

# 30 days 30 ways UK

An emergency preparedness campaign on social media that informs, suggests activities and poses a daily challenge during "September is Preparedness Month"

Emergency Risk Communication – Disaster Risk Reduction



#30days30waysUK

## Annual Report 2018

- 1028% uptake growth UK partners 2017/8  
(from 36 local partners in 2017 to 368 local and 2 national partners in 2018)
- geographical growth UK deepened and widened  
(now including some areas in Wales and Scotland)
- #30days30waysUK outperformed its US counterpart and exceeded the official national US campaign #NatlPrep on 19 out of 30 days (adjusted data)

[background](#) | [data](#) | [partners](#) | [geographic reach](#) | [impact twitter](#) | [impact facebook](#)

[impact YouTube](#) | [email](#) | [qualitative data: survey & feedback](#) | [2019](#) | [References & Method](#)



#30days30waysUK  
boost your personal resilience

## Background

Better personal emergency preparedness through easy, fun activities (also called ‘games’ or ‘challenges’) via social media lies at the heart of the #30days30waysUK campaign. Originally, the concept was developed by the Clark Regional Emergency Services in Vancouver, Washington where it has been running since 2010. In the UK, the Northamptonshire County Council Emergency Planning team piloted the concept in 2015. Since then, an evidence-based approach has been adopted and the model has enjoyed phenomenal growth and success year on year in the UK, with interest and support expressed also from the international and academic community. This is illustrated by the new section ‘Emergencies happen – disasters don’t have to’ on the [about us](#) web-page. For a full background and links to the early campaigns please see our [2017annual report](#). The 2017 overall ‘game’ concept was a resilience barometer and point-based activities (see getting started slide, [google docs](#)). The 2018 overall ‘game’ concept was a simpler [bingo](#) approach with daily icons reflecting themes to be crossed off.

30days30waysUK is a social media public hazard education campaign that aims to build better personal and community preparedness and resilience via motivational content that is positive and light-hearted, even humorous at times. This is because laughing helps learning and humour buffers individuals against the negative side effects of stress, ideas well established in psychology<sup>1</sup>. This is especially relevant to emergency preparedness, an emotionally difficult subject area yet of vital importance in today’s world that faces ever increasing hazards and threats exacerbated by climate change. Fear or loss-based models tend to have a cognitive shut-down effect rather than inspire curiosity and will to explore and understand environments and situations and how to pro-actively prepare individually as well as collectively.

30days30waysUK is entirely volunteer run using open-source or low-cost methodologies precisely so that others locally and around the world can easily learn and adapt from our approach. One day soon we hope to collaborate with #30days30waysOZ, #30days30waysIT, etc.

In the UK, each of the 30 daily themes during ‘September is Preparedness Month’ highlights a particular risk area. This allows for a comprehensive all-hazards approach that informs as well as ‘primes’ audiences for subsequent often single hazard campaigns such as the national #RoadSafetyWeek, the regional #floodaware, #WinterReady, #ReadyScotland or the local #LDNFloodAware in November and others throughout the year. Themes, therefore, are drawn from already existing discourses as well as new ones relevant to personal preparedness and community resilience. Our 2018 programme illustrates this (see [googledocs](#) or [Resilience Direct](#)).

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<sup>1</sup> For example: for example

- APA, 2006; [Science Daily](#) 2005
- Whisonant, 1998 The Effects of Humour on Cognitive Learning in a computer-based environment
- Abel, Millicent H. 1998 Interaction of humor and gender in moderating relationships between stress and outcomes. The Journal of Psychology 132, 267–276
- Martin, Rod A. 1996 The Situational Humor Response Questionnaire (SHRQ) and Coping Humor Scale (CHS): A decade of research findings. Humour: International Journal of Humor Research 9(3/4), 251–272
- Martin, Rod A. and Herbert M. Lefcourt 1983 Sense of humor as a moderator of the relation between stressors and moods. Journal of Personality and Social Psychology 45, 1313–1324.
- Martin, Rod A. and James P. Dobbin 1988 Sense of humor, hassles, and immunoglobulin A: Evidence for a stress moderating effect. International Journal of Psychiatry in Medicine 18, 93–105.

