



Making Roads Safer



Shiny Side Up Partnership - Know the Dangers: Campaign Evaluation

Independent Evaluation Report

RESEARCH
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EXECUTIVE SUMMARY

BACKGROUND

This report presents the details of an evaluation commissioned to understand the level of reach generated by a road safety social media campaign: Shiny Side Up Partnership - Know the Dangers (SSUP - KTD). This social media campaign aims to highlight and promote awareness of the most common causes of collisions involving motorcyclists. The evaluation contributes to the evidence base for understanding how effective social media is when used as the primary vehicle for disseminating road safety campaign materials.

The evaluation was funded by the Road Safety Trust to understand the impact of the campaigns the organisation had previously supported with funding.

The evaluation brings together social media metrics with website analytics and responses to an online survey. It seeks to understand the impact of the initial reach from social media.

THE SOCIAL MEDIA CAMPAIGN

The social media campaign was successful, with high numbers of views in each of the waves. There were 273,866 views of the eight films in the first eight week run of the campaign. The majority of these interactions were achieved through paid advertising, showing the benefits of investing in social media promotion. In total, there were **671,892** views of the three waves of the campaign.

The numbers of views and thru plays of videos remained high over time, suggesting that the audience were not fatigued by the messages and were interested in the materials month after month. The cost per click was also impressive and was also much lower than the UK average (£0.04 for KTD compared to £0.76 to £1.06), reflecting the low total cost of the campaign and the relatively high reach.

Interactions with the resources did not end with the social media, with distinct increases in SSUP website page views after each round of social media promotion.

SURVEY RESULTS

The survey sought to explore the impact of these interactions. Three-quarters of the respondents who had engaged with the films were motorcyclists, with most of them being experienced. This is reflected in the age demographics of respondents.

In total, 679 people attempted the survey. However, the majority (404) of those who attempted the survey had not viewed the SSUP – KTD materials and the survey then closed. For this group, they were given a link to go and view the materials and come back to share their views – 172 people did this (and therefore they are double counted in the total sample). In total, 104 respondents had previously viewed the resources.

There is a gap between the over 670,000 views of the campaign materials and the engagement in the survey, with only 20% having viewed the materials before attempting the survey. The same dissemination methods were used, with promoted Facebook posts from the Shiny Side Up page targeting the same demographics (residents of England, aged between 18 and 65, who have an interest in cars or motorcycles). One hypothesis as to why there is this disparity is that Facebook targeting differed, despite the selected ‘core audiences’ being the same for the campaign and the survey. Facebook states that it “will automatically show your ads to people who are most likely to find your ads relevant”¹ and therefore despite the posts sharing the same core audience, the campaign

¹ <https://www.facebook.com/business/ads/ad-targeting>

may have been more likely to have been shown to people who view videos, whilst the survey link might have been shown to those who tend to participate in questionnaires.

From those who responded to the survey, it appears the resources were useful. Most respondents:

- watched the films and applied the tips to their riding
- found the resources engaging
- thought they were aimed at people like them
- thought the resources were informative
- learnt something and could remember information contained in the resources
- felt that social media platforms were a good method of sharing messages
- disagreed that road safety messages are too complicated to share on social media

The free text responses regarding what they had learnt reflected the campaign aims of recognising hazards, observation, anticipation, and exercising caution through defensive riding techniques.

Nearly half of respondents said that their knowledge of motorcycle collisions increased and that they now follow SSUP on social media. However, only a minority regularly visit the SSUP website.

Whilst only 20% of those who attempted the survey had accessed the resources prior to that day, there did appear to be positive recall amongst this group.

The survey seems to indicate that the high levels of social media interaction led to increased website visits and then positive engagement of the target audience of motorcyclists. The survey wasn't completed by other groups, including driving instructors, parents of learner drivers/motorcyclists, and other road safety professionals who could share messages about motorcycle safety. This may reflect who accesses the resources (motorcyclists) or it could indicate that motorcyclists were more likely to be interested in completing the survey.

LEARNING POINTS

Understanding who accesses the resources can help SSUP with designing future campaigns. For other road safety professionals, this evaluation suggests that social media campaigns can be beneficial for engaging with specific target audiences, especially through paid advertising. As with any road safety communications approach, the objectives of the campaign need to be defined in advance, being realistic about what can be achieved through information raising. For SSUP – KTD, the aim was to increase awareness of the types of risks motorcyclists are exposed to and the use of films appears to be successful in achieving this.

- Social media campaigns, using engaging videos, provide a method of engaging with target audiences
- Those target audiences should be clearly defined in advance, accepting that one campaign message is unlikely to be relevant to multiple audiences
- Paid advertising greatly increases reach
- Engagement can remain high, even when new materials are posted regularly
- Messages can be recalled by target audiences 12 months later
- A low-cost campaign can achieve high reach
- Target audiences feel that social media works as a method of sharing road safety messages

INTRODUCTION

This report presents the details of an evaluation commissioned to understand the level of reach generated by a road safety social media campaign: Shiny Side Up Partnership - Know the Dangers (SSUP - KTD). This social media campaign aims to highlight and promote awareness of the most common causes of collisions involving motorcyclists. The evaluation contributes to the evidence base for understanding how effective social media is when used as the primary vehicle for disseminating road safety campaign materials.

The evaluation summarises the events and activities which influence the way SSUP – KTD was accessed, including how the resources have been used (and by whom). These insights into the performance of the various social media approaches can be used to provide a set of tips to other practitioners, in addition to aiding SSUP's future campaign development.

CONTEXT

The 'Know the Dangers' campaign was launched by the Shiny Side Up Partnership (SSUP) in early 2021, using an array of promotional and marketing materials alongside updated educational resources. The campaign is now the foundational resource for the SSUP's efforts to continue to drive forward critical road safety messages relating to motorcycle risk and rider behaviour, with the developed materials aimed at both motorcycle riders and drivers of other motorised vehicles under the principle of shared responsibility between all road users. The creation of these resources, and the social media campaign, have been funded by the Road Safety Trust.

SSUP was founded in 2002, bringing together dedicated professionals from road safety management, collision investigation, and police enforcement within the East Midlands. In pooling together this collective expertise, SSUP monitors road safety performance in this area and identifies emerging trends related to the nature and underlying causes of collisions involving motorcyclists. The KTD campaign is part of the Partnership's mission to reduce the number of fatal and seriously injured motorcyclists across Derbyshire, Leicestershire, and Nottinghamshire regardless of their journey purpose. SSUP understands that across the East Midlands and indeed the country more broadly, that motorcycle riders are all too often over-represented in casualty statistics, and that therefore supportive road safety messages and information are vital to improving the situation and rider/driver knowledge gaps to change behavioural norms.

OBJECTIVES

This evaluation has been commissioned by SSUP to review and assess the reach of the campaign.

Specifically, this has involved assessment of the following criteria:

- **Who uses the SSUP - KTD materials?** Who is using the campaign's materials? Is it road safety professionals, programme trainers and instructors, drivers, or motorcycle riders themselves?
- **How are the materials used?** How do those who are engaging with the materials use them? Are they sharing them with others or adding them to their own repositories? Or are they simply watching them?
- **How are the materials accessed?** What are the routes taken by those who use the materials? What facilitates their access? and what means of access are preferred by users?

