

HEALTHY HOME HACKS



10/7/2016

Post-campaign report



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Healthy home hacks

POST-CAMPAIGN REPORT

Campaign overview

Under the supervision of Beacon Pathway, the Healthy home hacks social media campaign started on July 4th 2016 through to September 29th 2016. The official launch of it on social media was on August 1st 2016. Healthy home hacks is a platform to provide healthy home tips and hacks for NZ students living in cold, damp homes, because renting doesn't mean we have to live in unhealthy homes. The healthy home hacks are focused on behaviour changes, so they are free and simple for students to do.

Goals & objectives

Our goals for the campaign were:

- 1. Raise awareness in NZ students about the importance of healthy homes**
- 2. To strive for behaviour changes in students to improve their home conditions**

Our objectives for the campaign were:

- 1. Create a blog, Facebook page, and Instagram page**
- 2. Write 10 blogs (which are targeted at students) on the issue of healthy homes**
- 3. Create compelling, bite-sized content e.g. illustrations**
- 4. Have an article published on Unitec Student Media**

Blog results

A blog was necessary to have so people can read more information on the topic of healthy homes. Facebook and Instagram were considered as broadcasting channels that sends bite-sized information out to attract people's attention and bring traffic back to our blog.

Our blog (nzhealthyhomehacks.wordpress.com) was created on Wordpress; it was chosen because it is the most popular free blogging platform on the Internet. It is easy to use, and with a very smart in-built analysis to track results, it is perfect for our campaign to start off with.

The homepage of our blog:



The 'About us' page:

So this blog really is for all of us— international or local students living in fridges... Oh, I mean living in cold homes. It's bad for you! And if it's bad for you, it's bad for your mates too. So with this blog, it really is a space for all of us to share the things we can do right now, tips we can learn and habits we can change to make our homes healthier today!



Over the course of the internship, 10 blogs were written in a student's perspective of healthy homes. Our targeted audience was NZ tertiary students, and with myself being in that category, I knew the way and the tone I should write in, and also what issues to address on. I look at myself as a case study because the transition of myself from the very beginning – haven't even heard of healthy homes before – to the new habits and changes I've made to make my home healthier is exactly the goal of our campaign—to raise awareness of the healthy homes to NZ students, and to see the students making changes for a healthier home. One thing I really focused on was providing interesting and informative content. I wanted people to read my blogs and for people to read, it must be engaging and interesting. With so much information already online about healthy homes, I needed to think outside the box with my content. My blogs have to have a unique take on the generic healthy home information that can be found everywhere online. I found that the most unique blog posts I wrote garnered the most views and likes. For example, everyone knows of a house-cleaning playlist, but what about a playlist specifically just for mould cleaning? (This was one of my ways to motivate my audience to get rid of visible mould around the house. It's a playlist that was tried and tested by myself. I really did clean my house mould while dancing to this playlist.)

There are many playlists created online that you can listen to while cleaning the house, but have you ever seen a playlist created specifically for mould cleaning? Mould cleaning is unpleasant, nasty, and requires guts to look at it in the eye. I know you guys have what it takes to get the job done, but here is an exclusive "Mould cleaning" playlist we created for all you brave people out there:

1. This is what you came for- Calvin Harris/Rihanna (stay focused on your mission and know what you came for- mould)
2. The life- Fifth Harmony (This is the life life life life...without mould! How good would it be.)
3. Fast Car- Jonas Blue ft. Dakota (Well this is definitely one song you can't help but sing along to!)
4. Work-Rihanna (Of course this will be on the playlist)
5. Adventure of a lifetime – Coldplay (Any excuse to dance like the apes in the music video)
6. Can't stop the feeling- Justin Timberlake (celebratory dance track when you've cleaned off the mould)

Final results of our blog:

We had 164 visitors to our blog and a total of 373 views.

All-time posts, views, and visitors







≡ POSTS	👁 VIEWS	👤 VISITORS	🏆 BEST VIEWS EVER
10	373	164	54
			AUGUST 2, 2016

From the 5th blog onwards, I noticed that various bloggers have started notice my blog and have started following and liking my posts. The engagements, in terms of 'likes' and 'followers' increased in the latter stages of my blog writing. We obtained 7 followers for our blog and 20 likes.