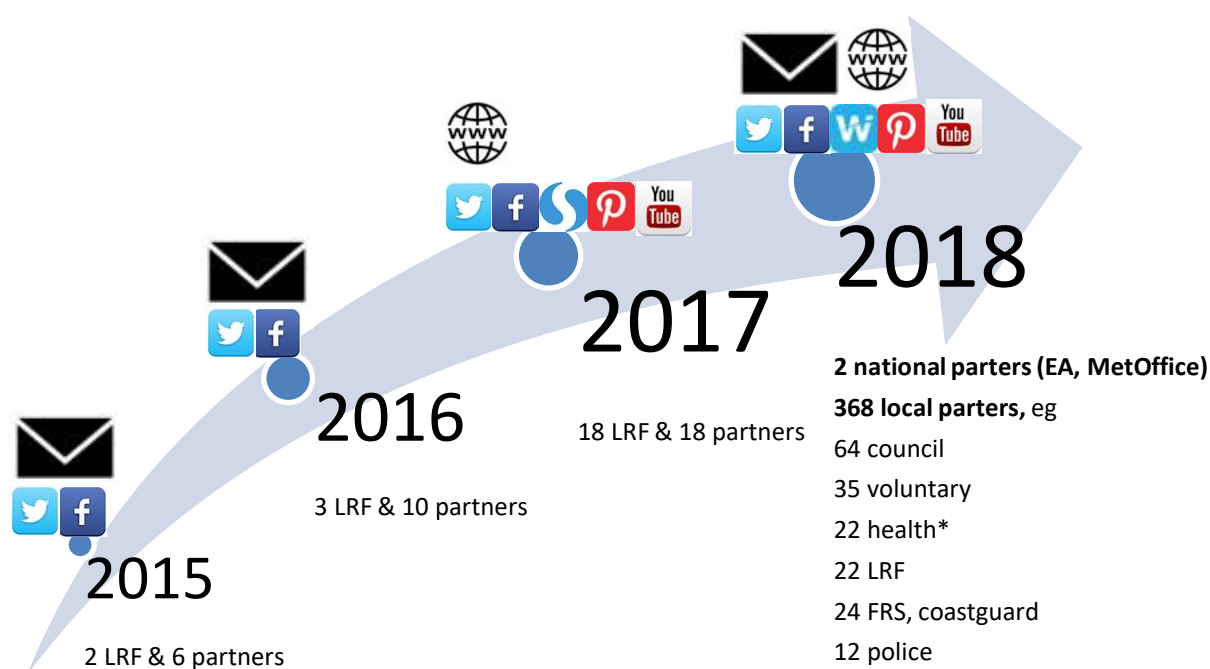


## Data

The [2017annual report](#) relied solely on very limited social media analytics as partner data sharing was inconsistent.

The 2018 campaign overcame this hurdle by using [TAGS](#) open source methodology. This captured all tweets using the same hashtag for the entirety of the campaign. During September comparative data was collected for #30days30waysUK, #30days30ways (US) and #NatIPrep (the official national campaign USA). In addition, facebook and email analytics was employed to produce this report.

## Partners



2018 local partners include:

