

Speak OUT

THE SOCIAL MEDIA REPORT 2020

SPEAK OUT THAILAND

EXECUTIVE SUMMARY:

Speak OUT is a long-term, multidimensional social media campaign that seeks to educate, mobilize and reduce stigma surrounding HIV/AIDS.

The campaign provides useful information about HIV treatment and prevention, cultivating meaningful community engagement around critical issues of HIV and sexual health. It works to amplify the voices of community members and creates a safe space to share experiences around HIV, PrEP, being undetectable, and HIV-related stigma.

PROGRAM ACTIVITIES:

RECRUITING HEALTH INFLUENCERS

from diverse backgrounds, including but not limited to young men, PrEP users, and people living with HIV.

WORKING WITH LOVE FOUNDATION STAFF AND HEALTH INFLUENCERS

to create editorial and video content about HIV treatment and prevention options. Providing up-to-date educational materials and video content across social media platforms.

DEVELOPING EDUCATIONAL MATERIALS AND INFOGRAPHICS

and infographics to translate complex issues, such as PrEP, PEP and U=U into easy-to-understand language.

PARTNERING WITH HORNET, THE GAY SOCIAL NETWORKING APP, TO DISTRIBUTE HIV EDUCATIONAL CONTENT AND MATERIALS

Working to increase engagement and fostering an online among MSM in Thailand.

HOLDING THREE IN-PERSON EVENTS

that are social gatherings centering on PrEP, U=U, and combating HIV stigma.

Speak OUT

PICTURES OF PROGRAM ACTIVITIES



Speak OUT

PICTURES OF PROGRAM ACTIVITIES



Speak OUT Thailand

ร่วมเป็นส่วนหนึ่งในทีม Speak Out Thailand กับน้องๆ แก๊งค์นางฟ้าบ้านนา
หากคุณมีความเสี่ยง ไม่ว่าจะอายุเท่าไร เรียนที่ไหน ก็ควรตรวจ HIV นะครับ เพื่อรู้สถานะผลเลือดของตัวเอง Know Your Status 🧬
รู้สถานะของตัวเอง ก็จะสามารถวางแผนตัวเองได้ อยากรู้ข้อมูลเพิ่มเติม

ติดตามได้ที่ www.speakouthailand.com
ตรวจฟรี รับเข็มฟรี ตรวจฟรี <http://bit.ly/2Pz95ha>
#speakouthailand #ที่รู้ใจนางฟ้าบ้านนา
#คุณตรวจhivแล้วหรือยัง #speakoutteam



176,562 คนที่เข้ามาดู

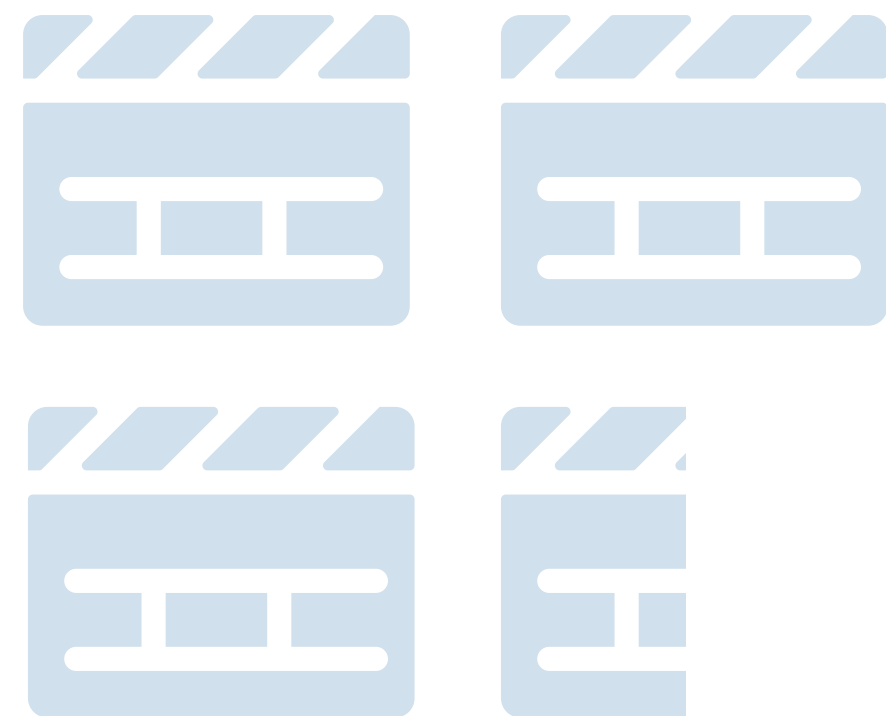
44,881 จำนวนการมีส่วนร่วม



OUR ACTIVITIES:

