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IPVS
HPV Awareness Day
03.06.18

GIVE LOVE NOT HPV CAMPAIGN RESULTS

**OBER
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A close-up photograph of two people's hands clasped together. The person on the left is wearing a grey knit sweater and a brown skirt. The person on the right is wearing a dark green cable-knit sweater and a red skirt. The background is a soft, out-of-focus outdoor setting.

01

CAMPAIGN AT-A-GLANCE

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CAMPAIGN RESULTS

KEY METRICS AT-A-GLANCE

- #GiveLoveNotHPV hashtag reached almost 2 million unique users around the world.
- Engagement in every target country around the world.
- Over 5,000 page unique page views of GiveLoveNotHPV.org.
- Usage of #HPV hashtag went up 5033% (when compared to usage in February)
- Over 30,000 video views across Facebook, Youtube and Twitter.
- Total media spend: \$760.44
- Mostly positive sentiments for #GiveLoveNotHPV
- Press Release picked up by over 250 outlets
-
- Inquiries spanning The Philippines and Indonesia to Bosnia Herzegovina

02

SOCIAL MEDIA HIGHLIGHTS

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The Farrah Fawcett Foundation
@farrahfawcettfoundation

- Home
- About
- Photos
- Videos
- Community
- Reviews
- Posts
- Create a Page

Like Follow Create Fundraiser ...

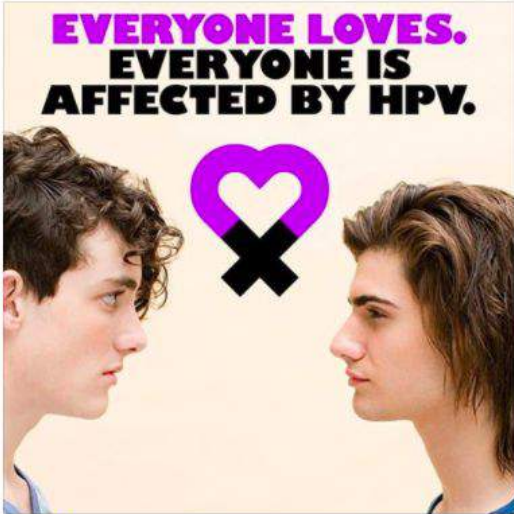


The Farrah Fawcett Foundation

February 28 at 5:00pm · 🌐

Help us spread the word of this new campaign from Give Love, Not HPV. No matter who you love, HPV affects you. Educate yourself and your partner. #GiveLoveNotHPV

Learn more at <http://www.givelovenothpv.org>.



Like Comment Share ...

Give Love, Not HPV, Lois McVey Simmons, Rosario Eugenia and 21 others



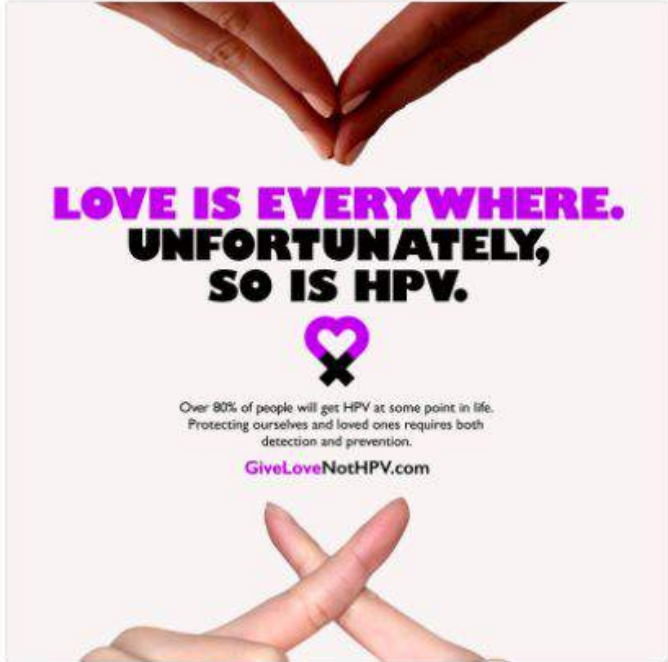
Write a comment...

Press Enter to post.



