

YEAR OF THE DAD CAMPAIGN OUTPUTS

SOCIAL MEDIA

Twitter - 3133 Followers
5615 Tweets

Facebook - 1076 Likes
236 Twibbon supporters

Reach of over 62k on father's day alone

RESEARCH

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

WEBSITE

2500 - Average monthly visits
70% New visitors
184 - Dad-friendly listings
40 - Downloadable resources
37 - Blogs
30k+ - Website visits

EVENTS

14,800 - People reached
95 - Events
56 - Organisational partners
50 - Penguins wrangled at launch event
3 - Parliamentary receptions + 1 debate

CULTURE

- 32 - Films released
 - 21,914 - Youtube views
- 1 - 'Song for Dad'
 - 4615 - Teary eyed views
- 6 - 'Being a Dad' EdFringe shows
- 1 - 'Dad by Rosie aged 11 3/4' animation
- 2 - Poems

- 10 Celebrity endorsements
 - David Tennant (actor)
 - Ricky Ross (musician/DJ)
 - Stuart Hogg (rugby international)
 - Jim & Julie Fleeting (football)
 - Steven Maclean (football)
 - Stevie McGrorie (musician)
 - Paul Harper & Cat Harvey (DJ's)
 - Richard Jobson (film director)

PARTNERSHIP & SUPPORT

- 5839 - Connections made with individuals
- 3053 - Individual pledges of support
- £200K - Grants from Gattach Trust
- 1291 - Connections made with organisations
- 225 - Active organisational partnerships
- 4 - Strategic partners
- £13,872 - value of concessionary zoo tickets

MEDIA

12.6 million - TV & Radio reach
46 - Press articles
562k - Print circulation
25,200 - Online views
11,600 - Online shares