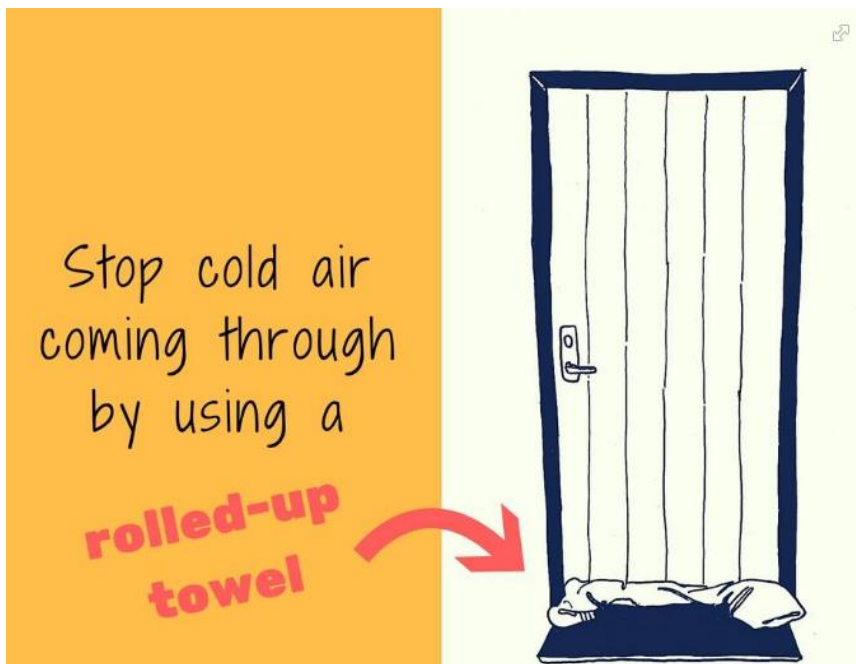
Facebook results

It's hard not to find a business or company on Facebook these days. This social media giant was an important platform to utilise to bring traffic to our blog, as indicated here:

Referrers			>
Referrer			Views
  Facebook			131
 WordPress.com Reader			22
✓ l.instagram.com	...		4
✓ mail.expedite.co.nz	...		4
 beaconpathway.co.nz/index.php/r	...		2
✓  Search Engines			1
 unitecstudentmedia.co.nz/?p=921	...		1

Referrers means people who clicked on our blog from another site—it's no surprise that Facebook was the top place to bring in traffic to our blog. Compared to Instagram, it shows that people on Facebook are still willing to spend some time reading content, but with Instagram, people are only there for the photos, so their attention spans are much shorter.

I posted a range of different Facebook posts, but it did feel like without boosting our posts, the number of people we could reach was limited. Examples of my Facebook content:



Healthy home hacks

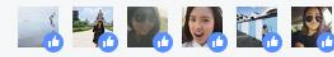
Published by PJ Chou [?]

Like This Page · September 7 ·

Oh great. Another cold blast to the country. Here's a healthy home hack for tonight as we attempt to keep warm in our cold, draughty homes. — feeling cold.

Tag Photo Add Location Edit

Like Comment Share



Ng A Ka, Shin-Ying Tsai and 4 others



Write a comment...

Press Enter to post.