Michael D. Becker @Becker_MichaelD · Mar 1

The International Papillomavirus Society (IPVS) has declared this Sunday, March 4th as "International HPV Awareness Day" to promote awareness of and education around #HPV infection, how it spreads, and how HPV infection and the cancers it causes can be prevented. #GiveLoveNotHPV



28 39



CDC Cancer @CDC_Cancer · Mar 4

The International Papillomavirus Society (IPVS) has declared March 4th as International #HPV Awareness Day. givelovenothpv.org #GiveLoveNotHPV



31 29



PATH @PATHtweets · 19h

#HPV can affect anyone. All races, nationalities, ages, genders and sexual orientations. Getting tested and vaccinated are the two best ways to protect from HPV related cancers. givelovenothpv.org #VaccinesWork #GiveLoveNotHPV



5 9



EngenderHealth @EngenderHealth · Feb 24

Educate a friend about HPV. You could save their life. Early detection is essential in preventing HPV-related cancers. givelovenothpv.org #GiveLoveNotHPV



4 7



Union for International Cancer Control @uicc · Mar 4

The @UICC team here in snowy Geneva is showing our support of International #HPV Awareness Day this 4 March. We would be happy to hear from our members organising something special this weekend to raise awareness on #HPV-caused #cancers. #GiveLoveNotHPV @GiveLoveNotHPV



20



33



hpv_vph · Follow



14 likes

hpv_vph Link to video in our bio.

Today is International HPV awareness day. Watch it, like it, share it!

#GiveLoveNotHPV #HPV

2 DAYS AGO

HPVOME

hpvandme.org


@hpvandmeorg

Follow

Sunday, March 4 is the first ever "International HPV Awareness Day" on Sunday, March 4. Educate yourself & those you love about #HPV prevention & the HPV-related throat #cancer epidemic.


[givelovenothpv.org](#)

#GiveLoveNotHPV #vaccineswork #SU2C #health #STI #MayoClinic #UCSF



4:59 PM - 2 Mar 2018

5 Retweets 11 Likes





Paaneah Foundation @PaaneahF · Mar 4

#GiveLoveNotHPV Still on the commemoration of HPV Awareness Day, PAANEAH Foundation took a step further to visit the young adolescents of Iganmode Junior School, Ota, Ogun State, to sensitize them about the Human Papillomavirus. @IAAHglobal

Adesegun Fatusi and WHO Nigeria

1



CANSA @CANSA · Mar 3

4 March = Int'l Human Papillomavirus (HPV) Awareness Day
2Mar UCT IDM, National Institute for Communicable Diseases (NICD), Health Promotion
South Africa Trust & CANSA organised an HPV Awareness Day at Health Info Centre
Khayelitsha
#GiveLoveNotHPV @GiveLoveNotHPV



bfrazvitie • Follow

Crocus City Hall

bfrazvitie Интервью директора Фонда развития социальных программ Олькова И. Г. Телеканалу #твцентр мероприятие посвященное дню борьбы с вирусом папилломы человека. #впч #вируспапилломычеловека #givelovenothpv #ipvs #moscow



25 views

1 DAY AGO

Add a comment...





bfraczvitie • Follow

Crocus City Hall

bfraczvitie Акция посвященная всемирному дню борьбы с вирусом папилломы человека организованная благотворительным фондом развития социальных программ. #givelovenothpv #ipvs #фондразвитиясоциальныхпрограмм #ракшейкиматки #впч #роговская @lanarogovskaya

bouquet_time 🙌👍



colposcopy_center, agus_worner, givelovenothpv, realtalkwithdroffutt and dmitryburkov like this

1 DAY AGO

Add a comment...



**colposcopy_center** • Follow

Krasnodar

colposcopy_center Сегодня отмечается Международный день борьбы с ВПЧ! В клинике проходят бесплатные консультации по вопросам ВПЧ и бесплатные кольпоскопии!
#GiveLoveNotHPV
#впч

**110 likes**

1 DAY AGO

Add a comment...



