

Press release: 01/08/22

Shiny Side Up Partnership evaluates ‘Know the Dangers’ resource



The Shiny Side Up Partnership today launches a ‘deep dive’ evaluation into its exciting ‘Know the Dangers’ resource supported by the Road Safety Trust, Stennik and Agilysis.

[The ‘Know the Dangers’ resource](#) comprises of a series of short films and infographics designed to increase driver and rider knowledge about the most common motorcycle collisions with the aim of preventing future crashes.

The films were shared on social media, supported by paid advertising. This helped them to reach a large audience - with more than 600,000 views recorded.

Now with the support of the Road Safety Trust, Agilysis is working on behalf of the Shiny Side Up Partnership to find out who used the ‘Know the Dangers’ films, how they were used and to what effect.

Agilysis will be analysing social media and website data provided by Stennik, as well as getting the views of drivers, riders, key stakeholders and the wider road safety community with a short online survey.

The survey launches today (Monday 1 August 2022) and will be open until the end of the Summer.

Heidi Duffy MBE, SSUP’s facilitator, said: “It was great to achieve the huge number of views on social media and see the film and resources downloaded from the SSUP website many times, but this deep dive evaluation will see how the resources are being actually used and by whom.

“Insights into the hopefully successful use of various social media approaches can be used to provide a guide for other RS practitioners going forward.”

The short survey can be accessed by the link below and SSUP appeals to users of the resource to take time out to complete it to inform and guide social media projects in the future.

<https://www.smartsurvey.co.uk/s/WUJ7WU/>



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