EVALUATION TOOLS

In order to evaluate the reach of the KTD campaign, a number of evaluation tools were selected:

- **Social media and web analytics:** comparing website traffic and engagement through organic versus paid advertising activity
- **Website download data:** a number of metrics have been measured by Stennik relating to the frequency and timeframes of when material content has been downloaded by users
- **Short survey:** a short survey was devised to understand who has been reached through the social media campaigns, press releases, and conference presentations. This was disseminated through the same channels as the campaign itself to ensure (as far as possible) that the same audiences were reached. The survey was designed to assess recall and the use of the campaign's resources during the original launch periods (both 2021) and a later update (launched April 2022).

The survey included both quantitative and qualitative elements in order to maximise the level of insight into the campaign's reach vis-à-vis engagement levels. The disseminated short survey addressed the following:

- **General demographic information:** Age, gender, regional residence
- **Who is engaging with the campaign?** Is it mainly road safety professionals and practitioners? Or is it motorcycle trainers and riders themselves?
- **How have they found or come across the resource?** Was it through direct word of mouth and presentation-driven communications? Or through social media and the press releases?
- **Which resources did they access?** which materials have been more frequently accessed?
- **How did they use the materials?** did they simply re-share the materials? or go further and incorporate them on their websites, platforms and learning materials?
- **How did the materials resonate with them?** Did they feel that the campaign was relevant to them? Was it perceived as memorable?
- **What did they learn?** What specifically did they feel they learnt from the materials that they did not already know?

To fulfil the evaluation objectives in assessing the campaign's effectiveness, a detailed timeline of events has been provided by SSUP so that the quantitative data (website analytics and closed-survey responses) and qualitative data (free-text survey responses) has been analysed with specific referral to moments in the campaign. This approach has enabled the evaluation to differentiate periods of the campaign that were perhaps more effective than others in relation to reach and corresponding levels of engagement and associated activity.

CAMPAIGN

ACTIVITY

The SSUP - KTD campaign comprised of a number of promotional and marketing components to accompany the release of several short films, each dealing in turn with a specific behavioural road safety issue. The topics are all considered to be common contributory factors which lead to increased motorcyclist injury risk.

The KTD campaign launched in 2021 built upon previous SSUP resources, which included a range of infographics, presentations, and diagrams for training and educational use.

In July 2021 the SSUP relaunched the social media campaign to highlight the most common causes of collisions involving motorcyclists. It included the seven short films and one longer film and were produced by Koala TV, delivering important safety messages applicable to both drivers and riders.

TIMELINE

Seven short films and one longer film were shared on the SSUP social media platforms (Facebook and Twitter) between March and May 2021 during the first run of the campaign.

Table 1: March - May 2021 campaign timeline

Individual Films	Infographics	Date
Danger 1 - SMIDSY (sorry mate I didn't see you)	Danger 1 - SMIDSY (sorry mate I didn't see you)	15 March 2021
Danger 2 - Parked Vehicle SMIDSY	Danger 2 - Parked Vehicle SMIDSY	22 March 2021
Danger 3 - Left Turning SMIDSY	Danger 3 - Left Turning SMIDSY	29 March 2021
Danger 4 - Filtering SMIDSY	Danger 4 - Filtering SMIDSY	6 April 2021 (moved to Tues due to Bank Holiday)
Danger 5 – Filtering	Danger 5 – Filtering	12 April 2021
Danger 6 – Overtaking	Danger 6 – Overtaking	19 April 2021
Danger 7 – Bends	Danger 7 – Bends	26 April 2021
3D KTD - Long Version	3D KTD - Long Version	4 May 2021 (moved to Tues due to Bank Holiday)

Following the success of the SSUP Know the Dangers campaign there was a relaunch in July 2021 and the same films were used, where one film a week was posted on the SSUP's social media channels, starting on 5th July. Similar to the first campaign, the posts were boosted on Facebook by paid advertising. The timing of the campaign coincided with the easing of lockdown restrictions, where it was anticipated that there would be more motorcyclists out on the road network over the following summer months.

In April 2022, two new films were added to the campaign with their corresponding infographics looking at right turns and roundabouts. Similar to both previous campaigns, the content was shared on Facebook and Twitter.

Table 2: April 2022 campaign timeline

Individual Films	Infographics	Date
Danger 1 - Roundabouts	Danger 1 - Roundabouts	4 April 2022
Danger 2 – Right turns	Danger 2 – Right turns	11 April 2022

FILMS

The original campaign launch in March 2021 consisted of eight films – covering the ‘seven dangers’, followed by a longer film which brings together all of featured safety messages and collision scenarios into one presentation sequence.

Danger 1 - ‘Sorry mate, I didn’t see you’ (SMIDSY)

Danger 2 - ‘Parked Vehicle SMIDSY’

Danger 3 - ‘Left Turning SMIDSY’

Danger 4 - Filtering SMIDSY’

Danger 5 - ‘Filtering’

Danger 6 – ‘Overtaking’

Danger 7 – ‘Bends’

3D - KTD (Long version)

Two more films were subsequently released as part of SSUP’s 20th anniversary in April 2022, adding to the campaign motorcycle safety manoeuvre information relating to ‘**Roundabouts**’ and ‘**Right Turns**’. The roundabout film encourages drivers to give way to motorcyclists, while the right turn film asks drivers to ‘Think Bike’, especially when turning right. Both films also encourage riders to slow down and expect the unexpected.

The first eight films were produced with featured safety messages, but to increase their utility as an educational resource, all of films were also released as versions *not* containing the corresponding safety messages, meaning that they can be used by trainers and instructors to use with learners without the presence of any additional prompts.

SOCIAL MEDIA CONTENT

The KTD resources, comprising of all ten films, were shared on SSUP’s social media platforms, Facebook and Twitter, between March 2021 and April 2022. Using social media analytics, it is possible to compare the reach and levels of engagement generated through paid (non-organic) and non-paid (organic) advertising. In this instance, the Facebook posts were boosted with paid advertising,

EVALUATION

SOCIAL MEDIA

Views

When the Facebook posts were boosted with paid advertising, three demographics were selected for the boosted posts, which targeted individuals aged between 18 and 65 years of age, located in England, and people with interests in cars or motorcycles.

Stennik, a communications consultancy, was contracted to handle the social media campaign and online advertising. From the Stennik report prepared in May 2021, it was reported that across the two social media platforms during the first run of the campaign of eight weeks, the eight films received a total of 273,866 views.

It should be noted that on Facebook, a view is defined as having watched the film for at least three seconds whereas for Twitter it is considered viewed if it gets a watch time of at least two seconds.

Stennik reported that for Facebook posts, the views were divided between ‘organic’ and ‘paid’ – with 89% of the views being generated through the paid advertising campaign.

The infographics received no paid advertising and were shared alongside corresponding film. On Facebook, audience retention is defined as ‘Thru Plays’ which means the film was played for 15 seconds or longer. On Twitter, it is viewing 50% of the film.

The 3D KTD – Long Version film was too long in length to post on Twitter, so instead a link was provided to the film on YouTube (as at 31/10/2022, this had received 1,277 views). Additionally, it was posted on Facebook in both campaigns.