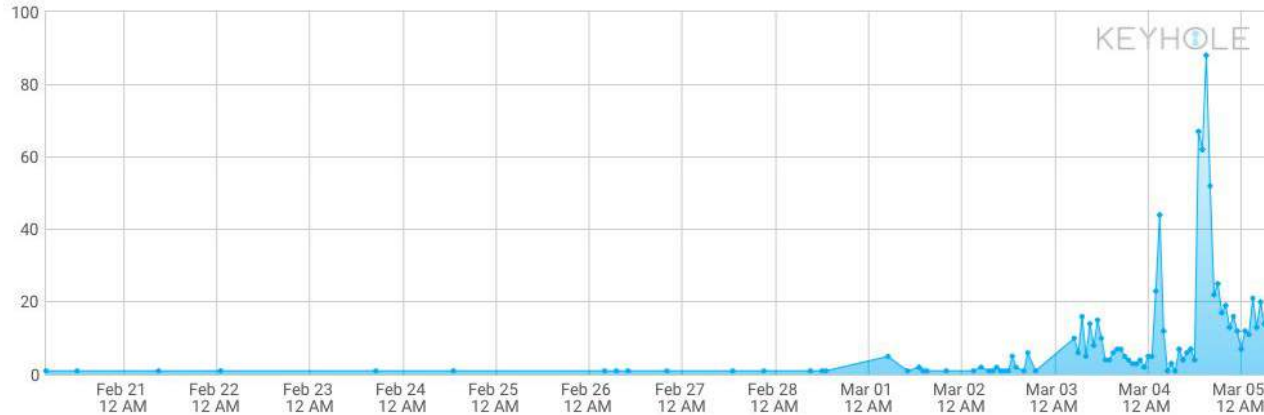
03

SOCIAL MEDIA RESULTS

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#GiveLoveNotHPV

KEY METRICS



#GiveLoveNotHPV

KEY METRICS

Related Topics ?