EDUCATION

videos
produced

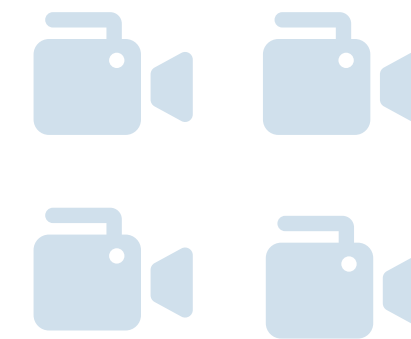


295

Facebook
posts created
and shared



4



Editorial videos reviewing
clinics in each region of
Thailand produced

3



In-person events held

3



Facebook LIVE shows
held

1



Campaign website created

Speak **OUT** WEBSITE
**SOURCE AND CHANNEL
ANALYTICS**



AVERAGE DAILY PAGE VIEWS



201.4

56.7%
DIRECT TRAFFIC

25,534 VISITS

1.5%
WEBSITE
REFERRALS

674 VISITS



23.1%
SEARCH TRAFFIC

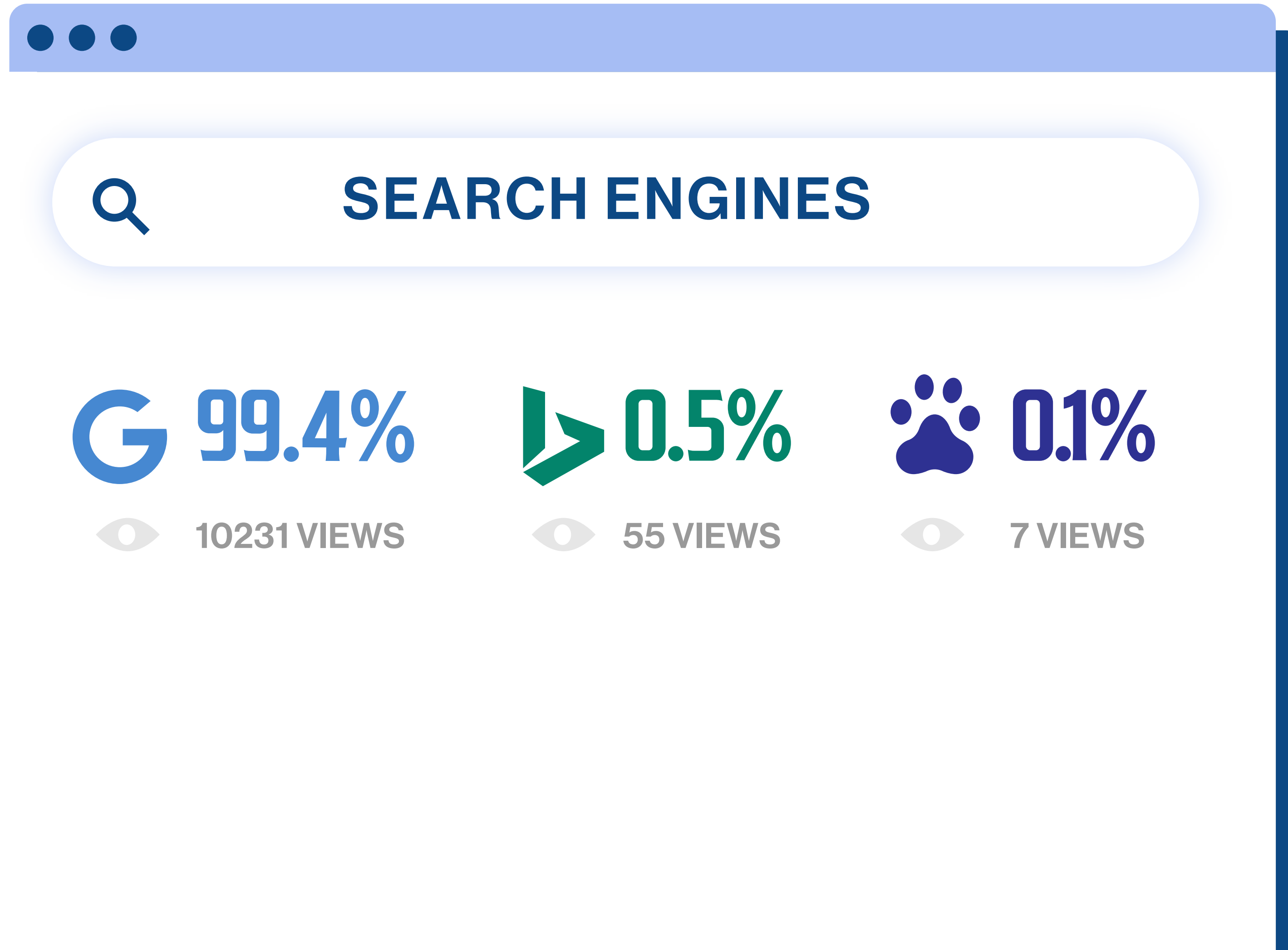
10,416 VISITS

18.6%
SOCIAL TRAFFIC

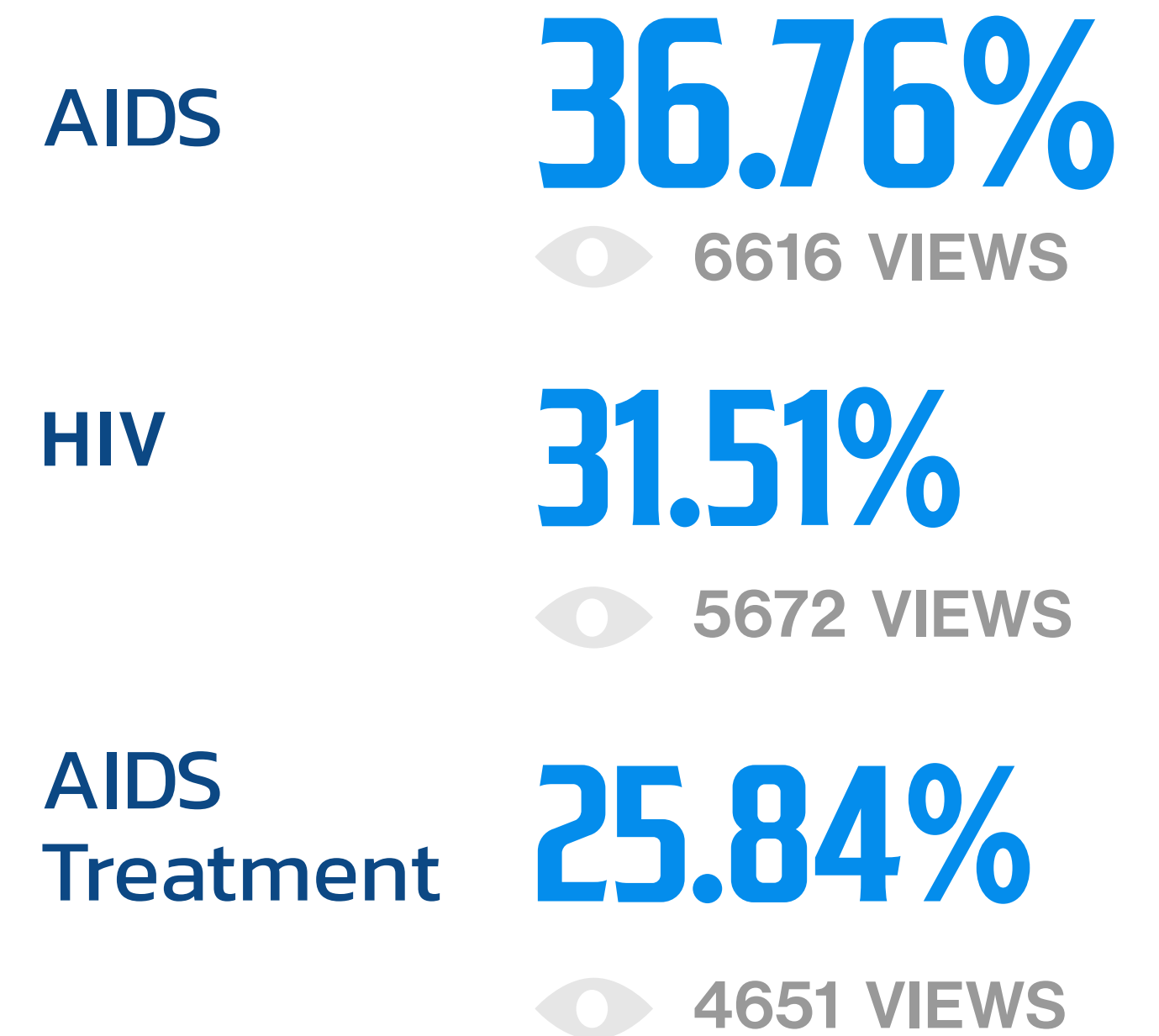
8,375 VISITS

Speak **OUT** WEBSITE:

SEARCH ENGINE AND KEYWORDS

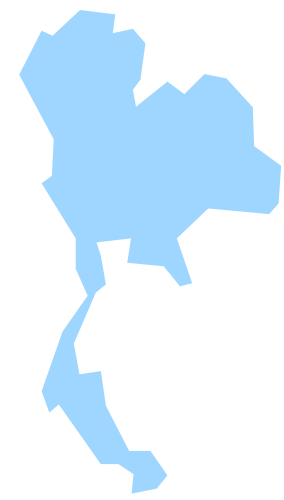


SEARCH QUERIES:

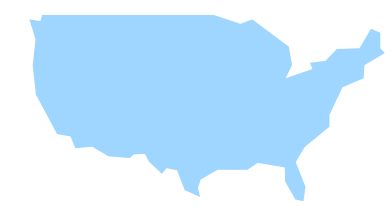
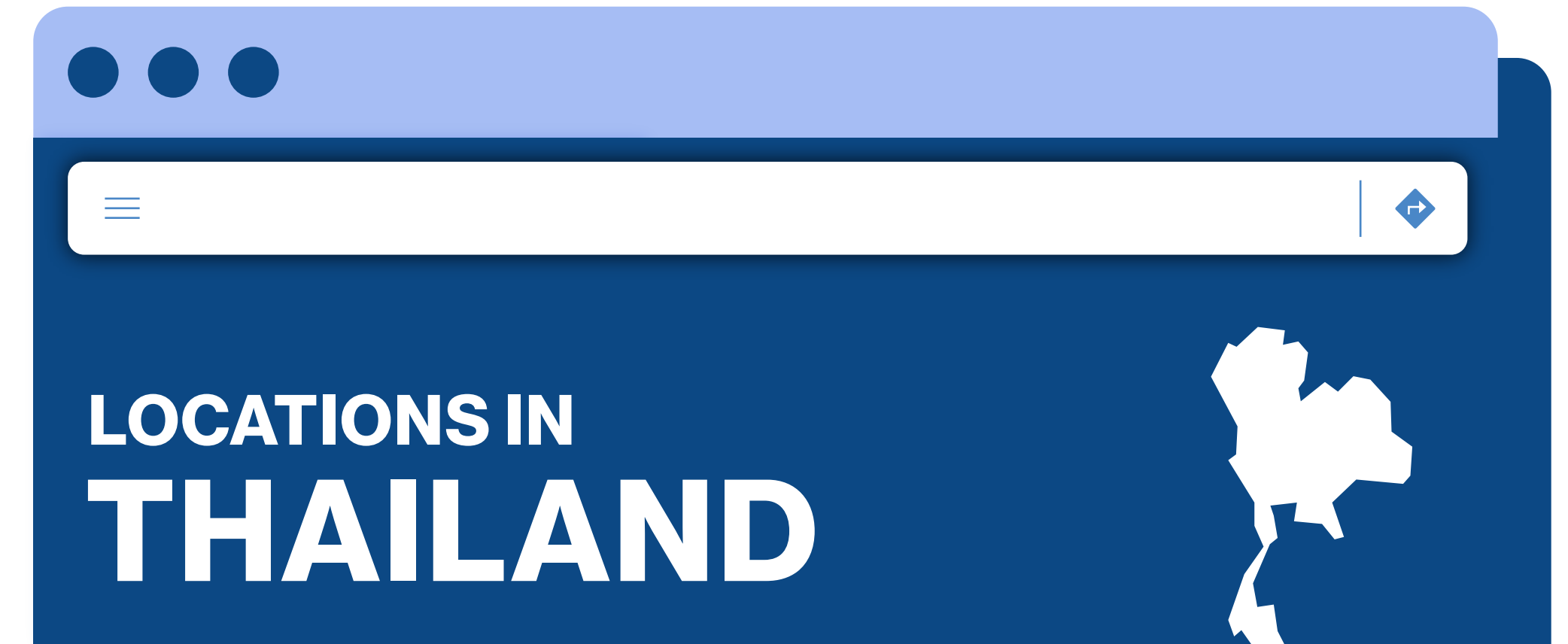


Speak **OUT** WEBSITE:

GEOGRAPHICAL DIMENSION ANALYTICS



97% **THAILAND**
👁️ 58598 VIEWS



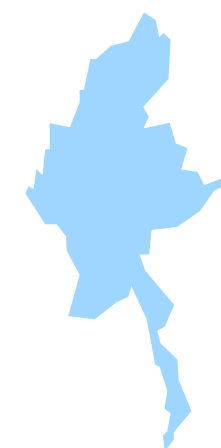
0.6%
UNITED STATES
390 VIEWS



0.6%
LAOS
338 VIEWS



0.2%
INDONESIA
131 VIEWS



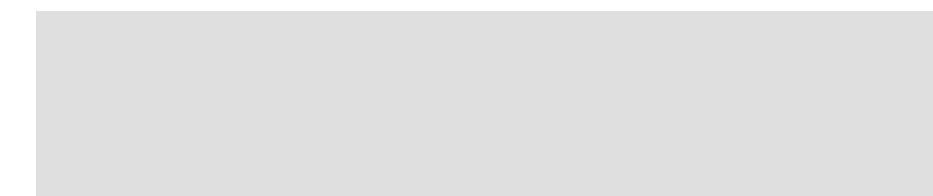
0.1%
MYANMAR
67 VIEWS

BANGKOK



3.0%

UNKNOWN CITY



8.8%

CHIANG MAI



4.7%

SONGKHLA



2.0%

NONTHABURI

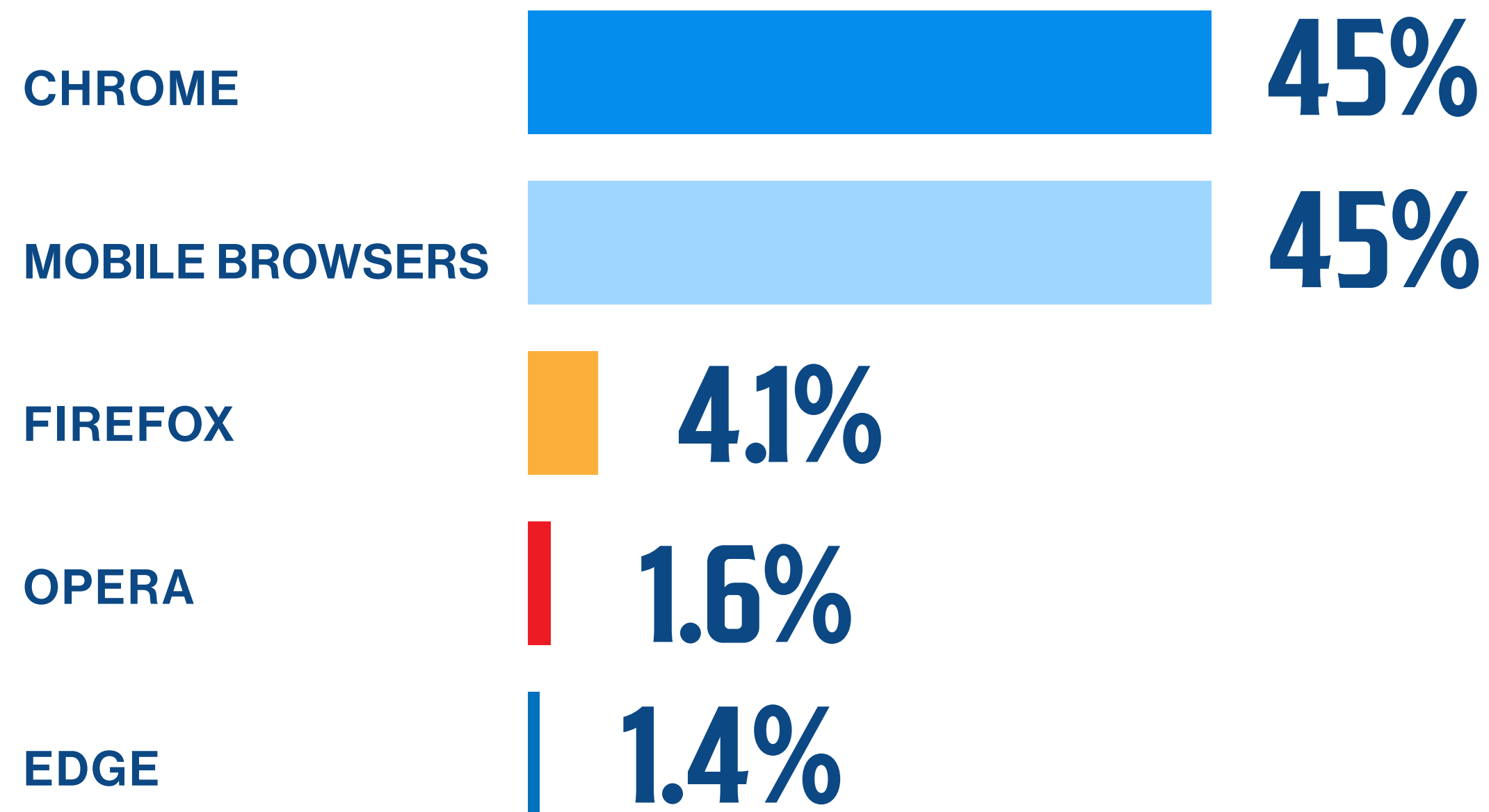


1.6%

Speak **OUT** WEBSITE:

