Month. GameOn!

London and Northamptonshire
11th December 2017



#30days30waysUK

Glossary

Twitter engagements: number of times a tweet has been interacted with. This includes clicks on urls, hashtags, images, replies, follows, likes and visit to profile.

Twitter impressions: number of times a tweet has been delivered and, it is assumed, potentially seen by the public

Partners: individuals, organisations, agencies that have actively contributed to and taken part in the 30days30ways campaigns for the majority of the days running.

Reference for this document Al-Mufti, Monika and Maddams, Joanne (2017) "2017 Report 30days30waysUK September is Preparedness Month".