Healthy home hacks

Published by Giphy [?] · September 5 ·

This be us #everydaylook



61 people reached

Boost Post



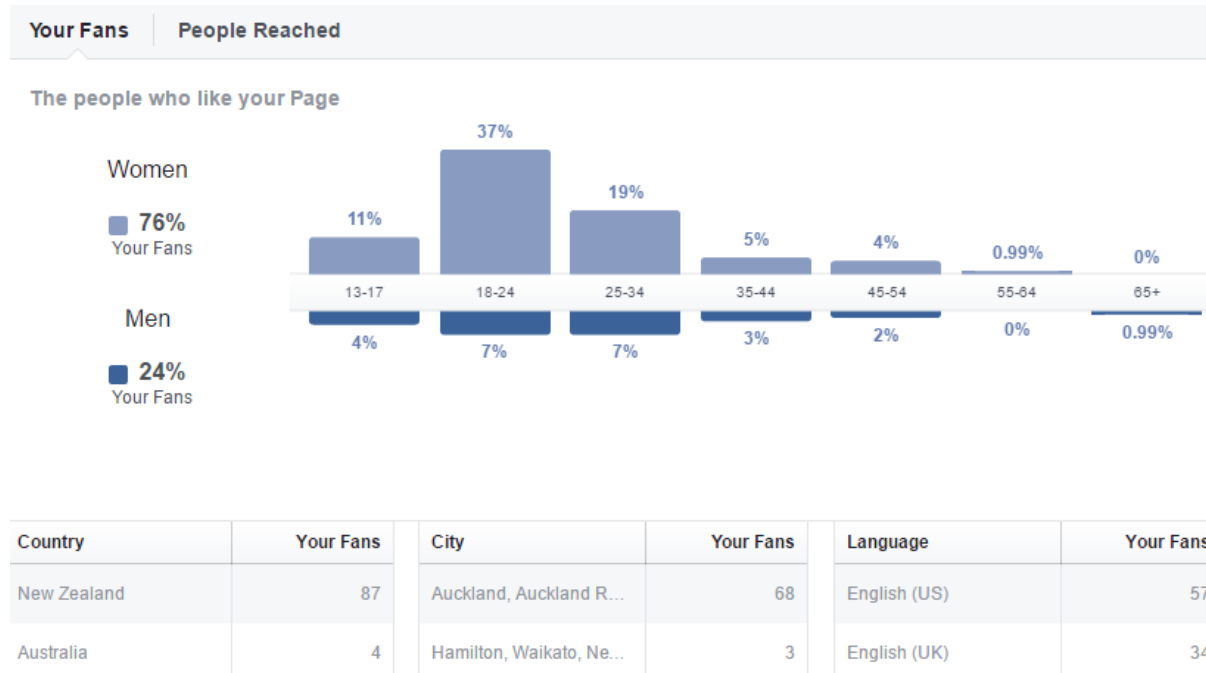
Final results of Facebook:

We have 101 likes on our page.



Facebook has also provided us an interesting insight— it seems women are much more interested in the topic of healthy homes.

From our total of 101 likes, a whopping 76 percent were women.

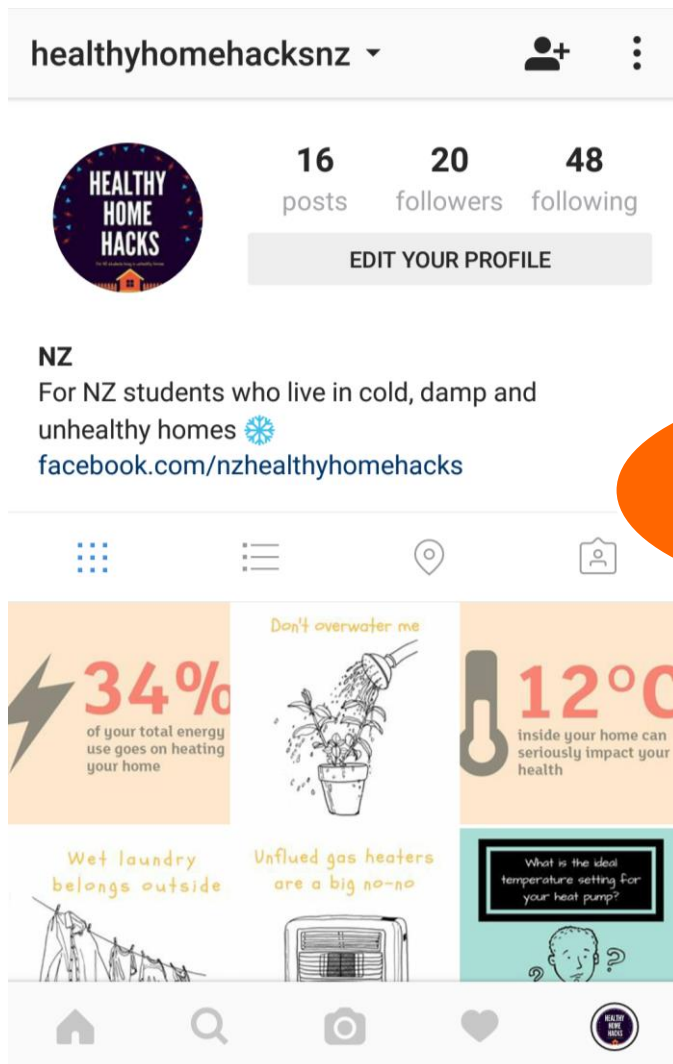


Instagram results

With over 500 million monthly users worldwide, Instagram is one of the most popular social media platforms to communicate visually to the audience. Good visual communication, such as illustrations and photos can generate a huge engagement with the targeted audiences, hence this platform was utilised. Another reason why this platform was used was because it integrated well with the other 2 platforms we used, i.e. Facebook and Wordpress, so it could help increase traffic to both our blog and Facebook page.