BROWSER AND PAGE ANALYTICS

🔍 BROWSER



POPULAR PAGES

เพร็พ PrEP ทานวันละเม็ดป้องกันเอดส์ ตรวจสอบเลือด...	15635
ยาเพร็พฟรี ทานวันละเม็ดป้องกันเอดส์ พร้อมตรวจ...	13008
เพร็พ PrEP ทานวันละเม็ดป้องกันเอดส์ ตรวจสอบเลือด...	5536
โรคติดต่อทางเพศสัมพันธ์เป็นได้ทุกเพศ ทุกวัย ได้แก...	4994
เอดส์รักษาได้ รู้เร็ว กินยาเร็วและนาน โอกาสหายชา...	4744
Speak PUT - Protect Yourself Easy & Fast (htt...	3717
Speak PUT - Protect Yourself Easy & Fast (htt...	3138
ไม่พบเท่ากับไม่แพร่เชื้อ U=U Undetectable=Untr...	1583

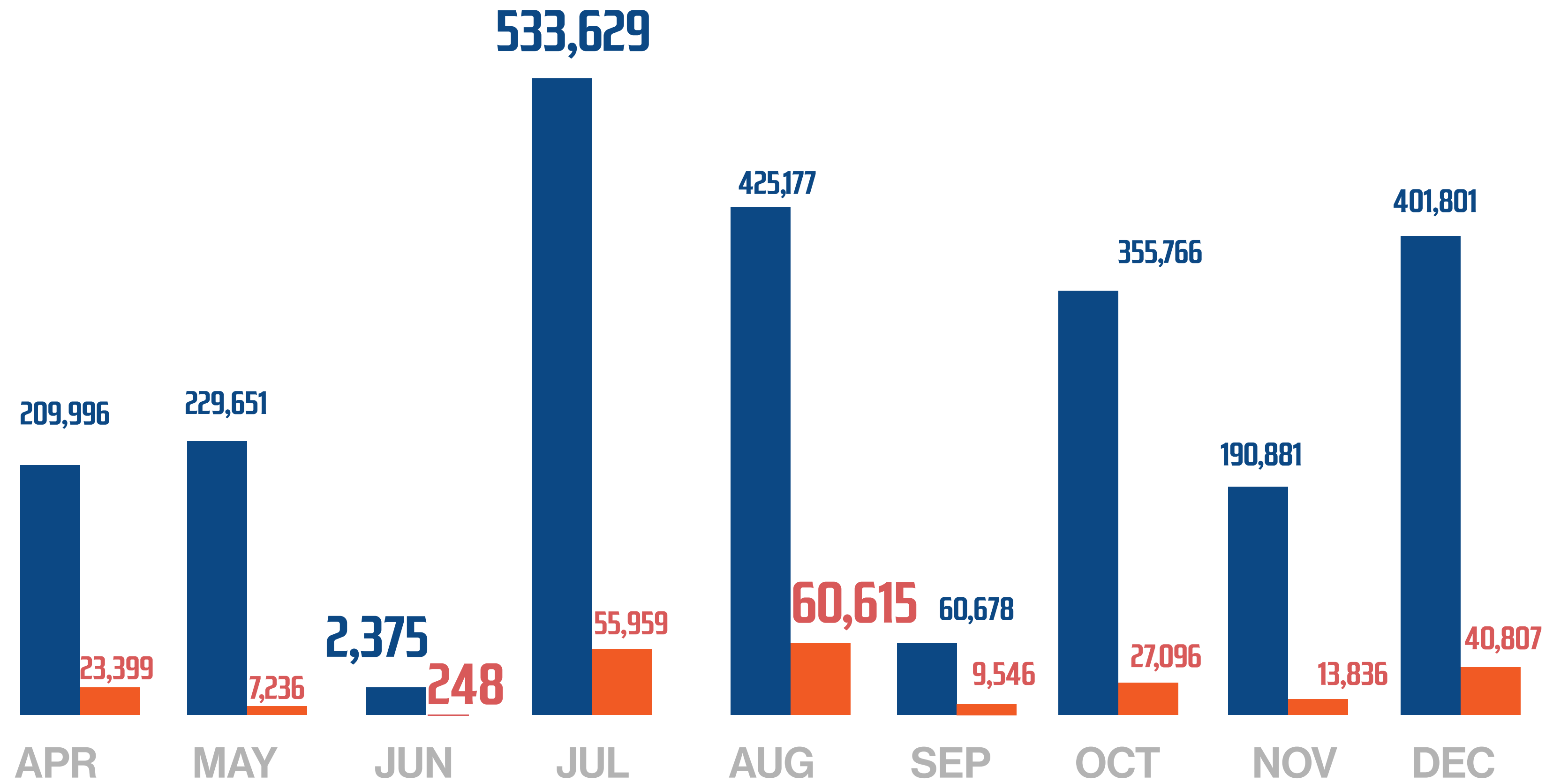
Speak **OUT** FACEBOOK
MEDIA METRICS

 **21,028**
Total Likes

 **21,377**
Total Followers

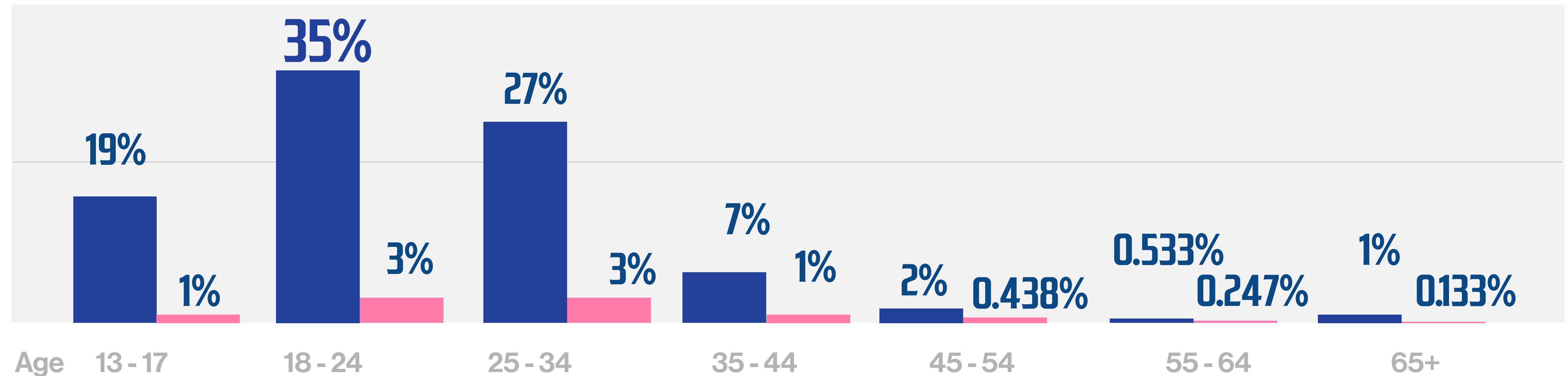
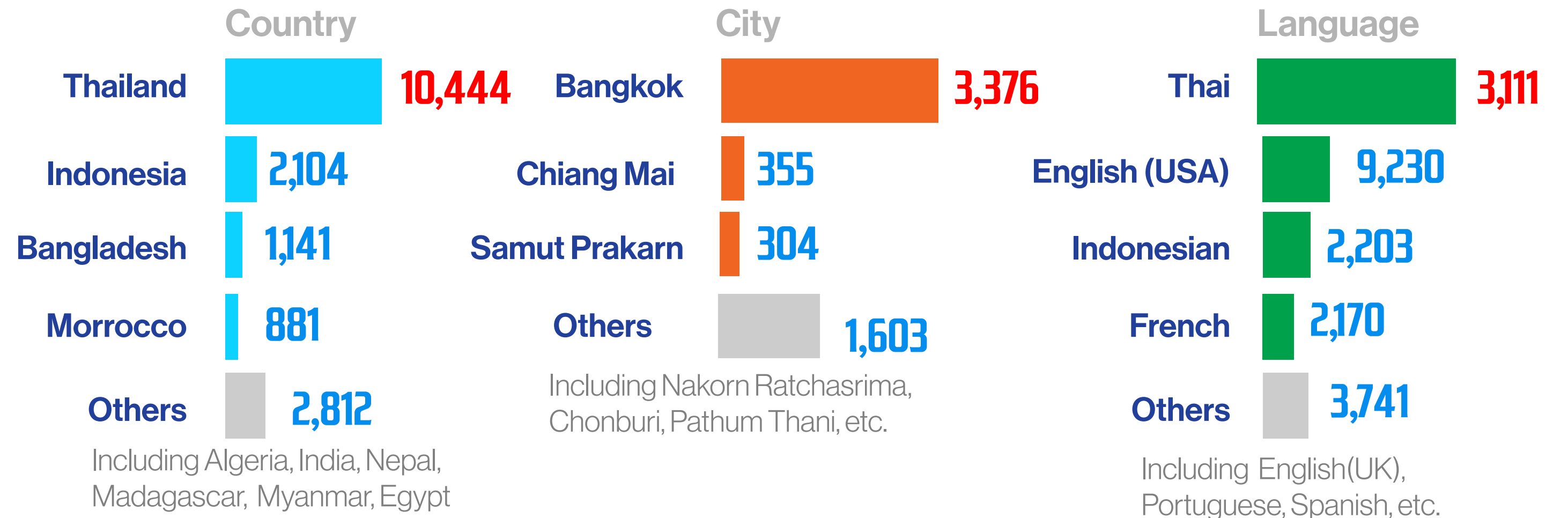
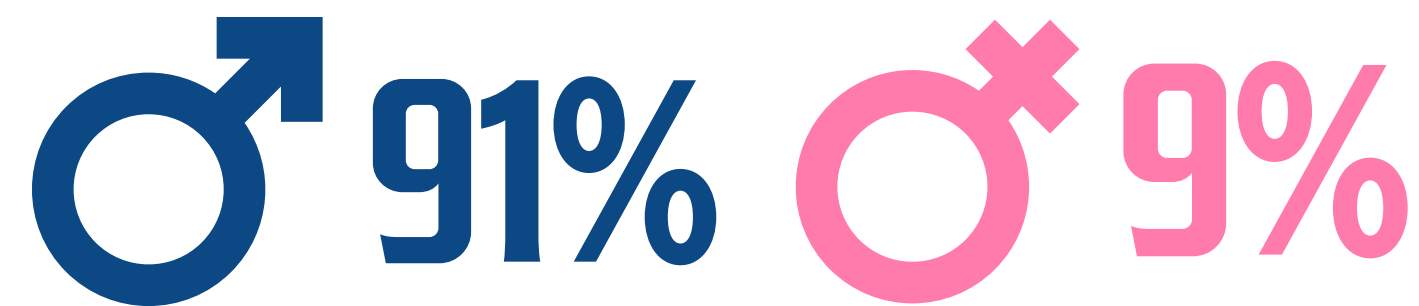
Total Reach
2,409,954