Hashtags

Keywords



#GiveLoveNotHPV

KEY METRICS

Location

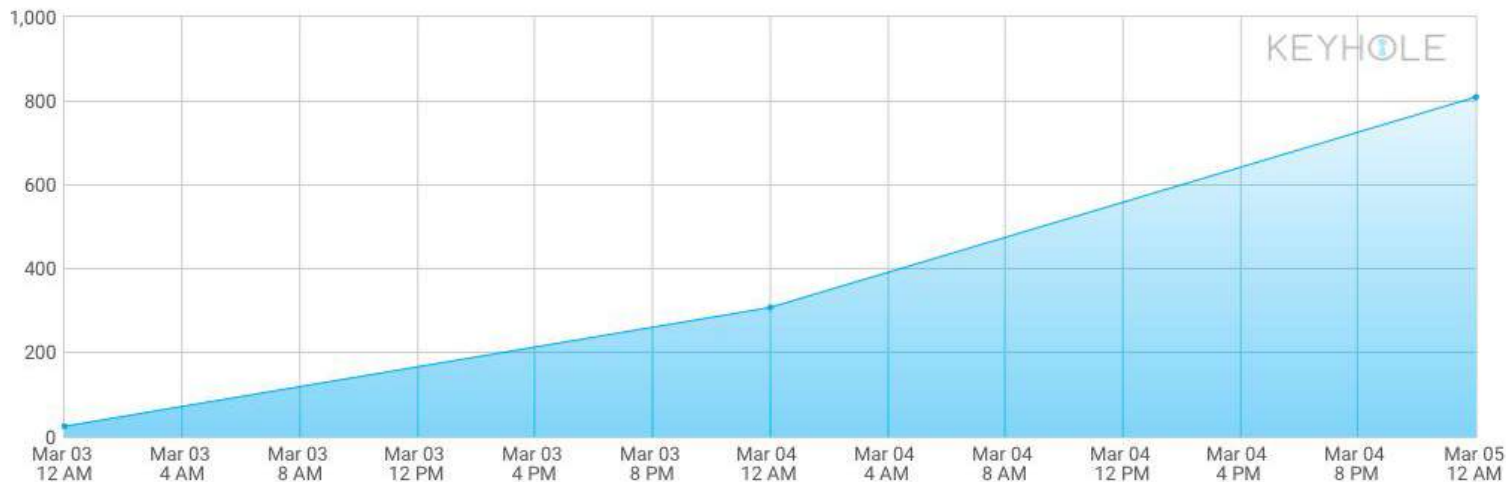
World

USA



#HPV

KEY METRICS



#HPV

KEY METRICS

Related Topics



Keywords



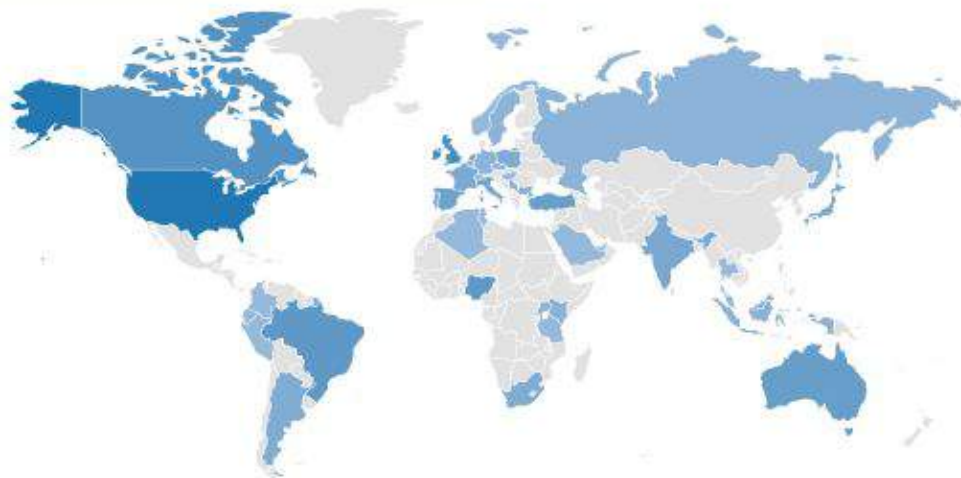
#HPV

KEY METRICS

Location

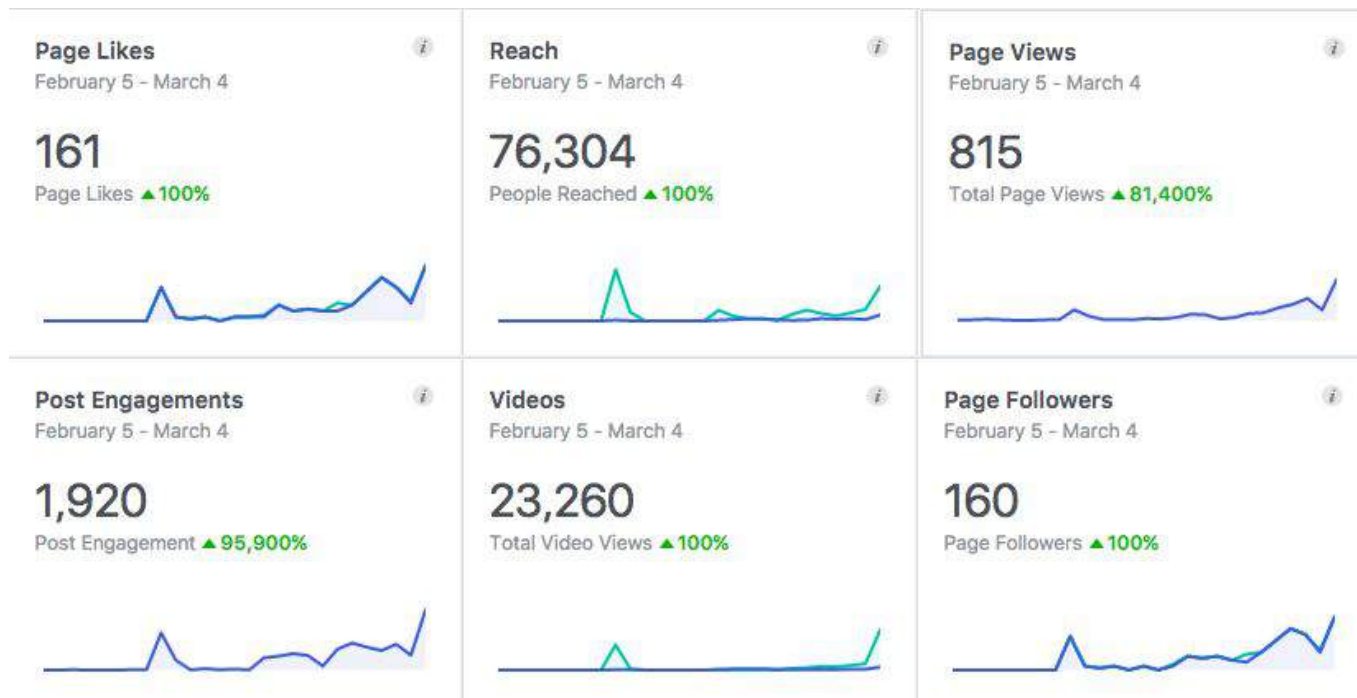
World

USA



GiveLoveNotHPV Facebook

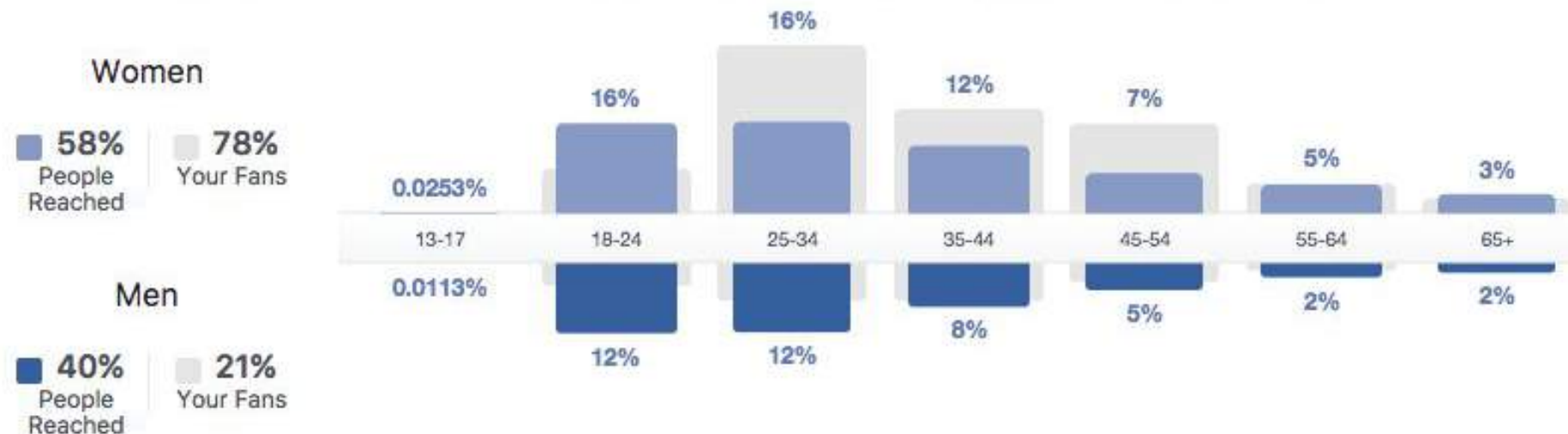
KEY METRICS



GiveLoveNotHPV Facebook

REACH

The number of people who saw any content by your Page or about your Page, grouped by age and gender.



GiveLoveNotHPV Facebook

TOP POST



International HPV Awareness Day
01:21 all of our loved ones are protected from HPV.

International HPV Awareness Day
GIVELOVENOTHPV.COM

[Learn More](#)

20,513 people reached

[Boost Post Again](#)

445 Reactions, Comments & Shares [i](#)

293 Like	54 On Post	239 On Shares
17 Love	5 On Post	12 On Shares
1 Haha	0 On Post	1 On Shares
3 Wow	0 On Post	3 On Shares
1 Angry	0 On Post	1 On Shares
10 Comments	3 On Post	7 On Shares
123 Shares	116 On Post	7 On Shares

492 Post Clicks

@GiveLoveNotHPV Twitter

KEY METRICS