Table 3: Social media views and timeline (Facebook and Twitter) for the first campaign (March – May 2021)

	Date	Content	Facebook	Twitter	Total
Danger 1 - SMIDSY (sorry mate I didn't see you)	15 March	Individual Films	33,654 (of which 25,485 were paid)	6,047	39,701
		Infographic	193	461	654
Danger 2 - Parked Vehicle SMIDSY	22 March	Individual Films	26,011 (of which 24,069 were paid)	1,583	27,594
		Infographic	632	374	1,006
Danger 3 - Left Turning SMIDSY	29 March	Individual Films	33,602 (of which 28,604 were paid)	1,663	35,265
		Infographic	1,161	401	1,562
Danger 4 - Filtering SMIDSY	6 April (moved to Tues due to Bank Holiday)	Individual Films	35,062 (of which 32,145 were paid)	2,681	37,743
		Infographic	507	1,745	2,252
Danger 5 – Filtering	12 April	Individual Films	39,000 (of which 35,547 were paid)	431	39,431
		Infographic	379	384	763
Danger 6 – Overtaking	19 April	Individual Films	30,410 (of which 27,711 were paid)	850	31,260
		Infographic	187	5,610	5,798
Danger 7 – Bends	26 April	Individual Films	33,370 (of which 30,461 were paid)	1,685	35,055
		Infographic	124	114	238
3D KTD - Long Version	4 May (moved to Tues due to Bank Holiday)	Individual Films	27,817 (of which 25,933 were paid)	1,277 YouTube views ²	27,817
		Infographic	196	83	279
Total		Individual Films	258, 926 (of which 229,955 were paid)	14,940	273,886
		Infographic	3,379	9,172	12, 551

Understanding the social media data from the first campaign, 89% of the total 258,926 views presented in Table 3 above came from paid advertising. On Facebook, the audience retention was 48% compared to 50% on Twitter.

² As at 31/10/2022

Table 4: Social media views and timeline (Facebook and Twitter) for the campaign re-run (July – August 2021)

	Date	Content	Facebook	Twitter	Total
Danger 1 - SMIDSY (sorry mate I didn't see you)	5 July	Individual Films	44,315 (of which 36,197 were paid)	968	45,283
		Infographic	141	199	340
Danger 2 - Parked Vehicle SMIDSY	12 July	Individual Films	34,996 (of which 34,669 were paid)	510	35,506
		Infographic	3,589	162	3,751
Danger 3 - Left Turning SMIDSY	19 July	Individual Films	43,554 (of which 40,332 were paid)	129	43,683
		Infographic	464	149	613
Danger 4 - Filtering SMIDSY	26 July	Individual Films	38,829 (of which 38,073 were paid)	150	38,979
		Infographic	125	260	385
Danger 5 – Filtering	2 August	Individual Films	49,140 (of which 47,499 were paid)	1,521	50,661
		Infographic	137	299	436
Danger 6 – Overtaking	9 August	Individual Films	43,778 (of which 41,714 were paid)	416	44,194
		Infographic	123	166	289
Danger 7 – Bends	16 August	Individual Films	39,286 (of which 38,010 were paid)	2,087	41,373
		Infographic	81	224	305
3D KTD - Long Version	23 August	Individual Films	24,684 (of which 24,573 were paid)	N/A	24,684
		Infographic	55	235	290
Total		Individual Films	318,582	5,781	324,363
		Infographic	4,715	1,694	6,409

For the re-run of the KTD campaign, 95% of the 318,582 views presented above in Table 4 were generated through the paid advertising campaign. On Facebook, the audience retention was 34% compared to 52% on Twitter.

Table 5: Social media views and timeline (Facebook and Twitter) for two additional films (April 2022)

	Date	Content	Facebook	Twitter	Total
Danger 1 – Roundabouts	4 April	Individual Films	43,988 (of which 42,003 were paid)	1,114	45,102
		Infographic	858	1,014	1,872
Danger 2 – Right turns	11 April	Individual Films	27,274 (of which 24,899 were paid)	1,267	28,541
		Infographic	2,831	1,373	4,204
Total		Individual Films	71,262	2,381	73,643
		Infographic	3,689	2,387	6,076

For the last part of the campaign, two new films were added in April 2022, 94% of the Facebook views came via paid advertising. Additionally, audience retention on Facebook was 24% compared to 38% on Twitter.

Thru Plays

The proportion of views which lasted for longer than 15 seconds (Facebook) or for 50% of the video length (Twitter) was analysed.

Table 6 - Social media views – ‘thru plays’

	Facebook Thru Plays (15 seconds or longer)		Twitter 50% views	
	March - May 2021	July – August 2021	March - May 2021	July – August 2021
Danger 1 - SMIDSY (sorry mate I didn't see you)	17,076	15,100	3,188	499
	51%	34%	50%	52%
Danger 2 - Parked Vehicle SMIDSY	11,349	9,553	894	266
	44%	27%	50%	52%
Danger 3 - Left Turning SMIDSY	15,708	12,571	755	74
	47%	29%	45%	57%
Danger 4 - Filtering SMIDSY	15,293	11,984	1,140	52
	44%	31%	43%	35%
Danger 5 – Filtering	17,330	17,340	209	600
	44%	35%	48%	39%
Danger 6 – Overtaking	16,765	15,217	386	186
	55%	35%	45%	45%
Danger 7 – Bends	20,074	18,248	967	1,308
	60%	46%	57%	63%
3D KTD - Long Version	9,679	7,883	164 YouTube views	
	35%	32%	Too long for Twitter	

Comparative metrics

The development and delivery of the campaign was low cost, totalling £27,588.75 over the three waves. This includes the campaign development (including making the films and infographics), designing the web page for embedding the materials, new log design, and managing the social media

campaign (including the cost of boosting the posts). Knowing the costs makes it possible to calculate the costs of interactions and compare with other campaigns. In the UK, the average cost per click is between 76 pence and £1.06. The SSUP KTD campaign was relatively low cost and achieved a high reach, providing it with a low cost per click of four pence.

Table 7 - Costs per interaction, compared with other campaigns

	SSUP KTD	UK average
Cost per Click (CPC)	£0.04	£0.76 - £1.06 ³

WEB ANALYTICS

The corresponding web analytics for the dates on which the campaign was live indicate a multi-fold increase in page views, the Know the Dangers campaign page, and the website in general.

For the first part of the campaign from March to May 2021 inclusive, there were 1,091% more visits compared to the same period in 2020 – from 505 visits in 2020 to 6,013 visits in 2021.

For the second part of the campaign re-run from July to the end of August 2021 inclusive, there was a 290% increase in visits compared to the same period in 2020 – from 664 in 2020 to 2,591 in 2021.

Two new films were added to the campaign in April 2022 and this time the 3D Know the Dangers campaign page was viewed 207 times in April 2022. Figure 1 below illustrates this for the campaign page.