Total Engagement
238,742



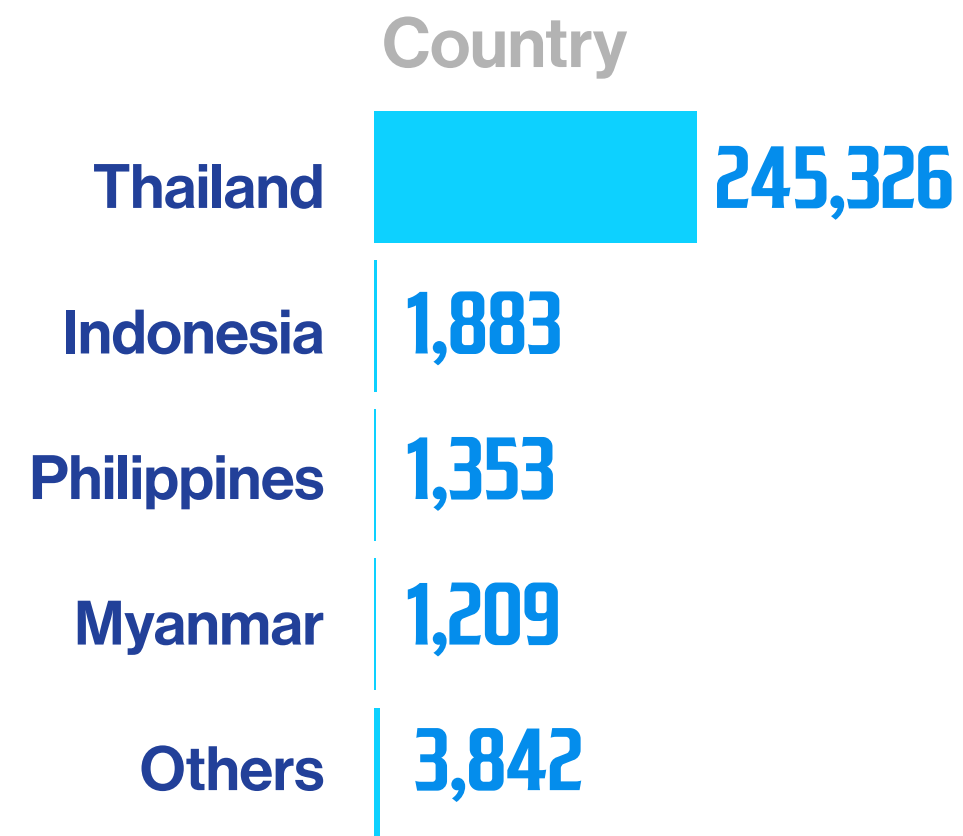
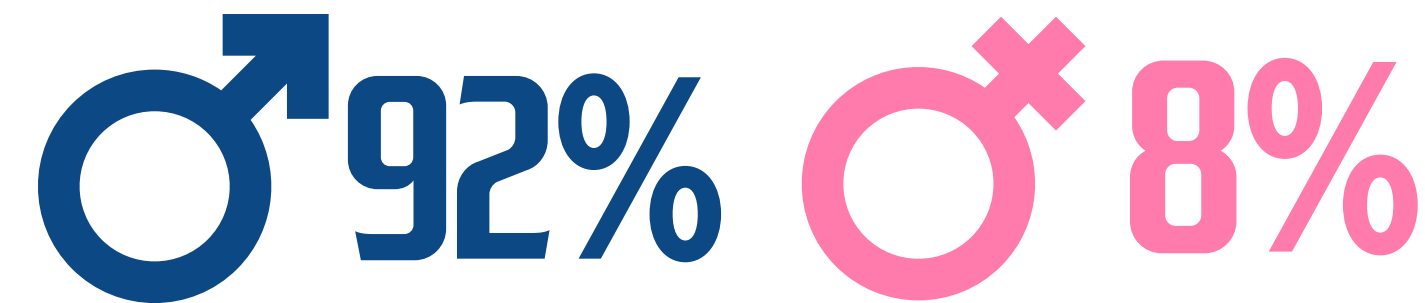
FAN PAGE DEMOGRAPHICS

Fanpage Gender:

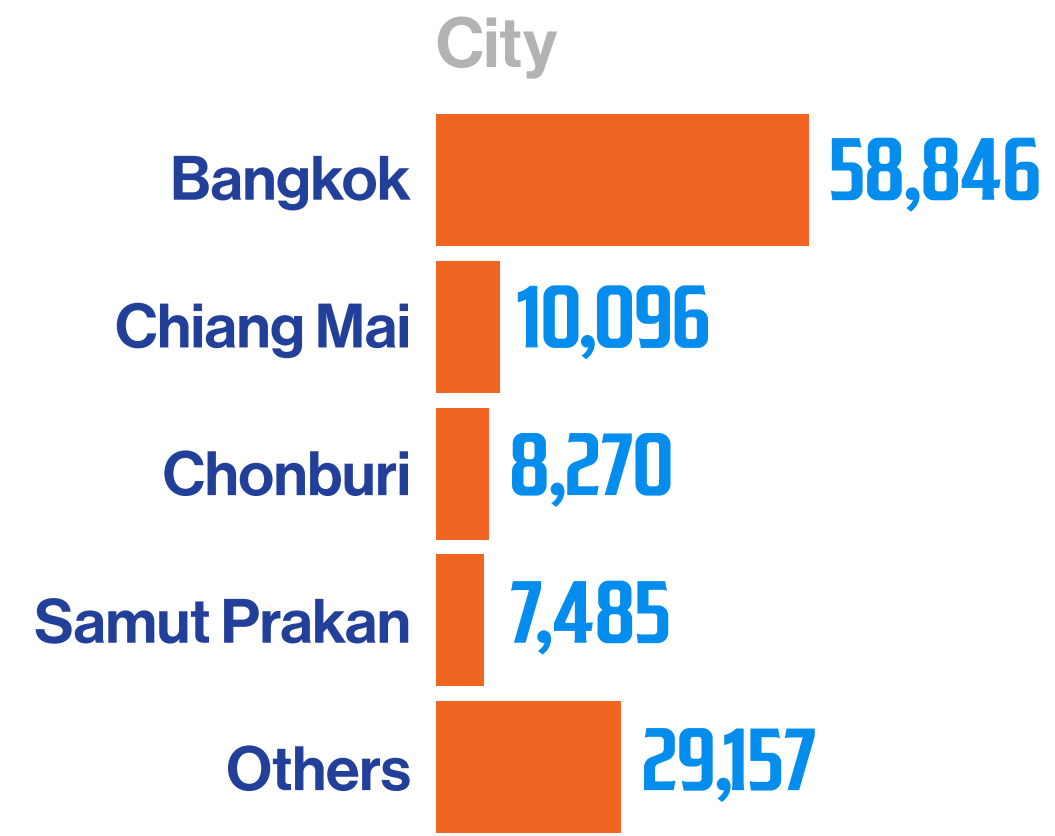


Speak **OUT** FACEBOOK
MEDIA REACH

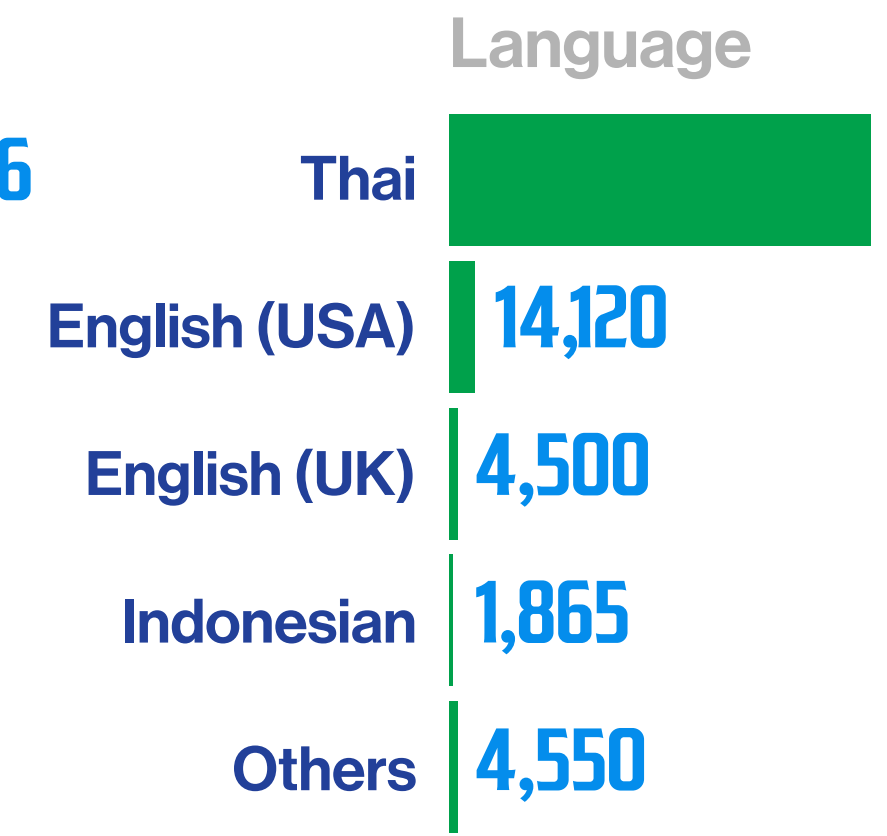
Fanpage Reach:



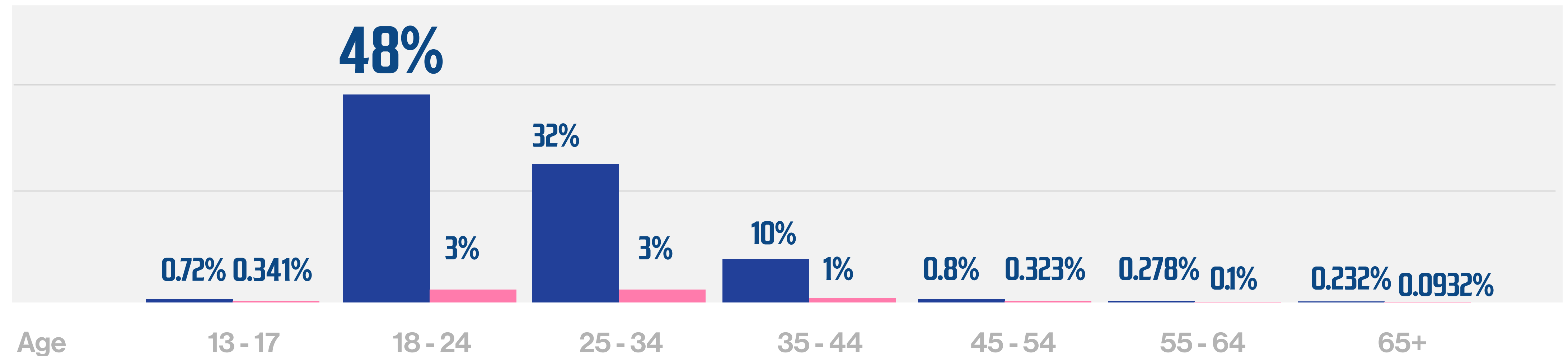
Including Laos, United States, Cambodia, Vietnam, etc.



Including Nakorn Ratchasima, Pathum Thani, Khon Kean, etc.