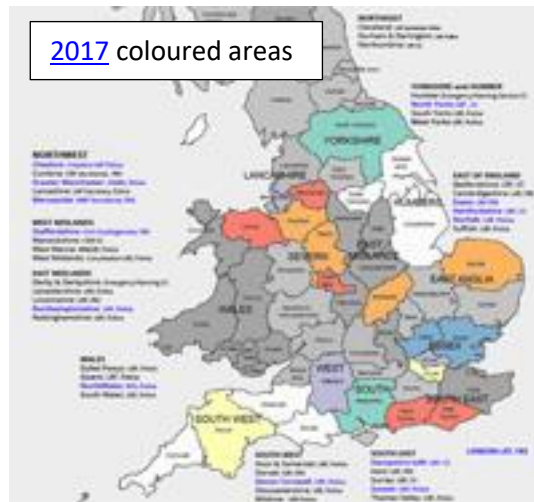
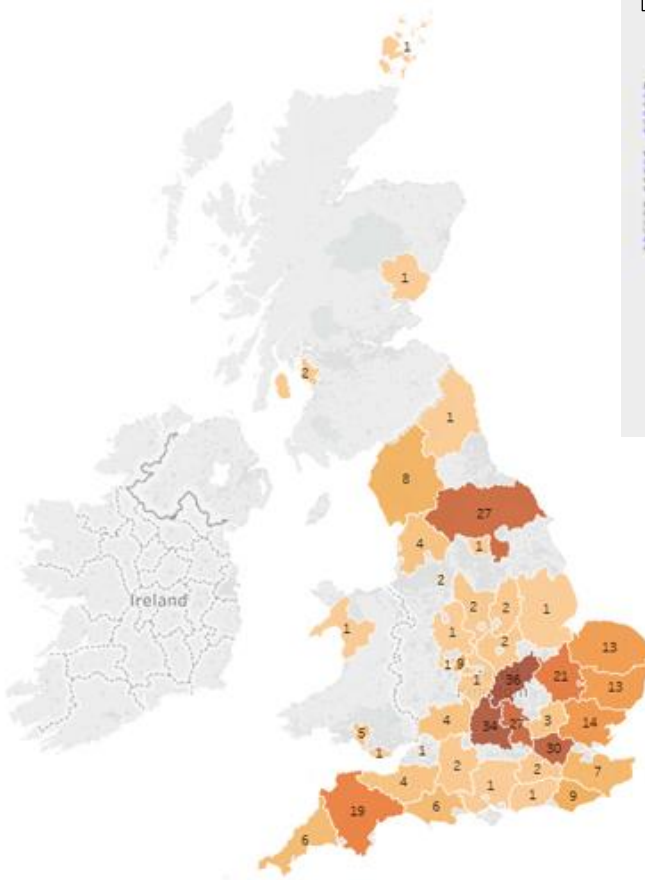
category	# partners
ambulance	7
coastguard	4
commercial	32
council	64
fire	20
health	15
LRF	22

category	# partners
media	9
police	12
political	26
society	12
voluntary	35
professional	110
TOTAL	368

\*health partners includes ambulance | media: includes awareness raising or area promotional accounts; political: individual accounts e.g. local councillor; society: civic and professional groups; professional: individual accounts e.g. police officer, emergency planner, environment agency... | [2018 partner twitter list](#)

# Geographic reach: 2018 regional partners

\*not included: Channel Islands with 2 professional partners;



2018 partners break-down:

uk_county	value	uk_county	value	uk_county	value
angus	1	east sussex	9	northamptonshire	36
bedfordshire	14	essex	14	northumberland	1
berkshire	11	gloucestershire	4	norwich	1
birmingham	9	greater london	30	nottinghamshire	2
brighton & hove	2	greater manchester	7	orkney	1
bristol	1	gwynedd	1	oxfordshire	34
buckinghamshire	27	hampshire	1	sandwell	1
cambridgeshire	21	hertfordshire	3	solihull	1
channel islands	2	kent	7	somerset	4
cheshire	1	lancashire	4	staffordshire	1
cornwall	6	leeds	1	suffolk	13
cumbria	8	leicestershire	2	surrey	2
derbyshire	2	lincolshire	1	vale of glamorgan	1
devon	19	merseyside	2	warwickshire	1
dorset	6	neath port talbot	5	west sussex	1
dudley	1	norfolk	13	wiltshire	2
durham	1	north ayrshire	2		
east anglia	1	north yorkshire	27		
				total	368