The difference with Instagram and the 2 other platforms is that it has no analytics; it only shows how many people have decided to follow you and the 'likes' you have gotten for each photo.

The key results we have achieved are presented by these screenshots:



**Our page achieved
20 organic likes!**

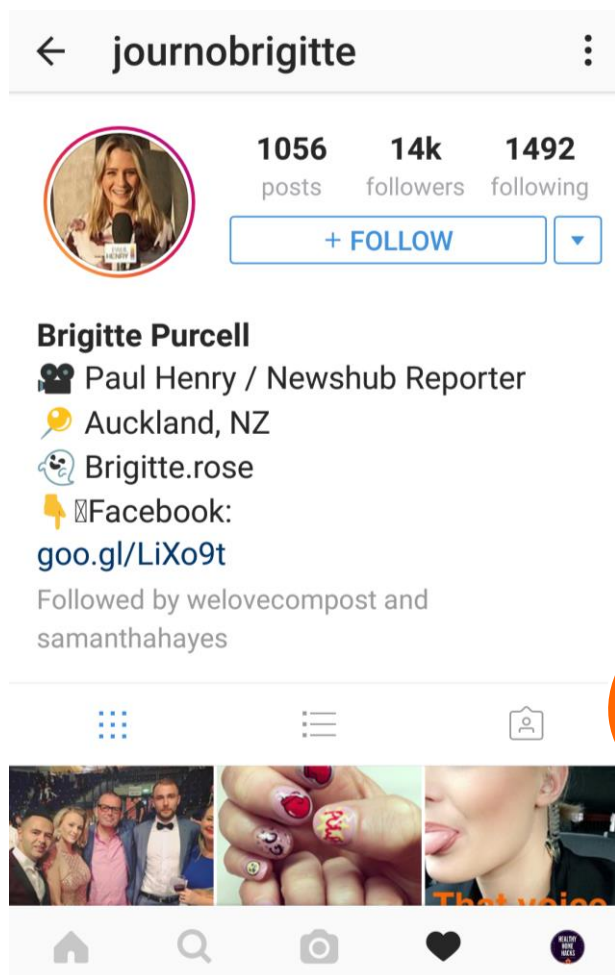


The most-liked photo on our page with 36 likes!



Eco Campus from the Waikato University started following our page!

Wellington's social media based go-to hub started following our page.