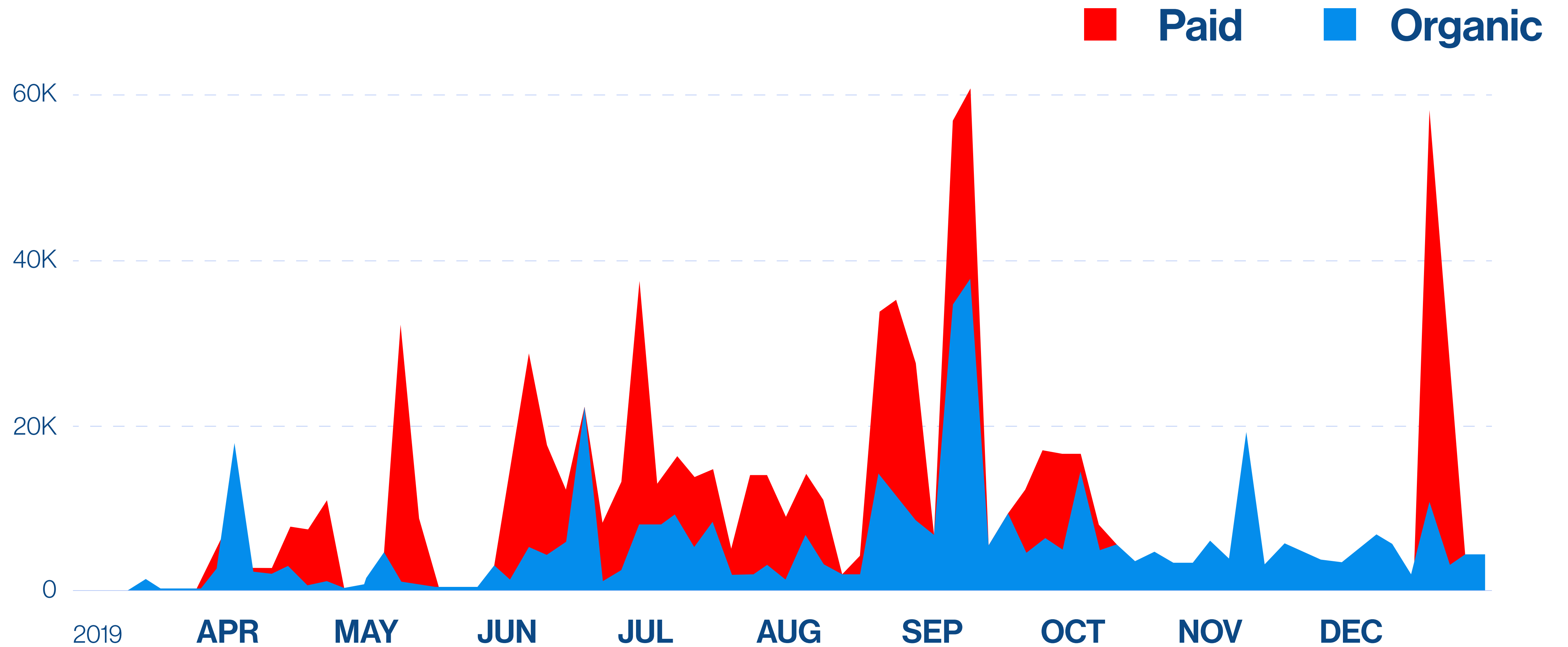


Including Vietnamese, Japanese, Spanish, etc.



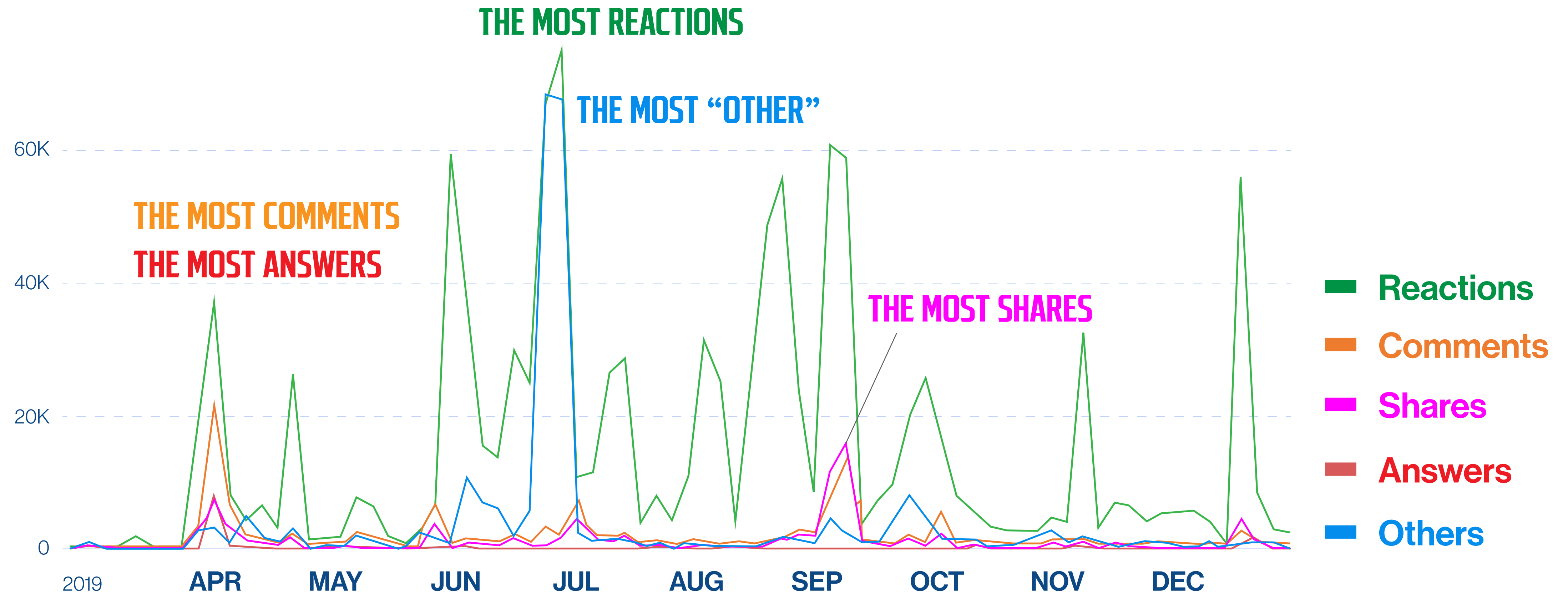
Speak **OUT** FACEBOOK
MEDIA REACH

The estimated number of people who saw any post at least once.



ENGAGEMENT METRICS

The estimated number of people who engaged any post at least once.



POSTS WITH HIGHEST ENGAGEMENT



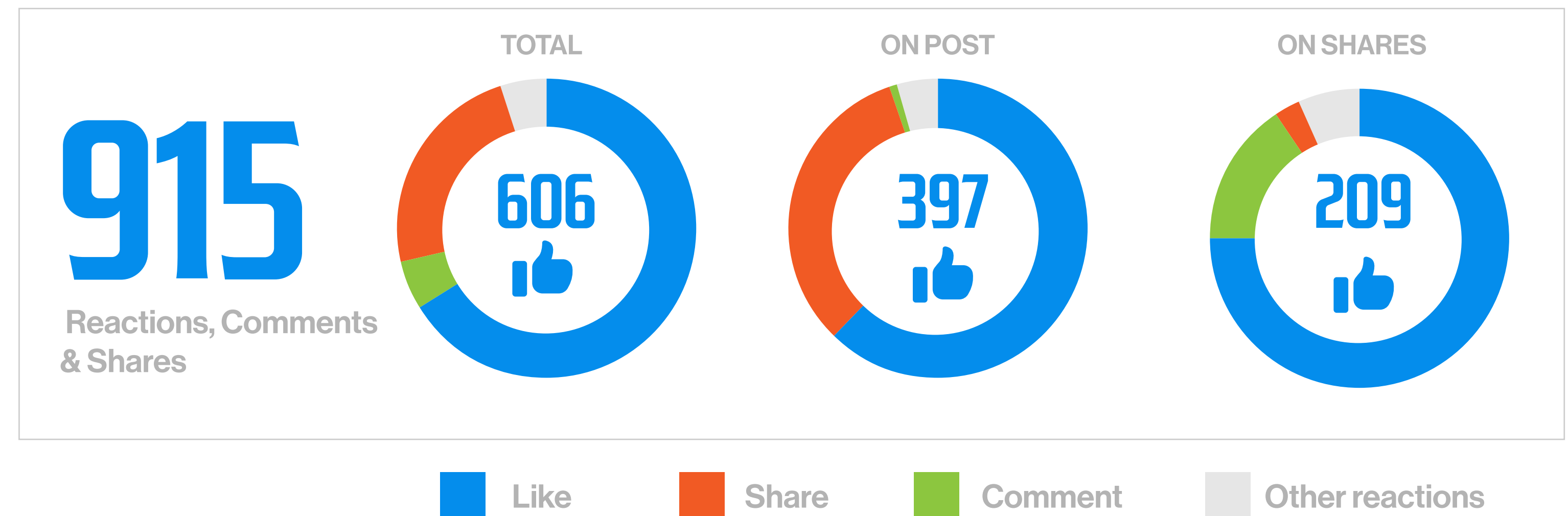
#1 112,952
People Reached

15,350
Post Clicks

14,011
Photo Views

30
Link Clicks

1,309
Other Clicks



POSTS WITH HIGHEST ENGAGEMENT

#2 94,985
People Reached

#3 52,212
People Reached

#4 34,989
People Reached

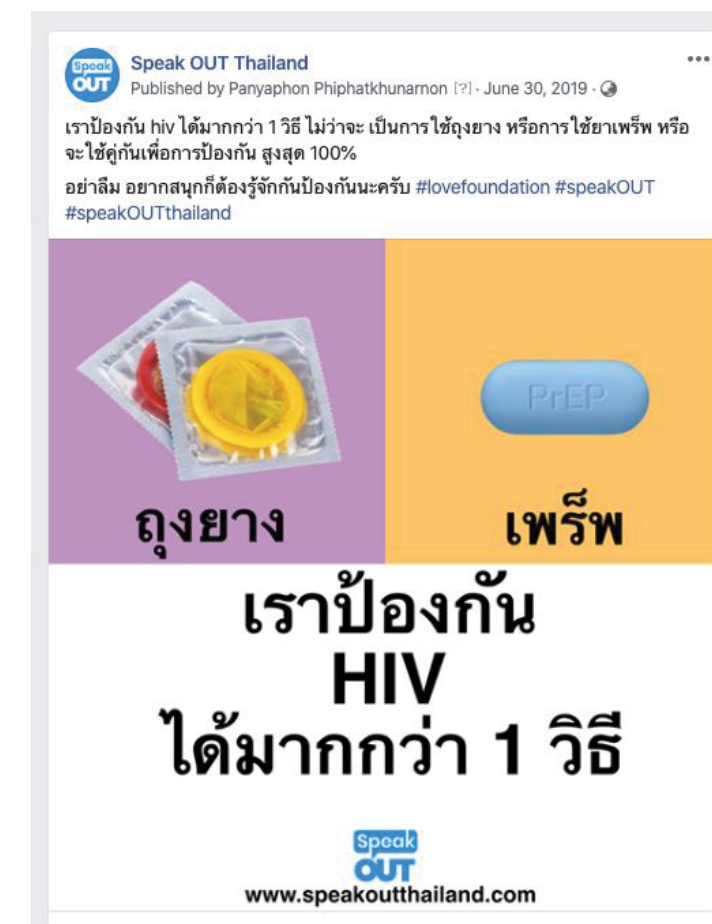


608

Reactions, Comments & Shares

12,309

Post Clicks



4,018

Reactions, Comments & Shares

4,287

Post Clicks



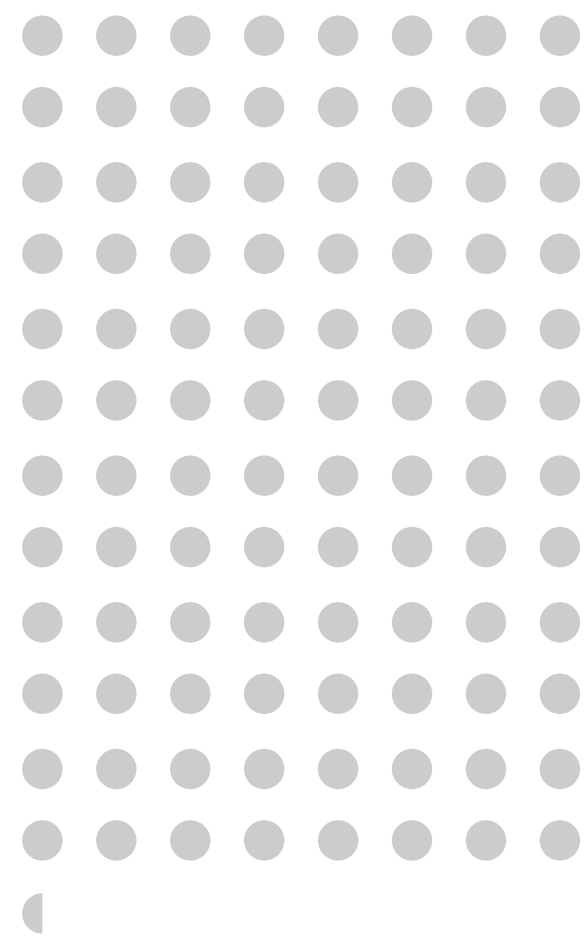
1,245

Reactions, Comments & Shares

4,696

Post Clicks

Speak **OUT** IMPACT ANALYSIS:
YOUTUBE ENGAGEMENT METRICS



96.5K

views



1.5K

watch time (hours)



+641

Subscribers

Top Videos



SpeakOUT : ปังปอนด์ ผู้อยู่ร่วมกับเชื้อมา 6...