Figure 1: Visual representation of KTD campaign page, months with red dots indicate months when the campaign ran

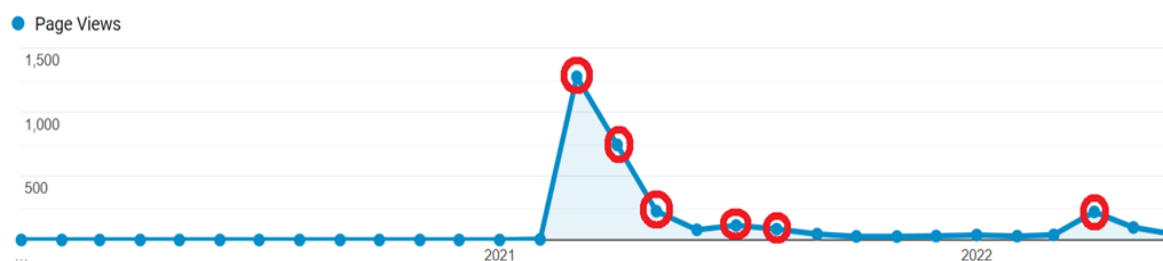
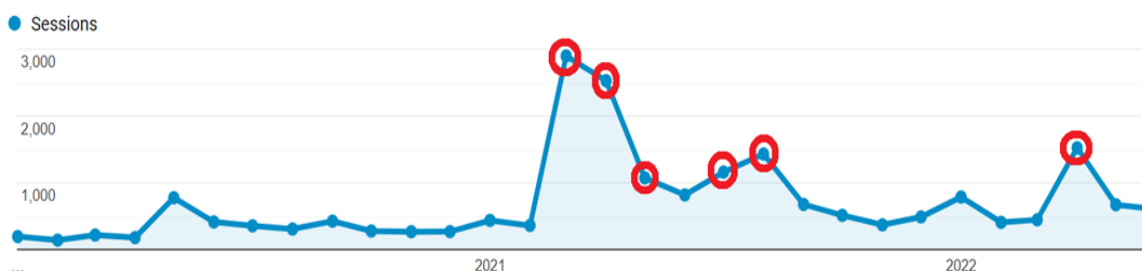


Figure 2 below presents this as an increase in web traffic for the months during which the campaign was live.

Figure 2: Visual representation of monthly website statistics, months with red dots indicate months when the campaign ran



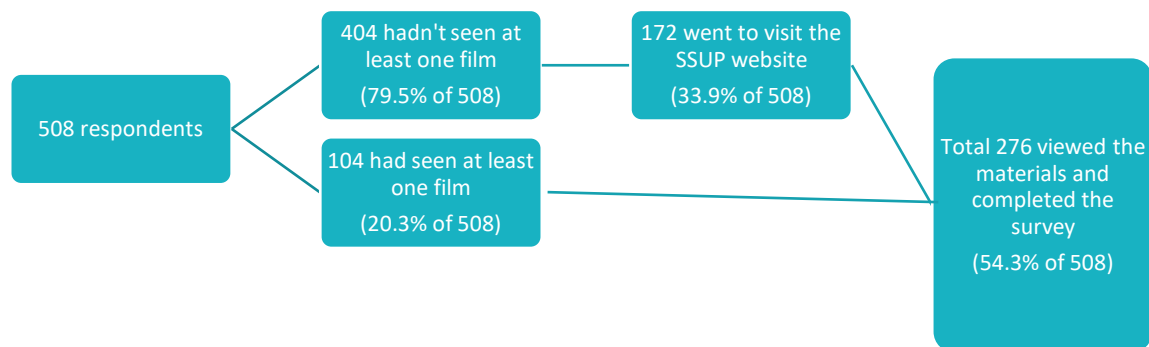
³ <https://startups.co.uk/marketing/facebook-ads-cost/>

SURVEY

The primary purpose of the survey was to understand who has been reached through the social media campaigns, press releases, and conference presentations.

There was a total of 679 attempts at the survey, with 404 of these having not accessed the SSUP – KTD films and therefore the survey closed. The findings of responses for the 276 who had viewed the resources are presented below. There are duplicated efforts in the total number of attempts, as those who had not seen the resources were invited to visit the website (resulting in 172 who went away and viewed the materials and then returned to do the survey).

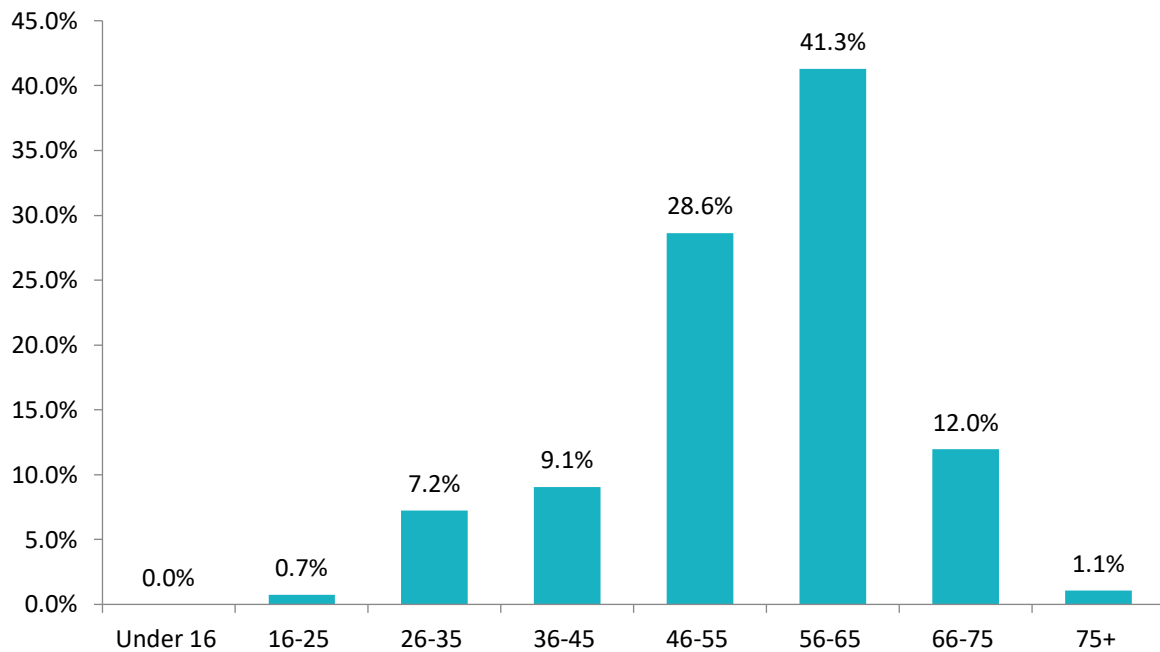
Figure 3: Have you watched at least one of the Shiny Side Up 'Know the Dangers' films?



This first question was a qualifying question, with the survey ending for any respondents who had not viewed the resources. Only 20.3% of the respondents (104) had seen at least one of the films before coming to the survey. A further 33.9% of respondents (172) hadn't seen the resources before starting the survey for the first time but returned to complete it after going to take a look.