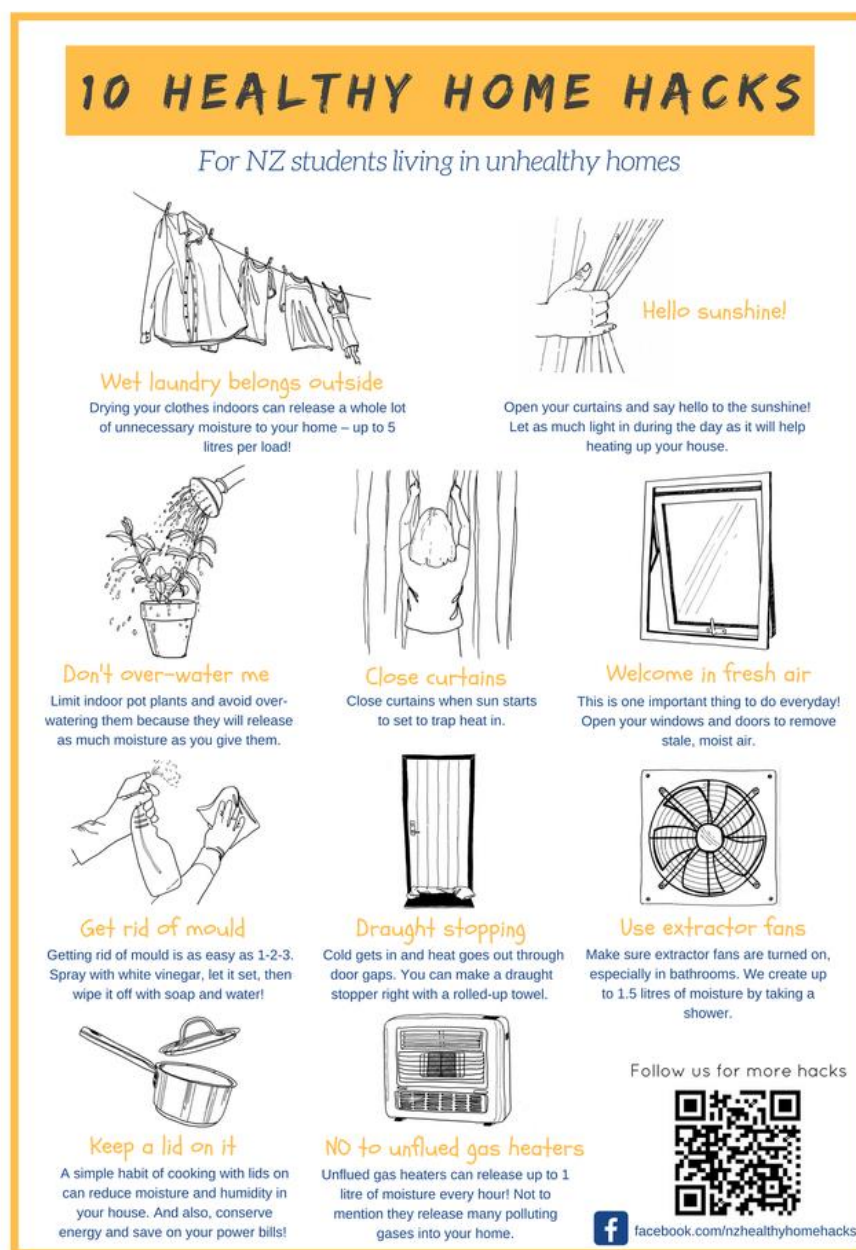
A Newshub reporter started following our page!

Although we only attracted 20 followers, but the value of these followers was surprisingly great.