10.6K



SpeakOUT : เพร็พ PrEP วันละเม็ด ป้องกัน HIV



7.4K



SpeakOUT : ความจริงจากผู้ที่ทาน PrEP มากกว่า...



7.1K



SpeakOUT : มาร์ค ผู้อยู่ร่วมกับเชื้อ HIV มากกว่า ...



6.6K



SpeakOUT : พูดคุยเรื่อง HIV และการรักษา กับ...



5.7K

Speak **OUT** IMPACT ANALYSIS:

YOUTUBE TRAFFIC ANALYTICS

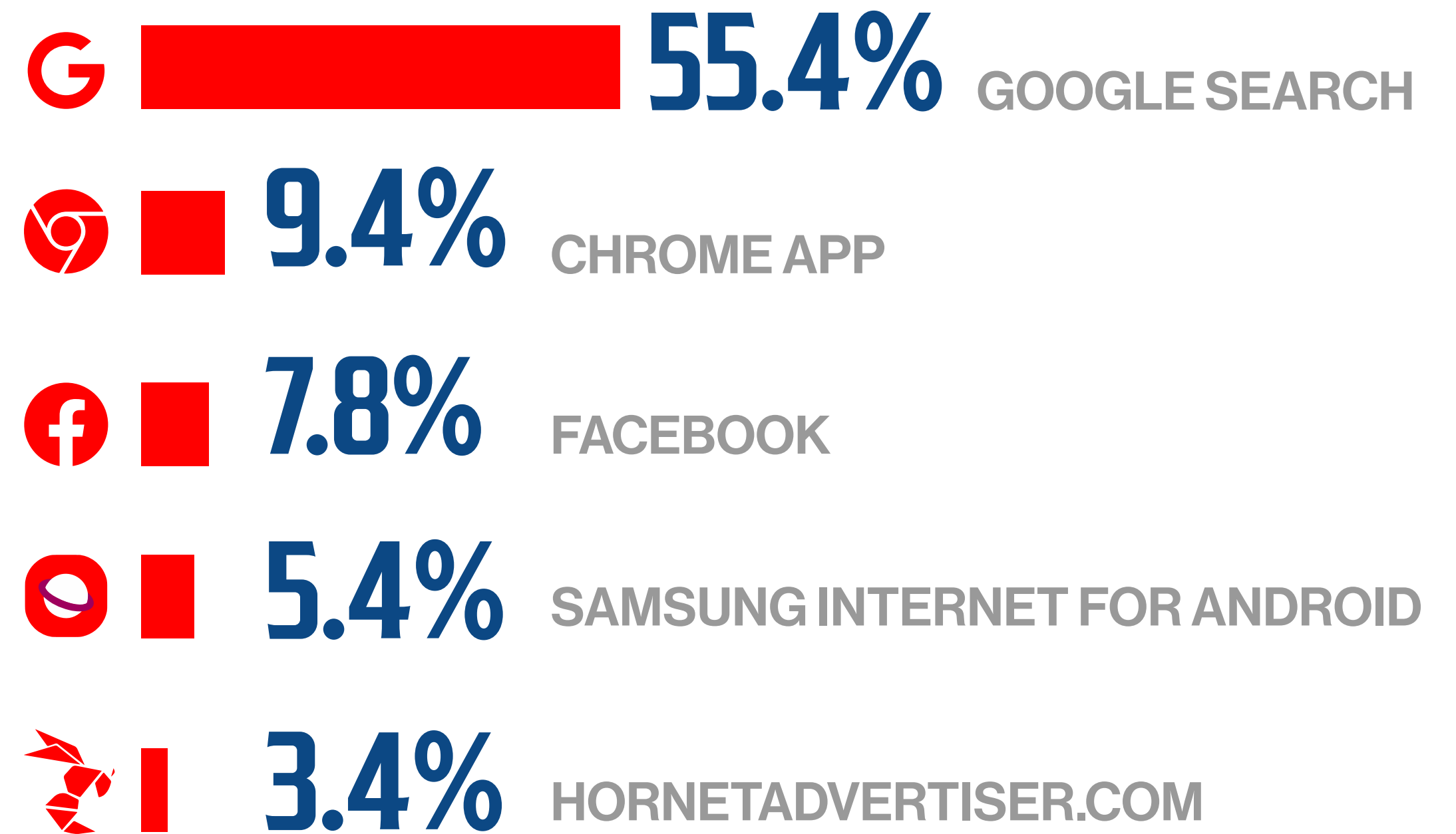
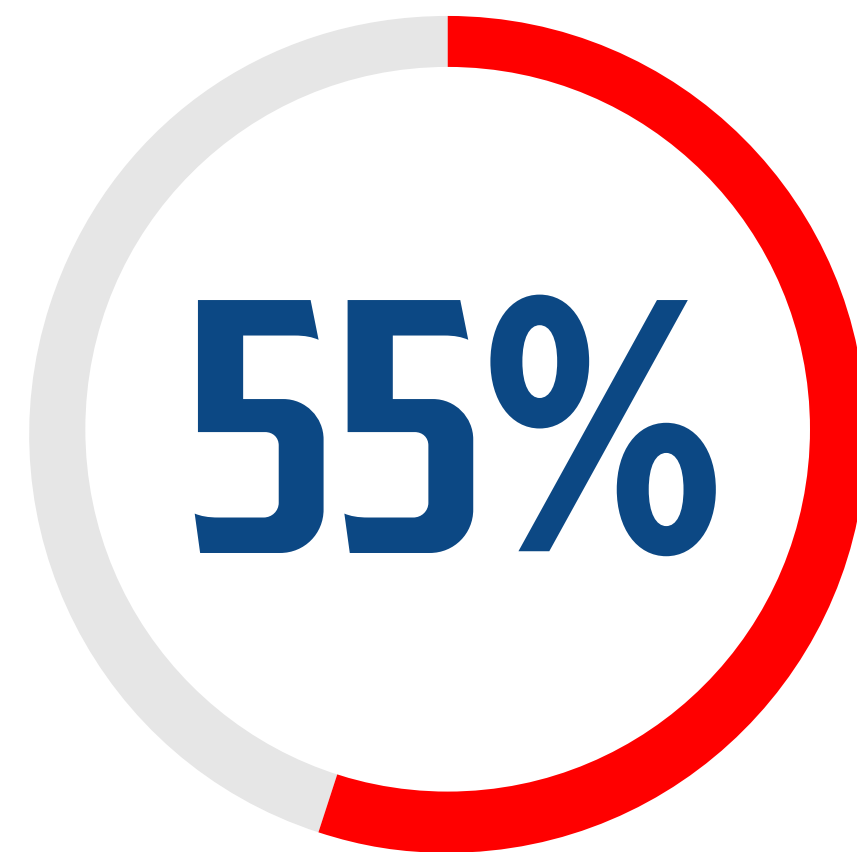
REACHED

213.3 K

TRAFFIC SOURCE:

EXTERNAL

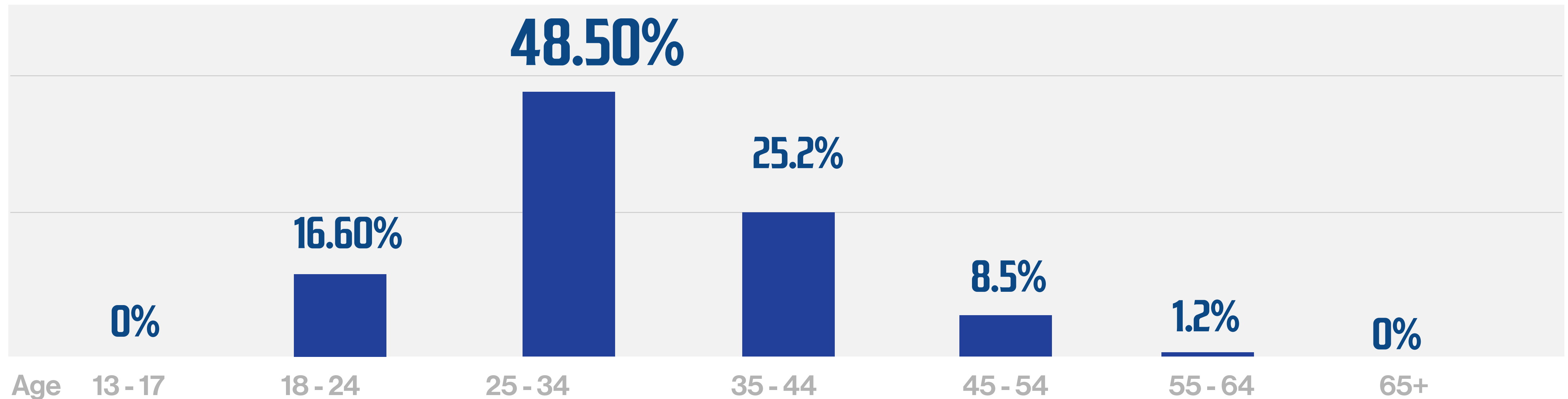
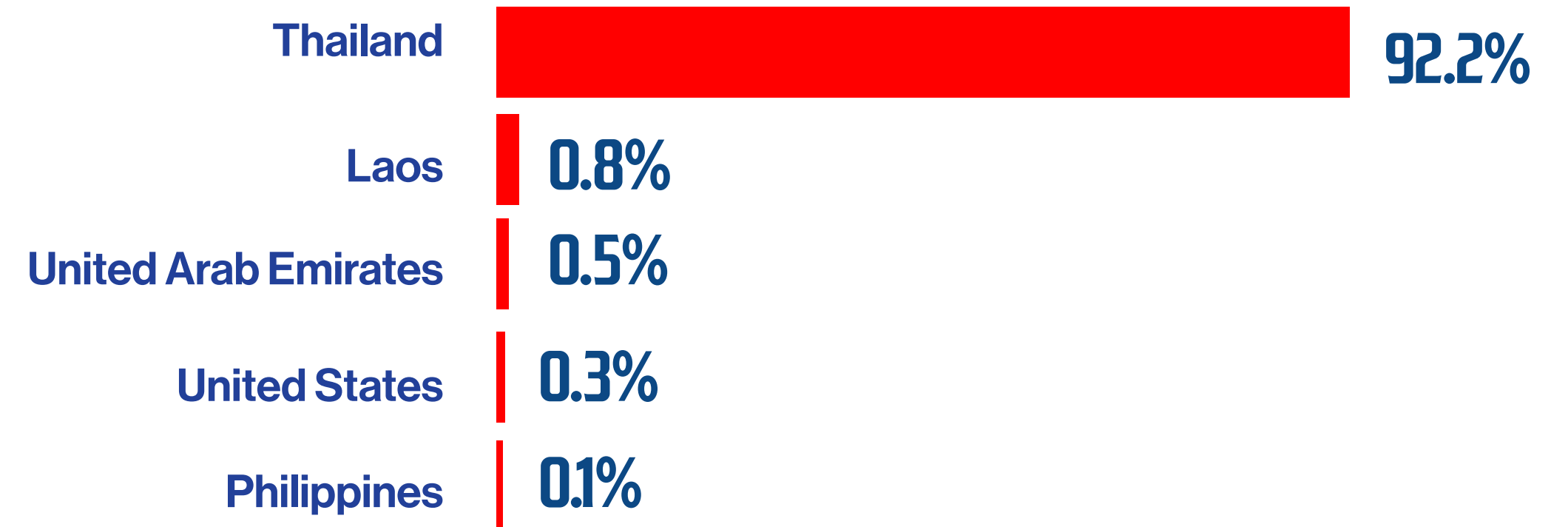
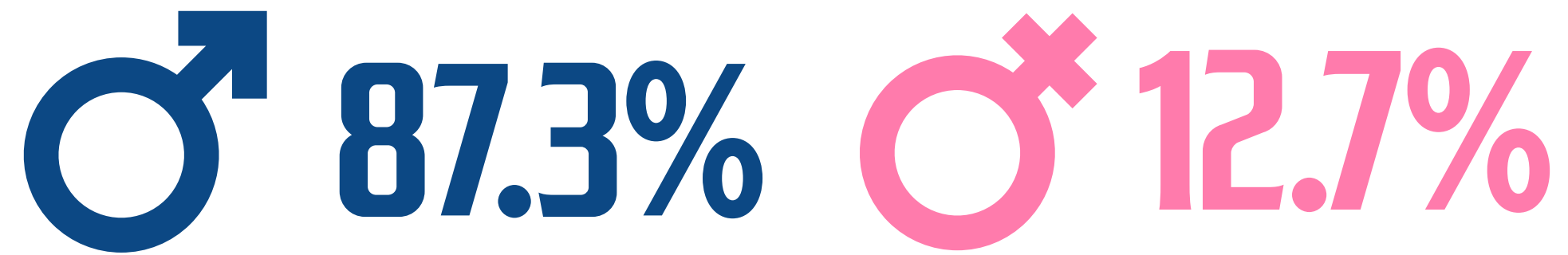
PROPORTION OF
TOTAL TRAFFIC:



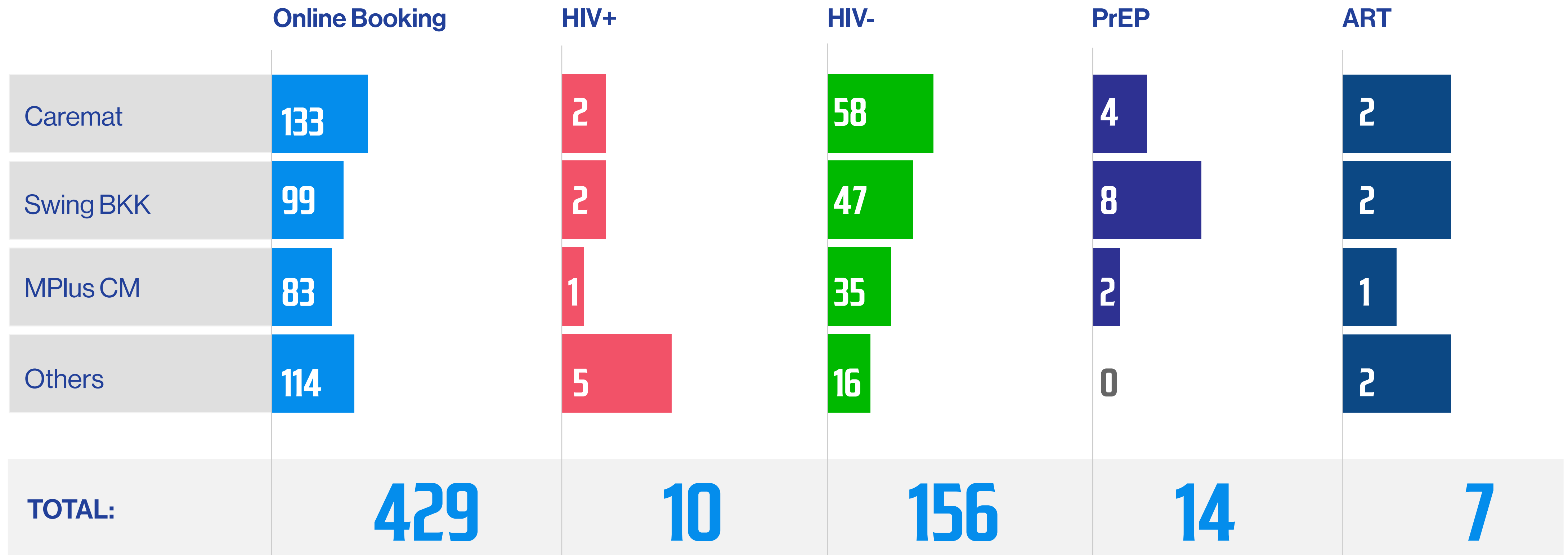
Speak **OUT** IMPACT ANALYSIS:

YOUTUBE DEMOGRAPHIC ANALYSIS

Audience:



INCREASED ONLINE DISCUSSION AND INFORMATION REQUESTS REGARDING HIV PREVENTION, TESTING AND TREATMENT.