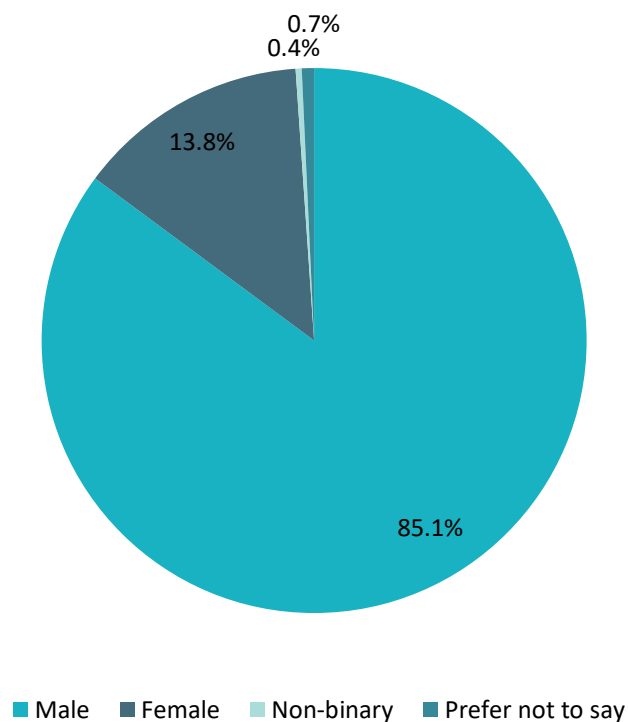
Demographics

Figure 4: Respondents age group



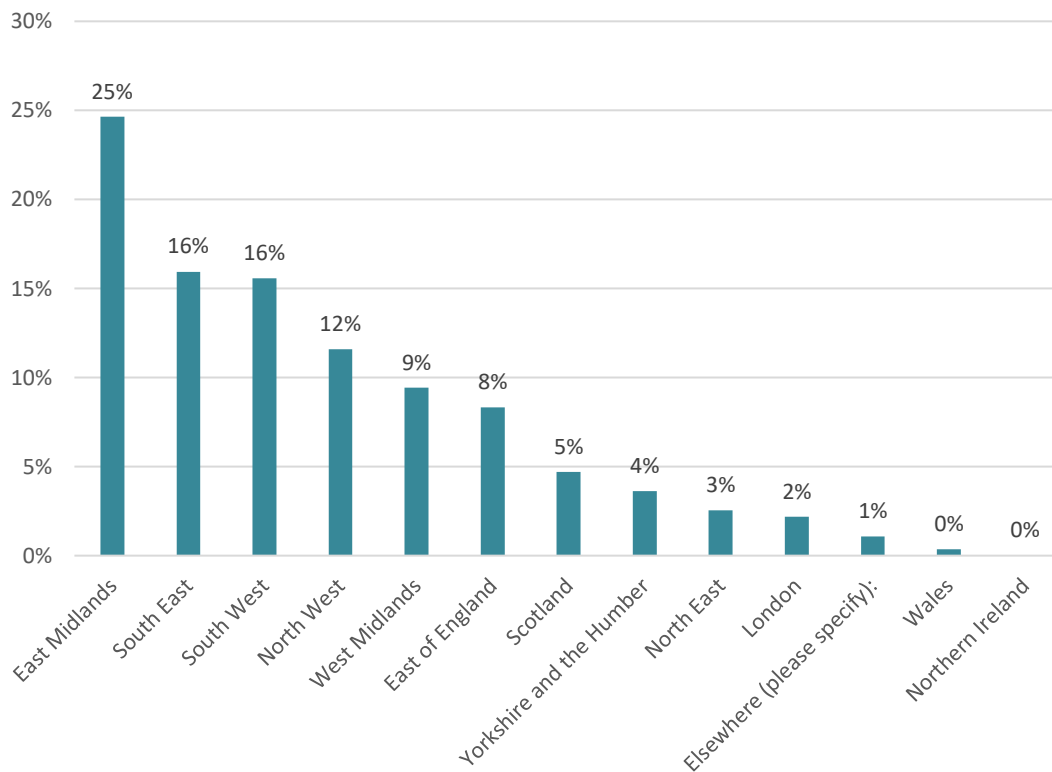
The majority of the respondents were aged between 56 and 65 years of age (41.3%), followed by those aged 46-55 years (28.6%). The respondents aged under 35 years of age represented less than eight percent of the total who completed the survey.

Figure 5: Gender disaggregation



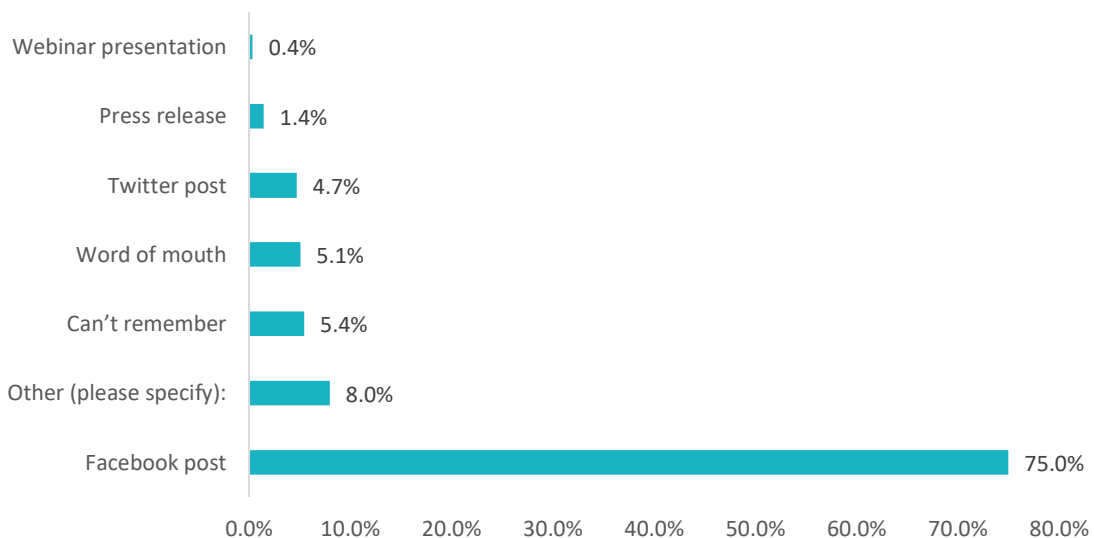
More than 85.1% of respondents identified as male and 13.8% as female.

Figure 6: Region respondents are from



As shown in Figure 6 above, a quarter of the respondents were from the East Midlands, followed by the South East and South West at 16% each. Those that specified elsewhere were from ‘South Central’.

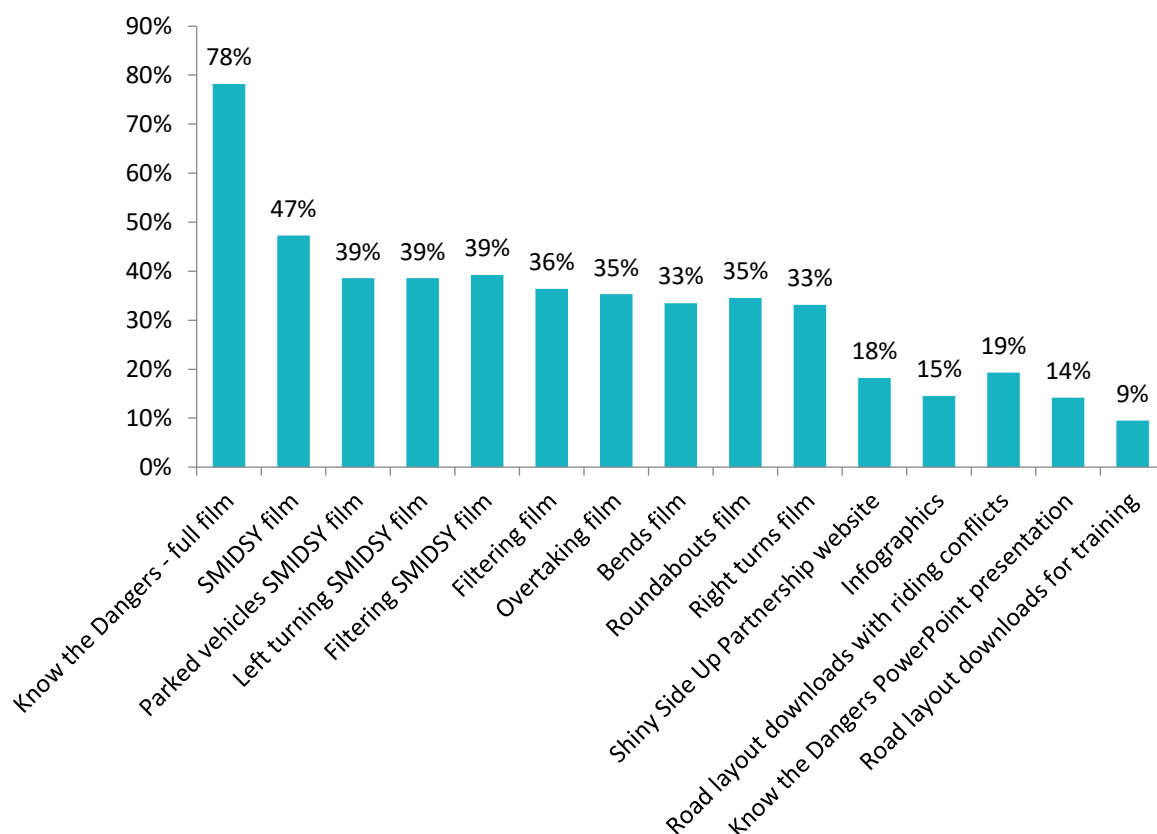
Figure 7: How did you FIRST find out about the Shiny Side Up ‘Know the Dangers’ campaign?