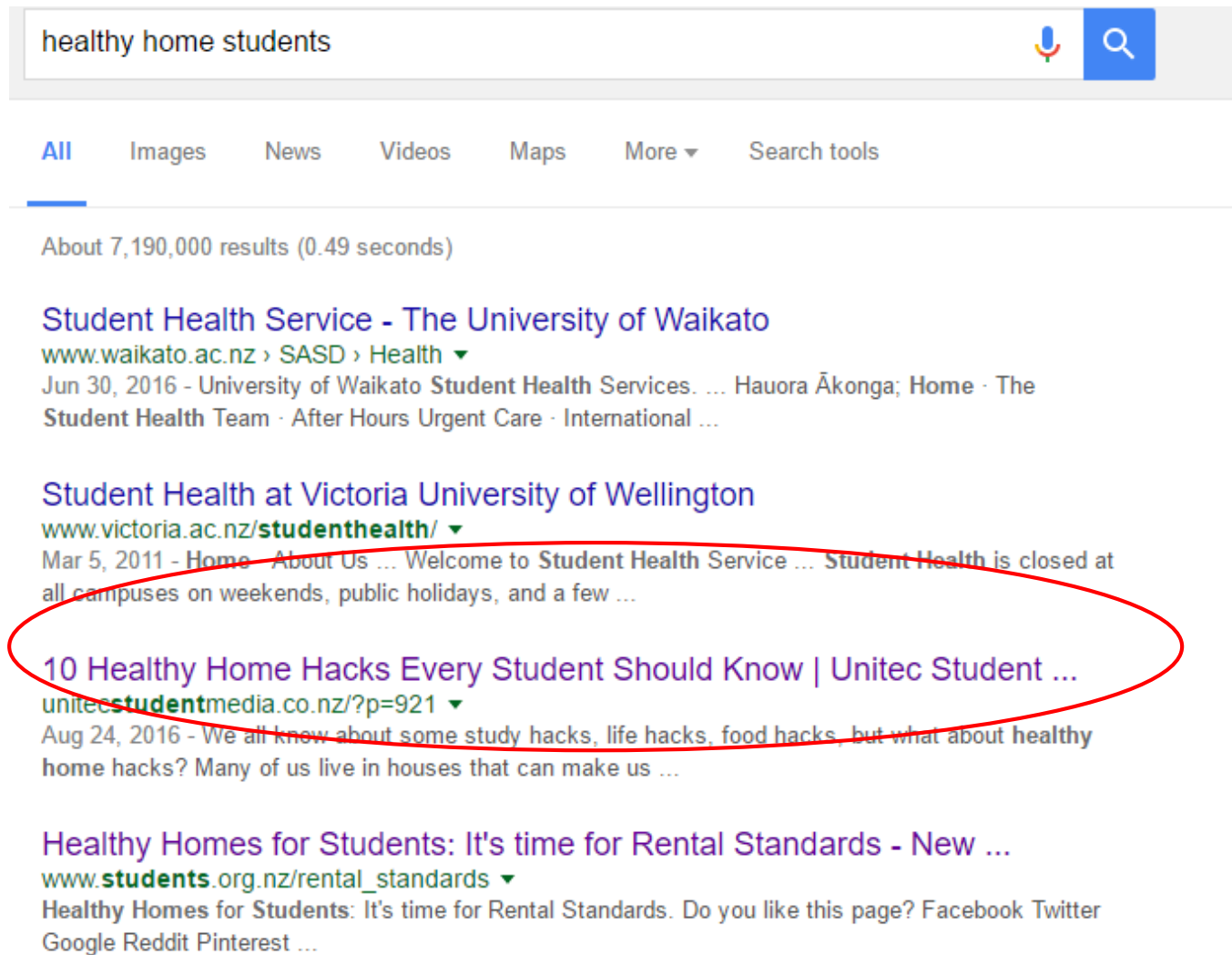
Unitec Student Media

After setting up and running the 3 platforms for 2 weeks, we were ready to contact Unitec Student Media to publish an article. Our article was called “10 Healthy home hacks every student should know” to attract student readers to our article and it was published on August 24th 2016. The main aim of this was to reach to the students (our target audience) and increase traffic back to our social media platforms.

This was the key message in our article:



However, as it was published by a third-party source, we do not have any insights on the coverage, but if you type in the keywords “Healthy homes students” on Google NZ during the winter months, our article was the third item on page 1. This was a great achievement because not only had we added more discussion about healthy homes in NZ i.e. raising awareness, but if students during those winter months wanted to find out about healthy homes on Google, they would’ve most likely come across our article.



Conclusion & future recommendations

Overall, the campaign achieved its objectives but I would not say it achieved the goals. To achieve the goals will require a much longer campaign which involves a lot of face-to-face interaction with the audience e.g. events and talks to engage with audience directly.

This social media campaign has been useful to gain insights to a number of things:

- Any campaigns around cold, damp homes should be done in Winter. As temperatures got warmer, I noticed a drop in views and engagements across all three platforms.
- Social media is just a tool to raise awareness of an issue like this. To get people truly engaged with changing their behaviour to make their home healthier is face-to-face time. While running this campaign, I talked to anyone I've come across about it, and all of them, regardless of background, all wanted to carry out these healthy home hacks. I remember I talked to a colour specialist at Resene about why you shouldn't dry your clothes indoors and she was shocked to hear just how much moisture can be released into her home from doing that. She said she will stop doing that from now on. The reaction you get from talking to a person face-to-face about a healthy home hack is vastly different to communicating with a person over the Internet about a healthy home hack. Even when you present your information visually appealing, the impact of it on someone cannot be compared to when a real human being is explaining to you why you shouldn't dry your clothes indoors. I suggest events should be held in the future simultaneously with a social media campaign to maximise the effect and impact.
- Women seem to be much more interested in this topic and are more likely to share with their friends about it.
- Each social media platform is very different to another, so it's best to have one person in charge of just one platform so they can manage it well. I found it quite hard to manage 3 platforms at the same time because when I started to know how to use each platform more in depth, I realised how different the content must be and your focus for each post is different, e.g. Instagram- you must think carefully what hashtags to use, blog- you must think carefully what your title will be and how to communicate that title through your cover photo, Facebook- you must post regularly, and it'll be best utilised to organise events/gatherings to meet your audience in person. (Also, with millions of posts on Facebook each day, it seems difficult to have your posts reach your audience without paying Facebook money.)