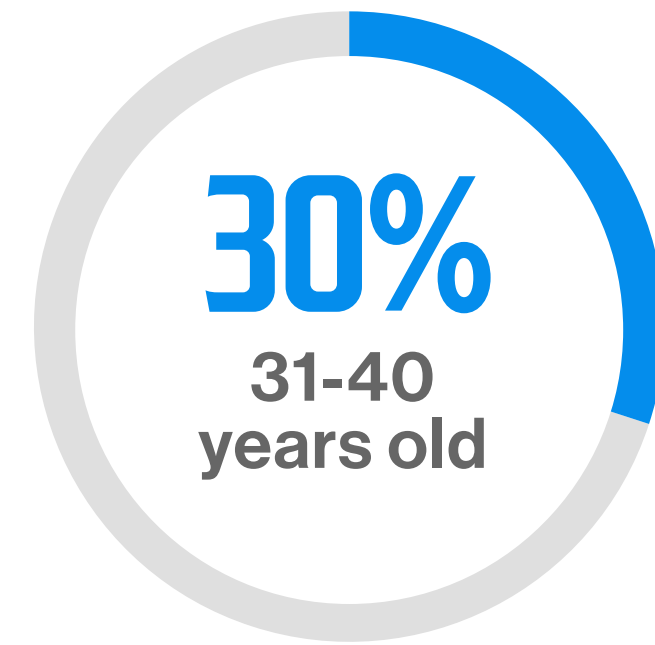


Speak **OUT** IMPACT ANALYSIS:
**CAMPAIGN EVALUATION
SUMMARY**

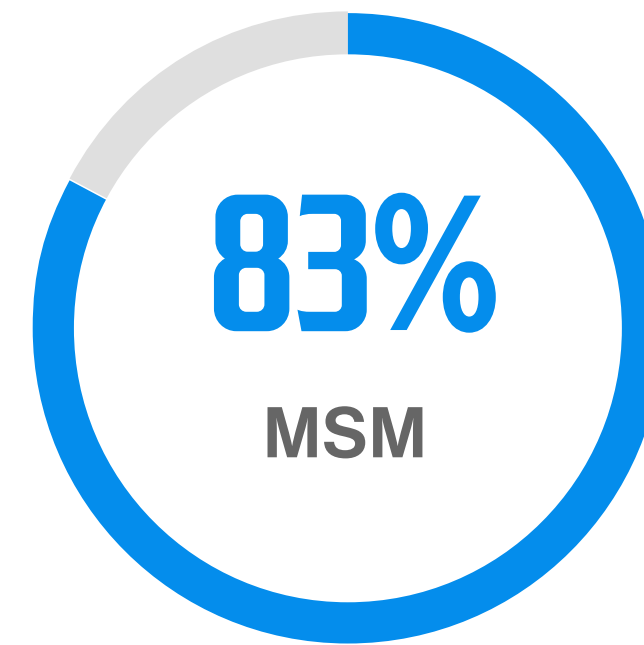
FROM DATA ANALYSIS OF

1,373

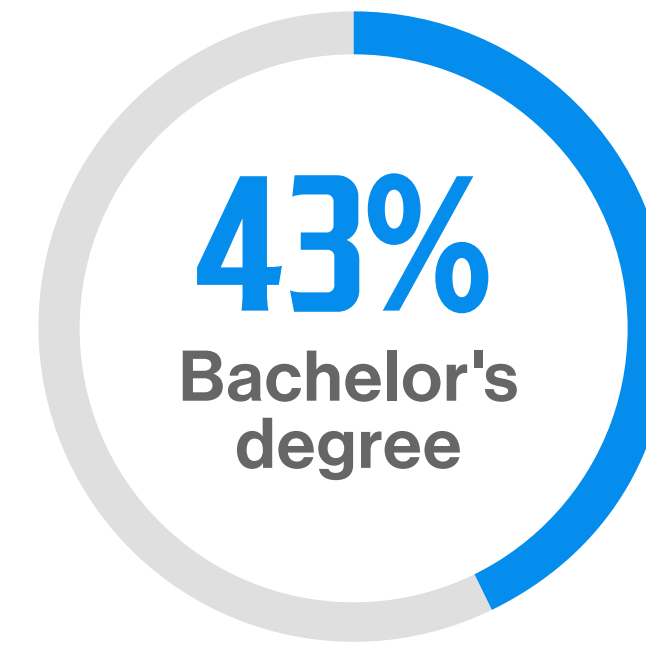
PEOPLE



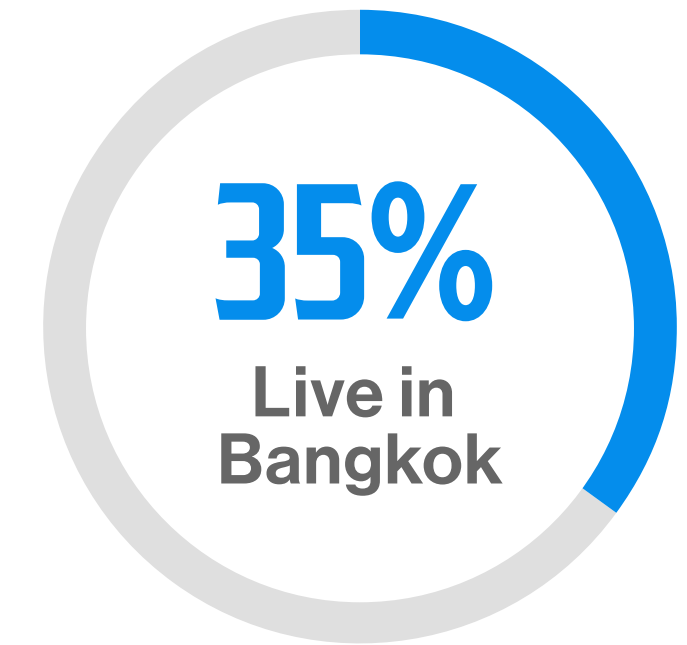
Age of
respondents



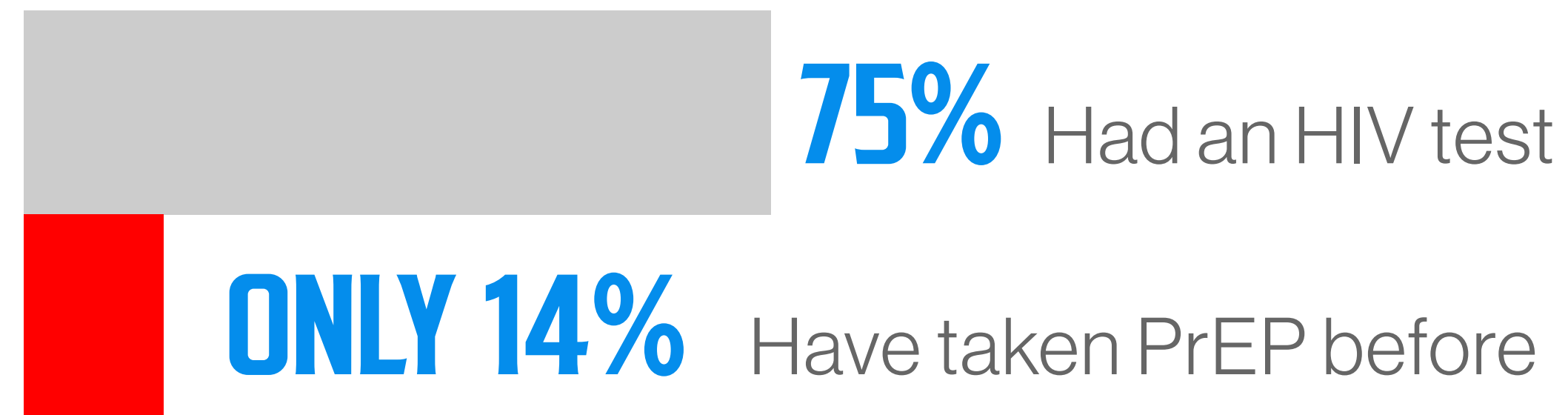
Sexual
Identification



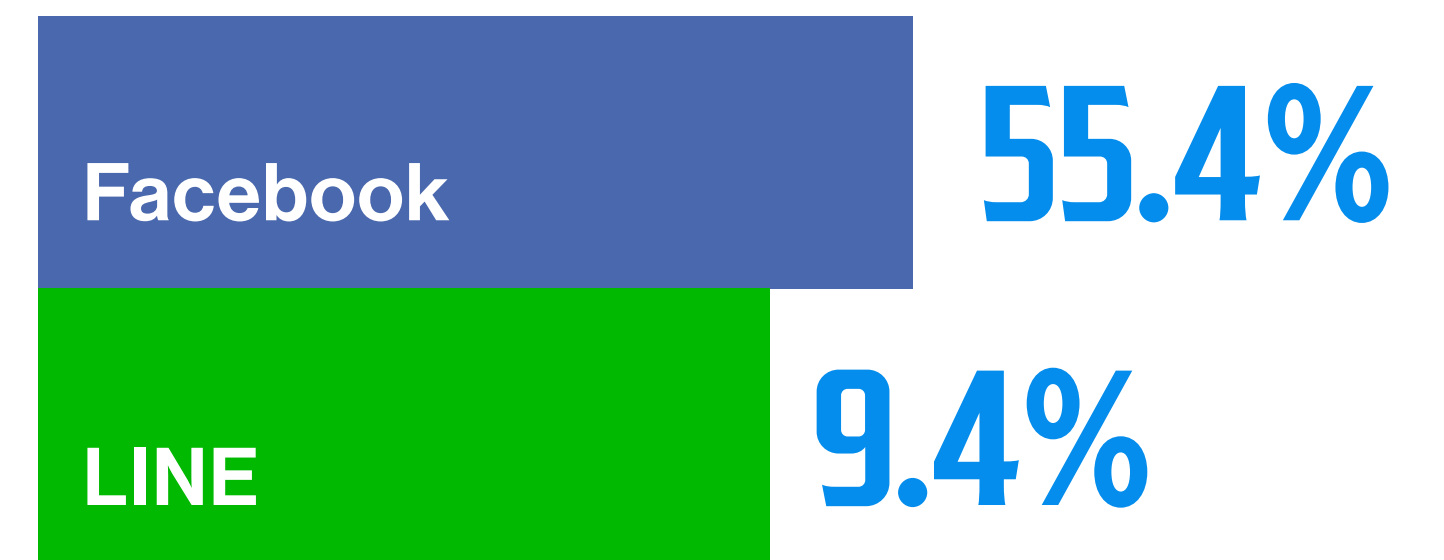
Education



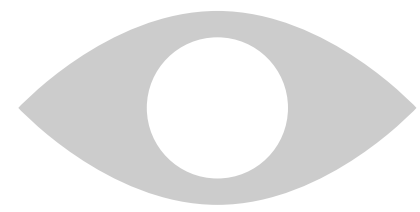
Location



MOST
USE
SOCIAL
MEDIA



Speak **OUT** IMPACT ANALYSIS:
**CAMPAIGN EVALUATION
SUMMARY**



Of the respondents in the survey group that know Speak OUT Thailand:

67%

Viewed information about how to prevent HIV and AIDS.

66%

Viewed content on sexually transmitted diseases.

40%

Viewed content on U = U.

Most of the respondents understand the issues that Speak OUT Thailand has presented at

A GOOD LEVEL

(AVERAGE SCORE WAS 7-8 OUT OF 10)

70%

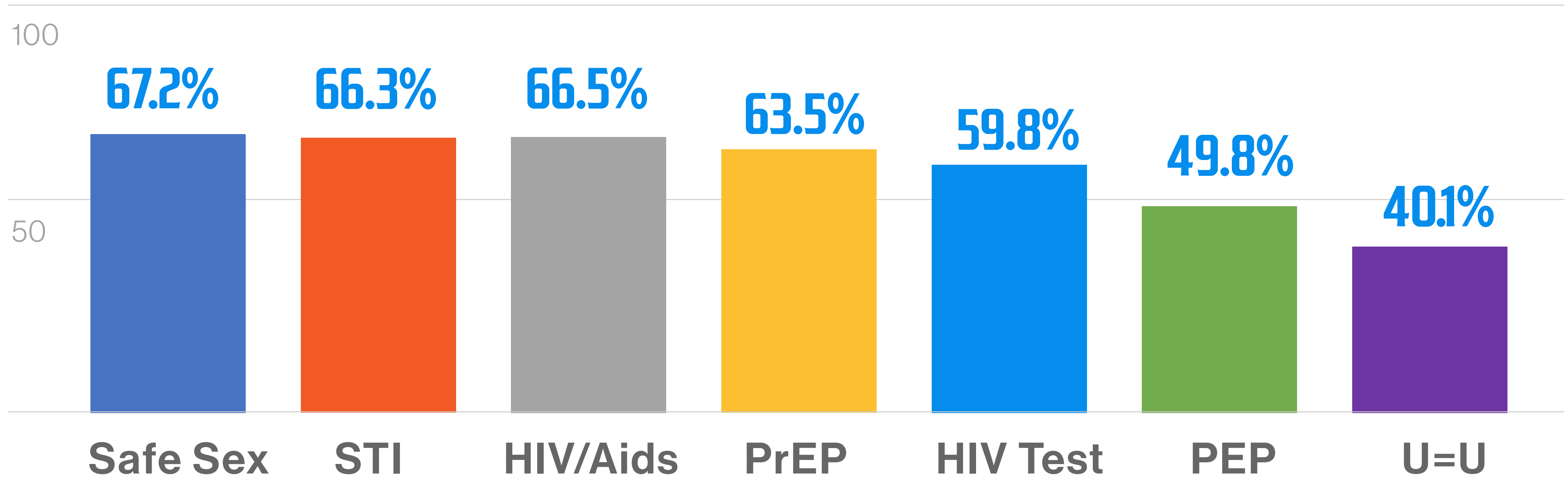
of respondents have gotten tested for HIV/STIs after viewing Speak OUT Thailand content.

90%

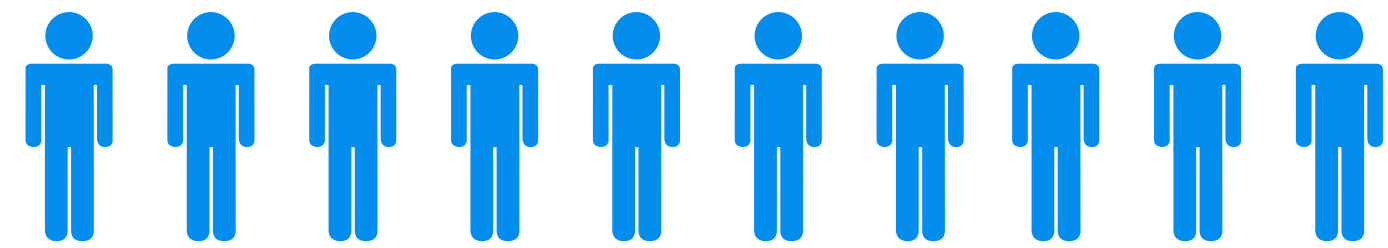
of respondents have shared information to others after viewing content from the Speak OUT Thailand campaign.

Speak **OUT** IMPACT ANALYSIS:
**CAMPAIGN EVALUATION
SUMMARY**

Break down of content viewed on Speak OUT Thailand:



Speak **OUT** IMPACT ANALYSIS:
**CAMPAIGN EVALUATION
SUMMARY**



Among the respondents who know Speak OUT Thailand.

Accessed the campaign via



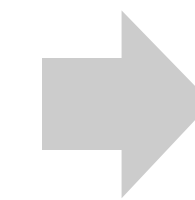
52%



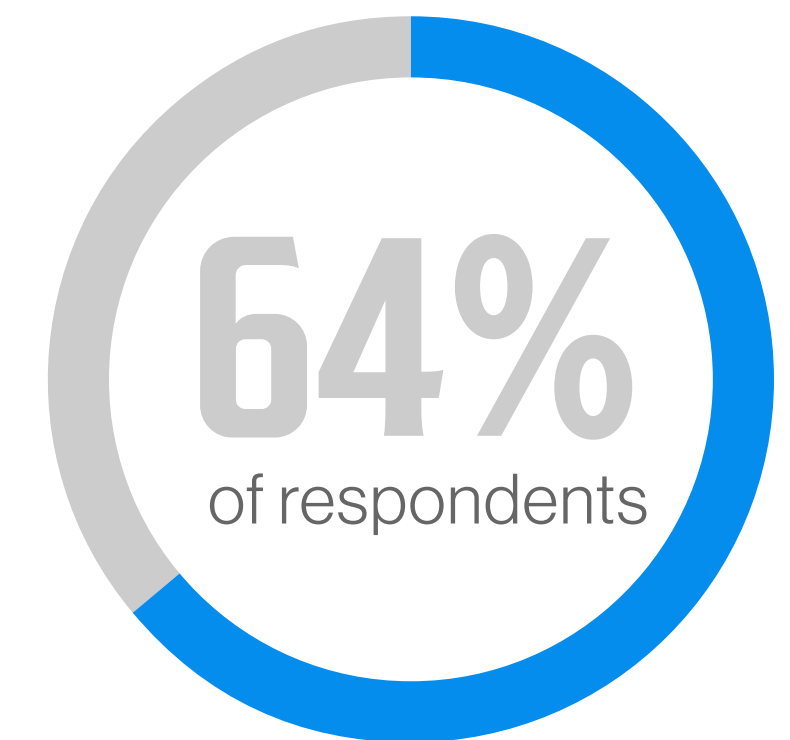
54%

of respondents felt that video content is the most effective medium.

18.00-24.00



are the hours when Speak OUT Thailand's content is most visited.



Speak **OUT** THANK YOU!