Respondents were asked where they first heard about the campaign and an overwhelming 75% of them found out about it via Facebook posts. Those respondents that specified other mentioned ‘road signs and posters’, ‘bike events and Bike Safe courses’, on YouTube and through email and ‘at work’

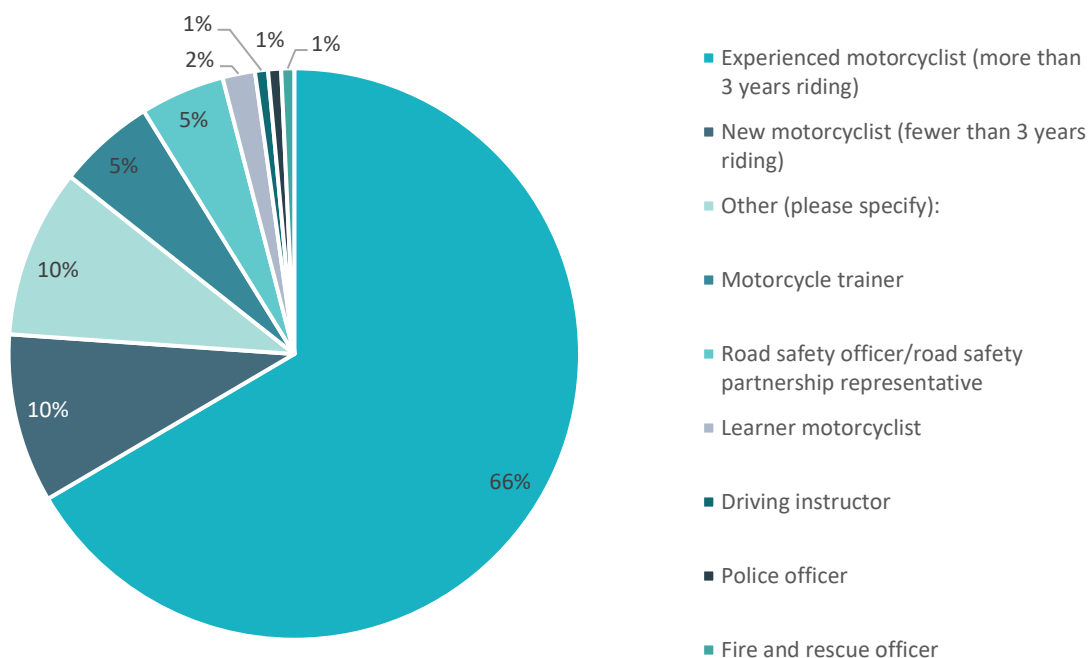
where some stated they were a Road Casualty Reduction Officer, part of the NYRF as well as Devon and Somerset Fire service.

Figure 8: Which 'Know the Dangers' resources did you access? Select all that apply



Respondents were asked to select all the resources they accessed from the 'Know the Dangers' campaign; the full film was the most popular with 78% of respondents having accessed it. The 'Sorry mate, I didn't see you' (SMIDSY) film and the parked vehicles SMIDSY film were the next most popular at 47% and 39% respectively. The rest of the films featured in a similar 39% to 33% access rate. The least popular was the road layout downloads for training, with 9% of respondents having accessed it.

Figure 9: Why respondents were interested in 'Know the Dangers' resources



As presented in Figure 9, respondents were asked which of the options best describes why they were interested in 'Know the Dangers' resources. Of the total respondents, 66% were 'experienced motorcyclists (more than 3 years riding)' and 10% were 'new motorcyclists (fewer than 3 years riding)'.

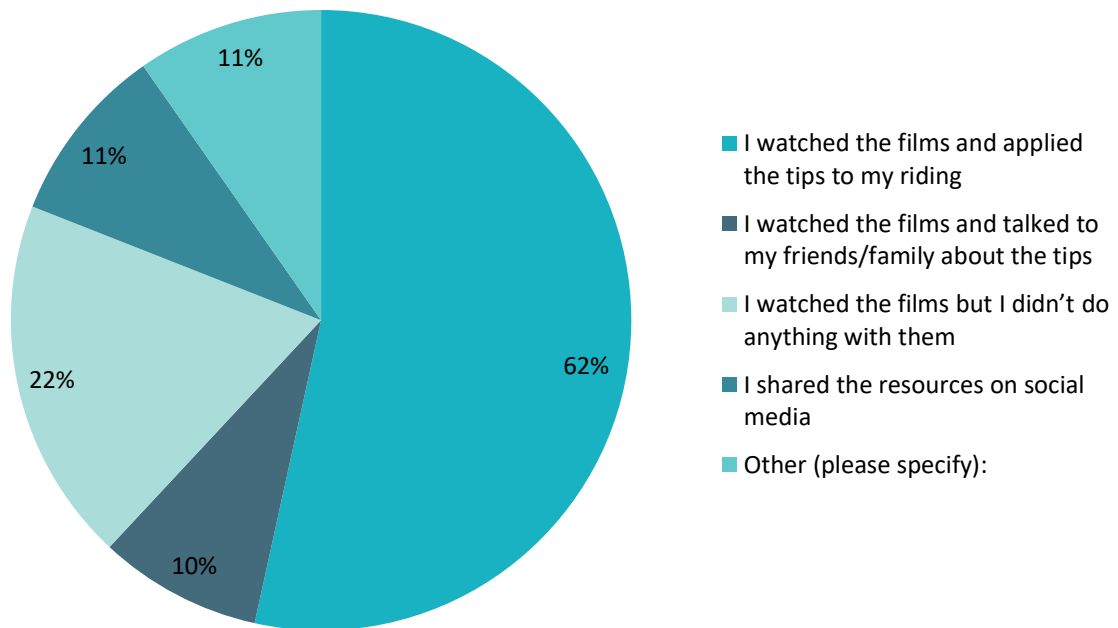
Of those respondents that chose 'other' (10% of all), there were a range of responses including: interested professionals and instructors, pillion passengers, Blood Bikers, HGV drivers, forensic collision investigators, independent consultants, and road risk specialists. There were also IAM national observer cars and IAM Advanced riders.

Motorcycle trainers, road safety officers/road safety partnership representatives, learner motorcyclists and driving instructors, police officers, and fire and rescue officers made up the rest of the responses at 14%.