## Impact

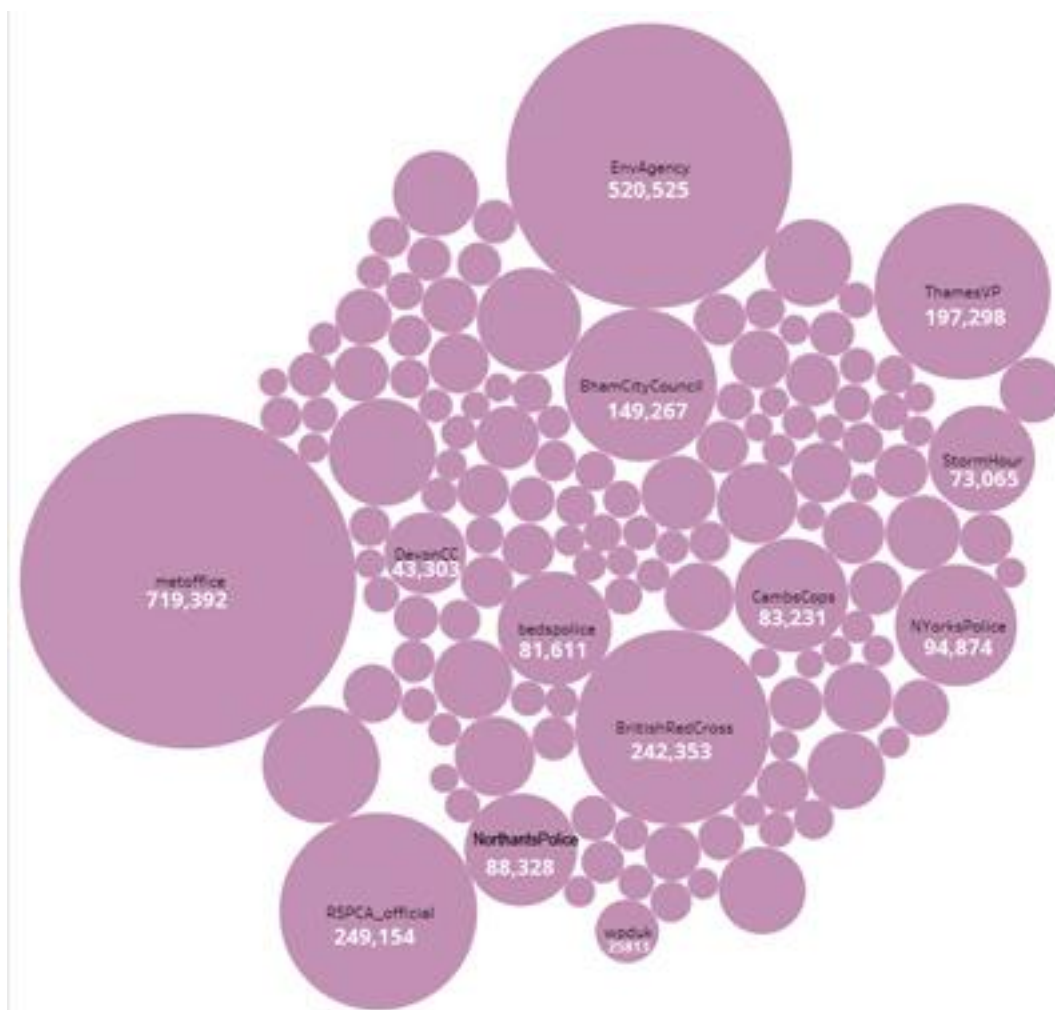
Impact is measured as audience reach and volume of posts.

Measuring impact of the #30days30waysUK campaign is possible through open source social media analytics (twitter and facebook) and TAGs (for twitter only) which also tracks follower numbers.

### Impact – twitter: partners reach

Of the 368 local and 2 national partners in 2018, there were 138 partners with over 5000 followers and a combined follower base of 1,199,561. Assuming a follower overlap of 30%, the estimated primary impact is a reach of over 839,000. This does not take into account the potential reach of shares and retweets nor partners with less than 5000 followers. It is hoped that in the future, network analysis will contribute to a more detailed analysis.