28 day summary with change over previous period

Tweets

10



Tweet impressions

15.3K



Profile visits

1,124 ↑ 13,950.0%



Mentions

64



Followers

140 ↑ 137



@GiveLoveNotHPV Twitter

KEY METRICS

Top Tweet earned 2,642 impressions

It's easy for you and your loved ones take action against HPV. [#GiveLoveNotHPV](#)
pic.twitter.com/4aq6zcYs7D



↗ 32 ❤ 40

View Tweet activity

View all Tweet activity

Top Follower followed by 24.1K people

Top mention earned 204 engagements

 **UnidosContraElCáncer**
 @aecc_es · Mar 4

Hoy, 4 de marzo es el Día de la
 Concienciación sobre el HVP (Virus del
 Papiloma Humano). Información,
 vacunación y detección precoz
[#GiveLoveNotHPV](#) [@GiveLoveNotHPV](#)
pic.twitter.com/76zGVy4Vhm



↗ 58 ❤ 64

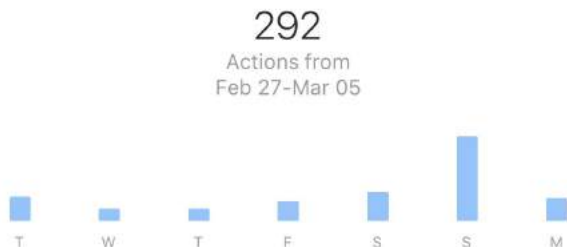
@GiveLoveNotHPV Instagram

KEY METRICS

+53
Followers from
Feb 27-Mar 05

+212%
Reach from
Feb 27-Mar 05

Actions



Profile Visits
+184 in the last 7 days

280

Website Clicks
+4 in the last 7 days

12

This is where you'll see how many actions were taken on your profile and posts this week.