None of the respondents were learner drivers, new drivers (fewer than 3 years driving,) or the parent/carer of a new or learner driver or motorcyclist.

Using the campaign resources

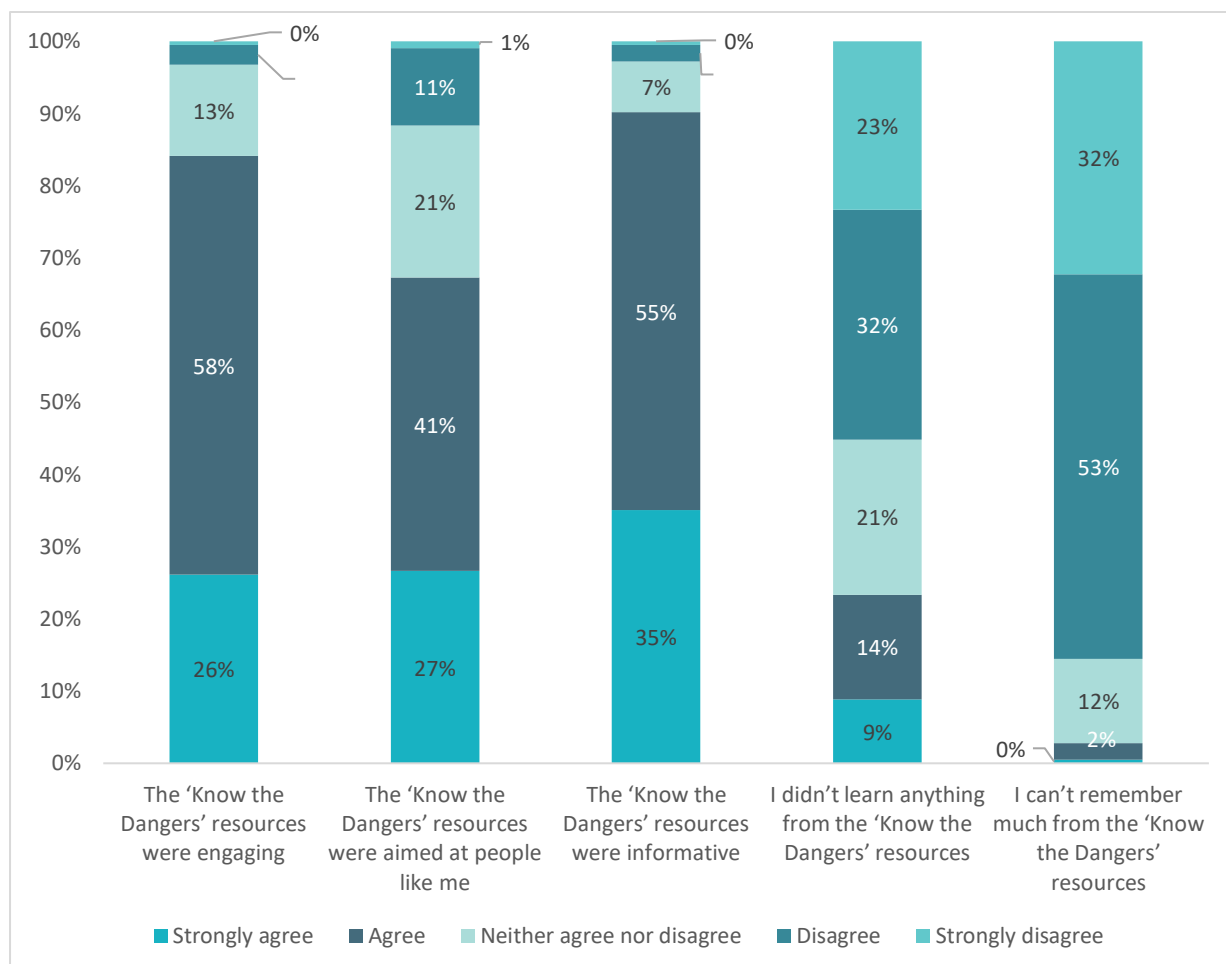
Figure 10: How did you use the 'Know the Dangers' resources?



Motorcycle respondents (both experienced and novice) were asked to select all the ways they used the 'Know the Dangers' resources. More than half (62%) watched the films and applied the tips to their riding and 22% claimed to have watched the films but didn't do anything with them. Some (11%) shared the resources on social media.

Of those respondents that responded with 'other', there was a range of responses from 'used the tips to reaffirm and revisit lessons learnt during IAM training' and some using it as a 'useful reminder'.

Figure 11: Respondents agreement to statements



Respondents were asked to indicate their agreement to the above statements in Figure 11. The majority agreed (58%) that the resources were engaging, with more than a quarter (26%) strongly agreed.

Most of the respondents also agreed (41%) that the resources were 'aimed at people like me' which means they found it relatable and 27% strongly agreed with the statement. Furthermore, 90% agreed that the resources were informative. The majority of the respondents (55%) disagreed that they didn't learn anything from the resources and an overwhelming 85% presented disagreement with the statement that they can't remember anything from the 'Know the Dangers' resources (although it should be noted that some respondents had just been directed to the resources before completing the survey).

Respondents were asked what they learned from the 'Know the Dangers' resources in a free text box. The majority of the responses described the resources as reminders, refreshers, and reinforcing their existing knowledge base and awareness. Recognising hazards and the importance of observation and assessing situations by anticipation and exercising caution was another theme picked up from the responses.

To 'expect the unexpected' was a phrase mentioned by various respondents as well as vigilance and defensive riding techniques and 'hazard avoidance and negotiation'. One respondent noted that the films 'reinforce the 'be seen' mantra of IAM training'; another said they learnt to 'know your limitations and ride to the conditions'.

Motorcycle trainers were asked specifically how they would use the resources from 'Know the Dangers' and of a total of 15 responses, five responded that they used the road layouts to talk to students about motorcycle riding positions and potential conflicts. Another four respondents said they use the films to talk students through potential conflicts between motorcyclists and drivers. A further four trainers chose the 'I watched the films, but I didn't do anything with them' option. Some other responses included a commitment to using the resources in future training sessions.

Motorcycle trainers also had a positive agreement overall that the resources were engaging, informative and aimed at students.

When asked specifically what they thought their students learnt, most motorcycle trainers agreed that observation was the most important and to ride within your limit as well as expecting the unexpected. Some said that they did not use the resources with their students and the scenarios felt unrealistic and 'aimed at low level'.

It should be noted that the small number of motorcycle trainer responses makes it difficult to draw strong conclusions.

Road safety officers and road safety partnership representatives were asked how they used the 'Know the Dangers' resources. Of the 17 that responded, nine of them shared the resources on social media, with six responding they watched the films but didn't do anything with them. Only four used the films in road safety presentations, with one respondent mentioning they are arranging for them to be added to their website.

There was strong agreement overall that the resources were engaging and delivering road safety messages (59%) and that the resources were aimed at the audiences they deliver road safety messages to (65%).