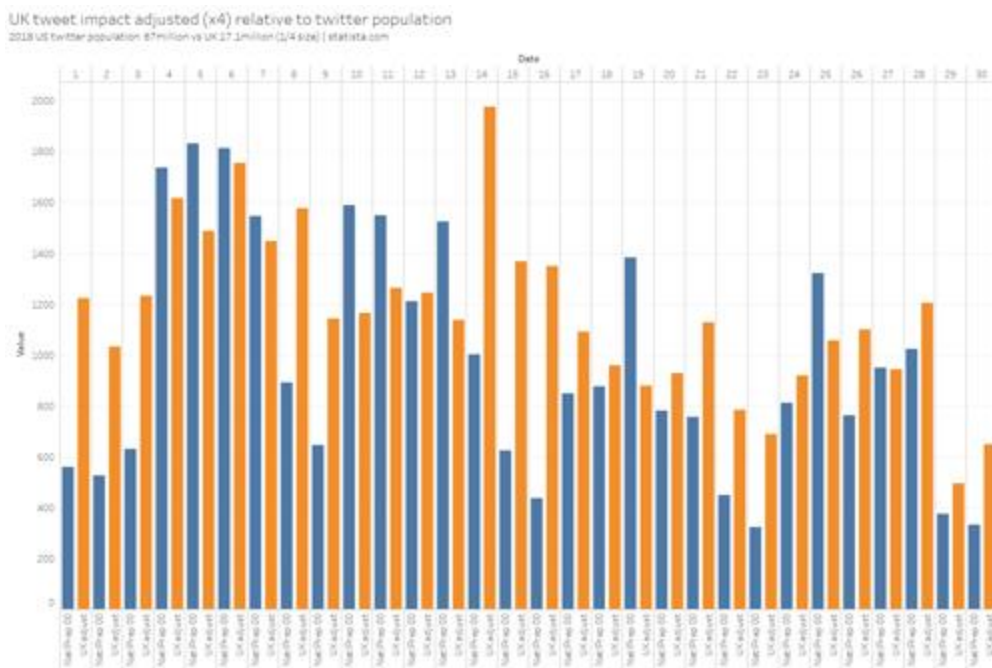
Most influential partners 2018 (aggregated visualization of 138 partners with over 5000 followers out of a total of 368 local and 2 national partners):



## Impact – twitter: volume

The 2018 volume of daily posts using #30days30waysUK ranged from a minimum of 124 (day 29) to 494 (day 14), total post count overall was 8711. In comparison #30days30ways (USA) ranged from a minimum of 6 (day 29) to 99 (day 4) with a total post count of 767 of which 271 originated in the US while the majority (496) came from UK accounts. The reason was a confusion about the difference in hashtags. It is thus fair to say that the UK campaign far outperformed its US counterpart.

To more fully demonstrate the power of this year's #30days30waysUK campaign, a comparison is drawn to the official US campaign #NatlPrep. Considering that the US twitter population is four times the size of the UK<sup>2</sup>, the adjusted graph below shows that **#30days30waysUK (orange) exceeded #NatlPrep on 19 days.**



<sup>2</sup> UK twitter users 17.1 million ([statista](#)) vs US twitter users (Q3) 67 million ([statista](#))



## Impact - facebook

Facebook data is only available from the 30days30waysUK account which started 01/09/2018 with 342 followers, reaching 429 followers by the end of the campaign thus realising a sizeable growth of 25.2%.

There were a total of 59 posts each reaching on average 1,005 people. Of these, 48 posts were shared up to 10 times; for example [Day 4](#) 'Volunteer' illustrated below, was shared by councils (5000+ followers), SAR (2500+ followers), individuals both private and professional thus reaching much wider audiences.

Performance for your post		
2,225 People Reached		
24 Likes, Comments & Shares		
14 Likes	6 On Post	8 On Shares
0 Comments	0 On Post	0 On Shares
10 Shares	10 On Post	0 On Shares
65 Post Clicks		
15 Photo views	7 Link clicks	43 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlink Page	

## Impact – YouTube 'library'

#30days30waysUK publishes extensive [playlists](#) with relevant content from many sources as well as own open source [video content](#) which can be shared and embedded in social media posts by partners. To date, there are 19 30days30waysUK videos which have been viewed up to 283 times. This includes only views directly on YouTube and not views of embedded content in social media posts.

## Email

Previous campaigns in 2015 and 2016 used email to reach approximately 270 subscribers but was discontinued in 2017 because of changes in data protection laws (specifically opt in, email server location). Following an update of the 30days30waysUK website and moving to a UK service, email was again used in this year's campaign. Web-versions of individual campaign emails can be viewed via the website, e.g. <http://30days30waysuk.org.uk/email/180901.html> through to <http://30days30waysuk.org.uk/email/180930.html> ; the last element of the web address denotes year/month/day and can be adjusted manually.