Discovery

453
Reach from
Feb 27-Mar 05



Reach
+308 in the last 7 days

453

Impressions
+892 in the last 7 days

1,169

Reach is the number of accounts you reached this week.
Impressions are the number of times the media and promotions you created this week were seen.

@GiveLoveNotHPV Instagram

TOP POSTS



[View Insights](#)

[Promote Again](#)



1,097 views · Liked by canceraware_ and cancerassociationofsouthafrica

[givelovenothpv](#) It's easy for you and your loved ones take action against HPV. #GiveLoveNotHPV

[givelovenothpv](#)



**EVERYONE LOVES.
EVERYONE IS
AFFECTED BY HPV.**



[View Insights](#)

[Promote Again](#)



Liked by canceraware_ and 67 others

[givelovenothpv](#) Take a chance on love, not HPV. Join us in protecting your love from HPV-related cancers. #GiveLoveNotHPV #Love #ValentinesDay

03

PRESS RELEASE

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International HPV Awareness Day

KEY METRICS

Overview

TOTAL PICKUP252

Exact Match	241 Postings
Twitter	11 Tweets

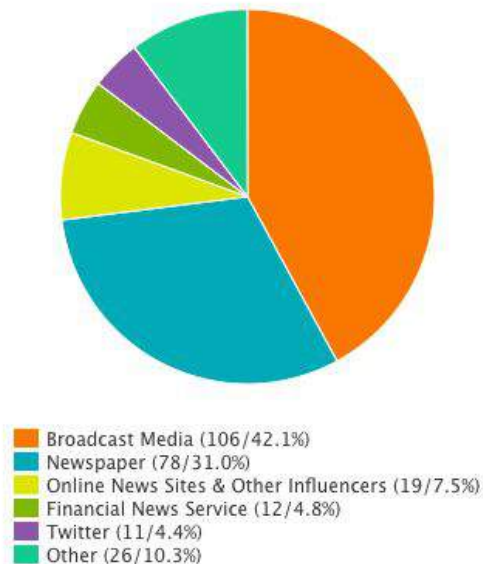
TOTAL POTENTIAL AUDIENCE83M

Exact Match	82.2M Visitors/Day
Twitter	760.1K Followers

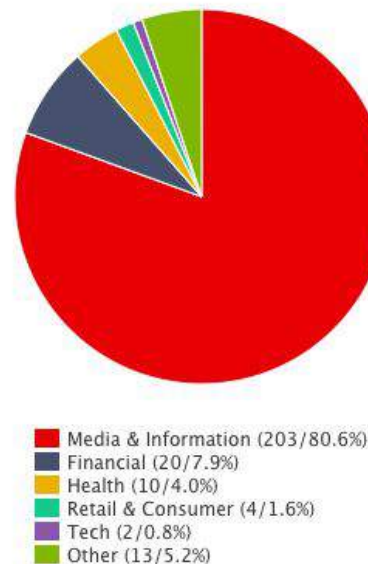
International HPV Awareness Day

KEY METRICS

Total Pickup by Source Type



Total Pickup by Industry



International HPV Awareness Day

PRESS HITS

YAHOO! FINANCE

Search for news, symbols

Finance Home Watchlists My Portfolio My S

Sunday, March 4th, Marks the 1st Annual International HPV Awareness Day; Spreading Knowledge and Prevention Around the Globe

POSTA GÜNDEM MAGAZİN 3. SAYFA YAŞAM EKONOMİ SPOR KADIN

Genel Sağlık Cinsel Sağlık Tıp Dünyası Çocuk Sağ

Uluslararası uzmanlık derneklerinden "Dünya HPV Günü"

