

YEAR OF THE DAD CAMPAIGN DASHBOARD

SOCIAL MEDIA

Twitter - 2781 Followers
1942 Tweets

Facebook - 520 Likes
236 Twibbon supporters

Reach of over 62k on fathers day alone

RESEARCH

- 1 - Conference
- 17 - Speakers
- 15 - Poster displays
- 166 - Attendees
- 2 - Reports published
- 2 - Posters presented
- 6 - 'New Dads' workshops
piloted to 22 fathers

EVENTS

- 9000 - People reached
- 72 - Events
- 33 - Organisational partners
- 50 - Penguins wrangled at launch event

WEBSITE

- 1800 - Average monthly visits
- 70% New visitors
- 111 - Dad-friendly services listed
- 40 - Downloadable resources
- 18 - Blogs

CULTURE

- 24 - Films released
- 17,890 - Youtube views
- 1 - 'Song for Dad'
- 4216 - Teary eyed views
- 2 - Poems
- 1 - 'Dad by Rosie aged 11 3/4' animation
- 5 - 'Being A Dad' Festival shows
- 9 Celebrity endorsements
 - David Tennant (actor)
 - Ricky Ross (musician/DJ)
 - Stuart Hogg (rugby international)
 - Jim & Julie Fletting.
 - Steven Maclean (football)
 - Stevie McGrorie (musician)
 - Paul Harper & Gat Harvey (DJ's)

PARTNERSHIP & SUPPORT

- 5145 - Connections made with individuals
- 2742 - Individual pledges of support
- 1286 - Connections made with organisations
- 139 - Active organisational partnerships
- 4 - Strategic partners
- £13,872 - value of concessionary zoo tickets

MEDIA

- 12.6 million - TV & Radio reach
- 36 - Press articles
- 496k - Print circulation
- 25,200 - Online views
- 11,600 - Online shares