The campaign started with 59 subscribers acquired in the run up to September and ended with 129 subscribers (no bounces). Email open rate was an average of nearly 40% thus well exceeding industry standards<sup>3</sup>, ranging from a minimum of 24.4% on Saturday 15 September to a maximum of 49.2% on Sunday 02 September. Each email provided on average 14 external resources links which were accessed on average 57 times. The best click rates were achieved as follows:

249 clicks Sunday 16 September [email](#) Flood Awareness

148 clicks Friday 14 September [email](#) Drowning Prevention

143 clicks Thursday 20 September [email](#) Stress Bust

## Qualitative data

At the end of the campaign, two requests for qualitative data were issued on twitter and face book linking to open source google documents : a [survey](#) request for partners (also collecting email addresses) and a [feedback](#) request for the public (not collecting personally identifiable data).

## Partner survey

The partner survey yielded 16 responses drawn from across LRF, police, councils, health and NGOs. Twelve found the campaign 'useful' or 'very useful' and four 'somewhat useful'. No negative feedback was received. Responses as to which themes worked best resulted in a varied and locally specific response as expected, showing that the diverse themes successfully tap and engage across a wide range. On themes that did not work well, Zombie apocalypse was singled out by 3 of the 16 respondents which yielded comments such as "we've not had a humour bypass" and "...amusing, but not sure how well it might have been received with some organisations." This theme was 'borrowed' from the [CDC's Zombie preparedness](#) which may not readily translate to UK contexts. However, another interpretation is that partner understanding and engagement needs to be broadened, especially to better embed the understanding of

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<sup>3</sup> [smartinsights](#) email statistics 2018 update





humorous/light-hearted positive psychology approaches to motivation, resilience and preparedness capacity building which is at the heart of the 30days30waysUK concept (as opposed to 'classic' fear based loss models). Valuable comments about campaign deficiencies highlight the necessity for even more collaboration and awareness raising amongst partners; for example "...not everyone within LRF was sharing on Facebook and Twitter...resulted in quite a lot of work for our team - scheduling posts, finding posts to share, answering queries for something that we're not experts in.." (local council) and feedback such as "not sure who was the original source of the campaign"(fire) or "would have been useful to know what was going to happen on what day" (local EA). 30days30waysUK material is continuously available and communication channels are open via [Resilience Direct](#) and the [30days30waysUK website](#), including extensive resources and email support, but clearly more awareness is needed. Comments such as "...was given soc media schedule and offered to retweet but often tweets were poorly composed, missing hyperlinks and lacking context" (local council) and "...quality of images we received were poor" (health) and "[poor]quality of social media messaging/branding" (local council). This shows a conceptual misunderstanding in that partners appear to expect to replicate a ready-made-campaign rather than embed the themes and resources (images, video) to create a locally meaningful content.

Going forward, 30days30waysUK will work to strengthen understanding by providing more and better guidance and support. A one-size-fits-all approach of 'classic' campaigns that can simply be copied and disseminated is contrary to the 30days30waysUK aims of local relevance via creating locally meaningful content.

## Public feedback

This also yielded 16 responses: 4 identified as 'member of the public', 5 as 'other professional', 5 'emergency management', 1 'charity' and 1 unidentified. Comments of 'useful' and 'very useful' were received from 13 respondents, 'somewhat useful' by 3 respondents of which 2 identified as 'other professional' and 1 as 'emergency management'. No negative feedback was received. Five feedback were received on themes that worked with a special mention of 'catch-it-bin-it-kill-it' and two comment noted "lots of good ones" and "actually, I felt all themes worked really well (apart from Zombies)". This constitutes another indicator that this particular theme may need a rethink and better fit for UK contexts. Critical feedback from members of the public included "more on what the local authorities would do in certain events/situations" while also noting the campaign as "supportive, encouraging, gives suggestions of other activities". Technical/user difficulties were highlighted, e.g. "I got a little bit lost in my Twitter feed. I'm not savvy enough to know how to fix that but I follow a lot of people who tweet a lot more so I missed many posts. Obviously next time I will be more active in searching for and retweeting posts." This highlights the necessity of better publicising the email version of the campaign via signup on the home page of the website. Answers to 'how did you participate' as expected showed a majority pattern of 'followed the posts' rather than 'contributing by sharing'; 3 respondents followed every day, 7 respondents followed more than 50% of the campaign. Age and gender were stated by 12 of the 16 respondents, 6 female and 6 male with 3 aged 30-40 years, 2 aged 40 – 50 years and 7 aged 50+.