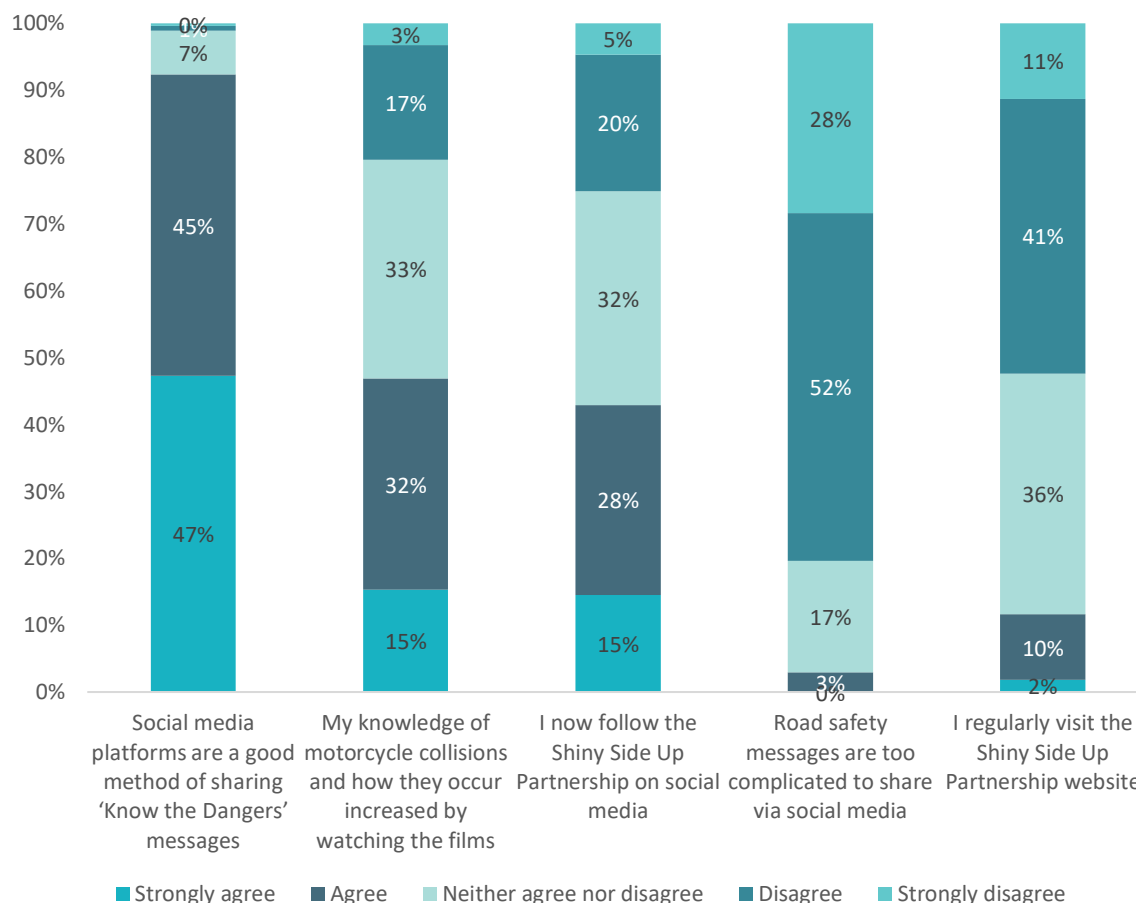
When asked on what they thought their audience learnt from the resources, there was general consensus that they were appropriate reminders and increased awareness on speed, positioning, defensive driving, consideration and common hazards. One respondent wrote the resources 'provided excellent opportunity to discuss the reason why other road users may not "see" motorcycles on the road'.

Again, there were small numbers of road safety officers who participated in the survey.

Other respondents not included in the categories mentioned above noted that they shared the resources with colleagues, associates, and 'representative groups internally and externally'. One respondent mentioned they watched the film with interest on how knowledge was applied using messaging. More than half (54%) said they watched the films and applied the tips to their driving. Of the total respondents, 62% agreed that the resources were engaging and a further 27% strongly agreed.

When this group was asked what they learned from the resources, there was a range of answers; some similar to the themes mentioned above in different sections. However, other learnings like 'to make sure as a driver I double check my mirrors for bikes' and in aiding understanding of the driver's perspective and limited vision when pulling out. Some respondents felt that they did not learn anything new, and that their IAM and ROSPA training was sufficient, though, most agreed that refreshers and reminders are needed, and complacency should be avoided. There were small numbers of participants who represented other groups.

Figure 12: Respondents agreement to statements



Finally, respondents were asked to indicate their agreement to statements presented in Figure 12. A majority of respondents strongly agreed (47%) and agreed (45%) that social media platforms are a good method of sharing 'Know the Dangers' messages.

Overall, there was 47% agreement that the respondents' knowledge of motorcycle collisions and how they occur increased by watching the films, although some (33%) neither agreed nor disagreed, and 25% indicated disagreement.

Of the total respondents, 43% agreed that they follow the SSUP on social media, with 32% neither agreeing or disagreeing, and 25% indicating disagreement.

When asked if road safety messages are too complicated to share via social media a majority (52%) disagreed and 28% strongly disagreed.

Only 12% of respondents agreed that they regularly visiting the SSUP website, with 41% disagreeing and 11% strongly disagreeing and 36% neither agreeing nor disagreeing.

CONCLUSIONS

The SSUP – KTD campaign achieved strong social media reach, with high numbers of views and interactions. This translated into peaks in visits to the SSUP website, suggesting engagement with the materials.

The survey explored whether there was any impact from the increased levels of interaction. It seems that most accessed the SSUP – KTD films via Facebook, showing the benefits of paid for advertising.

Three-quarters of the respondents who had engaged with the films were motorcyclists, with most of them being experienced. This is reflected in the age demographics of respondents.

From those who responded to the survey, it appears the resources were useful. Most respondents:

- watched the films and applied the tips to their riding
- found the resources engaging
- thought they were aimed at people like them
- thought the resources were informative
- learnt something and could remember information contained in the resources
- felt that social media platforms were a good method of sharing messages
- disagreed that road safety messages are too complicated to share on social media

The free text responses regarding what they had learnt reflected the campaign aims of recognising hazards, observation, anticipation, and exercising caution through defensive riding techniques.

Nearly half of respondents said that their knowledge of motorcycle collisions increased and that they now follow SSUP on social media. However, only a minority regularly visit the SSUP website.

Whilst only 20% of those who attempted the survey had accessed the resources prior to that day, there did appear to be positive recall amongst this group.

The survey seems to indicate that the high levels of social media interaction led to increased website visits and then positive engagement of the target audience of motorcyclists. The survey wasn't completed by other groups, including driving instructors, parents of learner drivers/motorcyclists, and other road safety professionals who could share messages about motorcycle safety. This may reflect who accesses the resources (motorcyclists) or it could indicate that motorcyclists were more likely to be interested in completing the survey.

Understanding who accesses the resources can help SSUP with designing future campaigns. For other road safety professionals, this evaluation suggests that social media campaigns can be beneficial for engaging with specific target audiences, especially through paid advertising. As with any road safety communications approach, the objectives of the campaign need to be defined in advance, being realistic about what can be achieved through information raising. For SSUP – KTD, the aim was to increase awareness of the types of risks motorcyclists are exposed to and the use of films appears to be successful in achieving this.

- Social media campaigns, using engaging videos, provide a method of engaging with target audiences
- Those target audiences should be clearly defined in advance, accepting that one campaign message is unlikely to be relevant to multiple audiences
- Paid advertising greatly increases reach
- Engagement can remain high, even when new materials are posted regularly
- Messages can be recalled by target audiences 12 months later
- A low-cost campaign can achieve high reach
- Target audiences feel that social media works as a method of sharing road safety messages



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