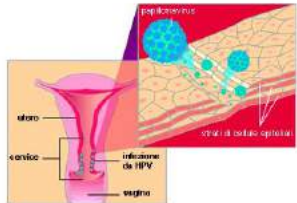
Rahim ağzı kanseri oluşmasına neden olan "Human Papilloma Virüsü"ne (HPV) karşı farkındalığın artırılması amacıyla 4 Mart "Dünya HPV Günü" ilan edildi

Giornata internazionale contro l'HPV, campagna IFO sulle patologie correlate al papillomavirus

DI INSALUTENEWS.IT - 2 MARZO 2018

RISCHIO EPIDEMIA DI HPV, LA MALATTIA VENEREA SOTTOVALUTATA CHE CAUSA IL CANCRO

Pochi giovani conoscono il virus che causa tumori nell'uomo e nella donna. Si trasmette anche senza rapporti completi. Il vaccino riduce le infezioni del 90%



The diagram shows a cross-section of the female reproductive system, highlighting the cervix and vagina. A red box labeled 'papillomavirus' points to a blue virus particle. Another red box labeled 'infezione da HPV' points to the cervix. A third red box labeled 'cervice' points to the cervix. A fourth red box labeled 'vagina' points to the vagina.

Life in Québec .com OpenTable Take the Find a new

HOME NEWS SPORT BUSINESS POLITICS ARTS & CULTURE FOOD & DRINK

Give love, not HPV: first annual international HPV awareness day

International HPV Awareness Day

KEY METRICS



MomKnowsBestOnline(@MomKnwsBstOnLn)

Published on 2018-03-03 22:15:37 EST

60

Potential Audience: 89,645 Followers

Sentiment: Neutral

#prnewswire Sunday, March 4th, Marks the 1st Annual International HPV Awareness Day; <https://t.co/dFfOAVa7IP>



MomKnowsShopping(@MomKnwsShopping)