Overall, feedback was given almost exclusively by an older demographic which is encouraging as it shows the campaign reaching this important target audience. Clearly, reaching younger audiences is equally important and thus messaging must be adjusted and broadened. In addition, securing interest and collaboration via e.g. Women's Institute and Crucial Crew, Scouts etc. to promote and produce a family/children's strand of the campaign would be useful avenue as is promoting and expanding on the [kids section of the 30days30ways website](#) and the ambition to bring in more UK resources. Finally, LRFs in their public engagements could promote 30days30waysUK across the board for increased awareness and uptake.

## 2019 looking ahead

Thanks to the excellent collaboration, growth, impact and much positive feedback all around, the 30days30waysUK 'September is Preparedness Month' campaign looks forward to 2019 with great enthusiasm. Perhaps with a few minor adjustments, namely 'Zombie preparedness', the 2019 themes and the simple 'bingo' approach will be repeated but hopefully with better awareness and even more collaboration to more fully bring out local contexts. To this effect our 2018 social media guidance ([googledocs](#), [Resilience Direct](#)) will be updated and the 2019 schedule released early, again containing a full list of resources (see 2018 programme [googledocs](#) or [RD](#)). Where requested additional free support via email or skype will be provided to help create locally relevant content using open sources. Consultations can be requested.

For the 2019 campaign, our primary points of contact are again the LRFs and collaboration will be invited via the 30days30waysUK space on Resilience Direct around February like last year. Notices and reminders to this effect will be provided via email, Resilience Direct, twitter and facebook. In addition, our [30days30waysUK@gmail.com](mailto:30days30waysUK@gmail.com) and twitter DM are monitored and support can be accessed throughout the year.

## References

30days30waysUK, [2017 Annual report](#) ; shared practitioners resources on [googledocs](#) and [Resilience Direct](#);

CDC Centers for Disease Control and Prevention, [Zombie Preparedness](#)

Chaffey, Dave, [Email marketing engagement and response statistics 2018](#), smartinsights.com

Cooper, B., 2013, [A scientific guide to posting tweets, facebook posts, emails, and blog posts at the best time](#), Social Blog

Mileti, D., Nathe, S., Gori, P., Greene, M. and Lemersal, E., 2004. *Public hazards communication and education: the state of the art*. University of Colorado: Natural Hazards Center.

Rayson, Steve, 2016, [How to improve facebook engagement: insights from 1bn posts](#), buzzumo.com.



Savoia, E., Lin, L. and Gamhewage, G.M., 2017. [A Conceptual Framework for the Evaluation of Emergency Risk Communications](#), *American journal of public health*, 107(S2), pp.S208-S214.

WHO, 2018, [Communicating Risk in Public Health Emergencies: a WHO Guideline for Emergency Risk Communication \(ERC\) policy and practise](#)

Wood, N. and Kenny, C., 2017, [Communicating Risk. POST Parliamentary Office of Science and Technology](#), Research briefings

## Method – open source

Free source code for responsive website design [30days30waysUK.org.uk](http://30days30waysUK.org.uk) available upon request.

30days30waysUK video/gif downloads via [googledocs](#)

Social media: [twitter](#), [facebook](#), [youtube](#), [instagram](#), [wakelet](#), [pinterest](#)

Analysis:

- Facebook [insights](#)
- Hawksey, Martin (2014) [TAGS](#)
- [Tableau Public](#), data visualisation
- Twitter [advanced search](#) and [analytics](#)

London & Northampton, 30<sup>th</sup> November 2018

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