Published on 2018-03-03 21:35:28 EST

55

Potential Audience: 85,521 Followers

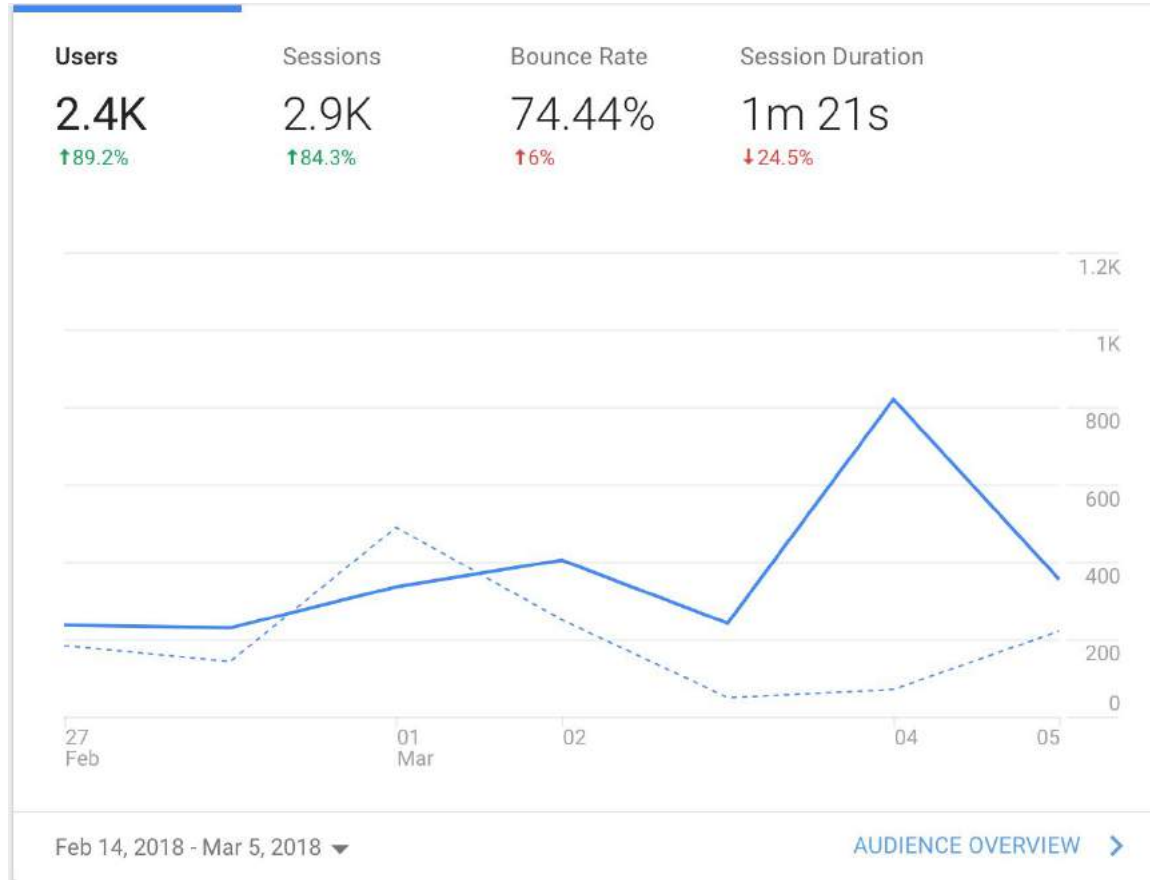
Sentiment: Neutral

#prnewswire Sunday, March 4th, Marks the 1st Annual International HPV Awareness Day; <https://t.co/aYEmb2hY3y>

04

WEBSITE RESULTS

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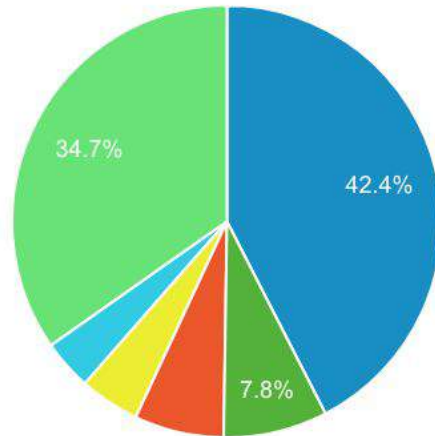
There have been over 5,000 page views since soft launch on February 14. About half of those visits are users who have found value in the information they've seen (sessions).

Session duration is above average for a landing page which indicates that users who visit the site are actually reading and engaging with the content.

The benchmark for average bounce rate for landing pages is between 70% and 90%. Our landing page falls within that average range at 74%.

Sessions by Country

■ United States ■ Spain ■ United Kingdom
■ Canada ■ Romania ■ Other



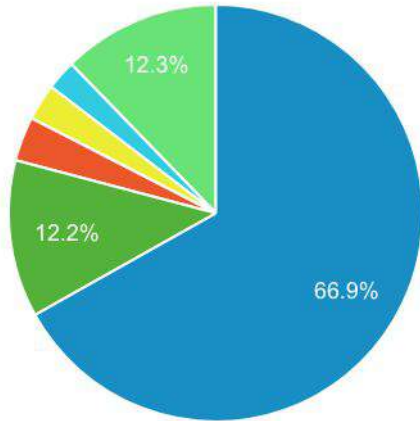
Traffic has come predominantly from the United States (1,769). There have been approximately an equal number of visitors from Spain (258) and the UK (255).

Other countries that fall in the top 10 include.

- Romania (171)
- Argentina (124)
- Russia (120)
- Italy (100)
- India (66)
- Peru (59)

Sessions by Source

(direct) m.facebook.com t.co google
facebook.com Other



This information provides us with an understanding of which sources lead users to the website.

Currently, there is a significant amount of direct traffic (users typing URL directly into search).

The next most popular social media traffic source is Facebook.

Explorer

Navigation Summary

Pageviews VS. Select a metric

Day

Week

Month



● Pageviews



Page rank includes:

- Landing Page - 5,226
- FAQ-Young - 443
- FAQ- Adult - 317
- FAQ- Parents - 157

Peak pageviews on March 4 with 1,235 pageviews

OTHER RELEVANT DATA

- Top partner referrer: ASCCP: The Society for Lower Genital Tract Disorders
- There are almost as many desktop users (45%) as mobile users (50%) with Apple devices being used more heavily.
- Audience Insights: 73% of users were female; 27% were male with a 34% between 25-34 years old.
- There have been about 60 newsletter sign ups from 30 countries including partner countries and others like The Philippines, Indonesia, Rwanda and Bosnia Herzegovina, Kenya, Dominica and Iran for example.

A photograph of a woman with short, curly red hair and a pearl earring, wearing a black t-shirt, hugging a young child with dark curly hair from behind. They are standing in front of a rough, textured stone wall. The woman's eyes are closed in a peaceful expression, and the child is smiling. The text 'THANK YOU' is overlaid on the left side of the image.

**THANK
YOU**

**OBER
LAND**